

HIMSS Global Conference & Exhibition 2020 Forums & Specialty Programs Sponsorship

March 9-13, 2020 | Orlando, FL
Orange County Convention Center

BRANDING. MARKET REACH. THOUGHT LEADERSHIP.

Preconference Forums & Specialty Programs

At HIMSS Global Conference & Exhibition, preconference forums and specialty programs are focused on the top health IT trends shaping the future of healthcare.

Sponsorships include speaking engagements, branding opportunities and the chance to connect one-on-one with **DECISION-MAKING LEADERS, STAKEHOLDERS and INFLUENCERS**

FORUMS:

- ▶ Aging & Tech Forum: Addressing the Silver Tsunami
- ▶ Cloud Forum
- ▶ Consumerization of Health Forum
- ▶ Cybersecurity Forum
- ▶ Innovation Forum – *MORE INFO to COME*
- ▶ Machine Learning & AI for Healthcare Forum
- ▶ Patient Engagement & Experience Forum
- ▶ Pharma Forum
- ▶ Population Health Management Forum
- ▶ Revenue Cycle Optimization Forum

SPECIALTY PROGRAMS:

- ▶ Health 2.0 VentureConnect
- ▶ Scaling Your Startup: A Workshop for Entrepreneurs

**See sponsor package sheets for exposure opportunities and pricing*

Aging & Tech Forum: Addressing the Silver Tsunami

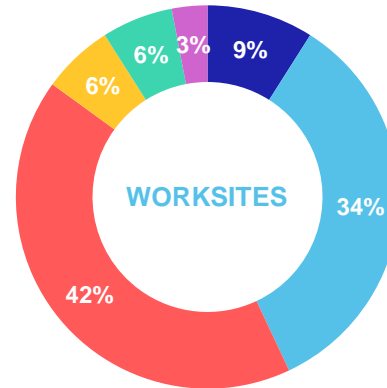
MARCH 9, 2020
ORLANDO, FL

With the so-called 'silver tsunami,' comes a need to reinvent care delivery and bring more innovative alternatives to the aging population to manage more of their care outside the hospital.

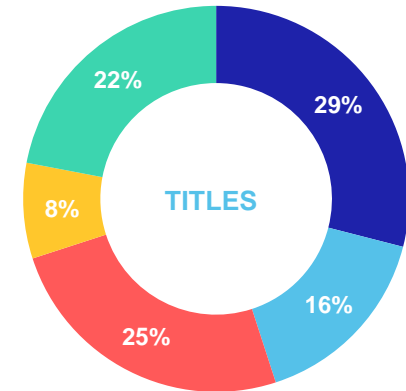
TOPICS

- ▶ How can provider organizations bring care to the home?
- ▶ What innovations are working and ready to scale?
- ▶ Addressing current and future needs, including extra disease burden and shortages of healthcare providers.
- ▶ Case-studies from the field

PAST AUDIENCE PROFILE



- Academic/Govt/Non-Profit
- Hospitals/Healthcare Providers
- Solution Providers/Consultants
- Pharma/Life Sciences
- Payer
- Other



- C-Suite/Executive
- Vice President
- Director
- Manager
- Non-Manager

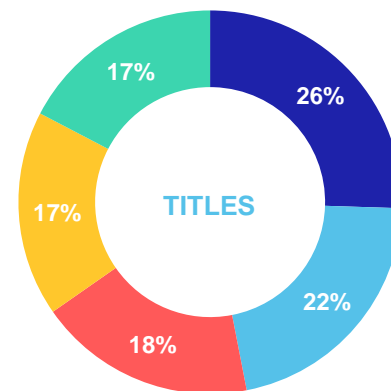
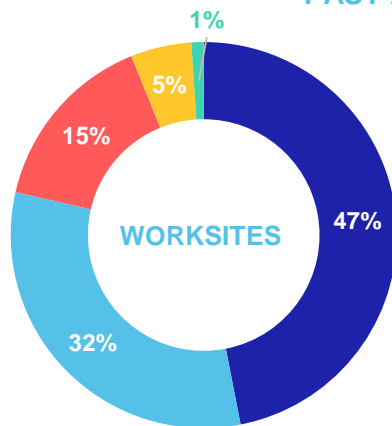
Presented by:  **Personal Connected Health Alliance**
A HIMSS Innovation Company

Transforming care and delivery with cloud—beyond transition and focused on implementation and enabling healthcare organizations to better adapt to market forces.

