



**hfma** region 2  
healthcare financial management association

***Deadline to include name in The Institute Program Brochure is July 1, 2010.***

March 15, 2010

On behalf of the seven Healthcare Financial Management Association (HFMA) Chapters in Region 2, we would like to invite you to support our **2010 Region 2 Fall Institute being held October 13 to October 15, 2010**. The purpose of our Fall Institute is to provide high quality education and networking opportunities to Region 2 members and other individuals involved in healthcare financial management. Our 2009 Fall Institute was very successful with close to 300 participants.

**We are very pleased to announce that the 2010 Fall Institute will be held at the Adam's Mark Hotel in Buffalo, NY. The two day event is filled with educational programs including Keynote Speakers, Concurrent Break-Out Sessions in such areas as Finance, Revenue Cycle, and Healthcare Reform, and of course a myriad of networking opportunities.**

You are receiving this special invitation because of your past support or interest in Region 2 HFMA as well as your business association with many of the acute care hospitals, physician providers and long term care, rehabilitation, and behavioral health facilities throughout Region 2. The generosity of sponsors is a valuable resource for our Region 2 Chapters, and is an integral part of our support structure allowing us to provide quality education and career development to healthcare professionals.

The Region 2 Fall Institute is continually striving to improve the event for all participants, especially our exhibitors and sponsors. We have listened to your feedback and as a result we will be expanding your access to registrants. Registrants will now be having breaks and lunches within the vendor fair location.

We hope that you will recognize the importance of our program and support The Region 2 Fall Institute at one of the levels outlined in the enclosed sponsor information. The attached Region 2 Fall Institute Sponsor Registration Form should be completed online at <http://hfma.org/Education-and-Events/Chapter-Events/2010-Region-2-Fall-Institute---Sponsor-Opportunities> and faxed to (708) 531-0665 without delay, in order to guarantee inclusion in the Program Brochure and to reserve your preferred sponsor opportunity. In the event you cannot be a sponsor, please "Save the Date" and plan on attending this premier education and networking event.

Please feel free to contact us if you have any questions or need additional information. We anticipate adding you to the list of esteemed organizations supporting the 2010 Region 2 HFMA Fall Institute.

Regards,

**Perry**

Perry Santullo, FHFMA  
Sponsorship Co-Chairperson  
(914) 835-5653 x16

**Elizabeth**

Elizabeth Carnevale  
Sponsorship Co-Chairperson  
(516) 632-3443

*2010 Region 2 Fall INSTITUTE – SPONSOR OPPORTUNITIES*  
**Adam’s Mark Hotel, Buffalo NY**  
*Oct 13 –Oct 15, 2010*

*Unlimited Sponsorships Available*

<b><u>CONTRIBUTOR</u></b>	<b><u>\$ 750</u></b>
✓ Name Listed on Institute Sponsor Board	
✓ Name on Institute Brochure	
✓ Business Card Information Listed in Institute Material	
<b><u>EDUCATION PROGRAM SPONSOR</u></b>	<b><u>\$ 1,000</u></b>
✓ Contributor Package	
✓ Recognition from the Podium at Program Session	
✓ Ongoing Prominent Display of your Company Logo	
<b><u>EXHIBIT I SPONSOR</u></b>	<b><u>\$ 1,500</u></b>
✓ Education Program Package Plus.....	
✓ Table Top Display and Distribution of Marketing Material	
✓ Includes One Company Representative	
<b><u>EXHIBIT II SPONSOR</u></b>	<b><u>\$ 1,750</u></b>
✓ Education Program Package Plus.....	
✓ Table Top Display and Distribution of Marketing Material	
✓ Includes Two Company Representative	

*Limited to Three Sponsors for Each*

<b><u>CONTINENTAL BREAKFAST &amp; BREAKS</u></b>	<b><u>\$2,500</u></b>
✓ Exhibit II Sponsor Package Plus.....	
✓ Special Signage and Announcement	
✓ One Additional Company Representative	
<b><u>LUNCHEON</u></b>	<b><u>\$2,500</u></b>
✓ Exhibit II Sponsor Package Plus.....	
✓ Special Signage and Announcement	
✓ One Additional Company Representative	
<b><u>NETWORKING RECEPTION</u></b>	<b><u>\$3,000</u></b>
✓ Exhibit II Sponsor Package Plus.....	
✓ Special Signage and Announcement	
✓ Two Additional Company Representatives	

*Limited to two Sponsors*

<b><u>Keynote Speaker</u></b>	<b><u>\$3,500</u></b>
✓ Exhibit II Sponsor Package Plus.....	
✓ Special Signage and Announcement	
✓ Three Additional Company Representatives	

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2010 Region 2 Fall Institute Sponsor Registration Form

I would like to sponsor the 2010 Region 2 Fall Institute for the level indicated below:

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Keynote Speaker - \$3,500 | <input type="checkbox"/> Reception - \$3,000 |   |
| <input type="checkbox"/> Luncheon - \$2,500        | <input type="checkbox"/> Breakfast - \$2,500 | <input type="checkbox"/> Exhibit II - \$1,750 |
| <input type="checkbox"/> Exhibit I - \$1,500       | <input type="checkbox"/> Education - \$1,000 | <input type="checkbox"/> Contributor - \$750  |

\_\_\_\_\_  
**Name of Organization** (*exactly as you wish it to appear in all printed materials*)

**Primary Contact**

Name & Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

**Representative**

Name & Title: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

**Representative**

Name & Title: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

**Representative**

Name & Title: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

**Representative**

Name & Title: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

**Representative**

Name & Title: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

SPONSOR REGISTRATION:

ONLINE: [www.hfma.org/events/chapter/Reg2\\_101310\\_101510.htm](http://www.hfma.org/events/chapter/Reg2_101310_101510.htm) AND FAX: Form to 708-531-0665

MAIL: Form with payment (Payable to "HFMA Education Foundation"), or credit card information to:

HFMA/EF

Dept. 77-6063

Chicago, IL 60678-6063