

**2019**  
**PROSPECTUS**  
**#HEALTH2CON**

A HIMSS Event

**Health 2.0**

**ANNUAL CONFERENCE**

September 16-18, 2019 | Santa Clara, California



## DISCOVER THE NEXT FRONTIER OF HEALTH TECHNOLOGY

Health 2.0 connects you to the real people, products and purpose that fuels our innovative ecosystem. You won't find this spectrum of early stage tech, highly-vetted startups, top investors, patient-dedicated programs, policy-focused dialogues, and authentic provider perspectives anywhere else because we know the real tech revolution is fueled by adaptability, user experience, and data-driven decisions—from the clinician to the consumer.

Last year, at the 12th Annual Conference (2018), over 1,300 attendees gathered to watch major product launches, hear groundbreaking announcements, and see live technology demos.

In 2019, our Health 2.0 community will draw an even larger crowd with attendees from the worlds of technology, payers, providers, pharma, government, finance, and more to:

- Experience the most comprehensive line-up of technology innovation
- Explore curated networking opportunities to discuss the latest changes in health care and meet the best minds moving digital health forward
- Witness our legendary Health 2.0 startup competitions at a spectrum of funding stages
- Be a part of the brand new, interactive exhibit floor, with more amenities and activities than ever before, including HIMSSTV major event interviews





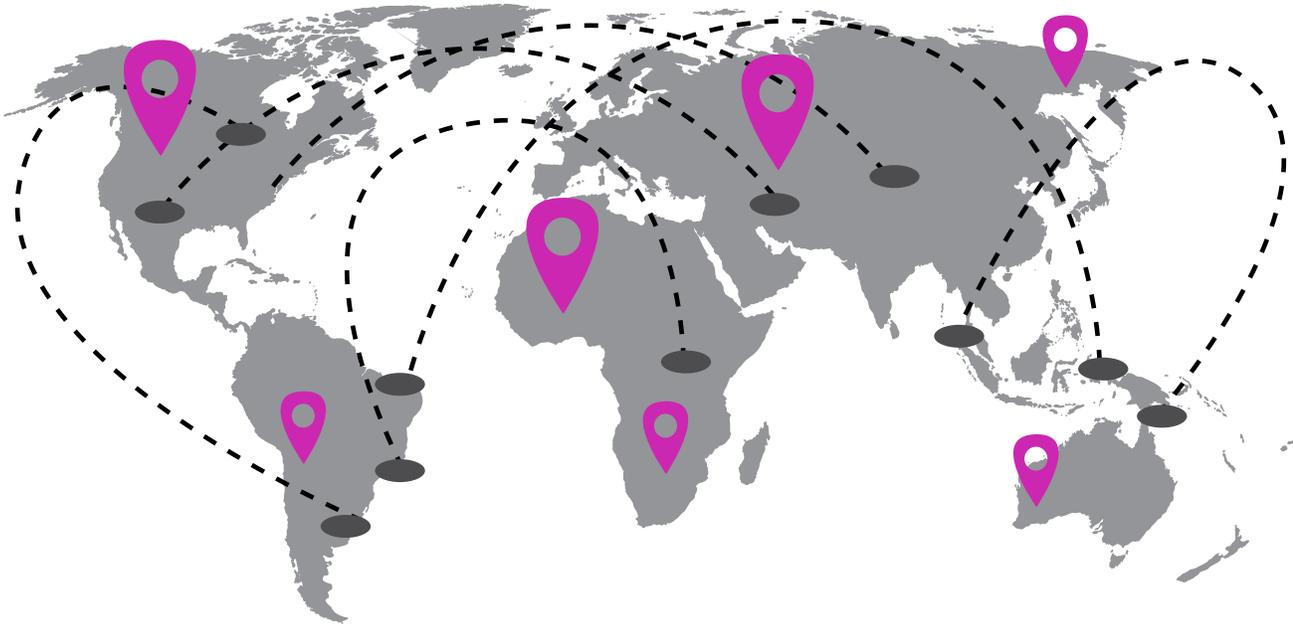
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**Sponsoring the 2019 Health 2.0 Annual Conference is the best way to announce new products, get wide publicity, and expand your network - all in one place. If you want to cement your organization's presence in the most innovative community in health care, you need to be at Health 2.0!**

