

# Sponsorship & Exhibit Prospectus

## 20th Annual HFMA Western Region Symposium

Region 11 | Alaska | California | Hawaii | Nevada | Oregon | Washington  
Region 10 | Arizona | Colorado | Idaho | Montana | New Mexico | Utah | Wyoming

January 14 – 17, 2018 | Paris Las Vegas Hotel & Casino

  
**Celebrating  
20 Years**

of Bringing Quality Healthcare  
Financial Education to the West!



# SPONSORSHIP & EXHIBIT PROSPECTUS

**Bundle your bucks for maximum value!**

See the Exhibitor/Sponsor Rules & Regulations page for information.

## Sponsorship Levels & Benefits Summary

	EXHIBIT				A LA CARTE	
	PLATINUM	GOLD	SILVER	BRONZE	SILVER	BRONZE
10 x 20 premium booth located front/center of the exhibit hall	X	X				
10 x 10 premium booth located in a prominent location of the exhibit hall			X			
10 x 10 booth				X		
High boy table and 2 barstools	X	X				
Opportunity to introduce one of the general session speakers	X					
Opportunity to introduce a breakout session		X				
Complimentary full conference attendees	4	3	2	2	1	50% Off
Audio visual recognition on the screens prior to the start of the keynote	X	X	X			
Sponsor wall recognition	X	X	X	X	X	X
Attendee list including names, titles and addresses	X	X	X	X	X	X
Logo highlighted on the conference website as a sponsor	X	X	X	X	X	X
Literature in the conference bags	X	X	X			
Listing in the conference brochure (if applicable)	X	X	X	X	X	X
Listing on conference app	X	X	X	X	X	X
Option to purchase additional full conference badges at a discounted rate of \$400	4	3	2	1	0	0

# SPONSORSHIP & EXHIBIT PROSPECTUS

## PLATINUM SPONSOR

**\$10,000 | AVAILABLE SPONSORSHIPS: 6**

Are you interested in maximum exposure for your organization at the HFMA Western Region Symposium? Your booth will be located directly inside of the entrance to the Exhibit Hall. This premium location gives you the first experience to greet attendees daily.

- >> 10 x 20 space located adjacent to the central hub of the conference called Town Hall
- >> Highboy table plus 2 barstools
- >> 4 complimentary full conference registrations
- >> Option to purchase up to 4 additional badges at a discount rate of \$400
- >> Audio Visual recognition and display of company logo prior to keynote speakers
- >> Literature in the conference bags
- >> 6ft table, 2 chairs and waste basket
- >> Sponsor wall recognition
- >> Attendee list including names, titles and street addresses
- >> Logo highlighted on the conference website as a sponsor
- >> Listing in the conference brochure
- >> Opportunity to introduce one of the general session speakers

## GOLD SPONSOR

**\$7,500 | AVAILABLE SPONSORSHIPS: 7**

- >> 10 x 20 space in a prominent location
- >> Highboy table plus 2 barstools
- >> 3 complimentary full conference registrations
- >> Option to purchase up to 3 additional badges at a discount rate of \$400
- >> Audio visual recognition and display of company logo prior to keynote speakers
- >> Literature in the conference bags
- >> 6 ft table, 2 chairs, and waste basket
- >> Sponsor wall recognition
- >> Attendee list including names, titles, and street addresses
- >> Logo highlighted on the conference website as a sponsor
- >> Listing in the conference brochure
- >> Opportunity to introduce one of the breakout sessions

## SILVER SPONSOR

**\$5,000 | AVAILABLE SPONSORSHIPS: 40**

- >> Premium 10x10 booth located close to the entrance or food areas
- >> 2 complimentary full conference registrations
- >> Option to purchase up to 2 additional badges at a discount rate of \$400
- >> Audio Visual recognition and display of company logo prior to keynote speakers
- >> Literature in the conference bags
- >> 6 ft table, 2 chairs, and waste basket
- >> Sponsor wall recognition
- >> Attendee list including names, titles, and street addresses
- >> Logo highlighted on the conference website as a sponsor
- >> Listing in the conference brochure

## BRONZE SPONSOR

**\$2,500 | AVAILABLE SPONSORSHIPS: 55**

- >> 10x10 exhibit booth
- >> 2 complimentary full conference registrations
- >> Option to purchase up to 1 additional badges at a discount rate of \$400
- >> 6 ft table, 2 chairs, and waste basket
- >> Sponsor wall recognition
- >> Attendee list including names, titles, and street addresses
- >> Logo highlighted on the conference website as a sponsor
- >> Listing in the conference brochure

