

2016

Vendor Membership, Advertising,
and Event Exhibits and Sponsorship

MAKE PLANS TO EXHIBIT:

HBMA 2016: THE HEALTHCARE REVENUE CYCLE MANAGEMENT CONFERENCE
SEPTEMBER 21-23, 2016
OMNI ATLANTA HOTEL, ATLANTA, GA

Market Your Products and Services to More than 250 Billing Management Professionals

HBMA is a trade association representing medical billing professionals in Washington – 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 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.

What Are Attendees Looking For?

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.

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:

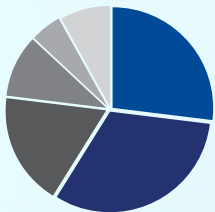
- Anesthesiology
- Cardiology
- Emergency Medicine
- Family Medicine
- General Surgery
- Internal Medicine
- OB-GYN
- Orthopedic Surgery
- Pathology
- Pediatrics
- Radiology

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

DID YOU KNOW you can save on exhibiting at HBMA 2016: The Healthcare Revenue Cycle Management Conference, when you become an HBMA member? [CLICK HERE TO LEARN MORE](#)

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 = 27%
- ▶ 6 to 15 employees = 32%
- ▶ 16 to 30 employees = 18%

- ▶ 31 to 60 employees = 10%
- ▶ 61 to 90 employees = 5%
- ▶ 91 + = 8%

About the Healthcare Billing & 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.

HBMA ADVERTISING

INCREASE VISIBILITY WITH HBMA ADVERTISING OPPORTUNITIES

- Advertise in *Billing* 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 Billing & Management Association, *Billing*, is HBMA's bi-monthly journal (published 6x year), and made available in print and online to nearly 1,000 members and contacts. *Billing* provides current and topical features written by industry leaders, as well as articles on coding, ICD-10, compliance, government affairs and more. *Billing* is also available to non-member subscribers.

BILLING 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
1/2 page.....	7.00" x 4.60"	\$900 per issue

*Advertisers must be HBMA members.

BILLING AD DEADLINES:

July/August.....	Ads due by May 27, 2016
September/October	Ads due by August 8, 2016
November/December	Ads due by September 26, 2016

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.



Keep reading to learn about the various year-round opportunities available for additional ways to get your organization in front of this audience.

FOR ADVERTISING AND SPONSORSHIP QUESTIONS, CONTACT OUR HBMA SALES MANAGER:
RYAN ABELL: RABELL@HBMA.ORG OR 202-367-2315

HBMA ADVERTISING (CONTINUED)

EMAIL BROADCASTS

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.

Cost: \$750 per use

WEBINAR SPONSORSHIPS

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.

Cost: \$3,500 per webinar

NEWSWIRE ADVERTISING

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

Cost: \$1,000 per banner/ad per issue. Options are:

- 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

WEBSITE BANNER AD

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

Dimensions: 86 x 98 pixels

File Types allowed*: .jpg, .gif, .png

*No flash ads will be accepted.

Link: Please provide a link to your site, either the home page or a specific landing page.

Ad Placement: All ads are currently placed on the home page of the HBMA website. Alternate ad location requests should be discussed with the HBMA Office.

Cost: \$7,500 for your interactive banner ad

WASHINGTON REPORT BANNER

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

Cost: \$1,000 per issue

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.

CLICK HERE FOR THE FULL LIST OF HBMA VENDOR OPPORTUNITIES AND TO REGISTER AS AN HBMA MEMBER.



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 HBMA website's 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 registration for three company representatives

Keynote Sponsor\$10,000

- A meter board sign displayed on the keynote stage and throughout the conference
- Three complimentary conference registrations for clients of the sponsoring company
- A banner link on the HBMA conference registration page
- Prime choice of exhibit booth space
- A full-page color advertisement, inside the back cover of the conference program book
- 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

GOLD LEVEL

All Gold Level Sponsors receive the following benefits in addition to those specifically designated with the sponsorship listing below:

- A 22" x 28" sign displayed throughout the conference
- A full-page color advertisement in the conference program book
- Prime choice of exhibit booth space
- Complimentary registration for the third company representative

Conference Bags\$7,500

+ Company name and logo printed on conference bag

Badge-Holder Neck Wallets\$7,500

+ Company name and logo printed on neck wallets

Key Cards\$7,500

+ Company name and logo printed on hotel key cards

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.

EVENT SPONSORSHIP OPPORTUNITIES (CONT.)

SILVER LEVEL

All Silver Level Sponsors receive the following benefits:

- Company name and logo imprinted on sponsored item where applicable with the HBMA logo
- A recognition sign displayed throughout the conference
- Recognition in the conference program book

Closing Session Speaker \$5,500

E-Lounge in Foyer Registration Area \$5,500

- Includes two laptop computers, internet connection and printing kiosk

Networking Lunch \$5,500

+ Company representatives invited to attend this lunch session and brief introduction

Branded Water Station and Water Bottles \$5,500

Pre-Conference Sessions

(two available) \$4,500

First Timer/New Member Breakfast \$4,500

+ Company representative invited to attend this breakfast session

+ Opportunity to briefly introduce your company during the breakfast

Ice Cream Break (Ice-cream purchase not included, must purchase separately) \$3,500

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.

HBMA YEAR-ROUND SUPPORTER

- Two (2) Email Broadcasts to HBMA membership
- One (1) booth at the HBMA 2016: The Healthcare Revenue Cycle Conference - a \$2,295 value
- Year-Round recognition on the HBMA website via logo
- Recognition at the HBMA 2016: The Healthcare Revenue Cycle Conference as a Year-Round Supporter
- Bag insert at the HBMA 2016: The Healthcare Revenue Cycle Conference – a \$3,000 value
- Four (4) Half page ads in *Billing* – a \$3,600 value

All of this for \$6,000

*Must be a HBMA Vendor Affiliate Member to participate.

FOR ADVERTISING AND SPONSORSHIP QUESTIONS, CONTACT OUR HBMA SALES MANAGER:
RYAN ABELL: AT RABELL@HBMA.ORG OR 202-367-2315

CONFERENCE EXHIBITOR INFORMATION

Act now to reach an influential audience of healthcare billing professionals.
Register online at www.hbma.org

HBMA 2016: THE HEALTHCARE REVENUE CYCLE CONFERENCE

September 21-23, 2016
Omni Atlanta Hotel, Atlanta, GA

BOOTH REGISTRATION & BOOTH SELECTION

REVIEW THESE PROCEDURES: Please carefully note the procedures and time periods we have implemented for exhibitor sign-ups and booth selection for the HBMA 2016: 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.

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.

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. 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 \$2,295 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.

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 29, 2016**, 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

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 Cate Hunter at chunter@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 **Cate Hunter at chunter@hbma.org**.

[CLICK HERE](#) FOR ADDITIONAL EVENT INFORMATION