

42nd Annual NJ HFMA Institute

in conjunction with the Metro Philly Chapter

By: Erica Waller, President-Elect NJ HFMA

2018 Sponsorship Opportunities

We have extended our discount sponsorship period. Reserve your sponsorship before April 16, 2018 and receive 10% off the sponsorship fee.

If you are interested in upgrading your sponsorship and can't find something suitable on the sponsorship opportunities list we are also happy to build you a custom sponsorship to meet your needs and budget.

Exhibitor Booth Registration

All Exhibitor Booth sponsorships include 2 full conference registrations (unless otherwise stated in your agreement).

* If you would like to register additional people from your organization beyond your comps, please choose the appropriate registration type. Do not use the Sponsor Vendor Registration type. Anyone incorrectly registered above your allowed comps, will be invoiced.

Exhibitor Booth Kit

Please note all booths include 8' high back drape, 3' high side rails, an identification sign, 1-6' draped table, 2 side chairs, and a waste basket. The exhibit hall is located in the Event Center. The Event Center is carpeted.

We recommend all items be shipped to Vista Convention Services through their Advance Warehouse. If you cannot meet the advance shipping deadline, please review the exhibitor services kit for show site shipping instructions. Materials can be brought in through the hotel by use of a bellman. There will be a hotel charge for this service.

Group Dining

We understand that as Sponsors and Vendors, you will likely want to entertain customers/prospects. We respectfully ask that you do that on Wednesday night after 8pm or on Thursday night from 8pm-10pm to ensure that all attendees can fully participate with all of our Institute events.

If you are interested in setting up a group dining experience at Borgata, contact reservations at 609.317.1000 for reservations up to 12 people. For reservations over 12 people, contact Group Dining 609.317.7294 they will be able to support your reservations and menu planning requirements.

Thank you in advance for your support!

My best,
Erica



**42nd Annual Institute of the New Jersey Chapter of
HFMA The Borgata Hotel, Casino & Spa
Wednesday October 3, 2018 through Friday October 5, 2018**

Early bird discount of 10% expires 4/16/2018

	Number Available	Cost
President's Reception Sponsor - Premium Sponsorship Level	SOLD	\$ 7,000
Premier Booth Location - Vendor		
Demo Time - 30 Minutes		
3 Complimentary Institute Attendee Registrations		
Signage at Event, Company logo will be on drink napkins & plastic cups		
Includes a <i>Promoted Post</i> in the activity feed of the mobile app during your event		
Includes one mobile app Push Notification of the event		
Includes a pre- and post-attendee list (given out 2 weeks before and 1 week after)		
Promotional Item (Provided by Sponsor) distributed at Registration		
Company Logo on 2018 NJ HFMA Annual Institute Website		
Company Logo scrolling on screen before and after keynote & general education sessions		
Thursday Entertainment Event at PREMIER Nightclub	1	\$ 7,000
3 Complimentary Institute Attendee Registrations		
Signage at Event, Company logo will be on drink napkins & plastic cups Includes a <i>Promoted Post</i> in the activity feed of the mobile app during your event		
Includes one mobile app Push Notification of the event		
Includes a pre- and post-attendee list (given out 2 weeks before and 1 week after)		
Promotional Item (Provided by Sponsor) distributed at Registration		
Company Logo on 2018 NJ HFMA Annual Institute Website		
Company Logo scrolling on screen before and after keynote & general education sessions		
Charity Event Sponsor	1	\$ 7,000
3 Complimentary Institute Attendee Registrations		
Signage at Event, Company logo will be on drink napkins & plastic cups Includes a <i>Promoted Post</i> in the activity feed of the mobile app during your event Includes a second <i>Promoted Post</i> in the activity feed for 1 hour during the conference Includes a pre- and post-attendee list (given out 2 weeks before and 1 week after) Promotional		
Item (Provided by Sponsor) distributed at Registration		
Company Logo on 2018 NJ HFMA Annual Institute Website		
Company Logo scrolling on screen before and after keynote & general education sessions		
Keynote Sponsor - Premium Sponsorship Level	1	\$ 6,000
Premium Booth Location in Exhibitor Hall		
Vendor Demo Time - 30 Minutes		
3 Complimentary Institute Attendee Registrations		
Keynote Speaker Introduction by Company Representative		
Signage at Keynote Session		
Includes a <i>Promoted Post</i> in the activity feed of the mobile app during Keynote Session		
Company Logo on 2018 NJ HFMA Annual Institute Website		
Company Logo scrolling on screen before and after keynote & general education sessions		
Includes a pre- and post-attendee list (given out 2 weeks before and 1 week after)		

