

**HIMSS23 Lightning Session Theatre Overall Sponsorship**

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| **Sponsorship Benefits - Exclusive** |
| **Location: TBD**  **Description**:  The Lightning Session Theatre offers an energetic and dynamic opportunity for companies to share compelling thought leadership with the HIMSS Global Conference audience through 20-minute case study presentations.  As the overall sponsor, enjoy high visibility through three speaking sessions to share your thought leadership each day of the HIMSS23 exhibition. Engage with HIMSS Global Conference attendees visiting this high traffic area.  **Thought leadership presentation:**   * Three (3) complimentary presentations/twenty (20) minutes each(one per day)   + Tuesday, April 18th 11:45am – 12:05pm   + Wednesday, April 19th 11:15am – 11:35am   + Thursday, April 20th 10:15am – 10:35am * Session information will be listed in printed guide onsite, HIMSS Global Conference website and mobile app * Opportunity for sponsor to emcee all Lightning Session presentations (approx 30). HIMSS will provide the title & speaker name for each session by Monday, April 17th, 2023   + Please note, HIMSS request the emcee remain neutral and announce speakers only.   **Branding/Awareness**   * Sponsor logo, booth number and a five (5) minute sponsor promotion (video, animated PowerPoint, YouTube, etc.) displaying on the theatre monitor during session breaks * **NEW!** Digital Display - Signature Level:   + A mix of digital units across HIMSS channels and devices before, during and/or after HIMSS23 Conference.     - 50,000 Run of HIMSS Networks * Logo placed on Lightning Session Theater back wall * HIMSS Conference Supporter (Logo listed on conference website with hyperlink to exhibitor profile, logo in various HIMSS marketing materials including onsite print and mobile app, logo displayed on Conference Supporter signage on-site)   **Networking/Traffic Driver:**   * Session information listed in printed guide onsite, HIMSS Global Conference website and mobile app |
| **Conference Benefits/Access** |
| * HIMSS Priority Points- 10 * HIMSS Full Conference Badges - 3 * HIMSS Exhibitor Client Badges (you determine the mix) – 7 |
| **Investment** |
| $29,500 – Corporate Member Rate  $32,000 – Non Member Rate |
| **GL:** 401204-3403 |

**New For HIMSS23** – **Media Amplification Options**

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| **BRANDING & TRAFFIC DRIVING** | **DETAILS** | **TIMING** | **IMPRESSIONS** |  |
| Digital Display | RON - Mix of digital units including High-Impact | PRE; DURING and/or POST | 100,000 |  |
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| **MULTIMEDIA** | **DETAILS** | **TIMING** | **FREQUENCY** |  |
| Podcast | Custom Podcast Series: Industry Solutions | PRE | 1X |  |
| HIMSS TV | HIMSS Happenings - 2-3 minute | DURING | 50,000 |  |
| HIMSS TV | Escalator Pitch - :60 seconds | DURING | 25,000 |  |
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| **LEAD GENERATION** | **DETAILS** | **TIMING** | **LEADS** |  |
| Content Syndication | HIMSS Enterprise; No Students, No Competitors | PRE; DURING & POST | 50 |  |
| Content Syndication | HIMSS Enterprise; No Students, No Competitors | PRE; DURING & POST | 100 |  |
| Content Syndication | Healthcare Providers - Buyer Collective [Manager+] | PRE; DURING & POST | 50 |  |
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