

HIMSS Global Conference & Exhibition

March 9–13, 2020 | Orlando, FL

HIMSS Clinician Circle at HIMSS20

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Sponsorship Proposal | August 2019

The HIMSS Clinician Circle will bring together all clinicians to interact with world-class thought leadership, network with peers, engage in niche experiences while attending HIMSS Global Conference & Exhibition. This program will give clinicians the opportunity to understand health information and technology as a critical source for value-based care, evidence-based and precision medicine. HIMSS will provide insights and guidance on the most relevant parts of HIMSS20 for clinicians, along with engagement opportunities before, during and after the conference... all designed to help clinicians make the most out of their experience. As a sponsor of this Circle, you will receive thought leadership, networking and recognition with this important and growing attendee base at HIMSS!

Targeted Audience

Clinicians that will be invited to the circle include: CNO, CMO, Chief Clinical Officer, CNIO, CMIO, Nurses (RN, BSN), Private Practice and Hospital-Based Physicians (MD, DO), Nurse Practitioners (ARNP) PA, Chief/Director of Clinical Informatics, Registered Pharmacist, and VP of Nursing

Demographics HIMSS19 - Clinicians

HIMSS19:

- Nearly 2,300 attendees registered with Clinician titles
- 20% of the HIMSS19 Executive Circle program attendees were Clinicians

Clinician Circle Features

- **Curated Education:** View a selection of sessions that are valuable to clinicians.
- **Special Sessions:** Participate in small group discussions with subject matter experts and your clinician peers.
- **VIP Tours:** Partake in a personal tour of the exhibit floor that highlights cutting-edge solutions and services best fit to your needs.
- **Peer-to-Peer Networking:** Connect with your peers to form invaluable relationships while at conference together.



Luminary Sponsor – \$17,500 - Two (2) available

Thought Leadership

- Opportunity for one (1) Clinician from sponsor organization to be recognized as a Clinician Circle Ambassador. Ambassadors share expertise and are recognized in materials. HIMSS19 Ambassadors included:
 - David E. Danhauer, MD, FAAP, System VP / CMIO, Owensboro Health
 - Sophia Brown, PhD, CPHIMS, PMP, RN, Project Manager | RN Informatics at Memorial Sloan Kettering Cancer Center
 - Ashwini Zenooz, MD, SVP and General Manager, Global Healthcare and Life Sciences at Salesforce
- Opportunity to host and/or participate in a 30-minute discussion as a panelist on a Clinician Circle Panel session. Sponsor can include a client.
 - Date TBD either Tues/Wednesday, March 10th or 11th
 - Sponsor will be provided RSVP list (name, title, company)
- Invitation for sponsor Clinician Ambassador to participate on post HIMSS20 Clinician Webinar as a panelist
 - Sponsor responsible for topic/content held within 6-8 weeks post-conference
- Pre-recorded supplied video segment (up to 2-minutes) featuring company executive and content for event video shared on Clinician Circle Conference webpage
- Opportunity to submit of one (1) blog for HIMSS20 Global Conference Clinician Circle webpage
- Opportunity to submit one (1) article to Clinical Informatics Insights - published monthly – reach up to 15,000

Clinician Experience Program

- Invitations for two (2) sponsor and/or clients to receive complimentary registration to HIMSS20 Global Conference and Exhibition
- Designated three (3) Sponsor representatives will be invited to join Clinician and Executive attendees in the Executive Lounge & attend Circle Daily Huddles and the Clinician Happy Hour
- Sponsor Recognition at the Clinician Happy Hour held **DATE AND LOCATION TBD with Sponsor** and opportunity to invite an additional two (2) guests.
 - Happy Hour can be held in Sponsor's booth if desired
 - *Benefit reserved for 1st contracted sponsor*
- Three (3) sponsor Executives and/or clients will have access to VIP seating at HIMSS20 Global Conference and Exhibition Keynotes
- Three (3) Sponsor representatives to access and network with Clinician attendees in the Executive Lounge

Recognition and Branding

- Opportunity to have one (1) piece of collateral in the Executive Lounge
- Recognition as Sponsor on HIMSS20 Global Conference and Exhibition Clinician Circle website, onsite signage and collateral
- Post event Clinician Circle attendee list (names, titles and companies only)

Contact

As HIMSS strives to lead change through collaboration and knowledge sharing, we welcome the opportunity to work closely with you to create a customized proposal.

Tammy Kwiatkoski

Director, Informatics

tkwiatkoski@himss.org