



HMA

HMA Fall Conference
October 7–9, 2024
Marriott Marquis Chicago

Sponsor Prospectus

Unlocking Solutions
in Medicaid, Medicare, and Marketplace

conference.healthmanagement.com

Welcome & Overview

We are thrilled to share details about Health Management Associates (HMA) 7th Annual Fall Conference, **Unlocking Solutions in Medicaid, Medicare, and Marketplace**, taking place at the beautiful Marriott Marquis Chicago, October 7-9, 2024. This is an exciting moment for the healthcare industry. We are continuing to transition our healthcare system to a post-pandemic world, while navigating our way through new challenges and exciting opportunities to improve health outcomes and manifest greater value from our systems of care. This year we have seen the approval and coverage of novel therapies such as for sickle cell disease, we have responded to multiple cyberattacks to healthcare information systems, and we are seeing nascent collaborations to make positive changes to the social determinants of health. The November elections, especially the Presidential election, will have a profound influence on the policy direction and performance of the healthcare and health adjacent sectors.

Based on prior year feedback, we are refreshing our sponsorship structure and the opportunities available to our partners. We are expanding the range of sponsorship levels to better suit your diverse needs and interests.



HMA Fall Conference
October 7-9, 2024
Marriott Marquis Chicago



2024 Conference: **KEY TOPICS**

**Supporting
the future vision
for addressing the
social determinants
of health**

**Managing swings
in enrollment and
transitions between
public health
insurance programs**

**Sustainability
and profitability
in rural healthcare**

**Financing crisis
services during
behavioral health
emergencies**

**Creating sustainable
collaborations
among housing,
education,
transportation,
and food security
partners**

**The economics
of the healthcare
industry in 2025
and beyond**



AS A SPONSOR, YOU'LL:

- + **Get maximum exposure of your brand and offerings before, during, and after the event**
- + **Enjoy multiple networking and business development opportunities with an audience of senior leaders and decision makers**
- + **Capture qualified leads throughout the event**
- + **Reconnect in person with longstanding partners and build relationships with new ones**
- + **Be part of substantive discussions on today's most pressing policy and operational challenges as you work with others to lead the change needed in the future**



Why Exhibit and Sponsor?

In the current environment, healthcare stakeholders seek innovative solutions and value in all their initiatives. HMA's content-rich program combined with the breadth of HMA's expertise attracts increasingly diverse, multi-sector participants to our Spring and Fall meetings. As a sponsor, you'll enjoy extensive brand visibility, ample networking opportunities, enhanced credibility in the healthcare space, and so much more.

We will begin our promotional efforts in May 2024. Securing your sponsorship early will ensure you benefit from the full cycle of promotional emails and other forms of marketing.

Meet Our Audience

State agency officials as well as officials from local governments and the District of Columbia

Senior executives from hospitals, health systems, clinics, provider practices, and provider enablement organizations

Federal officials from health and health adjacent agencies

Industry stakeholders

Research professionals and policy makers

Corporate decision makers from health insurance, device, life sciences, and other business involved in the healthcare industry

TYPICAL ATTENDEE BREAKDOWN

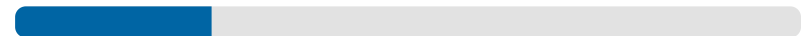
70+

Speakers

400+

Attendees

HEALTH PLANS: 25%



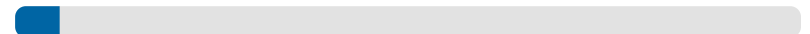
PROVIDERS: 19%



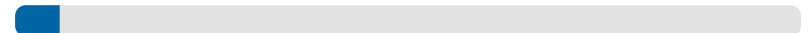
VENDORS: 25%



GOVERNMENT: 4%



INVESTORS: 4%



OTHER: 23%





Past Speakers

Alan Weil, Editor in Chief Health Affairs

Kate Massey, Executive Director, Medicaid and CHIP Payment and Access Commission

Bryan Buckley, Director for Health Equity Initiatives, National Committee for Quality Assurance

