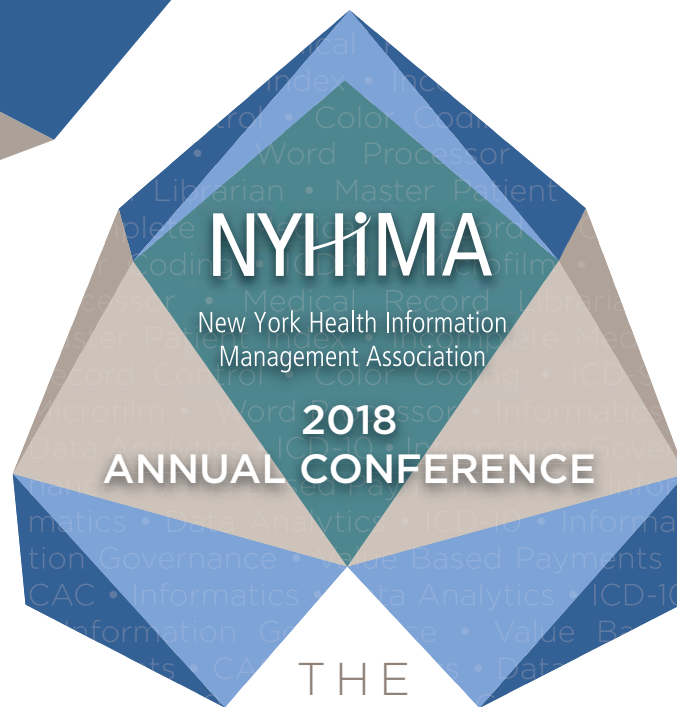


SPONSORSHIP
AND
EXHIBITOR
OPPORTUNITIES



THE
PRISM
OF POSSIBILITIES

Power of the Past, Force of the Future

JUNE 3-6, 2018
THE SAGAMORE, LAKE GEORGE, NY

NYHIMA Fact Sheet

Who We Are

Since 1935, NYHIMA has been dedicated to promoting the professional excellence of its members through education, advocacy, and alliances, thereby ensuring quality health information to benefit the public, the health consumer, providers, and other users of clinical data. NYHIMA is a non-profit organization whose membership consists of Health Information Management professionals employed in hospitals and other health care settings throughout New York State. Our members possess training in the principles of health information management and are certified and/or registered by the American Health Information Management Association (AHIMA).



NYHIMA is also affiliated with nine Local Associations that represent HIM professionals in various regions throughout New York State.

- Adirondack Health Information Management Association (AdHIMA)
- Central New York Health Information Management Association (CNYHIMA)
- Health Information Management Association of New York City (HIMANYC)
- Health Information Management Association of Western New York (HIMAWNY)
- Long Island Health Information Management Association (LIHIMA)
- Northern New York Health Information Management Association (HIMANNY)
- Rochester Regional New York Health Information Management Association (RRHIMA)
- Southeastern New York Health Information Management Association (SENYHIMA)
- Tappan Zee Health Information Management Association (TZHIMA)



Counties represented are:

Essex, Fulton, Warren, Hamilton, Saratoga, Washington, Rensselaer, Columbia, Greene, Albany, Schenectady, Montgomery, Schoharie, Otsego, Delaware, or Herkimer, Broome, Cayuga, Chenango, Cortland, Delaware, Herkimer, Jefferson, Lewis, Madison, Oneida, Onondaga, Oswego, Otsego, Schoharie, Tioga, or Tompkins, Erie, Niagara, Genesee, Chautaugua, Wyoming, Cattaraugus, Orleans and Allegheny, Nassau, Suffolk, St. Lawrence, Franklin or Clinton, Allegany, Chemung, Livingston, Monroe, Ontario, Orleans, Schuyler, Seneca, Steuben, Wayne, and Yates, Orange, Sullivan, Dutchess, Ulster, and Putnam, Westchester, Rockland and the 5 boroughs of NYC



2018 Annual Conference Sponsorship Opportunities

Become a 2018 Annual Conference sponsor and take advantage of the opportunity to promote your company's products and services to its core audience! The NYHIMA Annual Conference offers a variety of sponsorship opportunities for all budgets that will give you access to hundreds of HIM professionals and others interested in the field.