TOPICS

- ▶ Building blocks for healthcare transformation and innovation through the cloud
- ▶ Data security
- ▶ New care models
- ▶ Lessons learned and success stories
- ▶ Best practices for partnering with vendors
- ▶ Embracing agile IT

PAST AUDIENCE PROFILE



Consumerization of Health Forum

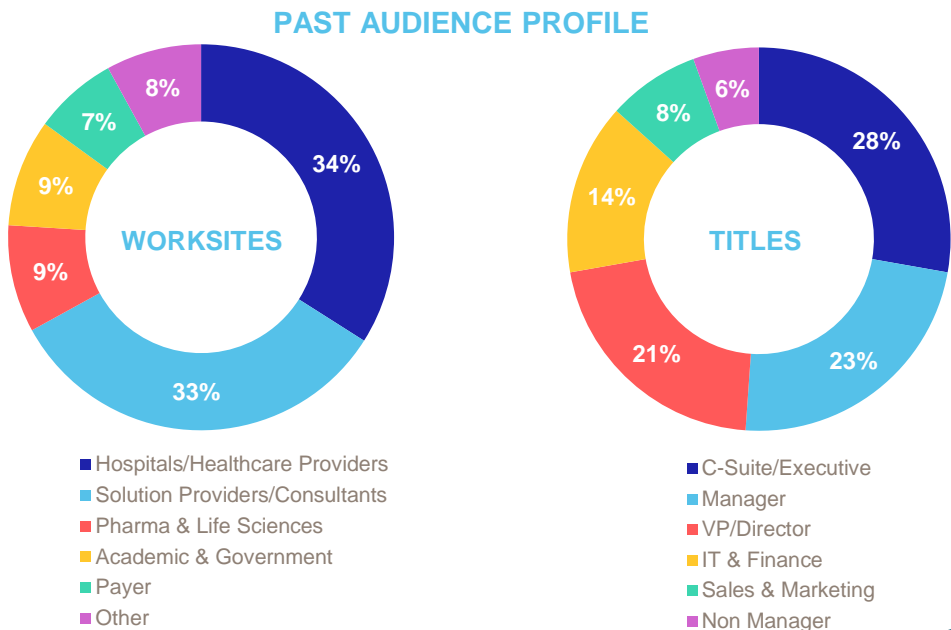
MARCH 9, 2020
ORLANDO, FL

Examines the consumerization of healthcare and wellness, centered on consumer behavior insights and the role digital health tech can play in shaping a more convenient, personal and engaging care experience.

TOPICS

- ▶ The 'retailing' of health
- ▶ Tactics and technologies for personalization and engagement
- ▶ Case studies on 'consumerized' approaches offering convenience, real-time insight, simplicity and interaction (e.g., on-demand services)
- ▶ Best practices from other industries applied to health (retail, financial, agriculture, etc.)
- ▶ And more

Presented by:

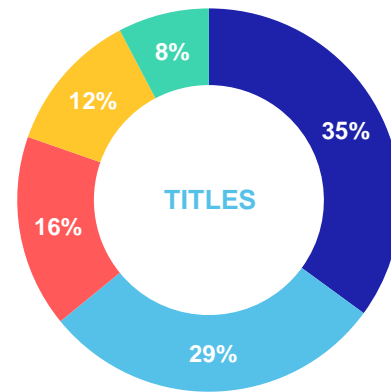
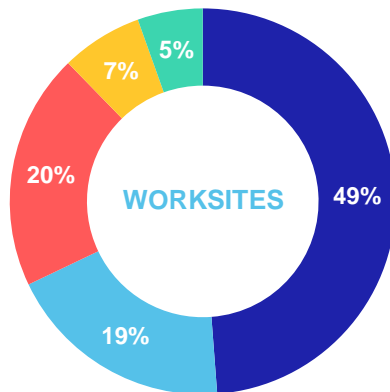


Provides attendees with access to tools and information needed to prepare for evolving threats and develop a resilient security strategy that keeps patients safe and their reputation intact, and enables business strategy.

