



HIMSS23 Sponsorship Webinar Meeting Space & Targeted Audience Sponsorships

Thursday, January 12, 2023

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
- Meeting & Event Space
- Targeted Audience Sponsorships
- Sponsorship Spotlight
- HIMSS Corporate Membership
- Deadlines / Important Dates
- HIMSS24 Booth Selection Information
- 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.

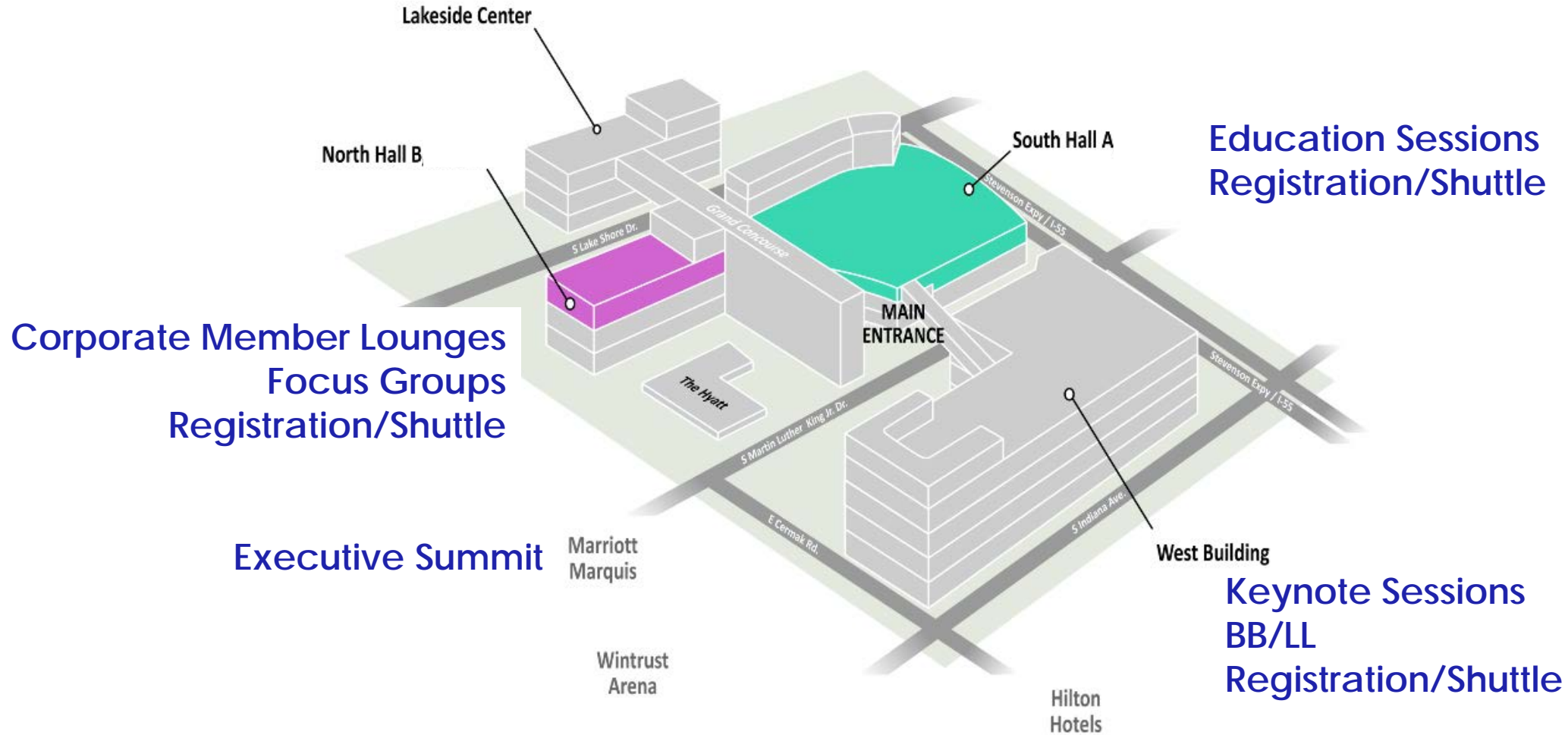
HIMSS23 Dates

- 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





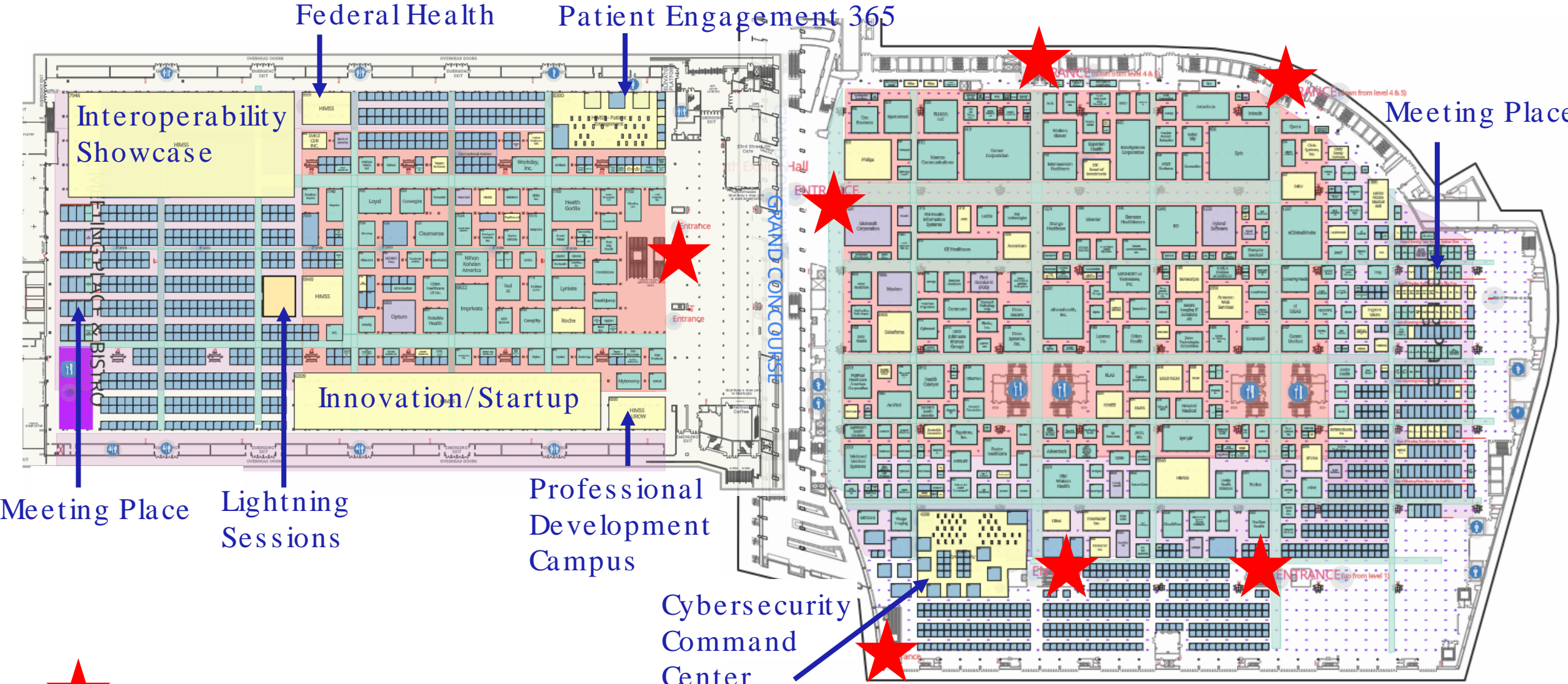
Corporate Member Lounges
Focus Groups
Registration/Shuttle

Education Sessions
Registration/Shuttle

Executive Summit

Keynote Sessions
BB/LL
Registration/Shuttle

HIMSS23 Exhibition Floor Plan



Federal Health

Patient Engagement 365

Interoperability Showcase

Innovation/Startup

Professional Development Campus

Cybersecurity Command Center

Meeting Place

Meeting Place

Lightning Sessions

★ = Entrances



Meeting & Event Space

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Meeting & Event Space

Meeting Place Rooms

A perfect solution for a private space near the show floor to meet with clients or for staff to step away from the booth. The Meeting Place is a turnkey option and requires little or no further investment for your organization.