# SPONSORSHIP & EXHIBIT PROSPECTUS

**A La Carte Packages include the following:**

- > Sponsor wall recognition
- > Attendee list including names, titles and addresses
- > Logo highlighted on the conference website as a sponsor
- > Listing in the conference brochure (if applicable)
- > Silver 1 complimentary ticket
- > Bronze 50% off 1 registration ticket
- > Listing on conference app

ITEM NO.	DESCRIPTION	LEVEL	AVAILABLE QUANTITY	AMOUNT
1	WELCOME RECEPTION BAR	SILVER	1	\$5,000
2	MONDAY NIGHT BAR	SILVER	1	\$5,000
3	LANYARDS	SILVER	1	\$5,000
4	GUEST HOTEL ROOM KEYS	SILVER	1	\$5,000
5	WIFI	SILVER	1	\$5,000
6	CONFERENCE BAGS	BRONZE	1	\$3,000
7	CHARGING LOUNGES	BRONZE	1	\$3,000
8	BOTTLED WATER SPONSOR	BRONZE	1	\$3,000
9	WELCOME GIFT FOR PROVIDERS – SPONSORS PROVIDE	BRONZE	1	\$2,500
10	MONDAY MORNING BREAK SPONSOR	BRONZE	1	\$2,500
11	MONDAY AFTERNOON BREAK SPONSOR	BRONZE	1	\$2,500
12	TUESDAY MORNING BREAK SPONSOR	BRONZE	1	\$2,500
13	TUESDAY AFTERNOON BREAK SPONSOR	BRONZE	1	\$2,500

# SPONSORSHIP & EXHIBIT PROSPECTUS

## HFMA Western Region Symposium

JANUARY 14-17, 2018

Paris Las Vegas Convention Center

Bronze Booth 102  
Bronze Booth 116  
Bronze Booth 124  
Bronze Booth 127  
Bronze Booth 226  
Bronze Booth 227  
Bronze Booth 228  
Bronze Booth 229  
Bronze Booth 230  
Bronze Booth 231  
Bronze Booth 232  
Bronze Booth 233  
Bronze Booth 234  
Bronze Booth 326  
Bronze Booth 327  
Bronze Booth 328  
Bronze Booth 329  
Bronze Booth 330

Automated Collection Services, Inc.  
TruBridge  
RESOURCE COPORATION OF AMERICA  
M\*Modal  
Avadyne Health  
Sunbelt Medical International  
nthrive  
R-C Healthcare  
CMRE Financial Services, Inc.  
PNC Healthcare  
CBIZ KA Consulting Services  
Credit Consulting Services, Inc.  
J.E.R. Marketing  
Availity  
eSolutions, Inc.  
Eide Bailly LLP  
Professional Finance Company, Inc.  
BESLER

