



# AHIMA<sup>®</sup> 25 CONFERENCE

OCTOBER 12-14, 2025

MINNEAPOLIS

## Sponsorship Prospectus

## Levels of Support

AHIMA sponsors are integral to the success of the conference experience. That's why we've created opportunities to provide maximum value for your brand.

### VISIONARY

#### **Visionary Level Supporter**

**\$20,000+ on sponsorship spend**

- 2 tickets to the invitation-only private President's Reception
- Recognition in AHIMA25 Daily Digest email
- Acknowledgment on the AHIMA25 Mobile App
- Recognition on AHIMA25 Conference Website (logo and link)
- 4 additional full conference badges
- AHIMA Sponsor Ribbon to wear during AHIMA25 Conference
- Level Supporter Floor Sticker at Exhibit Booth
- Recognition on signage in AHIMA25 Exhibit Hall (company and booth #)
- AHIMA social media post to acknowledge your sponsorship and exhibit booth location during the conference.
- Mobile App push notification acknowledging your sponsorship and exhibit booth location.

### LEADER

#### **Leader Level Supporter**

**\$10,000+ on sponsorship spend**

- Recognition in AHIMA25 Daily Digest email
- Acknowledgment on the AHIMA25 Mobile App
- Recognition on AHIMA25 Conference Website (logo)
- 2 additional full conference badges
- AHIMA Sponsor Ribbon to wear during AHIMA25 Conference
- Level Supporter Floor Sticker at Exhibit Booth
- Recognition on signage in AHIMA25 Exhibit Hall (company and booth #)

# AHIMA<sup>25</sup> CONFERENCE

## SPONSORSHIP PROSPECTUS

### SPONSORSHIP OPPORTUNITIES

## Educational Events

### Sponsored Content Session Sponsorship \$25,000 **SOLD OUT**

Collaborate with AHIMA to develop a 45-minute educational session. A company representative will be able to introduce the session speaker. Your logo will be placed on signage outside the session, along with the conference website.

*Available Sessions:*

#### **Monday, October 13\***

11:15 a.m. - 12:05 p.m.

1:45 - 2:35 p.m.

3:35 - 4:25 p.m.

#### **Tuesday, October 14**

9:45 - 10:35 a.m.

10:50 - 11:40 a.m.

1:10 - 2:00 p.m.

2:15 - 3:05 p.m.

### Keynote Session Sponsor

**\$12,500 each / 2 available**

Keynote sessions are well attended. Your sponsorship will be acknowledged when we introduce the keynote speaker. Your logo will be placed on signage outside the general session, along with the conference website. Your logo will also be on a conference email sent to all attendees about the keynote sessions, along with social media posts.

*Available Sessions:*

#### **Monday, October 13**

8:15 - 10:15 a.m.

#### **Monday, October 13**

4:30 - 5:30 p.m.

#### **Tuesday, October 14**

8:15 - 8:45 a.m.

#### **Tuesday, October 14**

4:05 - 5:35 p.m.

### Technology Demo

**\$6,500 each**

Technology Demos are a great opportunity to showcase your company's product to attendees. Demo areas are located on the exhibit hall floor, and they are set in theater style. These are 25-minute demonstrations; you can use this time for a presentation and Q&A. Once your demo is done, attendees can head to your exhibit booth for more information. Your logo will be placed on signage, along with the conference website.

*Available Sessions (2 slots available for each time):*

#### **Monday, October 13\***

10:30 - 10:55 a.m.

12:30 - 12:55 p.m.

1:10 - 1:35 p.m.

2:45 - 3:10 p.m.

#### **Tuesday, October 14**

9:00 - 9:25 a.m.

12:00 - 12:25 p.m.

12:35 - 1:00 p.m.

3:25 - 3:40 p.m.

### AHIMA Breakout Session Sponsor

**\$3,000 for 1 standard session**

With this sponsorship, you can select one session for your company to sponsor (based on session availability). A company representative will be able to introduce the session speaker, along with a 1- to 2-minute overview of your company. Your logo will be placed on the conference website and on the signage.

