

# HBMA

HEALTHCARE BUSINESS MANAGEMENT ASSOCIATION

# 2022

## **HBMA Healthcare Revenue Cycle Conference Prospectus**

**September 15-17th, 2022**

**St. Louis Marriott Grand Hotel**



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



# HBMA 2022: The Healthcare Revenue Cycle Conference

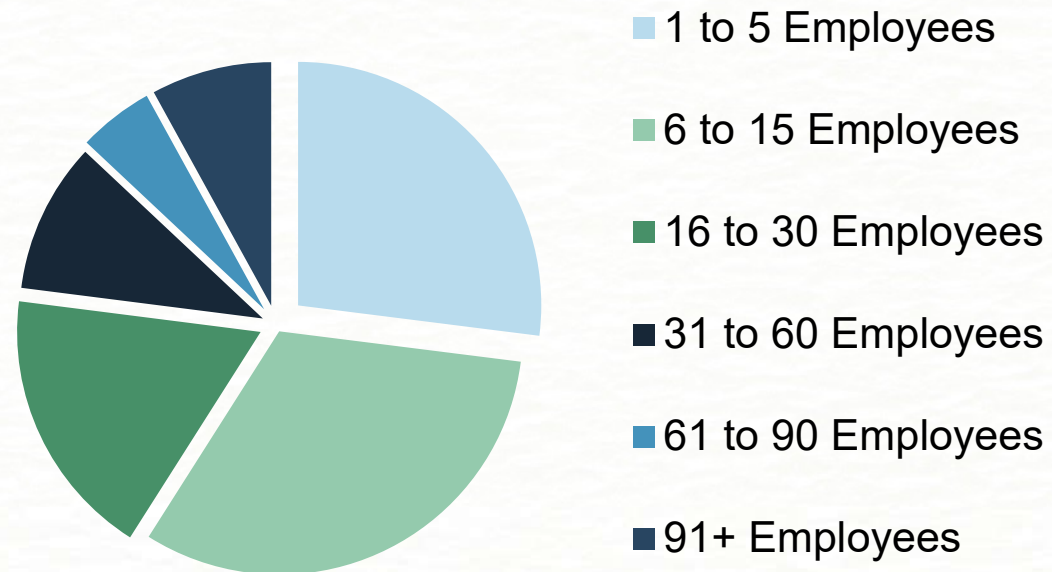


## MAKE PLANS TO EXHIBIT

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.

# 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.



## About the Healthcare Business Management Association

As a non-profit, member-led trade association, HBMA represents over **43,000 employees at over 250 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.



# 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 Spring 2022 Workshop:

- "Great connections with owners."
- "Good people, good conversations, good times."

# What Are Attendees Looking For?

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 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 Here

HBMA connects your products and/or services to healthcare business management professionals. Here are just a few categories our members represent:

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

# 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
- Top billing on the conference app and have the ability to have one document of choice loaded onto the conference app
- A sign in the General Session ballroom
- A full-page advertisement, inside the front cover of the conference program book
- 10X10 Exhibit Booth with prime choice of 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 sign displayed on the keynote stage and throughout the conference
- A full-page color advertisement, inside the back cover of the conference program book
- 10X10 Exhibit Booth with prime choice of booth space
- An introduction by the HBMA president at the Opening Keynote session
- Complimentary conference registrations for three company representatives



# 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** . . . . . \$9,000 (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** . . . . . \$7,500

- 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

## **First Timer/New Member Lunch** . . . . . \$4,000

- 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
- Company must provide or cover costs for the production of the item

## **Conference App Sponsorship** . . . . . \$8,000

- Includes introduction to attendees on navigation video.
- Prominent banner ad on the conference app and banner link on the registration page.

## **Key Cards** . . . . . \$7,500

- Company logo printed on hotel key cards

## **Bite-Size Theater Presentation** . . . . . \$5,500

- Grab the attention of attendees by showcasing your best idea, solution, or product in a 20 minute presentation. 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. Presentations will be held in a space separate from the exhibit hall in consideration for attendees and exhibitors.

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

# 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

## Closing Session Speaker . . . . . \$5,000

- Close out the week by welcoming the HBMA Closing Keynote 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.

## WiFi Sponsorship. . . . . \$5,000

- Logo included in signage displayed in exhibit hall
- Logo displayed in brochure

## Education Session Sponsorship. . . . . \$2,000

- 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. . . . . \$3,500

- Place your message on a promotional item in each attendees room
- Company must provide or cover costs for the production of the item

## Seat Drop . . . . . \$3,000 per session

- Your flyer placed on every seat in General Session
- Company must provide or cover costs for the production of the item

Breaks (2 Available of each option)

Snacks. . . . . \$1,500

Drinks. . . . . \$1,500





# à la carte Sponsorship Opportunities

**e-Blast** . . . . . \$750

**Attendee Brochure Write Up – 1/4 page** . . . . . \$600

**Attendee Brochure Write Up – 1/2 page** . . . . . \$1,000

**Attendee Brochure Write Up – Full page** . . . . . \$1,500

**Ad on the Conference App** . . . . . \$800

**10-minute Facebook Live During Conference** . . . . . \$300

- Remains on our social media and is shared to LinkedIn after conference.

