

HIMSS20 Sponsorship Webinar

Preconference & Thought Leadership Opportunities

Tuesday, September 10, 2019



transforming health through information and technology*



- You have been muted when you joined this call
- If you have any questions throughout the presentation, please type them in the Q&A or chat box and we will answer at the end
- This webinar will be recorded and sent via email to all attendees
- This webinar is covering the Preconference and Thought Leadership sponsorships at HIMSS20
 - To view ALL available sponsorship opportunities please visit: <u>www.himssconference.org/exhibit2020</u>









Webinar Agenda

- ☐ HIMSS Mission and Engagement
 ☐ 2020 Global Health Conference & Exhibition at a Glance
 ☐ Floor Plan Tour
 ☐ Preconference Opportunities
 ☐ Thought Leadership Opportunities
- ☐ Media Opportunities
- ☐ Corporate Membership
- ☐ Future Webinar Dates
- ☐ Questions / Frequently Asked Questions
- ☐ Closing/Contact Information





HIMSS is a non-profit global voice, advisor and thought leader for the reformation of health through **information and technology**.

With a unique breadth and depth of expertise and capabilities, we work to improve the quality, safety, and efficiency of health, healthcare and care outcomes.

With more than 350 employees, HIMSS has operations in:

North America I Asia Pacific I Europe I The Middle East I United Kingdom

Our Vision

To realize the full health potential of every human, everywhere.

Our Mission

To reform health globally through information AND technology.



Engagement

Coming together to serve the greater good

78,000+

20,000

Health 2.0 Individual
Members

75,000

Event Attendees

20,000

Volunteers

650

Corporate Members

600,000

Hours of Online Learning 453,000

Social Media Followers

100,000

Virtual Learning Subscribers

470

Non-Profit Partner Members 475

Organizational Affiliate Clients

Nearly 1.5 Million Touchpoints and Counting!





Schedule at a Glance

Global Conference Dates:

March 9-13, 2020 (Monday – Friday)
Orange County Convention Center, Orlando, FL

Monday, March 9: Preconference Sessions, Opening Reception

Exhibition Dates: March 10-12, 2020 (Tuesday – Thursday)

Exhibition Hours:

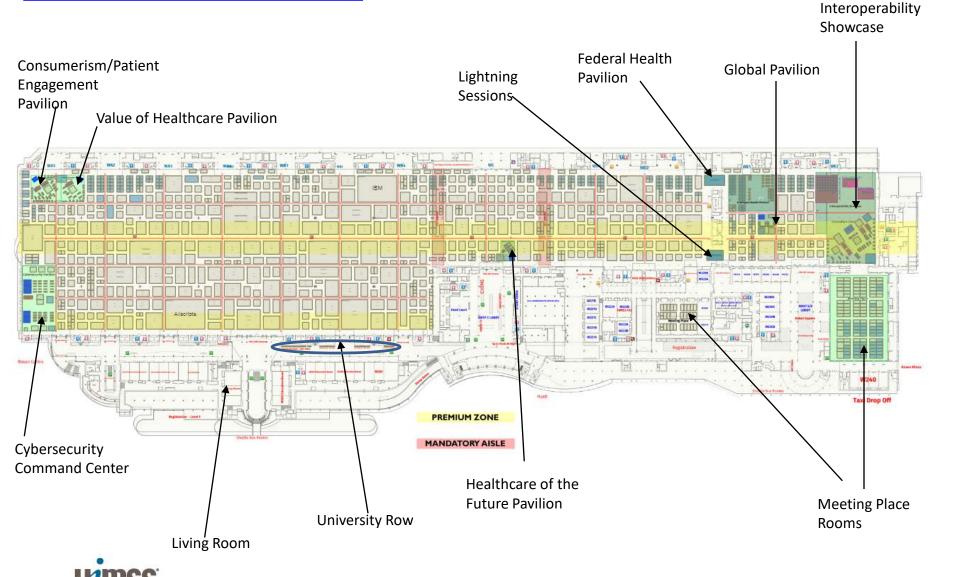
Tuesday, March 10: 10:00 am - 6:00 pm

Wednesday, March 11: 9:30 am - 6:00 pm

Thursday, March 12: 9:30 am – 4:00 pm



Exhibit Hall Review



Innovation Live/

transforming health through information and technology

Preconference Opportunities

- ☐ Enhanced Exhibitor Listing
- ☐ Attendee List
- ☐ Organization List
- ☐ Preconference Symposia
- ☐ Preconference Forums & Specialty Programs





