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# HIM:

ON THE ROAD OF INNOVATION

June 4-7, 2017

Rochester Riverside Convention Center  
& Hyatt Regency, Rochester, NY



Annual Conference Sponsorship  
and Exhibitor Opportunities

# NYHIMA Fact Sheet

## WHO WE ARE

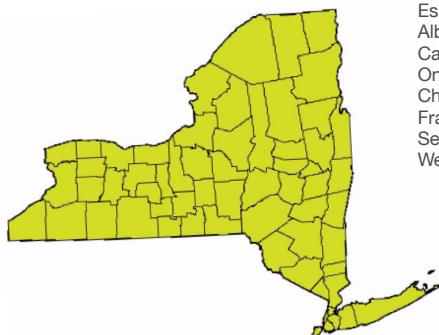
Since 1935, NYHIMA has been dedicated to promoting the professional excellence of its members through education, advocacy, and alliances, thereby ensuring quality health information to benefit the public, the health consumer, providers, and other users of clinical data. NYHIMA is a non-profit organization 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

# 2017 Annual Conference Sponsorship Opportunities

## 2017 Annual Conference Sponsorship Opportunities

Become a 2017 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 2017 Annual Conference promotional material.
- One exhibitor booth prominently placed in the exhibitor hall.
- One full page ad in the 2017 Annual Conference Program.
- Registration for 2 company representatives which includes registration to the June 5th and 6th 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, 2017 - May 31, 2018).

### Gold Sponsor \$5,000

- Company logo prominently displayed on all 2017 Annual Conference promotional material.
- One exhibitor booth prominently placed in the exhibitor hall.
- One half page ad in the 2017 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, 2017-May 31, 2018).

### Silver Sponsor \$2,500

- Company logo included on all 2017 Annual Conference promotional material.
- One exhibitor booth prominently placed in the exhibitor hall.
- One quarter page ad in the 2017 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, 2017- May 31, 2018).

### Reception Sponsor \$3,000

- 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 2017 Annual Conference Program.
- Registration for 2 company representatives which includes registration to the June 4th and 5th receptions, all educational conference sessions and meals.

### Transportation Sponsor \$3,000

- 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 2017 Annual Conference Program.
- Registration for 2 company representatives which includes registration to the June 4th and 5th receptions, all educational conference sessions and meals.

### Awards Reception Sponsor \$3,000

- Company logo prominently displayed on the Awards Reception program.
- 2 tickets to the Awards Reception on June 6, 2017.
- Recognition on the NYHIMA website and newsletter.
- One half page ad in the 2017 Annual Conference Program.
- Registration for 2 company representatives which includes registration to the June 4th and 5th receptions, all educational conference sessions and meals.

### Key Note Speaker Sponsor \$1,500

- Introduce a Key Note Speaker to the general session which includes introduction recognition in the Annual Conference Program.
- One quarter page ad in the 2017 Annual Conference Program.
- Registration for 2 company representatives which includes registration to the June 4th and 5th receptions, all educational conference sessions and meals.

### AM Coffee Break \$300 (3 Available)

- Company name featured during AM coffee break.

### PM Soda Break \$300 (2 Available)

- Company name featured during PM soda break.



# 2017 Advertising Options

## 2017 Annual Conference Program

NYHIMA's 2017 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 \$850

- One exhibit booth.
- Registration for 2 company representatives which includes access to all Annual Conference sessions, meals and receptions.
- Company exhibit listing in 2017 Annual Conference program includes Corporate Sponsor Status.

### Exhibitor Booth \$1,100

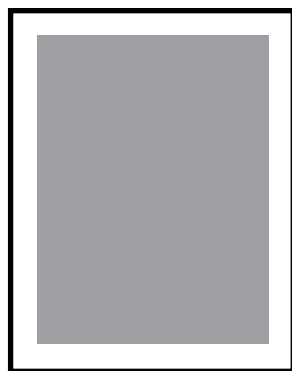
- One exhibit booth.
- Registration for 2 company representatives which includes access to all Annual Conference sessions, meals and receptions.

### AD RATES:

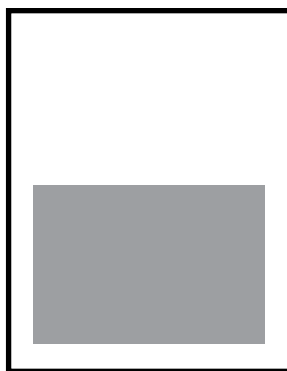
Size	Dimension	
Full Page	7 1/4" x 9 1/4"	\$500.00
Half Page	7 1/4" x 4 1/2"	\$250.00
	3 1/2" x 9 1/4"	
Quarter Page	3 1/2" x 4 1/2"	\$125.00

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

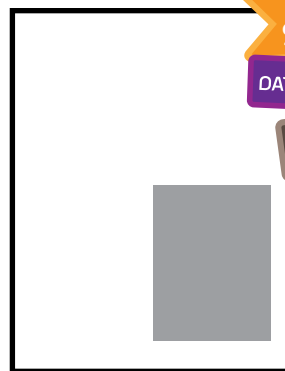
*The preferred format for artwork is in electronic format (jpg, tif, or eps).*



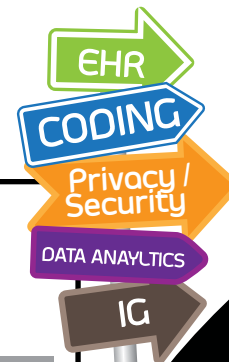
Full Page  
7 1/2" x 9 1/4"



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



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



# 2017 Annual Conference Marketing Options Contract

All 2017 conference exhibitor and sponsor contracts must be received by April 4th 2017 to guarantee your spot. Please complete this form and send it to the address listed below with your payment. Please send any artwork electronically to nyhima@caphill.com

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 Silver \_\_\_\$2,500 Key Note Speaker \_\_\_\$1,500

Reception \_\_\_\$3,000 Awards Reception \_\_\_\$3,000 Transportation Sponsor \_\_\_\$3,000

AM Coffee Break \_\_\_6/8 \_\_\_6/9 \_\_\_6/10 (\$300) PM Soda Break \_\_\_6/8 \_\_\_6/9 (\$300)

Donation: A Door Prize of : \_\_\_\_\_

Donation & Welcome Bag Filler of : \_\_\_\_\_

PROGRAM AD: Full Page \_\_\_\_\_ \$500  
Half Page \_\_\_\_\_ \$250  
Quarter Page \_\_\_\_\_ \$125

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

## EXHIBITOR

TOTAL ENCLOSED: \$ \_\_\_\_\_

Number of Booths: Corporate Sponsor Exhibitor \_\_\_\_\_ @ (\$850)  
Exhibitor \_\_\_\_\_ @ (\$1,100)

Check # \_\_\_\_\_ (payable to NYHIMA)

\_\_\_\_ Visa \_\_\_\_ Mastercard \_\_\_\_ American Express

Card Number: \_\_\_\_\_ Security Code: \_\_\_\_\_

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

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: Angie McGrath, Office Operations Manager  
518-435-0422 • nyhima@caphill.com