



## CORPORATE SPONSORSHIP OPPORTUNITIES

The Massachusetts Health Information Management Association (MaHIMA) is the leading nonprofit healthcare information organization in Massachusetts. We have over 1,650 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?*

<b>MaHIMA Corporate Sponsorship Benefits</b>	<b>Gold Level</b>	<b>Silver Level</b>
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	X	X

recapping the meeting		
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 tabletop display identifying your firm as a “Silver Sponsor” near the registration desk of the event.	X	X
<b>Cost of Sponsorship</b>	<b>\$1,500</b>	<b>\$750</b>
Website - Logo on the homepage slider with the event information and all electronic messaging and communications to attendees and MaHIMA Members & Friends	•	•

## Special Discount Offer to Sponsor who is a Corporate Partner

***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](mailto:info@mahima.org)) or fax (508-809-9310) to Elisa Pelchat at the MaHIMA Central Office.

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

**REPLY FORM FOR SPONSORSHIP**  
**List of 2017-2018 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	<a href="#">Fall Educational Meeting and Coding Workshop</a>	September 2018	The Lantana, Randolph, MA	Full Day	100+	Two-track educational meeting for MaHIMA members and professional coders. <ul style="list-style-type: none"> <li>Educational meeting theme: eHIM and New Quality Initiatives</li> </ul>
<input type="checkbox"/> Silver for \$500.00	<a href="#">Western Mass General Meeting</a>	October 27, 2017	Springfield Tech Springfield, MA	Half Day	50	Educational meeting for MaHIMA members.
<input type="checkbox"/> Gold <input type="checkbox"/> Silver	<a href="#">Dot Wagg Memorial Legislative Seminar</a>	November 3, 2017	The Lantana, Randolph, MA	Full Day	125	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	<a href="#">Winter Educational Meeting and Coding Workshop</a>	February 2, 2018	The Marriott Courtyard, Marlborough, MA	Full Day	200	Two-track educational meeting for MaHIMA members and professional coders <ul style="list-style-type: none"> <li>Educational meeting theme: eHIM and Informatics</li> </ul>
<input type="checkbox"/> Various opportunities	<a href="#">Annual Conference</a>	June 10-12, 2018	The Seacrest Beach Hotel, Falmouth, MA	Three Days	250+	Three full days educational session with vendor exhibit hall and preconference educational session.

Please complete and email ([info@mahima.org](mailto:info@mahima.org)) or fax (508-809-9310) to Elisa Pelchat at the MaHIMA Central Office.

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.