

presents:

21st Annual Revenue Cycle Conference

Championship Revenue Cycle: Passion & Purpose

January 18–19, 2018 | The Putnam Club, Gillette Stadium, Foxborough, MA



Exhibitor and Sponsor Prospectus

NEW

- ❖ *Two Days of Exhibit Hours*
- ❖ *Both days are now at The Putnam Club at Gillette Stadium.*
- ❖ *Day1 Kick-off vendor brunch / business partner showcase*
- ❖ *Exhibit table included in many sponsorship opportunities*

Exhibitor Prospectus

Invitation to Exhibit

The Healthcare Financial Management Association (HFMA) of Massachusetts-Rhode Island cordially invites you to join us on **Thursday, January 18th and Friday, January 19th** for our **Annual Revenue Cycle Conference (RCC) entitled: Championship Revenue Cycle: Passion & Purpose** at the Gillette Stadium Putnam Clubhouse in Foxborough, Massachusetts.

Once again this year we will be offering **TWO** days of educational opportunities with a social event on night one at **Splitsville/Howl at the Moon** Restaurant, Bar, and Luxury Lanes and culminating with our traditional cocktail reception for attendees at the close of day two. **NEW** this year is the opportunity to exhibit on both days.

As in past years, this premier revenue cycle event will provide a unique forum for educational opportunities, discussion, and exchange of best practices relating to the current issues impacting the revenue cycle, with sessions presented by leading healthcare experts and authorities. With 450+ revenue cycle professionals in attendance, and a number of fun opportunities for vendor/sponsor interaction, this is one event HFMA's business partners will not want to miss!

We encourage you to sign-up today to secure your spot and take advantage of this excellent, limited opportunity to exhibit and/or sponsor. **Table space has SOLD-OUT for the last several years and sponsorship opportunities are limited.** Tables and conference sponsorship will be selected prior to the event based on MA-RI HFMA Annual Corporate Sponsorship level and order of receipt of registration forms.

Included with Your Exhibit Table

- ▶ 6' x 2' table (draped) in a 8' designated area
- ▶ Two chairs
- ▶ Listing on Attendee Registration materials /invite to attendees (if received by November 6, 2017)
- ▶ Two complimentary representative registrations; including access to all educational sessions and all conference meals (Day 1 Vendor Kick-off Brunch, Day 2 Breakfast, and Day 2 Lunch)
- ▶ Day 1 Evening Social Event (Splitsville/Howl at the Moon) for two attendees
- ▶ Day 2 Post-Conference Cocktail Reception for two attendees
- ▶ Listing and half page ad (logo included) in the conference brochure (if paid by December 15, 2017)
- ▶ Listing on various onsite signage

- ▶ Pre-conference and post-conference attendee lists (name, title, company)
- ▶ Vendor Game Jersey or other gift to be raffled to attendees
- ▶ **New** Opportunity to hand out vendor prizes
- ▶ **New** Invitation to Vendor Kick-off Brunch

Contact Information

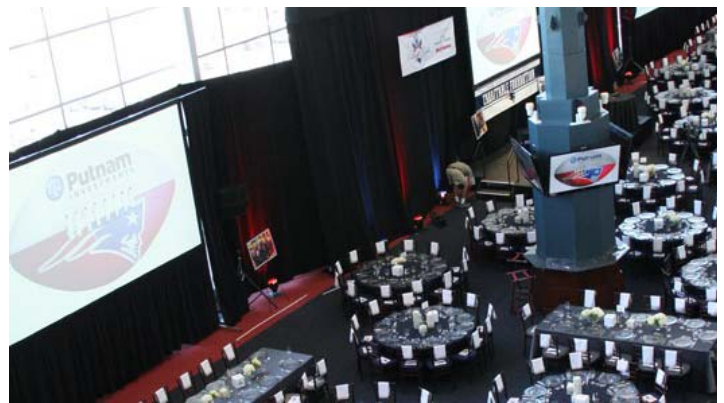
HFMA MA-RI
465 Waverley Oaks Road, Suite 421
Waltham, MA 02452

Email: admin@ma-ri-hfma.org

Web: www.ma-ri-hfma.org

Location Information

Gillette Stadium
The Putnam Club
One Patriot Place



Splitsville / Howl at the Moon
Restaurant, Bar, and Luxury Lanes
220 Patriot Place,
Foxborough, MA 02035



Exhibitor Prospectus

General Exhibit Information

Exhibit Set-up Dates & Hours

Thursday, Jan. 18, 2018 7:00 a.m.–9:00 a.m.