TOPICS

- ▶ New threat updates
- ▶ Vulnerability management
- ▶ Incidence response techniques
- ▶ Device, IoT security
- ▶ Data security
- ▶ Security and transformation
- ▶ Risk assessment and prioritization
- ▶ Cloud
- ▶ Safeguarding innovation

PAST AUDIENCE PROFILE



Machine Learning & AI for Healthcare Forum

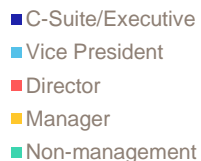
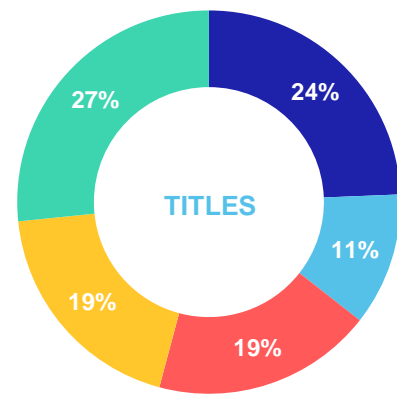
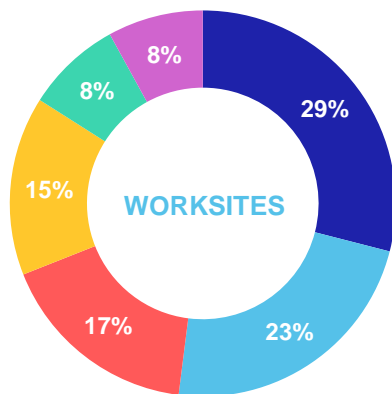
MARCH 9, 2020
ORLANDO, FL

This forum starts with a focus on data and analytics, and from this essential foundation then moves into real-world applications of machine learning and artificial intelligence with a focus on best practices for implementation and integration.

TOPICS

- ▶ Data governance and quality
- ▶ Scaling analytics into clinical operations
- ▶ How to maximize impact
- ▶ Common misconceptions of AI in healthcare
- ▶ Integrating machine learning and AI into clinical workflows
- ▶ Making AI Investment Decisions
- ▶ Case studies on using machine learning and AI in the real-world
- ▶ And more

PAST AUDIENCE PROFILE



Patient Engagement & Experience Forum

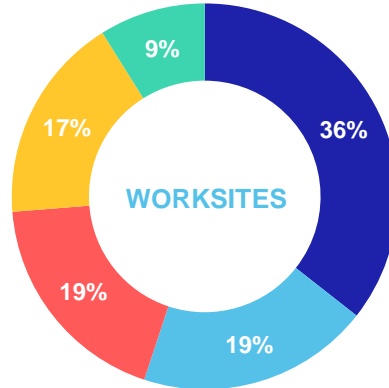
MARCH 9, 2020
ORLANDO, FL

Focused on the innovative ways to improve patient care through patient satisfaction, empowerment, engagement and experiences. This forum is presented in collaboration with the Cleveland Clinic.

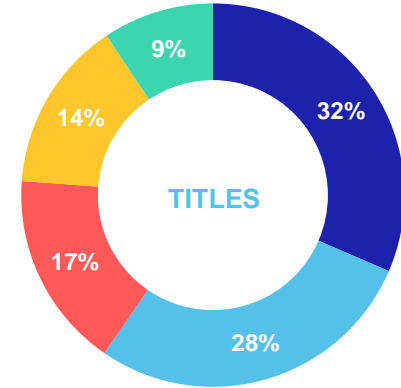
TOPICS

- ▶ Strategies for engaging patients how they want to be engaged
- ▶ Developing an engagement framework that puts the patient at the center
- ▶ Best practices for engaging the most vulnerable populations
- ▶ Leveraging technologies to advance patient experience and engagement goals
- ▶ Case studies and best practices

PAST AUDIENCE PROFILE



- Hospitals/Healthcare Providers
- Payers
- Other
- Solution Providers/Consultants
- Government & Academic



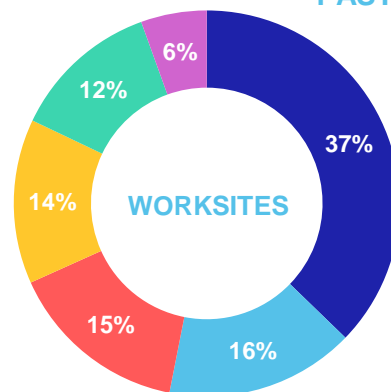
- Director
- C-Suite/Executive
- Non-management
- Manager
- Vice President

Where leaders converge to shape the future of pharma. A full day focused on the collaborations and partnerships between pharma, payers, providers and patients revolutionizing the healthcare industry.