Vendor Headquarters – 1 remaining!

10x20 (200 sq ft) private, lockable meeting spaces located in the exhibit hall that allow you to customize the interior of the space to meet your needs. Vendor Headquarters are secured for the entire conference. You must have an exhibit space to purchase.

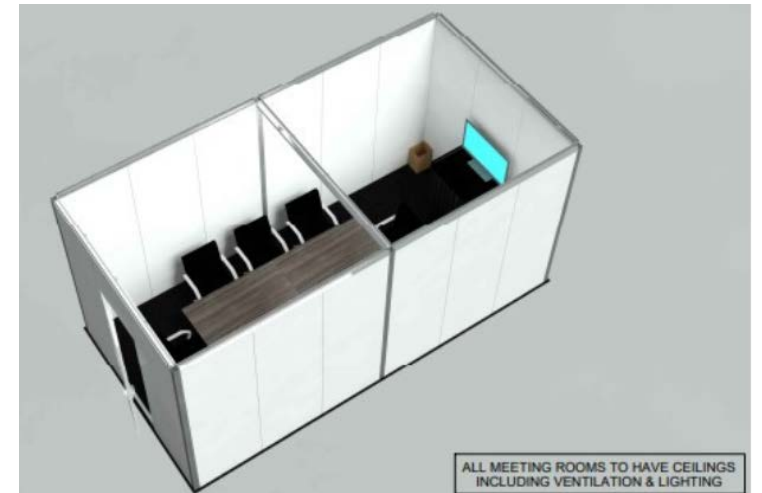
Afternoon and Pre-Show Meeting Rooms

Host a private meeting or staff training off of the show floor. Benefits include audio visual package.

Convention Center Meeting Rooms – 1 remaining!

This large meeting space can be laid out according to your needs and can be utilized for the duration of the show. Room size is about 5,205 square feet.

Investment: \$4,000 and up



Meeting Place Room

Exhibitor Hospitality Suites

Locations: Marriott Marquis and Hyatt Regency McCormick Place



Investment: \$9,500 - \$16,000



Networking Hub

The Networking Hubs are designed for attendees/exhibitors to meet up with colleagues, recharge devices, check emails, host HIMSS organized meet ups, and meet new healthcare IT peers.

Location: Level 1, Outside Room S103

Benefits

- Company branding on charging device locker
- Company video marketing message on charging device locker video screen (video or static image)
- Company branding within networking hub
- HIMSS Priority Points - 5
- HIMSS Full Conference badges - 2
- HIMSS Exhibitor/Client Badges – 5

Investment: \$15,000 - \$16,500



Customized Receptions

Benefits

- 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
SOLD!



Island Time
SOLD!



Spring Has Sprung



Margaritaville

Investment: \$22,500 - \$25,000



Targeted Audience Sponsorships

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Targeted Audience Sponsorships

- Preconference Forums
- Lounges
- Breakfasts and Luncheons
- Receptions
- Press Room
- Executive Summit



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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Lounges

- **Diamond/Emerald Corporate Member Lounge**

Engage in B2B networking opportunities as the Exclusive sponsor of the HIMSS Global Conference Diamond/Emerald Corporate Member Lounge. As the sponsor of the lounge, you will have access to decision makers and influencers from the vendor setting, as well as a dedicated meeting room.

Investment: \$21,000 - \$23,000

- **Organizational Affiliate Lounge**

Increase your visibility to customers and prospects! As one of the Organizational Affiliate Lounge sponsors, you will have access to decision makers and influencers from the provider setting. The OA-exclusive lounge will allow access to the nearly 1,000 Organizational Affiliate Members attending HIMSS Global Conference. As one of the sponsors, you will be among the limited few industry representatives with access to the lounge.

