



HIMSS20 Anchor Exhibitor Benefits

Pre-Show

- Additional hotel rooms at the diamond identified hotel
- Anchors will receive first choice on hotels before diamonds – based on priority points
- Complimentary vendor headquarter on show floor at the convention center
- Company logo and booth number recognition in main lobby of Orange County Convention Center
- Complimentary attendee mailing list with address, city, state, zip
- HIMSS to send out press release about the HIMSS20 show floor and thanking the HIMSS20 anchor exhibitors
- 50 additional priority points
- Logo recognition with link to company website on Global Conference exhibition anchor exhibitor web page
- Logo recognition in the exhibition countdown email that is sent to all pre-registered attendees (sent two weeks prior to show)
- Logo recognition in the online pre-conference brochure
- Logo recognition (in booth location) on interactive exhibition floor map
- Booth selection of exhibit space for upcoming year prior to arrival at Global Conference
- Ability to choose a booth space for a partner company during anchor booth selection time frame
- Early move-in when time/space permits
- Pre-show detail of registrants – pre-show deeper breakdown of titles and worksite
- NEW! Complimentary enhanced listing within exhibitor search on conference website
- HIMSS Analytics to present customized State of the Market presentation pre conference
- NEW! HIMSS organized press briefing during conference
- NEW! 20% discount on HIMSS Media offerings
- NEW! 25% discount on HIMSS TV packages

Onsite

- Article on each anchor exhibitor in the Show Daily- content is editorial and therefore the subject matter is selected by the editor of the show dailies
- Logo and booth number recognition on lobby electronic entrance units
- Company and booth number highlighted on all UR Here locators throughout the exhibit hall.
- Company logo and booth number recognition on all printed maps onsite (Resource Guide, Pocket Guide, Show Dailies)
- NEW! Daily detail on registration numbers sent directly to your email each day of conference

Post-Show

- Post Show attendee list with mailing addresses, city, state, zip
- Deeper detailed demographics on Global Conference attendees