



Innovation Conference

Hilton Park Plaza Hotel
Boston, MA
March 9th-11th, 2026

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

MAKE PLANS TO EXHIBIT



HBMA is a national non-profit trade association representing the revenue cycle management industry and its medical billing professionals. HBMA's core mission is the creation and deployment of information and education medical professionals need to efficiently manage the revenue cycle process.

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Why Should You Decide To Market With HBMA?

Who Do You Want To Reach In Revenue Cycle Management?

- Every Revenue Cycle Management (RCM) Company Professional represents the needs of the multiple providers and practices they serve.
- Each Professional Billing Department (PBD) 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 if 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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How Do I Get A Booth?

- Booths are included in sponsorships, and are not available without them.
- Being a member of HBMA saves a significant amount from the cost non members will pay to secure the sponsorship.
- Registration for sponsorships will open on the website. Once open you would secure the sponsorship by registering directly on our website.
- Once your sponsorship is purchased, you will receive an agreement for exhibit hall conduct, and will need to send HBMA a company description that is 150 words or less, a png or jpg file of your logo, and a link to your website.
- After you send your company information to HBMA, you will be able to select your booth. *Booth selection is first come, first served.



Gold Level Sponsorships

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

- Tabletop Exhibit Booth
- 3 Complementary Attendee Registrations
- 1/2 Page Ad in Event Program Book
- Company Logo on All Sponsorship Signage
- Optional: Provide Branded Napkins for the Event*

Reception Sponsorship (2 available)

- Introduction to Attendees
- 10 Minutes to Present Company to Attendees**
- Logo Next to Sponsored Event in Program Book

Member: \$8,000
Non Member: \$10,500

Lunch Sponsorship (2 available)

- Introduction to Attendees
- 5 Minutes to Present Company to Attendees**
- Logo Next to Sponsored Event in Program Book

Member: \$7,750
Non Member: \$10,250

Breakfast Sponsorship (2 available)

- Introduction to Attendees
- 5 Minutes to Present Company to Attendees**
- Logo Next to Sponsored Event in Program Book

Member: \$7,500
Non Member: \$10,000



*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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Silver Level Sponsorships

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

- Tabletop Exhibit Booth
- 2 Complementary Attendee Registrations
- 1/4 Page Ad in Event Program Book
- Company Logo on All Sponsorship Signage

Break Sponsorship

- Logo Next to Sponsored Event in Program Book

Member: \$5,500
Non Member: \$8,000

Conference Bags Sponsorship

- Sponsor Logo Printed on Conference Bags

*Sponsor Produces Item
Member: \$4,500
Non Member: \$7,000

**HBMA Produces Item
Member: \$6,500
Non Member: \$9,000

Water Bottle Sponsorship

- Sponsor Logo Printed on Water Bottles

*Sponsor Produces Item
Member: \$4,250
Non Member: \$6,750

**HBMA Produces Item
Member: \$6,250
Non Member: \$8,750

Lanyard Sponsorship

- Sponsor Logo Printed on Lanyards

*Sponsor Produces Item
Member: \$3,750
Non Member: \$6,250

**HBMA Produces Item
Member: \$5,750
Non Member: \$8,250

*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.

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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:

- Tabletop Exhibit Booth
- 2 Complementary Attendee Registrations
- Sponsorship Recognition in Event Program Book
- Company Logo on All Sponsorship Signage

Vendor Showcase Participant (10 available)

HBMA's vendor showcase allows vendors the opportunity to present a case study to attendees the outlines:

1. A problem that exists in RCM
2. A solution the the vendor offers for said problem
3. Data from existing customers to support their solution

Vendors must submit case study proposals for selection by the Innovation Committee.

HBMA is accepting abstract submissions until July 25th, 2025.

Member: \$3,000
Non Member: \$5,500

Submit An
Abstract



Sponsorships are non refundable.



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

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Promotional Sponsorships

Hotel Room Drop Sponsorship

- Hotel will Drop Provided Promotional Item(s) in Attendee Rooms
- Sponsor Must Provide Item(s)*

Member: \$2,250
Non Member: \$4,750

Education Session Sponsorship

- 5 Minutes to Address Attendees (Optional to Have Slides)**
- Introduce Speaker
- Logo Next to Sponsored Event in Program Book

