



October 14 - 16, 2025

Four Seasons | New Orleans



healthmanagement.com →

SPONSOR PROSPECTUS

HMA

2025

Fall Conference

Welcome & Overview

Join us for HMA's 8th Annual Conference, October 14-16, 2025, in New Orleans, Louisiana. This exciting and unique atmosphere is a perfect place to continue HMA's tradition of building cross-sector collaborations that are critical for advancing solutions to our healthcare system's most persistent as well as emergent challenges. This event is an opportune time to get in front of key stakeholders, especially in light of the 2024 elections.

In 2025, we are introducing several new sponsorship packages to help you get maximum exposure of your brand and offerings before, during, and after the event. We are also expanding complimentary registration and offering new opportunities to help inform the content in our breakout sessions.

We will begin our promotional efforts in Spring 2025. Securing your sponsorship early will ensure you benefit from the full cycle of promotional emails and other forms of marketing. If you are interested in sponsorship of the HMA Conference, please [contact Andrea Maresca](#).



Andrea Maresca

Managing Director, HMA Information Services
amaresca@healthmanagement.com



HMA Fall Conference
October 14 - 16, 2025
Four Seasons | New Orleans



Event Highlights

- + Plenary sessions with insightful industry leaders and federal and state level policymakers
- + Breakout sessions with experts knowledgeable about the latest trends and practices in publicly funded programs
- + Strategic networking events that foster collaboration and partnerships
- + Social gatherings that provide a relaxed environment to connect with peers and potential clients **New for 2025!**

ABOUT HMA

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.



2025 Conference **High Level Topics**

Navigating and
integrating AI into
healthcare

Evaluating new
program and
demonstration
opportunities

Designing and
optimizing benefit
packages

Navigating
payment reforms
in publicly financed
programs

Sustainability and
profitability in rural
health care

Modernizing
our health data
infrastructure

Improving access
to behavioral
healthcare

Addressing
the continuum
of needs for
substance use
disorders

Providing
healthcare to
justice-involved
populations

and more...



MEET OUR AUDIENCE

- + Federal government officials and representatives from health and health adjacent agencies
- + State and local government and agency officials
- + C-suite leaders from hospitals, health systems, clinics, provider practices, and provider-enablement organizations
- + Corporate decision makers from health insurance, device, life sciences, and other business involved in the healthcare industry
- + Industry associations
- + Investors
- + Research professionals and policy makers
- + Community-based organizations
- + Anyone invested in the overall healthcare system

2024 REGISTRANT TITLES

OVER **40%** of registrants were the chief executive of their organization (CEO, executive director, president, partner, etc.)

15% were responsible for growth strategies and business development

10% had clinical, quality, and other practitioner roles across healthcare sectors including LTSS, behavioral health, public health, and acute care

10% held C-suite roles for strategy and innovation

10% were policy leaders for their organization



2024 ATTENDEE BREAKDOWN

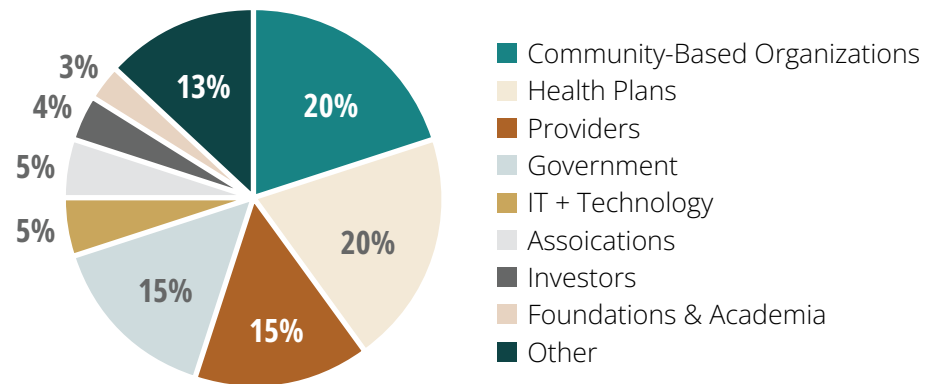
50+

Speakers

320+

Attendees

2024 ATTENDEE BREAKDOWN



Sponsorship ⁺ Opportunities

Sponsor Levels + Additional Packages



For more information, contact Andrea Maresca
Managing Director, HMA Information Services
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Welcome Reception Sponsor

