



October 5 - 7, 2026

Sheraton New Orleans Hotel



healthmanagement.com

SPONSOR PROSPECTUS

HMA

2026

Fall Conference

Welcome & Overview

Join us for HMA's 9th Annual Conference, October 5-7, 2026, in New Orleans, Louisiana. This exciting and unique atmosphere is a perfect place to continue HMA's tradition of building cross-sector collaborations that are critical for advancing solutions to our healthcare system's most persistent as well as emergent challenges.

In 2026, we are introducing several new sponsorship packages to help you get maximum exposure of your brand and offerings before, during, and after the event. We are also expanding complimentary registration and offering new opportunities to help inform the content in our breakout sessions.

We will begin our promotional efforts in Spring 2026. Securing your sponsorship early will ensure you benefit from the full cycle of promotional emails and other forms of marketing. If you are interested in sponsorship of the HMA Conference, please contact Sponsorship@stateofreform.com.



HMA Fall Conference
October 5 - 7, 2026
Sheraton New Orleans Hotel



Event Highlights

- + Plenary sessions with insightful industry leaders and federal and state level policymakers
- + Breakout sessions with experts knowledgeable about the latest trends and practices in publicly funded programs
- + Strategic networking events that foster collaboration and partnerships
- + Social gatherings that provide a relaxed environment to connect with peers and potential clients

ABOUT HMA

HMA is a leading independent national research and consulting firm in the healthcare industry. Founded in 1985, HMA has a comprehensive and experienced team of healthcare and human services experts — we are well connected and deeply informed, exceptionally strategic, thorough, and collaborative. Our ever-expanding team of expert consultants is committed to helping clients find solutions to the most complex healthcare and human services challenges. With offices in more than 30 locations across the country, our expertise, services, and team are always within client reach.



2026 Conference **High Level Topics**

Navigating and
integrating AI into
healthcare

Evaluating new
program and
demonstration
opportunities

Designing and
optimizing benefit
packages

Navigating
payment reforms
in publicly financed
programs

Sustainability and
profitability in rural
health care

Modernizing
our health data
infrastructure

Improving access
to behavioral
healthcare

Addressing
the continuum
of needs for
substance use
disorders

Providing
healthcare to
justice-involved
populations

and more...



2025 REGISTRANT TITLES

MEET OUR AUDIENCE

- + Federal government officials and representatives from health and health adjacent agencies
- + State and local government and agency officials
- + C-suite leaders from hospitals, health systems, clinics, provider practices, and provider-enablement organizations
- + Corporate decision makers from health insurance, device, life sciences, and other business involved in the healthcare industry
- + Industry associations
- + Investors
- + Research professionals and policy makers
- + Community-based organizations
- + Anyone invested in the overall healthcare system

25.4% CEO, Chairman, Executive Director, Founder, President, Director, etc.

25.4% Business Development, Growth, Sales, Marketing Strategy, etc.

9.6% CMO, LTSS, Public Health, Behavioral Health, Practice, etc.

3.2% CTO, IT, & Systems Administrators

9.3% Chief Policy Officer, Program Officer

4.2% Chief Financial Officer, Revenue, Finance, Actuary

10% Government, Relations, & Advocacy

5.5% Operations

7.4% Other



2026 ATTENDEE BREAKDOWN

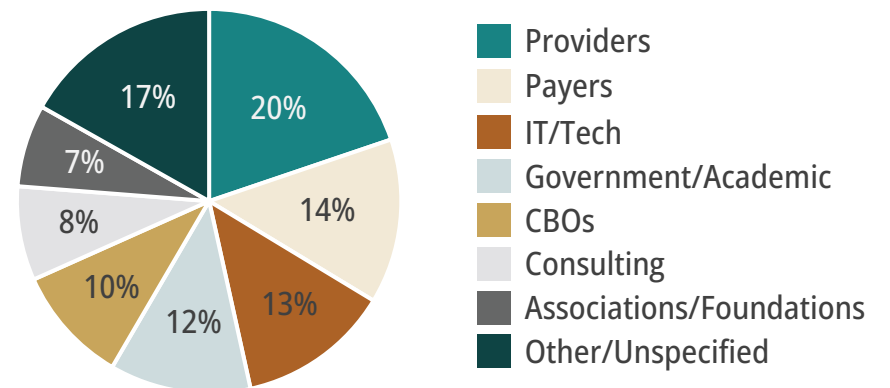
50+

Speakers

350+

Attendees

2025 ATTENDEE BREAKDOWN



Sponsorship Opportunities

Sponsor Levels + Additional Packages

For Sponsorship questions, please
contact sponsorship@stateofreform.com



Welcome Reception Sponsor

\$30,000

One Available

Package includes:

- + **6 complimentary conference registrations**
- + 6 discounted conference registrations at 25% off the general price
- + 2 Seats at a VIP dinner, one for you and one for your client
- + Sponsored article in the HMA Weekly Roundup, reaching our 22,000+ readership
- + Company logo on all Welcome Reception signage
- + Logo placement on the conference website, in marketing emails, and in the HMA Weekly Roundup
- + Company logo, description, and website link included in the conference app
- + Company push notification via the conference app
- + Social media posts
- + Pre- and post-attendee list provided, including names, companies, and email addresses
- + Full-page ad in the printed program



Wi-Fi Sponsor

\$25,000

One Available

Package includes:

- + **6 complimentary conference registrations**
- + 6 discounted conference registrations at 25% off the general price
- + 2 Seats at a VIP dinner, one for you and one for your client
- + Sponsored article in the HMA Weekly Roundup, reaching our 22,000+ readership
- + Company name in the conference's Wi-Fi password
- + Company logo on all Wi-Fi signage and materials that include Wi-Fi login instructions
- + Logo placement on conference signage, the conference website, in marketing emails, and in the HMA Weekly Roundup
- + Company logo, description, and website link included in the conference app
- + Company push notification via the conference app
- + Social media posts
- + Pre- and post-attendee list provided, including names, companies, and email addresses
- + Full-page ad in the printed program



Diamond Sponsor
\$20,000

Limited Number Available

Package includes:

- + **6 complimentary conference registrations**
- + 6 discounted conference registrations at 25% off the general price
- + 1 Seat at a VIP dinner
- + Guaranteed speaker on one breakout session panel
- + Logo placement on the conference website, in marketing emails, on conference signage, and in the the printed program
- + Company logo, description, and website link included in the conference app
- + Company push notification via the conference app
- + Social media post
- + Pre- and post-attendee list provided, including names, companies, and email addresses
- + Full-page ad in the printed program
- + Exhibitor table **optional**
- + Promotional item giveaway



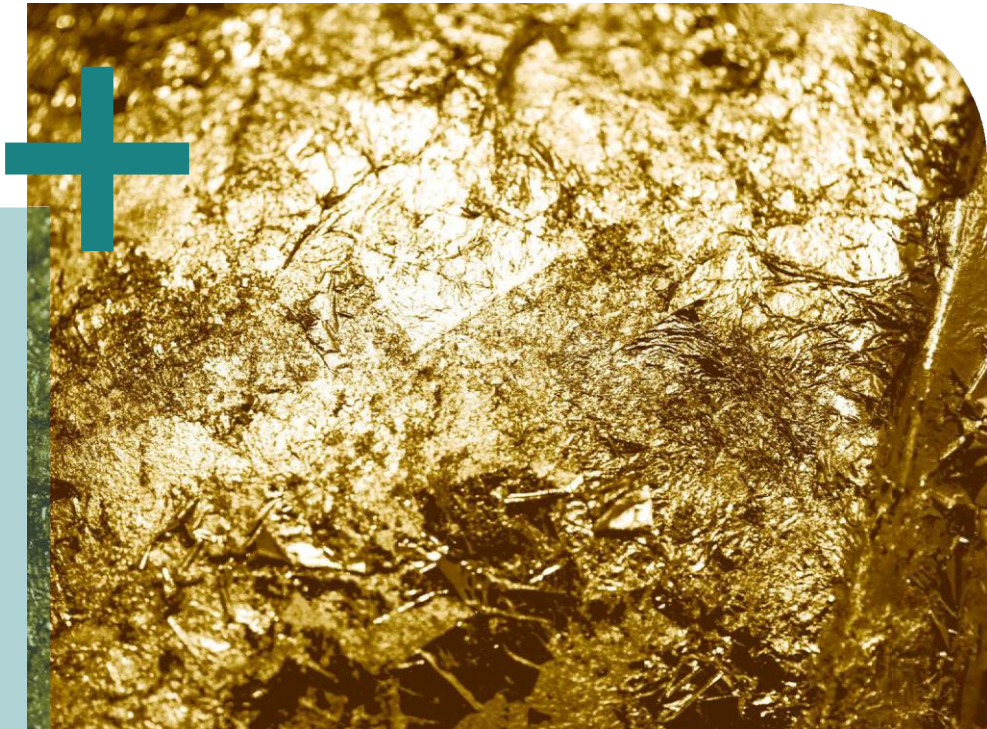
Platinum Sponsor

\$15,000

Limited Number Available

Package includes:

- + **5 complimentary conference registrations**
- + 5 discounted conference registrations at 25% off the general price
- + Guaranteed speaker on one breakout session panel
- + Logo placement on the conference website, in marketing emails, on conference signage, and in the printed program
- + Company logo, description, and website link included in the conference app
- + Company push notification via the conference app
- + Social media post
- + Pre- and post-attendee list provided, including names, companies, and email addresses
- + Half-page ad in the printed program
- + Exhibitor table **optional**



Gold Sponsor

\$10,000

Limited Number Available

Package includes:

- + **5 complimentary conference registrations**
- + 5 discounted conference registrations at 25% off the general price
- + Logo placement on the conference website, in marketing emails, on conference signage, and in the printed program
- + Company logo, description, and website link included in the conference app
- + Social media post
- + Half-page ad in the printed program
- + Exhibitor table **optional**



Bronze Sponsor

\$5,000

Package includes:

- + **2 complimentary conference registrations**
- + 2 discounted conference registrations at 25% off the general price
- + Logo placement on the conference website, in marketing emails, on conference signage, and in the printed program
- + Company logo, description, and website link included in the conference app

COMPARE OUR SPONSOR PACKAGES

	Welcome Reception Sponsor \$30,000	Wi-Fi Sponsor \$25,000	Diamond Sponsor \$20,000	Platinum Sponsor \$15,000	Gold Sponsor \$10,000	Bronze Sponsor \$5,000
Complimentary conference registrations	+	+	+	+	+	+
Discounted conference registrations	+	+	+	+	+	+
VIP Dinner Seats	+	+	+			
Sponsored article in the HMA Weekly Roundup	+	+				
Company logo on all Welcome Reception signage	+					
Company logo on Wi-Fi signage & related materials		+				
Company logo & info in marketing materials	+	+	+	+	+	+
Social media posts	+	+	+	+	+	+
Company logo & descriptions in the conference app	+	+	+	+	+	+
Push notification via the conference app	+	+	+	+		
Promotional item giveaway	+	+	+	+	+	+
Exhibitor table *optional*	+	+	+	+	+	
Pre- & post-conference attendee list	+	+	+	+		
Advertisements in the printed program	Full Page	Full Page	Full Page	Half Page	Half Page	



Exhibitor Sponsor

\$7,500

2 complimentary conference registrations

2 discounted conference registrations at 25% off the general price

Exhibitor table

Logo placement on the conference website, in marketing emails, on conference signage, and in the printed program

Company logo, description, and website link included in the conference app

Professional Association Sponsor

\$5,000

Limited Number Available

2 complimentary conference registrations

1 seat at a VIP Dinner

Guaranteed speaker on one panel

Logo placement on the conference website, in marketing emails, and in the printed program

Social media post

Company logo, description and website link included in the conference app

Breakfast or Lunch Sponsor

\$7,500
- o r -
\$10,000

3 complimentary conference registrations

Logo placement on the conference website, in marketing emails, and in the printed program

Social media post

Logo featured on the breakfast's on-site sign

Company logo, description, and website link included in the conference app

Scholarship Sponsor

Price Dependent on Number of Scholarships

Complimentary registration for individuals of your choice who may not otherwise have the opportunity to attend

Company name featured prominently on the nametags of scholarship recipients
if requested

A designated table reserved for these recipients during the event **if requested**

A LA CARTE SPONSORSHIP

We proudly present a comprehensive suite of à la carte sponsorship opportunities designed to significantly enhance your visibility and engagement at our 2026 Conference that include any of the following benefits:

- + Complimentary and discounted registrations
- + Custom-branded lanyards
- + Customized giveaways for conference attendees
- + Sponsored lounge for working at the conference
- + Opportunities to participate in expert panels
- + Promotional visibility on our conference website
- + Recognition on social media platforms
- + Exhibitor tables to display your services
- + Your logo featured in the printed program
- + Advertisements within the printed program
- + Other opportunities including a selfie station, specialty coffee station, and/or sponsored breaks *TBD*



HIMA

conference.healthmanagement.com →