

# *Igniting Team Spirit Through Synergy*

2022 ANNUAL CONFERENCE  
JUNE 5-8 | DOUBLETREE HOTEL



In-Person in Rochester, NY  
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 eight 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)
- Tappan Zee Health Information Management Association (TZHIMA)







# 2022 Sponsorship Opportunities

Become a 2022 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 - Offsite Event - \$10,000

- Prime sponsor of Monday night event (offsite)
- Sponsors Transportation
- 6 month website ad on NYHIMA's website.
- Ad in the 2022 Annual Conference Program App

## Platinum - \$7500

- Company logo prominently displayed on all 2022 Annual Conference promotional material.
- One exhibitor booth prominently placed in the exhibitor hall.
- Prominent Ad on the 2022 Annual Conference App
- Registration for 2 company representatives which includes registration to the receptions, all educational conference sessions and meals.
- One half page ad in 4 issues of NYHIMA's official newsletter: Perspectives.
- 6 month website ad on NYHIMA's website.
- (2) minutes of podium time at Opening Session
- Company materials placed in conference registration bags.

## Gold - \$5000

- Company logo prominently displayed on all 2022 Annual Conference promotional material.
- One exhibitor booth prominently placed in the exhibitor hall.
- One half page ad in the 2022 Annual Conference Program.
- Registration for 2 company representatives which includes registration to the receptions, all educational conference sessions and meals.
- One half page ad in 3 issues of NYHIMA's official newsletter: Perspectives.
- 6 month website ad on NYHIMA's website.
- Company materials placed in conference registration bags.

## Registration - \$4000

- Company logo placed on registration bags
- Company logo included on all 2022 Annual Conference promotional material.
- One exhibitor booth prominently placed in the exhibitor hall.
- Ad displayed on NYHIMA Conference Program App
- 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 website.
- Company materials placed in conference registration bags.



# 2022 Sponsorship Opportunities

## Continued

### Silver - \$2500

- Company logo included on all 2022 Annual Conference promotional material.
- One exhibitor booth prominently placed in the exhibitor hall.
- Ad in the 2022 Annual Conference Program App.
- Registration for 2 company representatives which includes registration to the receptions, all educational conference sessions and meals.
- One quarter page ad in 2 issues of NYHIMA's official newsletter: Perspectives.
- 3 month website ad on NYHIMA's website.
- Company materials placed in conference registration bags.

### Bronze - \$1500

- Company logo included on all 2022 Annual Conference promotional material.
- Company recognition on the NYHIMA website and newsletter.
- Ad in the 2022 Annual Conference Program App
- Company materials placed in conference registration bags.

### Keynote - \$1500

- Introduce a Key Note Speaker to the general session which includes introduction recognition in the Annual Conference Program.
- Registration for 2 company representatives which includes registration to the June 5th and 6th receptions, all educational conference sessions and meals.
- Company recognition on the NYHIMA website and newsletter.

### Supporter - \$400

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





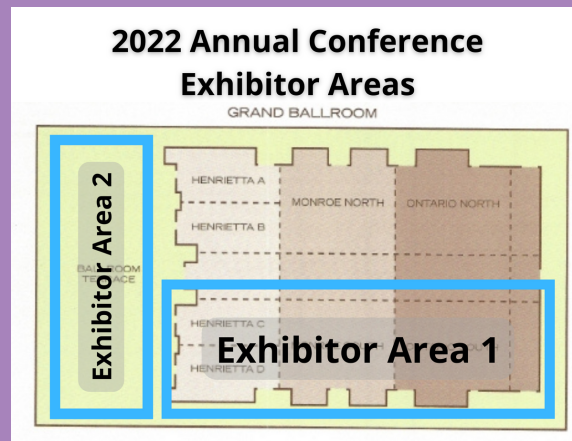


# 2022 Exhibitor Opportunities

NYHIMA's 2022 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 Partners enjoy a discounted exhibitor rate as well as corporate partner status indicated in the Annual Conference program.

## We will have three Exhibitor Spaces at the DoubleTree Rochester Hotel:

- In the Ballroom, as pictured below; "Exhibitor Area 1".
- In the Ballroom Terrace, just outside the Ballroom where the majority of conference programming will take place, pictured below; "Exhibitor Area 2".
- We will also have an alternate booth area, overlooking the pool area. We are offering two levels of Exhibitor booth; one for nonprofits and educational institutions and one for for-profit organizations. Note that these booths can be purchased for Monday or Tuesday only, or both.



## Space will be limited so register today!

### Corporate Sponsor Exhibitor Booth - \$1000

- One exhibit booth.
- Registration for 2 company representatives which includes access to all Annual Conference sessions, meals and receptions.
- Company exhibit listing in 2022 Annual Conference program includes Corporate Sponsor Status.
- Available to NYHIMA Corporate Sponsors

### Exhibitor Booth - \$1,350

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

### Alternate Area Booth (NGO) - \$350 for 1 day; \$700 for 2 days

- One exhibit booth.

### Alternate Area Booth (non-NGO) - \$575 for 1 day; \$1150 for 2 days

- One exhibit booth.



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# 2022 Sponsor / Exhibitor Contract

All 2022 conference exhibitor and sponsor contracts must be received by Friday April 29, 2022 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](mailto:nyhima@caphill.com). Payment must be received before Friday, May 6th; 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: \_\_\_\_\_ EMAIL: \_\_\_\_\_

## ANNUAL CONFERENCE SPONSORSHIP

SPECIAL EVENT ☐ \$10,000 PLATINUM ☐ \$7,500 GOLD ☐ \$5,000  
REGISTRATION ☐ \$4,000 SILVER ☐ \$2,500 KEYNOTE ☐ \$1,500  
BRONZE ☐ \$1,500 SUPPORTER ☐ \$400

DONATION & WELCOME BAG FILLER OF: \_\_\_\_\_

## EXHIBITOR

CORPORATE PARTNER EXHIBITOR ☐ \$1,000  
EXHIBITOR ☐ \$1,350  
ALTERNATE AREA BOOTH - NGO ☐ \$350; one day ☐ \$700; Monday & Tuesday  
ALTERNATE AREA BOOTH ☐ \$575; one day ☐ \$1,150; Monday & Tuesday  
☐ Monday ☐ Tuesday

## PAYMENT

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

CHECK #: \_\_\_\_\_ PAYABLE TO NYHIMA

CREDIT CARD

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): \_\_\_\_\_

MAIL CHECK PAYMENTS TO  
NYHIMA  
230 WASHINGTON AVE. EXT, SUITE 101  
ALBANY, NY 12205

**QUESTIONS?** Contact the NYHIMA Central Office at 518-435-0422 or [nyhima@caphill.com](mailto:nyhima@caphill.com)