

# HBMA

HEALTHCARE BUSINESS MANAGEMENT ASSOCIATION

## HEALTHCARE INNOVATION WORKSHOP 2022

### Exhibitor Prospectus



**NEW ORLEANS ROYAL SONESTA HOTEL  
MARCH 30-31, 2022**

## REACH REVENUE CYCLE MANAGEMENT LEADERS AND MEET KEY DECISION MAKERS

Physician Groups, Hospital Systems, Specialty Facilities and Physician Offices turn to Revenue Cycle Management companies and Professional Billing Departments to manage their RCM needs effectively and efficiently. Executives in RCM are at the forefront and driving change through Innovation in RCM processes.



Exhibiting and Sponsoring at the HBMA Innovation Workshop will put your brand in front of influential RCM decision makers. Join us on Wednesday and Thursday, March 30th and 31st.

We are excited for another in-person meeting and to provide opportunities for exhibitors to interact with attendees. We have created dedicated face-to-face time for you to interact with your buying audience. Breakfast, Lunch and Breaks will be in the exhibit hall. When attendees are in sessions, you may be too. We encourage interaction between exhibitors and sponsors with potential clients throughout the workshop.

### HIGHLIGHTS

- Dedicated exhibiting hours
- Breakfast in the exhibit hall
- Lunch in the exhibit hall
- Expansive sponsorship opportunities

### ON-SITE EXHIBIT HALL SCHEDULE

#### Wednesday, March 30th

- Breakfast 7:30 – 8:30 am
- Beverage Break 9:45 – 10:45 am
- Lunch – 12:00 to 1:00 pm
- Afternoon Snack & Beverage Break 2:45 – 3:45 pm

#### Thursday, March 31st

- Breakfast 7:30 – 8:30 am
- Beverage Break 10:15 – 11:15 am
- Lunch – 12:15 to 1:15 pm



## SPONSORSHIP - EXTEND YOUR REACH!

Become a sponsor and support education, conference materials and more.

### BOOTH DETAILS FOR VENDOR MEMBERS AND SPONSORS

\*\*\* Booth space is limited. Be sure to register before they are gone. \*\*\*

#### TABLETOP BOOTH - \$2,000

- 6' cloth draped table in the exhibit hall
- Conference attendee list
  - Sent twice – 1 month prior to conference and 1 week post conference
- Exhibitor guide listing
- 2 exhibitor attendees

Sponsor booths are assigned before all other exhibitors and in order of sponsorship level. Within each sponsorship level, assignments are made based on date of the signed sponsorship contract. Ensure you have priority placement by contracting early. Exhibitor booths will be assigned in order of registration after sponsor booths are assigned.



## BUILD YOUR CUSTOMIZED SPONSORSHIP PACKAGE

Contact Sara Nofziger-Drew by February 28, 2022

SNozfiger-Drew@healthpromedical.com

Cell: 503-312-2323

## SPONSORSHIP OPTIONS

<b>Exhibitor Guide Ad</b> Advertise in our electronic exhibitor guide.	\$500
<b>Educational Sponsorships</b> <ul style="list-style-type: none"><li>- Opening Keynote - \$3,000</li><li>- Education Session - \$1,000</li></ul>	varies
<b>Evening Reception</b> One (1) opportunity available to sponsor our exciting and engaging networking reception. This is your opportunity to build relationships with your buyers in a fun, relaxed atmosphere. The sponsor of this reception will have signage at the event and logo on marketing collateral and website whenever the reception is listed. The sponsor will be recognized at the podium at the end of the last session before the reception.	\$7,000
<b>Breakfast Networking Sponsorship</b> Two (2) slots available to sponsor breakfast in the exhibit hall on Wednesday and Thursday. Includes signage at the event and logo on marketing collateral and website whenever Breakfast is listed. Sponsor will be introduced at the first session of the day and will have an opportunity to greet the attendees.	\$4,000 each
<b>Morning Break Cafe in the Exhibit Hall</b> Two (2) slots available to sponsor breaks in the exhibit hall on Wednesday and Thursday. Includes signage at the event and logo on marketing collateral and website whenever Morning Break Café is listed. Sponsor will be recognized at the podium at the end of the session before the break.	\$2,000 each

## SPONSORSHIP OPTIONS, CONTINUED

<p><b>Networking Lunch Sponsorship</b> Two (2) slots available to sponsor lunch in the exhibit hall on Wednesday and Thursday. Includes signage at the event and logo on marketing collateral and website whenever Lunch is listed. Sponsor will be introduced from the sponsoring company and can greet the attendees.</p>	<p>\$5,000 each</p>
<p><b>Afternoon Snack &amp; Beverage Break</b> Two (2) slots available to sponsor breaks in the exhibit hall on Wednesday and Thursday. Includes signage at the event and logo on marketing collateral and website whenever Afternoon Snack &amp; Beverage Break is listed. Sponsor will be recognized at the podium at the end of the session before the break.</p>	<p>\$2,000 each</p>
<p><b>Attendee Conference Kit</b></p> <ul style="list-style-type: none"> <li>- Conference (tote) bag - \$2,500</li> <li>- Conference bag insert - \$1,000</li> <li>- Lanyards - \$1,250</li> </ul>	<p>varies</p>

## VACCINE REQUIREMENTS

Vaccines will be required for all attendees at the HBMA conference. Proof of vaccination will be required. Details will be provided before arrival.

### Hotel policy:

The hotel is following the state and city mandates for COVID 19 protocols. We will require a negative antigen or PCR test or proof of vaccination for any guests will dine in our outlets. This is not required for any meeting space or to stay in the hotel. Currently, the state has also lifted the mask mandate. These 2 items would be at the discretion of the company to decide if they will make it mandatory for the guests to have a negative test/ proof of vaccination and/or wear their masks throughout the meeting. We have a COVID clause that we can include in the contract that address cancellation/rebook scenarios should it become impossible or commercially impractical for the meeting to occur due to government (Federal, state or local) mandates imposed after the contract is signed.

<https://ready.nola.gov/incident/coronavirus/safe-reopening/> - New Orleans COVID guidelines