

June 20 - 23, Nashville, Tennessee

## *Sponsorship Opportunities*



Don't miss out on sponsorship opportunities that maximize your presence at ANI: The Healthcare Finance Conference. Heighten your awareness among your target customers by sponsoring special events, educational tools and conference premiums that have sustainable value well after the conference.

### **Sponsorship Benefits Include:**

- Recognition as an ANI sponsor on signage in the ANI registration area and in the exhibit hall.
- Complimentary registrations to ANI.
- Logo recognition as an ANI sponsor on the ANI section of the HFMA website.
- Recognition in an HFMA e-mail sent to providers who are registered for the conference.
- Recognition in a major audio-visual presentation during the meeting acknowledging ANI sponsors.
- A listing as a sponsor in the HFMA annual report.
- Preferential booth selection and bonus point(s) toward 2011 ANI exhibit booth renewal.
- Pre and post-conference attendee lists, which include attendee name, title, company and mailing address (one-time use only).

**ANI is the premier education event of the healthcare finance industry. More than 2,000 senior healthcare leaders attend ANI each year to find practical ideas and tools, network with their peers and learn from leading industry suppliers.**



## Sponsorship Level: \$20,000-\$40,000

- Song Writer Experience for 40.....\$32,500
- ANI Highlight Video.....\$30,000
- Pocket Guide.....\$25,000<sub>pending</sub>
- Registration Coffee Station.....\$25,000<sub>pending</sub>
- General Session(M, T, W).....\$20,000 each
  - Sunday Ian Morrison
  - Wednesday Pat Summitt
- Gaylord Springs Golf Outing.....\$20,000<sub>sold</sub>
- Kick - Off Opening Event.....\$20,000
- E-Social Media.....\$20,000

## Sponsorship Level: \$15,000-\$18,000

- Welcome Reception(Delta Island).....\$15,000 each  
(Co-Sponsorship)
- "I'm Certified" Lounge & Shirts.....\$15,000<sub>sold</sub>
- Volunteer Shirt.....\$15,000
- Resuable Water Bottles .....\$15,000<sub>sold</sub>
- Coarse Coordinator Shirt.....\$15,000

## New Sponsorships for 2010 ANI

### Songwriter Experience and Dinner

Experience firsthand those authentic sounds that can only come from where music is inspired, written, recorded and performed – Music City. This event will accommodate 40 attendees for a reception, tour of a music studio. Following dinner a songwriter session by one of Nashville's famous songwriters will be the entertainment to culminate the end of a musical and magical evening. The "Only in Nashville" experience ANI attendees will long remember.

**Sponsorship Fee: \$32,500**

## Sponsorship Level: \$10,000-\$12,500

- Boarding Pass Printing Station.....\$12,500
- Health Challenge (Pedometers).....\$12,500
- Häagen-Dazs Ice Cream Store.....\$10,000
- Pole Banners on Delta Island(M,T,W).....\$10,000<sub>pending</sub>
- Relaxation Station.....\$10,000
- Ticket Book.....\$10,000
- Program Guide in Attendee Bag .....\$10,000
- Product Showcase Presentation.....\$10,000
- Monday Exhibit Hall Lunch & Reception...\$10,000  
(1 dedicated station, max 3)
- Tuesday Exhibit Hall Lunch & Reception.....\$10,000  
(1 dedicated station, max 3)
- Mini General Session(M or W).....\$10,000 each

## Sponsorship Level: Under \$10,000

- Hand Sanitizer in Attendee Bag w/ Logo..\$8,500
- Pens in Attendee Bag.....\$7,500
- Early Riser Roundtables.....\$5,000

### Product Showcase Presentation

This unique opportunity is a great way to present your products to the ANI attendees on the HFMA Exhibit Hall Innovation Stage. Each sponsorship allows for one presentation, and each exhibit hall session will consist of two 30 minute presentation time slots. HFMA will offer hand held polling technology during each session, giving the audience and your company's presenter immediate results. This sponsorship is an excellent opportunity for increase exposure in the ANI Expo Hall.

**Sponsorship Fee: \$ 10,000**

## Sponsorships for 2010 ANI

### ANI Highlight Video

The ANI highlight video will feature your organization's booth in the exhibit hall along with highlights from the 2010 ANI. This video is shot during ANI and is played on the final evening at the Chairman's Banquet, as well as hosted on the HFMA home page for two months after ANI. It also resides on the HFMA website all year and will be posted on the home page 1 month prior to the 2011 ANI.

**Sponsorship Fee: \$30,000**

### Pocket Guide (PENDING)

The Pocket Guide will provide one sponsor an exclusive opportunity to receive recognition with contact information on an attendee tool. The pocket guide features the schedule of events, sponsor ad, paper for note taking and other important event information. This is the tool all attendees will utilize when attending sessions because ANI will not be providing paper handouts this year.

**Sponsorship Fee: \$25,000**

### Golf Outing (Sunday June 20) (SOLD)

This is an exclusive sponsorship that enables you to select your foursomes from the list of Senior Financial Executives registered to play. You will be the exclusive sponsor and will receive signage at the event, as well as have the rights to speak at the awards ceremony following the golf outing. The golf outing will take place on Sunday, June 20, at Gaylord Springs. The sponsorship will provide your representatives a great opportunity to network with senior providers prior to the start of ANI.

**Sponsorship Fee: \$20,000**

### Welcome Reception

Become a co-sponsor of the opening reception at ANI and your company's logo will appear prominently at the event and on napkins at the welcome reception. In addition, your logo will appear on the tickets. This is a great way to make an immediate impact at the kickoff event of ANI.