**30-minute HBMA Vendor Spotlight Pre- or Post-conference** . . . . . \$1,000

- Streamed live to our social medias and YouTube, remains on social medias.

**Tote Bag Insert** . . . . . \$1,500

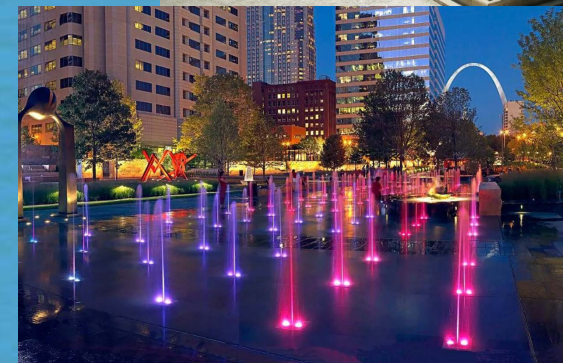
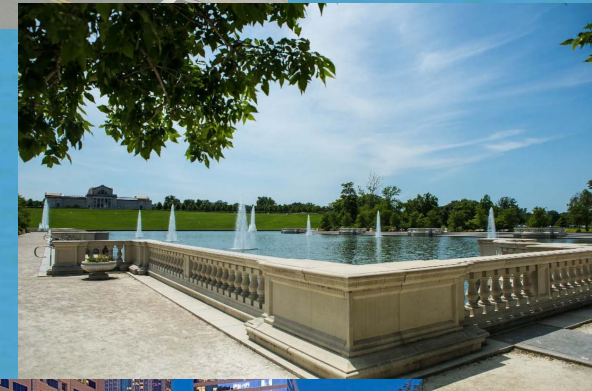
- Company must provide or cover costs for the production of the item

**Water Bottles** . . . . . \$5,000

- Company must provide or cover costs for the production of the item

**Hand Sanitizer Sponsorship** . . . . . \$4,000

- Company must provide or cover costs for the production of the item



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

# CONFERENCE EXHIBITOR INFORMATION

Act now to reach an influential audience of revenue cycle management professionals. Register by contacting [haley@hbma.org](mailto:haley@hbma.org)

## HBMA 2022: THE HEALTHCARE REVENUE CYCLE CONFERENCE

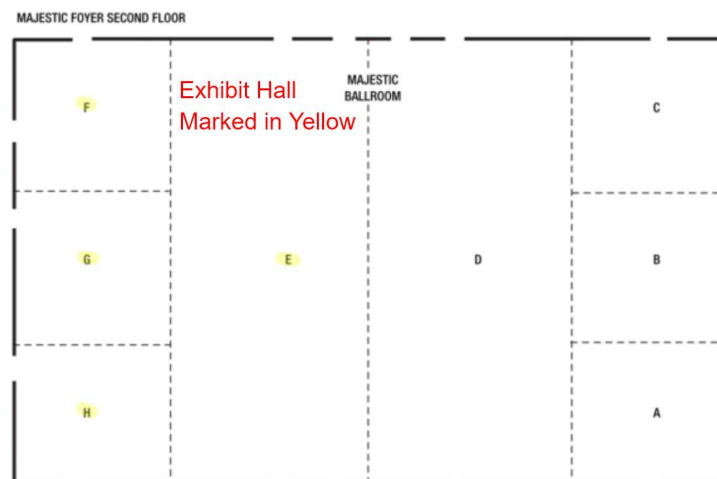
September 15-17, 2022  
Marriot | St. Louis, MO

### 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.

## 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 2022: 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 email Haley Popejoy at [haley@hbma.org](mailto:haley@hbma.org).



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



# 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 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 made payable to HBMA in the full amount per space rental reserved. If written notice of space cancellation is postmarked by **August 1, 2022**, a 50% refund will be made. No refund for cancellation will be made for requests postmarked after this time.\*

## The Rates For Exhibit Space Are:

**HBMA Vendor Member.....\$2,500 per booth**  
**Non-Member.....\$4,000 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.

# 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 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 Haley Popejoy at [haley@hbma.org](mailto:haley@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 able to use the conference app to gather attendee information and check off that they came to their table. Exhibiting companies are encouraged to provide their own raffle prizes for drawings on the final day. HBMA will draw from the completed app passports to announce winners provided by HBMA.

\*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](mailto:haley@hbma.org)**