

AHIMA & AHIMA FOUNDATION

2012 OPPORTUNITIES

For Partner, Sponsorship, Affiliate & Foundation
Programs

Maximum Exposure for Marketing, Branding, & Strategic Philanthropy Efforts



Contact: Patricia Ebbers, Marketing Strategist
233 N. Michigan Ave., 21st Fl., Chicago, IL 60601
(312) 233-1153 | patricia.ebbers@ahima.org

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Introduction to Programs

Your organization spends a significant amount of time and money on the development of key marketing, branding, and philanthropy strategies, and you deserve a great return on investment.

Partnering with the leadership of the AHIMA and AHIMA Foundation brands can help your organization maximize the success of these strategies while moving the health information management (HIM) profession forward.

For 2012, corporate opportunities are available through three different programs:

- **Corporate Partner and Sponsorship**
- **Corporate Affiliate**
- **AHIMA Foundation**

We invite you to participate in any single program, or combine your investment in multiple programs for even greater exposure and impact.

Corporate Partner and Sponsorship Program

Advance the Profession & Achieve Business Results

The Corporate Partner and Sponsorship Program offers various recognition levels for organizations sponsoring the initiatives of AHIMA and supporting the financial objectives of the AHIMA Foundation. The aggregate of your contributions to both entities dictates your recognition level and featured benefits. Most contributions to the AHIMA Foundation are tax-deductible to the extent permitted by law; however, sponsorship support is not tax-deductible.

Corporate Affiliate Program

Your Company's Greatest Investment: The Future of HIM

The Corporate Affiliate Program is perfect for companies looking to satisfy a modest budget. As an affiliate, your fee will directly support AHIMA's education, research, and leadership development activities while giving you direct access to a variety of affiliates-only perks. Any company can become a Corporate Affiliate.

AHIMA Foundation Program

Support Essential Programs & Extend Your Presence

The AHIMA Foundation Program offers a number of philanthropic, tax-deductible opportunities that support the industry, the profession, and the creation of HIM knowledge. The AHIMA Foundation is AHIMA's 501c3 affiliate foundation.

Please note:

All 2011 sponsors are extended the courtesy of first right of renewal option for sponsorship opportunities until **February 15, 2012**, for Annual Convention and Exhibit items or as otherwise indicated for non-convention items. For events occurring January through April, renewal is required by **January 31, 2012**.

First renewal option courtesy will not be held past deadlines, and opportunities will be made available if not committed according to schedule.

Payment in full and in advance of sponsorship activation is required. Sponsorship will not be authorized for accounts that are delinquent with AHIMA and its affiliates. THIS DOCUMENT IS UPDATED AS OF January 9, 2012. Check back for updates.

Corporate Partner and Sponsorship Program

Partner Recognition Levels

Corporate Partner Recognition Levels are determined by the combination of philanthropic and sponsorship support. Most contributions to the AHIMA Foundation are tax-deductible, but sponsorship support is not tax-deductible. Other programs such as Corporate Affiliate, the HIM Marketplace, and advertising do not contribute to the determination of partner level.

As a Corporate Partner, recognition and benefits are provided to your organization for one year. Certain types of recognition may be contingent upon your ability to meet print, publication, or other deadlines.

Standard Recognition for All Partner Levels

- Corporate donor ribbons for representatives attending the Annual Convention
- Corporate donor certificate for display at Annual Convention booth
- Photo opportunity during the Annual Convention
- Corporate Partner logo next to your exhibitor listing in Annual Convention program
- Listing in appropriate Corporate Partner level in:
 - Annual Convention program
 - Annual Convention newspaper, *AHIMA Today*
 - Annual Convention issue of the [Journal of AHIMA](#)
 - [AHIMA Foundation](#) web site
 - [AHIMA Foundation Annual Report](#)
 - Screen scroll prior to Annual Convention General Session
- Use of Corporate Partner level logo in marketing, according to AHIMA's terms of use agreement

Additional Recognition per Partner Level

Leadership Circle (\$100,000 or greater)

- 1,000 exhibitor priority points
- Up to six invitations to the annual AHIMA Foundation Corporate Donor Reception
- Announcement of support in an AHIMA communications vehicle
- Five year complimentary Corporate Affiliate status
- Recognition at AHIMA headquarters
- Complimentary web-enabled listing in the HIM Marketplace
- Crystal Award for display in your exhibit booth at the Annual Convention
- Opportunity for an executive representative to accept your Crystal Award during the Annual Convention General Session
- Acknowledgement during an appropriate public session at the Annual Convention

Diamond Partner (\$50,000-\$99,999)

- 500 exhibitor priority points
- Up to four invitations to the annual AHIMA Foundation Corporate Donor Reception

- One year complimentary Corporate Affiliate status
- Recognition at AHIMA headquarters
- Complimentary web-enabled listing in the HIM Marketplace
- Crystal Award for display in your exhibit booth at the Annual Convention
- Opportunity for an executive representative to accept your Crystal Award during the Annual Convention General Session

Platinum Partner (\$25,000-\$49,999)

- 300 exhibitor priority points
- Up to three invitations to the annual AHIMA Foundation Corporate Donor Reception
- One year complimentary Corporate Affiliate status
- Recognition at AHIMA headquarters
- Complimentary web-enabled listing in the HIM Marketplace
- Crystal Award for display in your exhibit booth at the Annual Convention

Gold Partner (\$10,000-\$24,999)

- 200 exhibitor priority points
- Up to two invitations to the annual AHIMA Foundation Corporate Donor Reception
- One year complimentary Corporate Affiliate status
- Complimentary web-enabled listing in the HIM Marketplace
- Crystal Award for display in your exhibit booth at the Annual Convention

Silver Partner (\$5,000-\$9,999)

- 100 exhibitor priority points
- Up to two invitations to the annual AHIMA Foundation Corporate Donor Reception

Bronze Partner (\$2,500-\$4,999)

- 50 exhibitor priority points
- One invitation to the annual AHIMA Foundation Corporate Donor Reception

Partner (\$1,000-\$2,499)

- 25 exhibitor priority points
- One invitation to the annual AHIMA Foundation Corporate Donor Reception

** The above recognition is in addition to recognition specific to the program, event, or project funded by the sponsor. Although the ability to recognize support will vary by program and project, the recognition provided will take into consideration the comparative level of support for that project. Use of partner recognition logos is subject to the AHIMA Terms of Use Agreement.*

Valuable Benefits for Corporate Partners

Marketing

- Reach target audience
- Positioning with industry leaders
- Hone in on a niche market

Sales & Business Development

- Develop a prospect database
- Acquire customers and generate sales
- Gain customer insight
- Facilitate deeper relationships for complex sales
- Entertain clients and prospects
- Drive retail and B2B traffic

Promotion

- Promote bundled services
- Demonstrate technology
- Merchandising opportunities

Branding & Positioning

- Positioning with industry leaders
- Involve other business partners
- Demonstrate industry expertise and leadership
- Increase brand loyalty
- Create awareness and visibility
- Demonstrate brand attributes
- Change or reinforce image
- Recruit and retain employees
- Establish and strengthen good will

Corporate Citizenship

- Leverage benefits of leading programs and events
- Support and advance the healthcare industry
- Help create HIM and HIT knowledge
- Support the HIM profession through scholarships, professional development, and other opportunities
- Showcase community and industry responsibility and leadership

Corporate Sponsorship Opportunities

Monthly AHIMA E-Newsletters to Members & Customers

Health Data Analysis E-Newsletter: \$2,000

Be recognized as an expert in data analysis in an e-newsletter sent to a targeted group of AHIMA contacts, highlighting a suite of data analysis products and resources. Your logo, along with a live link to your web site and a description of your organization, will be included in both the month's e-newsletter as well as a follow-up, triggered e-mail to everyone who clicks for more information after reading the initial e-newsletter. This opportunity is available each month for three different topics – choose one or choose multiple e-newsletters at \$2,000 per topic, per month.

