

# 45<sup>th</sup> Annual NJ HFMA Institute

in conjunction with the Metro Philly Chapter

## Thanks To Our 2020 Sponsors!

Without the generous support of our sponsors the Annual Institute would not have been successful all these years. Please consider continuing your support for the 45th Annual Institute, which will be held at the Borgata in Atlantic City on October 6 – 8, 2021.

## Exhibitor Booth Registration

All Exhibitor Booth sponsorships include 2 full conference registrations (unless otherwise stated in your agreement). If you would like to register additional people from your organization beyond your comps, please choose the appropriate registration type. Do not use the Sponsor Vendor Registration type. Anyone incorrectly registered above your allowed comps, will be invoiced.

## Exhibitor Booth Kit

Please note all booths include 8' high back drape, 3' high side rails, an identification sign, 1-6' draped table, 2 side chairs, and a waste basket. The exhibit hall is located in the Event Center. The Event Center is carpeted.

We recommend all items be shipped to Vista Convention Services through their Advance Warehouse. If you cannot meet the advance shipping deadline, please review the exhibitor services kit for show-site shipping instructions. Materials can be brought in through the hotel by use of a bellman. There will be a hotel charge for this service.

## Group Dining

We understand that as Sponsors and Vendors you will likely want to entertain customers/prospects. We respectfully ask that you do that on Wednesday night after 8pm or on Thursday night from 8pm-10pm to ensure that all attendees can fully participate with all of our Institute events.

If you are interested in setting up a group dining experience at Borgata, contact reservations at 609.317.1000 for reservations up to 12 people. For reservations over 12 people, contact Group Dining at 609.317.7294 for assistance with reservations and menu planning requirements.

Thank you in advance for your support!

*Jill Squiers, President-Elect NJ HFMA*

**For more information please contact the NJ HFMA Exhibit Management at [hfma@dlplan.com](mailto:hfma@dlplan.com)**

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October 6-8, 2021

## Available Sponsorship Opportunities

Item #	Description	Quantity	Standard Price
1	President's Reception	1	<b>SOLD</b>
2	Charity Event	1	<b>SOLD</b>
3	Late Night Event	1	<b>SOLD</b>
4	<b>Keynote Speaker</b>	1	\$6,000
5	Panel Discussion	1	<b>SOLD</b>
6	Mobile App	1	<b>SOLD</b>
7	<b>General Session</b>	4	\$5,000
8	<b>Breakout Education Session</b>	16	\$4,500
9	<b>Vendor Booth</b>	223	\$3,750
10	Conference Bag	1	<b>SOLD</b>
11	Conference Badge	1	<b>SOLD</b>
12	Hotel Room Key Cards	1	<b>SOLD</b>
13	Lunch - Wednesday	1	<b>SOLD</b>
14	Lunch - Thursday	1	<b>SOLD</b>
15	Lunch & Learn Education - Wednesday	1	\$3,000
16	Lunch & Learn Education - Thursday	1	<b>SOLD</b>
17	Breakfast - Thursday	1	<b>SOLD</b>
18	<b>Breakfast - Friday</b>	1	\$2,750
19	Charging Station	1	<b>SOLD</b>
20	Ice Cream Break - Wednesday p.m.	1	\$2,500
21	Registration Sponsor	1	<b>SOLD</b>
22	<b>Snack - Thursday a.m.</b>	1	\$2,000
23	Snack - Thursday p.m.	1	<b>SOLD</b>
24	Staff Shirts - Wednesday	1	<b>SOLD</b>
25	Staff Shirts - Thursday	1	<b>SOLD</b>
26	Coffee Station	5	<b>SOLD</b>

### ALL Sponsorships Include:

- ✓ Pre- and Post-Conference Attendee List
- ✓ Company Logo on Institute Website
- ✓ Scrolling Company Logo on Ballroom Screen
- ✓ Company Ad in Garden State FOCUS
- ✓ Promotion Item Provided by Sponsor to be Distributed at Registration