Jessica Altman, Executive Director, Covered California

Lisa Wright, President and CEO, Community Health Choice

Eric Pfleger, SVP, Population Health, Southeast Primacy Care Partners

Anna Taylor, AVP, Population Health & Value Based Care, MultiCare Connected Care

Susan Ehrlich, MD, CEO, Hospital Administration, Zuckerberg San Francisco General Hospital and Trauma Center

Eric Mattelson, Chief Actuary, Zing Health

Paul Leon, CEO, National Healthcare & Housing Advisors

David Thomas, CEO, Markets & Medicaid, Centene

Robert Sumter, COO, Ascension Illinois

Enrique Salgado, Enterprise Health Equity Business Development Manager, Elevance Health

Tim Spilker, CEO, UnitedHealthcare Community & State

Kirk Anderson, Vice President & Chief Technology Officer, Cambia Health Solutions

Linnea Koopmans, CEO, Local Health Plans of California

Patrick Besler, Director of Government Relations, Blue Cross and Blue Shield of Illinois

PAST SPONSORS

- + Gainwell Technologies
- + PerformRx
- + AbsoluteCare
- + Carelon
- + EyeMed
- + Independent Living Systems
- + Innovive Health
- + Jukebox Health
- + LIBERTY Dental Plan
- + Medical Guardian
- + PulseData
- + Pyx Health
- + Softheon
- + UnitedHealth
- + Vheda Health
- + Vibrant
- + VSP Vision
- + Wayspring



Sponsorship + Opportunities

Sponsor Packages



Chicago Skyline Reception Sponsor

\$30,000

One Available

Your Value: +\$10,000

Package includes:

- + 5 complimentary conference registrations
- + Projected logo
- + Logo placement on conference website, in marketing emails, and the HMA Weekly Roundup
- + "Featured event" banner and logo placement on conference app
- + Pre-event social media posts
- + Attendee list provided in advance (names, organizations, email addresses)
- + Logo on program front cover
- + Full-page ad in program
- + Company item in swag bag*



**Wi-Fi
Sponsor**

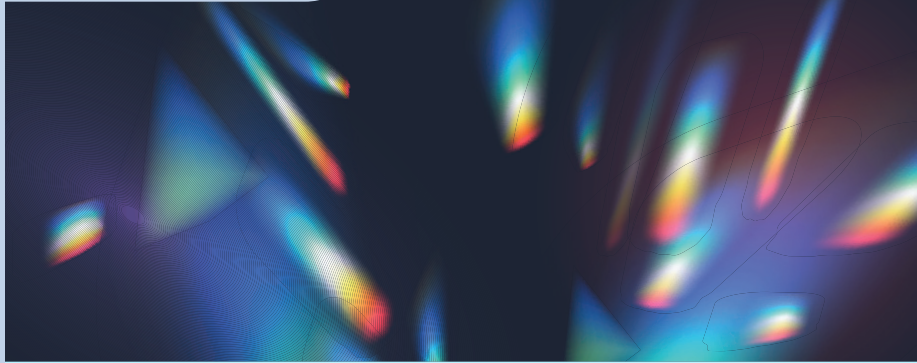
\$25,000

One Available

Your Value: +\$9,580

Package includes:

- + 4 complimentary conference registrations
- + Company name in Wi-fi password
- + Company logo on all Wi-fi signage and materials that include Wi-fi login instructions
- + Projected logo
- + Logo placement on conference website and app, in marketing emails, and the HMA Weekly Roundup
- + "Featured event" banner and logo placement on conference app
- + Pre-event social media posts
- + Attendee list provided in advance (names, organizations, email addresses)
- + Logo on program front cover
- + Full-page ad in program
- + Company item in swag bag*



**Diamond
Sponsor**

\$20,000

Your Value: +\$8,000

[VIEW EXHIBIT MAP →](#)

Package includes:

- + 4 complimentary conference registrations
- + Exhibitor: Primary Location (Ballroom Level) near the high-traffic conference registration area
- + Projected logo
- + Logo placement on conference website and app, in marketing emails, and the HMA Weekly Roundup
- + Pre-event social media posts
- + Attendee list provided in advance (names, organizations, email addresses)
- + Logo on program front cover
- + Full-page ad in program
- + Logo on swag bag with one company item*