### Educators Luncheon Sponsorship - Tuesday, 11:00 a.m. - 12:30 p.m.

**\$8,000 / Exclusive**

- 2 minutes to address the attendees at the beginning of the lunch
- Logo on signage in front of the meeting room
- Table tent cards on the lunch tables
- Logo and sponsorship acknowledgment on marketing materials (website, signage, and mobile app)

*\*Offerings, pricing, and session times subject to change.*



# AHIMA<sup>25</sup> CONFERENCE SPONSORSHIP PROSPECTUS

## SPONSORSHIP OPPORTUNITIES

### Brand Awareness

#### Registration Sponsor **SOLD OUT** \$13,500 / Exclusive

Become the exclusive registration sponsor and embrace the unique opportunity to welcome thousands of attendees as they arrive at registration.

*Benefits include:*

- Company logo on 4 registration counter kick panels (*alternating with AHIMA branding*)
- 4 (3ft x 2ft) Floor Clings placed around registration area (*AHIMA25 conference branding to be applied to 1ft... making cling 3ft x 3ft*)
- Stacked Cubes (36" x 36" x 36" cubes stacked 3ft high, placed within high-traffic area)

#### Wi-Fi Sponsor **SOLD OUT** \$12,000 / Exclusive

Your support allows attendees to enjoy free wireless internet. Your company name and logo will appear on onsite signage and the splash page, recognizing your support of this much-valued complimentary service.

*Benefits include:*

- Company logo on Wi-Fi signage at registration and within the exhibit hall
- Splash Page with company logo (*everyone logging onto the Wi-Fi using a device with an internet browser will see the splash page*)
- Company name incorporated into the Wi-Fi password

#### Meeting Lanyards **SOLD OUT** \$17,000 / Exclusive

Put your company's logo around the neck of all conference attendees! This opportunity to sponsor the lanyard will allow you to mobilize your logo throughout the conference and in future marketing of the AHIMA conference.

#### Conference Notebooks \$15,000 / Exclusive

Provide a place for every attendee to take notes. The notebooks will be 5 1/2" x 8 1/2" with your 1-color logo (and the AHIMA25 Conference logo). The notebooks will be placed in the conference tote bags.

#### Water Bottles \$12,000 / Exclusive

Be the one that supports the hydration of AHIMA attendees! This sponsorship provides reusable water bottles to attendees. These bottles will be given out at registration with a sign acknowledging your support of their well-being. The water bottles will have the sponsor's logo (logo only) on one side.

#### Conference Tote Bags \$10,000 / Exclusive

Put your company logo on each attendee's tote bag and make a lasting impression as attendees bring these bags home and continue to use them. These bags are given to all in-person attendees. Logo will be placed on one side of the tote bag (other side will have the AHIMA25 Conference logo) and will only appear in one color.

#### Hotel Key Cards **SOLD OUT** \$15,000 / Exclusive

Put your company's name in the hands of AHIMA25 attendees who elect to stay at the headquarter hotels in Minneapolis. The key cards will be given out at check-in and used to access hotel rooms throughout their stay, a wonderful ongoing reminder of your company and products. Your custom graphic will be on the front of the hotel key card with AHIMA25 branding on the reverse side. The price includes the production, shipping costs, and hotel fees for the key cards.

#### Branded Floor Clings 1x1 – \$7,000 (100 clings per purchase) 2x2 – \$15,000 (100 clings per purchase) 3x3 – \$30,000 (100 clings per purchase)

Make your mark—literally. Place your brand directly on the exhibit hall floor with eye-catching clings that drive visibility and create lasting impressions. Perfect for high-traffic areas, these 1x1, 2x2, or 3x3 foot clings can be placed throughout the hall to reinforce your message and draw attention to your booth. Sold in sets of 100, these clings are ideal for broad brand awareness and creative visual impact.

# AHIMA<sup>®</sup>25 CONFERENCE SPONSORSHIP PROSPECTUS

## SPONSORSHIP OPPORTUNITIES

### Brand Awareness, cont.

#### Conference Volunteer T-shirts

**\$7,500 / Exclusive** **SOLD OUT**

Conference volunteers will assist attendees throughout the convention center during the conference. They will wear your company logo on their volunteer t-shirts. There are approximately 50-75 volunteers.

