

**ROCKIN
& ROLLING
HEALTHCARE
FINANCE**

11th Annual

SPRING INSTITUTE

**MAR
12-13, 2018**

SPONSORSHIP GUIDE

BROUGHT TO YOU BY:



hfma[™]

healthcare financial management association
western pennsylvania chapter

Three Rivers Chapter

AAHAM
American Association of Healthcare
Administrative Management

LOCATION

Sheraton Station Square
Pittsburgh, PA

SPONSORSHIP CONTACT

Allison Dugas
admin@wphfma.org

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

APPLY ONLINE TO
SECURE YOUR SPONSORSHIP
WPHFMASPRINGINSTITUTE.ORG

| | EXHIBITOR | BREAKFAST SPONSOR | LUNCH SPONSOR | BAGS & BADGES SPONSOR | SOCIAL SPONSOR |
|--|----------------------|----------------------|----------------------|------------------------------------|---|
| QUANTITY AVAILABLE* | 20 | 2 | 1 | 1 | 1 |
| COST | \$750 | \$1000 | \$1500 | \$1750 | \$2500 |
| WHAT'S INCLUDED | | | | | |
| EXHIBIT TABLE (6ft, Clothed, & Draped) | ✓ | ✓ | ✓ | ✓ | ✓ |
| CUSTOM SIGNAGE (Posters and/or banners displayed with corporate logo during assigned breakfast, lunch, social, or at registration) | | ✓ | ✓ | Logo Printed on Name Badges & Bags | Logo Printed on Cocktail Napkins, as well |
| VERBAL RECOGNITION (Company is recognized during the introduction of one of the conferences Keynote Speakers or Panel) | | ✓ | ✓ | ✓ | ✓ |
| EVENT REGISTRATION(S) INCLUDED (Includes registration for either an HFMA Member or Non-Member for both days of the conference) | One (1) Registration | One (1) Registration | One (1) Registration | Two(2) Registrations | Two(2) Registrations |
| CONFERENCE BROCHURE RECOGNITION | Text Recognition | Logo Recognition | Logo Recognition | Logo Recognition | Logo Recognition |

* SPONSORSHIP LEVELS WILL BE ASSIGNED ON A FIRST COME FIRST SERVER BASIS.

WE ENCOURAGE YOUR COMPANY TO PARTICIPATE IN THE FOLLOWING

1. Raffle Drawing

We will be holding a raffle drawing at the Social Event on the first evening of the conference. We encouraging each vendor to participate as a way to promote attendees at taking a closer look at your display area. Each attendee will be given a punch card and to win the prizes the attendee must visit each vendor to get a punch or signature.

2. Promotional Materials for Gift Bags

We request all Sponsors & Exhibitors pre-ship giveaway items to Allison Dugas (Simmons) at 117 Highland Avenue, Pittsburgh, PA 15229. Promotional Materials must arrive no later than Friday, March 9 to guarantee they are included in attendees' "Welcome Bags." Please ship no signature required.

WHY SPONSOR?

The Western Pennsylvania Chapter of HFMA and Three Rivers AAHAM have combined efforts to once again bring their members the 11th Annual Spring Institute. The conference will be held from March 12th & 13th at the Sheraton Station Square.

During the day and a half program, the attendees will have the opportunities to visit a vendor display area. We are inviting vendors who are willing to present their products and services to the attendees as they visit the display area. All breaks for the session will be held in the vendor area which will increase the traffic to the area. We will also be hosting some larger events such as breakfasts, lunch and a social event in the vendor room.

EDUCATIONAL AGENDA

The Spring Institute will feature two distinct tracks this year: Healthcare Executive Finance Update & Revenue Cycle Update.

Speakers include:

KEVIN BRENNAN

CFO, Geisinger & Incoming National HFMA Chair

TIM OHRUM

Vice President, Grassroots Advocacy, The Hospital & Healthsystem Association of Pennsylvania (HAP)

LYMAN SORNBERGER

Chief Healthcare Strategy Officer, Capio Partners

LUIS RIVERA

Physician Organization, Allegheny Health Network

JOE MULL

Healthcare Leadership Trainer

Healthcare Executive Panel including representation from:

GREG ADAMS, FORMER NATIONAL HFMA CHAIR, SENIOR VICE PRESIDENT PANACEA HEALTHCARE SOLUTIONS

DR. ELLIOT SMITH, MEDICAL DIRECTOR BRIDGES HEALTH PARTNER

ED KARLOVICH, CHIEF FINANCIAL OFFICER OF THE HOSPITAL AND COMMUNITY SERVICES DIVISION AT UPMC

AJ HARPER, PRESIDENT, THE HEALTHCARE COUNCIL OF WESTERN PENNSYLVANIA

... and more.

WHO ATTENDS?

The Spring Institute attracts between 100 to 150 attendees representing an array of healthcare finance professionals from the Western Pennsylvania & surrounding areas. Attendees range from entry-level staff to Chief Financial Officers.

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QUESTIONS?

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