Friday Education Panel Sponsor	1	\$ 5,000
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Priority Booth Placement in Exhibit Hall
3 Complimentary Institute Attendee Registrations
Speaker Panel Introduction by Company Representative
Signage at Friday Education Panel Session
Includes a pre- and post-attendee list (given out 2 weeks before and 1 week after)
Company Logo on 2018 NJ HFMA Annual Institute Website
Company Logo scrolling on screen before and after keynote & general education sessions

Education Session Sponsor	9	\$ 5,000
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Priority Booth Location in Exhibitor Hall (*based on availability*)
3 Complimentary Institute Attendee Registrations
General Session Speaker Introduction by Company Representative (5 spots only – *first-come-first serve*)
Signage recognizing you as Education Session Sponsor
Includes a pre- and post-attendee list (given out 2 weeks before and 1 week after)
Company Logo on 2018 NJ HFMA Annual Institute Website
Company Logo scrolling on screen before and after keynote & general education sessions

Mobile App Sponsor	1	\$ 5,000
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Includes Exhibit Vendor Booth
2 Complimentary Institute Attendee Registrations
Your company will have its own featured section in the mobile app main menu
Includes one mobile app Push Notification of the event
Includes three 60 min. *Promoted Posts* in the activity feed of the mobile app during the conference
Includes a *Promoted Post* in the activity feed for 7 days before and after the Institute
Includes a pre- and post-attendee list (given out 2 weeks before and 1 week after)
Company Logo on 2018 NJ HFMA Annual Institute Website
Company Logo scrolling on screen before and after keynote & general education sessions

Exhibit Vendor Booth Sponsor	25	\$ 3,850
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Includes Exhibit Vendor Booth
2 Complimentary Institute Attendee Registrations
New Vendor Fair Schedule for valuable face time with attendees
Includes a pre- and post-attendee list (given out 2 weeks before and 1 week after)
Company Logo on 2018 NJ HFMA Annual Institute Website
Company Logo scrolling on screen before and after keynote & general education sessions

NJ Charity Auction Raffle Gifts

20

\$

200

Donate a "gift" valued at \$200.00 or higher for our Charity Auction

Companies that donate gifts will be recognized via signage at the event, on AI website, company representative will announce the winner. We will be using an exclusive bingo card for attendees to visit these booths for a chance to win a prize.

Sponsorships that do NOT include an exhibitor booth

Conference Bag Sponsor	SOLD	X	\$3,500
Conference Badge Sponsor	SOLD	X	\$3,500
Media/Printing Sponsor -- have your logo on all of our signage		1	\$3,500
Wednesday Breakfast Sponsor		1	\$2,500
Wednesday Lunch Sponsor		1	\$2,500
Thursday Breakfast Sponsor	SOLD	X	\$2,500
Thursday Lunch Sponsor	SOLD	X	\$2,500
Friday Breakfast Sponsor		1	\$2,500
Lunch & Learn Sponsor		2	\$2,500
Wednesday Coffee Break Sponsor (includes 2 breaks)	SOLD	X	\$1,500
Thursday Coffee Break Sponsor (includes 2 breaks)	SOLD	X	\$1,500
Friday Coffee Break Sponsor		1	\$1,000
Wednesday Institute Committee Member Shirt Sponsorship -- company logo to be placed on sleeve of the shirt		1	\$2,000
Thursday Institute Committee Member Shirt Sponsorship -- company logo to be placed on sleeve of the shirt	SOLD	X	\$2,000
Charging Station		1	\$2,500
Photo Booth		1	\$2,500
Snack Sponsor		4	\$1,500

*Please note, all sponsors must submit their company logos to hfma@dlplan.com in jpeg or png format. If you are a Committee Member Shirt Sponsor, Conference Bag Sponsor, Conference Badge Sponsor; we will require your logo in EPS or AI format.

