



HIMSS23 Sponsorship Webinar

Branding & Networking

Thursday, December 8, 2022

HIMSS **23**

17-21 April | Chicago

Reminders



Your line was muted when you joined the call

If you have any questions throughout the presentation, please save until Q&A time as we may answer later in the presentation. During Q&A time, please use the Q&A box.



This webinar will be recorded

The recording and slides will be sent to all attendees via email within a few hours after the presentation. Please utilize the links throughout the slides for additional information.

All opportunities presented are available on the HIMSS23 [Envision site](#).

Today we will cover:

- HIMSS23 General Information & Updates
- Onsite Branding Opportunities
- Networking Sponsorships
- Sponsorship Spotlight
- HIMSS Corporate Membership
- Deadlines / Important Dates
- Questions





Vision

To realize the full health potential of every human, everywhere.

Mission

Reform the global health ecosystem through the power of information and technology.

HIMSS23 Dates

- Global Health Conference Dates:
 - [April 17-21, 2023 \(Monday – Friday\)](#)
McCormick Place, Chicago, IL
- Preconference Sessions, Opening Reception
 - Monday, April 17, 2023
- Exhibition Dates:
 - April 18-20, 2023 (Tuesday – Thursday)



HIMSS23 Theme

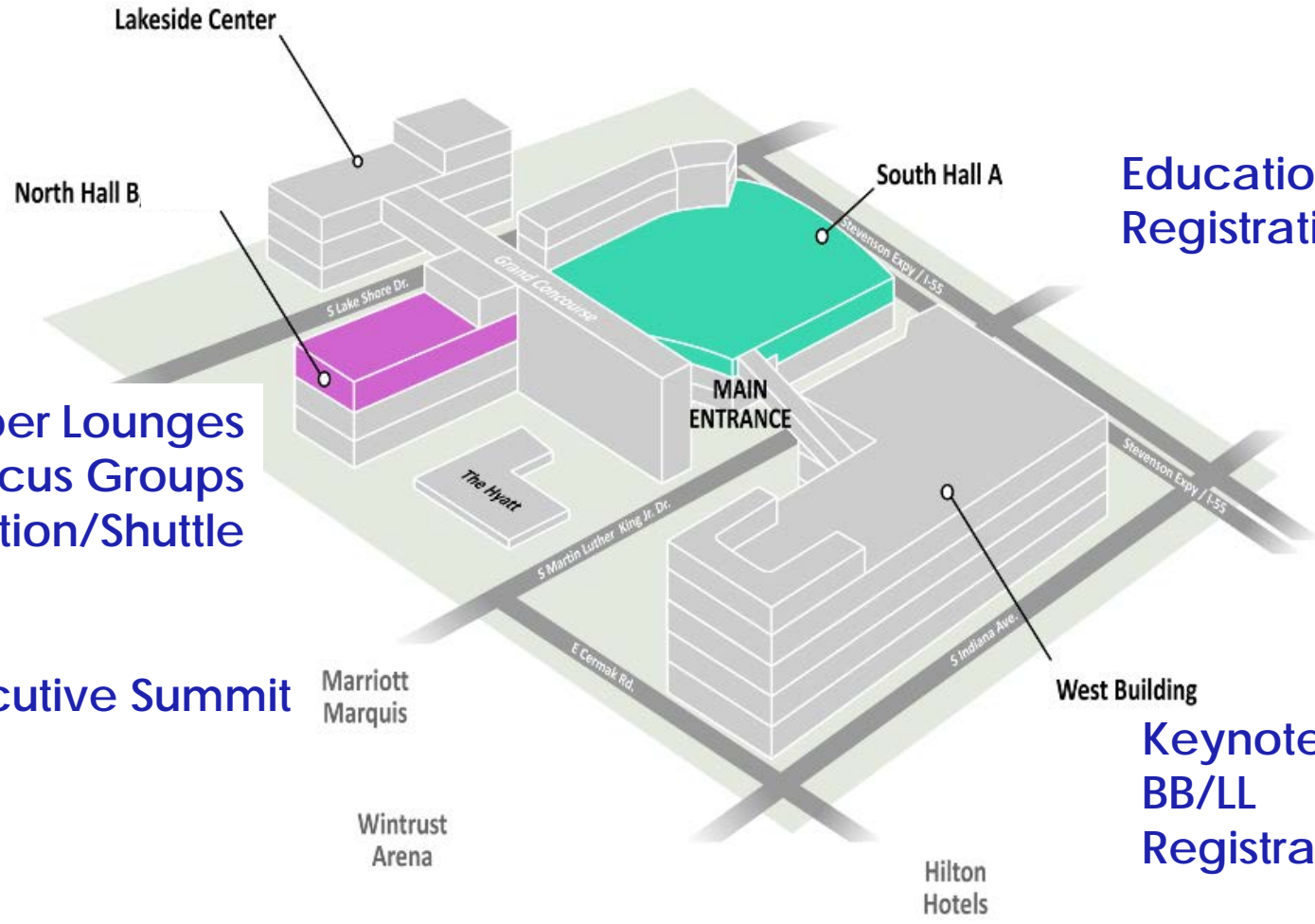


Corporate Member Lounges
Focus Groups
Registration/Shuttle

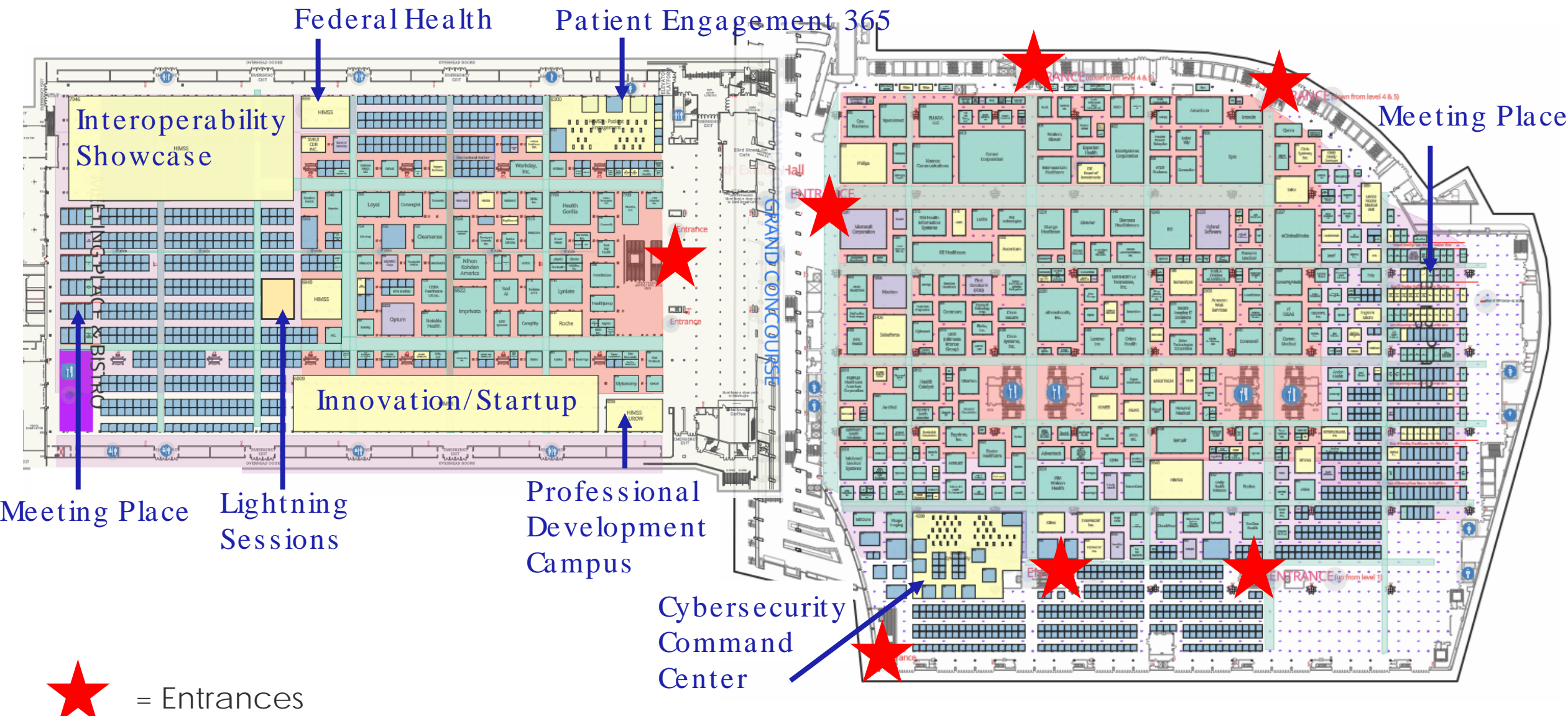
Executive Summit

Education Sessions
Registration/Shuttle

Keynote Sessions
BB/LL
Registration/Shuttle



HIMSS23 Exhibition Floor Plan



★ = Entrances

Branding Opportunities

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Branding Opportunities

- Pre and Post Show Branding and Marketing
- Onsite Branding
- Executive Summit

Branding
*Change how
people perceive
your brand and
drive new business*

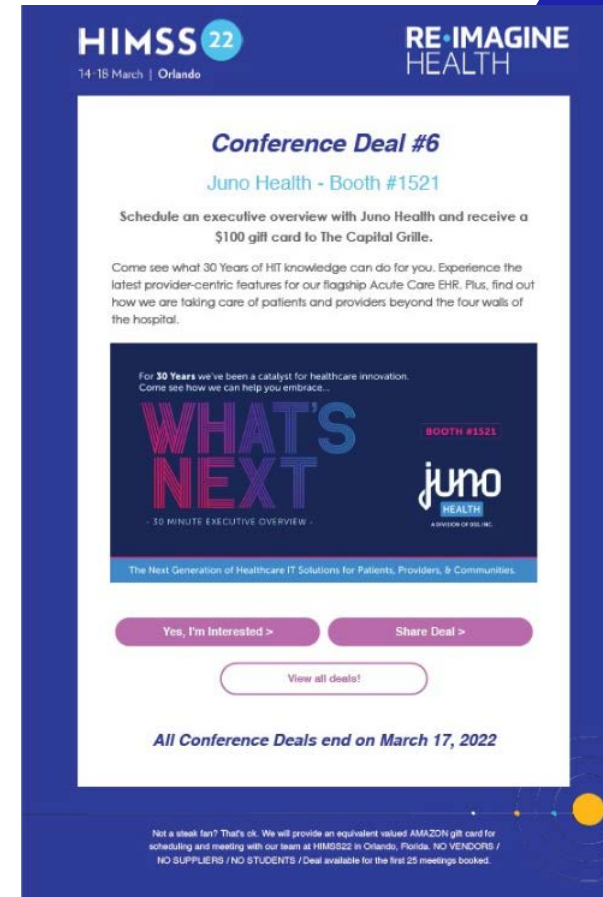


Pre and Post Show Branding and Marketing

Pre-show marketing opportunities are the perfect way to increase interest and bring awareness of your solutions before the conference!

Daily Email Deals (\$5,000 - \$7,700)

- HIMSS22 Stats
 - 3,816 **Targeted** Email Recipients
 - 86.68% **Opened** the Email
 - 72.44% **clicked** on link to website
- Enhanced Exhibitor Listing (\$1,195 - \$2,995)
- Attendee List (restrictions apply) (\$2,850 - \$4,350)



Onsite Branding and Sponsorships

- Attendee Resources
- Banners and Column Wraps
- Aisle Signs and Floor Stickers
- Bridge Signage
- Bus Wraps – New options available!
- Electronic Message Billboards
- Message Panels
- Exhibit Hall Entrance Unit Video
- Experiential Vending Machine
- Escalator Graphics
- Transportation Packages
- Charging Locker Stations
- Passport
- And More!

Graphics due
for paid
sponsorships
February 3,
2023!



Investment: \$2,000 and up

Onsite Branding and Sponsorships



HIMSS23 Executive Summit

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HIMSS22 Executive Highlights



3,012 Total Number
CXO Attendees



1,501 Total Number of
CIOs, & IT Executive
Attendees



375 Executive
Summit Attendees

HIMSS23 Executive Summit

The HIMSS23 Executive Summit is a HIMSS23 pre-Global Health Conference event for healthcare provider executives and select sponsor attendees, taking place on Monday, April 17th.