Enhanced Exhibitor Listing

The Global Conference website houses the official exhibitor directory, floor plan, and show planner attendees use to find new products and services while planning their visit to the show. It is the only complete resource for exhibitor information that is updated in real time before, during, and after the show. Upgrade your listing to make sure attendees can find your company information and booth at the show.

The site was visited 316,600 times for HIMSS19!

Package 1

Website and mobile app listing benefits:

- City, state, zip, website*
- Company description*
- Company logo*
- Booth number*
- Product or service categories*
- Social media links*
- Press release (website only)*
- Opportunity to advertise your event, prize drawing, speaking sessions or giveaways*

Plus, additional website only listing benefits:

- Two (2) videos or images of company or product/service •
- Priority placement at top of online exhibitor search
- Two (2) exhibitor product category priority placements
- Attendees will be able to send an email pre-show and onsite through the website

Investment - \$1,195

*Items included in the Basic Package

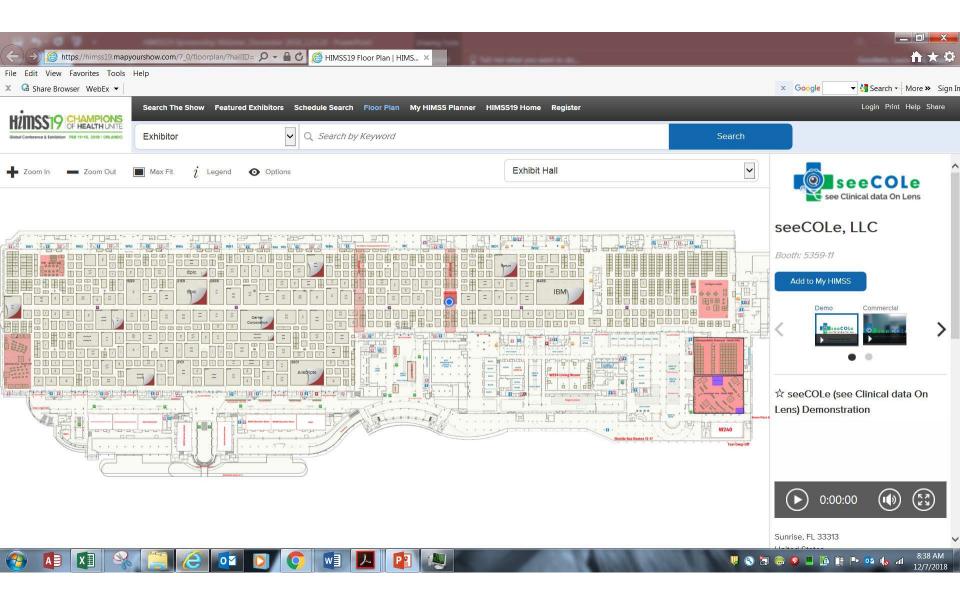


Package 2

- Website and mobile app listing benefits:
- City, state, zip, website*
- Company description*
- Company logo*
- Booth number*
- Product or service categories*
- Social media links*
- Press release (website only)*
- Opportunity to advertise your event, prize drawing, speaking sessions or giveaways*
- Plus, additional website only listing benefits:
- Eight (8) videos or images of company or product/service
- Video/Image to be displayed on Show Highlight
- Priority placement at top of online exhibitor search
- Eight (8) exhibitor product category priority placements
- Attendees will be able to send an email pre-show and onsite through the website
- Booth highlighted with interactive "corner peel"

Investment - \$2,995

□ Digital Marketing Package – Enhanced Exhibitor Listing Example



Attendee List

Available to Diamond, Emerald and Platinum Corporate Members.

