



DESIGNING FOR HEALTHY HABITS AND BETTER OUTCOMES

October 16-18, 2019 | Seaport World Trade Center | Boston, MA

CONNECTED HEALTH CONFERENCE

**2019 EXHIBITOR/
SPONSOR PROSPECTUS**



**Personal Connected
Health Alliance**

A HIMSS Innovation Company



3 Day Thought Leadership Conference, Network and Cultivate Business Opportunities to Advance Connected Health

ABOUT CONNECTED HEALTH CONFERENCE

CHC is the global platform for provocative and forward-thinking discussion, partnering, and real-world perspectives on the digital transformation of health. In 2019, join us again in Boston, the hub of health and innovation, world-renowned medical and academic institutions, technology development, and investment in digital health. We look forward to convening a diverse audience of innovators from across healthcare, health IT, public policy, consumer technology, research, the investment community and academia.

THEME

Designing for Healthy Habits & Better Outcomes

The technology, data and drivers are in place to support a major shift in human health and wellness through connected health technologies.

Explore the impact of digital care re-design through compelling sessions focused on 'retailing' of health, patient personalization and engagement, clinician wellbeing, data, UX design, privacy and security, and much more.

WHAT'S NEW IN 2019?

CHC19 is designed to optimize networking and partnering, and we've amped up those opportunities in 2019:

New sponsorship opportunities designed to deliver high-value interactions.

New exhibit floor format showcasing the latest global developments and innovations, and offering new spaces for networking and meetings.

Dynamic content deliverables including TED-style keynotes, interactive panels, debates, interviews, immersive deep-dive sessions, and product demos.

Curated networking opportunities to encourage connections with key opinions leaders and potential partners.

2019 TOPIC AREAS

CHC19 covers the spectrum of technology-enabled, person-centered care – from prevention to wellness and chronic disease management – with a focus on new evidence and approaches in connected health.

- Consumerization & the 'Retailing' of Health
- Data & Decisions
- Behavior Change
- Inclusivity in Digital Health
- Policy & Regulation
- Digital Health Across the Lifespan
- Value-based care



EVENT ORGANIZERS



Personal Connected Health Alliance is a HIMSS Innovation Company working to advance patient/consumer-centered health, wellness and disease prevention and the transformation of healthcare through the use of personal health technologies.

PCHAlliance is impacting the healthcare market by:

- Convening market leaders, innovators and policy makers to solve tomorrow's healthcare challenges
- Accelerating technical, business, policy and social strategies necessary to advance personal connected health
- Building a vibrant ecosystem of technology and life sciences companies, governments, academic institutions, and associations from around the world
- Publishing and promoting adoption of the Continua Design Guidelines, which standardize personal health data into medical-grade information for integration into electronic health records and analysis to drive health insights

pchalliance.org



HIMSS is a global advisor and thought leader supporting the transformation of health through the application of information and technology. As a mission driven non-profit, HIMSS provides thought leadership, community building, public policy, professional/workforce development and engaging events to bring forward the voice of our members. HIMSS innovation companies offer a unique breadth and depth of expertise and capabilities to support healthcare systems and market suppliers.

himss.org

ORGANIZING PARTNER



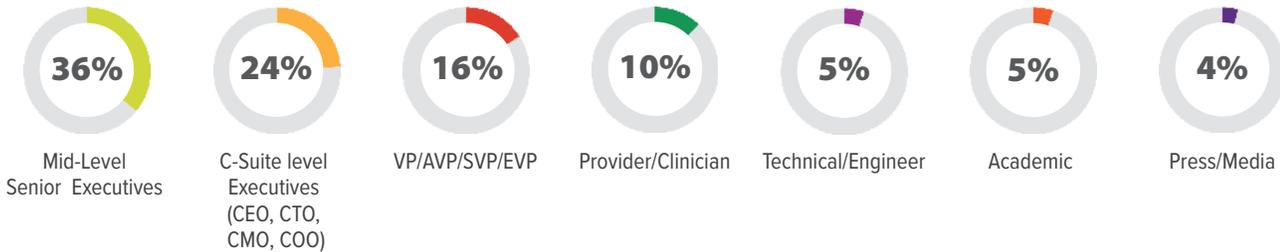
Partners Connected Health is a leading force in leveraging information technology – mobile phones, tablets, wearables, sensors, and remote health monitoring tools – to deliver quality patient care outside of traditional medical settings. Its programs are also helping providers and patients better manage chronic conditions, maintain health and wellness, and improve adherence, engagement and clinical outcomes. Partners Connected Health, fully integrated in the Partners HealthCare network, is affiliated with Harvard Medical School teaching hospitals, including Brigham and Women's Hospital and Massachusetts General Hospital in Boston.

