

A wide-angle photograph of a waterfront city skyline at sunset. The sky is a vibrant mix of orange, yellow, and blue. In the foreground, a body of water reflects the colors of the sky. On the left, there's a dense cluster of modern buildings, including a prominent red brick building and several glass-fronted structures. To the right, a large Ferris wheel stands on a pier, its lights reflecting on the water. The overall atmosphere is peaceful and scenic.

2026  
Exhibiting  
& Sponsorship  
Opportunities

AC26

hfma<sup>TM</sup>

*June 7-10, National Harbor, Maryland*

# HFMA Annual Conference 2026

*Why you won't want to miss it!*

## Network and Win New Business

3,500+ attendees from across the nation join us in-person. Provider attendees are looking to learn about new ideas and cutting-edge technologies from their peers and solution providers.

## Learn Alongside Industry Leaders

Learn about the latest industry trends and best practices alongside leaders from healthcare provider organizations during 70+ education sessions spanning 6 role-based content tracks.

## Dare to Solve

When times are challenging, the industry comes together to find solutions. The time is now to understand policy impacts, find efficiencies, and improve outcomes. Be a part of the change.

*See you in National Harbor!*

# Sponsorship Packages

*What you can expect ...*

- Branding
- Exhibit space
- One-on-one Executive Connections meetings
- Conference badges
- Opportunities for thought leadership
- Attendee lists



# 10x10 Booth Sponsorship

## Includes:

- 10x10 customizable space\* to brand your company, network with attendees, and hold meetings and demos
- 4 in-person conference badges
- 2 Executive Connection meetings
- Listing on Exhibit Hall Map and in Exhibitor Directory
- Pre- and Post- Conference Attendee List\*\*

**\$11,250**

**(Rate for HFMA Enterprise Member Orgs \$10,750)**



\*No tables or furniture or carpet included; turnkey booth packages and furniture available through Shepard Expo Services

\*\*Attendee lists include name, title, organization and mailing address

# 10x20 Booth Sponsorship

## Includes:

- 10x20 customizable space\* to brand your company, network with attendees, and hold meetings and demos
- 4 in-person conference badges
- 3 Executive Connection meetings
- Listing on Exhibit Hall Map and in Exhibitor Directory
- Pre- and Post- Conference Attendee List\*\*

**\$19,000**

**(Rate for HFMA Enterprise Member Orgs \$18,250)**



\*No tables or furniture or carpet included; turnkey booth packages and furniture available through Shepard Expo Services

\*\*Attendee lists include name, title, organization and mailing address

# 20x20 Booth Sponsorship

## Includes:

- 20x20 customizable space\* to brand your company, network with attendees, and hold meetings and demos
- 8 in-person conference badges
- 5 Executive Connection meetings
- Listing on Exhibit Hall Map and in Exhibitor Directory
- Pre- and Post- Conference Attendee List\*\*

**\$27,750**

**(Rate for HFMA Enterprise Member Orgs \$25,750)**



\*No tables or furniture or carpet included; turnkey booth packages and furniture available through Shepard Expo Services

\*\*Attendee lists include name, title, organization and mailing address

# Leading Sponsorship

## Includes:

- 10x10 customizable space\* to brand your company, network with attendees, and hold meetings and demos
- 4 in-person conference badges
- 5 Executive Connection meetings
- Listing on Exhibit Hall Map and in Exhibitor Directory
- Pre- and Post- Conference Attendee List\*\*
- A 25-minute educational presentation\*\*\*
- Attendee list with contact information from your presented session

**\$27,750**

**(Rate for HFMA Enterprise Member Org \$25,750)**

\*No tables or furniture or carpet included; turnkey booth packages and furniture available through Shepard Expo Services

\*\*Attendee lists include name, title, organization and mailing address

\*\*\*Proposal must be submitted in RFP portal. Session proposals are all reviewed and must be accepted by HFMA. 25-minute presentation may be combined with another presentation during a breakout time slot.

# Premier Sponsorship

## Includes:

- 20x20 customizable space\* to brand your company, network with attendees, and hold meetings and demos
- 8 in-person conference badges
- 10 Executive Connection meetings
- Listing on Exhibit Hall Map and in Exhibitor Directory
- Pre- and Post- Conference Attendee List\*\*
- Participate in 60-minute roundtable discussion on topic of your choice.\*\*\*HFMA will recruit 6-8 provider participants to join the discussion. HFMA will moderate the roundtable and will write and publish an article following the discussion. To submit a proposal to sponsor a roundtable [click here](#) to fill out form.

