

HBMA

HEALTHCARE BUSINESS MANAGEMENT ASSOCIATION

2021

HBMA Healthcare Revenue Cycle Conference Prospectus

For Exhibiting and Sponsorship questions, contact our HBMA sales manager:
Nick Schuette: at nschuette@hbma.org or 312-673-4974

HBMA 2021: The Healthcare Revenue Cycle Conference

When: September 8-10, 2021

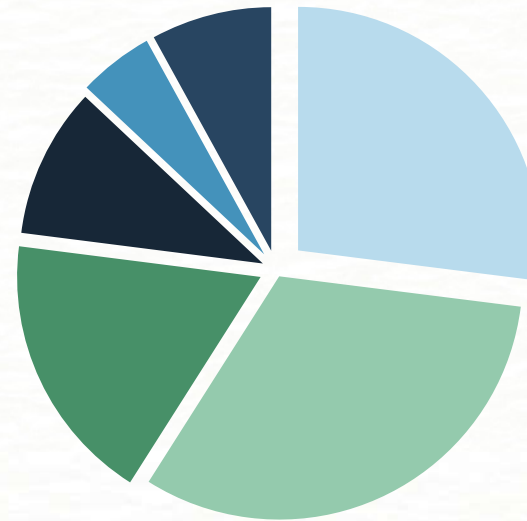
Where: Sheraton Dallas | Dallas, TX

MAKE PLANS TO EXHIBIT

HBMA is a national non-profit trade association representing revenue cycle management and medical billing professionals located in Washington, DC – 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 and revenue cycle management industry.

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 **30,000 employees at hundreds of revenue cycle management firms nationwide**. 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.

Why will you decide to Market with HBMA?

Who do you want to reach in Revenue Cycle Management?

HBMA unlocks purchasing power.

- Every HBMA Revenue Cycle Management (RCM) Company Member represents the needs of the multiple providers and practices they serve.
- Each HBMA Professional Billing Department (PBD) Company Member represents individual practices or hospital systems.
- HBMA members are decision makers in software, compliance, and outsourcing solutions.
- HBMA members are business owners and managers.

Why choose to Exhibit/Sponsor with HBMA Now?

In 2020, the association achieved:

- The expansion of the HBMA Compliance Accreditation Program to 30 accredited companies.
- Welcoming 30 new RCM and PBD companies as members and 37 new members overall.
- HBMA put on the first Virtual Conference in Association history which was a success seeing over 100 attendees with 25 Exhibitors/Sponsors

What Are Attendees Looking For?

HBMA members 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.

The healthcare industry is generally slow to adopt new technologies and processes. With your help, our members stay agile in this ever-changing industry.

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

Reach Your Target Audience Here

HBMA connects your products and/or services in any of the following categories to healthcare business management professionals:

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

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 (Exclusive).....\$15,000

- A banner link on the HBMA conference registration page
- A meter board sign in the General Session room
- Top billing on the conference website and have the ability to have one document or whitepaper of choice loaded onto the website
- A full-page advertisement, inside the front cover of the conference program book
- Recognition by the HBMA president at the Opening General Session
- Complimentary conference registrations for four company representatives
- Recognition in all pre-event marketing as title sponsor
- Pre and Post Show eBlast to attendees to promote participation and continue communications
- Prime choice of exhibit booth space

Keynote Sponsor (Exclusive)..... \$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
- Recognition by the HBMA president at the Opening Keynote session
- A Chair Drop of material in session room before Keynote
- Complimentary conference registrations for three company representatives
- Recognition in all pre-event marketing as Keynote sponsor
- Pre-Show eBlast to attendees to promote participation
- Prime choice of exhibit booth space

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
- Three (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

Hand Sanitizer Station Sponsorship \$7,000

- Company logo included on sanitizer station sign near each station located throughout the Conference

Charging Station for Smart Phones \$7,000

- Expand your presence at the Annual Conference and help attendees charge up to stay connected! This station will be located in a high traffic area with the opportunity to customize graphics.

Conference Bags \$7,000

- 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

Bite-Size Theater Presentation \$5,000

- Grab the attention of attendees by showcasing your best idea, solution, or product in a 20 minute presentation in the HBMA Theater. HBMA will promote your session in pre-show marketing materials, website, and onsite signage. Limited spots available. This opportunity is first-come, first-served for exhibiting companies only. Your time slot will be assigned once the application is completed.

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.

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Event Sponsorship Opportunities *(Continued)*

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 \$4,500

- Close out the week by welcoming the HBMA Closing Speaker to the stage in front of an audience of attendees. Sponsorship includes an introduction of the speaker, chair drop, and your company logo on pre-conference materials and signage.

Post-Conference Webinar \$4,500

- Continue to stay top-of mind with HBMA Members and attendees by hosting a webinar. You can provide the Topic and Speaker and we will promote and host on our platform.

Hand Sanitizer Sponsorship \$4,000

- Co-branded Sanitizer Bottles handed out to all attendees

Hotel Room Drop Sponsorship. \$3,500

- Place your message on a promotional item in each attendee's room

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 revenue cycle management professionals. Register by contacting nschuette@hbma.org

HBMA 2021: THE HEALTHCARE REVENUE CYCLE CONFERENCE

September 8-10, 2021
Sheraton Downtown | Dallas, TX

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. 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.

2021 Exhibit Hall Schedule

Move-in Tuesday, September 7th: 8:00 AM – 5:00 PM
Move-in Wednesday, September 8th: 8:00 AM – 12:00 PM

Live Exhibit Hours:

- Wednesday, September 8th:
 - Kick-off Reception: 6:30 PM – 7:30 PM
- Thursday, September 9th:
 - Breakfast 8:30 AM – 9:00 AM
 - AM Break: 10:00 AM – 10:45 AM
 - Lunch: 11:45 AM – 1:15 PM
 - PM Break: 2:30 PM – 3:15 PM
 - PM Break 2: 4:15 – 5:00 PM
 - Closing Reception: 6:00 PM – 7:00 PM

CONFERENCE EXHIBITOR INFORMATION

(Continued)

Exhibit Space Fees

All booths are 10' 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 if contracted by 7/30/21 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.

Booth Selection:

Booth selection is on a first-come, first-served based on contract execution date. Show management reserves the right to set aside premium exhibit space as part of sponsorship packages offered to exhibitors

Rules and Regulations:

Please see our Rules and Regulations through this [link](#) for more information

The Rates For Exhibit Space Are:

HBMA Vendor Member.....\$2,000 per booth
Non-Member.....\$3,850 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 on-site 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 Lisa Billock at exhibits@hbma.org.

For best results, we request a vector EPS file or, if not available, then a hi-res PNG 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.

HBMA will accept credit card, check, or wire payments for sponsorship, exhibit booths, or advertisements. For more information on this policy change, please contact Lisa Billock at exhibits@hbma.org.

Looking for more? Contact Nick Schuette to create a custom sponsorship. nschuette@hbma.org