Investment: \$9,500 - \$10,500

Breakfasts & Luncheons

Corporate Member B2B Breakfast

Increase your visibility and engage with HIMSS Corporate Members at this popular networking breakfast. Sponsorship includes a designated table for the sponsor with a raffle opportunity to attract members to engage with you and your team. Average attendance 200.

Public Health Interoperability Breakfast Panel

With the Interoperability Showcase as the perfect backdrop, this networking breakfast includes a panel of industry leaders that are developing and executing applied approaches to solutions and driving action to influence positive change in public health and interoperability. Be part of the change discussion!

Global Public Policy Breakfast

Your organization's name will be in front of federal state and local representatives and HIMSS advocates at HIMSS Global Conference as a sponsor of this networking opportunity. Join us at our premier public policy discussion at Global Conference where the latest health IT policy issues and HIMSS' public policy strategy for 2023 will be discussed. HIMSS22 Breakfast Attendance: 136

Physicians Community Networking Breakfast – NEW FOR HIMSS23!

Engage with Physicians and their peers as they, dig deeper into sharing best practices, pain points and successes, build up and out professional relationships, as well as learn more about the HIMSS Physician Community and what the Committee is working on.

Nursing Informatics Community Networking Breakfast

Engage with the HIMSS Nursing Informatics Community members they dig deeper into sharing best practices, pain points and successes, build up and out professional relationships, as well as learn more about the HIMSS Nursing Community and what the Committee is working on. HIMSS22 attendance: 139

HIMSS & Civitas Networks for Health Luncheon

Co-hosted by [Civitas Networks for Health](#) and HIMSS, this invite only luncheon offers a unique and intimate opportunity to meet and mingle with health information exchange leaders and decision-makers to discuss challenges, best practices and future opportunities via this rapidly changing landscape. The event is currently scheduled for Wednesday, April 19. An exclusive sponsorship opportunity around the event is available.

Investment: \$3,000 and up

Receptions

Celebration of Black Excellence Reception

Connect with new and old friends and colleagues at the Celebration of Black Excellence, which will take place on Wednesday, April 19.

HIMSS22 Registrants: 155

Women in Health IT Reception

Join the industry's most powerful gathering of women innovators, leaders and entrepreneurs transforming health through technology today. Share stories, recognize and celebrate your peers, and form valuable connections that will last a lifetime. The Women in Health IT reception is one of the most popular events that takes place each year at HIMSS Global Health Conference.

Long Term Care Reception

The Long Term Care Community reception is a popular event that takes place each year at HIMSS Global Conference. This event has been well attended by LTPAC stakeholders, averaging 120 attendees over the past three years.

HIMSS-ACCE CE IT Awards Reception

This is an in-person opportunity to network with your peers; dig deeper into sharing best practices, pain points and successes, build up and out professional relationships. The HIMSS Clinical Engineering & Information Technology community as a sponsor of the HIMSS-ACCE Clinical Engineering and Information Technology awards reception.

Emerging Healthcare Leaders Reception

This networking reception dedicated to young IT professionals that attend the HIMSS conference each year. This sponsorship is a great opportunity to meet new contacts and connect with old friends in a relaxed environment and give back to the community -- a portion of your ticket goes directly to the HIMSS Foundation to support future student scholarships. HIMSS22 Reception Registrations: 441

Interoperability and HIE Community Reception

Join the HIMSS Interoperability & Health Information Exchange Community for a networking reception to meet other like-minded health IT and medical professionals and learn about the I&HIE Community's opportunities for peer-to-peer networking, problem solving and education through this central convening point for Interoperability & HIE. HIMSS22 Reception Registrants: 161



Investment: \$2,500 and up

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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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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





Sponsorships Spotlight

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Budget Friendly Opportunities

Message Panels (\$2,500 - \$2,750)

Strategically placed throughout the exhibition hall, message panels are a great way to share your message and drive traffic to your booth.