**\$47,750**

**(Rate for HFMA Enterprise Member Org \$45,750)**

\*No tables or furniture or carpet included; turnkey booth packages and furniture available through Shepard Expo Services

\*\*Attendee lists include name, title, organization and mailing address

\*\*\*Roundtable proposals are all reviewed and must be accepted by HFMA.

# Presenting Sponsorship

## Includes:

- 20x20 customizable space\* to brand your company, network with attendees, and hold meetings and demos
- 8 in-person conference badges
- 10 Executive Connection meetings
- Listing on Exhibit Hall Map and in Exhibitor Directory
- Pre- and Post- Conference Attendee List\*\*
- A 50-minute educational presentation\*\*\*
- Attendee list with contact information from your presented session

**\$63,750**

**(Rate for HFMA Enterprise Member Orgs \$60,750)**

\*no tables or furniture or carpet included; turnkey booth packages and furniture available through Shepard Expo Services

\*\*Attendee lists include name, title, organization and mailing address

\*\*\*Session proposals are all reviewed and must be accepted by HFMA. A co-presenter from a provider organization is required.

# Package Comparison

Sponsorship	Badges	Executive Connections	Exhibit Hall Map & Directory Listing	Attendee Lists	Thought Leadership Presentations
10x10	4	2	✓	✓	
10x20	4	3	✓	✓	
20x20	8	5	✓	✓	
Leading	4	5	✓	✓	25-minute educational presentation
Premier	8	10	✓	✓	60-minute roundtable discussion
Presenting	8	10	✓	✓	50-minute educational presentation

# Join us as a thought-leading presenter

*Request for proposals*

*Submission Deadline: Nov. 14*

*All business partner organizations who have proposals selected are asked to provide support for the conference through the appropriate sponsorship package. Any business partner organization who would like to be considered to speak and would like to commit to a sponsorship package that includes a speaking slot must submit a proposal through the Annual Conference RFP Portal.*



# Join us as a thought-leading presenter

*Request for proposals*

*Submission Deadline: Nov. 14*

1. Determine which sponsorship package and session format is right for your organization.
2. If your desired sponsorship package includes a presentation, submit a proposal by [clicking here](#). If you are interested in a roundtable discussion, submit a proposal by [clicking here](#).

Presentations will be selected on merit and value of content to attendees.

Sessions must be educational and free from promotion.

All breakout (50 min) sessions are expected to have a provider co-presenter and spotlight (25 min) sessions are encouraged to have a provider co-presenter.

Proposals should list all speakers (no TBDs) with their email addresses as they will be contacted to confirm planned participation.

3. Proposals will be reviewed by HFMA. You will be contacted with the outcome of your proposal and if accepted with a request to confirm sponsorship package early in the new year.



# Session Tracks



**Executive Leadership** - Address the most pressing issues for senior finance executives, including capital planning, margin management, board engagement, and long-term growth. Sessions should emphasize innovative strategies to navigate economic pressures and advance financial sustainability.



**Finance & Accounting** - Focus on compliance, auditing, reporting, and technical accounting. Share updates, forecasting tools, and proven practices that strengthen financial stewardship. Presentations may also explore technology in finance operations, data-driven decision-making, and best practices in adapting to evolving accounting standards.



**Revenue Cycle** - Explore ways to improve collections, reduce denials, streamline patient communications, and ensure revenue integrity. Demonstrate measurable outcomes aligned with HFMA MAP Keys and industry benchmarks. Show examples of collaborative approaches that improve the patient's financial experience.



