

HBMA

HEALTHCARE BUSINESS MANAGEMENT ASSOCIATION

Innovation Conference

March 5th-7th, 2024

Westward Look Wyndham Grand
Resort and Spa
Tucson, AZ



For Exhibiting and Sponsorship questions, contact our HBMA sales manager:
Haley Popejoy at haley@hbma.org or (877) 640-HBMA (4262)

HBMA 2024: Innovation Meeting



MAKE PLANS TO EXHIBIT

HBMA is a national non-profit trade association representing revenue cycle management and medical billing professionals 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.

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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, managers, and executives.

Why choose to Exhibit/Sponsor with HBMA Now?

"HBMA is the organization to be associated with if you are in the RCM Industry - it is where I got my start and have built it from 3 employees to over 500 employees. I owe most of my knowledge about the RCM industry to HBMA over the last decade. Thank you."

Vinod (Vinny) Sankaran

CEO, Medical Billing Wholesalers (MBW)

Exhibitor feedback from HBMA's Fall 2022 Conference:

- "I had nothing but great experiences with both HBMA reps and the attendees."
- "Felt like a lot of decision makers!"

Event Sponsorship Opportunities *(Continued)*

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
- 2 Complimentary registrations

Reception \$6,750 *(2 Available)*

- Includes brief introduction to all attendees and 10 minutes time to present to them
- Company logo included on reception sponsor sign
- Provide your own napkins with company logo

Networking Lunch \$4,500 *(2 Available)*

- Includes brief introduction to all attendees and 10 minutes time to present to them
- Company logo included on luncheon sponsor sign
- Provide your own napkins with company logo

Networking Breakfast.. . . . \$3,500 *(2 Available)*

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



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Event Sponsorship Opportunities *(Continued)*

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

Lanyards

\$1,750 (Sponsor Produces Item)

\$4,000 (HBMA Produces Item)

- Sponsor logo printed on the lanyard

Conference Bags

\$2,500 (Sponsor Produces Item)

\$6,000 (HBMA Produces Item)

- Sponsor logo printed on conference bag

Education Session Sponsorship \$1,250 per session

- Introduce the speaker
- 5 minute chance to address attendees
- Slide with your company logo
- Logo next to session in the attendee brochure

Hotel Room Drop Sponsorship \$2,500 per Item

- Place your message on a promotional item in attendee rooms
- Sponsor must provide item

Breaks (2 Available of each option)

Snacks \$1,500

Drinks \$1,500

Tote Bag Insert \$750 per item

- Sponsor must provide item

Water Bottles

\$2,000 (Sponsor Produces Item)

\$5,500 (HBMA Produces Item)

- Sponsor logo printed on water bottle

Seat Drop \$1,000 per session

- Your flyer placed on every seat in General Session
- Sponsor must provide flyer

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Marketing Sponsorship Opportunities

Must be exhibiting or sponsoring an event/item totaling \$2,000 or more to qualify to add any item below.

E- Blast \$1,000 per email

Limit one per exhibitor/sponsor
No more than **one** sponsored email will be sent during a calendar week. Schedule ahead to ensure the date you want is available.

Attendee Brochure Ad

- **1/4 page** \$200
- **1/2 Page** \$400
- **Full Page** \$800

HBMA Live Vendor Spotlight \$1,000 per broadcast

- Streamed live to our social medias and YouTube
- Remains on social medias minimum 1 year
- 15 Minutes Maximum
- Must be before or after conference, not during

Social Media Spotlight Post. \$250 per post

Banner Ad on Attendee Registration Page. . . \$1,250

The items above must be used prior to the meeting or up to 30 days after the meeting completes. Items above are non refundable or transferable. Purchasing companies must make arrangements with the National Office at info@hbma.org.

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MEETING EXHIBITOR INFORMATION

Act now to reach an influential audience of revenue cycle management professionals. Register online or by contacting haley@hbma.org

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EXHIBIT PERSONNEL REGISTRATION

All persons visiting the exhibition area as well as staffing the booths must be registered and wear the HBMA meeting name badge.

