



2025
Exhibiting
& Sponsorship
Opportunities

JUNE 22 - 25
DENVER, COLORADO

2025
Annual
Conference

hfma™

HFMA Annual Conference 2025

Why you won't want to miss it!

Network and Win New Business

3,000+ attendees from across the nation join us in-person every year. Provider attendees are looking to learn about new ideas and cutting-edge technologies from their peers and solution providers.

Learn Alongside Industry Leaders

Learn about the latest industry trends and best practices alongside leaders from healthcare provider organizations during 70+ education sessions spanning 8 content tracks.

***General Sessions
streamed virtually to an
audience of 1,000+.***

Comprehensive Sponsorship Packages

Packages include exhibit space that can be customized, branding, pre-set one-on-one meetings, full conference badges, speaking opportunities, and conference attendee lists.

Included for one price

10x10 Booth Sponsorship

Includes:

- 10x10 customizable space* to brand your company, network with attendees, and hold meetings and demos
- 4 in-person conference badges
- 2 Executive Connection meetings
- Listing on Exhibit Hall Map and in Exhibitor Directory
- Pre- and Post- Conference Attendee List**

\$10,750

*No tables or furniture or carpet included; turnkey booth packages and furniture available through Shepard Expo Services

**Attendee lists include name, title, organization and mailing address

10x20 Booth Sponsorship

Includes:

- 10x20 customizable space* to brand your company, network with attendees, and hold meetings and demos
- 4 in-person conference badges
- 3 Executive Connection meetings
- Listing on Exhibit Hall Map and in Exhibitor Directory
- Pre- and Post- Conference Attendee List**

\$18,250

*No tables or furniture or carpet included; turnkey booth packages and furniture available through Shepard Expo Services

**Attendee lists include name, title, organization and mailing address

20x20 Booth Sponsorship

Includes:

- 20x20 customizable space* to brand your company, network with attendees, and hold meetings and demos
- 8 in-person conference badges
- 5 Executive Connection meetings
- Listing on Exhibit Hall Map and in Exhibitor Directory
- Pre- and Post- Conference Attendee List**

\$25,750

*No tables or furniture or carpet included; turnkey booth packages and furniture available through Shepard Expo Services

**Attendee lists include name, title, organization and mailing address

Leading Sponsorship

Includes:

- 10x10 customizable space* to brand your company, network with attendees, and hold meetings and demos
- 4 in-person conference badges
- 5 Executive Connection meetings
- Listing on Exhibit Hall Map and in Exhibitor Directory
- Pre- and Post- Conference Attendee List**
- A 25-minute educational presentation***
- Attendee list with contact information from your presented session

\$25,750

*No tables or furniture or carpet included; turnkey booth packages and furniture available through Shepard Expo Services

**Attendee lists include name, title, organization and mailing address

***Proposal must be submitted in RFP portal. Session proposals are all reviewed and must be accepted by HFMA. 25-minute presentation may be combined with another presentation during a breakout time slot.

Premier Sponsorship

Includes:

- 20x20 customizable space* to brand your company, network with attendees, and hold meetings and demos
- 8 in-person conference badges
- 10 Executive Connection meetings
- Listing on Exhibit Hall Map and in Exhibitor Directory
- Pre- and Post- Conference Attendee List**
- Participate in 60-minute roundtable discussion on topic of your choice.***HFMA will recruit 6-8 provider participants to join the discussion. HFMA will moderate the roundtable and will write and publish an article following the discussion. To submit a proposal to sponsor a roundtable [click here](#) to fill out form.

\$45,750

*No tables or furniture or carpet included; turnkey booth packages and furniture available through Shepard Expo Services

**Attendee lists include name, title, organization and mailing address

***Roundtable proposals are all reviewed and must be accepted by HFMA.

Presenting Sponsorship

Includes:

- 20x20 customizable space* to brand your company, network with attendees, and hold meetings and demos
- 8 in-person conference badges
- 10 Executive Connection meetings
- Listing on Exhibit Hall Map and in Exhibitor Directory
- Pre- and Post- Conference Attendee List**
- A 50-minute educational presentation***
- Attendee list with contact information from your presented session

\$60,750

*no tables or furniture or carpet included; turnkey booth packages and furniture available through Shepard Expo Services

**Attendee lists include name, title, organization and mailing address

***Session proposals are all reviewed and must be accepted by HFMA. A co-presenter from a provider organization is required.