This exclusive event provides healthcare leaders time to focus on their specific needs and education.

Presented in a single stage format to an engaged audience of healthcare C-suite executives, the curated educational content, informed by CIOs and other healthcare executives, will ensure attendees receive actionable take-aways.

To kick off the week of invaluable networking and connections, the HIMSS23 Executive Summit starts with an opening reception on Sunday evening, April 16th.

Access to registration for the Executive Summit is available to exhibitors through purchase of select Executive Summit sponsorships.

Testimonials

For me, it was one of the best HIMSS events, and I don't say that lightly. - Donna Roach, Chief Information Officer at University of Utah Health

What an amazing HIMSS22! On a scale of 1-10, I thought it was 100! - Ray Lowe, SVP/CIO at AltaMed Health Services

HIMSS22 was one of the best HIMSS events I have ever attended. - Muhammad Siddiqui, CIO at International Medical Center



HIMSS23 Executive Summit Sponsorships

- Opening Reception
- Keynote Sponsorships
- Attendee Giveaways
- Charging Stations
- Hotel Room Drop
- Banners and Wall Clings
- Escalator Graphics
- Program Guide Ad

Investment: \$3,500 and up

Must be a Corporate Member to sponsor



Networking Opportunities

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Networking Sponsorships

- Preconference Forums
- Meeting Space
- Lounges
- Breakfasts/Lunches/Receptions
- Tuesday Night Executive Experience
- Thursday Night Event

Networking
One of the top reasons attendees come to HIMSS Global Health Conference & Exhibition



Preconference Forums

HIMSS Preconference Forums are topically focused education sessions that take place the day before the exhibit hall opens. These sponsorships allow engagement with the audience you want. Benefits include branding, sponsor opening remarks, and one preconference Forum registration.

Preconference Forum topics include:

- AMDIS/HIMSS Physicians Executive IT*
- Healthcare Cybersecurity
- HIE/Interoperability*
- Machine Learning & AI for Healthcare
- Nursing Informatics* - **Limited Availability!**
- Patient Experience

*CE eligible

Investment: \$6,000 and up

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Meeting Space

- Meeting Place Rooms
- Vendor Headquarters
- Exhibitor Hospitality Suites
- Afternoon Meeting Rooms
- Convention Center Meeting Rooms

Investment: \$4,000 and up



Networking Areas/Lounges

- Networking Hub
- Corporate Member Lounge
- Organizational Affiliate Lounge



Networking Hub, Level 1

Investment: \$9,500 and up

Networking – Breakfasts & Luncheons

- Corporate Member B2B Breakfast
- Public Health Interoperability Breakfast Panel
- Physicians Community Networking Breakfast
- Nursing Informatics Community Networking Breakfast
- Global Public Policy Breakfast
- Policy Changemakers Lunch
- HIMSS & Civitas Networks for Health Luncheon

Investment: \$3,000 and up



Networking - Receptions

- Opening Reception
- Exhibit Hall Social Hour
- Emerging Healthcare Leaders Reception
- Long Term Care Reception
- HTA/ACCE Awards Reception
- Women in Health IT Reception
- Physicians Community and CMIO Roundtable and Reception
- Celebration of Black Excellence Reception
- Interoperability and HIE Community Reception



Investment: \$1,500 and up

Networking - Receptions

- Customized Receptions (\$22,500 - \$25,000)
 - 90-minute turnkey reception for up to 100 guests at the Marriott Marquis
 - HIMSS recruits your targeted attendees & provides food and beverage with theme of your choice!
 - Food and beverage includes:
 - Beer and wine, action station, specialty cocktail and your choice of two hors d'oeuvres



Bourbon Bar



Classic Retro



Bella Tuscany



Island Time



Spring Has Sprung



Margaritaville

Tuesday Night Executive Experience at Wrigley Field

Tuesday, April 18 | 5:30 pm – 10:00 pm

This exclusive, Cubbies experience includes a stadium tour, cocktail hour, meet and greet with past Hall of Fame Chicago Cub players and dinner in the American Airlines 1914 Club. Sponsorship includes invitations to the event, passes to the Executive Summit and marquee branding. All Executive Summit Wrigley Event attendees will receive the sponsor logoed baseball to be autographed by Hall of Fame Chicago Cub players, sure to be a keepsake for years to come.