All exhibits and materials must be set up by 9:00 a.m. on Thursday, Jan. 18, 2018.

Exhibit Dates & Hours

Thursday, Jan. 18, 2018 7:00 a.m.–5:30 p.m.

Friday, Jan. 19, 2018 7:00 a.m.–5:00 p.m.

Exhibit Dismantle Dates & Hours

Friday, Jan. 19, 2018. 5:00 p.m.–6:00 p.m.

Exhibit dismantle may begin when the celebrity speaker has finished on Friday, Jan. 19, 2018. Please be considerate to attendees and speakers when dismantling.

Important Deadlines

October 6, 2017

- ▶ Early Bird Vendor Registration opens

November 6, 2017

- ▶ Early-Bird Vendor Registration Ends
- ▶ Deadline for company listing in the Conference Announcement and Registration brochure

December 15, 2017

- ▶ Ad Book Deadline for submitting ads
- ▶ Vendor registration deadline (subject to booth availability)

December 19, 2017

- ▶ Hotel Booking Deadline (subject to room availability)

Jan 11, 2018

- ▶ Deadline for registration of booth representative(s). (for printed name badge and inclusion in distributed attendee listing)

Exhibit & Sponsorship Application

To reserve an exhibit table and/or sponsorship, complete the attached participation form and return it to the HFMA MA-RI office, keeping in mind the important deadlines listed in the Prospectus. Table assignments are determined by draft* based on Chapter Annual Corporate Sponsorship status, current support of the RCC, the date the application, signed agreement, and payment are received.

Failure to make payment may lead to a loss of table priority choice or location.

Following initial table draft, all additional tables will be assigned on a first-come, first-served basis.

If exhibit space sells out, interested companies will be placed on a waiting list to be assigned in the event space becomes available.

*Draft date and related information will be sent prior and is tentatively scheduled for December 6, 2017.

Annual Corporate Sponsorship

The MA-RI HFMA Chapter offers an annual Corporate Sponsorship Program with packages for Platinum, Gold and Silver sponsorship levels. If you are interested in learning more about annual corporate sponsorship, contact us at Sponsorship@MA-RI-HFMA.org or see <https://www.ma-ri-hfma.org/corporate-sponsors/>

Exhibitor Prospectus

Representative Registration

All exhibitor representatives must be registered for name badges. Registration cannot occur without full payment of exhibiting fees. Two exhibitor badges/registrations are included as an exhibitor benefit at no additional charge. An exhibitor badge allows complimentary admission to the exhibit hall, educational sessions, meals, Thursday's Networking Reception and Friday's Cocktail Reception.

Any additional exhibitor personnel will need to register for the RCC as an attendee. Attendee online registration, as well as a downloadable form, will be available on www.ma-ri-hfma.org once attendee registration opens (expected November 2017).

Interaction with Attendees

As is always the case, we will continue to make efforts to maximize interaction between vendors/sponsors and attendees, including the HFMA run vendor prize raffle (included in the exhibition price), individual vendor table raffles, during RCC breaks, at the Mid-Conference Splitsville Social Event, and during our Post-Conference Cocktail Reception. We have received very positive feedback from vendors, sponsors, and attendees on our raffle game in years past. We expect to make this year's raffle equally successful at driving traffic to your tables and expect it to be fun for all. The raffle has a high rate of participation and provides yet another opportunity for vendors/sponsors to interact with RCC attendees and winners. In addition, we expect to have a well-known (usually a New England sports personality) closing speaker.