List will include name, title, company, city and state, work site and professional title (no mailing or email address) of all attendees from the HIMSS20 attendee list. If exhibiting company would like to send a mailer, HIMSS has partnered with a mail house to send out exhibitor's mail pieces. (additional fees apply). Exhibitors are not included within the list.

Pre show list will be sent out 3 times before the show (12/18/2019, 2/12/2020, 2/24/2020)

and post show list will be sent 1 time after the show is over (3/27/2020 and must be used by 4/24/2020).

Investment:

Pre-Show - \$2,500 Post-Show - \$2,500 Pre and Post-Show - \$4,250



Organizational List

New this year, available to all exhibiting companies! List will include name of organizations and number of personnel from each organization attending HIMSS20.

Pre show list will be sent out 3 times before the show (12/18/2019, 2/12/2020, 2/24/2020)

and post show list will be sent 1 time after the show is over (3/27/2020 and must be used by 4/24/2020).

Investment:

Pre-Show - \$995 Post-Show - \$995 Pre and Post-Show - \$1,450



Preconference Symposia

Topically focused education sessions that take place the day before the exhibit hall opens. This is a great way to get exposure in front of the audience you want.

Topics:

- Telehealth
- Big Data

- Physicians (SOLD!)
- Nursing Informatics
 HIE/Interoperability
 - Blockchain (SOLD!)
 - Leading a Digital health Organization

Benefits:

- 1-2 minutes of Welcome remarks during designated time

- One registration for your representative to attend the symposium Attendee list with Names, titles, and organization sent two weeks after the symposium Logo next to session title in both in preshow and onsite marketing materials (print & online) and onsite electronic signage
- Collateral material may be placed at a designated table located outside of the conference room
- Logo on screens prior to and after the symposium keynote session Logo on Preconference session web page HIMSS Priority Points 2 (6 if Exclusive Sponsor) HIMSS Exhibitor/Client Badges 2 (5 if Exclusive Sponsor) Full Conference Badges 2 (only if Exclusive Sponsor)

Investment: \$5,500 - \$18,000



Preconference Forums & Specialty Programs

Topically focused education sessions that take place the day before the exhibit hall opens. This is a great way to get exposure in front of the audience you want.

Forum Topics:

- Aging & Tech
- Cloud
- Consumerism in Health
- Cybersecurity

Specialty Programs:

- Health 2.0 VentureConnect
- Scaling Your Start-up: A Workshop for Entrepreneurs

- Innovation
- Machine Learning & Al
- Patient Engagement & Experience
- Pharma Forum
- Population Health Management
- Revenue Cycle Optimization

Benefits include (sponsor level dependent):

- Turnkey counter set-up
- Speaking opportunity address the full audience
- Networking break, lunch or reception sponsor recognition
- Post-event follow up to all attendees
- Forum/specialty program sponsor recognition emails, signage, website (when applicable)
- Forum/specialty program attendee list (opt-in contacts)
- HIMSSTV executive interview ... and more!

Investment: \$15,000 and up



Thought Leadership Opportunities

- ☐ Specialty Pavilions
- Developers Lab
- ☐ Certification on the Show Floor
- ☐ Lightning Sessions
- Market Debuts
- ☐ Reactions from the Field
- Customized Events
 - ✓ Breakfast Briefings
 - ✓ Lunch and Learns
 - ✓ Afternoon Breaks
 - ✓ Receptions
- HIMSS Circles

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Specialty Pavilions

Find your niche in one of the HIMSS20 Specialty Exhibit Areas located throughout the exhibition floor. Benefits include turnkey exhibit space and a thought leadership speaking opportunity.

- Cybersecurity Command Center
- Consumerism/Patient Engagement
- Global Pavilion
- Healthcare of the Future

- Innovation Live
- Interoperability Showcase
- Value of Healthcare

Specialty Exhibition Options Include:

- Turnkey Kiosk with 20 minute thought leadership speaking session
- Startup Package
- Overall Pavilion Sponsorships

Investment: \$2,800 and up





Developer Innovation Lab

Immersive, collaborative, organic – that's the Developer Innovation Lab. Hosted within Innovation Live, the lab will offer hands-on workshops, tech talks and networking. Attendees will get their questions answered by leading developer experts, data scientists, entrepreneurs and innovators who are changing healthcare.