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## Sponsorship Benefits

Item #	Description	Complimentary Registrations	Booth Location	Speaker Introduction	Mobile App		
					Promotion	Banner	Notification
1	President's Reception <i>Thursday evening reception, 6pm - 8pm. Includes company logo on napkins/plastic glasses.</i>	3	Premium			✓	✓
2	Charity Event <i>Wednesday evening charity fundraiser 6pm - 8pm. Includes company logo on napkins/plastic glasses.</i>	3	Premium			✓	✓
3	Late Night Event <i>Thursday late night event with DJ, 10pm - ????. Includes company logo on napkins/plastic glasses.</i>	3	Premium			✓	✓
4	Keynote Speaker <i>Signage at session indicating sponsorship.</i>	3	Premium	✓		✓	
5	Panel Discussion <i>Signage at session indicating sponsorship.</i>	3	Premium	✓		✓	
6	Mobile App <i>Also includes: Splash screen advertisement and three 60 minute posts.</i>	3	None		✓	✓	✓
7	General Session <i>Signage at session indicating sponsorship.</i>	3	Priority	✓			
8	Breakout Education Session <i>Signage at session indicating sponsorship.</i>	3	Priority				
9	Vendor Booth	2	Standard				
10	Conference Bag <i>Company logo printed on conference bags.</i>	1	None				
11	Conference Badge <i>Company logo printed on conference badge holder.</i>	1	None				
12	Hotel Room Key Cards <i>Company logo printed on attendee hotel room key cards.</i>	1	None				
13	Lunch - Wednesday <i>Tent cards/signage near food with company logo.</i>	1	None				
14	Lunch - Thursday <i>Tent cards/signage near food with company logo.</i>	1	None				
15	Lunch & Learn Education - Wednesday <i>Signage near food with company logo.</i>	1	None				
16	Lunch & Learn Education - Thursday <i>Signage near food with company logo.</i>	1	None				
17	Breakfast - Thursday <i>Tent cards/signage near food with company logo.</i>	1	None				
18	Breakfast - Friday <i>Tent cards/signage near food with company logo.</i>	1	None				
19	Charging Station <i>Signage at charging station with company logo.</i>	1	None				
20	Ice Cream Break <i>Signage at ice cream cart with company logo.</i>	0	None				
21	Registration Sponsor <i>Signage at registration desk with company logo.</i>	0	None				
22	Snack - Thursday a.m. <i>Signage near food with company logo.</i>	0	None				
23	Snack - Thursday p.m. <i>Signage near food with company logo.</i>	0	None				
24	Staff Shirts - Wednesday <i>Company logo printed on event volunteer's t-shirts.</i>	0	None				
25	Staff Shirts - Thursday <i>Company logo printed on event volunteer's t-shirts.</i>	0	None				
26	Coffee <i>Signage near coffee with company logo.</i>	0	None				

**HFMA-NJ SPONSORSHIP REGISTRATION FORM**  
**45<sup>th</sup> Annual Institute of the New Jersey Chapter of HFMA**  
**In cooperation with the Metropolitan Philadelphia Chapter**

Sponsor Contact Information (Person to whom HFMA should contact regarding this application and for future mailings)

COMPANY NAME: \_\_\_\_\_  
CONTACT NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_  
MAILING ADDRESS: \_\_\_\_\_  
CITY, STATE & ZIP: \_\_\_\_\_  
PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_  
EMAIL: \_\_\_\_\_

Program and Booth Sign Listing Information (all info needed for vendor advertising/please email logo as well)

COMPANY NAME: \_\_\_\_\_  
MAILING ADDRESS: \_\_\_\_\_  
CITY, STATE & ZIP: \_\_\_\_\_  
PHONE: \_\_\_\_\_ WEBSITE: \_\_\_\_\_  
DESCRIPTION OF PRODUCTS/SERVICE (30 words or less): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Sponsorship Level (please list selected sponsorship level in the space below)

\_\_\_\_\_

**VENDOR BOOTH SPONSORS**

*Includes 8'x10' draped booth space, one booth identification sign, one 6' draped table, two chairs & a wastebasket*

Do you want your exhibit booth to be near a competitor Yes No Competitors' Name(s): \_\_\_\_\_

Would you like to also **donate a gift** (min. value = \$200.00) for the **Charity Raffle**? Yes No

*The undersigned is an officer, agent, or representative of the sponsor authorized to enter into this agreement.*

Signature \_\_\_\_\_  
Date \_\_\_\_\_

**Payment Method**

Check made payable to HFMA-NJ Chapter in the amount of \$ \_\_\_\_\_ (HFMA-NJ Tax ID #26-0266857)

Credit Card\* amount to be charged \_\_\_\_\_ Visa

Credit Card No.: \_\_\_\_\_ MasterCard

Name on Credit Card: \_\_\_\_\_ American Express

Signature: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Credit Card Billing Address (if not the same as above): \_\_\_\_\_

**Cancellation Policy: Cancellations must be submitted in writing to [hfma@dlplan.com](mailto:hfma@dlplan.com). Cancellations prior to August 1, 2020 are entitled to a full refund. Cancellations or refund requests after August 1, 2021 will require NJ HFMA approval.**

\*Please note that credit card payments to HFMA-NJ will appear as a purchase from D. Lawrence Planners, LLC on your credit card statement.

Please send the completed application with check or credit card information to D. Lawrence Planners **by email at [hfma@dlplan.com](mailto:hfma@dlplan.com)** or by mail to:

HFMA-NJ Annual Institute  
c/o D. Lawrence Planners, L.L.C.  
1125 Atlantic Ave., Suite 634  
Atlantic City, NJ 08401

Email [hfma@dlplan.com](mailto:hfma@dlplan.com)  
Tel 609-344-1333  
Fax 609-348-4433