Hotel Information



Hotel

Hilton Garden Inn Foxborough Patriot Place
27 Patriot Place, Foxborough, MA 02035
(508) 543-2040

Group Name

HFMA 2018 Room Block

Arrival Date

January 18, 2018

Departure Date

January 20, 2018

Hotel Booking Deadline

December 19, 2017 (subject to room block availability)

Booking Link

[Link to Book Your Room](#)

Or copy and paste this full link into your browser:

https://secure3.hilton.com/en_US/gi/reservation/book.htm?inputModule=HOTEL&ctyhocn=BOSPPGI&spec_plan=HFMA&arrival=20180118&departure=20180120&cid=OM,WW,HILTONLINK,EN,DirectLink&fromId=HILTONLINKDIRECT



Exhibitor Prospectus

Exhibitor Opportunities

ID	Item Description	Cost	
1.	(Early-Bird) MA-RI HFMA Annual Corporate Sponsor	\$1,320	Must register by 11/6/17 DEADLINE PASSED
	(Early-Bird) Non-MA-RI HFMA Annual Corporate Sponsor	\$1,535	Must register by 11/6/17 DEADLINE PASSED
	MA-RI HFMA Annual Corporate Sponsor	\$1,485	Registration starts 11/7/17
	Non MA-RI HFMA Annual Corporate Sponsor	\$1,645	Registration starts 11/7/17
<p>Includes</p> <ul style="list-style-type: none"> ▶ Two days of exhibiting (Thursday/Friday) ▶ 6' skirted table, 8' area ▶ Two chairs ▶ Two complimentary representative registrations ▶ Pre-conference and post-conference attendee lists (name, title, company) ▶ Day 1 Evening Social Event (Splitsville/Howl at the Moon) for two ▶ Day 2 Post-conference Cocktail Reception for two ▶ Listing and half page ad (logo included) in the conference brochure (if paid by December 15, 2017) ▶ Listing on various onsite signage ▶ Vendor Game Jersey or other gift to be raffled to an attendee ▶ New Opportunity to hand out vendor prizes ▶ New Invitation to Vendor Kick-off Brunch ▶ Annual Corporate Sponsors also receive: <ul style="list-style-type: none"> ▶ Priority in choosing table location ▶ "Sponsor" ribbons 			

Exhibitor Prospectus

Day 1 Sponsorship Opportunities (new, many include Exhibit Table):

ID	Item Description	Cost	
1.	Day 1—Vendor Kick-off Brunch	\$3,000	2 Available ONLY 1 LEFT!
	<p>The two-day conference kicks off with a special brunch to allow vendors to showcase their products and services and to thank vendors and sponsors for their support. Sponsorship of the brunch will include verbal recognition of the company during the brunch, as well as the company name on a sign that will be placed near the brunch location.</p> <p>Includes: Vendor Exhibit Table benefits and full-page ad</p>		
2.	Day 1—Keynote Speaker	\$3,000	Exclusive
	<p>Sponsorship of the keynote speaker; will include verbal recognition of the company during the intro and during the closing, as well as the company name on a sign that will be placed on an easel near the podium.</p> <p>Includes: Vendor Exhibit Table benefits and full-page ad</p>		
3.	Day 1—Splitsville Social Event - VIP	\$5,000	Exclusive
	<p>Includes full sponsorship of day one social event including bowling, shoe rental, food, sign prominently displayed at the RCC and social event venue, table at Splitsville venue, attendance at the RCC and social events for two sponsor representatives</p> <p>Includes: Vendor Exhibit Table benefits and full-page ad</p>		
4.	Day 1—Splitsville—Drink Tickets	\$4,000	Exclusive
	<p>Includes exclusive sponsorship of drink tickets for day one evening social event, sign prominently displayed at the RCC and social event venue, attendance at the RCC and social events for two sponsor representatives</p> <p>Includes: Vendor Exhibit Table benefits and full-page ad</p>		
5.	Day 1—Splitsville Event—Partial	\$3,000	2 Available
	<p>Includes partial sponsorship of day one social event including bowling, shoe rental, food, sign prominently displayed at the RCC and evening social event venue, attendance at the RCC and social events for one sponsor representative each</p> <p>Includes: Vendor Exhibit Table benefits and full-page ad</p> <p>*If VIP sponsorship (see above) is purchased this opportunity will no longer be available and the sponsor will be given the option of another sponsorship(s) of equal value or a refund, if pre-paid.</p>		
6.	Day 1—Dueling Pianos Entertainment	\$2,500	Exclusive
	<p>Part concert, part bar, Howl at the Moon dueling pianos provides an experience like no other nightlife establishment. The entertainers provide the crowd with a concert. From Billy Joel to Lady Gaga, the artists will play requests given to them by the guests. Three band members for 2 hours. Signage on the stage and announcement of sponsorship by the performers. Sponsor also receives a full-page ad in the Conference Brochure</p>		
7.	Day 1 and Day 2—Vendor Game Sponsor	\$4,000	Exclusive
	<p>Your logo and name prominently featured on the game board that is distributed to all attendees (500 projected). The game is a popular aspect of the annual revenue cycle conference and attendees who complete the game board have a chance to win prizes.</p> <p>Includes: Vendor Exhibit Table benefits and full-page ad</p>		