Location: Innovation Live, Exhibit Hall G

Benefits Include:

- Sponsor logo displayed prominently in the Developer Lab (at entrance and within Developer Lab)
- Sponsor logo inclusion on HIMSS20 Developer Lab website with Sponsor branded event page.
- Sponsor created three leadership sessions per day (Tuesday, Wednesday & Thursday) in Lab developed & presented by Sponsor Team, with approval from HIMSS SME. Session length TBD, approx. 40 minutes guaranteed.
- Sponsor SME invited to shape Developer Lab agenda and identify additional content and suggested speakers with HIMSS SME; all content submissions adhere to HIMSS marketing deadlines

• HIMSS will market "Developer Lab in partnership with (Sponsor name)" in onsite, electronic and social media

vehicles.

- Daily coffee service provided in Developer Lab
- HIMSS using onsite lead retrieval will provide list of all HIMSS20 Developer's Lab attendees scanned badge information including: name, title and organization
- HIMSS20 Badges 6
- HIMSS Exhibitor Priority points 6

Investment: \$35,000 - \$38,500





Certification on the Show Floor

Conduct a 30+ minute speaking session within your booth that will provide attendees with CPHIMS/CAHIMS continuing education hours.

Education sessions should be related to the Health IT profession, and may include topics as noted below, or others:

- Technical Updates (ie, state of HIE, new methods of data storage, how to manage mobile device use)
- Case Studies
- Panel Presentations
- Professional Development for Health IT Professionals

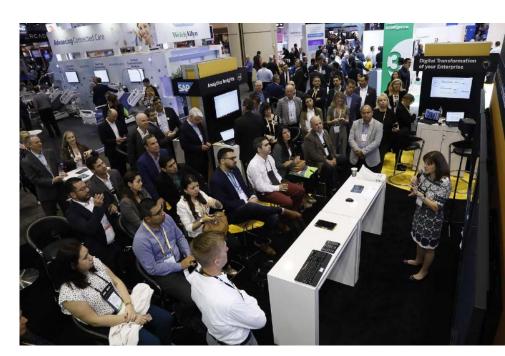
HIMSS will tag these sessions as CPHIMS/CAHIMS as certified sessions within mobile app, website, and

printed onsite materials.

Limit 3 sessions per company.

Investment: \$2,500 - \$2,750





Lightning Sessions

The Lightning Session area offers an energetic and dynamic opportunity for companies to share thought leadership with the HIMSS Global Conference audience through 20-minute case study presentations.

Benefits

- One (1) 20 minute thought leadership session
- Lightning session 20 minute information will be listed in printed guides onsite, HIMSS Global Conference website and mobile app
- One (1) exhibitor priority point

Lightning Session Area Includes:

Monitor, microphone, laptop

Investment: \$3,900 - \$4,200





Market Debuts

Global Conference is the perfect place to make a big splash announcing your new product or solution. To maximize your new product launch and provide attendees with valuable information HIMSS offers a 10-20-minute speaking opportunity with the "Market Debuts".

20 - Minute Market Debut includes*:

- One (1) twenty minute session to announce and demonstrate your new product/service
- Five (5) minutes in front of the press at the Press Briefing on Tuesday, March 10th, from 11:00am -12:30pm
- Session information will be listed in printed guides onsite, HIMSS Global Conference website, and mobile app
- AV to include: podium, microphone, laptop, monitor
- Exhibitor Priority Points 1

*Note: Must have a booth on the show floor to participate and only one session per company.

Investment: \$3,900 HIMSS Corporate Member / \$4,200 Non Member

Start-Up Market Debut includes*: - NEW!!!

- One (1) ten minute session to announce and demonstrate your new product/service
- Five minutes in front of the press at the Press Briefing on Tuesday, March 10th, from 11:00am -12:30pm
- Session information will be listed in printed guides onsite, HIMSS Global Conference website, and mobile app
- AV to include: podium, microphone, laptop, monitor

*Note: Must be exhibiting in a start-up kiosk within a specialty pavilion and only one session per company.

