

Exhibition and sponsorship opportunities



days of conference

HFMA annual conference 2020 an online festival of learning

30 November – 11 December





“I encourage you all to support the Association in attending this unique conference. It will provide colleagues from the whole healthcare finance team the opportunity to reflect on what we have achieved, to connect with new people, to learn from each other, and above all, to have fun.”

Caroline Clarke, HFMA president 2019-21 and group chief executive at Royal Free NHS Foundation Trust

Sponsorship and exhibition opportunities

This has been a year of unprecedented change and posed extraordinary challenges to all of us. This year's annual conference programme has been designed to maximise the time for delegates to fully explore our virtual conference platform and importantly provide the opportunity to interact with our commercial colleagues. The commercial sector has been an invaluable support to the NHS in a time of crisis and this is an opportunity to stand behind the Association and members throughout a challenging time.

We are offering a range of unique digital packages to maximise networking, brand exposure and key messages to the healthcare finance community.

Headline sponsor - £25,000+VAT

Benefits include:

Pre-conference

- full-page advertising in December issue of Healthcare Finance (conference edition)
- 2-month banner advertising on the HFMA website in the build up to conference (October-November)
- corporate logo on the annual conference section of HFMA's website and used on all conference marketing
- 1 x electronic advertising campaign sent to all registered delegates

During conference

- facilitation of 1-2-1 meetings with key healthcare finance targets
- ability to dictate a live poll during a main stage session (to be agreed with HFMA policy and research team)
- exhibition booth package
 - booth in the virtual exhibition - with full company profile, live-stream with up to 10 colleagues or delegates, play case study videos
 - live-chat function – chat directly with all delegates visiting your booth, participate in event wide chat or directly contact delegates for private chat.
 - receive a list of all delegates to your booth
- deliver a conference session as part of the workshops programme
- access for the sponsor to main stage sessions
- recognition from the HFMA President at the opening conference address and throughout conference
- provide literature to be included in virtual delegate bag
- corporate logo and optional hyperlink to a page of your choosing to appear in main registration area of the virtual event platform
- short promotional film clips played on the virtual conference platform during breaks and before sessions start
- pre and post-conference delegate list

Video advertising sponsor - £10,000+VAT

Benefits include:

- short promotional film clips played on the virtual conference platform during breaks and before sessions start
- prime positioning ahead of key speaker slots – POA
- social media announcement – recognising support of conference
- access for sponsor to main stage conference sessions
- exhibition booth package:

- booth in the virtual exhibition - with full company profile, live-stream with up to 10 colleagues or delegates, play case study videos
- live-chat function – chat directly with all delegates visiting your booth, participate in event wide chat or directly contact delegates for private chat.
- receive a list of all delegates to your booth
- pre & post-conference delegate list

Sub-plenary sessions - £6,950+VAT

Benefits include:

- delivery of session to delegates (45 min)
- corporate logo featured on session slides registered list of delegates for session
- access for the sponsor to main stage sessions
- pre and post-conference delegate list
- ability to do a live poll of delegates in the session
- ability to live stream with up to 9 colleagues or delegates
- live-chat function – chat directly with all delegates that visit your session
- provide document to be hosted in the virtual delegate bag
- attendee data shared with you after the session
- visitor and engagement metrics can be shared post event
- live Q+A option

Sponsor of a main stage session - £2,500+VAT

Benefits include:

- branding on main stage presentation slide
- recognition from speaker at start of the main stage session
- access for the sponsor to main stage sessions
- pre and post-conference delegate list

Annual conference roundtable sponsor - £10,000+VAT

Benefits include:

- opportunity to invite a jointly agreed list of senior healthcare finance leaders to join a meaningful group discussion
- option for delegate to attend the roundtable virtually or face to face
- support from HFMA's policy and research team to define topic and goals
- recognition by Chair of sponsor at start and finish of session
- opportunity to include an introduction by the client
- full write up of the round table will be facilitated and published by HFMA
- promotion of roundtable during conference
- up to 2 spaces at the "table" for the sponsor to join
- access for the sponsor to main stage sessions

Exhibitor booth - £2,750+VAT

Benefits include:

- booth in the virtual exhibition - with full company profile, live-stream with up to 10 colleagues or delegates, play case study videos

- live-chat function – chat directly with all delegates visiting your booth, participate in event wide chat or directly contact delegates for private chat.
- receive a list of all delegates to your booth
- pre & post-conference delegate list
- access for exhibitor to main stage conference sessions

Exhibition prize draw - £995+VAT

To increase visitors to your booth, HFMA will allocate you a unique code. A number of these will be required by delegates who wish to enter the prize draw. Delegates will then submit their required number of unique codes to be entered into the HFMA prize draw.

This year we have increased the number of prizes and the value of prizes to encourage more delegates to who are participating in this scheme.

Prize draw sponsorship is limited will be allocated on a first-come-first-served basis

Exhibition prize draw headline sponsor - £5,000+VAT

As main sponsor your unique code will be a compulsory requirement to guarantee any delegate entering the draw will visit your exhibition booth.

Benefits include:

- your company video to run prior to the prize draw ceremony at the end of conference
- recognition from HFMA CEO during prize draw ceremony

Virtual delegate bag - £750+VAT

Benefits include:

- provide document to be hosted in the virtual delegate bag (limited to 8-page A4)
- access for the sponsor to main stage sessions

For more information and to book contact:

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About the HFMA

The Healthcare Financial Management Association (HFMA) is the professional body for finance staff in healthcare. For nearly 70 years, it has provided independent and objective advice to its members and the wider healthcare community. It is a charitable organisation that promotes best practice and innovation in financial management and governance across the UK health economy through its local and national networks.

The association also analyses and responds to national policy and aims to exert influence in shaping the wider healthcare agenda. It has particular interest in promoting the highest professional standards in financial management and governance and is keen to work with other organisations to promote approaches that really are 'fit for purpose' and effective.

The HFMA offers a range of qualifications in healthcare business and finance at undergraduate and postgraduate level and can provide a route to an MBA in healthcare finance. The qualifications are delivered through HFMA's Academy which was launched in 2017 and has already established strong learner and alumni networks.

HFMA

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