



Program: Nursing Innovation – HIMSS19 Nursing Innovation Luncheon & Pitch Competition

HIMSS is pleased to announce a new attendee experience at HIMSS19 – the Pitch Stage – building upon the successful launch of HIMSS18 Innovation Live and the inaugural Developer Lab. This new experience 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.

Program Overview

The ½ day nursing innovation program held in partnership with the ANA (American Nurses Association) will be an anchor attraction of the HIMSS19 Pitch Stage; the program will consist of a luncheon for 150 people (RSVP required) and a two hour pitch competition. The two hour pitch completion will have approximately 8-15 pitches, dependent on number of applications received. The HIMSS Innovation & Conference Center will drive all aspects of the Nursing Innovation Luncheon & Pitch Competition, including but not limited to marketing, registration, applications, luncheon RSVP, logistics, judging criteria, prizes, competition software, IIP protocols, GDPR requirements and programming.

Prizes (in development) Awarded

- Mentorship with innovation incubator/accelerator
- Recognition spotlight – featured article in HIMSS premier innovation publication *HIMSS Capture Innovation* and on the HIMSS blog
- Two (2) complimentary registration to HIMSS20 Global Conference & Expo
- Two (2) complimentary HIMSS one year individual membership
- \$1,000 cash prize for ‘top 5’
- Sponsor is invited to provide prize ideas

Agenda Flow

- 12:00 pm: Luncheon (private room)
- 1:00 pm: Welcome remarks & sponsor presentation
- 1:30 pm – 3:30 pm: Pitch Competition
- 3:30 pm: Winners announced & closing remarks

Dates & Location:

Wednesday, February 13, 2019 12:30 pm – 4:00 pm | HIMSS19 Hall F Lobby Pitch Stage | Orange County Convention Center, Orlando, FL

Target Audiences:

Nurse tech enthusiasts, nurse entrepreneurs, nursing students, nursing faculty, nursing leaders, CNOs/CNIOs & nurse champions.

Expected attendance: 150 luncheon attendees; 200 Pitch Stage attendees



Sponsorship Benefits (Exclusive):

- Pitch competition application list provided prior 1 week prior to event (name, title, organization/company)
- HIMSS19 Nursing Luncheon attendee RSVP list provided 1 week after event (name, title, organization/company)
- Lighting talk demo (15 minutes podium time with microphone & screen)
- News article posted on innovationcenter.org & himssconference.org featuring sponsoring organization (approx. 250 words)
- Sponsor senior leadership interview with *HIMSS Capture Innovation* media writer
- One (1) senior leader from sponsor organization will serve as Pitch Competition Judge
- Sponsor logo prominently displayed on the Pitch Stage (name pending)
- HIMSS Conference Supporter (Logo listed on conference website with hyperlink to your home page, logo in various HIMSS marketing materials [pocket, resource guide etc.], logo displayed in prominent areas on-site)
- Exhibitor Priority Points – 7
- Full Conference badges – 2
- Client/Exhibitor Badges - 6 (You Determine The Mix)

Program Investment (exclusive sponsorship):

- \$20,000 HIMSS Corporate Member Rate
- \$22,000 Non Member Rate