

hfma™

massachusetts-rhode island chapter
presents:

23rd Annual Revenue Cycle Conference

2020 Vision: See Your Revenue Cycle Succeed

January 16–17, 2020 | The Putnam Club, Gillette Stadium, Foxborough, MA



Exhibitor and Sponsor Prospectus

- ❖ *Two Days of Exhibit Hours*
- ❖ *Additional Sponsorship Opportunities*
- ❖ *Combined Sponsorship & Exhibitor packages for maximum impact*
- ❖ *No Price Increase!*

Exhibitor Prospectus

Invitation to Exhibit

The Healthcare Financial Management Association (HFMA) of Massachusetts-Rhode Island cordially invites you to join us on **Thursday, January 16th and Friday, January 17th** for our **Annual Revenue Cycle Conference (RCC) entitled: 2020 Vision: See Your Revenue Cycle Succeed** at the Gillette Stadium Putnam Clubhouse in Foxborough, Massachusetts.

Once again 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. The opportunity to exhibit will encompass both days of the conference. This is a tested and proven vendor schedule that HFMA MA-RI is continuing for 2020. HFMA MA-RI has also committed to not raising the prices for the 2020 Conference. **Take a look at the sponsorships as many of them come with an Exhibitor opportunity as well!**

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 an 8' designated area
- ▶ Two chairs
- ▶ Listing on Attendee Registration materials/invite to attendees (if received by November 6, 2019)
- ▶ Two complimentary representative registrations; including access to all educational sessions and all conference meals (Day 1 Breakfast and Lunch & Day 2 Breakfast and Lunch)
- ▶ Day 1 Evening Social Event (Splitsville/Howl at the Moon)
- ▶ Day 2 Post-Conference Cocktail Reception
- ▶ Listing and half page black and white ad (logo included) in the conference brochure (if paid by December 15, 2019)

- ▶ 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
- ▶ Opportunity to hand out vendor prizes
- ▶ Sponsorship Opportunities at the Splitsville event

Contact Information

781-647-4422

HFMA, Massachusetts-Rhode Island
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, Foxborough, MA 02035



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

Wednesday, Jan. 15, 2020 4:00 p.m.-6:00 p.m. and

Thursday, Jan. 16, 2020 7:00 a.m.–9:00 a.m.

All exhibits and materials must be set up by 9:00 a.m. on Thursday, Jan. 16, 2020.

Exhibit Dates & Hours

Thursday, Jan. 16, 2020 7:00 a.m. –4:00 p.m.

Friday, Jan. 17, 2020 8:00 a.m. – 3:00 p.m.

Exhibit Dismantle Dates & Hours

Friday, Jan. 17, 2020. 3:00 p.m.–6:00 p.m.

Important Deadlines

November 6, 2019

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

December 15, 2019

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

December 19, 2019

- ▶ *Hotel Booking Deadline (subject to room availability)*

Jan 9, 2019

- ▶ *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 17, 2019.

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. Exhibitor Personnel registration will be available at www.ma-ri-hfma.org once attendee registration opens (expected November 2019).

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 2020

Available Dates While Rooms Last

Wednesday, January 15, 2020
Thursday, January 16, 2020
Friday, January 17, 2020

Hotel Booking Deadline

December 19, 2019 (subject to room block availability)

Booking Link

[Book your room here!](https://secure3.hilton.com/en_US/gi/reservation/book.htm?inputModule=HOTEL&ctyhocn=BOSPPGI&spec_plan=HMA&arrival=20200115&departure=20200118&cid=OM,W,W,HILTONLINK,EN,DirectLink&fromId=HILTONLINKDIRECT)

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=HMA&arrival=20200115&departure=20200118&cid=OM,W,W,HILTONLINK,EN,DirectLink&fromId=HILTONLINKDIRECT



Exhibitor Prospectus

Exhibitor Opportunities

ID	Item Description	Cost	
1.	(Early-Bird) MA-RI HFMA Annual Corporate Sponsor		<i>Must register by 11/5/19</i>
	Platinum	\$1,285	
	Gold	\$1,310	
	Silver	\$1,335	
	(Early-Bird) Non-MA-RI HFMA Annual Corporate Sponsor	\$1,535	<i>Must register by 11/5/19</i>
	MA-RI HFMA Annual Corporate Sponsor		<i>Registration starts 11/6/19</i>
	Platinum	\$1,395	
	Gold	\$1,420	
	Silver	\$1,445	
	Non MA-RI HFMA Annual Corporate Sponsor	\$1,645	<i>Registration starts 11/6/19</i>