connectedhealth.partners.org

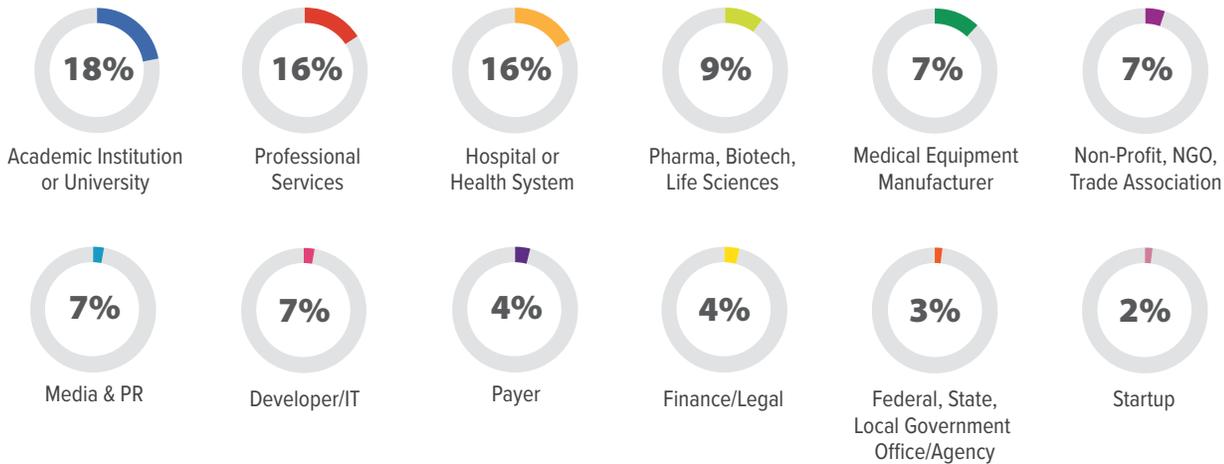
Come to CHC to find partners like you, who are making change now

With deep roots in industry, government, academia and healthcare delivery, CHC's attendees and speakers represent influence, insight, and innovation in every corner of the field.

Job Function



Company Main Activity



PAST SPONSORS



PRIMARY PACKAGES	Partnering (1)	Premier (2)	Elite (6)	Signature (10)
Non-Member/Member	\$100K	\$80K/\$75K	\$55K/\$50K	\$30K/\$25K
THOUGHT LEADERSHIP				
Focus Group	●			
White Paper promotion (via social media and email deployment post-event)	●			
Customizable Sponsored Content Session	●	●		
Panel Slot within General Attendee Breakout Program	2	1	1	
Exhibit Floor Stage Presentation	●	●	●	●
Innovation Zone Stage Presentation	●	●		
Meet the Expert Session	●	●	●	
Thought leadership blog series on conference website (amplified via social media)	●	●	●	●
KEY ATTENDEE INTERACTIONS				
Number of Sponsor Tables in Meeting Zone	3	2	1	
Complimentary Conference Client Badges	10	5	3	
BRAND REACH				
RECOGNITION & LISTING: WEBSITE, MOBILE APP & PROGRAM GUIDE <ul style="list-style-type: none"> Company Logo with link to site of your choosing 100-word Company Description (1 company logo, URL and description allowed per sponsor) 	●	●	●	●
Social Media Promotion	●			
Ad placement in Program Guide	Full Page	Full Page	Half Page	Half Page
Email Deployment to Registrant List	●	●		
\$200 off Discount Code	●	●	●	
CONFERENCE PRESENCE				
Innovation Zone Exhibit Vignette	●			
Exhibit Floor Booth - 10x10 Booth	●	●	●	●
Sponsor Conference Badges	30	20	10	5
Dedicated Meeting Room	●	●		
Company Video posted on CHC website and onsite video wall	●	●		
VIP Dinner Invites (Wednesday, October 16th)	3	2	1	
LEADS				
ATTENDEE LIST <ul style="list-style-type: none"> Includes (Name, Title, Organization, Email) Opt-in list only (in adherence with GDPR) List will be provided 96 hrs. after the event 	●	●		

INNOVATION ZONE

The Innovation Zone is a curated area of the exhibit floor showcasing unique collaborations and initiatives in connected health, with content exclusively dedicated to thought leadership and advancing the innovation economy in connected health.