Privacy & Security E-Newsletter: \$2,000

Be recognized as an expert in privacy and security in an e-newsletter sent to a targeted group of AHIMA contacts, highlighting a suite of privacy and security products and resources. Your logo, along with a live link to your web site and a description of your organization, will be included in both the month's e-newsletter as well as a follow-up, triggered e-mail to everyone who clicks for more information after

reading the initial e-newsletter. This opportunity is available each month for three different topics – choose one or choose multiple e-newsletters at \$2,000 per topic, per month.

Physician Practice E-Newsletter: \$2,000

Be recognized as an expert in the physician practice market in an e-newsletter sent to a targeted group of AHIMA contacts, highlighting a suite of physician practice products and resources. Your logo, along with a live link to your web site and a description of your organization, will be included in both the month's e-newsletter as well as a follow-up, triggered e-mail to everyone who clicks for more information after reading the initial e-newsletter. This opportunity is available each month for three different topics – choose one or choose multiple e-newsletters at \$2,000 per topic, per month.

Team Talks

Winter Team Talks

March 26-27 | Capital Hilton, Washington, D.C.

\$1,500 - \$3,500 (some customization possible)

The Team Talks provide an opportunity to engage in dialogue that will set the strategic direction of the HIM profession and the association. Team Talks include an update on AHIMA activities and opportunities for valuable member input. The audience consists of AHIMA and state leadership and AHIMA members.

AHIMA Educational Conferences

Annual ICD-10 Summit

April 16-17 | Baltimore, MD

The annual ICD-10 Summit is the premier healthcare industry event dedicated to the exploration of the challenges and opportunities represented in the transition to the ICD-10-CM/PCS coding systems. The central focus is on the transition being regarded and managed as a means of gaining strategic advantage rather than simply achieving compliance. To help organizations gain this strategic advantage, the Summit will feature the best implementation methods for 2012-2013. Open discussion and participation of thought leaders from all industry segments will give attendees access to the most relevant information, insight, and resources available. The two-day Summit is an exceptional opportunity to connect with respected, well-known speakers, experts, industry leaders, key decision makers, and practitioners from all healthcare settings.

Premier Sponsor:	\$7,500
Supporting Sponsor:	\$4,500
Sit Down Lunch:	\$6,000
Continental Breakfast:	\$5,000
Reception:	\$6,000
Afternoon Breaks:	\$2,500

ICD-10 Summit E-Blast Sponsorship:

These e-blasts are sent five times in the weeks prior to the ICD-10 Summit, each one promoting a different topic, event, or activity to more than 120,000 recipients. As a sponsor, you receive logo recognition, a 50-word text section, and a live link to your web site.

- Special introductory e-mail by **AHIMA CEO**: \$4,250
- Second: \$3,250

- Third: \$3,250
- Fourth: \$3,250
- Special wrap-up edition: \$4,250

Exclusive! AHIMA Learning on Demand – ICD-10 Summit Audio Recordings:

ONLY \$2,500 for 12 Months

Be the exclusive sponsor of the highly acclaimed **ICD-10 Summit** for 12 months through AHIMA’s Learning on Demand audio recordings, which allow access to meetings content. Session content is available for purchase by individuals interested in furthering their understanding of vital HIM issues and also for license by organizations and AHIMA Corporate Solutions Clients. Don’t miss your chance to get first rights on this premium high value, high impact sponsorship opportunity.

- 12-month logo recognition for this event through AHIMA’s Learning on Demand
- Logo links to your web site
- Logo featured on live event marketing (*where possible, some restrictions may apply*)

Computer-Assisted Coding (CAC) Summit

April 18 | Baltimore, MD

The CAC Summit focuses on emerging technology solutions as a method to gain efficiencies while maintaining coding quality. Attendees will explore current and future tools designed for an automated coding workflow environment, professional practice issues impacted by CAC tools, and the value of a technology-educated workforce and staff education methods. The latest updates, trends, and technology breakthroughs involving the code assignment and information abstraction process will be introduced. Attendees can listen in on the collective voices of the CAC Community of Practice discussing how technology impacts the future of HIM.

- Premier Sponsor: \$3,000 (multiple available)
- Supporting Sponsor: \$2,400 (multiple available)
- Pre-Summit Reception “Technology Mixer”, April 17: \$3,000
*During the reception, a cyber café will allow technology providers to showcase their software by laptop at an informal, networking event. Separate applications must be submitted to be a part of the cyber café. Please inquire if interested.

Assembly on Education Symposium/Faculty Development Institute (AOE/FDI)

July 21-25 | Orlando, FL

AOE/FDI is the premier health information educator event offering practical information on curricula design, online distance education, accreditation, and leadership skills. The focus is on empowering faculty to develop the workforce to advance health information. Special events include a Faculty Development Institute, AHIMA’s Virtual Lab learning sessions, keynote speakers, discussion roundtables, an academic forum, and a research forum.

Premier Sponsor: \$5,000

AHIMA’s Virtual Lab Training and Development Sessions: \$3,000

Welcome Reception: \$5,000 (one available)

Faculty Breakfast: \$1,500 (one available)

Attendee Tote Bags: \$2,000 (one available)

Attendee Flash Drives: \$3,000 (Logo on flash drives; co-branded with AHIMA logo)

AOE/FDI E-Blast Sponsorship:

These e-blasts are sent three times in the weeks prior to AOE/FDI, each one promoting a different topic, event, or activity focusing on educators and those interested in the education market. As a sponsor, you receive logo recognition, a 50-word text section, and a live link to your web site.

- Special introductory e-mail by **AHIMA CEO**: \$3,250
- Second: \$2,250
- Third: \$3,000

Long-Term and Post-Acute Care (LTPAC) Health IT Summit

June 18-19 | Baltimore, MD

UNIQUE OPPORTUNITY! THIS PROGRAM IS ORGANIZED BY A COLLABORATION OF EIGHT INDUSTRY LEADERS!