\$30,000

One Available

Package includes:

- + **6 complimentary conference registrations**
- + 6 discounted conference registrations at 25% off the general price **New for 2025!**
- + 2 seats at the VIP Dinner*, one for you and one for your client **New for 2025!**
- + Sponsored article in the HMA Weekly Roundup, reaching our 22,000+ readership **New for 2025!**
- + Promotion on HMA's monthly "Vital Viewpoints on Healthcare" podcast **New for 2025!**
- + Company logo on all Welcome Reception signage
- + Logo placement on the conference website, in marketing emails, and in the HMA Weekly Roundup
- + Company logo, description, and website link included in the conference app
- + Company push notification via the conference app
- + Social media posts
- + Pre- and post-attendee list provided, including names, companies, and email addresses
- + Full-page ad in the printed program

*The VIP Dinner is an exclusive and intimate gathering hosted on Oct. 15, 2025. This complimentary private dinner brings together select partners, government leaders and industry executives to engage in discussions on pressing issues in a closed-door setting.



Wi-Fi Sponsor

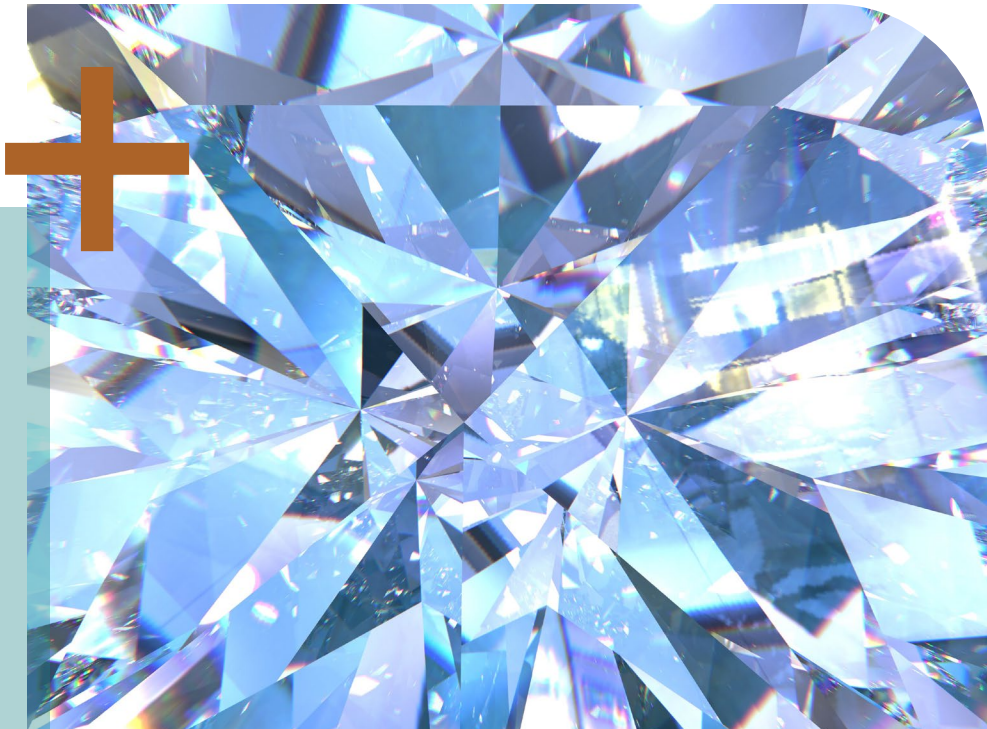
\$25,000

One Available

Package includes:

- + **6 complimentary conference registrations**
- + 6 discounted conference registrations at 25% off the general price **New for 2025!**
- + 2 seats at the VIP Dinner*, one for you and one for your client **New for 2025!**
- + Sponsored article in the HMA Weekly Roundup, reaching our 22,000+ readership **New for 2025!**
- + Promotion on HMA's monthly "Vital Viewpoints on Healthcare" podcast **New for 2025!**
- + Company name in the conference's Wi-Fi password
- + Company logo on all Wi-Fi signage and materials that include Wi-Fi login instructions
- + Logo placement on conference signage, the conference website, in marketing emails, and in the HMA Weekly Roundup
- + Company logo, description, and website link included in the conference app
- + Company push notification via the conference app
- + Social media posts
- + Pre- and post-attendee list provided, including names, companies, and email addresses
- + Full-page ad in the printed program

*The VIP Dinner is an exclusive and intimate gathering hosted on Oct. 15, 2025. This complimentary private dinner brings together select partners, government leaders and industry executives to engage in discussions on pressing issues in a closed-door setting.