#### Hand Sanitizing Stations

**\$5,000 / Exclusive** **SOLD OUT**

Increase your visibility by displaying hand sanitizer stations in five (5) highly visible locations throughout the Convention Center (outside the exhibit hall and general session). These stations will be displayed on all three days of the conference. Each station will have a 22" x 28" sign indicating your sponsorship to attendees.

#### Charging Towers

**\$5,000 / 1 available**

**SOLD OUT**

Your company's custom branding will be on all sides of the charging tower, along with the AHIMA25 conference logo located in the foyer area of the General Session and exhibit hall, as attendees power back up during the conference. There will be outlets on all sides (regular and USB).

#### Premier Membership Lounge

**\$8,000 / Exclusive**

Premier members are a level of AHIMA members. About 40% of AHIMA25 registrations include premier members. They pay a higher level for additional perks but have the same title set as the rest of the attendees.

- Logo on signage in and around the lounge
- Opportunity to have one company representative in the lounge to network with premier members
- Maximum of 2 collateral or promo items available in the lounge

## Digital Advertising

#### Attendee Conference Registration Confirmation Email Banner Ad

**\$7,500 / Exclusive**

Be the first to welcome attendees to the AHIMA25 Conference as the exclusive registration sponsor! Your sponsorship includes a custom email banner ad on all confirmation emails sent to attendees. Don't miss this opportunity! Registration will open in May 2025.

##### *Benefits Include:*

- Reaches approximately 3,000 registrants (not used for exhibitor registrations)
- Sent to attendees upon completion of their conference registration
- The image placement includes one hyperlink
- Click tracking report will be provided post-conference

#### AHIMA25 Digital Sponsorship Package

**\$2,500 / 3 available**

- Logo / banner in the Daily Digest newsletter and interview in booth and streamed to AHIMA Facebook page.
- Banner ad included in AHIMA25 Daily Digest Newsletter.
- 60-sec Promo Video: AHIMA will conduct in-booth interview with sponsor, featuring sponsor product or service; video file provided to sponsor post-conference.



SPONSORSHIP OPPORTUNITIES

## Mobile App Advertising

Attendees will use this conference app to access the schedule, session descriptions, and speaker bios.

### **Conference App Splash Screen** **\$5,000 / Exclusive** **SOLD OUT**

Gain valuable exposure for your brand when sponsoring the conference app Splash Page. Your custom graphic sponsor splash ad appears each time the event app launches. The sponsor splash screen is a static full-page image.

### **Push Notifications** **\$750 / 3 available per day**

Send out a text alert through the AHIMA25 mobile app. With 200 characters, you can remind attendees to stop by your booth, attend your Technology Demo or attend your sponsored Breakout Session. Push Notifications are available on Sunday, Monday, and Tuesday of the conference.

### **Banner Ad – Exhibitor Directory** **\$2,000 / Exclusive**

Place your custom banner and advertise on the exhibitor directory section of the conference app. The advertisement can be hyperlinked to your website, online exhibitor resource center, or any other URL.

### **Banner Ad – Schedule Page** **\$2,000 / Exclusive**

Place your custom banner and advertise on the browse-by-selection section of the conference app. The advertisement can be hyperlinked to your website, online exhibitor resource center or any other URL.

### **Banner Ad – Attendee Page** **\$2,000 / Exclusive**

Place your custom banner and advertise on the attendee section of the conference app. The advertisement can be hyperlinked to your website, online exhibitor resource center, or any other URL.

## Daily Digest Emails

Highlight your company in daily emails shared with AHIMA25 attendees, speakers, and supporters during the conference. Attendees receive a daily email each morning of the conference. Emails sent on Sunday, October 12; Monday, October 13; and Tuesday, October 14.

### **Sponsor Spotlight** **\$2,500 each / 1 per day**

Sponsor to provide header text, 25-word description, company logo, and link.