The LTPAC HIT Summit provides a thought-provoking, cutting-edge mix of national policy, strategies, standards, current industry initiative updates, research, implementation guidance, and technology vendor interaction. This year's Summit continues to focus on advancing the LTPAC HIT roadmap initiatives, and gives priority to key areas for advancement: (1) the healthcare stimulus package, the administration change, and the opportunities for post-acute care and LTC; and (2) a showcase of HIT standards in action through interoperability demonstrations.

If you work in post-acute and long-term care, this is the premier Health IT conference to attend. Sponsorship gives you the opportunity to target thought leaders and stakeholders committed to developing a national agenda for health information technology (HIT) and the electronic health record (EHR) in long-term and post-acute care. In addition, you will have access to more than 200 LTPAC HIT pioneers and the opportunity to increase credibility and media exposure for your organization through event program materials, web site, e-communications, and on-site signage.

Refreshment Break: \$2,500 each (one available)
Continental Breakfast: \$4,000 each (two available)
Networking Reception: \$7,200 (one available)
Lunch: \$6,100 each (two available)

Additional meeting information is available at the [LTPAC HIT Summit web page](#).

Long-Term and Post-Acute Care HIT Summit E-Blast

Distributed to more than 120,000 recipients, this sponsorship opportunity provides an option for two separate event e-blasts: one in the weeks prior to the conference and another following the event. As sponsor, you receive logo recognition, a 50-word text section, and a live link to your web site.

- Special introductory e-mail: \$1,500
- Special wrap-up edition: \$1,500

Summer Team Talks & Leadership Conference

July 13-15 | Chicago, IL

This annual conference brings together the leadership of AHIMA's component state associations for leadership development and education. Sponsorship opportunities include attendee tote bags, continental breakfast and lunch, welcome reception, and keynote speakers.

Keynote Speaker at Leadership Conference: \$2,500
Continental Breakfast: \$4,000 each (three available)
Lunch: \$5,000 each (two available)
Breaks: \$1,500 each (two available)
Attendee Tote Bags: \$2,500 (not available)

AHIMA CONVENTION & EXHIBIT

September 29-October 4 | Chicago, IL

In order for your support to be recognized in the final Convention program and distributed to all registrants, your commitment must be received by **July 20, 2012**.

President's Premier Celebration Sponsorship: \$50,000

You'll have the opportunity to host up to 200 of your invited guests in a special VIP area (open bar costs not included, additional food cost depends on menu choice) before the doors open to the public and during the party! Your logo will be on all promotional items associated with the President's Premier Celebration, including cocktail napkins on the buffet tables, signage, and the event ticket. Your representative will also be able to welcome guests from the stage.

Light-up Glasses: \$12,500

Your two-color logo will be on LED "light up" drinking glasses used at all bars (except the lead sponsor VIP area and any specialty drink bars – maximum two). Attendees will be able to take the glasses home as an event keepsake. Your logo will also be on all promotional items and signage associated with the President's Premier Celebration.

Dance Band: \$5,000

From the time the doors open until the end of the night, attendees will dance to a band playing music spanning the decades. As the band sponsor, your logo will be prominently displayed near the stage. In addition, your logo will be on all promotional items and signage associated with the President's Premier Celebration. This sponsorship also provides the opportunity for your representative to introduce the band or make comments during break.

Specialty Drink Stations: \$7,500 (Includes two drink stations)

Two bars will be designated as "specialty drink" bars and will serve a cocktail other than the standard beer and wine. Attendees must have a ticket to get this "specialty drink" and your representatives will distribute tickets at your booth or the party – it's up to you! (Number of tickets based on the chosen drink.) This sponsorship also includes your company logo on all promotional items associated with the President's Premier Celebration and on signage at the specialty bars.

Photo Opportunity: \$5,000

A green screen photo area will be set up with a fun theme related to the party. Participants take home the photo memento including their own photograph customized with your company logo. This sponsorship promises to create a waiting line for networking opportunities, and a fun and memorable impression of your organization. Your company logo will be featured on all promotional items associated with the President's Premier Celebration and on signage at the photo area.

Dessert Stations: \$2,500 each

Satisfy the sweet tooth of every guest! Your company logo will be on signage and napkins at the dessert stations. Sponsorship also includes your logo on all promotional items associated with the President's Premier Celebration.

Caricature Artist: \$1,500 each (2 available)

Caricature artists are great entertainment at the President's Premier Celebration. Each caricature is rendered in a matter of minutes and these personalized souvenirs will provide a fun memory of the event for all attendees. Your company logo will be on each finished drawing and on signage near the artist.

President's Premier Celebration Giveaways: \$2,500 (Exclusive)

Give guests a keepsake of the fun they had at the event! This sponsorship allows your representatives to provide a giveaway of your choice (sponsor will be responsible for cost) to guests when they enter or leave the party. In addition, your logo will be on all promotional items associated with the President's Premier Celebration as well as on signage at the event.

Convention Attendee Registration Bags: \$35,000

Convention attendees will look forward to receiving their registration information and materials in a unique tote bag with your company logo and the convention logo prominently displayed.

New! Digital Signage: \$5,000 (Exclusive)

Plasma screens outside of session rooms will display the upcoming tracks, speakers, times and other session information. As sponsor, you will receive logo recognition on each plasma screen, (approximately 8 on display from Saturday through Wednesday) including the large "Conference At a Glance" display located in a high-traffic area of the convention center.

New! General Session Coffee Sponsorship: \$25,000

Coffee service will be available for attendees a half-hour before each general session (Monday and Tuesday morning, Wednesday afternoon) in the foyer outside of the general session room. As sponsor, your logo will be on the cups and napkins, and you will be acknowledged on signage at the breaks.

Monday Opening General Session: \$5,000

Gain significant visibility at the opening general session. Introduce the speaker and be recognized in the program and on the big screen in front of thousands of attendees.

Tuesday General Session Keynote: \$5,000

Introduce the speaker and be recognized in the program and on the “big screen” in front of thousands of attendees.

Wednesday Closing Session Keynote: \$5,000

Introduce the speaker and be recognized in the program and on the “big screen” in front of thousands of attendees.

AHIMA Foundation Donor Reception: \$5,000

This annual invitation-only reception honors corporate partners and AHIMA members (at the Platinum Level or higher) who have generously supported the AHIMA Foundation. This VIP event is attended by approximately 100 of AHIMA/AHIMA Foundation’s most important supporters, and offers a unique opportunity to network with AHIMA and Foundation leadership and corporate executives.

The Donor Reception features highlights of important AHIMA Foundation programs —especially in the critical area of HIM policy and applied research. Guests also hear personal stories from recent scholarship recipients who have benefitted directly from Foundation support. In recognition of your support of this event, your logo will be prominently displayed on event signage and invitations, and a representative of your organization will have an opportunity to make brief remarks during the reception.