Investment: \$700 HIMSS Corporate Member / \$750 Non Member



Reactions from the Field

Showcase your company's solutions for Health IT's hottest topics as a panel presenter during a "Reactions from the Field" session. These high-profile, 60-minute sessions will gather Market Suppliers as they discuss how they are bringing expertise to the industry to solve the issues HIMSS Global Conference & Exhibition attendees are faced with every day. Panel will include 3 Market Suppliers and one HIMSS moderator.

New Topics for 2020 include:

Cybersecurity Blockchain Interoperability Artificial Intelligence (SOLD!)

Benefits:

- (1) panel position for 60 minute presentation (sponsor or client)
 - Only one panel position per session
- List of scanned attendees provided to sponsor two weeks after conference (Name, Title, Company)
- Sessions included with the listing of HIMSS education sessions online and in print materials and onsite electronic signage
- Collateral table outside of session room
- Logo next to session title in both in preshow and onsite marketing materials (print & online) and onsite electronic signage
- 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
- Badges (Exhibitor or Client- You Determine Mix) 4
- Full Conference Badges 1
- Priority Points 4

Investment: \$10,500- \$12,000



Breakfast Briefings/Lunch and Learns/Customized Afternoon Breaks/Customized Receptions

Looking to host a breakfast, lunch, or reception that you customize? We have the perfect fit for you! HIMSS Breakfast Briefings, Lunch and Learns and Customized Receptions allow you to identify the demographic you want from all registered HIMSS20 attendees and invite them to an event that you customize.

Breakfast Briefings/Lunch and Learns/Customized Afternoon Breaks can seat up to 60 people. Customized receptions are for up to 100 guests.

Breakfast Briefings:

Investment - \$12,500 - \$14,500

Lunch and Learns:

Investment - \$13,500 - \$15,000

Customized Afternoon Breaks:

Investment - \$10,000 - \$11,000

Customized Receptions:

Investment - \$20,000 - \$22,000





HIMSS Circle Program

This program is designed to make HIMSS20 more relevant and more compelling for attendees. HIMSS Circles includes communities for audiences and those attendees interested in participating in a specific topic.

Audience Communities:

- Executive SOLD!
- Clinician
- Investors

<u>Topic Communities:</u>

- Artificial Intelligence/Machine Learning
- Consumerism/Patient Engagement

Investment: \$7,500 and up



Marketing and Media Opportunities

To maximize success, you need to have a plan for broadening your conference-related marketing timeline and reach. We offer solutions to reach and engage attendees and remote decision-makers before, during and following the conference.



PRE-CONFERENCE

- Spotlight Series
- Research and Custom Content
- Account-Based Marketing
- Webinars
- Lead Generation
- Newsletter Sponsorships
- Targeted and Premium Digital Display
- Native Advertising
- Social Amplify



DURING CONFERENCE

- HIMSS TV
- Mobile App
- Social Amplify
- Custom Events
- Resource Guide
- Show Daily Advertising and Q&As
- Newsletter Sponsorships



POST-CONFERENCE

- HIMSS TV
- Spotlight Series
- Research and Custom Content
- Account-Based Marketing
- Webinars
- Lead Generation
- Newsletter Sponsorships
- Targeted and Premium Digital Display
- Native Advertising

HIMSS TV

Maximize exposure onsite and with those that tune in reporting through this powerful and influential communication channel.

New for HIMSS Global Conference & Exhibition, we've made HIMSS TV packages available for all company sizes and budgets!





HIMSS TV: Content & Syndication Offerings

Whether you're looking to showcase your company to the HIMSS Global Conference & Exhibition audience or share how you're changing the industry, HIMSS TV will tell your story through a variety of video offerings.