### **Leaderboard Banner Ad** **\$1,000 each / 1 per day**

Sponsor to provide leaderboard banner ad (728 x 90) and link.

### **Sponsored Editorial Content** **\$2,000 each / 2 per day**

Sponsor to provide header text, link to content (subject to AHIMA approval) and 25-word description to display with content.

### **Video Message** **\$1,850 each / 1 per day**

Sponsor to provide header text, link to video hosted on company website/platform (video subject to AHIMA approval), and 25-word description to display with content.

# AHIMA<sup>25</sup> CONFERENCE

## SPONSORSHIP PROSPECTUS

### SPONSORSHIP OPPORTUNITIES

## Conference Website

### Navigation Ad \$5,000 / Exclusive **SOLD OUT**

Your custom ad (and link) on the conference platform. Appearing under the navigation buttons, your branded ad will be visible to all attendees—regardless of the screen they are using. The advertisement can be hyperlinked to your website, online exhibitor resource center, or any other URL.

### Home Page Tile Ad \$3,000 / 2 available

Place a custom ad on the homepage of the event website. Be seen among high-level content on the most highly trafficked and visible web page related to the conference. The advertisement can be hyperlinked to your website, online exhibitor resource center, or any other URL.

## Print Advertising

### Meter Board Advertising \$2,500 / 5 available

Your branding has a captive audience as attendees make their way around the conference and see your custom double-sided graphic, along with AHIMA branding on a 3' wide x 88" high sign. The price includes printing, installation, and removal of the signage.

### Tote Bag Product Insert \$2,500 / 3 available

Take your sample product right to the attendees. Product samples must be no larger than 7" x 7" and must be pre-approved by AHIMA. You may attach a flyer to the product that is no larger than the product itself.

### Tote Bag Insert \$1,500 / 5 available

Send your message to all AHIMA attendees (3,000 in 2024) by placing your company flyer in each conference tote bag. Flyers must be 8.5" x 11" and folded no more than 1x. Don't delay in choosing this sponsorship!



# AHIMA<sup>25</sup> CONFERENCE SPONSORSHIP PROSPECTUS

## SPONSORSHIP OPPORTUNITIES

### Events

#### **NEW Conference Sponsorship Opportunity: HI Professionals Appreciation Program!**

Actions speak louder than words! To show our support for you, our valued sponsors, we've designed a NEW conference sponsorship program so you can show your valued customers just how much you appreciate them! With our **NEW HI Professionals Appreciation Program**, we're offering special pricing on AHIMA25 full-conference registration packages, listed below, to make it easy for you to invite your guests to AHIMA25!

Take advantage of the HI Professionals Appreciation Program before July 9, 2025, and enjoy even more savings!

- **Pricing if purchased on or before July 9, 2025:**
  - 5 registrations: List price \$4,725 / Vendor pays \$3,500
  - 10 registrations: List price \$9,450 / Vendor pays \$7,000
- **Pricing if purchased after July 9, 2025:**
  - 5 registrations: List price \$5,225 / Vendor pays \$3,900
  - 10 registrations: List price \$10,450 / Vendor pays \$7,750

#### **As an HI Professionals Appreciation Program sponsor, you'll receive:**

- Recognition in conference break slides and the conference Mobile App
- An in-booth photo opportunity with your HI guests
- Recognition in a pre-conference social media post

**Hurry - inventory is limited.**

**Place your order today!**

For questions, contact Sabrina Bracken  
[Sabrina.Bracken@spargoinc.com](mailto:Sabrina.Bracken@spargoinc.com)

#### **AHIMA25 Welcome Reception \$15,000 / Exclusive**

Join us as a sponsor of the Welcome Reception, which will be held on Sunday, October 12 from 5:15 - 7:15 p.m. in the exhibit hall. This opening event is always a popular place for attendees to meet and greet as they visit with exhibitors.