AHIMA Foundation Silent Auction: \$5,000

The AHIMA Foundation Silent auction is an annual tradition at convention, generating friendly competition while supporting the AHIMA Foundation Student Merit Scholarship Program. The Silent Auction is always located in a very high-traffic and visible area, typically near the general session room and/or exhibit hall, allowing attendees stop by the auction area frequently throughout the convention to bid on donated items. Your logo will be prominently displayed on each auction display case, auction promotional signage, and printed materials related to the auction (including donor acknowledgment letters). Online promotions of the auction (on the AHIMA and Foundation web sites) will include a link to your web site.

AHIMA Foundation *Thought Leaders* Lecture Series: \$15,000

Thought Leaders is a lecture series established by the AHIMA Foundation, and presents an opportunity for HIM professionals - including corporate executives and AHIMA members - to engage with industry leaders about the field's cutting-edge topics. Sponsored lectures include keynote speakers during the convention’s General Session, and feature leading practitioners, educators, and researchers from the HIM field and beyond. All lectures are recorded and made available online as a special series for students, practitioners, and others interested in the field.

Previous *Thought Leaders* lectures have featured Susan Dentzer, Editor-in-Chief of *Health Affairs*, and Peter Salgo, MD, Healthcare Futurist and Medical Crisis Expert. Supporting companies for the *Thought Leaders* lecture series will have their logo prominently displayed during the General Session lecture at convention, as well as throughout the webcast recording of the lecture, which will be promoted and featured on the AHIMA Foundation’s web site for at least six months following the lecture. Supporting companies are also recognized in all ancillary promotional materials and follow-up reporting for the lecture.

Internet/Message Center and Handout Stations: \$15,000

The Internet/Message Center is a user-friendly area where attendees can access their home or office e-mail, leave messages for other attendees, or just surf the Internet! As the place where attendees come to print session handouts, this busy venue provides you with high visibility. Recognition includes your logo on a screen frame, signage at the computers, and your logo on the handout section of the convention web site.

Convention Badge Holders: \$15,000

Attendees wear their badges the entire convention week, so your company name and one-color logo will be front and center. Badge holders have a handy pocket to store business cards, money, and a hotel key or other essentials, and attendees frequently use them even after the convention is over.

Shuttle Bus: \$8,500

Take advantage of this opportunity to put your message in front of attendees as they travel each morning and afternoon between the headquarter hotel and the educational sessions. As the sponsor, you'll receive a four-color coach banner on each side of the five buses traveling between the convention center and the headquarter hotel, and logo recognition on the shuttle schedule and all shuttle signage at the convention center and hotels. Overflow hotel shuttles and headrest covers can be included for separate, additional fees.

Reusable Water Bottles: \$12,500

Your one-color logo will be on the reusable water bottles that are placed in each attendee registration bag. You will also be recognized as we encourage our members to "go green" by refilling their water bottles rather than using and throwing out paper cups or plastic bottles. This category includes special recognition with the "Go Green" logo notation in the program for your organization.

AHIMA Today – On-site and Digital Convention Newspaper: \$7,500 per day

Convention attendees stay current on convention activities and the latest professional information by reading the on-site newspaper, *AHIMA Today*. Newsstands are conveniently located outside educational sessions, near the registration area, and outside the exhibit hall. Your company logo and tagline will be on the front page of the sponsored issue and the newspaper distribution bins. You also receive one full-page ad in your sponsored issue.

In addition, *AHIMA Today* is digital! Your logo, link, and 50-word sponsor text will be in the e-mail announcing each day's digital version to more than 63,000 members. There will also be a link to each edition from the home page of the AHIMA web site. Each issue features a welcome page with an acknowledgement and link to your web site, which will remain available for six months.

AHIMA Today Bellyband: \$6,300 per day

A "bellyband" is a customized sponsorship recognition opportunity. Bellybands wrap around a magazine after it is printed and bound, and can carry your company name in any color and style along with accompanying artwork. When you opt for a bellyband on *AHIMA Today* at convention, it's the first thing attendees see when they receive the publication at the show, meaning guaranteed exposure of your brand to your market. *Please note that the price and availability of this item are subject to supplier*

availability; costs and specifications are not final until a printer is selected. Confirmation with printer required in advance.

Relaxation Station: \$10,500

After a long day of educational sessions and working the exhibit hall, attendees will appreciate the opportunity for a complimentary upper body or foot massage courtesy of your company. Located in a prominent area of the exhibit hall, the relaxation station will be staffed by three massage therapists and furnished with comfortable couches and chairs. Therapists can wear your logo apparel (to be provided by the sponsor). Attendees will be required to stop by your booth to pick up a voucher (provided by AHIMA) for redemption at the relaxation station. Signage with your logo will be provided at the station and you can provide staff to welcome attendees to the station.

Morning Snack Break in Exhibit Hall: \$10,000 each

Your company will be the exclusive sponsor for the snack break on Tuesday or Wednesday in the exhibit hall. You will be recognized on signage at each food station and your representatives can help greet attendees as they stop by for a break.

Sunday Welcome Reception Hors D'oeuvres Stations: \$10,000

Your company will be the exclusive sponsor for the food stations at this opening welcome event on Sunday evening. Sponsorship includes signage at the hors d'oeuvres stations and the opportunity to provide napkins with your logo.

Sunday Welcome Reception Entertainment: \$5,000

Get to know the attendees and help them get to know you through the Sunday Welcome Reception entertainment sponsorship.

Hotel Keycards: \$7,500

Increase your visibility with a custom company design printed on the magnetic room keycards provided to all attendees when they check into the headquarter hotel. Your message will reach more than 1,000 AHIMA Convention and Exhibit attendees staying at the headquarter hotel. For an additional fee, overflow hotels can be added.

Registration Bag Notepads: \$7,500

Increase your visibility with a custom company design printed on the 100-sheet notepads provided to all convention attendees in their tote bags. They'll be sure to remember your message while taking notes during convention and reviewing notes post-convention. These notepads are printed on 100 percent recycled paper, so you'll be helping the environment, too!

Registration Bag Pens: \$6,500

Your one-color logo will be on the pen every attendee receives in the registration bag.

Closing Session Giveaway: \$5,500

As attendees leave the closing general session on Wednesday, we'll present them with a giveaway to inspire them to join us at the 2013 convention in Atlanta. With your logo on the giveaway item, they'll remember you as well!

General Session Speakers (*not* keynote): \$1,500 each

Convention general sessions feature outstanding speakers. Take advantage of this opportunity to associate your name with some of the most respected, insightful, and exciting presentations of the convention. You receive logo recognition on the stage screen and verbal recognition from the stage at the well-attended general sessions.

National Visibility! House of Delegates Breakfast: \$3,000 per day

The House of Delegates begins their meeting with a Sunday morning continental breakfast and orientation session. As the sponsor, you'll have the opportunity to offer them that first morning cup of coffee and welcome them to this important meeting attended by the Association's leadership.

National Visibility! House of Delegates Luncheon: \$5,000 per day

The AHIMA House of Delegates is made up of representatives from each of the component state associations. As the leadership of the Association, these individuals are shaping the future of HIM. Sponsorship of the annual Delegates Luncheon provides unique visibility and networking opportunities. You'll have the opportunity for a representative to deliver welcoming comments at the start of the luncheon, and five of your selected representatives can attend the lunch.