*If your sponsorship comes with a Promoted Post, you must submit to hfma@dlplan.com no later than September 19, 2018. All submissions should be made via email to: hfma@dlplan.com. You may submit one image (640x640 pixels, .PNG) and there is a 140-character limit for text. You can include also a link to a website or to an agenda item.

For more information please contact the NJ HFMA Exhibit Management at hfma@dlplan.com

HFMA-NJ SPONSORSHIP REGISTRATION FORM
42nd Annual Institute of the New Jersey Chapter of HFMA
In cooperation with the Metropolitan Philadelphia Chapter

Early bird discount of 10% expires 4/16/2018

Sponsor Contact Information (Person to whom HFMA should contact regarding this application and for future mailings)

COMPANY NAME: _____

CONTACT NAME: _____

TITLE: _____

MAILING ADDRESS: _____

CITY, STATE & ZIP: _____

PHONE: _____

FAX: _____

EMAIL: _____

Program and Booth Sign Listing Information (all info needed for vendor advertising/please email logo as well):

COMPANY NAME: _____

MAILING ADDRESS: _____

CITY, STATE & ZIP: _____

PHONE: _____

WEBSITE: _____

DESCRIPTION OF PRODUCTS/SERVICE (30 words or less): _____

Do you want your exhibit booth to be near a competitor: Yes No Competitors' Name(s): _____

The undersigned is an officer, agent, or representative of the sponsor authorized to enter into this agreement.

Signature _____

Date _____

Sponsorship Level (please list selected sponsorship level below):

***If your sponsorship includes an Exhibitor Booth, will you be donating a gift (min. value = \$200.00) for the Charity Raffle? Yes No**

Exhibit Booth Includes: 8' x 10' draped booth space, one booth identification sign, one 6' draped table, two chairs, and a wastebasket.

Payment Method:

Check made payable to HFMA-NJ Chapter in the amount of \$ _____

(HFMA-NJ Tax ID #26-0266857)

Credit Card* amount to be charged _____

Visa

Credit Card No.: _____

MasterCard

Name on Credit Card: _____

American Express

Signature: _____

Exp. Date: _____

Credit Card Billing Address (if not the same as above): _____

***Please note that credit card payments to HFMA-NJ will appear as a purchase from D. Lawrence Planners, LLC on your credit card statement.**

Cancellation Policy: Cancellations must be in writing. No refunds for cancellations received after July 1, 2018. Please send the completed application, check or credit card information to:

HFMA-NJ Annual Institute
c/o D. Lawrence Planners, L.L.C.
1125 Atlantic Ave., Suite 634
Atlantic City, NJ 08401

Tel: 609-344-1333
Fax: 609-348-4433



42nd Annual NJ HFMA Annual Institute Exhibitors: Please Consider Giving

Gifts must be sent by
September 26, 2018 to:

D. Lawrence Planners, LLC
Attn: NJ HFMA Charity Raffle
1125 Atlantic Avenue, Suite 634
Atlantic City, NJ 08401

All contributions are tax
deductible.

Tax ID #20-2737719

By donating, you'll receive recognition at the Annual Institute's conference in October. The conference will attract about 500 people from the medical community from NJ, PA and NY.

Thank you in advance •
for your support!

Dear Exhibitors:

The HFMA of New Jersey and Metropolitan Philadelphia Chapters has selected The Sharing Network and The Sharing Network Foundation as the official charity during the Annual Institute.

NJ Sharing Network is the non-profit organization responsible for the recovery and placement of donated organs and tissue for those in need of a life-saving transplant. Nearly 4,000 New Jersey residents are currently awaiting transplantation. They are also part of the national recovery system, which is in place for the 115,000 people on the national waiting list.

We are looking to auction off **20 gifts** with a minimum value of **\$200.00** each. Help us raise money for this important cause! Last year we had: iPad Mini's, GoPro Camera, gift cards, etc. Please do NOT remit a check. An exhibitor that donates a gift will be recognized by the following:

- A company representative will announce the winner and will have their picture taken at the event.
- All donations will be recognized via signage at the event, listed on our NJ HFMA AI website and will also be recognized in the mobile app.

Please join us in helping the charity move forward in their mission. Thank you for your thoughtful consideration of our request.

Sincerely,
Anthony J. Panico, CPA
NJ HFMA Annual Institute
Chair
apanico@withum.com

All gifts must be sent by September 26, 2018 for proper distribution and will be handled on a first come first serve basis.