10x15 **\$15,000** PCHAlliance Member
\$17,500 Non-Member



OPEN EXHIBIT SPACE

PCHAlliance Member **\$24/sq. ft.**

Non-Member **\$26/sq. ft.**

Open exhibit space is available in a variety of sizes starting with 10' x 10' (100 sq. ft.)

Each 100 sq. ft. space includes:

- Two (2) Exhibitor Registrations for first 100 sq. ft.
(one (1) additional pass for each additional 100 sq. ft.)



HEALTH & WELLNESS SHOWCASE

This showcase will feature consumer-driven products that empower the individual to take control over their health and overall wellness

\$5,500 PCHAlliance Member

\$6,000 Non-Member

Each Pre-Configured Kiosk Includes:

- Turnkey Kiosk and two stools
- Standard electrical (5 amps)
- Logo and graphics on kiosk
- Two (2) Exhibitor Registrations



NETWORKING

Health & Fitness Showcase Sponsor (1)	\$30,000
Digital Research Poster Exhibit (1)	\$20,000
Media Center (1)	\$10,000

PRODUCTS

Attendee Tote Bags	\$20,000
Lanyards	\$15,000
Mobile App	\$15,000
Exhibit Floor Networking Lounge	\$8,000
Recharge Station	\$2,500

ADVERTISING

Program Guide: 2 Page spread	\$4,000
Program Guide: Full Page	\$2,000
Program Guide: Half Page	\$1,250
On-Site Signage:	\$1K-\$10K*

* Various options available. Contact Paul Samargedlis for details.

MOBILE APP SPONSORSHIP – \$5,000 to \$15,000

Don't miss the opportunity to be at the epicenter of the mobile experience as attendees leverage the mobile app to navigate the conference. Build brand awareness, drive traffic to your exhibit or presentation and connect one-on-one with attendees. One Premier and three Support sponsorships are available. Packages include:

	PREMIER \$15,000	SUPPORT \$5,000
Full screen interstitial ad	●	
Sidebar menu logo	●	
In app banner ad	●	●
One daily announcement sent to users' inboxes	●	●
One push notification sent during the conference	●	●
Direct messaging with attendees	●	●
Post-conference digital retargeting banner campaign	●	●
Report & Insights	●	●

REACH AN EXTENDED AUDIENCE THROUGH CONNECTED HEALTH CONFERENCE MEDIA SPONSORSHIPS

To maximize the impact the conference delivers to the healthcare industry, HIMSS is bringing the content to a broad audience through extensive HIMSS TV, Healthcare IT News and MobiHealthNews coverage of the conference. As part of the coverage, we are offering sponsorship opportunities that will help maximize the value of your conference investment and extend your reach to the 350K+ healthcare decision-makers and influencers who actively engage with HIMSS around topics covered in detail during the Connected Health Conference.

HIMSS TV Sponsorships

HIMSS TV will be on-site delivering video content from the conference to the HIMSS audience. Don't miss the chance to reach this broader audience with your thought leadership and brand message. Sponsorship packages are listed below. Inventory is limited to 1 Gold, 2 Silver and 5 Bronze packages:

	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000
Exclusive interview with SME conducted by HIMSS editor and filmed on-site*	●	●	●
Syndication on HIMSS.TV, YouTube and in one or more HIMSS Newsletters	●	●	●
Distribution through a dedicated email to the HIMSS audience that engages around the topic	●	●	●
Copy of the final edited video and use rights	●	●	●
Post-event social media amplification	●	●	
Video pre-roll advertising on all HIMSS TV videos from the event	●		

*Video may be filmed elsewhere for an additional fee

IN FOCUS SERIES SPONSORSHIP – \$20,000 to \$52,500

The Connected Health Conference In Focus Series provides an engaging thematic retrospective of the best content from the conference around four key topics: The “Retailing” of the Health Consumer, D2: Data & Decisions, Behavioral Health Strategies and Connecting across the Lifespan. Limit one sponsor per topic, choose from one of four packages:

