

# 2017

Vendor Membership, Advertising,  
and Event Exhibits and Sponsorship



HBMA 2017: The Healthcare Revenue Cycle Management  
Conference  
September 14-16, 2017 | Phoenix, AZ

**MAKE PLANS TO EXHIBIT**

# **Market Your Products and Services to More than 250 Billing Management Professionals**

HBMA is a trade association representing revenue cycle management professionals in Washington – working with the U.S. Congress, the White House, CMS, and other federal agencies to improve the business of medical billing and the practice of healthcare. As an exhibitor, you will reach an array of healthcare professionals who are eager to learn new products and services in the medical billing industry.

## **Exhibit at the HBMA Annual Event and Make an Impact on Your Organization's Growth**

No other organization brings together revenue cycle and billing management professionals from a variety of backgrounds and experience levels in one place like the HBMA annual conference. Don't miss out on this opportunity to share your resources and solutions with these dedicated professionals.

# What Are Attendees Looking For?

Attendees are constantly seeking ways to improve their efficiency, productivity, technical, and operating skills, in an effort to serve and anticipate their clients' needs, and to extend their outreach.

# Reach Your Target Audience

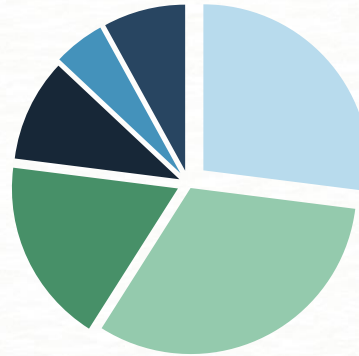
If you have products and/or services in any of the following categories, you should exhibit at the HBMA annual conference to reach billing management professionals specializing in areas such as:

- Anesthesiology
- Cardiology
- Emergency Medicine
- Family Medicine
- General Surgery
- Internal Medicine
- OB-GYN
- Orthopedic Surgery
- Pathology
- Pediatrics
- Radiology

**HBMA members represent nearly 80% of claims submitted by third party medical billing companies on behalf of providers.**

# HBMA Members by Company Size

Large or small, specialized or diverse, our members' clientele is comprised of about 60% hospital based physicians, 30% office-based physicians, and about 10% allied healthcare providers.



- 1 to 5 Employees
- 6 to 15 Employees
- 16 to 30 Employees
- 31 to 60 Employees
- 61 to 90 Employees
- 91+ Employees

## About the Healthcare Business Management Association

As a non-profit, member-led trade association, HBMA represents over 47,000 employees at nearly 500 revenue cycle management firms. Founded in 1993, HBMA fosters personal development, advocates on the behalf of the medical billing profession, and promotes cooperation through a wide range of business resources, educational events, networking opportunities, certification programs, and enforcement of the Medical Biller's Code of Ethics.

# HBMA Advertising

## INCREASE VISIBILITY WITH HBMA ADVERTISING OPPORTUNITIES

- Advertise in *Billing* and reach a targeted audience of revenue cycle management professionals and decision makers
- Advertise with an article or banner in HBMA's bi-weekly eNewsletter, Newswire
- Send your business message electronically to members with an email communication
- Advertise with a banner on the HBMA website
- Sponsor an educational webinar
- Create a customized sponsorship with the help of our sales team!

**The Journal of the Healthcare Business Management Association, *Billing***, is HBMA's bi-monthly journal (published 6x year), and made available in print and online to nearly 1,000 members and contacts. *Billing* provides current and topical features written by industry leaders, as well as articles on coding, ICD-10, compliance, government affairs and more. *Billing* is also available to non-member subscribers.



For Advertising and Sponsorship questions, contact our HBMA sales manager:  
Ryan Abell: at [rabell@hbma.org](mailto:rabell@hbma.org) or 202-367-2315

# Advertising Pricing and Deadlines

## Billing Advertising

Full page (non bleed).....	8.00" x 10.50".....	\$1,700 per issue
Full page (including 1/8" bleed).....	8.75" x 11.25".....	\$1,800 per issue
½ page.....	7.00" x 4.60".....	\$900 per issue

*\*Advertisers must be HBMA Members.*

## Billing AD DEADLINES

Issue	Deadline Date
July/August.....	May 26, 2017
September/October.....	July 28, 2017
November/December.....	Sept. 15, 2017

### NEW DIGITAL ADVERTISING OPPORTUNITIES ARE NOW AVAILABLE

Garner even more attention for your products and services with a variety of digital ad enhancements. Contact [rabell@hbma.org](mailto:rabell@hbma.org) to learn more.

