

NAVIGATING TOGETHER TOWARD TOMORROW

SYRACUSE, NY

**JUNE**  
**2-5**  
**2019**

SPONSORSHIP  
AND  
EXHIBITOR  
OPPORTUNITIES

**NYHIMA**

an AHIMA Affiliate

New York Health Information  
Management Association

# NYHIMA

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New York Health Information  
Management Association

## 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)





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## 2019 Sponsorship Opportunities

Become a 2019 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.

### Platinum Sponsor \$7,500

- Company logo prominently displayed on all 2019 Annual Conference promotional material.
- One exhibitor booth prominently placed in the exhibitor hall.
- One full page ad in the 2019 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 5 issues of NYHIMA's official newsletter: Perspectives.
- 6 month website ad on NYHIMA's new and improved website. (June 1, 2019 – May 31, 2020).
- (2) minutes of podium time at Opening Session
- Company materials placed in conference registration bags.

### Gold Sponsor \$5,000

- Company logo prominently displayed on all 2019 Annual Conference promotional material.
- One exhibitor booth prominently placed in the exhibitor hall.
- One half page ad in the 2019 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 5 issues of NYHIMA's official newsletter: Perspectives.
- 6 month website ad on NYHIMA's new and improved website. (June 1, 2019 – May 31, 2020).
- Company materials placed in conference registration bags.

### Registration Sponsorship \$4,000

- Company logo placed on registration bags
- Company logo included on all 2019 Annual Conference promotional material.
- One exhibitor booth prominently placed in the exhibitor hall.
- One quarter page ad in the 2019 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, 2019 – May 31, 2020).
- Company materials placed in conference registration bags.

### Silver Sponsor \$2,500

- Company logo included on all 2019 Annual Conference promotional material.
- One exhibitor booth prominently placed in the exhibitor hall.
- One quarter page ad in the 2019 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, 2019 – May 31, 2020).
- Company materials placed in conference registration bags.

### Bronze Sponsor: \$1,500

- Company logo included on all 2019 Annual Conference promotional material.
- Company recognition on the NYHIMA website and newsletter.
- One quarter page ad in the 2019 Annual Conference Program.
- Company materials placed in conference registration bags.

### Keynote Speaker Sponsor \$1,500

- 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 2019 Annual Conference Program.
- Registration for 2 company representatives which includes registration to the June 4th and 5th receptions, all educational conference sessions and meals.
- Company materials placed in conference registration bags.

### NYHIMA Supporter \$400

- Company name featured during each beverage break
- Company materials placed in conference registration bags.

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



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# 2019 Advertising Options

## Annual Conference Program

NYHIMA's 2019 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 2019 Annual Conference program includes Corporate Sponsor Status.

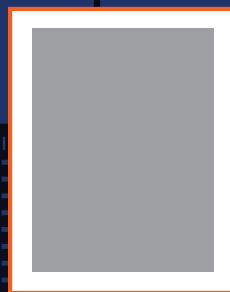
### Exhibitor Booth \$1,175

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

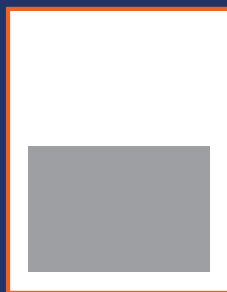
### AD RATES:

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

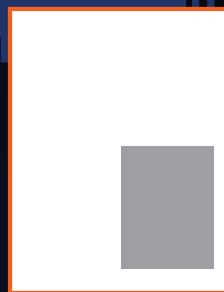
Corporate Sponsors receive a 25% discount on these advertising rates. The preferred format for artwork is in electronic format (jpg, tif, or pdf).



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"



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# 2019 Annual Conference Marketing Options Contract

All 2019 conference exhibitor and sponsor contracts must be received by Friday April 26, 2019 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:

Platinum\_\_\$7,500 Gold\_\_\$5,000 Registration Sponsor\_\_\$4,000 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

**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 the NYHIMA Central Office at 518-435-0422 or nyhima@caphill.com

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