

HBMA

HEALTHCARE BUSINESS MANAGEMENT ASSOCIATION

2018

**Vendor Membership, Advertising, and
Event Exhibits and Sponsorship**

For Advertising and Sponsorship questions, contact our HBMA sales manager:
Ryan Abell: at rabell@hbma.org or 202-367-2315

Why will you decide to Join, Exhibit, and Advertise with HBMA?

Who do you want to reach in Revenue Cycle Management?

HBMA Members hold purchasing power.

- Every HBMA member will represents dozens of providers behind them.
- Some HBMA members have hundreds of providers they represent.
- The members in HBMA are decision makers in Software, Compliance, and Outsourcing solutions.
- These aren't the coders that you find at other larger events. This is a targeted owners and managers conference.

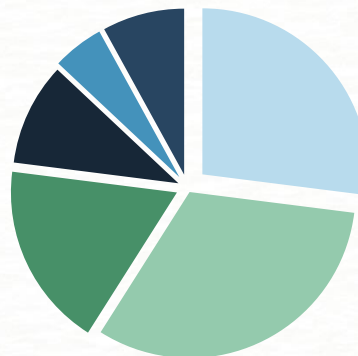
Why choose to Exhibit/Advertise Now?

So far in the last year the organization has achieved:

- New logo and name
- New branding for journal
- Updated and enhanced website
- 33 New RCM Company Memberships in 2017.
- Approximately 100 new members in 2017.
- 60 New Members or First Time attendees attended 2017 Fall Conference

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 **47,000 employees at nearly 500 revenue cycle management firms**. 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.

What Are Attendees Looking For?

Healthcare is generally slow to adopt new technologies and processes. This group cannot be slow.

Attendees 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.

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

Reach Your Target Audience

If you have products and/or services in any of the following categories, you should exhibit at the HBMA annual conference to reach billing management professionals specializing in areas such as:

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

2018 Year Round Supporter Packages

Current Member Package

- HBMA 2018 10x10 Booth
- 4 Half Page ads in RCM Advisor
- 3 Newswire Banners
- 1 Newswire Sponsored Content
- HBMA 2018 Bag Insert
- Logo Recognition as year round support at HBMA events, HBMA website, and publications.
- **\$7995**

First Time Vendor Package

- HBMA Membership
- HBMA Introduction Email Blast
- HBMA 2018 10x10 Booth
- 4 Half Page ads in RCM Advisor
- 3 Newswire Banners
- 1 Newswire Sponsored Content
- HBMA 2018 Bag Insert
- Logo Recognition as year round support at HBMA events, HBMA website, and publications.
- **\$8995**

HBMA Advertising

INCREASE VISIBILITY WITH HBMA ADVERTISING OPPORTUNITIES

- Advertise in RCM Advisor and reach a targeted audience of revenue cycle management professionals and decision makers
- Advertise with an article or banner in HBMA's bi-weekly eNewsletter, NewsWire
- Send your business message electronically to members with an email communication
- Advertise with a banner on the HBMA website
- Sponsor an educational webinar
- Create a customized sponsorship with the help of our sales team!

The Journal of the Healthcare Business Management Association, *RCM Advisor*, is HBMA's bi-monthly journal (published 6x year), and made available in print and online to nearly 1,000 members and contacts. The journal provides current and topical features written by industry leaders, as well as articles on coding, collections, compliance, government affairs and more. The journal is also available to non-member subscribers.



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RCM Advisor Editorial Calendar

Month	Content Focus	Reservation Due	Art Due
Jan/Feb	Business Development		
Mar/Apr	Compliance	2/12/2018	2/19/2018
May/Jun	Payer Issue	3/2/2018	3/13/2018
Jul/Aug	MACRA HBMA Buyer's Guide*	5/11/2018	6/1/2018
Sep/Oct	Workforce/HR	7/13/2018	7/27/2018
Nov/Dec	Patient Engagement	8/13/2018	9/14/2018

***New this year!** The HBMA Buyer's Guide will feature all HBMA Vendor Members. Renew or join by May 2018 to be included in the guide. www.hbma.org/join

Advertising Pricing and Deadlines

RCM Advisor Advertising

Full page (non bleed).....	8.00" x 10.50".....	\$1,700 per issue
Full page (including 1/8" bleed).....	8.75" x 11.25".....	\$1,800 per issue
½ page.....	7.00" x 4.60".....	\$900 per issue

**Advertisers must be HBMA Members.*

RCM Advisor AD DEADLINES

Issue	Deadline Date
January/February.....	Nov. 14, 2017
March/April.....	Jan. 12, 2018
May/June.....	Mar. 2, 2018
July/August.....	May 11, 2018
September/October.....	July 13, 2018
November/December.....	Aug. 31, 2018

NEW DIGITAL ADVERTISING OPPORTUNITIES ARE NOW AVAILABLE

Garner even more attention for your products and services with a variety of digital ad enhancements.