# HBMA Advertising (CONTINUED)

## EMAIL BROADCASTS

*\$750 per use*

Send your business message electronically to a captive audience of all HBMA members.

*Requirements:* Place your ad in the body of an email and send it to HBMA for approval by the HBMA Office and Vendor Affiliate Committee. After approval, date selection for the one-time dissemination to the membership will be placed on the HBMA communications calendar.

## GOVERNMENT RELATIONS UPDATE OP-ED

Write a one-page op-ed to be published in our special advocacy focused publication edited by HBMA's government relations committee.

## WEBINAR SPONSORSHIPS

*\$3,500 per webinar*

Webinars are offered throughout the year to HBMA members. Your company logo will appear on promotional email announcements and on slides during the presentation. Your company name will also be announced during the presentation.

## WEBSITE BANNER AD

*\$7,500*

Your promotional banner ad with company logo will be displayed on the HBMA website for one year.

*Requirements:* Dimensions: 86 x 98 pixels. File Types: .jpg, .gif, or .png. No flash ads will be accepted. Please provide a link to your site, either the home page or a specific landing page.

## WASHINGTON REPORT BANNER

*\$750 per issue*

The Washington Report is a monthly digital publication from the Director of Government Relations highlighting the various legislative and regulatory changes each month.

## NEWSWIRE ADVERTISING

*\$750 per banner/ad per issue*

*NewsWire* is HBMA's bi-weekly eNewsletter, distributed to over 1,000 members of the HBMA community.

*Requirements:* 728 x 90 banner. Text ad within editorial-180 words maximum with a link to a specific landing page and 300 x 300 pixel image



# Event Sponsorship Opportunities

Don't miss these special opportunities to enhance your visibility and gain recognition among the membership of HBMA. In return for your contribution and support, HBMA provides a wide variety of sponsorship benefits based on your level and specific to your sponsored event. We know you have a choice in which organizations you support and we truly appreciate your trust in HBMA and the value and education we provide to our members and industry professionals. We look forward to working together to find solutions for your company and your continued support.

## Platinum Level

### Title Sponsor.....\$15,000

- A banner link on the HBMA conference registration page
- Flash drives with all conference materials downloaded and engraved with your logo
- A meter board sign in the General Session ballroom
- A full-page advertisement, inside the front cover of the conference program book
- Prime choice of exhibit booth space
- An introduction by the HBMA president at the Opening General Session
- Complimentary conference registrations for three company representatives
- Recognition in all pre-event marketing

### Keynote Sponsor ..... \$10,000

- A banner link on the HBMA conference registration page
- A meter board sign displayed on the keynote stage and throughout the conference
- A full-page color advertisement, inside the back cover of the conference program book
- Prime choice of exhibit booth space
- An introduction by the HBMA president at the Opening Keynote session
- Your company name included in a press release
- A sponsor logo to appear with an audio recording of the keynote speaker
- Complimentary conference registrations for three company representatives

For Advertising and Sponsorship questions, contact our HBMA sales manager:  
**Ryan Abell: at [rabell@hbma.org](mailto:rabell@hbma.org) or 202-367-2315**

# Event Sponsorship Opportunities *(Continued)*

## Gold Level

All Gold Level Sponsors receive the following benefits in addition to those specifically designated with the sponsorship listing below:

- Company logo on all sponsorship signage
- Prime choice of exhibit booth space
- A full-page color advertisement in the onsite guide
- 3 Complimentary registrations

### **Networking Lunch** . . . . . \$8,500

- Includes brief introduction to all attendees
- Company logo included on luncheon sponsor sign
- Provide your own napkins with company logo

### **First Timer/New Member Breakfast** . . . . . \$8,000

- Includes brief introduction to all attendees
- Company logo included on breakfast sponsor sign
- Provide your own napkins with company logo

### **Conference Bags** . . . . . \$7,500

- Company logo printed on conference bag

### **Lanyards** . . . . . \$7,500

- Company logo printed on lanyards

### **Key Cards** . . . . . \$7,500

- Company logo printed on hotel key cards

## Silver Level

All Silver Level Sponsors receive the following benefits in addition to those specifically designated with the sponsorship listing below::

- Company logo on all sponsorship signage
- Recognition in the conference program book

### **Closing Session Speaker** . . . . . \$5,500

### **Pre-Conference Sessions** (two available) . . . . . \$4,500

### **Bar Sponsor** (bar setup near your booth) . . . . . \$4,000

- Company logo included on bar sponsor sign
- Provide your own cocktail napkins with company logo
- *For an additional \$2,000 sponsor receives custom cocktail*

### **Food Station Sponsor** (setup near your booth) . . . \$3,500

- Company logo included on bar sponsor sign
- Provide your own cocktail napkins with company logo