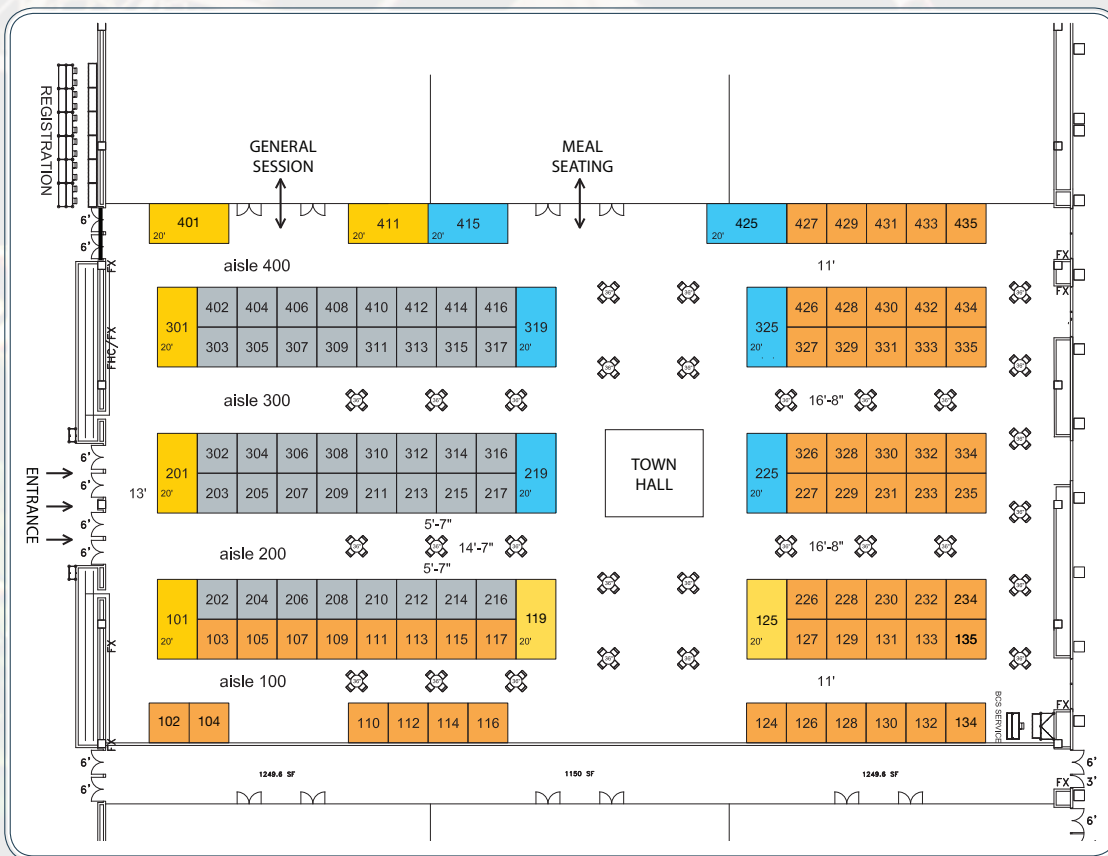
Bronze Booth 331  
Bronze Booth 332  
Bronze Booth 333  
Bronze Booth 334  
Bronze Booth 335  
Bronze Booth 426  
Bronze Booth 427  
Bronze Booth 428  
Bronze Booth 430  
Bronze Booth 434  
Charging Lounges  
Conference Bags  
Gold Booth 101  
Gold Booth 125  
Gold Booth 201  
Gold Booth 301  
Gold Booth 401  
Gold Booth 411

MiraMed Global Services  
IMA Consulting  
RevSpring, Inc.  
GE Healthcare  
Holliday & Associates  
State Collection Service, Inc.  
Toyon Associates, Inc  
Allscripts  
Boost Healthcare Consulting  
Global Credit Solutions AG  
Parallon  
HealthFirst Financial  
Salucro Healthcare Systems  
Meduit  
Experian Health  
Change Healthcare  
Progressive Management Systems  
Professional Credit

Lanyards  
Platinum Booth 325  
Silver Booth 202  
Silver Booth 215  
Silver Booth 216  
Silver Booth 217  
Silver Booth 314  
Silver Booth 315  
Silver Booth 316  
Silver Booth 317  
Silver Booth 404  
Silver Booth 406  
Silver Booth 408  
Silver Booth 414  
Silver Booth 416  
Welcome Gift for Providers  
Welcome Reception Bar

Crowe Howath  
HealthFirst Financial  
Craneware, Inc.  
Navigant  
Parallon  
Cantata Health  
Cleverley + Associates  
Novus Health Systems, Inc.  
Apex Revenue Technologies  
Medical Data Exchange (MDX)  
ClaimAssist/CCS  
www.clearbalance.org  
Jacobus Consulting  
Xtend Healthcare, A Navient Company  
Firm Receivables Management Services, Inc.  
Diamond Healthcare Communications  
Law Offices of Stephenson  
Acquisto & Colman

PLATINUM     GOLD     SILVER     BRONZE



# SPONSORSHIP & EXHIBIT PROSPECTUS

## A La Carte Packages include the following:

- > Sponsor wall recognition
- > Attendee list including names, titles and addresses
- > Logo highlighted on the conference website as a sponsor
- > Listing in the conference brochure (if applicable)
- > Silver 1 complimentary ticket
- > Bronze 50% off 1 registration ticket
- > Listing on conference app

## Item Number

### **1. Welcome Reception Bar –**

Your organization's logo will appear on the website, flyers, brochures, and where the welcome reception is featured. You will also receive logo recognition on-site and have the ability to provide logo' d beverage napkins, glasses, or beer koozies, if you desire, at your expense.

### **2. Monday Reception Bar –**

Your organization's logo will appear on the website, flyers, brochures, and at the evening reception featured. You will also receive logo recognition on-site and have the ability to provide logo' d beverage napkins, glasses or beer koozies, if you desire, at your expense.