Includes

- ▶ Two days of exhibiting (Thursday/Friday)
- ▶ 6' skirted table, 8' area
- ▶ Two chairs
- ▶ Pre-conference and post-conference attendee lists (name, title, company)
- ▶ Two complimentary representative registrations
 - Day 1 Evening Social Event (Splitsville/Howl at the Moon) for two
 - Day 2 Post-conference Cocktail Reception for two
- ▶ Listing and half page black and white ad (logo included) in the conference brochure (if paid by December 15, 2019)
- ▶ Listing on various onsite signage
- ▶ Vendor Game Jersey or other gift to be raffled to an attendee
- ▶ Opportunity to hand out vendor prizes
- ▶ Annual Corporate Sponsors also receive:
 - Priority in choosing table location
 - "Corporate Sponsor" ribbons

Exhibitor Prospectus

Day 1 Sponsorship Opportunities (many include Exhibit Table):

ID	Item Description	Cost	
2.	Day 1—Breakfast	\$3,000	2 Available
	<p>The two-day conference kicks off with breakfast. 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 black and white ad</p>		
3.	Conference Keynote Speakers – Three Opportunities to Sponsor	\$3,000	Up to 3, 1 for each session
	<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 black and white ad</p>		
4.	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 additional sponsor representatives</p> <p>Includes: Vendor Exhibit Table benefits and full-page black and white ad</p>		
5.	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 black and white ad</p>		
6.	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 black and white 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>		
7.	Day 1—Splitsville Raffle Sponsor	\$1,500	Exclusive
	<p>When entering the Splitsville Event the attendees will receive one raffle ticket for a drawing to win a piece of Patriots Memorabilia equaling a value of \$500. The Raffle will be advertised with a sign at the event and will be announced when discussing the Splitsville event during the first day of the conference. The Sponsor will then raffle off the prize during the Splitsville Event.</p>		
8.	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 (450+ 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. Must be purchased prior to December 15, 2019.</p> <p>Includes: Vendor Exhibit Table benefits and full-page black and white ad</p>		

Exhibitor Prospectus

Day 2 Sponsorship Opportunities (many include Exhibit Table):

ID	Item Description	Cost	
9.	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 black and white 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 black and white ad</p>		
11.	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 black and white ad</p>		
12.	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 black and white ad</p>		
13.	Day 2 – Post-Conference Networking Event	\$3,000	2 Available
	<p>Sponsors of the Friday afternoon 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 black and white ad</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 Prospectus

MA-RI HFMA's 23rd Annual Revenue Cycle Conference

2020 Vision: See Your Revenue Cycle Succeed

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Registration Information

Registration is Available Online at www.MA-RI-HFMA.org/Event-Registration via [Cvent](#).

Payment Information

Payment Types Accepted:

Checks, American Express, MasterCard, Visa

If paying by check you can print an invoice on the "My Registration" page. Log on to the event page. Under "Print Options" on the top header, click "Print Invoice."

When mailing a check, please make payable and send to:

HFMA Massachusetts- Rhode Island Chapter
465 Waverley Oaks Rd, Suite 421, Waltham, MA 02452

Payment is due in full prior to December 15, 2019. If payment is not received by December 15, 2019 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

Other Items to Remember to Send

Black and White Advertisement

High Res Logo

Please email these to admin@ma-ri-hfma.org prior to December 15, 2019.

Additional Options

Electricity - \$170 (\$85 per day)

Wired Internet access - \$500 (\$250 per day) **please note that Gillette Stadium has free Wi-Fi*

Attendee representatives

The company contact person will receive instructions via email in November 2019 on how to register the two complimentary exhibitor representatives. It is the primary contact person's responsibility to forward the instructions to the representatives and/or register on the representative's behalf. Attendee representatives who do not register by the electronic registration deadline will not have a printed name badge on site the day of the conference.

Contact Us

Please return this application, payment and signed agreement to:

HFMA MA-RI

465 Waverley Oaks Road, Suite 421, Waltham, MA 02452

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

Email: admin@ma-ri-hfma.org

Exhibitor Prospectus

HFMA MA-RI | 23rd Annual Revenue Cycle Conference

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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 16, 2020.
4. Exhibitors agree not to dismantle displays until after the close of the presentations at 3:00 p.m., Friday, January 17, 2020.
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.

Acknowledgement of Terms & Guidelines

By registering my company online, I acknowledge that I have read and understand the Exhibiting Guidelines.

Please retain a copy for your records.

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. Black and White *only*. Email inquiries to Julie Hall jhall@integratedri.com and email ads to admin@ma-ri-hfma.org

**** Note: The deadline for submitting ads is Sunday, 12/15/2019.** 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.

Exhibitor Cancellation Policy

Deadline to cancel and receive a full refund is December 15, 2019.



Revenue Cycle Conference Committee – January 2019