



## Fall Revenue Cycle Conference

Sheraton Niagara Falls  
Niagara Falls, NY  
October 6th-8th, 2025

For Exhibiting and Sponsorship Questions, contact our HBMA Event Coordinator:  
Haley Popejoy at [haley@hbma.org](mailto:haley@hbma.org) or (877) 640-HBMA (4262)

# 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?

- Every Revenue Cycle Management (RCM) Company Member represents the needs of the multiple providers and practices they serve.
- Each 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)

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# Virtual Exhibit Booth

All Exhibitors Will Receive a Virtual Exhibit Booth Included in the Cost of the Exhibit Booth.

## Virtual Exhibit Booths Include:

- Space for a full company description
- Direct link to your website and email
- Option to add a company video
- Company branding including logo and background photo
- Lead funnel email sign up right on the app
- Giveaways and offers area to increase contact with attendees
- One document attachment
- Ability to participate in the Passport Contest and scan attendee QR codes to get immediate access to attendee contact information on site
- Access two full weeks early to interact with attendees
- Access to attendees up to three months after conference completes
- Access to community boards where you can connect with attendees on different topics

## 2024 Reports:

### whova EXHIBITOR REPORT

EXHIBITORS TOTAL

43

LEADS GENERATED TOTAL

1037

### whova SPONSOR REPORT

SPONSOR TOTAL

20

SPONSOR IMPRESSIONS TOTAL

168,590

This app is game changing! We introduced it during our 2022 Fall Conference and had over 92% of attendees use the app during the meeting, and exhibitors that had prominent ads had hundreds of views and clicks!

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# Diamond Level Sponsorships

## Title Sponsor

Member ... ~~\$12,000~~  
Non-Member ... ~~\$14,000~~



- One 10X10 Exhibit Booth
- Four Attendee Registrations
- A Banner Link on the HBMA Conference Registration Page [Design Size: 2000X600 pixels]
- A Banner Graphic on all Event Marketing Emails [Design Size: 600X300 pixels]
- One Full Page Advertisement Inside the Front Cover of the Conference Program Book
- An Introduction by the HBMA President at the Opening General Session
- 10 Minutes to Address Attendees About Company [Slides Optional]\*
- One Poster Sign at the Registration Desk
- One Poster Sign in the Exhibit Hall
- A Virtual Exhibit Booth via the Whova Conference App
- An Ad on the Whova Conference App
- Recognition of Sponsorship in the Attendee Program Book
- Special Thank You Message With Logo in Promotional Slideshow (Between Sessions)

## Keynote Sponsor

Member ... ~~\$12,000~~  
Non-Member ... ~~\$14,000~~



- One 10X10 Exhibit Booth
- Three Attendee Registrations
- A Banner Link on the HBMA Conference Registration Page [Design Size: 2000X600 pixels]
- One Full Page Advertisement Inside the Back Cover of the Conference Program Book
- An Introduction by the HBMA President at the Keynote Session
- 10 Minutes to Address Attendees About Company [Slides Optional]\*
- One Poster Sign in the General Session Ballroom
- One Poster Sign in the Exhibit Hall
- A Virtual Exhibit Booth via the Whova Conference App
- An Ad on the Whova Conference App
- Recognition of Sponsorship in the Attendee Program Book
- Special Thank You Message With Logo in Promotional Slideshow (Between Sessions)

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*Sponsorships are non refundable.*



# Platinum Level Sponsorships

All platinum level sponsorships include the following benefits in addition to the individual benefits listed under the specific sponsorships:

- One 10X10 Exhibit Booth
- 3 Complementary Attendee Registrations
- 1/2 Page Ad in Event Program Book
- Special Thank You Message With Logo in Promotional Slideshow (Between Sessions)
- Company Logo on All Sponsorship Signage
- Virtual Exhibit Booth in Conference App

## Reception Sponsorship (2 Available)

- Introduction to Attendees
- 10 Minutes to Present Company to Attendees\*\*
- Logo Next to Sponsored Event in Program Book
- Optional: Provide Branded Napkins for the Event\*