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Health 2.0 Chapters  
**110 Global Chapters**

Health 2.0 Chapter Members  
**100,000+**



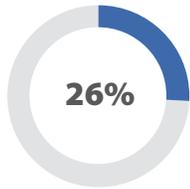
**Previous Conference Attendees**

**26,450** 

# FAST FACTS



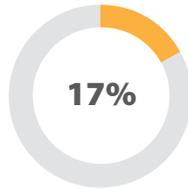
## EVENT METRICS



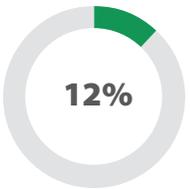
Tech



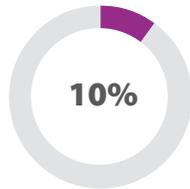
Professional Services



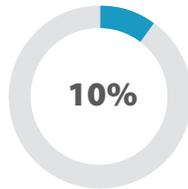
Hospital & Health Systems



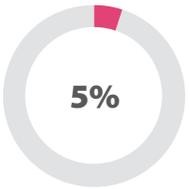
Academic, Gov't & Non Profit



Pharma



Payers



Finance



Legal



Press

## MARKET REACH

### HEALTH 2.0 CHAPTERS (WORLDWIDE):

100+ Worldwide Chapters, 33,000 members

### TWITTER FOLLOWERS:

51,000

### FACEBOOK FOLLOWERS:

8,089

### THE HEALTH 2.0 WEEKLY SUBSCRIBERS:

29,500

## PAST SPONSORS INCLUDE



# PRE-CONFERENCE PACKAGES



## PROVIDER SYMPOSIUM

Health 2.0's Provider Symposium invites hospital and provider executives to address systematic processes and tactical day-to-day operations of clinical care in a discussion around the latest technological innovations designed to improve the experience for both physicians and the patients. By bringing together the right people, technologies, and systems, the Provider Symposium will foster debate and spark the exchange of ideas around the latest innovations designed to streamline workflow for physicians, better engage patients, and ultimately improve care delivery.

## VENTURECONNECT

Health 2.0 VentureConnect will convene the biggest and most active investors in health tech to discuss the latest market trends, strategies, and lessons learned. This pre-conference program features panels with a diverse group of investment leaders from across healthcare and rising startups, plus a rapid-fire pitch competition for vetted Series A health tech companies as they compete to be recognized as the most promising startup from venture capitalists and corporate investors.

## PACKAGES

### EXECUTIVE SPOTLIGHT SPONSOR \$17,500 (LIMIT 2)

As an executive spotlight sponsor you will have 15 minutes to tell the entire audience about how you have successfully integrated a health system and share the outcomes.

Benefits include:

- 15 minute presentation to pre-conference audience – Topic of choice (non-commercial in nature, must be approved by organizer)
- (3) full access passes to the main conference and pre-conference event
- Featured branding on conference website
- Logo recognition on event signage, marketing materials and conference program
- Access to the provider symposium attendee list (name, title, org) – provided within 72hrs post event

### PANEL SPONSOR \$10,000 (LIMIT 2)

As a panel sponsor you will have the opportunity to contribute to the conversation on the main stage.