LOGO ON ICONIC
ENTRANCE SIGN



LOGO ON VIDEO
BOARD



LOGO ON
AUTOGRAPHED
BASEBALL



20 PASSES TO
EXCLUSIVE EVENT



Investment: \$100,000 (must be a HIMSS Corporate Member to sponsor)

Thursday Night Special Event: Laugh and Roll!

Thursday, April 20 | 7:00 pm – 10:30 pm
Wintrust Arena (Located on the McCormick Place campus)

Get ready to LAUGH with this celebrity stand-up comedian and top touring performer, Nate Bargatze! Hailed this year as “The Nicest Man in Stand-Up,” he released his highly anticipated second Netflix special, *The Greatest Average American*, which received a Grammy nomination for Best Comedy Album. Following all the laughter, we will rock n' roll with America's #1 tribute band to Tom Petty & The Heartbreakers. The Wildflowers have become one of the most popular tribute shows across the southeast US.

As a sponsor, you will have the opportunity to treat your clients to a VIP experience they will be sure to remember.



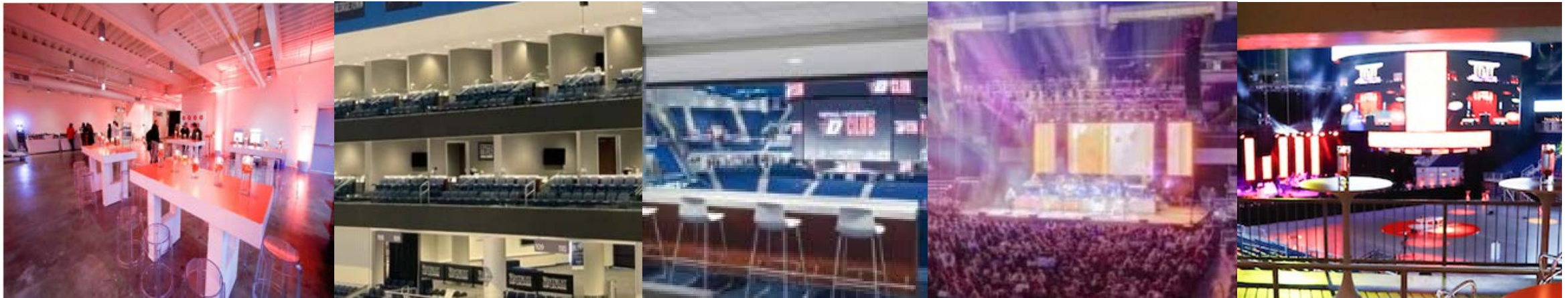
Nate Bargatze
Celebrity stand-up comedian



Wildflowers
Tom Petty tribute band

Thursday Night Special Event: Laugh and Roll!

Package Options	Tickets	Meet & Greet	Private Seating	Food & Beverage	Logo Recognition	Investment
Networking	100	Nate Bargatze – 10 guests	x	x	x	\$25,000 - \$27,500
Executive Suite	32	Wildflowers – 4 guests	x	x	x	\$6,400 - \$7,000
Private Suite	16	Wildflowers – 2 guests	x	x	x	\$3,200 - \$3,500





Sponsorships Spotlight

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Press Room

Sponsorship of the HIMSS Press Room allows you to put your name in front of approximately 150 press sources in attendance at HIMSS Global Health Conference & Exhibition. Sponsorship includes access to three “Press Only” events leading up to and during HIMSS23.

