



CORPORATE SPONSORSHIP OPPORTUNITIES

The Massachusetts Health Information Management Association (MaHIMA) is the leading nonprofit healthcare information organization in Massachusetts. We have over 1,200 active members who attend our educational workshops and seminars. Our members make important purchasing decisions for their organizations regarding health information products and services. MaHIMA’s mission is to promote professional growth, competence and life-long learning; influence governmental, educational, social and business issues that affect the management and use of health information; contribute to the quality and efficiency of health information systems and structures; and promote synergy and alignment among disciplines that manage and support confidential health information.

We would like to offer your company or organization the chance to sponsor one or more of the major educational meetings presented by MaHIMA.

Sponsoring a MaHIMA educational event will provide you with several competitive business advantages:

- Direct exposure to key decision makers who make purchasing decisions for products related to your company’s services.
- Widespread name recognition of your business or organization in our meeting announcements, program brochures, handouts and website.
- Visibility of your company’s logo and name.
- Ability to associate your firm with MaHIMA’s respected and well-attended educational activities.
- Provide your company’s brochures and collateral materials to a unique, targeted audience.
- Opportunity to offer MaHIMA members exclusive discounts for your products or services to encourage sales.

Which sponsorship level is most appropriate for you?

MaHIMA Corporate Sponsorship Benefits	Gold Level	Silver Level
Display your company’s marketing materials and brochures on your own separate table (six foot) at the event.	X	X
Utilize a “fishbowl” on your table for attendees to drop in business cards so they can receive additional promotional information from your business or organization.	X	X
An 45 minute timeslot for a speaker from your organization;	X	
Receive acknowledgement at your specific sponsorship level [company name and logo] in our MaHIMA meeting announcement and program materials, including our electronic meeting announcements, which are emailed to the entire MaHIMA membership (over 3400 individuals).	X	X
Place your company’s logo in our program brochure and on our MaHIMA website and in the Connect Newsletter recapping the meeting	X	X

Receive verbal recognition and thanks at the beginning of the program from the introductory speaker (often the President of MaHIMA).	X	X
Receive one complimentary admission pass for an individual from your firm/organization to attend the meeting or workshop as a guest.	X	X
Display a customized 8.5" x 11.5" poster identifying your firm as a "Silver Sponsor" on or near the registration desk of the event.	X	X
Cost of Sponsorship	\$1,500	\$750

Additional Opportunity! You may place your company's name and logo on our MaHIMA website. This ad can also provide a link to your own company's website. It's a great way to capture MaHIMA members for further solicitation. (Cost includes 3 months of ad placement. 468 pixels wide x 60 pixels high, submitted, .jpeg, or .gif file). Corporate sponsors also receive a feature in our Connect Newsletter of 1500 words or less.	<ul style="list-style-type: none"> • \$300 for corporate members • \$450 for non-members 	<ul style="list-style-type: none"> • \$300 for corporate members • \$450 for non-members
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Special Discount Offer to Sponsor Multiple Meetings or Workshops

Multiple Event Sponsorship Opportunities and Savings!

Please consider this opportunity to sponsor more than one MaHIMA meeting or workshop, receive extensive name recognition for your company or organization, AND receive this discount for sponsoring multiple meetings or workshops.

- ✓ **Sponsor 2 or 3 events at any level and receive \$100 off of your total combined sponsorship fee.**
- ✓ **Sponsor 4 or 5 events at any level and receive \$150 off of your total combined sponsorship fee.**
- ✓ **Sponsor 6 or more events at any level and receive \$200 off of your total combined sponsorship fee.**

MaHIMA Corporate Partners: take an additional 5% off the total combined cost of sponsorship if you are already a MaHIMA Corporate Partner!

If your business is not already a MaHIMA Corporate Partner, please make sure to ask us about this affiliation opportunity and the additional benefits and exposure you receive.

This is a great "win-win" opportunity for MaHIMA and your business or organization.

Ready to sponsor? Please complete the **Reply Form For Sponsorship** that follows and email (info@mahima.org) or fax (508-809-9310) to Elisa Pelchat at the MaHIMA Central Office.

Want to run a banner ad on our website? Please visit the following link for more information: www.mahima.org/advertising_sponsorship_rates/

Please call Elisa Pelchat (978-649-7517) or email (info@mahima.org) at the MaHIMA Central Office with any questions.

REPLY FORM FOR SPONSORSHIP
List of 2013 Educational Events presented by MaHIMA

Please choose the event(s) you would like to sponsor.

Name of your Company: _____

Contact Person: _____

Phone number and Email: _____

Yes: I want to sponsor this event! (Please check)	Name of Event	Proposed Date	Proposed Location	Full or Half-Day Event	Expected Number of Attendees	Purpose of Event
<input type="checkbox"/> Gold <input type="checkbox"/> Silver	Fall Educational Meeting and Coding Workshop	09/20/2013	Double Tree by Hilton Boston/Milford	Full Day	150+	Two-track educational meeting for MaHIMA members and professional coders. • Educational meeting theme: eHIM and New Quality Initiatives
<input type="checkbox"/> Silver for \$500.00	Western Mass General Meeting	10/4/2013	Baystate Health Springfield, MA	Half Day	30	Educational meeting for MaHIMA members.
<input type="checkbox"/> Gold <input type="checkbox"/> Silver	Dot Wagg Memorial Legislative Seminar	11/08/2013	The Lantana, Randolph, MA	Full Day	75	Seminar presented to MaHIMA professionals working in the areas of confidentiality, HIPAA, Privacy, and Release of Information.
<input type="checkbox"/> Gold <input type="checkbox"/> Silver	Winter Educational Meeting and Coding Workshop	01/31/2014	The Lantana, Randolph, MA	Full Day	175	Two-track educational meeting for MaHIMA members and professional coders • Educational meeting theme: eHIM and Informatics
<input type="checkbox"/> Gold <input type="checkbox"/> Silver	ICD-10-CM Summit	4/04/2014	Lantanna's Randolph, MA	Full Day	150+	Clinical coding workshop for professional coders
<input type="checkbox"/> Silver for \$500.00	Hill Day & Legislative Seminar in conjunction with NEHIMSS	4/2014	State House, Boston, MA	Half Day	75+	Update/educational meeting for MaHIMA and HIMSS (Healthcare Information and Management Systems Society) members
<input type="checkbox"/> Various opportunities	Annual Conference	May 18-20 2014	SeaCrest Beach Hotel, Falmouth, MA	Three Days	250+	Two full day educational session with vendor exhibit hall and preconference educational session.

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Note that all events must be sponsored in the same MaHIMA fiscal year (July 1 to June 30) to receive the discount. Discount applies to total combined sponsorship fee, not to the costs of individual meeting sponsorship. Vendor is responsible for sending MaHIMA their high-resolution logo in time for meeting announcements to be sent out. Please note that MaHIMA reserves the right to limit the number of sponsors per event due to space limitations. If necessary, sponsorships will be granted on a first-come, first-served basis.