

HIMSS® Women in Health IT

Healthcare IT News

THE NEWS SOURCE FOR HEALTHCARE INFORMATION TECHNOLOGY

➤ GET INSPIRED:

Estimated 12K women attend
HIMSS Annual Conference

➤ GET INFORMED:

50% of HealthcareITNews.com
visitors are women

(Compete, Alexia stats)

➤ GET INVOLVED:

73K women engage in
HIMSS social media
channels

Sponsorship
Opportunities
Inside!



WOMEN IN HIT



A Message From Carla Smith Executive Vice President, HIMSS

Worldwide, women are transforming health and healthcare through the best use of information technology. Yet, for all their efforts, there remains insufficient recognition, community, resources, and career advancement support.

HIMSS has made it a priority to recognize women's significant contributions to, and leadership within, the field; championing and equipping the next generation of women leaders; and, building the community and resources all need to advance this initiative.

Please join HIMSS on this journey to positively transform health and healthcare by empowering and enabling the advancement of women in health information and technology.

Sincerely,

A handwritten signature in black ink that reads "Carla Smith". The signature is written in a cursive, flowing style.

Carla Smith, MA, CNM, FHIMSS
Executive Vice President
HIMSS

Calendar of Events

Awards Nominations Closes

July 23, 2018

HIMSS' Women in Health IT Networking Reception @ HIMSS19

February 12, 2019 | Orlando, FL

HIMSS' Most Influential Women honored at HIMSS19 Awards Gala

February 13, 2019 | Orlando, FL

The HIMSS Most Influential Women in Health IT Awards Selection Committee



Shareefa Alabdulmunem, MSc, CPHIMS
Head, eServices
King Faisal Specialist Hospital
and Research Center
Saudi Arabia



Karen B. DeSalvo, MD, MPH, MSc
Former Acting Assistant
Secretary for Health
U.S. Department of Health
and Human Services



Marion J. Ball, Ed.D, FHIMSS, FACMI,
FAAN, FAHIMA, FCHIME, FMLA
Sr. Advisor, Healthcare Informatics,
Center for Computational Health,
IBM Research,
Professor Emerita, Johns Hopkins Univ.



Jessica Kahn, MPH
Senior Expert
McKinsey & Company



Rachelle Blake, PA, MHA
CEO/President/Managing Director
Omni Micro Systems und Omni
Med Solutions GmbH (Germany)
Omni Micro /
Omni Med Solutions, Inc. (US)



Judy Murphy, RN, FACMI,
FHIMSS, FAAN
Chief Nursing Officer (CNO)
IBM Global Healthcare



Christina Caraballo, MBA
Director, Audacious Inquiry



Lisa Stump, MS, RPh, FASHP
Senior Vice President &
Chief Information Officer
Yale New Haven Health and
Yale School of Medicine

Catch up on what influential and engaged women in health IT are up to.
Visit www.himss.org/womeninhit to learn more – and join the conversation!
#WomeninHIT

Join us as a sponsor!

- Network with recognized industry leaders
- Build executive thought-leadership
- Showcase your company's commitment to diversity
- Educate the industry
- Receive premium branding, year-long
- Get social media promotion and sharing

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Sponsorship Benefits:

Benefit (quantity available):	Premier (1)	Elite (2)	Signature (3)	Patron (4)
	\$70,000	\$50,000	\$30,000	\$10,000
Thought Leadership:				
Dominant Branding in awards promotional materials and on site	X	X		
Sponsorship & Participation in HIMSS19 WHIT Roundtable Discussion	X	X		
2-3 minute Executive Video Interview to be conducted at Roundtable Event; syndicated on HIMSS19 for duration of sponsorship post-show. Video file provided to client	X	X		
Executive Interview featured in one live segment of HIMSS19 on site at HIMSS19	X			
Opportunity to make brief remarks (1-3 minutes) at WHIT Reception	X			
Dominant sponsor branding of WHIT webinars Registration reports to be provided following live event	X			
Co-sponsor branding of WHIT webinars		X	X	
Moderate a table at Mentor Meetup	X	X	X	
Contribute a guest blog post, promotion included in the Women in Health IT eNewsletter	X	X	X	X
Networking:				
Complimentary Registration passes to HIMSS19 Networking Reception	10	8	5	4
VIP Private Reception with Award Recipients and Judges Pre HIMSS19 Reception	4	2	1	1
Verbal recognition as premier sponsor at HIMSS19 Networking Reception	X			
Social Media:				
Company name included in social media promotion around the HIMSS WHIT calendar of events	X	X		
10 social postings across HIMSS and <i>Healthcare IT News</i> ' social channels (Twitter, Facebook & LinkedIn)	X	X		
Advertising/Branding:				
Sponsor-provided Tab Spread in HIMSS19 Show Daily	X			
Sponsor-provided Tab Page Ad in HIMSS19 Show Daily		X		
Leaderboard banner ad in the WHIT eNewsletter (deployed 2x monthly)	X	X		
Rotating banner ad placement within the WHIT eNewsletter			X	
Inclusion in Press Release about award recipients	X	X	X	
Sponsor recognition on all WHIT marketing materials	X	X	X	X
Sponsor Recognition in HIMSS19 Mobile App	X	X		
Sponsor Recognition on HIMSS Women in Health IT Roundtable page	X	X		
Sponsor Recognition on HIMSS Women in Health IT emails	X	X		
HIMSS19 WHIT Marketing	X	X	X	X
Direct Marketing:				
Targeted Smart Mail to HIMSS19 WHIT Networking Reception Attendee List	X	X		
(2) Targeted Smart Mails to WHIT Learning Center Channel Registrants and eNewsletter subscribers (HTML designed by HIMSS Media)	X			
(1) Targeted Smart Mails to WHIT Learning Center Channel Registrants and eNewsletter subscribers (HTML designed by HIMSS Media)		X	X	
Sponsor Recognition On Site:				
Event Signage (Logo) on WHIT Reception at HIMSS19	X	X	X	X
Event Signage (Logo) on WHIT Roundtable at HIMSS19	X	X		
Event Signage (Logo) on WHIT Mentor Meetup at HIMSS19	X	X	X	X
Opportunity to play 30 second video at HIMSS19 WHIT Reception	X	X		
Promo Loop: PPT slides played at HIMSS19 WHIT Reception	X	X	X	X
2 tickets to Awards Gala	X	X	X	
Sponsorship Recognition: Photo Booth	X			

Contact your account manager for more information or email eric.deerwester@himssmedia.com