

46th Annual NJ HFMA Institute

in conjunction with the Metro Philly Chapter

Thanks To Our 2021 Sponsors!

Without the generous support of our sponsors the Annual Institute would not have been successful all these years. Please consider continuing your support for the 46th Annual Institute, which will be held at the Borgata in Atlantic City on October 26 – 28, 2022.

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.

Thank you in advance for your support!

Brian Herdman, President-Elect NJ HFMA

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

HFMA-NJ SPONSORSHIP REGISTRATION FORM
46th Annual Institute of the New Jersey Chapter of HFMA
In cooperation with the Metropolitan Philadelphia Chapter

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, 2022. 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

Available Sponsorship Opportunities

Until March 31, 2022

Item #	Description	Quantity	Standard Price	Early Bird Pricing
1	President's Reception	1	\$7,000	\$5,950
2	Charity Event	1	\$7,000	\$5,950
3	Late Night Event	1	\$7,000	\$5,950
4	Keynote Speaker	1	\$6,000	\$5,100
5	Panel Discussion	1	\$5,000	\$4,250
6	Mobile App	1	\$5,000	\$4,250
7	General Session	4	\$5,000	\$4,250
8	Breakout Education Session	6	\$4,500	\$3,825
9	Vendor Booth	23	\$3,750	\$3,188
10	Conference Bag	1	\$3,500	\$2,975
11	Conference Badge	1	\$3,500	\$2,975
12	Lunch	2	\$3,000	\$2,550
13	Lunch and Learn Education	2	\$3,000	\$2,550
14	Breakfast	3	\$2,750	\$2,338
15	Charging Station	1	\$2,500	\$2,125
16	Ice Cream Break (Wednesday PM)	1	\$2,500	\$2,125
17	Registration Sponsor	1	\$2,000	\$1,700
18	Snack (Thursday AM and PM)	2	\$2,000	\$1,700
19	Shirts	2	\$2,000	\$1,700
20	Coffee	5	\$1,250	\$1,063

ALL Sponsorships Include:

- ✓ Pre- and Post-Conference Attendee List
- ✓ Company Logo on Institute Website
- ✓ Scrolling Company Logo on Ballroom Screen
- ✓ Company Ad in Garden State FOCUS
- ✓ Promotion Item Provided by Sponsor to be Distributed at Registration

Sponsorship Benefits

Item #	Description	Complimentary Registrations	Booth Location	Speaker Introduction	Mobile App		
					Promotion	Banner	Notification
1	President's Reception <i>Thursday evening reception, 6pm - 8pm. Includes company logo on napkins/plastic glasses.</i>	3	Premium			✓	✓
2	Charity Event <i>Wednesday evening charity fundraiser 6pm - 8pm. Includes company logo on napkins/plastic glasses.</i>	3	Premium			✓	✓
3	Late Night Event <i>Thursday evening late night event with DJ, 10pm - ??? Includes company logo on napkins/plastic</i>	3	Premium			✓	✓
4	Keynote Speaker <i>Signage at session indicating sponsorship.</i>	3	Premium	✓		✓	
5	Panel Discussion <i>Signage at session indicating sponsorship.</i>	3	Premium	✓		✓	
6	Mobile App <i>Also includes: Splash screen advertisement and three 60 minute posts.</i>	3	None		✓	✓	✓
7	General Session <i>Signage at session indicating sponsorship.</i>	3	Priority	✓			
8	Breakout Education Session <i>Signage at session indicating sponsorship.</i>	3	Priority				
9	Vendor Booth	2	Standard				
10	Conference Bag <i>Company logo printed on conference bags.</i>	1	None				
11	Conference Badge <i>Company logo printed on conference badge holder.</i>	1	None				
12	Lunch <i>Tent cards/signage near food with company logo.</i>	1	None				
13	Lunch and Learn Education <i>Signage near food with company logo.</i>	1	None				
14	Breakfast <i>Tent cards/signage near food with company logo.</i>	1	None				
15	Charging Station <i>Signage at charging station with company logo.</i>	1	None				
16	Ice Cream Break <i>Signage at ice cream cart with company logo.</i>	0	None				
17	Registration Sponsor <i>Signage at registration desk with company logo.</i>	0	None				
18	Snack <i>Signage near food with company logo.</i>	0	None				
19	Shirts <i>Company logo printed on event volunteer's t-shirts.</i>	0	None				
20	Coffee <i>Signage near coffee with company logo.</i>	0	None				