Benefits:

- Press briefing cubicle reserved for sponsor in Media Interview Room. Sponsor can use this space throughout HIMSS23
- Access to Press Orientation (mandatory for all press) held prior to HIMSS23. Sponsor will receive a one-time list of press that have opted in for the events one - two weeks prior to event and two weeks post event. List includes press name, title and publication. Sponsor will perform a 3-minute speaking opportunity and introduce speakers at the event held in February.
- Logo on Press Room signage onsite at HIMSS23.
- Sponsor can provide giveaway for Press Room
- Daily snacks (sponsor responsible for costs)
- Inclusion of sponsor’s pitch to press in daily press briefings issued by HIMSS to all registered press
- Logo displayed on Online Press Room for HIMSS Global Health Conference & Exhibition
- Inclusion in Blog Series on HIMSS Global Conference site
- Four (4) passes for sponsor to the “Official” HIMSS22 Press Party – Date TBD.

Investment: \$25,000 - \$27,500

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NursePitch Competition and Innovation Luncheon

Join HIMSS and ANA as we execute the fourth Nursing Innovation Brunch/Luncheon & NursePitch™ competition at HIMSS Global Conference & Exhibition. These events will increase the nursing voice opportunity, and visibility of the nursing audience in the digital health ecosystem by holding 'nursing led' & 'nursing developed' pitch-style competitions.

Benefits Include:

- Inclusion in HIMSS23 marketing campaign, with callout for luncheon and luncheon sponsor
- Pitch competition application list provided prior 1 week prior to event (name, title, organization/company)
- Lightning talk demo during NursePitch™ (15 minutes podium time with microphone & screen), while judge scores are tabulated
- HIMSS senior leadership to announce of NursePitch™ winner on stage – Sponsor to join the stage presentation
- Photo Op with participants including winners, finalists, and judges.
- One (1) senior leader from sponsor organization will serve as Pitch Competition Judge
- Post event HIMSS Nursing Community webinar featuring NursePitch™ winners and/or content from Nursing Innovation Brunch/Luncheon developed in collaboration with Sponsor SME
- HIMSS23 Nursing Luncheon attendee RSVP list provided 1 week after event (name, title, organization/company)
- Sponsor SME to serve as Nursing Innovation Luncheon moderator
- In collaboration with HIMSS SME, sponsor to assist in development of Nursing Innovation Brunch/Luncheon agenda
- Sponsor developed panel presentation (5 minute intro from sponsor and 30 minute panel discussion)

Investment: \$47,500 - \$52,500



Corporate Membership

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Extend your Global Health Conference investment with Corporate Membership



Elevate

Increase opportunities to earn Priority Points (earlier booth selection appointment for HIMSS24). Pick your booth before hundreds of other companies.



Savings

Save on exhibit space, sponsorships and meeting place options-\$800 per 10x10 savings



Access

Receive preferential exhibitor housing selection for future HIMSS Global Health Conferences

Diamond, Emerald, and Platinum members are eligible to purchase the Pre and Post Conference Attendee List

Access to the Corporate Member lounge with semi-private meeting rooms available for sign out



Network

Exclusive B2B executive networking opportunity

Opportunity to sponsor the HIMSS23 Executive Summit



Attend

Complimentary Full Conference registration(s) to the HIMSS Global Health Conference

[HIMSS Corporate Member Benefits](#)



Upcoming Deadlines and Dates

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Upcoming Dates & Deadlines

Date	Task / Event
Today!	Update your exhibitor profile Learn how to upgrade your exhibitor listing for more visibility!
January 4, 2023	Focus Group reservations open at 3pm ET for Diamond Corporate Members
January 12, 2023	HIMSS23 Sponsorship Webinar: Meeting Space and More
January 23, 2023	Early Bird Registration deadline
February 3, 2023	Graphics due for most branding sponsorships
February 16, 2023	HIMSS23 Sponsorship Webinar: Last Call!
March 9, 2023	HIMSS24 Booth Selection Informational Webinar *date subject to change
March 10, 2023	Hospitality Suite Deadline
March 11-15, 2024	HIMSS24, Orange County Convention Center, Orlando, FL



Questions?

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Questions?

Contact salesinfo@himss.org
or your Sales Manager



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“It was our first time at HIMSS as a tech healthcare firm, working with the HIMSS team and our marketing team resulted in one of the finest event management experiences I’ve had in a few years. The support personnel was outstanding, questions were promptly handled, and our on-site experience was fantastic.”

— Julie-lynn Belon,
Event Manager, UST

Thank you!