**Sapphire
Sponsor**

\$15,000

Your Value: +\$5,600

[VIEW EXHIBIT MAP →](#)

Package includes:

- + 3 complimentary conference registrations
- + Exhibitor: Primary Location (Ballroom Level)
- + Logo placement on conference website and app, in marketing emails, and the HMA Weekly Roundup
- + Pre-event social media posts
- + Attendee list provided in advance (names, organizations, email addresses)
- + Logo on program back cover
- + Full-page ad in program
- + Logo on swag bag with one company item*

Sponsor Packages

Gold Sponsor

\$10,000

Your Value: +\$4,500

[VIEW EXHIBIT MAP →](#)

Package includes:

- + 2 complimentary conference registrations
- + Exhibitor: Secondary Location on Ballroom level (Tabletop Exhibit)
- + Company "Bulletin" via conference app push notification
- + Logo placement on conference website and app
- + Attendee list provided in advance (including names, organizations, and email addresses)
- + Logo on onsite signage
- + Full-page ad in program
- + Company item in swag bag*

Sponsor Packages

A vertical card for a Silver Sponsor package. The top half features a black background with a dense field of white and silver sparkles. Below this is a light gray section containing the text 'Silver Sponsor' and '\$7,500'. The bottom section is a dark gray/black bar with the text 'Your Value: +\$3,790'.

**Silver
Sponsor**

\$7,500

Your Value: +\$3,790

[VIEW EXHIBIT MAP →](#)

Package includes:

- + 2 complimentary conference registrations
- + Exhibitor: Secondary Location on Ballroom level (Tabletop Exhibit)
- + Company "Bulletin" via conference app push notification
- + Logo placement on conference website and app
- + Logo on onsite signage
- + Attendee list provided in advance (names and organizations only)
- + Company item in swag bag*

Sponsor Packages

Bronze Sponsor

\$5,000

Your Value: +\$2,000

Package includes:

- + 1 complimentary conference registration
- + Logo placement on conference website
- + Attendee list provided in advance (names and organizations only)
- + Company item in swag bag*

Sponsor Packages

Networking Lunch Sponsor

\$10,000

Two Available

3 complimentary conference registrations

Company "Bulletin" via conference app push notification

Logo placement on conference website and app

Attendee list provided in advance (including names, organizations, and email addresses)

Logo on onsite signage

Full-page ad in program

Networking Breakfast Sponsor

\$7,500

Two Available

2 complimentary conference registrations

Company "Bulletin" via conference app push notification

Logo placement on conference website and app

Attendee list provided in advance (including names, organizations, and email addresses)

Logo on onsite signage

Full-page ad in program

Company item in swag bag*

Networking Snack Break Sponsor

\$5,000

Three Available

1 complimentary conference registration

Company "Bulletin" via conference app push notification

Logo placement on conference website and app

Attendee list provided in advance (names and organizations only)

Logo on onsite signage

Company item in swag bag*

Charging Station Sponsor

\$10,000

One Available

3 complimentary conference registrations

Company "Bulletin" via conference app push notification

Logo placement on conference website and app


Attendee list provided in advance (including names, organizations, and email addresses)

Logo on onsite signage


Full-page ad in program

Company item in swag bag*

*One paper/pamphlet and one small item



For more information on our sponsorship opportunities or to discuss creating an original sponsorship that meets your company's goals and objectives, please contact **Andrea Maresca**, *Director, HMA Information Services*, at amaresca@healthmanagement.com.



HMA

Health Management Associates (HMA) is a leading independent national research and consulting firm in the healthcare industry. Founded in 1985, HMA has a comprehensive and experienced team of healthcare and human services experts — we are well connected and deeply informed, exceptionally strategic, thorough, and collaborative. Our ever-expanding team of expert consultants is committed to helping clients find solutions to the most complex healthcare and human services challenges. With offices in more than 30 locations across the country, our expertise, services, and team are always within client reach.

conference.healthmanagement.com