Two (2) registrations are included with the booth registration fee. Additional representatives can be registered but must pay the attendee 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 meeting.

BOOTH REGISTRATION & BOOTH SELECTION

Please carefully note the procedures and time periods we have implemented for exhibitor sign-ups and booth selection for the HBMA 2024: Innovation Meeting:

Exhibitor sign-ups will be accepted in order they are received. To pre-register as a meeting sponsor, please email Haley Popejoy at haley@hbma.org.

Booth selection will not be allowed until payment, contract, exhibiting company logo, and exhibiting company description is received by the National Office (info@hbma.org). Once all items are received, you will be contacted with the exhibit hall map and available booth spaces.

CONFERENCE EXHIBITOR INFORMATION

(Continued)

Exhibit Space Fees

All booths are tabletop. Included with each space are 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.

The Rates For Exhibit Space Are:

HBMA Vendor Member.....\$2,000 per booth
Non-Member.....\$3,000 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 given to exhibitors with no balance due to HBMA.**

Terms of Payment & Cancellation

Mailed applications must be accompanied by check made payable to HBMA in the full amount per space rental reserved. If written notice of space cancellation is postmarked by **February 5th, 2024**, a 50% refund will be made. No refund for cancellation will be made for requests postmarked after this time.*

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CONFERENCE EXHIBITOR INFORMATION

(Continued)

CONFERENCE PROGRAM BOOK INFORMATION

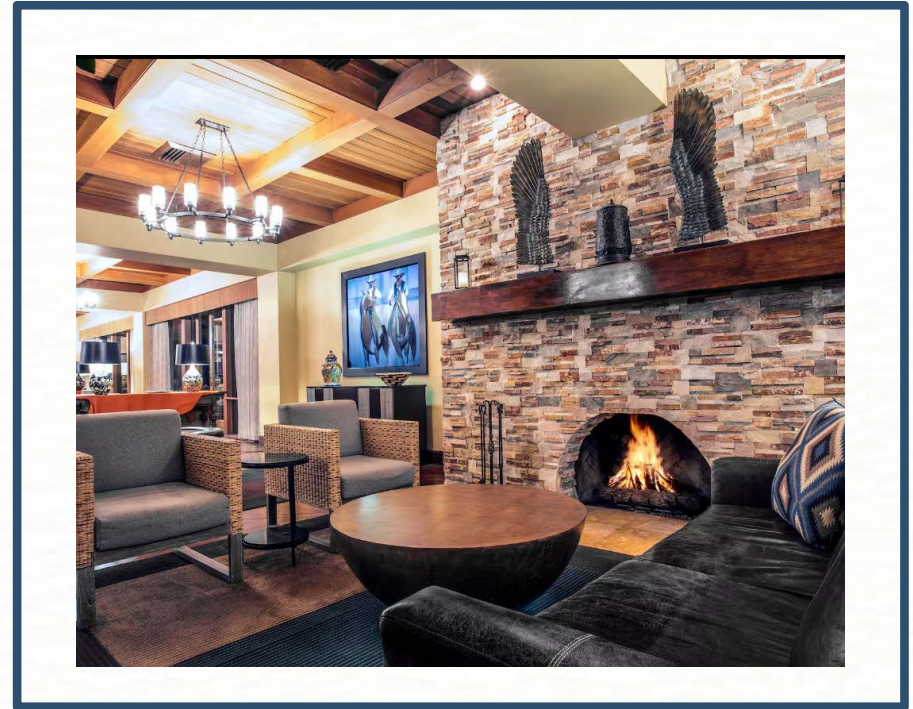
Your company name, logo, and description will be included in the final conference program book. Descriptions may be edited by HBMA to remove any content deemed inappropriate. Please provide:

- A brief company description - 150 word limit
- Company website URL
- Company logo in high-res JPEG, PDF, or PNG version

*We cannot adequately reproduce Word document representations and are not able to use logos from websites.

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 Haley Popejoy at haley@hbma.org.

HBMA will accept credit card or check payments for sponsorship, exhibit booths, or advertisements.



Looking for more? Contact Haley Popejoy to create a custom sponsorship. haley@hbma.org