Member . . . \$9,000  
Non-Member . . . \$11,000



## Networking Lunch Sponsorship (2 Available)

- Introduction to Attendees
- 10 Minutes to Present Company to Attendees\*\*
- Logo Next to Sponsored Event in Program Book
- Optional: Provide Branded Napkins for the Event\*

Member . . . \$8,000  
Non-Member . . . \$10,000



## Networking Breakfast Sponsorship (2 Available)

- Introduction to Attendees
- 10 Minutes to Present Company to Attendees\*\*
- Logo Next to Sponsored Event in Program Book
- Optional: Provide Branded Napkins for the Event\*

Member . . . \$7,500  
Non-Member . . . \$9,500

\*Sponsor will be responsible for producing and shipping item(s). Item(s) must arrive to venue no less than 3 business days ahead of event.

\*\*If a sponsor should miss their speaking opportunity as scheduled by the organizer, alternative timing will not be available onsite.

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# Gold Level Sponsorships

All gold level sponsorships include the following benefits in addition to the individual benefits listed under the specific sponsorships:

- One 10X10 Exhibit Booth
- 2 Complementary Attendee Registrations
- 1/4 Page Ad in Event Program Book
- Company Logo on All Sponsorship Signage
- Special Thank You Message With Logo in Promotional Slideshow (Between Sessions)
- Virtual Exhibit Booth in Conference App

## Exhibit Hall Activity Sponsorship

- Sponsor can select one of the following activities to sponsor:
  -  Photo Booth [Opening Reception | October 6th 5pm-7pm]
    - Caricature Artist [Exhibit Hall Break | October 7th *Time Pending Final Schedule*]
    - Tasting [Pending Details] [Closing Reception | October 7th *Time Pending Final Schedule*]
- Prime Booth Location Next to Activity Area
- Logo Next to Event in Program Book

Member . . . \$7,250  
Non-Member . . . \$9,250

## Attendee Outing (Maid of the Mist Boat Ride)

- Three Branded Emails Promoting the Event Sent to HBMA's Database (18,000+ Emails)
- List of Event Attendees Post Event
- Logo Next to Event in Program Book

Member . . . \$7,000  
Non-Member . . . \$9,000



## Conference App Sponsorship

- Provide a Recorded Demo of up to 5 Minutes to be Included on Navigation & Tutorial Page
- 3 Branded Emails Introducing Conference App to Attendees

Member . . . \$7,000  
Non-Member . . . \$9,000



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# Silver Level Sponsorships

All silver level sponsorships include the following benefits in addition to the individual benefits listed under the specific sponsorships:

- 1 Complementary Attendee Registration
- Company Logo on All Sponsorship Signage
- Special Thank You Message With Logo in Promotional Slideshow (Between Sessions)

## Wifi Sponsorship

- Select a wifi password (dependent on venue)
- Company logo on 3 signs providing attendees with password
- Mention on Conference app when notifying attendees of password

Member . . . \$6,000  
Non-Member . . . \$8,000

## Break Sponsorship (4 Available)

Member . . . \$3,500  
Non-Member . . . \$5,500

## Round Table Sponsorship (5 Available)

- Moderate a Table at the Round Table Education Session
- Tables Should be Focused on Education of a Topic, not a Captive Pitch of Products or Services

Member . . . \$3,000  
Non-Member . . . \$5,000



## Conference Bags

- Logo Printed on Item

### Sponsor Produces Item\*

Member . . . \$3,000  
Non-Member . . . \$4,000

### HBMA Produces Item\*\*

Member . . . \$6,500  
Non-Member . . . \$8,500

## Water Bottles

- Logo Printed on Item

### Sponsor Produces Item\*

Member . . . \$2,500  
Non-Member . . . \$3,500

### HBMA Produces Item\*\*

Member . . . \$6,000  
Non-Member . . . \$8,000

## Lanyards

- Logo Printed on Item

### Sponsor Produces Item\*

Member . . . \$2,250  
Non-Member . . . \$2,500

### HBMA Produces Item\*\*

Member . . . \$4,500  
Non-Member . . . \$6,500

\*Cost is reduced as sponsor will be responsible for producing and shipping item(s). Item(s) must arrive to venue no less than 3 business days ahead of event.