	PLATINUM \$52,500	GOLD \$37,500	SILVER \$35,000	BRONZE \$20,000
Video Gallery: Sponsorship of topic-focused video gallery curated from videos filmed at the conference; inclusion of client video in video gallery	●	●	●	●
Executive Brief: Sponsorship of 4-page brief that includes highlights from topic-focused sessions and a sponsor-directed Q&A	●	●	●	●
Research and Infographic: Topic-focused sponsored research summarized in an infographic and promoted to the HIMSS audience	●		●	
Editorial Webinar: Topic-focused webinar hosted by a HIMSS editor with an industry leader secured by HIMSS to present on the webinar	●	●		
Guaranteed Leads	350	300	150	100



SOCIAL MEDIA PROGRAMS – \$10,000 (Pre-Conference), \$12,000 (On-Site/Post-Conference)

Reach an extended audience that engages around connected health and other topics covered during the conference. Showcase your expertise and participation in the conference through our pre-conference and on-site/post conference social media programs. Packages leverage either the MobiHealthNews or Healthcare IT News information brand. Inventory is limited to 2 Pre-Conference and 2 On-Site/Post-Conference programs:

PRE-CONFERENCE PROGRAM ¹	ON-SITE/POST-CONFERENCE PROGRAM
<ul style="list-style-type: none"> HIMSS Media-drafted blog post and social messages on mutually-agreed topic tied to your activity at the conference 	<ul style="list-style-type: none"> 30 second video recorded on-site and promoted across social to showcase your presence at the conference²
<ul style="list-style-type: none"> Blog hosted on information brand website and featured in one daily newsletter 	<ul style="list-style-type: none"> 2 live tweets during your presentation
<ul style="list-style-type: none"> 2-week outbound organic and paid social media program through LinkedIn, Twitter and Facebook 	<ul style="list-style-type: none"> HIMSS Media-drafted blog post and social messages recapping on-site presentation³
	<ul style="list-style-type: none"> Blog hosted on information brand website and featured in one daily newsletter
	<ul style="list-style-type: none"> 2-week outbound organic and paid social media program through LinkedIn, Twitter and Facebook

¹Program must be completed prior to conference

²Video recorded in a full take (no editing) at a designated location and mutually agreeable time

³Client must supply the presentation slides and agree to an audio or video recording of the presentation

LIVE EVENT CONTENT EXTENSION – \$7,500

Extend the reach of content that you present at the conference and highlight your participation in a prominent event through this turnkey content program. HIMSS Media Lab will convert your in-person presentation into a white paper or case study for use in your post-event content marketing programs and/or for syndication with MobiHealthNews or Healthcare IT News (at additional fee). Package details:

- Long form content piece up to 1,200 words and 4 designed pages
- Inclusion of up to 2 headshots, 2 pull-quotes and 2 charts from the presentation
- Client must supply the presentation slides and agree to an audio or video recording of the presentation
- Easy to bundle with a Content Syndication program (at additional fee)

TARGETED ENGAGEMENT CAMPAIGN – Starting at \$25,000 for a 12-week program

Let HIMSS help you reach and engage the decision-makers and influencers that matter to your organization. Whether you have a target account list, an ideal customer profile or are focused on reaching those who demonstrate high interest around connected health and related topics, HIMSS media offers customized, multi-channel programs designed to achieve your business goals. Programs leverage HIMSS’ robust first-party data, AI-driven Audience Intelligence Platform, and topic-focused editorial content in addition to your thought leadership content to deliver the account intelligence and decision-maker engagement you need coming into and following the conference.

BRANDING, DEMAND GENERATION, CONTENT MARKETING AND MORE!

HIMSS Media offers a variety of solutions which leverage HIMSS’ information brands, domain expertise and highly engaged audience of decision-makers to help marketers deliver results. Whether you’re looking to advertise, generate leads, showcase your thought leadership or create engaging and compelling content, HIMSS Media has a solution for you. Contact us at hello@himssmedia.com or visit www.himssmedia.com to learn more.



**CONNECTED
HEALTH**
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Connectedhealthconf.org
#Connect2Health

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FOR SPONSORSHIP OPPORTUNITIES:

Paul Samargedlis

psamargedlis@pchalliance.org

781.696.5075

FOR EXHIBITOR OPPORTUNITIES:

Michele Belanger

michele.belanger@himssmedia.org

703.517.6112