Contact **rabell@hbma.org** to learn more.

HBMA Advertising (CONTINUED)

EMAIL BROADCASTS

\$750 per use

Send your business message electronically to a captive audience of all HBMA members.

Requirements: Place your ad in the body of an email and send it to HBMA for approval by the HBMA Office and Vendor Affiliate Committee. After approval, date selection for the one-time dissemination to the membership will be placed on the HBMA communications calendar.

GOVERNMENT RELATIONS UPDATE OP-ED

Write a one-page op-ed to be published in our special advocacy focused publication edited by HBMA's government relations committee.

WEBINAR SPONSORSHIPS

\$3,500 per webinar

Webinars are offered throughout the year to HBMA members. Your company logo will appear on promotional email announcements and on slides during the presentation. Your company name will also be announced during the presentation.

WEBSITE BANNER AD

\$7,500

Your promotional banner ad with company logo will be displayed on the HBMA website for one year.

Requirements: Dimensions: 86 x 98 pixels. File Types: .jpg, .gif, or .png. No flash ads will be accepted. Please provide a link to your site, either the home page or a specific landing page.

WASHINGTON REPORT BANNER

\$750 per issue

The Washington Report is a monthly digital publication from the Director of Government Relations highlighting the various legislative and regulatory changes each month.

NEWswire ADVERTISING

\$750 per banner/ad per issue

Newswire is HBMA's bi-weekly eNewsletter, distributed to over 1,000 members of the HBMA community.

Requirements: 728 x 90 banner. Text ad within editorial-180 words maximum with a link to a specific landing page and 300 x 300 pixel image

HBMA 2018: The Healthcare Revenue Cycle Conference

September 12-14, 2018

Sheraton Charlotte Hotel | Charlotte, NC

MAKE PLANS TO EXHIBIT

Market Your Products and Services to More than 250 Revenue Cycle Management Professionals

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.

Exhibit at the HBMA Annual Event and Make an Impact on Your Organization's Growth

No other organization brings together revenue cycle and billing management professionals from a variety of backgrounds and experience levels in one place like the HBMA annual conference. Don't miss out on this opportunity to share your resources and solutions with these dedicated professionals.

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.....\$15,000

- A banner link on the HBMA conference registration page
- Flash drives with all conference materials downloaded and engraved with your logo
- A meter board sign in the General Session ballroom
- A full-page advertisement, inside the front cover of the conference program book
- Prime choice of exhibit booth space
- An introduction by the HBMA president at the Opening General Session
- Complimentary conference registrations for three company representatives
- Recognition in all pre-event marketing

Keynote Sponsor \$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
- Prime choice of exhibit booth space
- An introduction by the HBMA president at the Opening Keynote session
- Your company name included in a press release
- A sponsor logo to appear with an audio recording of the keynote speaker
- Complimentary conference registrations for three company representatives

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
- 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

First Timer/New Member Breakfast \$8,000

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

Conference Bags \$7,500

- 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

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 \$5,500

Pre-Conference Sessions (two available) \$4,500

Bar Sponsor (bar setup near your booth) \$4,000

- Company logo included on bar sponsor sign
- Provide your own cocktail napkins with company logo
- *For an additional \$2,000 sponsor receives custom cocktail*

Food Station Sponsor (setup near your booth). . . \$3,500

- Company logo included on bar sponsor sign
- Provide your own cocktail napkins with company logo

Ice Cream Break (Ice-cream purchase not included, must purchase separately) \$3,000

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 online at www.hbma.org

HBMA 2018: THE HEALTHCARE REVENUE CYCLE CONFERENCE

September 12-14, 2018
Sheraton Charlotte Hotel | Charlotte, NC

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. One additional representative can be registered for \$300. 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.

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 2018: The Healthcare Revenue Cycle Conference. Exhibitor sign-ups will be accepted according to the schedule shown below. To pre-register as a conference sponsor, please call Ryan Abell at 202-367-2315.

Please Note: To pre-register, you must be eligible through sponsorship or by having exhibited at our annual conferences within the past year. We are required to un-register non-eligible companies that attempt to register prior to 14 weeks out. We apologize for any inconvenience this may cause.

CONFERENCE EXHIBITOR INFORMATION

(Continued)

Exhibit Space Fees

All booths are 8’ 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 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.

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 3, 2018**, 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.

Check Mailing Address:
HBMA
9002 Solution Center
Chicago, Illinois 60677-9000

The Rates For Exhibit Space Are:

HBMA Vendor Member.....	\$2,295 per booth
Non-Member.....	\$3,295 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 final 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 Gabe Capella at exhibits@hbma.org.

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

* New this year, HBMA will no longer accept credit card payments for sponsorship, exhibit booths, or advertisements. HBMA will accept check or wire payments. For more information on this policy change, please contact **Gabe Capella** at exhibits@hbma.org.

Packaged sponsorship
deals available!



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