Benefits include:

- Speaking spot on a moderated panel (30-40 minutes) – Panel developed by event organizer, will work with sponsor for proper placement
- (2) full access passes to the main conference and pre-conference event
- Featured branding on conference website
- Logo recognition on event signage, marketing materials and conference program
- Access to the provider symposium attendee list (name, title, org) – provided within 72hrs post event

# SPONSORSHIP OPPORTUNITIES

	SPONSORSHIP PACKAGES				EXHIBITION PACKAGES		
	Premier (Limit 2) \$70,000	Elite (Limit 2) \$50,000	Signature (Limit 4) \$25,000	Patron (Limit 4) \$20,000	10' x 10' \$6,000	Support \$6,000	StartUp Alley \$3,000
<b>SPEAKING OPPORTUNITY</b>							
<b>EXECUTIVE SPOTLIGHT SPEAKING OPPORTUNITY</b> <ul style="list-style-type: none"> <li>15 Minute presentation to entire audience - Main Stage</li> <li>Speaker must be a Company Executive</li> <li>Topic of choice (non-commercial in nature - must be approved by organizer)</li> </ul>	●						
<b>EXECUTIVE SPOTLIGHT SPEAKING OPPORTUNITY</b> <ul style="list-style-type: none"> <li>10 Minute presentation to entire audience - Main Stage</li> <li>Speaker must be a Company Executive</li> <li>Topic of choice (non-commercial in nature - must be approved by organizer)</li> </ul>		●					
<b>EXECUTIVE SPOTLIGHT SPEAKING OPPORTUNITY</b> <ul style="list-style-type: none"> <li>10 Minute presentation to entire audience - Breakout</li> <li>Speaker must be a Company Executive</li> <li>Topic of choice (non-commercial in nature - must be approved by organizer)</li> </ul>			●				
<b>PANEL SPEAKING OPPORTUNITY</b> <ul style="list-style-type: none"> <li>Speaking spot on a moderated panel - Breakout</li> <li>Panel duration is 40 mins total.</li> <li>Panel developed by event organizer - will work with sponsor for proper placement</li> </ul>				●			
<b>BRAND REACH</b>							
<b>RECOGNITION &amp; LISTING: WEBSITE, MOBILE APP &amp; PROGRAM GUIDE</b> <ul style="list-style-type: none"> <li>Company Logo with link to site of your choosing</li> <li>100-word Company Description <i>(1 company logo, URL and description allowed per sponsor. Combined logos &amp; listings are not accepted)</i></li> </ul>	●	●	●	●			
<b>CONFERENCE BRANDING &amp; SIGNAGE</b> <ul style="list-style-type: none"> <li>Signage throughout the venue on banners or poster boards</li> <li>Logo only &amp; listed in alpha order of company name</li> </ul>	●	●	●	●			
<b>WALKIN LOOP PPT</b> <ul style="list-style-type: none"> <li>Slides show will be played in all the session rooms</li> <li>Logo only</li> </ul>	●	●	●	●			
<b>ADVERTISEMENT IN EVENT PROGRAM GUIDE</b>	<b>FULL PAGE COLOR</b>	<b>FULL PAGE COLOR</b>	<b>HALF PAGE COLOR</b>	<b>HALF PAGE COLOR</b>			
<b>HIMSS TV - EXECUTIVE VIDEO INTERVIEW AT THE EVENT</b> <ul style="list-style-type: none"> <li>5-minute Q&amp;A Interview (Questions will be vetted with sponsor pre-conference)</li> <li>Interview will be featured for one month on HIMSS TV</li> <li>Interview footage will be shot in the HIMSS TV onsite location</li> <li>You receive the final edited video assets, for your use after the summit</li> </ul>	●	●					
<b>EXHIBITOR LISTING</b> <ul style="list-style-type: none"> <li>Listing in program guide, mobile app and website</li> <li>Company name and exhibit hall location</li> </ul>	●	●	●	●	●	●	●

