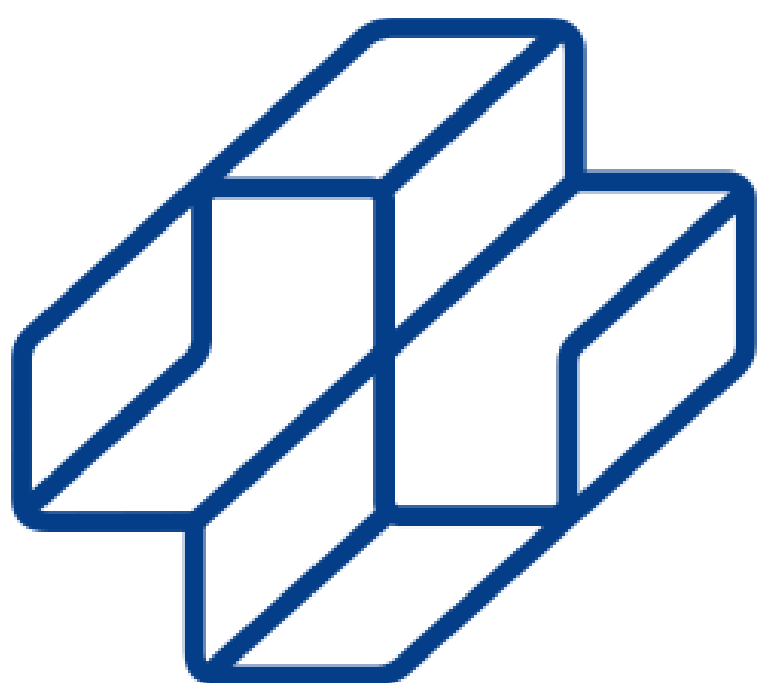


HFMA REGION 10 SPONSORSHIP MATRIX

REVENUE CYCLE

Round Up

FEBRUARY 11 & 12, 2021



hfma
SPONSORSHIP

ARIZONA, COLORADO,
IDAHO, MONTANA, NEW
MEXICO, UTAH, WYOMING

DOUBLE YOUR DISCOUNT!

100% Early Bird Discount when paid by 1/15/2021

SUPPORTER

\$350

(limited spaces)

All-Access Admission

Listing & Logo in program

Virtual booth

1 guest pass

NETWORKING

\$2,850

(limit 2)

Co-Facilitate Networking Event

30 second video ad

Half page ad in program

Virtual booth

Easter Egg in virtual game

Full list of attendees

2 guest passes

WORKGROUP

\$3,500

(limit 6)

Moderate Session
(introduce topics & summarize discussions)

30 second video ad

Half page ad in program

Virtual booth

Easter Egg in virtual game

Full list of attendees

5 guest passes

PRESENTER

\$3,500

Panel Intro

30 second video ad

Full page ad in program

Virtual booth with video ad

Easter Egg in virtual game

Full list of attendees

5 guest passes

TITLE

\$7,500

(limit 1)

Kickoff Conference with Panel Intro

1 min video ad

Full page ad in program

Premier logo placement on event app & site

Virtual booth with video ad

Easter Egg in virtual game

Full list of attendees

10 guest passes

Basic Perks: All event sponsorships include all-access guest pass conference registrations, a full color logo displayed periodically during the event and on all event materials, branding on chapter social media, and a link on the event website.

Annual Sponsor Discounts: Any Region 10 chapter annual sponsors will receive an in-kind discount for this event sponsorship.

