



# 2012 Sponsorship Program

**HFMA Central Pennsylvania  
Chapter**



## **About HFMA**

The Healthcare Financial Management Association (HFMA) is the leading membership organization for more than 34,000 healthcare financial management professionals nationally. The Central Pennsylvania Chapter of HFMA enrolls approximately 300 local professionals employed by our area's hospitals, integrated delivery systems, managed care organizations, ambulatory and long-term care facilities, physician practices, accounting and consulting firms, and insurance companies. Our members' positions include chief financial officers, vice presidents, controllers, patient accounts managers, accountants, and consultants.

## **The Sponsorship Program**

We have always relied upon the support from various vendors to underwrite our numerous education programs. We have developed a comprehensive corporate sponsorship program to provide maximum benefit and consistent recognition throughout the year. Sponsorship funds are vital to insuring that we can continue to provide quality programming for our members at affordable rates.

Our sponsorship program enables your organization to put its message in front of the healthcare industry's most important decision makers. You can gain visibility, establish vital relationships, and position your products and services with the finance professionals who control spending in the local healthcare industry. The purchasing authority of our executive members include influence over the selection of consulting services, audit and accounting services, billing and collection services, software/hardware products and services equipment and asset management, electronic data exchange, insurance products, and much more.

Not only will you extend your networking with industry leaders, your participation at our chapter's educational programs will also provide opportunities for expanding your knowledge of the industry and contributing your expertise to the content of our programs. Your participation will also align your company with the HFMA brand, which is widely recognized for value, quality, and innovation.

## **Corporate Sponsorship Program Levels**

The Corporate Sponsorship Program is divided into three tiers. Each level provides significant opportunities for you to achieve specific marketing objectives, build brand awareness, and network with healthcare financial leaders.



**Believe to Achieve**

## **PLATINUM SPONSOR - \$2,000/year**

A **PLATINUM SPONSORSHIP** includes:

- ✓ Media listings to include recognition on the chapter's website, in its quarterly newsletters, the annual 2012 directory, and at all education sessions on our sponsor board and PowerPoint presentations.
- ✓ Your company ad – ½ Page – and one “spotlight” article published in a quarterly newsletter distributed to all chapter members.
- ✓ Unlimited number of job opportunities posted on the chapter's website at no charge, and a link to your company's job postings website.
- ✓ A hyperlink on the chapter's website to your company's website, identified by your company's name and/or logo.
- ✓ Education vouchers. Four free meeting registrations for your staff to be used during the year.
- ✓ Member rate for HFMA chapter sponsored educational meetings by company employees.
- ✓ Sponsors are given first consideration to speak at our events. The topic and content will be mutually agreed upon, and must be of educational interest to our membership; not a marketing-only opportunity.
- ✓ One-Day Booth Sponsor (Excludes Annual Two-Day Event. *Click [here](#) for details about sponsoring our Annual Two-Day Event.*)
- ✓ Opportunity to upgrade sponsorship to include Annual Two-Day Event status for a reduced rate (\$1,000 additional).

## **GOLD SPONSOR - \$1,500/year**

A **GOLD SPONSORSHIP** includes:

- ✓ Media listings to include recognition on the chapter's website, in its quarterly newsletters, the annual 2012 directory, and at all education sessions on our sponsor board and PowerPoint presentations.
- ✓ A hyperlink on the chapter's website to your company's website, identified by your company's name and/or logo.
- ✓ One "spotlight" article published in a quarterly newsletter distributed to all chapter members.
- ✓ Member rate for HFMA chapter sponsored educational meetings by company employees.
- ✓ One Day Booth Sponsor (Excludes Two-Day event. *Click [here](#) for details on Annual Two-Day Event Sponsorship only*)
- ✓ Opportunity to upgrade sponsorship to include Annual Two-Day Event status for reduced rate (\$1,000 additional)

## **PROGRAM SPONSOR - \$1,000/event (Excluding Two-Day Event)**

A **PROGRAM SPONSORSHIP** includes:

- ✓ Booth setup at an agreed upon sponsored program to include educational program/lunch for up to two attendees (Excludes Annual Two-Day Event. *Click [here](#) for details about Annual Two-Day Event Sponsorship only.*)
- ✓ Member rate for the sponsored HFMA chapter meeting by other company employees.
- ✓ Media listings to include: agenda mailing, website, next quarterly newsletter, annual 2012 directory, and at the sponsored education session.

## Education Events

Throughout the year, we conduct numerous education seminars. These programs are widely attended by our members, as well as by non-members in the healthcare financial management field. Each program is directed at a certain topical area and, as such, attracts attendees from particular niches within the field. The programs are hosted by various local hospitals, or are held at area hotels.

Listed below is the typical program schedule (example only) for the chapter year:

Month	Program Title	Typical Attendance
January	Accounts Receivable and Finance	75-100
March	Annual Two-Day Hospital/Physician Practice Management Meeting	200
May	Induction of Officers, Federal Update, National Chair	75-100
July	Healthcare Reform	75-100
September	Reimbursement/Capital/Construction	75-100
November	Accounting, Auditing, and Tax Update	75-100

Event sponsorship is limited and will be awarded on a first come, first serve basis per event.

## Sponsorship Duration

Sponsorship levels are for 12 months and are based on the calendar year. You will be invited to review your sponsorship prior to expiration.

## For Additional Information

For more information about the sponsorship program, contact **Angela Long** at [along@geisinger.edu](mailto:along@geisinger.edu), or 570-214-9477. To download a sponsorship application, click [here](#).