\*\*Cost includes production and shipping of item(s) done via HBMA's National Office. Sponsor is responsible for submitting logo in a timely manner for production of item(s).

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# Bronze Level Sponsorships

All bronze level sponsorships include the following benefits in addition to the individual benefits listed under the specific sponsorships:

- Special Thank You Message With Logo in Promotional Slideshow (Between Sessions)

## Hotel Room Drop\*

- Place your message on a promotional item in attendee rooms

**Member . . . \$3,000**  
**Non-Member . . . \$5,000**

## Education Session Sponsorship

- Introduction to Attendees
- 10 Minutes to Present Company to Attendees\*\*
- Logo Next to Sponsored Event in Program Book
- Optional: Create Slides Using Event Branded Slides

**Member . . . \$2,000**  
**Non-Member . . . \$4,000**

## Seat Drop\*

- Your item placed on every seat in your selected session

**Member . . . \$1,500**  
**Non-Member . . . \$3,500**

## Tote Bag Insert\*

- Your item included in the attendee bags

**Member . . . \$1,000**  
**Non-Member . . . \$3,000**

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# Exhibit Hall Sponsorships

Looking for ways to get attendees to your booth? Here are some add ons to help drive traffic!

## Action Food Station

- Station includes service staff and live preparation of food
- Only available during receptions
- Sponsorship is for a single reception

**Member ... \$6,000**  
**Non-Member ... \$8,000**

## Bar Location

- Bar will be set up near to sponsor booth
- Only available during receptions
- Sponsorship is for a single reception

**Member ... \$3,000**  
**Non-Member ... \$5,000**

## Savory Food Display

- Display will be set up near to sponsor booth
- Only available during receptions
- Sponsorship is for a single reception

**Member ... \$2,500**  
**Non-Member ... \$5,000**

## Dessert Food Display

- Display will be set up near to sponsor booth
- Only available during receptions
- Sponsorship is for a single reception

**Member ... \$2,500**  
**Non-Member ... \$4,500**

## Wine Service

- Sponsorship includes hotel fees for this service
- Sponsor will provide drink tickets to attendees that they will hand in to the bar
- Wine must be purchased directly from the hotel and is not included in sponsorship cost
- Only available during receptions
- Sponsorship is for a single reception

**Member ... \$1,000**  
**Non-Member ... \$3,000**

## Soft Drink Station

- Station will be set up near to sponsor booth
- Station will be available all day
- Sponsorship is for a single day

**Member ... \$750**  
**Non-Member ... \$2,750**

## Water Station

- Station will be set up near to sponsor booth
- Station will be available all day
- Sponsorship is for a single day

**Member ... \$300**  
**Non-Member ... \$2,300**



Disclaimer: Stations will be set up as close as possible to sponsoring companies. The hotel may choose to move stations as required by law to maintain safety requirements. HBMA cannot guarantee locations of stations.

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# Passport Contest Prize Sponsorships

The More Prizes Offered, The More Attendees Participate!

Digital Picture Frame ... **SOLD OUT**  
Fitbit Inspire 3 Watch ... \$150  
Amazon Echo ... \$150  
Ring Doorbell Pro ... \$200  
Bose SoundLink Flex Bluetooth Speaker ... \$200  
Fitbit Charge 6 Watch ... \$200  
Beats Studio3 Wireless Over-Ear Headphones ... **SOLD OUT**  
Airpod 4 ... **SOLD OUT**  
Airpod Pro 2 ... **SOLD OUT**  
iPad Mini ... \$450  
iPad Air ... \$600  
iPad Pro ... \$1,000

## Movie Night Gift Basket ... \$300

- Popcorn, Candy, Movie Certificates, etc.

## Gourmet Gift Basket ... \$300

- Gourmet Snacks and Drinks, etc

## Picnic Gift Basket ... \$350

- Picnic Set, Snacks, Wine, Tumblers, etc.

## Game Night Gift Basket ... \$350

- Popcorn, Candy, Card Games, Tabletop Games, etc.

## Cooking Gift Basket ... \$400

- Cooking Tools, Cook Books, Sauces, Spices, etc.

