



**hfma**

HEALTHCARE FINANCIAL  
MANAGEMENT ASSOCIATION

**20  
26**

**Sponsorship  
and Partnership  
Prospectus**

A reach of over  
7,000 professionals  
nationwide

# Why partner with HFMA?

The Healthcare Financial Management Association (HFMA) is the leading body for finance professionals in healthcare.

HFMA events provide sponsors with unmatched access to key decision-makers, including CFOs, Directors of Finance, and senior healthcare executives.

Our conferences bring together thought leaders to drive the future of healthcare finance, offering partners the opportunity to network, showcase expertise, and connect with healthcare finance leaders.

With a reach of over 7,000 professionals nationwide, sponsorship with HFMA ensures visibility, engagement, and industry leadership.

# 2026 events

**Four key  
opportunities  
to engage** →

**22-23  
SEPTEMBER**

## **South Australian Conference**

Hotel Grand Chancellor, Adelaide

**7-8  
OCTOBER**

## **New South Wales Conference**

Hilton, Sydney

**29-30  
OCTOBER**

## **National Conference (Queensland)**

Brisbane Showgrounds (Royal ICC), Brisbane

**18-19  
NOVEMBER**

## **Victorian Conference**

Pullman on the Park (Wellington Pde), East Melbourne



Each conference attracts 200–500 delegates, featuring keynote speakers, panel discussions, networking opportunities, and exhibition spaces.

# Sponsorship Packages

## Sponsorship Options

**National** National Conference

**State** State Conference

### Executive Sponsor

**\$19,000 + GST**

**National**

#### Premium exhibition space (3m x 2m booth)

Full attendee list, prime location, spot lights, one general use power point, fascia signage with company name.

Concurrent session speaking opportunity\*. Tickets x 4 to conference sessions, morning and afternoon tea, lunch and networking cocktail reception. Post event marketing.

### Platinum Sponsor

**\$15,500 + GST**

**National**

#### Exhibition booth (2m x 2m booth)

Full attendee list, spot lights, one general use power point, fascia signage with company name.

Concurrent session speaking opportunity\*. Tickets x 3 to conference sessions, morning and afternoon tea, lunch and networking cocktail reception. Post event marketing.

### Exhibitor

**\$7,700 + GST**

**National**

**State**

#### Trestle table exhibition space

Full attendee list, tickets x 2 to conference sessions, morning and afternoon tea, lunch and networking cocktail reception.

### Coffee Cart Sponsor

**\$5,000 + GST**  
(2 available)

**National**

#### Coffee cart available during all breaks over two days

Full attendee list, prime location, signage on coffee cart, ticket x 1 to conference sessions, morning and afternoon tea, lunch and networking cocktail reception. Post event marketing.

\*Subject to chapter review and approval.

## All sponsorship options include:

- Website and social media acknowledgment.
- Logo in event marketing and program.
- Delegate list for post-event engagement.

# Corporate Partnership Opportunities

For organisations looking for year-round engagement, HFMA offers tailored corporate partnerships. These allow for customised involvement across multiple events and ongoing exposure to HFMA's extensive network.

## Benefits of Corporate Partnership



### Brand Visibility

Reach over 7,000 industry professionals.



### Networking

Invitations to exclusive HFMA board and industry events.



### Executive Access

Connect with CFOs and finance leaders.



### Multi-Event Sponsorship

Presence at multiple HFMA conferences.



### Speaking and Content Opportunities

Share expertise through webinars, panels, Special Interest Groups and HFMA publications.



If you would like to become a corporate partner please contact [janelle.laurie@hfma.org.au](mailto:janelle.laurie@hfma.org.au)

WHAT WE DO

SEARCHING

SEARCHING

SCAN  
HERE

\$250  
Vo

# Partner with HFMA in 2026

Elevate your brand in the healthcare finance sector.

With tailored sponsorship and corporate partnership options, we are committed to ensuring that your engagement delivers tangible value.

**Contact us today  
to discuss your sponsorship  
or partnership opportunity.**

Email: [janelle.laurie@hfma.org.au](mailto:janelle.laurie@hfma.org.au)

Phone: 03 5441 7800

Website: [www.hfma.org.au](http://www.hfma.org.au)