Exhibitor Prospectus

Day 2 Sponsorship Opportunities (new, many include Exhibit Table):

ID	Item Description	Cost	
8.	Day 2 – Breakfast	\$3,000	Exclusive
	<p>Signage will display your corporate logo on each breakfast table, for all attendees to see. As the sponsor you are also welcome to place small promotional items on each table for display during breakfast.</p> <p>Includes: Vendor Exhibit Table benefits and full-page ad</p>		
9.	Day 2 – Morning Keynote Speaker	\$3,000	Exclusive
	<p>Sponsorship of the keynote speaker will include verbal recognition of the company during the intro and during the closing, as well as the company name on a sign that will be placed on an easel near the podium.</p> <p>Includes: Vendor Exhibit Table benefits and full-page ad</p>		
10.	Day 2 – Lunch	\$3,500	Exclusive
	<p>Prominent signage will display your corporate logo on each lunch table, for all attendees to see. As the sponsor you are also welcome to place small promotional items on each table for display during lunch.</p> <p>Includes: Vendor Exhibit Table benefits and full-page ad</p>		
11.	Day 2 - Afternoon Keynote Speaker	\$3,000	Exclusive
	<p>Sponsorship of the keynote speaker will include verbal recognition of the company during the intro and during the closing, as well as the company name on a sign that will be placed on an easel near the podium.</p> <p>Includes: Vendor Exhibit Table benefits and full-page ad</p>		
12.	Day 2 - Snack and Refreshments	\$2,500	Exclusive
	<p>Signage will display your corporate logo for all attendees to see. As the sponsor you are also welcome to place small promotional items on the refreshment tables for display during the afternoon.</p> <p>Includes: Vendor Exhibit Table benefits and full-page ad</p>		
13.	Day 2 - Celebrity Closing Speaker	\$5,000	2 Available
	<p>Sponsorship of the closing speaker, typically a former professional athlete from one of the local teams, will include verbal recognition of the company during the intro and during the closing, as well as the company name on a sign that will be placed on an easel near the podium.</p> <p>Includes: Vendor Exhibit Table benefits and full-page ad</p>		
14.	Day 2 – Post-Conference Networking Event	\$3,000	2 Available
	<p>Sponsors of the Friday evening Networking Cocktail Reception will be listed on reception signs and receive additional brand exposure during the Reception through cocktail napkins with your logo.</p> <p>Includes: Vendor Exhibit Table benefits and full-page ad</p>		
15.	Day 2 – Post-Conference Décor	\$1,000	2 Available
	<p>Includes sponsor name prominently displayed at the Day 2 evening networking event venue. Sponsor also receives a full-page ad in the Conference Brochure</p>		

