

**HIMSS23 Cybersecurity Command Center Overall Sponsorship**

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| **Sponsorship Benefits - Exclusive** |
| **Exhibition Space**:   * 20’ x 20’ or 20’ x 30’ space in Cybersecurity Command Center to build out for exhibition presence   + Includes carpeting, electrical, internet, monitors and turnkey booth   **Branding/Awareness**   * Recognition as the HIMSS23 Cybersecurity Command Center Overall Sponsor * **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 on reception desks, columns and theaters in Cybersecurity Command Center * Logo recognition on all pre-conference communications regarding Cybersecurity Command Center * Logo on all Global Conference exhibit hall electronic entrance units featuring Cybersecurity Command Center – four (4) minute rotation * Logo recognition on HIMSS Specialty Pavilion signage located throughout exhibition hall   + minimum of eight (8) locations   **NEW! Enhanced Exhibitor Listing via Show Directory & HIMSS23 Floor Plan Including:**   * Sponsor Contact Info, Website, Company Description, Product Categories, Logo * Booth Number with Active Link to Floorplan * Two (2) Images in New Product Gallery * Two (2) Videos in Product Gallery * Appointment Scheduling * Six (6) Scheduled Events (promote theater session, happy hour, etc.) * Two (2) Virtual Business Cards for Chat * Six (6) Pieces of collateral (Press releases, blog posts, white paper, etc.) * Access to Leads   **Thought leadership presentation:**   * Three (3) presentations/twenty (20) minutes each in the Cybersecurity Command Center.   + Must be education topic focused around Cybersecurity     - Tuesday, April 18th 11:45am – 12:05pm     - Wednesday, April 19th 11:15am – 11:35am     - Thursday, April 20th 10:15am – 10:35am   **Networking/Traffic Driver:**   * Session information listed in printed guide onsite, HIMSS Global Conference website and mobile app * **NEW!** Sponsor of Cybersecurity Command Center Reception   + Tuesday, April 18th 5:00 – 6:00pm - held in pavilion (anticipated attendance of 75 people)   + 2-3 minutes of opening remarks during reception * Featured destination during Exhibit Hall Social Hour   + Wednesday, April 19th 4:30 – 6:00pm   + Bar will be strategically placed by overall sponsor’s booth within the Cybersecurity Command Center Pavilion * **NEW! Lead Generation:**   Lead scanning through CompuLead App |
| **Conference Benefits/Access** |
| * HIMSS Conference Supporter (Logo listed on conference website with hyperlink to your home page, logo in various HIMSS Marketing material [pocket, resource guide, etc.], logo displayed in prominent areas onsite * Exhibitor priority points - 22 * Exhibitor/client badges – 14 (you determine the mix) * Full Conference badges – 6 |
| **Investment** |
| 20 x 20 space:   * $64,500 – Corporate Member Rate * $74,500 – Non Member Rate   20 x 30 space:   * $76,500 – Corporate Member Rate * $86,500 – 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 |  |
| Content Syndication | Healthcare Providers - Buyer Collective [Manager+] | PRE; DURING & POST | 100 |  |