National Visibility! House of Delegates Break: \$2,500 per day

The AHIMA House of Delegates is made up of representatives from each of the component state associations. As the leadership of the Association, these individuals are shaping the future of HIM. Sponsorship of the break refreshment provides unique visibility and networking opportunities, including the opportunity for a representative to welcome everyone at the start of the break. The attendees really enjoy and appreciate the break goodies and will likewise appreciate and remember you.

AHIMA Board Lounge: \$5,000

This special lounge area is open only to AHIMA Board members and provides them with a place to grab lunch or take a break from convention activity. You will be acknowledged on signage outside the room, on tent cards at the refreshment area in the room, and in material sent to the Board regarding the lounge location and hours.

AHIMA Fellows Reception: \$4,500

AHIMA Fellows include the highest achieving HIM professionals. This reception will recognize both those who have achieved this status and members who are eligible to apply for fellowship status.

Speaker Ready Room: \$3,500

All convention educational track speakers use this room to prepare for their presentations and pick up their registration materials. You will be recognized on signage at the entrance to the room, on tent signage at the refreshment area, and in print and electronic communication with speakers referencing the ready room.

“You Are Here” Kiosks: \$3,500

With this opportunity, your four-color logo is displayed on two “You Are Here” map kiosks, located at the exhibit hall entrance and near the café. In addition, your company name in the “You Are Here” listing will be bolded and in color, and your logo will be placed on your booth space on the map.

Educational Track Series (Multiple tracks available): \$4,500

Associate your company with one of the educational tracks offered at the convention. Each track consists of a series of three sessions, with some tracks offered on multiple days. You can have a representative introduce the speaker at each of your sponsored tracks.

“Have a Cup on Us” Coffee Vouchers: \$3,000

Help attendees get a great start on their day or "perk" up with a mid-afternoon break by providing them with vouchers good for a free cup of coffee at any of the convention food vendor locations. Attendees will be directed to your booth to pick up their vouchers, so you can maximize traffic by offering vouchers to the first 175 visitors each day! The sponsorship fee includes 500 vouchers and can be adjusted if you wish to give out more.

“Have a Muffin on Us” Vouchers: \$3,000

Start the attendees’ day with a tasty treat by providing them with vouchers good for a free muffin at the designated convention food vendor locations. Attendees will be directed to your booth to pick up their vouchers, so you can maximize traffic by offering vouchers to the first 125 people each day! The sponsorship fee includes 375 vouchers and can be adjusted based on the number of vouchers you wish to give away.

Networking Breakfasts (Multiple available): \$2,500 each

Members with special interests gather for a full breakfast and informal networking around their preferred topics. As a sponsor, you can have up to two representatives attend to share in the discussion and make welcoming remarks to attendees.

Student Academy: \$2,500

This is a special session for students in HIM, providing networking opportunities, an orientation session for the convention, and speakers on topics of special interest. Your representative can greet and address the attendees.

Beverage Station in Registration Area: \$2,000 per day

Refreshing cold beverages will be provided in the registration area throughout the day from Saturday through Tuesday. As a sponsor, your logo will be visible to each registrant as they stop by for a break in this high-traffic area.

Exhibit Hall Aisle Banner Logos (Multiple available): \$2,000 per aisle

During the exhibition, aisle banners will be hung from the hall ceiling in each aisle to help attendees find their way. Add your logo and booth number to a 3’ x 2’ double-sided area of the aisle banners so visitors learn to associate your organization as a leader in HIM. You can select a maximum of three aisles.

Convention Center Banners (10 available): \$2,000-\$2,750

Increase your visibility with a custom design on one of the banners located in the convention center. Locations vary, and sizes range from 3' x 12' to 5' x 20'. Attendees are sure to see your message!

Floor Arrow Decals (10 decals in total): \$2,500 Exclusive!

***Availability pending approval of McCormick Place**

Increase your visibility with your company logo and booth number on floor arrows directing attendees to the convention center! The decal is co-branded and will read, "AHIMA Convention and Exhibit This Way."

Window Decals in the Convention Center (6 available): \$1,250 each

***Availability pending approval of McCormick Place**

Increase your visibility with your company logo and booth number on a window decal! Attendees will be walking past your logo and booth number as they walk to and from the exhibit floor and sessions in the Convention Center.

New! Cell Phone Charging Station (2 available): \$5,750 each

Help attendees "get a charge" with sponsorship of a cell phone charging station. Your graphics will be displayed on two sides of the charging station, and a plasma screen on the other two sides will run a loop of your video/presentation (provided by sponsor). The charging stations will be located in high traffic areas of the exhibit hall.

New! Welcome Reception Party Plates: \$3,750

Your one-color logo will be displayed on a party plate (with attached drink holder) available at buffet stations during the Sunday night Welcome Reception on the exhibit floor. Help attendees go hands-free and enjoy walking the floor during the reception.

2013 Annual Convention and Exhibit Luggage Tags: \$7,500

Help promote the 2013 Annual Convention and Exhibit by sponsoring luggage tags that will be given out to attendees on Sunday night at the exhibit hall doors. Tags will display the 2013 convention logo and your company logo.

Annual Convention and Exhibit Official Map and Guide: \$20,000 (Exclusive)

Sponsor the Official Pocket Guide for attendees that will include a map of the exhibit hall, alphabetical exhibitor list, the convention schedule at-a-glance, and a map of downtown Chicago. Sponsorship includes your custom ad on the back of the pocket guide, your company logo on the front, and your company booth and name highlighted on the exhibit hall map.

Pre- and Post-Convention Workshop Speakers: \$2,000 each

Associate your company with one of the tutorial sessions offered at the convention by having your representative introduce the speaker. Tutorials offer participants hands-on participation in smaller working groups, providing participants with immediate knowledge they can put to use when they leave the convention. Additional details on specific topics are available.

Recycling Bins: \$1,500

Your four-color logo will go on the five badge recycling bins located at each exhibit hall exit. Join us as we encourage attendees to “go green” this year.

First-Time Attendees Orientation: \$1,500

Attended by more than 150 members last year, this one-hour orientation provides first-time attendees with valuable tips on networking and making the most of their time at the convention. It’s on a new day this year; the Sunday session will provide attendees with all they need before the first full day of convention. Your representative can welcome attendees and provide them with a memento of your choice (production at your cost).

Super Sunday Speakers: \$1,500

These sessions are offered to attendees arriving early for convention. Topics to be determined.

Educational Track Session Speakers: \$1,500 each

Sponsor a convention educational track session speaker, and associate your company with the continuing education of HIM professionals. There’s a session for just about every area of interest in the practice of HIM. For a full listing, see our web site or inquire for details.

Poster Showcase: \$1,000

HIM professionals showcase their research and best practices in the high-traffic, poster showcase area. Authors will be available at a designated time to discuss their posters and answer questions.