Platinum (or equivalent) - 25% discount

Silver (or equivalent) - 10% discount

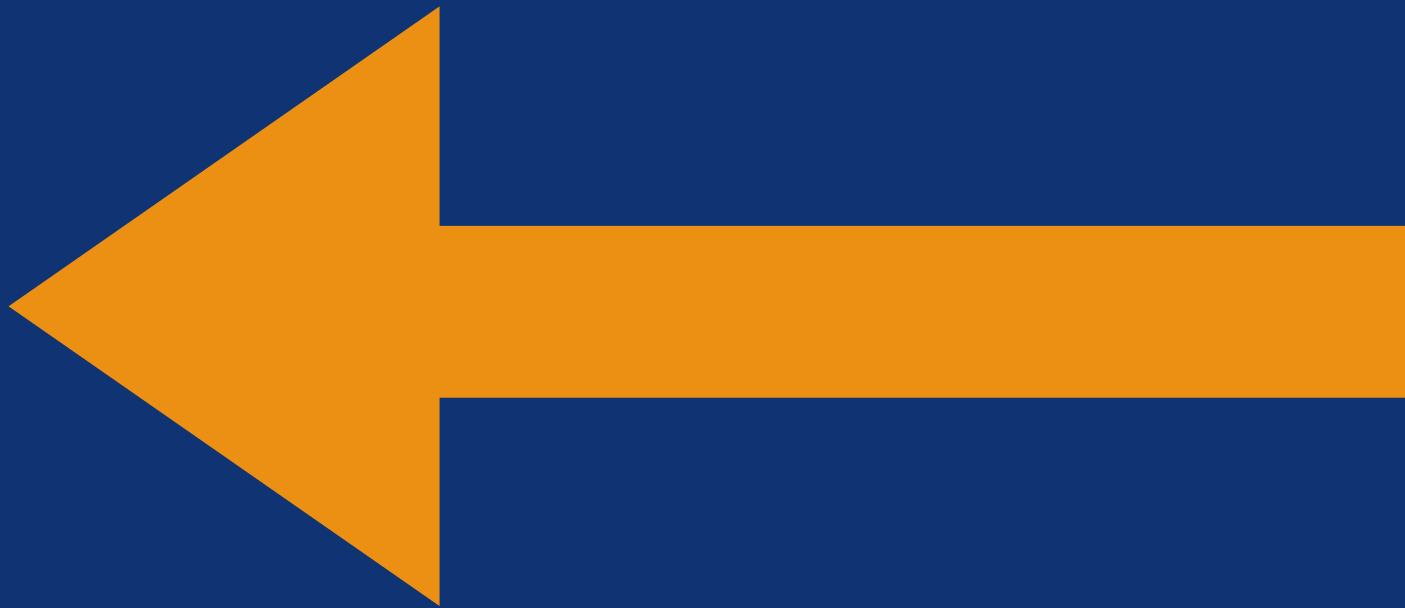
Gold (or equivalent) - 15% discount

Bronze (or equivalent) - 10% discount

Sponsorship Program	Supporter \$350	Networking \$2,800	Work Group \$3,500	Presenter \$3,500	Title \$7,500
Basic Perks: conference registration, logo displayed periodically during the event and on conference materials, and a link on the event website.	✓	✓	✓	✓	✓
Virtual Exhibit Booth in Event Management App & Website	✓	✓	✓	✓	✓
Regional Outreach: Branding included in regional communications.		✓	✓	✓	✓
Attendee list: Participants' full contact information.		✓	Session Only	✓	✓
Raffle Prize Promo: Opportunity to purchase and send raffle prize with promo materials of your choice.		✓	✓	✓	✓
Guests: All-Access registration for guests of your choice.	1	2	5	5	10
Easter Egg in Event App Social Game: Participants will earn points by searching your site for clues.	✓	✓	✓	✓	✓
Commercial Spot: Play your recorded commercial submission to be aired during the conference.		✓	✓	✓	✓
Provider Workgroup Moderator: Host session and moderate discussions				✓	

Cancellation Policy: The health and well-being of AZHFMA’s attendees, speakers and volunteers is first and foremost. As such, our event or individual sessions may be postponed or cancelled due to COVID-19 or other similar events or other unforeseen circumstances. Although sponsorship sales are final, credits will be issued for future events, or repurposed to ensure comparable value for virtual events in the event AZHFMA changes the dates or formats of events. For standard credit requests, written request must be received at least 15 days prior to event start.

LIMITED
SPONSORS =
MORE PROVIDER
ENGAGEMENT



This one-of-a-kind, multi-state event will pull together top senior leadership from regional powerhouse health systems, making it a can't-miss educational event for revenue cycle employees at every level. Business partner attendance will be limited to sponsor partners only, due to the interactive peer workgroup settings.

RC ROUNDUP SPONSORSHIP FAQ

We're aiming to provide real connections in a virtual environment with this innovative regional event, and we're embracing change to expand our opportunities to deliver great content, connections and community. Here's our vision of the event:

Where's the Exhibit Hall?

Through a streamlined app/site called CrowdCompass, we're able to provide a one-click experience for attendees, and recreate a realistic Exhibit Hall experience for everyone. Your digital Exhibit Booth will contain your logo, web and social media links, contact information and (for select sponsors) a video to highlight your company. Additionally, we're hosting a fun scavenger hunt game where we'll have Easter Egg clues hidden within the text of your website, encouraging participants to check you out...virtually, at least.

How will we network with providers?

Thursday 2/11 will feature a fun networking event that will be interactive, "camera-on", and smaller group interactive to support face to face networking. Additionally, the Workgroup Breakouts will be structured as a topic-centered discussion that breaks into smaller micro-groups to tackle specific issues. Attendance in these sessions will be limited to the sponsor hosts and providers/payers to support meaningful problem-solving among peers.

Are my annual sponsorship discounts still available?

Yes, absolutely! Regardless of which Region 10 chapter you support, your "metal level" (Platinum, Gold, Silver, Bronze) will correlate to discounts on this event's sponsorship opportunities.

What's the deal on the digital ad?

At the start of each session, the sponsor will have the opportunity to show a brief "commercial" highlighting your company's products and services. Use the time to show a few slides, a highlight reel, a client testimonial or any other material. All sponsor digital ads will be saved to the Arizona chapter YouTube platform, giving you additional visibility.

Can I customize a sponsor package?

Yes. We realize that sponsorship is not one-size-fits-all, and are happy to work with you to drive the value you need on the budget you have. Give us a call.

Can I use my AZ Provider Coupons for this event?

In light of educational restrictions and overall support of our provider community, providers, payers and physician practice employees can register at no charge.

If you have additional questions about this event, please email your questions to admin@azhfma.org and one of our volunteers will reach out with answers.

Yeehaw and Giddy Up!