Special Event Sponsor: \$10,000

- (2) Minutes of Podium Time at the Opening Session
- Company materials placed in Conference Registration Bags (materials provided by the sponsor)
- Customized thank you signage with company logo provided at all special events throughout the conference.
- Company logo prominently displayed on all 2018 Annual Conference promotional material.
- One exhibitor booth prominently placed in exhibitor hall.
- One full page ad in the 2018 Annual Conference Program.
- Registration for 3 company representatives which includes registration to the June 4th and 5th receptions, all educational conference sessions and meals.
- One full page ad in 6 issues of NYHIMA's official newsletter: Perspectives.
- 12 month website ad on NYHIMA's new and improved website. (June 1, 2018 – May 31, 2019)

Platinum Sponsor \$7,500

- Company logo prominently displayed on all 2018 Annual Conference promotional material.
- One exhibitor booth prominently placed in the exhibitor hall.
- One full page ad in the 2018 Annual Conference Program.
- Registration for 2 company representatives which includes registration to the June 4th and 5th receptions, all educational conference sessions and meals.
- One half page ad in 6 issues of NYHIMA's official newsletter: Perspectives.
- 6 month website ad on NYHIMA's new and improved website. (June 1, 2018 – May 31, 2019).

Gold Sponsor \$5,000

- Company logo prominently displayed on all 2018 Annual Conference promotional material.
- One exhibitor booth prominently placed in the exhibitor hall.
- One half page ad in the 2018 Annual Conference Program.
- Registration for 2 company representatives which includes registration to the June 4th and 5th receptions, all educational conference sessions and meals.
- One half page ad in 6 issues of NYHIMA's official newsletter: Perspectives.
- 6 month website ad on NYHIMA's new and improved website. (June 1, 2018-May 31, 2019).

Silver Sponsor \$2,500

- Company logo included on all 2018 Annual Conference promotional material.
- One exhibitor booth prominently placed in the exhibitor hall.
- One quarter page ad in the 2018 Annual Conference Program.
- Registration for 2 company representatives which includes registration to the June 4th and 5th receptions, all educational conference sessions and meals.
- One quarter page ad in 3 issues of NYHIMA's official newsletter: Perspectives.
- 3 month website ad on NYHIMA's new and improved website. (June 1, 2018- May 31, 2018).

Bronze Sponsor: \$1,500

- Company logo included on all 2018 Annual Conference promotional material.
- Company recognition on the NYHIMA website and newsletter.
- One quarter page ad in the 2018 Annual Conference Program.

Keynote Speaker Sponsor \$1,500

(2 sponsorships available – Opening Session on Monday and Tuesday)

- Company logo prominently displayed at the reception.
- Company Signature Cocktail of your choice at the reception.
- Company recognition on the NYHIMA website and newsletter.
- One half page ad in the 2018 Annual Conference Program.
- Registration for 2 company representatives which includes registration to the June 4th and 5th receptions, all educational conference sessions and meals.

NYHIMA Supporter \$400

- Company name featured during each beverage break

Don't see a sponsorship package that fits your needs? We can customize a package that works specifically for you!

2018 Advertising Options

2018 Annual Conference Program

NYHIMA's 2018 Annual Conference also offers the unique opportunity to showcase your company's products and services in the NYHIMA exhibitor hall which will be visited by hundreds of HIM professionals throughout the conference. NYHIMA Corporate Sponsors enjoy a discounted exhibitor rate as well as corporate sponsor status indicated in the Annual Conference program.

Corporate Sponsor Exhibitor Booth \$900

- One exhibit booth.
- Registration for 2 company representatives which includes access to all Annual Conference sessions, meals and receptions.
- Company exhibit listing in 2018 Annual Conference program includes Corporate Sponsor Status.