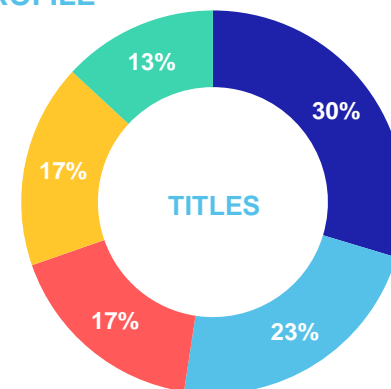
TOPICS

- ▶ Pharma and digital health
- ▶ Industry partnerships
- ▶ Opportunities for stakeholders
- ▶ Lessons learned and success stories
- ▶ And more

PAST AUDIENCE PROFILE



- Life Sciences
- Solution Providers/Consultants
- Payers
- Hospitals/Healthcare Providers
- Other
- Government & Academic



- Director
- Non-management
- C-Suite/Executive
- Manager
- Vice President

Population Health Management Forum

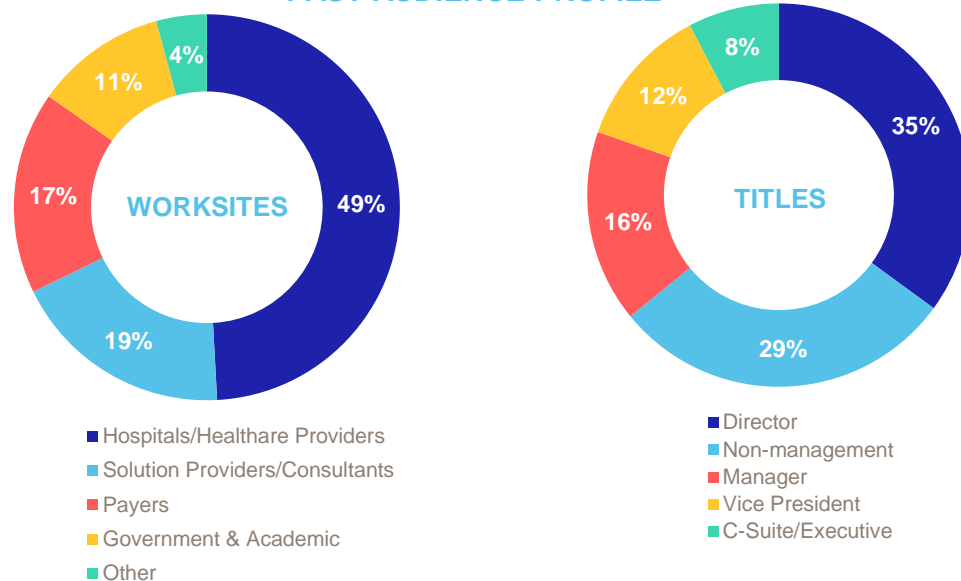
MARCH 9, 2020
ORLANDO, FL

This forum will dive deep into social determinants of health (SDOH) and share how progressive leading healthcare organizations are using digital technologies and personalized approaches to care for our most vulnerable populations.

TOPICS

- ▶ Building a framework for care through the science of behavior change
- ▶ The impact of SDOHs
- ▶ Low-tech and no-tech solutions, including health literacy screening
- ▶ Best practices for program design and implementation
- ▶ Common barriers to care driven by SDOH
- ▶ Improving adherence in high-risk populations

PAST AUDIENCE PROFILE



Revenue Cycle Optimization Forum

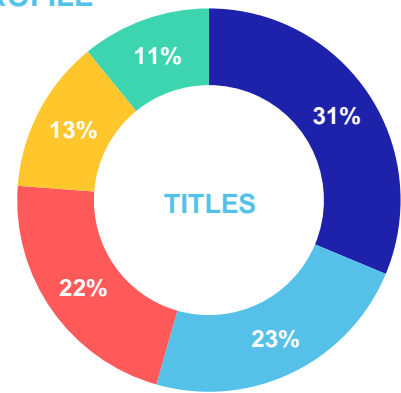
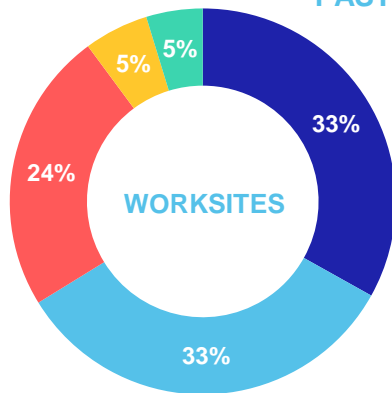
MARCH 9, 2020
ORLANDO, FL

Focused on new strategies for a patient-centered revenue cycle to increase payments, reduce collections, and boost their customer loyalty while benefiting the bottom line and improving adherence and outcomes.