Notes: 1. Annual Corporate Sponsors receive a \$200 discount on all Day 1 and Day 2 sponsorship opportunities
 2. Other sponsorship opportunities not listed may be added as the conference draws near. Feel free to contact us with any sponsorship questions or suggestions at admin@ma-ri-hfma.org

Exhibitor Application

MA-RI HFMA's 21st Annual Revenue Cycle Conference
Championship Revenue Cycle: Passion & Purpose

January 18-19, 2018 | Gillette Stadium, Foxborough, MA

Company/Contact Information

Company:* _____

Primary Contact Person: _____

Primary Contact Title: _____

Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Primary Contact Phone: _____

Primary Contact Email: _____

Website:* _____

**The company name and website printed above will appear on applicable promotional material.*

Exhibitor/Sponsorship Selection(s)

ID: _____ Item Description: _____ Cost: \$ _____

ID: _____ Item Description: _____ Cost: \$ _____

If an item indicated is no longer available, a HFMA MA-RI Conference representative will contact you.

Please check if you require for your booth

Electricity - \$85 Wi-Fi access - \$250 Attending Splitsville/Howl at the Moon event

Attending Day 1 Vendor Brunch

Booth Attendees, Name 1 (due by January 11): _____

Booth Attendees, Name 2 (due by January 11): _____

Payment Information

Check payable to **HFMA MA-RI** American Express MasterCard Visa

Amount to Charge: \$ _____

Card Number: _____

Card Holder Name: _____

Expiration Date: _____

Card Holder Signature: _____

Return To

Please return this application, payment and signed agreement to:

HFMA MA-RI

Attn: RCC Exhibit/Sponsorship
465 Waverley Oaks Road, Suite 421, Waltham, MA 02452

Phone: (781) 647-4422 | Fax: (781) 647-7222

Email: admin@ma-ri-hfma.org

What You Need to Return

Completed **Application**

Payment

Signed **Agreement**

Logo

(email high res. file)

*If payment is not received by December 15, 2017 your company name/logo will not appear on any material, such as the Conference brochure, even if a signed application and agreement has been obtained. Your company name/logo will appear on applicable future marketing material(s) once payment is received. There will be no prorating of rates for failure to submit payment by marketing deadlines.

Exhibitor Agreement

HFMA MA-RI | 21st Annual Revenue Cycle Conference

January 18–19, 2018 | Gillette Stadium, Foxborough, MA

Exhibiting Guidelines

1. All exhibits are to be tabletop and standing displays that provide a clear view of all displays in the room, shall not limit or restrict the view of another display and do not impede movement of attendees.
2. Displays must be confined to the assigned exhibit area and table.
3. Exhibitors agree to have all displays set up by 9:00 a.m. on Thursday, January 18, 2018.
4. Exhibitors agree not to dismantle displays until after the close of the presentations at 5:00 p.m., Friday, January 19, 2018.
5. The Exhibitor assumes responsibility and agrees to indemnify and defend HFMA MA-RI and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.
6. HFMA MA-RI Exhibitors will conduct their exhibiting and sponsorship activity in a professional and respectful style.

Advertisement Specifications

Half-Page Ad for Exhibitors:
7 inches across and 5 inches tall

Full-Page Ad for Event Sponsors:
7 inches across and 10.5 inches tall

The ad should be a high resolution JPG, TIF, EPS or PDF file. No Bleed. Email inquiries to James Jacobi jjacobi@medixteam.com and email ads to admin@ma-ri-hfma.org

** Note: The deadline for submitting ads is Friday, 12/15/2017. If your ad is not submitted by this date, we will create a basic ad for your company, if possible; no exceptions can be made after the deadline noted above.

Acknowledgement of Terms & Guidelines

By signing below I acknowledge that I have read and understand the Exhibiting Guidelines

Signature

Printed Name

Date

Please retain a copy for your records.



Revenue Cycle Conference Committee – January 2017