Exhibitor Booth \$1,175

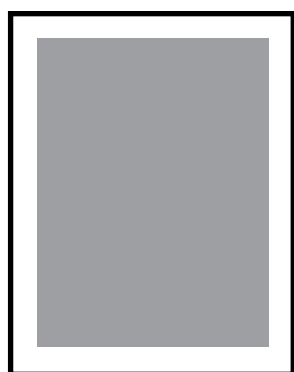
- One exhibit booth.
- Registration for 2 company representatives which includes access to all Annual Conference sessions, meals and receptions.

AD RATES:

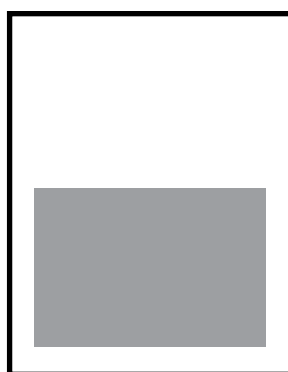
Size	Dimension	
Full Page	7 1/4" x 9 1/4"	\$500.00
Half Page	7 1/4" x 4 1/2"	\$350.00
	3 1/2" x 9 1/4"	
Quarter Page	3 1/2" x 4 1/2"	\$175.00

Corporate Sponsors receive a 25% discount on these advertising rates.

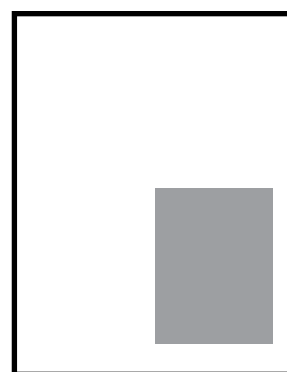
The preferred format for artwork is in electronic format (jpg, tif, or eps).



Full Page
7 1/2" x 9 1/4"



Half Page
(Horizontal)
7 1/2" x 4 1/2"



Quarter Page
3 1/2" x 4 1/2"



2018 Annual Conference Marketing Options Contract

All 2018 conference exhibitor and sponsor contracts must be received by Friday, April 20th, 2018 to guarantee your spot on the exhibit floor and in the conference program. Please complete the contract and mail it to the address below or email to nyhima@caphill.com. Payment must be received before Friday, May 4th; payments can be made by sending a check to the below address or by contacting the Central Office and paying over the phone via credit card. Please keep a copy of this contract for your records.

Company Name: _____ Contact Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____

ANNUAL CONFERENCE SPONSORSHIP:

Special Event Sponsor		___\$10,000	Platinum		___\$7,500	Gold		___\$5,000
Silver	\$2,500	Bronze	\$1,500	Keynote	\$1,500	NYHIMA Supporter		\$400

Donation & Welcome Bag Filler of :

PROGRAM AD:	Full Page	_____	\$500
	Half Page	_____	\$350
	Quarter Page		\$175

Mail check payment to:
NYHIMA
230 Washington Avenue, Suite 101
Albany, NY 12203-3539

EXHIBITOR:

Number of Booths: Corporate Sponsor Exhibitor _____ @ (\$900)
Exhibitor _____ @ (\$1,175)

PAYMENT:

TOTAL ENCLOSED: \$ _____

Check # _____ (payable to NYHIMA)

☐ Visa ☐ Mastercard ☐ American Express

Card Number: _____ Security Code: _____

Exp. Date: _____ Signature: _____

ACCEPTANCE OF CONTRACT:

As my company's representative, I hereby acknowledge that either myself or my company will be responsible to pay the amount listed for total services selected. I understand that additional information will be provided upon receipt of my payment.

Signature _____ Name (Printed) _____

Signature _____ Name (Printed) _____

QUESTIONS?
CONTACT: Angela Kelly, Office Operations Manager
518-435-0422 • nyhima@caphill.com

