

**HIMSS23 Innovation & StartUp Pavilion Overall Sponsorship**

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| **Sponsorship Benefits - Exclusive** |
| **Exhibition Space**:* 20’ x 20’ or 20’ x 30’ space in Innovation & StartUp Pavilion to build out for exhibition presence.
	+ Includes carpeting, electrical, internet, monitors and turnkey booth

**Branding/Awareness*** Recognition as the HIMSS23 Innovation & StartUp Pavilion 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 and theaters in Innovation & StartUp Pavilion
* Logo recognition on all pre-conference communications regarding Innovation & StartUp Pavilion
* Logo on all Global Conference exhibit hall electronic entrance units featuring Innovation & StartUp Pavilion – 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 Innovation & StartUp Pavilion.
	+ Must be education topic focused around Innovation topics.
		- 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
* Sponsor of Innovation & StartUp 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 Innovation & StartUp Pavilion
* **NEW! Lead Generation:**
* Lead scanning through CompuLead App
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| **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
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| **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
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| **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 |  |