Healthcare Cybersecurity Community and Podcast Series Sponsorships

2018 – 2019

Sponsorship Opportunities: 2

HiMSS North America

Community Description

The HIMSS Healthcare Cybersecurity Community provides a monthly forum for thought-leaders (from government, the private sector, and academia) and healthcare constituents to discuss and learn about advancing the state of cybersecurity in our healthcare industry.

This is an excellent opportunity to share your thought leadership, and get your brand recognized by this audience.

Sponsorship is comprised of two components:
- Community Monthly Education and Update Meetings
- HIMSS Cybersecurity Podcast Series: "Code Red"

Investment

- **$7,000** for Corporate Members
- **$8,000** for Non-Corporate Members

Opportunity Profile and Sponsorship Benefits

Community Monthly Education and Update Meetings

Participants in the HIMSS Cybersecurity Community monthly education meetings discuss contemporary issues, resources and solutions on cybersecurity topics.

Examples of topics discussed include:

- Cyber threat intelligence
- Business continuity and disaster recovery
- Ethical hacking
- Medical device security
- Governance
- Risk assessments
- GDPR

At a Glance

Community Members: 2,557

Staff Liaison: Lee Kim, Director, Privacy and Security, HIS (lkim@himss.org)

Websites:

- Healthcare Cybersecurity Community
- Code Red Podcast

Additional Community sponsorships may be available for 2018 - 2019!

Please contact your sales representative for additional information, or contact:

Laura Goodwin
Program Manager, Exhibit Sales
lgoodwin@himss.org
(312) 915-9215

Community Membership	Over 2,557 as of April 2018
Audience	CSOs, IT VPs & Directors, IT managers, students, consultants, and vendors. *Note: HIMSS Communities are open to all HIMSS members in good standing with an interest in Cybersecurity.*
FY18 Education and Update Meeting Participation	Attendees and registrants vary, but range from 60 to over 350
Number of Events	12 Community meetings are held annually from July 1, 2018 – June 30, 2019.
Event Dates	TBD
Availability	2 – 1 Meeting per Sponsor

Benefit	Detail	Value

Logo / Branding Placement	• Sponsor logo/branding placement on Community homepage
	  o Logo linked to Sponsor's preferred landing page
	  o Community home page will have a link to the Sponsor's "About our sponsor…" paragraph at the bottom of the webpage or as appropriate
	• Sponsor logo and verbal recognition of thank you for all Community calls
	• Logo to be placed on all Community invitations for monthly programming
		Brand Awareness

Thought Leadership Presentation	Sponsor may provide and participate in one (1) Thought Leadership presentation as part of a scheduled Community meeting/call. • Presentation length = 15 – 20 minutes • HIMSS to approve speaker, scheduling and content (must be submitted 6 weeks before scheduled meeting) • Presentation must be Thought Leadership-focused (i.e. customer business case) rather than promotional in nature • HIMSS staff will advise on and work with Sponsor on topic selection and scheduling • Sponsor will receive an attendee list for the sponsored presentation from HIMSS staff liaison on the monthly call (Name, Title, Organization) • Sponsor may provide customer/speaker introduction(s) • Sponsor may ask one (1) polling question per sponsored meeting as available	Brand Awareness Thought Leadership Lead Generation

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HIMSS Cybersecurity Podcast Series: "Code Red"

Code Red focuses on cybersecurity challenges facing healthcare today and tomorrow, featuring the voices of the people on the front lines. The goal of the podcast is to explore the interplay between the people, processes and technologies that make up an organization's cybersecurity posture from both a leadership and skills-based perspective.

All podcasts are produced by HIMSS Cybersecurity experts and stored on the HIMSS website and are open to HIMSS members and the public.

Sponsorship will provide you with additional Brand Awareness and Thought Leadership opportunities with those interested in Cybersecurity.

Benefit	Detail	Value

"Code Red" Podcast Sponsorship	• Podcast duration averages 10 – 25 minutes
	• Monthly downloads average 192 downloads per month in FY18.
	• 10 -12 Podcasts planned throughout the year
	  ○ Sponsor to receive 30-second mid-roll advertising (co-sponsors alternate, each getting 5 – 6 ads)
	  ○ Sponsor to receive 1 podcast where your expert or customer is interviewed.
	  ○ Podcast will be posted on the HIMSS website for 1 year from the original post date
	  ○ HIMSS staff to approve speaker, scheduling and content topic
	• Your logo will be placed on the "Code Red" episode landing page on the HIMSS website where podcasts are posted for the duration of the sponsorship
		Brand Awareness
		
		Thought Leadership