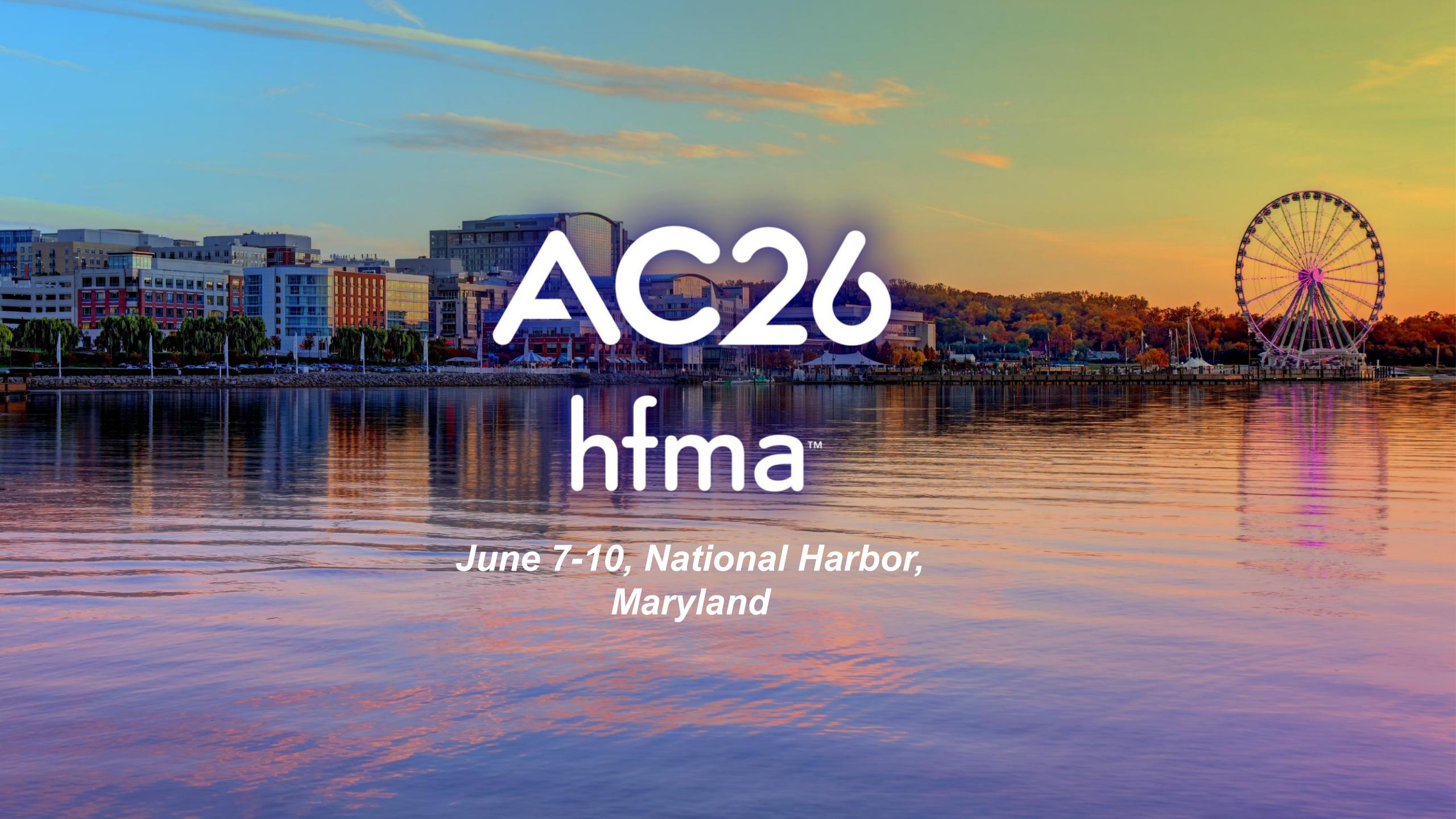
**Leadership Development** - Provide tools and frameworks to build resilient, future-ready teams. Suggested topics are organizational culture, leadership skills, workforce innovation, diversity and inclusion, and talent development. Focus on actionable insights for cultivating leaders who can adapt, inspire, and drive organizational excellence.



**Legislation & Compliance** - Translate policy updates into actionable compliance strategies. Sessions should cover evolving regulations, risk mitigation, and enterprise-wide implementation. Presentations could highlight collaboration between compliance officers, legal teams, and operational leaders to ensure adherence and readiness.



**AI, Innovation & Technology** - Showcase how technology is reshaping healthcare finance. Topics may include AI/ML applications, automation in revenue cycle, predictive analytics, digital health, and telehealth. Submissions should provide concrete examples of how innovation is driving measurable outcomes, and how organizations can prepare for technologies redefining the future.

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