



HBMA Healthcare Revenue Cycle Virtual Conference Prospectus

For Exhibiting and Sponsorship questions, contact our HBMA sales manager:
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HBMA 2020 Goes Virtual

When: September 14-17, 2020

Economic hardships are already impacting our industry. RCM firms are looking for new approaches to billing, collections, payer contracting, provider enrollment, coding, data analytics, management, compliance, and processes to ensure business continuity. HBMA transformed the highly successful in-person Revenue Cycle Management Conference, which attracts 300+ attendees each year, into HBMA – The Virtual Cycle Management Conference to meet the time-sensitive needs of the business of RCM Services.

BROADEN AWARENESS AND SALES VIRTUALLY

This new format allows partners the opportunity to:

- Network virtually with our engaged group of RCM professionals through your virtual booths. Dedicated exhibit hours are built into Conference schedule
- Hold demos and educational sessions to share the timely updates and information about your products, services and approaches that will help RCM firms survive — and even thrive — during this economic downturn
- Reach even more attendees who will be able to attend HBMA – The Virtual Revenue Cycle Management Conference at a lower cost without the risk or need to travel
- Showcase your support of the RCM industry. HBMA connects products and services to healthcare business management professionals serving a wide range of practice specialties, including:
 - 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.

Opportunities within the Virtual Experience

Virtual Booths and Listings

Shine by having your own “virtual tradeshow booth,” which you can customize by logo, description, keywords, documents and even video. Each exhibitor’s “booth staff” appears on their page for greater personalization and interactivity and dedicated exhibit hours allow you to manage your staff time

Sponsor Communications

Use our email system to send sponsored messages, including pre-scheduled e-blasts, to our attendees. Schedule and send notifications to attendees at a particular time, linking them to an event page such as your booth or landing page.

Lead Generation

We providing our supporters with their most valuable resource: leads. We will distribute lead capture and retrieval capabilities to all sponsors. Exhibitors receive lead contact information from attendees who messaged them to learn more about their product or services. In real time you can view which attendees visited your booth during the event

Live Conversations

The Exhibit Hours feature lets attendees connect to booth staff through real-time video chat by simply "entering" their virtual tradeshow booth.

Virtual Event Exhibiting/Sponsorship Packages

All Sponsors/Exhibitors will be listed on dedicated Sponsor Page

Conference registrants are incentivized to engage with exhibitor/sponsors by providing a discount for signing up exhibitor/sponsor conference activities

Platinum Level.....\$2,500

- Virtual Booth with option to provide pre-recorded videos, case studies, and white papers for download
- Ability to hold demo sessions with attendees
- Banner Ad in rotation on home page and event pages of virtual platform
- Sponsored eBlast to attendees prior to event
- Top Placement within Sponsors page on platform and website
- Full Lead Capture and Retrieval capabilities
- Includes ala carte sponsorship of virtual swag bag submission
- Complimentary conference registrations for four company representatives

Gold Level.....\$2,000

- Virtual Booth with option to provide pre-recorded videos, case studies, white papers for download
- Ability to hold demo sessions with attendees
- Secondary Placement within Sponsors page on platform and website
- Full Lead Capture and Retrieval capabilities
- Complimentary conference registrations for three company representatives

Virtual Event Exhibiting/ Sponsorship Opportunities Continued

Silver Level.....\$1,500

- Virtual Booth with option to provide pre-recorded videos, case studies, white papers for download
- Third Placement within Sponsors page on platform and website
- Full Lead Capture and Retrieval capabilities
- Complimentary conference registrations for two company representatives

Bronze Level.....\$1,000

- Virtual Booth with option to provide case studies, white papers for download (no videos included)
- Fourth Placement within Sponsors page on platform and website
- Full Lead Capture and Retrieval capabilities
- Complimentary conference registrations for one company representatives

Event Sponsorship ala Carte Opportunities

Microsite Content Hub – Post education content for members to access on hbma.org. Opportunities include white papers, pre-recorded webinars, case studies and would live on the site for the remainder of 2020

Cost: \$750 per submission (Maximum 3 items per sponsor)

Vendor eNewsletters – Let members know what news and incentives you are working on for 2020 by customizing your own eNewsletter that would be released to members. Sponsor controls content and HBMA would approve content beforehand and sent on Tuesdays

Cost: \$2,000 per newsletter (Maximum 3 items per sponsor)

Registration email Sponsor – Confirmation email attendee receives upon registration will feature sponsor's logo at the top of the message

Cost: \$5,000 (Exclusive)

Session Sponsorship – Sponsor one of the concurrent sessions put on by HBMA throughout the Conference. Includes specific thank you at beginning of session, logo recognition on platform/website and option to provide a 20-30 sec video that will be played before session starts.

Cost: \$5,000

Co-Branded Facemasks – Help brand awareness by providing co-branded facemask to attendees of the HBMA Virtual Conference. Mask would be produced by HBMA and would include Sponsor and HBMA logo ***N95 masks not available***

Cost: TBD

Webinar – HBMA will host a webinar with your content and promote to HBMA members. Content has to be approved by HBMA. Names and email addresses of attendee will be provided after.

Cost: \$5,000 (Dates depend on availability throughout 2020)

Virtual Swag Bag Submission - Provide attendees with your unique offering in HBMA Virtual attendee bag to be sent to registrants. Offering could include discount codes, coupons, fun games, etc.

Cost: \$750

Mailed Gift – Provide attendees with a unique gift to use throughout the virtual conference and beyond. We can work with you on options and HBMA will assist in mailing to all attendees before Conference begins

Cost: Varies on gift provided

VIRTUAL CONFERENCE EXHIBITOR INFORMATION

Act now to reach an influential audience of revenue cycle management professionals. Register Today!

HBMA 2020 Healthcare Revenue Cycle Virtual Conference

September 14-17, 2020

HBMA reserves the right to deny exhibit space.
Exhibitor kits are only provided to exhibitors with no
balance due to HBMA.

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 15, 2020**, 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.



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