Convention-Related Programs

Coding Community Meetings at the Convention**Coding Community Luncheon and Coding Excellence Awards: \$11,000**

More than 400 coding roundtable participants from around the country will meet at the AHIMA Convention to hold a luncheon and presentation of the Roundtable Achievement in Coding Excellence (RACE) Awards.

Clinical Coding Community Meeting Ice Cream Social: \$7,000

Attendees always appreciate a refreshing treat! Be recognized at this reception through signage and logo recognition in the convention final program and on the convention web site.

Coding Community Continental Breakfast: \$3,500

Treat attendees to a great start by sponsoring a continental breakfast – great for networking, high visibility, and relationship building.

Coding Community Track Sponsor (Multiple tracks available): \$1,500 per track

Sponsor one or more of the Coding Community topic tracks and be listed in the program and acknowledged in sessions. Recorded sessions will make mention of sponsor support, which continue to be made available through AHIMA's Learning on Demand.

Coding Community General Session Sponsor: \$4,500 per session

Sponsor one or more of the Coding Community general sessions, and be listed in the programs. Recorded sessions will make mention of sponsor support, which will continue to be made available through AHIMA's Learning on Demand.

Privacy and Security Institute: \$1,000-\$5,000

This program is held adjacent to the AHIMA Annual Convention and Exhibit. With continued industry movement toward the electronic health record, health information exchange, and other technology advances, privacy and security officials are facing new and complex challenges. This interactive, all-day program equips participants with best practices for managing important privacy and security issues that organizations will inevitably face. Attendees will gain practical tools to help establish privacy and security programs and reduce organizational risk. Sponsorship is available for general sessions, individual tracks, and meal events. Please inquire.

Additional Convention Opportunities

2012 AHIMA Convention & Exhibit E-blast Sponsorship (6 available): Priced per e-blast

These e-blasts are sent to more than 120,000 recipients in the weeks prior to the Annual Convention & Exhibit, with each one promoting a different topic, event, or activity. As a sponsor, you'll receive logo recognition, a 50-word text section, and a live link to your web site.

Digital Opportunity! AHIMA Learning on Demand – 12 Months for Convention: \$2,500

Be the exclusive sponsor of the **Annual Convention & Exhibit Educational Content** for 12 months through AHIMA's Learning on Demand, which provides access to AHIMA meetings content. Session content is available for purchase by individuals interested in furthering their understanding of vital HIM issues, and is also available for license by organizations and AHIMA Corporate Solutions Clients.

- 12-month sponsorship on AHIMA Learning on Demand logo posting for the event
- Logo links to your web site
- Logo featured on live event marketing (*where possible, some restrictions may apply*)

Educational Site Visits: \$1,500 per site visit

To satisfy the special interests of HIM professionals, AHIMA is planning a number of educational tours to Chicago-area medical facilities and other sites during the convention. The transportation costs to each site are available for sponsorship. Currently, the site visits are not scheduled; however, you can work with a client and AHIMA to establish a visit to the client site. Site selections are made well in advance. Benefits include high quality time with participants on the transport bus, and the opportunity to create an interesting, educational and memorable event.

Sponsored, Member-Focused Research at Annual Convention & Exhibit

Please inquire. Sponsorship depends on the project and the sponsorship program.

- Custom focus groups
- Member survey and article in *AHIMA Today*
- Field intercepts

Global Good Mornings at AHIMA’s Annual Convention & Exhibit: \$1,000 each or all 3 for \$2,500

Welcome and connect with our guests from all over the world. We’ll spend time in the mornings sharing coffee and presentations from our global guests.

AHIMA Market Research Central - Sponsored On-site Survey: \$5,000

We are experts in member-focused research and will be deploying a high visibility survey, on-site and before the event, featuring a giveaway prize to participants. You can sponsor the giveaway and the survey. The survey is focused on providing valuable insight to AHIMA members and customers, and will be covered in an article in *AHIMA Today*. E-mails will be sent to all AHIMA members and contacts (more than 120,000) to promote the survey.

Special Allied Event

AHIMA Reception at HIMSS Convention: \$5,000

February 22 | Las Vegas, NV | HIMSS Annual Meeting

AHIMA hosts a reception for members and allied organizations attending the convention of the Health Information Management and Systems Society (HIMSS). Reception attendees will have an opportunity to network and socialize at this allied society meeting. Extend your presence at HIMSS with an opportunity to connect with AHIMA staff, leaders, members, and invited guests. Your logo will be on an events flyer for AHIMA attendees, which will be distributed at the booth. Add a prize and giveaway, and welcome attendees as they arrive for the event.

Industry Celebration & Awareness Weeks

Health Information Professionals Week: \$5,000 Exclusive

March 25-31

Starting in 2012, Health Information and Technology Week is now Health Information Professionals’ Week, and has been moved from September to March. The name and date may be different, but the skills and knowledge that health information professionals have to offer hasn’t changed a bit. HIP Week is a showcase for the thousands of HIM professionals who perform their duties masterfully throughout the year. AHIMA is honored to provide support, representation, and training to HIM professionals for these valuable contributions to the healthcare industry. Also, scheduling the week near Hill Day promotes the role that health information professionals play in advocating for and protecting the rights of the public.

AHIMA provides members with promotional materials related to the week’s theme as well as educational fact sheets and tools for promoting the contributions of HIM. A special insert to *AHIMA Advantage* –including educational materials and articles, and a catalog of HIP Week promotional tools – is available for sponsorship. By sponsoring HIP Week, you can honor the people who are *Managing Health Information for Life!*

Sponsorship includes two e-blasts and a special insert in *AHIMA Advantage* (electronic). One e-blast is sent before the event as a kick-off communication and the second as a follow-up. As a sponsor, you receive logo recognition, a 50-word text section, and a live link to your web site on each e-blast.

- Kick-off e-blast
- Follow-up e-blast
- *Advantage* insert (electronic format) for the program promotion kit. *AHIMA Advantage* is AHIMA's member newsletter, published six times per year and delivered electronically to more than 63,000 readers. Ninety-four percent of AHIMA members surveyed read *Advantage* regularly, and consider it one of the most important benefits of membership in AHIMA.

AHIMA Market Research

We are experts in member-focused research, and can work with you to identify research areas of joint interest, find the audience, and conduct the study.

AHIMA Market Research Central Custom Focus Groups

Sponsorship: Varies by project. Please inquire.

This can be executed at convention or at other times.

- In-person
- Tele-focus groups

Online Surveys

Sponsorship: Varies by project. Please inquire.

Member/Customer Field Intercepts

Sponsorship: Varies by project. Please inquire.

Other Member-Focused Research Opportunities

Bi-Annual Salary Survey

Support the best and most comprehensive HIM salary survey around.

- Be mentioned in the survey as a sponsor.
- Be listed as a sponsor in survey communications and e-mail promotions to AHIMA's large database.
- Be recognized in articles.

AHIMA Learning on Demand

AHIMA Learning on Demand | Premier Sponsor – Annual Convention Educational Tracks: \$7,500

Be the exclusive sponsor of the AHIMA educational content for 12 months through AHIMA Learning on Demand, which allows access to AHIMA meetings content. Session content is available for purchase by

individuals interested in furthering their understanding of vital HIM issues and also for license by organizations and AHIMA Corporate Solutions Clients.