# SPONSORSHIP OPPORTUNITIES

	SPONSORSHIP PACKAGES				EXHIBITION PACKAGES		
	Premier (Limit 2) \$70,000	Elite (Limit 2) \$50,000	Signature (Limit 4) \$25,000	Patron (Limit 4) \$20,000	10' x 10' \$6,000	Support \$6,000	StartUp Alley \$3,000
<b>CONFERENCE PRESENCE</b>							
<b>OPENING RECEPTION – PRECON DAY - MONDAY 9/16/19</b> <ul style="list-style-type: none"> <li>Co-sponsor of the reception</li> <li>Company logo prominently displayed on easel sign and placed next to F&amp;B station</li> </ul>		●					
<b>RECEPTION – DAY 1 - TUESDAY 9/17/18</b> <ul style="list-style-type: none"> <li>Co-sponsor of the reception</li> <li>Company logo prominently displayed on easel sign and placed next to F&amp;B station</li> </ul>	●						
<b>NETWORKING BREAKFAST</b> <ul style="list-style-type: none"> <li>Co-sponsor of one breakfast on Day 1 or Day 2</li> <li>Choice of day available on a first come basis</li> <li>Company logos prominently displayed on easel sign and placed next to F&amp;B station</li> </ul>				●			
<b>NETWORKING LUNCHEON</b> <ul style="list-style-type: none"> <li>Co-sponsor of one luncheon on Day 1 or Day 2</li> <li>Choice of day available on a first come basis</li> <li>Company logos prominently displayed on easel sign and placed next to F&amp;B station</li> </ul>			●				
<b>CUSTOM DISCOUNT CODE</b> <ul style="list-style-type: none"> <li>Promote your presence at the show and invite your clients to attend by offering them \$200.00 off to the attend the summit.</li> <li>Each sponsor will receive a custom code with unlimited usage</li> </ul>	●	●	●	●	●	●	●
<b>EXHIBIT SPACE</b>	<b>10' X 10' BOOTH</b>	<b>10' X 10' BOOTH</b>			<b>10' X 10' BOOTH</b>		
<b>TURNKEY KIOSK - LARGE</b> <ul style="list-style-type: none"> <li>Counter &amp; Standard electrical (5 amps)</li> <li>Overlay Graphic on Panels</li> <li>(No Pop Up Booths or booth backdrops allowed)</li> </ul>			●	●	●		
<b>TURNKEY KIOSK - STARTUP ALLEY</b> <ul style="list-style-type: none"> <li>Counter &amp; Standard electrical (5 amps)</li> <li>Overlay Company Logo on Top Panel</li> <li>(No Pop Up Booths or booth backdrops allowed)</li> </ul>							●
<b>MEETING ROOM</b> <ul style="list-style-type: none"> <li>Available conference Day 1 &amp; Day 2</li> <li>Single room, setup boardroom for 10-12 people</li> <li>No AV setup or food &amp; beverage</li> </ul>	<b>DEDICATED</b>	<b>ACCESS (FIRST COME BASIS)</b>	<b>ACCESS (FIRST COME BASIS)</b>				
<b>LEADS</b>							
<b>ATTENDEE LIST</b> <ul style="list-style-type: none"> <li>Includes (Name, Title, Organization, Address, Email, Telephone)</li> <li>Opt-in list only (in adherence with GDPR)</li> <li>List will be provided 96 hrs. after the event</li> </ul>	●	●					
<b>ATTENDEE LIST</b> <ul style="list-style-type: none"> <li>Includes (Name, Title, Organization)</li> <li>Opt-in list only (in adherence with GDPR)</li> <li>List will be provided 96 hrs. after the event</li> </ul>			●	●			
<b>CONFERENCE BADGES</b> <ul style="list-style-type: none"> <li>To be use for sponsor staff &amp; speaker ONLY</li> <li>50% Discount on any Additional Purchased Staff Badges</li> </ul>	<b>TEN (10)</b>	<b>EIGHT (8)</b>	<b>SIX (6)</b>	<b>FOUR (4)</b>	<b>THREE (3)</b>	<b>TWO (2)</b>	<b>ONE (1)</b>



# SPECIALITY PACKAGES

## BADGE LANYARD – \$15,000 (LIMIT 1)

Exclusive logo placement on the conference lanyard.

