

**19th Annual HFMA Joint Northern/Southern California Fall Conference
September 13th-15th 2009 Hyatt Regency-Monterey
Sponsorship Opportunities**

| Benefit (Please Indicate Your Desired Level of Sponsorship on Reply Form Below)→ | Diamond \$5,000 (limited to 6) | Gold \$3,500 | Silver \$2,000 | Bronze \$750 |
|---|---|--|---|---|
| Recognition in Conference Brochure If payment received by April 1, 2009 | Yes | Yes | Yes | Yes |
| Special recognition throughout the conference including a special sign board and display table space for your marketing materials | Yes | Yes | Yes | Yes |
| Ability to exhibit during conference | Table Top With Full Booth Space Free 20 AMP Power Outlet. | 6 foot Table Top Exhibit with free 20 AMP Power Outlet upon request | 6 foot Table Top Exhibit | Flyers only (no attendant) |
| Sponsor slides that will be shown between sessions | 16 | 10 | 6 | 3 |
| Registrant discounts - Exhibitors who do not attend the sessions are not required to pay for registration. | 2 Free Registrants & Member Rates for all others within your organization | 1 Free Registrant & Member Rates for all others within your organization | Member Rates for all members within your organization | Member Rates for all members within your organization |
| Special Recognition on Signage for Sponsorship of Meal/Event | Sign Recognition at all Luncheons and Networking Reception | Sponsorship of a session | Signage at Reception and Registration | Signage at Reception and Registration |
| Pre-Conference Mailing List | Included | Included | \$250 | \$250 |
| Post-Conference Mailing List | Included | Included | \$250 | \$250 |
| 3 Minute Presentation at Lunch or General Session | Yes | No | No | No |
| Marketing Material added to Tote Bag | Yes | No | No | No |
| Conference web-site | Hotlink | Hotlink | Yes | Yes |
| Registrant Bonus – Golf Event –Del Monte | 1 Free Registrants for Saturday pre-conference CFO Golf Event | No | No | No |

Additional Sponsorship Opportunities:

1. Breakfast Sponsor \$3000:

- A. Sign recognition at all breakfasts
- B. 1 Free Registrant & Member Rates for all others within your organization
- C. 8 Sponsor slides that will be shown between sessions
- D. Display space for marketing materials on shared table

2. Lunch Sponsor \$3000:

- A. Sign recognition at all lunches
- B. 1 Free Registrant & Member Rates for all others within your organization
- C. 8 Sponsor slides that will be shown between sessions
- D. Display space for marketing materials on shared table

3. Music Sponsor \$3000

- A. Sign recognition at receptions with music
- B. 1 Free Registrant & Member Rates for all others within your organization
- C. 8 Sponsor slides that will be shown between sessions
- D. Display space for marketing materials on shared table

4. Speaker Sponsor \$2500

- A. Sign recognition for sponsored speaker
- B. 1 Free Registrant & Member Rates for all others within your organization
- C. 8 Sponsor slides that will be shown between sessions
- D. Display space for your marketing materials on shared table

Exhibitors are allowed 2 complimentary booth workers. Additional booth workers may be registered as such for an additional \$150 per person. Booth workers can attend sessions by registering as a full paid attendee.

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Sponsorship Benefit:

- | | | | |
|-------------|--------|---------------|--------|
| () Diamond | \$5000 | () Breakfast | \$3000 |
| () Gold | \$3500 | () Lunch | \$3000 |
| () Silver | \$2000 | () Music | \$3000 |
| () Bronze | \$750 | () Speaker | \$2500 |

Sponsorship Amount Total: \$ _____

Company _____

(Please list name of company, as you desire it to be printed in the brochure)

Company's Web Address _____

Contact person/Title _____ **E-Mail** _____

Address _____

City, State, Zip _____ **Phone** _____ **Fax** _____

Contact Person to arrange for logo: _____ **Email** _____

> Fax this form to: HFMA at (818) 362-5610 or E-Mail to: hfma-Cafallconf@aol.com

> Send your check payable to "HFMA Fall Conference" with a completed copy of this form to:

HFMA FALL CONFERENCE, c/o Victoria Morgan, P.O. Box 923035, Sylmar, CA 91392-3035

Charge \$ _____ to VISA MASTERCARD AMERICAN EXPRESS

Credit Card Number _____ CVC Number (3-Digits Printed on Front or Back Of Card) _____ Expiration Date _____

Credit Card Billing Address: Street Number _____ Zip Code _____

Print Cardholder Name _____ Signature _____

Questions? Please call: Barry K. Brown at (707) 454-2050 or email: barry@rashcurtis.com or Vickie Morgan at hfma-cafallconf@aol.com TO MAXIMIZE YOUR EXPOSURE IN ALL MAILINGS, PLEASE SEND CHECK BEFORE APRIL 1, 2009.

This application is considered a contractual commitment by the above Signer/Sponsor. No refunds or credits will be issued once signed and received by HFMA or their designated representative.

www.hfma-CAfallconf.org