- Premier listing for 12 months through Learning on Demand
- Logo links to your web site
- Recognition in marketing materials for AHIMA Learning on Demand

HIM Marketplace Gateway: \$1,500 for 12 months

- Includes a textbox logo and link on the HIM Marketplace entry page:
www.TheHIMMarketplace.com
- Features boxed text and logo with link

AHIMA CourseShare Premier: \$7,500 (Exclusive for 12 months)

This is the premier online destination for HIM educators promoting excellence in teaching by providing free learning materials (lectures, instructor notes, case studies, quizzes and handouts) and resources that make exceptional teaching possible. AHIMA CourseShare represents the educational contributions of the HIM academic community and HIM practitioners throughout the country.

<https://courseshare.ahima.org>

Benefits include:

- Logo and link on web site
- Recognition in marketing materials

HIMCareers.ahima.org | Premier: \$7,500 (Exclusive for 12 months)

This is an exclusive online destination for HIM students and those seeking to advance their HIM career. The site provides key information about academic pathways, career paths, certification, frequently asked questions, news articles, real student and graduate profiles, student financing information, career information and much more.

Holiday Cheer E-Blasts to Members and Customers

Summer Cheer E-Blast and Support: \$1,000

Be recognized as an AHIMA/AHIMA Foundation supporter in an e-mail that goes out to the AHIMA contact database celebrating summer (in July). Your logo will be placed in an e-mail greeting sent out with a fun, thank-you theme. If you take on two cheer sponsorships at \$1,000, your organization also becomes a Corporate Partner and will receive those benefits.

Winter Cheer E-Blast and Support: \$1,000

Be recognized as an AHIMA/AHIMA Foundation supporter in an e-mail that goes out to the AHIMA contact database celebrating winter (in January). Your logo will be placed in an e-mail greeting sent out with a fun, thank-you theme. If you take on two cheer sponsorships at \$1,000, your organization also becomes a Corporate Partner and will receive those benefits.

Cutting Edge! “Worlds of EHR Widget”: \$25,000-\$50,000

AHIMA has a unique opportunity to develop a special widget that will help HIM professionals navigate the worlds of EHR implementation. This helps users identify what “world” of EHR implementation (as

defined by a special project conducted by AHIMA) their organization is in and what key resources, tips, and information they need. The sponsorship will help develop the widget, which would be made available on AHIMA.org and promoted to its many partners and members. Your sponsorship will underwrite the cost of the development of the “Worlds of EHR Widget.” You will receive recognition in the actual widget and its promotion. Please inquire if you are interested in this unique opportunity. Development is contingent on sponsorship and sponsorship fee is based on project.

Multimedia! Live Audio Seminar Education Sponsorship

Packages of more than one sponsored program may be customized.

Position your organization as an industry thought leader and gain credibility by sponsoring AHIMA’s highly regarded and exceptional lifelong learning opportunities. Your company gains visibility for the program at the live event, and for years to come since they are recorded and made available in our recorded archives program.

Sponsorship must be committed to at least 10 weeks in advance of the audio seminar to secure all recognition deliverables.

1/17/12	CPT® Coding for Interventional Radiology
1/19/12	CPT® Coding for Advanced Skin Procedures
2/07/12	EHR Copy and Paste Guidelines
2/09/12	CPT® Coding for Cardiothoracic Procedures
2/21/12	The New Medicaid RAC Program and Other Audits
3/08/12	CPT® Coding for Spinal Procedures
3/13/12	ICD-9-CM and ICD-10-CM: Coding and Classification Conundrums
3/15/12	CPT® Coding for Injections and Infusions
3/20/12	2012 ICD-10-CM Annual Updates
3/22/12	2012 ICD-10-PCS Annual Updates
4/03/12	Making Amendments in the EHR
4/05/12	Coding for Inpatient Cardiac Surgery: Flowing from ICD-9 to ICD-10
4/10/12	Coding for the Endocrine System in ICD-10-CM/PCS
4/12/12	Developing Effective Queries in ICD-9 and ICD-10
4/24/12	Coding for the Nervous System in ICD-10-CM
4/26/12	Coding for the Nervous System in ICD-10-PCS
5/03/12	Coding for Postoperative Complications: Flowing from ICD-9 to ICD-10
5/10/12	Coding for Septicemia, SIRS, and Sepsis: Flowing from ICD-9 to ICD-10
5/15/12	Coding for Sense Organs in ICD-10-CM
5/17/12	Coding for Sense Organs in ICD-10-PCS
6/7/12	Going Viral: Changes in ICD-10-CM Infectious Diseases
6/12/12	Circulatory System Coding in ICD-10-CM
6/14/12	Coding Cardiovascular Procedures in ICD-10-PCS
6/19/12	Coding for Quality Reporting Measures
6/21/12	Ensuring Effective E/M Audits
7/10/12	ICD-10 and the Revenue Cycle
7/12/12	Best Practices for Modifier Usage

7/17/12	Breathing Easy: Respiratory System Coding in ICD-10-CM
7/19/12	Breathing Easy: Respiratory System Procedure Coding in ICD-10-PCS
8/07/12	Gastrointestinal System Coding in ICD-10-CM
8/09/12	Coding for Gastrointestinal System Procedures in ICD-10-PCS
8/21/12	Accurate Coding in the ED
8/23/12	Coding for Spinal Surgical Procedures: Flowing from ICD-9 to ICD-10
9/06/12	Musculoskeletal System Coding in ICD-10-CM
9/11/12	Coding Musculoskeletal System Procedures in ICD-10-PCS
9/13/12	FY13 CMS IPPS Updates
9/20/12	FY13 Rehabilitation Coding and IRF PPS Updates
10/16/12	Genitourinary System Coding in ICD-10-CM
10/18/12	Coding Genitourinary System Procedures in ICD-10-PCS
10/23/12	Application of ICD-10-PCS Root Operations
11/06/12	Coding for Obstetrics in ICD-10-CM/PCS
11/08/12	Coding for Injuries and Poisonings in ICD-10-CM
11/15/12	2012 <i>Coding Clinic</i> Updates
12/06/12	CY13 CPT® Updates
12/11/12	Flowing from V Codes to Z Codes in ICD-10-CM
12/13/12	CY13 CMS OPPI Updates

Leadership Development and Recognition

Triumph Awards: \$15,000

These national awards are designed to recognize special individuals who have made a difference in the HIM profession. The Triumph Awards honor leadership in the HIM field, reward contributions that build our knowledge base, recognize excellence in preparing future HIM professionals, and encourage fresh talent and leadership. They are presented annually at the convention and winners are highlighted on the AHIMA web site year round.

Corporate Affiliate Program

Any interested company may become a Corporate Affiliate of AHIMA. As a Corporate Affiliate, your fee directly supports AHIMA's education, research, and leadership development activities, impacting the future of HIM.