**Co - Sponsorship Fee: \$15,000 each**

### ANI E-Media Sponsorship Package

The e-media strategy serves those who attend and those who do not attend ANI with access to conference-related content and opportunities to engage with conference presenters and with each other. For the exclusive sponsor, the e-media strategy provides the opportunity to contribute to this interactive content and to have its name associated with this high-visibility endeavor.

**Sponsorship Fee: \$20,000**

### Opening Keynote

Your sponsorship of the Opening Keynote speaker Ian Morrison at ANI's will open a door to networking and face-to-face time with CFO's and business executives. As a Keynote sponsor you have opportunities to meet attendees and be the top of mind company at the start of ANI.

**Sponsorship Fee: \$20,000**

### Course Coordinator Shirts

As the exclusive sponsor of the volunteer shirts your logo will be professionally embroidered on the sleeve of each of HFMA's 70 course coordinators. All course coordinators will wear a different shirt each day with your logo as they introduce speakers and manage the logistics of all education.

**Sponsorship Fee: \$15,000**

# HFMA Program Sponsorship Application

## 1. (Please Print)

Company Name	Contact Name	
Address		
City	State	Zip Code
Phone	Fax	
E-mail	Web Site	

## 2. Program Sponsorship

We are interested in sponsoring the following event or program:

Name and Date	Price
_____	_____
_____	_____
_____	_____
Total Submitted _____	

## 3. Payment

\_\_\_\_\_ Check (make payable to HFMA)  
\_\_\_\_\_ Credit Card (check only one)  
\_\_\_\_\_ American Express \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ Discover

_____	_____
Credit Card Number	Expiration Date
_____	_____
Name as it Appears on Credit Card	Signature

HFMA Federal Tax ID #: 36-2544491

## 4. Authorizing Signatures

We hereby apply for a sponsorship opportunity with HFMA. We have read, understand and accept the terms and conditions outlined in this document and agree to abide by all requirements and restrictions of this Application, including the CONFERENCE SPONSORSHIP TERMS AND CONDITIONS which are included in this Application. We understand and acknowledge that upon acceptance by HFMA, this application becomes a binding contract.

For Sponsoring Company	For HFMA
_____	_____
Name and Title	Name and Title
_____	_____
Signature	Signature
_____	_____
Date Signed	Date Signed

## Promotional E-mails

By signing and returning this form, you agree to allow HFMA to send you promotional e-mails describing its products and services. These promotional e-mails will give you the opportunity to opt out if you choose.

# Conference Sponsorship Terms and Conditions

- 1. Payment Terms.** Applications submitted require a 100% payment of the established sponsorship price.
- 2. Cancellation Policy.** Sponsors may cancel their program sponsorship by providing a minimum of 90 calendar days notice prior to the program date. Sponsors who cancel their program sponsorship at least 90 days prior to the program date in compliance with the terms of this provision will receive a refund of 75% of the sponsorship fee. The remaining 25% of the sponsorship fee shall be retained by HFMA to cover administrative costs associated with processing the application and sponsorship cancellation. All cancellations must be received in writing on company letterhead and must be signed by an official company representative.

**Any cancellations made less than 90 days before the program date will result in a forfeiture of the full sponsorship price.**

- 3. Sponsor Use of HFMA Name.** As a benefit of sponsoring the program, Sponsor may use HFMA's name in connection with communications the Sponsor makes with program attendees or prospective program attendees. **However, at no time shall the Sponsor be permitted to use HFMA's trademarked logo in any written communication.** An example of permitted uses of HFMA's name in written materials is provided below:

**[Insert Sponsor name] is an official sponsor of the Healthcare Financial Management Association [insert name of program].**

- 4. Amendments.** Any and all matters not specifically covered under these Terms and Conditions are subject to the decision of HFMA. HFMA shall have the full power to interpret, amend, and endorse these Contract Terms and Conditions, provided that any amendment is brought to the notice of the Sponsor at the time the amendment is made. The Sponsor, on behalf of itself and its employees, agrees to abide by the foregoing Contract Terms and Conditions and by any amendments or additions thereto as described in the preceding sentence.

- 5. Use of ANI Mailing List.** As a sponsor of HFMA's 2010 ANI: The Healthcare Finance Conference, sponsor will have access to the pre-registrant mailing list and will have the access to the post-registrant mailing lists. The list of names and addresses is, and remains, the sole and exclusive property of HFMA, and may not be used for any purpose, or incorporated into any other list or database, without HFMA's express written consent. Lists contain decoy names to detect unauthorized or illegal use. Sponsor is granted a ONE-TIME only use of each list for the purpose of mailing a single packet of advertising or other information and materials to promote your own products or services in conjunction with HFMA. Companies that violate the one-time use only policy are subject to a fine ten times the cost of the sponsorship and will be contacted by HFMA's attorney. This permission is non-exclusive and non-transferable. Email addresses, phone numbers and fax numbers will not be provided. The pre-registrant mailing list will be emailed only to the contact person indicted in sponsorship agreement. If both sets of lists are ordered, the post-registrant mailing list will automatically be emailed to the contact person approximately 4 weeks after the close of the show.

## **Send Complete Application and Payment To:**

Mail: Healthcare Financial Management Association  
Two Westbrook Corporate Center, Suite 700  
Westchester, IL 60154  
Fax: (708) 492-4330  
Attention: Kurt Belisle