## Spa Gift Basket ... \$750

- Robes, Bath Bombs, Face Masks, Shower Gel, Body Scrubs, etc

## Golfers Gift Basket ... \$1,000

- Golf Clubs, Golf Balls, Gloves, Tees, Range Finder, etc

## Hotel Vacation Package ... \$4,000

- Hotel Gift Cards, Airline Gift Cards, Visa Gift Cards, etc

## Cruise Vacation Package ... \$7,500

- Cruise Line Gift Cards, Hotel Gift Cards, Airline Gift Cards, etc

*Sponsorships are non refundable.*

## 2024 Report:

whova  
**EXHIBITOR  
PASSPORT  
COMPETITION**

EXHIBITORS PARTICIPATED

**40**

STAMPS TOTAL COLLECTED

**910**

*\*Items listed under gift baskets and packages are examples of what could be included in the set, not necessarily a guarantee of inclusion. Each basket or package will be different and based on items available when ordered.*

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# Marketing Sponsorships

Limited to exhibitors or sponsors with \$2,000 or more of existing sponsorships.

## **Banner Ad on Registration Page(s) . . . \$1,250**

- Display your graphic on event registration page(s) for the duration of its visibility on HBMA's Website.
- Design Size: 2000X600 pixels

## **E-Blast . . . \$1,000**

- Send your business message electronically to a captive audience of HBMA's data base of 18,000+ emails.
- No more than one sponsored email will be sent during a calendar week.

## **HBMA Live Vendor Spotlight . . . \$1,000**

- Live stream on HBMA's LinkedIn, Facebook, and YouTube accounts for 15 minutes to discuss your company and their products/services.
- Remains on social media pages for a minimum of one year.
- Cannot be scheduled during the event.

## **Social Media Spotlight Post . . . \$250 per post**

- Each post will include being published to our Facebook, LinkedIn Group, Twitter, and Instagram.
- Design Size: 1080X1080 pixels

## **Attendee Brochure Ads**

- Full Page . . . \$800
  - Design Size: 8.5 w X 11 h inches
- Half Page . . . \$400
  - Design Size: 7.5 w X 4.5 h inches
- Quarter Page . . . \$200
  - Design Size: 3.375 w X 4.75 h inches
- Ads are due 6 weeks prior to the event start date.

*Sponsorships are non refundable. Marketing sponsorships must be used on or before December 31st of the year purchased.*

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# Exhibit Booth Information

## Exhibit Booth Rates

HBMA Member ... \$2,750 per booth  
Non-Member ..... \$3,250 per booth

**SOLD OUT**

All booths for this meeting are 10X10.  
Included with each space are:

- One 6' draped table
- Two chairs
- One wastebasket
- Two exhibit personnel registrations
- A virtual booth on the conference app

The exhibit hall floor is 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.

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 sign-ups will be accepted in order they are received.

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.

## 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 more than six weeks before the start of the event, a 50% refund will be made. No refund for cancellation will be made for requests postmarked after this time. HBMA will accept credit card or check payments for sponsorship, exhibit booths, or advertisements.

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# Exhibitor Information

## 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.

## ATTENDEE LISTS

HBMA will provide a pre conference list about three weeks before the start date of the event for exhibitors use. A final attendee list will be provided about one week after the close of the event. Lists will be sent to registered exhibitors only and only one time.

Exhibitors are prohibited from selling or sharing the attendee list outside of the exhibitor organization.

## EXHIBITOR KIT

Exhibitor kits are given only to exhibitors with no balance due to HBMA. Smaller events may not have a kit, but instead emailed directions for exhibitors to follow.

## EXHIBITOR AGREEMENT

Exhibitors are expected to sign an agreement for each event the company participates in with HBMA's expectation of exhibit hall etiquette. This may change depending on the event and location requirements.

## EXHIBIT BOOTH SALES

Exhibit booths are sold on a first come, first served basis. To reserve a booth, you must complete the purchase on the HBMA website. Should you require to pay by check, you must still register via the online registration and select "check" as the payment method to generate an invoice.

Booths cannot be held or reserved without payment.

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# Exhibitor Information

## CONFERENCE PROGRAM BOOK INFORMATION

Exhibitor and Sponsor 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](mailto:haley@hbma.org).



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