Corporate Affiliate Fee: \$750 for 12 months

Corporate Affiliate Benefits Summary

Affiliate organizations receive access* for two representatives. Each representative will receive an access ID and the following benefits:

- Subscriptions to:
 - [Journal of AHIMA](#)

- *AHIMA Advantage*
- E-newsletters and e-alerts
- Access to:
 - AHIMA Communities of Practice (CoP)
 - AHIMA Body of Knowledge (BoK)
 - AHIMA Job Bank via Career Assist

Affiliate organizations receive the following company recognition and benefits:

- Listing as a Corporate Affiliate in:
 - Annual convention program
 - Annual convention newspaper, *AHIMA Today*
 - Convention issue of the [*Journal of AHIMA*](#)
 - [AHIMA Foundation Annual Report](#)
- AHIMA Corporate Affiliate logo next to exhibitor listing in annual convention program
- Listing as a Corporate Affiliate on the [AHIMA Foundation web site](#)
- Use of AHIMA Corporate Affiliate logo in marketing, according to AHIMA's terms of use
- 25 exhibitor priority points

*Please note that the representatives who receive Corporate Affiliate access are not members. They receive similar benefits as a member, but do not have the right to vote nor do they receive credential maintenance benefits under this program.

AHIMA Foundation Program

AHIMA Foundation, AHIMA's 501c3 affiliate foundation, offers a number of philanthropic, tax-deductible opportunities that support industry, the profession, and the creation of HIM knowledge. These opportunities include:

- Sponsored Research and Studies
- AHIMA Foundation Special Programs
- AHIMA Foundation Events at AHIMA Annual Convention and Exhibit
- Philanthropic Giving: Scholarships and Named Funds
- Educational Grants
- Professional Development: *Thought Leaders* Lecture Series

Contributions to the AHIMA Foundation are tax deductible to the extent permitted by law.

Philanthropic Giving and Sponsorship Support for the AHIMA Foundation at the Annual AHIMA Convention and Exhibit: See descriptions of AHIMA Foundation convention event sponsorship opportunities, including the silent auction, donor reception, and *Thought Leaders* Lecture Series in the Convention Opportunities section above.

Scholarship & Research

Named AHIMA Foundation Merit Scholarship: \$1,000-\$2,500 per scholarship

Donors may establish a named scholarship fund (named for the sponsoring company, or in honor or memory of an individual) that supports either undergraduate or graduate students in the health information field. Depending upon the type of scholarship you wish to support, contributions range from \$1000 to \$2500, and the named scholarship will be listed in the annual scholarship list.

Named Scholarship Funds on an Annual Basis:

- \$1,000 supports a scholarship for students earning a HIT AA degree
- \$1,200 supports a scholarship for students earning a HIA BA/BS degree
- \$2,500 supports a scholarship for students in master's degree programs

Endowed Scholarship Fund: Minimum of \$25,000

A permanent endowment fund for merit scholarships may be established for a minimum contribution of \$25,000. The Foundation provides annual scholarship grants to outstanding undergraduate and graduate students at accredited HIM programs across the country. In 2010, the AHIMA Foundation awarded 58 scholarships to students from 23 states. Funding a scholarship ensures the best and brightest students enter and advance in the HIM profession. Scholarships can be named for the sponsor company or may be in memory or honor of an individual. Sponsors can develop criteria for scholarship award recipients, such as area of study, level of educational support, geographic location, etc. Endowed scholarship supporters will be recognized annually in online and print donor and scholarship listings, as well as at the AHIMA annual convention (in particular, a special acknowledgement at the AHIMA Foundation Donor Reception).

AHIMA Foundation Research Funding Opportunities: Amount dependent on project

The AHIMA Foundation seeks to collaborate with industry leaders in HIM to support research projects and invest in thought leadership for the 21st century. Options for fund designation are available in different areas, such as:

- Unrestricted research support for grant proposal development
- Commissioned papers on innovations/late breaking news
- Quantitative and qualitative research
- National stakeholder summits
- Rapid cycle field research identifying promising practices
- *Perspectives in Health Information Management*, the Foundation's online peer reviewed journal

Benefits to corporate donors include:

- First access (early intelligence) to research results
- Exclusive webinars with researchers and the opportunity to shape the future of HIM
- Opportunities for the Foundation and its corporate donors to be better-positioned to pursue larger, longer-term grants and contracts with those in governmental, educational, non-profit, and private sectors
- Co-branding opportunities in deliverables and other public communications

For more information about philanthropic giving and supported research, and individual and charitable corporate gifts other than corporate sponsorship programs, contact:

Other Corporate Opportunities

ADVERTISING, EXHIBITS, & *The HIM MARKETPLACE*

In addition to the Corporate Partner and Sponsorship Program and the Affiliate Program, there are many other promotional options including advertising, the Prior Approvals Program, and the Exhibit at our Annual Convention and Career Center.

The HIM Marketplace: www.TheHIMMarketplace.com

The HIM Marketplace is the most comprehensive and detailed resource for identifying HIM industry service and product providers! It's the information resource that our 200,000 members and other industry professionals have asked for, and it provides a one-stop resource for the products they need. Visitors can post videos, place ads, and more.

The HIM Marketplace is also a dynamic guide that uses powerful search engine technology to continually index the content of participating supplier web sites. Users have the option of performing keyword-driven searches that mirror traditional search engines, or a category-specific search. Both methods produce the most relevant results on the web because the results service a narrow niche of Internet users.

Additionally, The HIM Marketplace incorporates a desktop search mechanism, allowing visitors to download a free application that makes the guide accessible from a computer desktop.

Sign up online or contact Multiview, Inc. at (800) 816-6710. Opportunities include web advertising, premium placements, and even video promo uploads.

Annual Convention & Exhibit

Simply put, this is the largest HIM and coding convention in the world. Combine the power of corporate affiliate status or sponsorship, The HIM Marketplace, and an exhibit at this world-class event for high impact and high yield results.

ahima.org/events/convention/exhibitors.aspx

For more information, contact:

Sarah Lawler, Exhibits Manager

sarah.lawler@ahima.org | (312) 233-1102

Advertising in AHIMA Periodicals, Newsletters and Online

Contact Network Media Partners, AHIMA's partner for advertising in the *Journal of AHIMA*, *AHIMA Advantage*, and other periodicals, as well as Buyers Guide advertising, and all online advertising.

NETWORK MEDIA PARTNERS

Jeff Rhodes

Sales Manager

Network Media Partners

11350 McCormick Road · Executive Plaza 1, Suite 900 · Hunt Valley, MD 21031

Phone: (410) 584-1940 · Fax: (410) 584-8353

Email: jrhodes@networkmediapartners.com

Brittany Sullivan

Senior Account Executive

Network Media Partners

11350 McCormick Road · Executive Plaza 1, Suite 900 · Hunt Valley, MD 21031

Phone: (410) 584-1941 · Fax: (410) 584-8482

Email: bsullivan@networkmediapartners.com