### **3. Lanyards –**

Given to all attendees with space for placement of your organizations logo.

### **4. Guest Hotel Room Keys –**

Your organization's logo will be placed on the guest hotel room key. Every time an attendee reaches for their room key they will see your logo!

### **5. WiFi –**

The sponsor will be recognized throughout the entire conference with their company logo for sponsoring the WiFi in the meeting space.

### **6. Conference Bags –**

These re-usable bags will be distributed to all attendees with space for placement of a very large one-color image of your choice.

### **7. Charging Lounges –**

Have your logo displayed for everyone to see. This charging station will be in a high traffic area called the "Town Hall" for the duration of the conference.

**A La Carte Packages  
include the following:**

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# SPONSORSHIP & EXHIBIT PROSPECTUS

## **8. Bottled Water –**

Your organization's logo will be featured on the water bottles distributed to each attendee at check-in.

## **9. Welcome Gift for Providers –**

Sponsor will provide a small welcome gift to personally welcome providers at check-in.

## **10. Monday Morning Break –**

Sponsor this highly interactive break that attendees look forward to. Your logo will be featured at the break station.

## **11. Monday Afternoon Break –**

Sponsor this highly interactive break that attendees look forward to. Your logo will be featured at the break station.

## **12. Tuesday Morning Break Sponsor –**

Sponsor this highly interactive break that attendees look forward to. Your logo will be featured at the break station.

## **13. Tuesday Afternoon Break Sponsor –**

Sponsor this highly interactive break that attendees look forward to. Your logo will be featured at the break station.

**Have questions or need more information?** Contact: Marci Mollman, [Marci.Mollman@sclhs.net](mailto:Marci.Mollman@sclhs.net)

**Interested in one of these exciting opportunities?** [Click Here To Sign Up](#) – Opportunities are on a first come basis.

# SPONSORSHIP & EXHIBIT PROSPECTUS

## Exhibitor/Sponsor Rules and Regulations

**Confirmation:** Booth space is on a first-come basis and is not confirmed until final payment is received. If you sign-up through Eventbrite and pay the balance via credit card your space is confirmed. If you sign up though Eventbrite and select the check option, you have 30 days to pay the balance. If your balance is not paid within 30 days, your booth will be released back into inventory. All balances must be paid a minimum of 10 days prior to the conference or you will not be allowed to exhibit.

**Bundle your Bucks for Maximum Value:**

\$10,000 – Spend a combined total to upgrade to platinum level

\$7,500 – Spend a combined total to upgrade to gold level

\$5,000 – Spend a combined total to upgrade to silver level

\$2,500 – Spend a combined total to upgrade to bronze level

**Exhibitor Number of Complimentary Registration(s):**

Registration includes full access to all education and networking sessions.

Platinum Sponsors – 4 full conference

Gold Sponsors – 3 full conference

Silver Sponsors – 2 full conference

Bronze Sponsors – 2 full conference

**Additional Exhibit Registrations (Full Conference Registration) \$400 per registration:**

Platinum – allowed to purchase up to 4 additional exhibitor registrations

Gold – allowed to purchase up to 3 additional exhibitor registrations

Silver – allowed to purchase up to 2 Additional exhibitor registrations

Bronze – allowed to purchase up to 1 Additional exhibitor registrations

**A La Carte Number of Registrations:**

Registration includes full access to all education and networking sessions

Silver A La Carte Sponsors – 1 full conference registration

Bronze A La Carte Sponsors – 1 conference registration at 50% off

**Liability and Security:** Exhibitors will make provisions to insure and safeguard their goods and materials. Exhibitors will leave the exhibit space in the same condition as it was found. Exhibitors are responsible for claims and demands on account of injury or death or damage to property occurring in or upon the exhibitor's booth space or because of the negligent acts of the exhibitor, exhibitor's employees, servants, agents, licenses or contractors, the exhibitor agrees to indemnify and hold harmless HFMA from and against liability claims, and demands which arise in connection with the undertakings and responsibilities of the exhibitor. Neither HFMA, its service contractors, nor the owners of the hotel/convention space, their agents, servants, contractors, or employees shall be liable for the injuries to any person or for the damage or theft of property owned or controlled by the exhibitor unless caused or resulting from the negligence of HFMA or the owners of the hotel/convention Center or their respective agents, servant and employees. If any part of the exhibition hall is destroyed or damaged so as to prevent HFMA from permitting an exhibitor to occupy assigned space during part or the whole exhibition period, or in case occupation of assigned space during any part of the whole exhibition period is prevented by strikes, acts of God, national emergency, or other cause beyond the control of HFMA, the exhibitor will be charged for the space for the period the space was or could have been occupied by the exhibitor and the exhibitor hereby waives the right to make claims against HFMA, its directors, officers, agents, or employees for losses or damage which arise.