TOPICS

- ▶ Improving the patient experience
- ▶ Increasing payments
- ▶ Data security
- ▶ Transparency within the revenue cycle
- ▶ Analytics to boost productivity
- ▶ Approaches to improve patient satisfaction and the bottom line

PAST AUDIENCE PROFILE



Preconference Forum Sponsorship Package

	PREMIER \$50,000 Limit = 2	SIGNATURE \$25,000 Limit = 2	PATRON \$15,000 Limit = 3
PREMIER SPOTLIGHT SPEAKING OPPORTUNITY <ul style="list-style-type: none"> 30-minute presentation to entire audience Speaker must be a company executive & SME 	• Topic of choice: non-commercial in nature; must be approved by organizer	•	
EXECUTIVE SPOTLIGHT SPEAKING OPPORTUNITY <ul style="list-style-type: none"> 15-minute presentation to entire audience Speaker must be a company executive & SME 	• Topic of choice: non-commercial in nature; must be approved by organizer	•	
PANEL SPEAKING OPPORTUNITY <ul style="list-style-type: none"> Speaking spot on a moderated panel Panel developed by event organizer: <i>will work with sponsor for proper placement</i> 			•
NETWORKING LUNCHEON <ul style="list-style-type: none"> Co-Sponsor of Luncheon Company logo will be prominently displayed on easel sign and placed next to food station 	•		
NETWORKING BREAKFAST <ul style="list-style-type: none"> Co-sponsor of the breakfast Company logo will be prominently displayed on easel sign and placed next to food station 		•	
NETWORKING BREAKS <ul style="list-style-type: none"> Co-sponsor of breaks Company logo will be prominently displayed on easel sign and placed next to beverage station 			•
FOLLOW UP EMAIL TO EVENT ATTENDEES <ul style="list-style-type: none"> Post-event email to all registered attendees with sponsor branding Sponsor to provide content for post-event email HIMSS to send email to attendees within 72 hours post-event 	•		

Preconference Forum Sponsorship Package

	PREMIER \$50,000 Limit = 2	SIGNATURE \$25,000 Limit = 2	PATRON \$15,000 Limit = 3
EXECUTIVE VIDEO INTERVIEW AT THE EVENT <ul style="list-style-type: none"> 5-minute Q&A with <i>Healthcare IT News</i> Editor Interview will be posted on HIMSS TV 	●		
ATTENDEE LIST <ul style="list-style-type: none"> Opt-in list only (in adherence with GDPR) full contact information where applicable List will be provided 96 hrs. after the forum 	●	●	Mailing Address Only
ADVERTISEMENT IN FORUM GUIDE (ARTWORK DEADLINE: 2/2/20)	Full Page Color	Full Page Color	Full Page Color
RECOGNITION WALK-IN SLIDES IN GENERAL SESSION & PROMINENT ONSITE SIGNAGE	●	●	●
RECOGNITION: FORUM GUIDE & WEBSITE (DEADLINE: 2/2/20) <ul style="list-style-type: none"> Company Logo with link to site of your choosing 100-word Company Description 1 URL <i>1 company logo, URL and description allowed per sponsor; combined logos & listings are not accepted</i> 	●	●	●
EVENT BADGES + 50% DISCOUNT ON ANY ADDITIONAL PURCHASED STAFF BADGES <ul style="list-style-type: none"> Sponsor Speaker must use the conference badge allotment to register for the forum 	Six (6) Badges	Four (4) Badges	Three (3) Badges
TURNKEY COUNTER <ul style="list-style-type: none"> Bar height counter - 36" (L) x 24" (D) x 41" (H) Company logo for branding <i>(No pop up booths or booth backdrops allowed)</i> 	●	●	●
<ul style="list-style-type: none"> January 31, 2020 - high resolution vector file due (if deadline missed, logo branding will not be on counter) Standard electrical & wireless internet access 			

Scaling Your Startup: A Workshop for Entrepreneurs

MARCH 10, 2020
ORLANDO, FL

Designed for executive officers and founders of startups—this event aims to equip entrepreneur leaders with the knowledge and tools needed to navigate the various aspects of launching and growing an early stage venture.