Package Comparison

Sponsorship	Badges	Executive Connections Meetings	Exhibit Hall Map & Directory Listing	Attendee Lists Pre- & Post-Conference	Thought Leadership Presentations	Price
10x10	4	2	✓	✓		\$10,750
10x20	4	3	✓	✓		\$18,250
20x20	8	5	✓	✓		\$25,750
Leading	4	5	✓	✓	25-minute educational presentation	\$25,750
Premier	8	10	✓	✓	60-minute roundtable discussion	\$45,750
Presenting	8	10	✓	✓	50-minute educational presentation	\$60,750

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Session Types

Breakout Sessions (50 Minutes)

These immersive sessions allow a deeper understanding of conference topics. The sessions require an interactive component to engage the audience and apply learnings. Recommended 1 – 2 speakers for the session (unless it is a panel- then recommend 1 moderator and up to 3 panelists. At least one speaker must be from a provider organization.

Spotlight Sessions (25 Minutes)

These sessions are extended case studies or project improvement initiatives presented by companies and/or provider organizations advancing and altering the trajectory of the healthcare finance. Recommend 1 – 2 speakers per Spotlight Session.

Roundtable Discussion (60 Minutes)

HFMA gathers key thought leaders to discuss challenges and strategies around a topic of your choice. HFMA will moderate by asking provocative questions to a group of 6-8 providers and one sponsor representative. Participants can learn from their peers.

Session Topic Descriptions

Accounting & Finance

Addresses key issues in healthcare accounting and finance including trending topics in auditing and compliance. Can include important insights for healthcare finance leaders to anticipate market trends and adjust organizational strategies for financial resilience.

Artificial Intelligence, Innovation & Technology

Investing in innovation is a novel tactic for new revenue streams for leading health systems. Share focused strategies using innovation in technology & digital transformation across the care continuum including innovations in telehealth, digital health, AI/RPA/ML

Business Strategy & Operational Excellence

From driving down today's costs to investing in tomorrow's new revenue streams, explore the spectrum of strategic business opportunities for healthcare organizations. Showcase how to manage through organizational change and optimize operations.

Consumerism & Patient Experience

Sessions feature progressive organizations in engaging patients, patient financial communications, and providing more value and transparency. Explore insightful KPIs for measuring consumerism and improving performance.

Data & Analytics

Feature ways to obtain a return on analytic investment tools, leverage actionable insights and tie insights into improved financial and clinical performance.

Leadership & Workforce

Teach ways to be a more effective leader who fosters collaboration, diversity and inclusion and positively impacts organizational performance. Share how providers from critical access hospitals to the largest systems are reexamining their workforce, fostering career pathways, promoting diversity, and developing the skillsets of the future.

Reimbursement

Navigating through a shifting payor landscape, these sessions feature successful health plan partnerships aimed at reducing costs, improving care pathways and optimizing reimbursement for financial stability.

Revenue Cycle

Feature strategies to reduce denials and cost to collect, while optimizing revenue integrity and performance against benchmarks including HFMA MAP Keys. Highlight progressive ways to engage patients, improve financial communications and provide more value and transparency.

Value Based Care & Population Health

Share insights on trends in new care paths & access points & comprehensive networks. Discuss new regulatory models & their impact to care and payment arrangements.

Join us as a thought-leading presenter

Request for proposals

Submission Deadline: Nov. 15

1. Determine which sponsorship package and session format is right for your organization. *All business partner organizations who have proposals selected are asked to provide support for the conference through the appropriate sponsorship package.*
2. If your desired sponsorship package includes a presentation, submit a proposal by [clicking here](#).

Presentations will be selected on merit and value of content to conference attendees.

Sessions must be educational and free from promotion.

All breakout (50 min) sessions are expected to have a provider co-presenter and spotlight (25 min) sessions are encouraged to have a provider co-presenter.

Proposals should list all speakers (no TBDs) with their email addresses as they will be contacted to confirm planned participation.

RFP submission deadline is November 15, 2024.

3. Proposals will be reviewed by HFMA. You will be contacted with the outcome of your proposal and if accepted with a request to confirm sponsorship package early in the new year.



An aerial night view of the Denver skyline, featuring several prominent skyscrapers illuminated against a dark blue sky. A vibrant rainbow gradient is overlaid on the image, transitioning from green on the left to purple on the right. The text is centered over the cityscape.

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