**Social Functions:** Exhibitors/Sponsors are encouraged to hold social events as long as such events do not conflict with any HFMA scheduled event. HFMA will NOT be hosting any social functions on Tuesday evening to allow time for vendors to entertain or host their own private social function.



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**Other Activities:** Exhibitor activities will be confined to the exhibitor's allotted exhibit space with the exception of sponsored exhibit functions. Booth giveaway items such as bags, pens, pencils, and the exhibitor's logo'd products are recommended and require no prior approval. Any food or beverage items must be purchased directly through the hotel or they will not be permitted. This does not apply to small individually packaged candy or mints. Drawings, raffles, lotteries and contests are encouraged. In the event that exhibitor desires to have any activities or entertainment in the exhibit hall such as impersonators, musicians, caricaturists, magicians and like entertainment, it must be pre-approved by HFMA no later than thirty (30) days before the event.

**Exhibit Space:** Space assigned to the exhibitor is for their exclusive use. Exhibitor shall not assign or sublet any space allocated to them without the duly signed consent of HFMA and any attempted assignment shall be null and void. HFMA has the right to reassign booth location if they deem necessary due to acts beyond their control.

**Booth Restrictions:** Any portion of an exhibit that, in the reasonable judgment of HFMA obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space, or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor at the event.

**Set-Up/Dismantle:** Each exhibitor will have their exhibit in place before the official opening of the exhibition and have their exhibit dismantled and removed after the closing of the exhibition. The exhibitor assumes all risk for the shipment and delivery of all property shipped by the exhibitor and agrees that no early teardowns shall be attempted and that early teardowns are not permitted.

**Equipment Delivery:** Exhibitor shall be responsible for the delivery of their equipment and display material and for removal of the equipment and or display material.

**Use of Attendee Mailing Information:** Exhibitors/Sponsors will be provided 10 days in advance of the conference a list of attendees that include names, titles, organization name and address for all attendees. Email addresses, phone numbers and fax numbers will not be provided. The final attendee list will be sent to all exhibitors no later than 10 days upon conclusion of the conference.

**Warranty/Guarantee:** HFMA does not warrant or guarantee any specific level of traffic at this event. Exhibitor assumes the sole risk with regard to the amount of business traffic at the event. HFMA shall not be liable to exhibitor for any reduction in traffic at the event and shall make no refund or other exchange with regard to a decrease or reduction in expected traffic.

**Other Obligations:** The Exhibitor/Sponsor agrees that it is subject to any other contracts or obligations with the hotel, its affiliates or related contractors. Matters and questions not covered by these rules and regulations are subject to the decision of HFMA, at its discretion, including, but not limited to, unprofessional and disorderly conduct and behavior. These rules and regulations may be amended at any time by HFMA and shall be equally binding on all parties affected by them, as are the original regulations.

**Laws, Ordinances & Regulations:** Exhibitors shall abide by all federal, state and local laws, ordinances and regulations.

**Arbitration:** Should any dispute arise concerning the contract, services provided, or circumstances involving the exhibit rules and regulations, the parties will try in good faith to settle the dispute directly. Any unsettled claim arising out of or relating to this agreement, or the breach thereof, will be administered by the American Arbitration Association, under its commercial arbitration rules, and judgment on the award rendered by the arbitrators may be entered in any court having jurisdiction thereof. The arbitration proceedings, including any hearings will be held in the county of Los Angeles, California, the cost of the arbitration including the arbitration fees, will be borne by the individual parties to the proceedings.

**Cancellation Policy:** In the event that the sponsor and/or exhibitor wish to cancel their sponsorship participation, there will be no refunds within thirty (30) days of the event (last day to cancel - December 15, 2017). All refunds will be subject to an administrative fee of ten (10%) All cancellations must be sent in writing to [ashley@demarsemeetings.com](mailto:ashley@demarsemeetings.com). Refunds or credits will not be given for failure to attend, late arrival, unattended events or early departure.