TOPICS

- ▶ Sales and marketing strategies
- ▶ Fundraising
- ▶ Partnership development
- ▶ Scaling your startup

TARGET AUDIENCE

- ▶ Early to mid-stage startups (Seed through Series A)

EXCLUSIVE SPONSOR OPPORTUNITY – \$15,000

- ▶ 15 minute presentation during Startup Workshop Program. *Health 2.0 to review presentation and place presentation in agenda where best fit.*
- ▶ (2) full access passes to Scaling Your Startup Workshop
- ▶ Branding on workshop page on HIMSS Global Conference & Exhibition website
- ▶ Logo recognition on workshop signage and HIMSS Global Conference & Exhibition program (*where applicable*)
- ▶ Access to the Scaling Your Startup Workshop registration list post-conference (*opt-in contacts*)

Presented by: **Health 2.0**

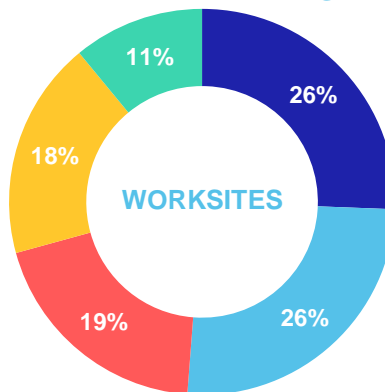
This one-day program brings together the biggest, most active investors for peer-to-peer networking, investor-related content and an exclusive look at a group of highly-vetted, ready for market health tech companies seeking funding.

TOPICS

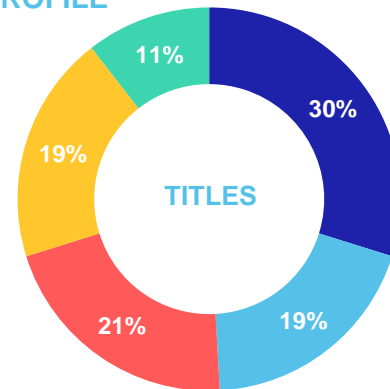
- ▶ Digital health investment trends
- ▶ Lessons learned: early stage stories
- ▶ Strategic investing
- ▶ VentureConnect pitch competition
- ▶ Networking sessions
- ▶ And more

Presented by: **Health 2.0**

PAST AUDIENCE PROFILE



- Market Supplier
- Healthcare Consulting Firm
- Financial/Investment
- Hospital
- Life Sciences



- CEO
- Investor/VC
- VP
- CIO/COO/CTO
- IT Business Consultant

Sponsorship Packages

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NETWORKING BREAKS <ul style="list-style-type: none"> Co-sponsor of breaks Company logo will be prominently displayed on easel sign and placed next to beverage station 			●
CHAIR DROP <ul style="list-style-type: none"> One piece of sponsor-supplied literature placed on chairs in general session Literature piece must be reviewed and approved by organizer Sponsor will print and ship literature to venue 	●		

Sponsorship Packages

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ATTENDEE LIST <ul style="list-style-type: none"> Opt-in list only (in adherence with GDPR) full contact information where applicable List will be provided 96 hrs. after the specialty program 	●	Mailing Address Only	Name, Title, Organization
DEMO APPLICANTS LIST <ul style="list-style-type: none"> Information on tech company applicants for the pitch competition 	●	●	●
RECOGNITION WALK-IN SLIDES IN GENERAL SESSION & PROMINENT ONSITE SIGNAGE <ul style="list-style-type: none"> Sponsor Speaker must use the conference badge allotment to register for the specialty program 	●	●	●
RECOGNITION: SPECIALTY PROGRAM GUIDE & WEBSITE (DEADLINE: 2/2/20) <ul style="list-style-type: none"> Company Logo with link to site of your choosing 100-word Company Description 1 URL <i>1 company logo, URL and description allowed per sponsor; combined logos & listings are not accepted</i> 	●	●	●
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**Sponsorship Opportunities are Limited.
Contact Michele Belanger for more information.**

Email:

michele.belanger@himssmedia.com

Mobile:

703-517-6112