Diamond Sponsor
\$20,000

Limited Number Available

Package includes:

- + **6 complimentary conference registrations**
- + 6 discounted conference registrations at 25% off the general price **New for 2025!**
- + 1 seat at the VIP Dinner* **New for 2025!**
- + Guaranteed speaker on one breakout session panel **New for 2025!**
- + Promotion on HMA's monthly "Vital Viewpoints on Healthcare" podcast **New for 2025!**
- + Logo placement on the conference website, in marketing emails, on conference signage, and in the the printed program
- + Company logo, description, and website link included in the conference app
- + Company push notification via the conference app
- + Social media post
- + Pre- and post-attendee list provided, including names, companies, and email addresses
- + Full-page ad in the printed program
- + Exhibitor table **optional**
- + Promotional item giveaway

*The VIP Dinner is an exclusive and intimate gathering hosted on Oct. 15, 2025. This complimentary private dinner brings together select partners, government leaders and industry executives to engage in discussions on pressing issues in a closed-door setting.



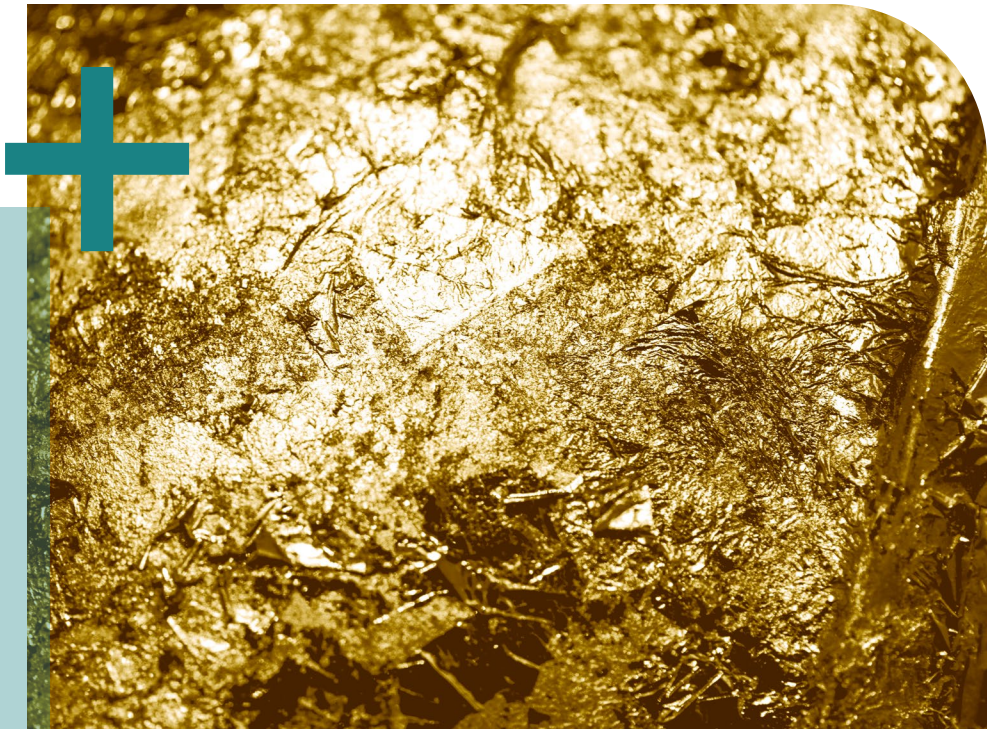
Platinum Sponsor

\$15,000

Limited Number Available

Package includes:

- + **5 complimentary conference registrations**
- + 5 discounted conference registrations at 25% off the general price **New for 2025!**
- + Guaranteed speaker on one breakout session panel **New for 2025!**
- + Promotion on HMA's monthly "Vital Viewpoints on Healthcare" podcast **New for 2025!**
- + Logo placement on the conference website, in marketing emails, on conference signage, and in the printed program
- + Company logo, description, and website link included in the conference app
- + Company push notification via the conference app
- + Social media post
- + Pre- and post-attendee list provided, including names, companies, and email addresses
- + Half-page ad in the printed program
- + Exhibitor table **optional**



Gold Sponsor

\$10,000

Limited Number Available

Package includes:

- + **5 complimentary conference registrations**
- + 5 discounted conference registrations at 25% off the general price **New for 2025!**
- + Logo placement on the conference website, in marketing emails, on conference signage, and in the printed program
- + Company logo, description, and website link included in the conference app
- + Social media post
- + Half-page ad in the printed program
- + Exhibitor table **optional**



Bronze Sponsor

\$5,000

Package includes:

- + **2 complimentary conference registrations**
- + 2 discounted conference registrations at 25% off the general price
- + Logo placement on the conference website, in marketing emails, on conference signage, and in the printed program
- + Company logo, description, and website link included in the conference app

COMPARE OUR SPONSOR PACKAGES

	Welcome Reception Sponsor \$30,000	Wi-Fi Sponsor \$25,000	Diamond Sponsor \$20,000	Platinum Sponsor \$15,000	Gold Sponsor \$10,000	Bronze Sponsor \$5,000
Complimentary conference registrations	+	+	+	+	+	+
Discounted conference registrations	+	+	+	+	+	+
Promotion on HMA's monthly podcast "Vital Viewpoints"	+	+	+	+		
VIP Dinner seats	+	+	+			
Sponsored article in the HMA Weekly Roundup	+	+				
Company logo on all Welcome Reception signage	+					
Company logo on Wi-Fi signage & related materials		+				
Company logo & info in marketing materials	+	+	+	+	+	+
Social media posts	+	+	+	+	+	+
Company logo & description in the conference app	+	+	+	+	+	+
Push notification via the conference app	+	+	+	+		
Promotional item giveaway	+	+	+	+	+	+
Exhibitor table *optional*	+	+	+	+	+	
Pre- & post-conference attendee list	+	+	+	+		
Advertisements in the printed program	Full Page	Full Page	Full Page	Half Page	Half Page	



Exhibitor Sponsor

New for 2025

\$7,500

2 complimentary conference registrations

2 discounted conference registrations at 25% off the general price

Exhibitor table

Logo placement on the conference website, in marketing emails, on conference signage, and in the printed program

Company logo, description, and website link included in the conference app

Professional Association Sponsor

New for 2025

\$5,000

Limited Number Available

2 complimentary conference registrations

1 seat at the VIP Dinner*

Guaranteed speaker on one panel

Logo placement on the conference website, in marketing emails, and in the printed program

Social media post

Company logo, description and website link included in the conference app

Breakfast or Lunch Sponsor

\$7,500
— or —
\$10,000

3 complimentary conference registrations

Logo placement on the conference website, in marketing emails, and in the printed program

Social media post

Logo featured on the breakfast's on-site sign

Company logo, description, and website link included in the conference app

Scholarship Sponsor

New for 2025

Price Dependent on Number of Scholarships

Complimentary registration for individuals of your choice who may not otherwise have the opportunity to attend

Company name featured prominently on the nametags of scholarship recipients
if requested

A designated table reserved for these recipients during the event **if requested**

A LA CART SPONSORSHIP

We proudly present a comprehensive suite of à la carte sponsorship opportunities designed to significantly enhance your visibility and engagement at our 2025 Conference that include any of the following benefits:

- + Complimentary and discounted registrations
- + Custom-branded lanyards
- + Customized giveaways for conference attendees
- + Sponsored lounge for working at the conference
- + Opportunities to participate in expert panels
- + Promotional visibility on our conference website
- + Recognition on social media platforms
- + Exhibitor tables to display your services
- + Your logo featured in the printed program
- + Advertisements within the printed program
- + Other opportunities including a selfie station, specialty coffee station, and/or sponsored breaks **TBD**



HIMA

conference.healthmanagement.com →