- Two (2) conference passes
- Recognition in program guide, mobile app, website

## TOTE BAG – \$15,000 (LIMIT 1)

Health 2.0 provides tote bags with sponsor company logo on the tote bag handed out to all conference attendees

- Two (2) conference passes
- Recognition in program guide, mobile app, website

## WATER BOTTLES – \$12,000 (LIMIT 1)

Company logo on the water bottle handed out to all the conference attendees

- (2) conference passes
- Recognition in program guide, mobile app, website

## WI-FI – \$12,500 (LIMIT 1)

Company name will be the Wi-Fi password

- Two (2) conference passes
- Recognition in program guide, mobile app, website

## NOTEPAD & PENS – \$5,000 (LIMIT 1)

Provide your own stationary and pens for attendees to use throughout the conference

- One (1) conference pass
- Recognition in program guide, mobile app, website
- Sponsor to provide Health 2.0 materials and ship to venue

## NETWORKING BREAKS – \$5,000 (LIMIT 3)

Sponsor company logo placed on the coffee cups during the break

- One (1) conference pass
- Listing on agenda in program guide, mobile app, website

## CHAIR DROP – \$2,500 (LIMIT 2)

- Day 1 or Day 2 in General Session Room
- Sponsor to provide Health 2.0 one piece of marketing material and ship to venue

## COLUMN WRAPS – \$2,500 EACH (LIMIT 3)

- Specs provided by Health 2.0 for sponsor company to design ad

## WALL MURAL – \$2,000 (LIMIT 6)

Place a wall ad/image/promotion in the main attendee hallway of Health 2.0

- Size of one (1) ad – 5'x12'
- Option to buy multiple. All six (6) together would be \$10,000

## ADVERTISEMENT IN EVENT PROGRAM GUIDE – \$1,500

- Full Page Color Ad in Program Guide

## NETWORKING PAVILION, 40'X40' – \$35,000 (LIMIT 1)

Branded pavilion with sponsor company logo placed on lighted tower

- 20 minute presentation in the HIVE during dedicated Networking Luncheon
- Recognition in program guide, mobile app, website
- 6 conference passes
- Attendee list (name, title, org only)

## RECHARGE LOUNGE, 20'X30' – \$25,000 (LIMIT 1)

Branded work lounge with sponsor company logo placed on charging tables

- 20 minute presentation in the HIVE during dedicated Networking Luncheon
- Recognition in program guide, mobile app, website
- 4 conference passes
- Attendee list (name, title, org only)

## DEEP DIVE – \$30,000 (LIMIT 8)

30 minute presentation in breakout session rooms with seating for 200+

- Day 1 or Day 2 – network breakfast or AM break. First come, first select
- Listing on agenda in program guide, mobile app, website
- 6 conference passes
- 10'x10 booth
- Attendee list (name, title, org only)

## PRESENTATION THEATRE – \$15,000 (LIMIT 12)

20 minute presentation in the HIVE during dedicated Networking Luncheon for all conference attendees

- Listing on agenda in program guide, mobile app, website
- 3 conference passes
- 10'x10 booth
- Attendee list (name, title, org only)

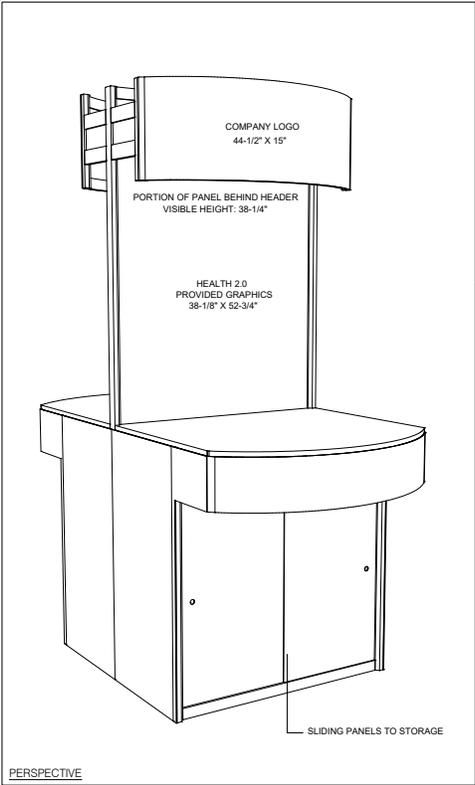
## MOBILE APP SPONSORSHIP – \$5,000 TO \$15,000

