



## IT Exec Community Sponsorship Opportunities

HIMSS IT Exec Community is a multi-faceted 365-day-a-year experience—built and informed by the highest-ranking information, technology and digital executive officers. The community offers year-round programming, personalized services, high-visibility thought leadership opportunities, peer-to-peer exchanges, executive roundtable, access to exclusive survey data and more. Learn how to engage with the community.

BENEFIT LEVEL (quantity available, price) <i>HIMSS Corporate Member Pricing Only</i>	VISIONARY (1) \$295,000	LUMINARY (2) \$135,500	SIGNATURE \$47,500
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### THOUGHT LEADERSHIP

Opportunity to have an Executive actively participate in the Community.	3	2	1
Opportunity to have one (1) Executive be recognized as a HIMSS21 Executives Circle Ambassador.	✓	-	-
Exclusive partner of CIO Spotlight TV Series. Includes nine (9) episodes. Prominent recognition and registration report provided.	✓	-	-
Exclusive SME Interview with HIMSS TV; syndicated on HIMSS TV; Video file provided to client	✓	✓	-
Exclusive SME Interview on HIMSS Webcast Episode	-	-	✓
One (1) Digital Focus Group	✓	✓	-
Participation & premium branding on HIMSS Leading through Change webinar series (recognition on two (2) episodes)	✓	-	-
Participation & branding on HIMSS Leading through Change webinar series (recognition on two (2) episodes)	-	✓	-
HIMSS21 Executive Think Tank - Opportunity to co-develop with HIMSS a 90-minute thought leadership luncheon with provider executives to focus on examining industry trends, innovative approaches, and actionable solutions. One (1) sponsor executive to participate. The invite-only luncheon will be for up to 12 provider executives. Sponsor recognition on post event white paper with sponsor branding. (Limited to one (1) sponsor per luncheon)	✓	✓	-
Pre-recorded supplied video segment (up to 2-minutes) featuring company executive and content for event video shared in HIMSS21 Executive Lounge	✓	✓	-
Opportunity to submit one (1) blog (aligned with the HIMSS guidelines), if approved, shared with community members	✓	✓	✓



## NETWORKING

Opportunity for Executives to network virtually with the Community.	3	2	1
Invitations for senior executives and/or clients to receive complimentary registration to HIMSS21 & participate CIO Experience & Executives Circle	10	3	1
Sponsor Executives will be invited to join Executive attendees in the HIMSS21 Executive Lounge & attend the CIO Experience & Executives Circle Daily Huddles and programs.	✓	✓	✓
Invitations to attend the exclusive CIO/CISO HIMSS21 Luncheon with Mike Rogers, Former NSA Director	10	3	1
Invitations for senior executives and/or clients to receive complimentary registration to HIMSS21 registrations for CIO Summit (must be executive level)	5	3	1
Sponsor Executives will have access to VIP seating at HIMSS21 Keynotes	✓	✓	✓

## RECOGNITION AND BRANDING

Prominent recognition as sponsor of IT Exec Community with logo recognition & hyperlink on website	✓	-	-
Recognition as sponsor of IT Exec Community with logo recognition & hyperlink on website	-	✓	✓
HIMSS Conference Supporter (Logo listed on conference website with hyperlink to home page, logo in various HIMSS marketing materials [pocket, resource guide etc.], logo displayed prominent areas on-site)	✓	✓	✓
Opportunity to have one (1) piece of collateral in the HIMSS21 Executive Lounge	✓	✓	✓
Advertisement in the HIMSS21 Executives Circle Program Guide	<b>Full Page Ad</b>	<b>Half-Page Ad</b>	<b>Recognition</b>
Post HIMSS21 Executive Circle attendee list (names, titles and companies only)	✓	✓	✓

## ADDITIONAL OPPORTUNITIES

Opportunity to sponsor the HIMSS21 CIO Summit on Monday, August 9 in Las Vegas (add on fees)	✓	✓	✓
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