##### *Benefits include:*

- Two (2) 22" x 28" signs placed at the event recognizing sponsorship
- Table-top signage at the bar and food stations during the reception
- Custom-branded napkins with company logo
- Logo and sponsorship acknowledgment on marketing materials (website, signage, and mobile app)

#### **Closing Reception \$25,000 / Exclusive**

This end-of-conference reception is held on Tuesday, October 14 from 6:00 - 8:00 p.m. All conference participants including attendees, speakers, exhibitors, and sponsors are invited to network and celebrate a successful conference!

##### *Benefits include:*

- Brief welcome introduction at the start of the reception
- Four (4) 22" x 28" signs placed at the event recognizing sponsorship
- Table-top signage at the bar and food stations during the reception
- Custom-branded napkins with company logo
- Logo and sponsorship acknowledgment on marketing materials (website, signage, and Mobile App)



## Events, cont.

### Meet-Up Hub

**\$3,500 / 1 available**

The Meet-Up Hub is located on the exhibit hall floor and will be used throughout the conference (3 days) for AHIMA special interest group meet-ups. This is your opportunity to have your company name and brand on and above the Meet-Up Hub.

### Lunch in the Exhibit Hall

**\$15,000 each / 2 available**

ALL attendees can see your logo and custom graphics during lunch in the exhibit hall. As a conference lunch sponsor, your company's name, logo, and custom advertising graphics will appear throughout the designated lunch areas. Lunches are provided on Monday, October 13 and Tuesday, October 14.

#### *Benefits include:*

- Four (4) 22" x 28" signs in the lunch area acknowledging your support with your company logo
- Table tent cards on the lunch tables acknowledging your support with your company logo
- Push Notification recognizing your sponsorship
- Logo and sponsorship acknowledgment on marketing materials (website, signage, and Mobile App)



### Breakfast in the Exhibit Hall

**\$12,000 each / 2 available**

ALL attendees can see your logo and custom graphics during breakfast in the exhibit hall. As a conference breakfast sponsor, your company's name, logo, and custom advertising graphics will appear throughout the designated lunch areas. Breakfast is provided on Monday, October 13, and Tuesday, October 14.

#### *Benefits include:*

- Four (4) 22" x 28" signs in the breakfast area acknowledging your support with your company logo
- Table tent cards on the breakfast tables acknowledging your support with your company logo
- Push Notification recognizing your sponsorship
- Logo and sponsorship acknowledgment on marketing materials (website, signage, and Mobile App)

### Professional Headshot Station

**\$7,500 / Exclusive**

The headshot lounge allows attendees to have professional portraits taken by our photographer free of charge while at AHIMA25! As the exclusive sponsor of this area, your company will receive full recognition for allowing attendees to walk away from AHIMA25 with a new professional headshot.



## Events, cont.

### **Morning and Afternoon Beverage Breaks**

**\$6,000 each / 4 available**

Get your brand in front of attendees during a beverage break on the exhibit hall floor.

*Benefits include:*

- Two (2) 22" x 28" signs in the break area acknowledging your support with your company logo
- Push Notification recognizing your coffee break sponsorship
- Logo and sponsorship acknowledgment on marketing materials (website, signage, and mobile app)

*Available breaks:*

- Monday, October 13 Morning Break in the Exhibit Hall
- Monday, October 13 Afternoon Break in Exhibit Hall
- Tuesday, October 14 Morning Break in the Exhibit Hall
- Tuesday, October 14 Afternoon Break in Exhibit Hall

### **In-Conjunction With (ICW) Meeting Rooms**

**Up to 50 people - \$850 per day**

**51 people and up - \$1,500 per day**

**College/University - \$600 per day**

Reserve space for your workshop, seminar, or other meetings. Reach attendees with events in your style and format. Host a breakfast meeting for select clients or conduct a focus group—whatever makes sense for your goals. We will assign an appropriate meeting room based on your needs. Audiovisual, food and beverage, and specialty furniture requirements are additional and must be arranged separately with the appropriate vendor.



#### **FOR MORE INFORMATION OR TO SECURE YOUR SPONSORSHIP OPPORTUNITY CONTACT:**

**Sabrina Bracken**

Senior Sales Manager

571.207.8392 (direct)

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