Member: \$1,750
Non Member: \$4,250

Seat Drop Sponsorship

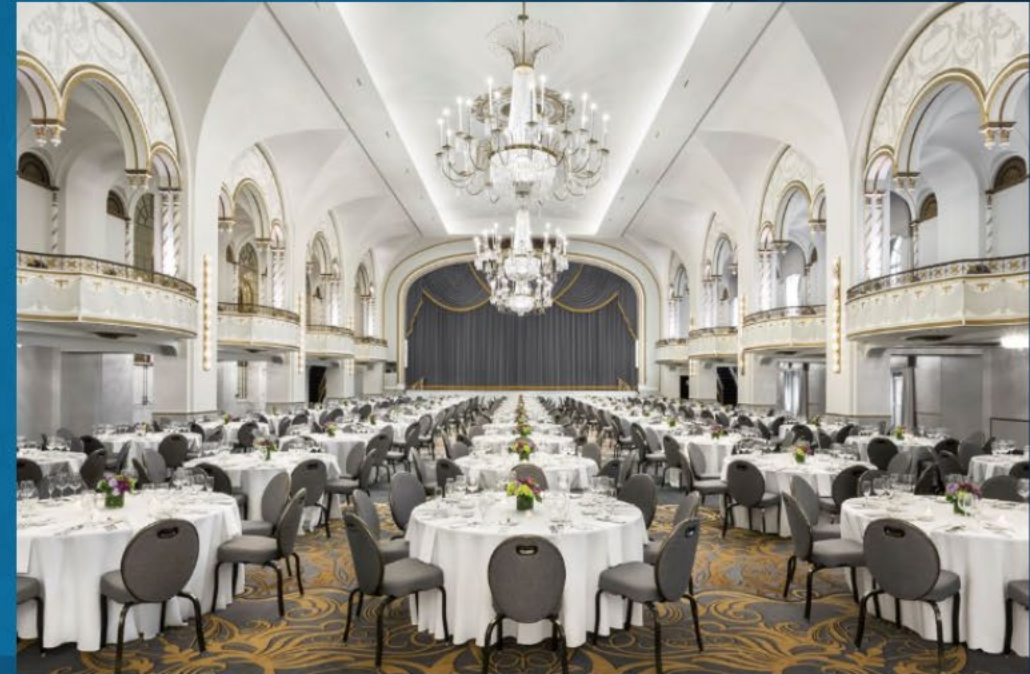
- Handout Placed on All Seats During Selected Education Session
- Sponsor Must Provide Handout*

Member: \$1,000
Non Member: \$3,500

Tote Bag Insert Sponsorship

- Handout Provided to Attendees at Registration
- Sponsor Must Provide Handout*

Member: \$750
Non Member: \$3,250



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Marketing Sponsorships

Banner Ad on Registration Page(s)

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

Member: \$1,250
Non Member: \$2,500

E-Blast

- 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.

Member: \$1,000
Non Member: \$2,000

Social Media Spotlight Post

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

Member: \$250
Non Member: \$500

Attendee Brochure Ads

- Full Page - Design Size: 8.5w X 11h inches
 - Member: \$1,000
 - Non Member: \$2,000
- Half Page - Design Size: 7.5w X 4.5h inches
 - Member: \$500
 - Non Member: \$1,000
- Quarter Page - Design Size: 3.375w X 4.75h inches
 - Member: \$250
 - Non Member: \$500
- 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

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

- One 6' draped table
- Two chairs
- One wastebasket
- Two exhibit personnel registrations

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.

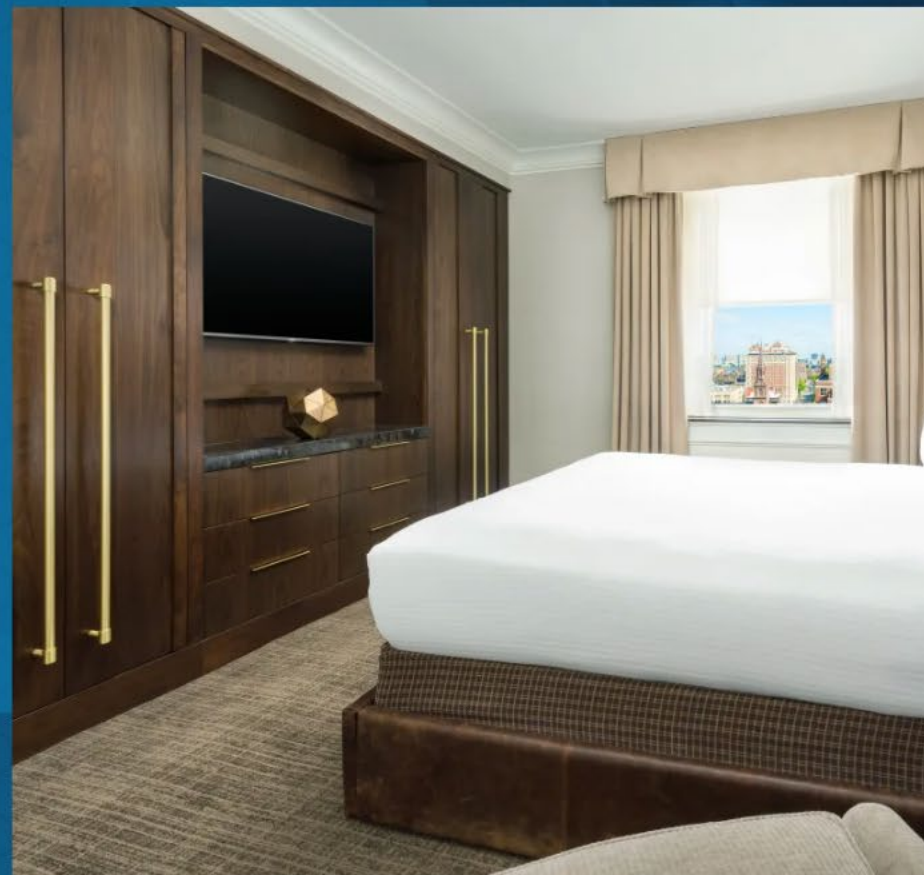
Descriptions may be edited by HBMA to remove any content deemed inappropriate.

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.



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