Passport (\$2,100 - \$2,300)

Your logo and booth number will be printed on one spot of the card. Located on the back cover of the onsite Pocket Guide. Attendees have the opportunity to visit all booths on the card, get a stamp from each booth and enter to win a prize valued at \$500.



Budget Friendly Opportunities

Interior Bus Graphics or Headrest Covers

(\$1,995 - \$2,200)

Your message will be seen by attendees as they travel to and from the convention center.

Exhibit Hall Social Hour (\$1,500 - \$1,650*)

Drive traffic to your booth by participating in the Exhibition Social Hour Wednesday, April 19, from 4:30pm – 6:00 pm. HIMSS will promote Social Hour participants on the entrance units, conference website, onsite material, pocket guide and Mobile App.

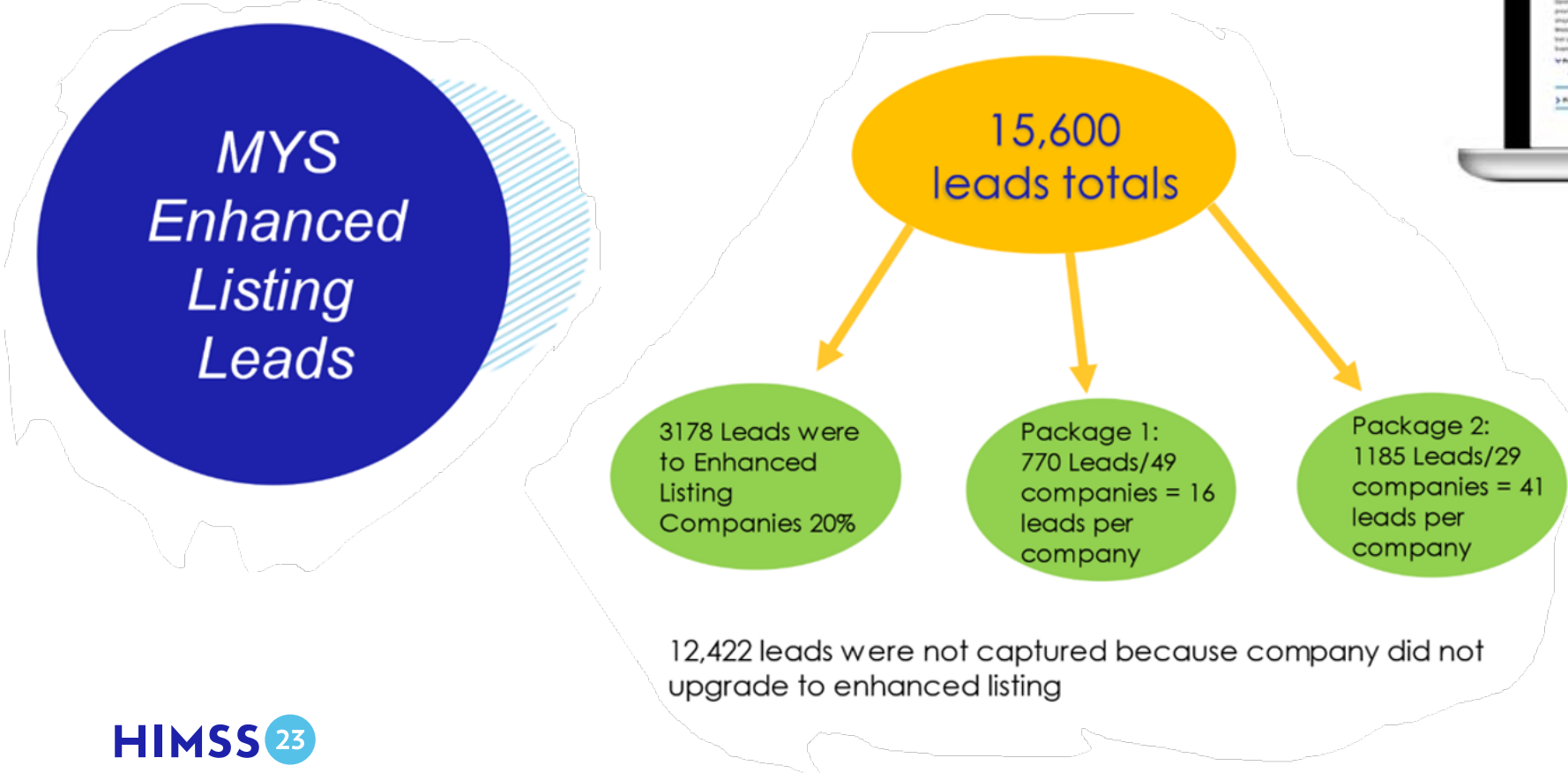
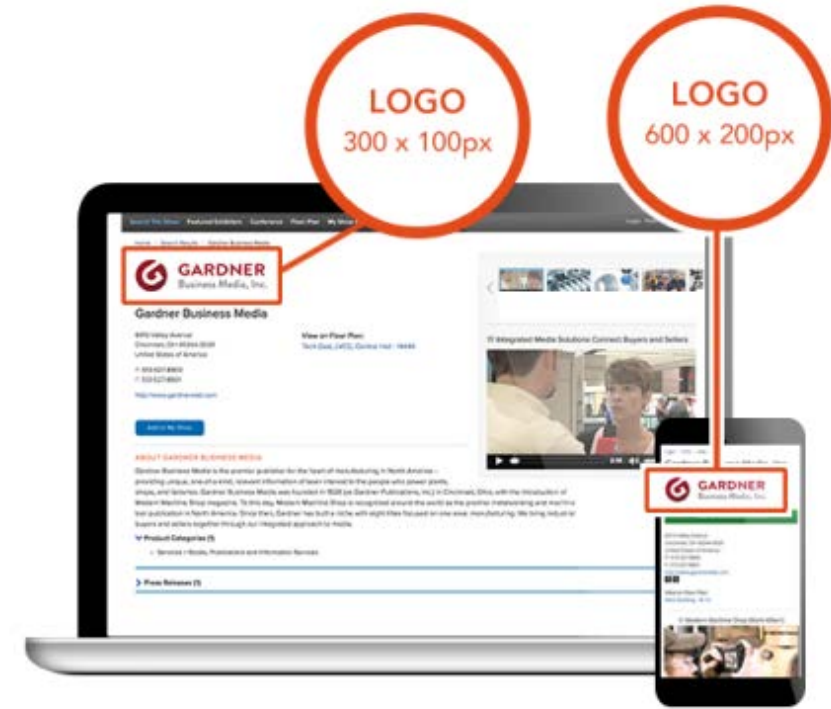
*food and beverage at additional cost



Budget Friendly Opportunities

Enhanced Exhibitor Listing (\$1,195 - \$2,995)

Upgrade your company profile to get priority placement and added enhancements – maximizing your visibility on the area of one of the most trafficked areas of the website.





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!
February 3, 2023	Exhibitor Listing and speaking session information deadline for onsite Pocket Guide
March 1, 2023	Graphics due for most branding sponsorships (including graphics for specialty pavilions)
March 10, 2023	Hospitality Suite Deadline

Upcoming Dates & Deadlines

HIMSS24 Booth Selection

March 9, 2023	HIMSS24 Booth Selection Informational Webinar *date subject to change
March 20-31, 2023	Top 250 companies select virtually before HIMSS23
April 17-20, 2023	Onsite Booth Selection at McCormick Place during HIMSS23

Note:

- Booth selection appointment times are scheduled in exhibitor priority point order.
- Booth selection order is based on points as of January 31, 2023.

Questions? Contact Laura.Goodwin@himss.org

HIMSS24
March 11-15,
2024
Orange County
Convention
Center
Orlando, FL





Questions?

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Questions?

Contact salesinfo@himss.org
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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!