### **Ice Cream Break** (Ice-cream purchase not included, must purchase separately) . . . . . \$3,000

### **Seat Drop** . . . . . \$3,000

- Your flyer placed on every seat in General Session

*NOTE: In order to provide equal opportunities for all vendors, organizations may select the same sponsorship item only two consecutive times and should then choose an alternate option.*

# CONFERENCE EXHIBITOR INFORMATION

Act now to reach an influential audience of healthcare billing professionals. Register online at [www.hbma.org](http://www.hbma.org)

## HBMA 2017: THE HEALTHCARE REVENUE CYCLE CONFERENCE

September 14-16, 2017  
Arizona Grand Resort & Spa | Phoenix, Arizona

### EXHIBIT PERSONNEL REGISTRATION

All persons visiting the exhibition area as well as staffing the booths must be registered and wear the HBMA conference name badge. Two (2) registrations are included with the booth registration fee. One additional representative can be registered for \$300. Representatives must be employees of your company. HBMA has a strict policy against solicitation by representatives of organizations who are not exhibiting at the conference.

## BOOTH REGISTRATION & BOOTH SELECTION

*REVIEW THESE PROCEDURES:* Please carefully note the procedures and time periods we have implemented for exhibitor sign-ups and booth selection for the **HBMA 2017: The Healthcare Revenue Cycle Conference**. Exhibitor sign-ups will be accepted according to the schedule shown below. To pre-register as a conference sponsor, please call Ryan Abell at 202-367-2315.

*Please Note:* To pre-register, you must be eligible through sponsorship or by having exhibited at our annual conferences within the past year. We are required to un-register non-eligible companies that attempt to register prior to 14 weeks out. We apologize for any inconvenience this may cause.

# CONFERENCE EXHIBITOR INFORMATION

## *(Continued)*

### Exhibit Space Fees

All booths are 8' deep by 10' wide. Included with each space are draped back and side walls, a booth identification sign, one 6' draped table, two chairs and a wastebasket. The exhibit hall floor and all booths are carpeted. All exhibitors will be recognized in the conference program book with a description of the company or product and company URL, if so provided by the exhibitor. Descriptions may be edited by HBMA to remove any content deemed inappropriate. Security, including move-in and move-out, daily aisle maintenance and trash control, general overall illumination and temperature control will be provided.

### Terms of Payment & Cancellation

Mailed applications must be accompanied by check or wire transfer made payable to HBMA in the full amount per space rental reserved. If written notice of space cancellation is postmarked by **July 28, 2017**, a 50% refund will be made. No refund for cancellation will be made for requests postmarked after this time.\* Please contact **info@hbma.org** for bank wire information.

Check Mailing Address:  
HBMA  
9002 Solution Center  
Chicago, Illinois 60677-9000

### The Rates For Exhibit Space Are:

**HBMA Vendor Member.....\$2,295 per booth**  
**Non-Member.....\$3,295 per booth**

HBMA reserves the right to deny exhibit space. Please note that exhibit space pricing does not include any materials such as (but not limited to) additional tables, furnishings or electrical. These items must be purchased separately from the exhibit contractor. Exhibitor kits are only give to exhibitors with no balance due to HBMA.

# CONFERENCE EXHIBITOR INFORMATION

## (Continued)

### CONFERENCE PROGRAM BOOK INFORMATION

Your company name, logo, and description will be included in the final conference program book. Descriptions may be edited by HBMA to remove any content deemed inappropriate. Please provide:

- A brief company description - 35 word limit
- Company website URL
- Company logo in a vector EPS or high-res JPEG version

Please note that HBMA reserves the right to edit copy to conform to format and length limitations as necessary. Your company logo will be included in the Exhibitor Information section of the final conference program book as well as in any Sponsor recognition signage. Please submit these files via email to **Gabe Capella at [exhibits@hbma.org](mailto:exhibits@hbma.org)**.

***For best results, we request a vector EPS file or, if not available, then a hi-res JPEG format. We cannot adequately reproduce Word document representations and are not able to use logos from websites.***

### RAFFLE

All exhibiting companies will be listed on a signature card provided to all attendees. Exhibiting companies are encouraged to provide their own raffle prizes for drawings on the final day. HBMA will draw from the completed signature cards to announce gift card winners provided by HBMA.

\* New this year, HBMA will no longer accept credit card payments for sponsorship, exhibit booths, or advertisements. HBMA will accept check or wire payments. For more information on this policy change, please contact **Gabe Capella at [exhibits@hbma.org](mailto:exhibits@hbma.org)**.

Click here for additional event information



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