Don't miss the opportunity to be at the epicenter of the mobile experience as attendees leverage the mobile app to navigate the conference. Build brand awareness, drive traffic to your exhibit space or session and connect one-on-one with attendees. One Premier and three Support sponsorships are available. Packages include:

	PREMIER \$15,000	SUPPORT \$5,000
Full screen interstitial ad	●	
Sidebar menu logo	●	
In app banner ad	●	●
One daily announcement sent to users' inboxes	●	●
One push notification sent during the conference	●	●
Direct messaging with attendees	●	●
Post-conference digital retargeting banner campaign	●	●
Report & Insights	●	●



**STARTUP ALLEY**



**LARGE KIOSK**





## REACH AN EXTENDED AUDIENCE THROUGH HEALTH 2.0 MEDIA SPONSORSHIPS

To maximize the impact the conference delivers to the healthcare industry, HIMSS is bringing the content to a broad audience through extensive HIMSS TV, MobiHealthNews and Healthcare IT News coverage of the conference. In conjunction with the coverage, we are offering sponsorship opportunities that will help maximize the value of your conference investment and extend your reach to the 250K+ healthcare decision-makers and influencers who actively engage with HIMSS around innovation and other topics covered during the conference.

### HIMSS TV SPONSORSHIPS

HIMSS TV will be on-site delivering video content from the conference to the HIMSS audience. Don't miss the chance to reach this broader audience with your thought leadership and brand message. Sponsorship packages are listed below. Inventory is limited to 1 Gold, 2 Silver and 5 Bronze packages:

	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000
Exclusive interview with SME conducted by HIMSS editor and filmed on-site*	●	●	●
Syndication on HIMSS.TV, YouTube and in one or more HIMSS Newsletters	●	●	●
Distribution through a dedicated email to the HIMSS audience that engages around the topic	●	●	●
Copy of the final edited video and use rights	●	●	●
Post-event social media amplification	●	●	
Video pre-roll advertising on all HIMSS TV videos from the event	●		

\*Video may be filmed elsewhere for an additional fee

### IN FOCUS SERIES SPONSORSHIP – \$20,000 TO \$52,500

The Health 2.0 In Focus Series provides an engaging thematic retrospective of the best content from the conference around four key topics: Disruptive Unicorns in Healthcare, Next-Gen Decision Support, Socially Amplified Technology and New Wave of Patient Consumers. Limit one sponsor per topic, choose from one of four packages:

	PLATINUM \$52,500	GOLD \$37,500	SILVER \$35,000	BRONZE \$20,000
Video Gallery: Sponsorship of topic-focused video gallery curated from videos filmed at the conference; inclusion of client video in video gallery	●	●	●	●
Executive Brief: Sponsorship of 4-page brief that includes highlights from topic-focused sessions and a sponsor-directed Q&A	●	●	●	●
Research and Infographic: Topic-focused sponsored research summarized in an infographic and promoted to the HIMSS audience	●		●	
Editorial Webinar: Topic-focused webinar hosted by a HIMSS editor with an industry leader secured by HIMSS to present on the webinar	●	●		
Guaranteed Leads	350	300	150	100



## SOCIAL MEDIA PROGRAMS – \$10,000 (Pre-Conference), \$12,000 (On-Site/Post-Conference)

Reach an extended audience that engages around digital health and technology innovation and showcase your participation in the conference through our pre-conference and on-site/post conference social media programs. Packages leverage either the MobiHealthNews or Healthcare IT News information brand. Inventory is limited to 2 Pre-Conference and 2 On-Site/Post-Conference programs:

PRE-CONFERENCE PROGRAM <sup>1</sup>	ON-SITE/POST-CONFERENCE PROGRAM
<ul style="list-style-type: none"> <li>HIMSS Media-drafted blog post and social messages on mutually-agreed topic tied to your activity at the conference</li> </ul>	<ul style="list-style-type: none"> <li>30 second video recorded on-site and promoted across social to showcase your presence at the conference<sup>2</sup></li> </ul>
<ul style="list-style-type: none"> <li>Blog hosted on information brand website and featured in one daily newsletter</li> </ul>	<ul style="list-style-type: none"> <li>2 live tweets during your presentation</li> </ul>
<ul style="list-style-type: none"> <li>2-week outbound organic and paid social media program through LinkedIn, Twitter and Facebook</li> </ul>	<ul style="list-style-type: none"> <li>HIMSS Media-drafted blog post and social messages recapping on-site presentation<sup>3</sup></li> </ul>
	<ul style="list-style-type: none"> <li>Blog hosted on information brand website and featured in one daily newsletter</li> </ul>
	<ul style="list-style-type: none"> <li>2-week outbound organic and paid social media program through LinkedIn, Twitter and Facebook</li> </ul>

<sup>1</sup>Program must be completed prior to conference

<sup>2</sup>Video recorded in a full take (no editing) at a designated location and mutually agreeable time

<sup>3</sup>Client must supply the presentation slides and agree to an audio or video recording of the presentation

## LIVE EVENT CONTENT EXTENSION – \$7,500

Extend the reach of content that you present at the conference and highlight your participation in a prominent event through this turnkey content program. HIMSS Media Lab will convert your in-person presentation into a white paper or case study for use in your post-event content marketing programs and/or for syndication with MobiHealthNews or Healthcare IT News (at additional fee). Package details:

- Long form content piece up to 1,200 words and 4 designed pages
- Inclusion of up to 2 headshots, 2 pull-quotes and 2 charts from the presentation
- Client must supply the presentation slides and agree to an audio or video recording of the presentation
- Easy to bundle with a Content Syndication program (at additional fee)

## TARGETED ENGAGEMENT CAMPAIGN – STARTING AT \$25,000 FOR A 12-WEEK PROGRAM

Let HIMSS help you reach and engage the decision-makers and influencers that matter to your organization. Whether you have a target account list, an ideal customer profile or are focused on reaching those who demonstrate high interest around topics related to technology innovation in healthcare, HIMSS media offers customized, multi-channel programs designed to achieve your business goals. Programs leverage HIMSS' robust first-party data, AI-driven Audience Intelligence Platform, and topic-focused editorial content in addition to your thought leadership content to deliver the account intelligence and decision-maker engagement you need coming into and following the conference.

## BRANDING, DEMAND GENERATION, CONTENT MARKETING AND MORE!

HIMSS Media offers a variety of solutions which leverage HIMSS' information brands, domain expertise and highly engaged audience of decision-makers to help marketers deliver results. Whether you're looking to advertise, generate leads, showcase your thought leadership or create engaging and compelling content, HIMSS Media has a solution for you. Contact us at [hello@himssmedia.com](mailto:hello@himssmedia.com) or visit [www.himssmedia.com](http://www.himssmedia.com) to learn more.



## ABOUT HEALTH 2.0

Since the induction of the first Health 2.0 Annual Conference in September 2007 in San Francisco, Health 2.0 events and conferences across the globe have elevated the brand as a beacon for cutting-edge, health tech innovations. Health 2.0 is recognized in the healthcare industry as a pioneer in presenting the groundbreaking technologies and inventive minds primed to shape the future of digital health trends. The Health 2.0 Annual Conference has garnered media features in The New York Times, The Washington Post, Forbes, CNN, CBS News, and in the health care trade press.

For more information, contact  
**Michele Belanger**  
michele.belanger@himssmedia.org  
703-517-6112

## JOIN THE CONVERSATION

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