HIMSS@ THE SHOW

Program elements:

- 5-7 min panel discussion
- Filmed at our News Desk
- Featuring up to 3 SMEs
- Airs during a live broadcast
- Promoted across network
- Copy of the final edited video file and use rights
- Projected 350K impressions

HIMSS CONVERSATIONS

Program elements:

- 3-4 min video
- Filmed at our News Desk
- Airs during a live broadcast
- Promoted across network
- Drives impressions & views
- Copy of the final edited video file and use rights
- Projected 275K impressions

HIMSS HAPPENINGS

Program elements:

- 2-3 min video
- Filmed at your booth
- Airs during a live broadcast
- Promoted across network
- Drives impressions & views
- Copy of the final edited video file and use rights
- Projected 100K impressions

ESCALATOR PITCH

Program elements:

- 60-sec video
- Filmed on escalator
- Promoted via email and native advertising
- Drives impressions & views
- Copy of the final edited video file and use rights
- Projected 55K impressions

RATE: \$20,000 RATE: \$15,000 RATE: \$5,000

Thought Starter: Thought Leadership

Goals:

- Establish credibility and build influence in healthcare
- Build the reputation the organization, leadership team
- Change market perception for your organization around key topic(s)

	Oct '19	Nov '19	Dec '19	Jan '20	Feb '20	Mar '20	Apr '20	May '20	Jun '20
Research & Content Development for Booth Sessions & Handouts									
Editorial Webinar									
Show Daily Q&A									
Mobile App Sponsorship									
TV: HIMSS@Show Panel & Syndication									
Demand Generation/ABM									







Thought Starter: Marketing Boost

Goals:

- Increase brand awareness to drive better results onsite
- Extend your brand exposure to reach all relevant decision makers post show

	Jan '20	Feb '20	Mar '20	Apr '20	May '20	Jun '20
Targeted digital advertising in Hot@HIMSS Newsletter						
HIMSS Show Preview and/or Show Wrap Sponsorship						
Print advertising in HIMSS20 Resource Guide						
Print advertising in the official HIMSS Show Daily						
HIMSS TV Video Capture & Syndication						
Content developed from your onsite presentation						
Wrap around digital advertising across HIMSS Network						







Corporate Membership Extend your Global Conference Investment

HIMSS Global Conference & Exhibition Specific Benefit Highlights:

- Complimentary Full Conference registration(s) to the HIMSS Global Conference
- Exclusive B2B executive networking opportunity
- Save on HIMSS Global Conference exhibit space, sponsorships and meeting place options-\$800 per 10x10 savings
- Receive preferential exhibitor housing selection for future HIMSS Global Conferences
- Diamond, Emerald, and Platinum members are eligible to purchase the Pre and Post
 Conference Attendee List
- Access to the Corporate Member lounge with semi-private meeting rooms available for sign out
- More opportunities to earn exhibitor priority points (earlier booth selection appointment for HIMSS21). Pick your booth before hundreds of other companies!
- **NEW BENEFIT!!!** Gold Corporate Members get 1.5 points per \$3,000 spent



Frequently Asked Questions

Q: When can I book my hotel?

A: Tuesday, May 21: Anchor and Diamond Housing Opens

Tuesday, June 25: Emerald Housing Opens **Tuesday, July 30:** Platinum Housing Opens

Tuesday, September 10: Gold Housing Opens

Tuesday, October 15: Housing Opens for all exhibitors

Q: Where is the Exhibitor Service Manual located?

A: The service manual is posted on https://www.himssconference.org/exhibition/information

Q: When will I hear if my submission for the call for proposals was accepted?

A: Acceptance status will be available in October. Click <u>HERE</u> for more details.

Q: How do I earn exhibitor priority points?

A: Priority point information can be found here

Q: Where can I find these slides?

A: They will be emailed to you after the presentation.



Upcoming Sponsorship Webinars

October 8 - Sponsorship Webinar: Specialty Pavilions

November 7 - Sponsorship Webinar: Branding and Networking Opportunities

<u>December 17 - Sponsorship Webinar: Meeting Space and more!</u>

January 16 - Sponsorship Webinar: Last minute sponsorships are still available!



Visit www.himssconference.org/exhibit2020 to view all Exhibit & Sponsorship opportunities for the 2020 HIMSS Global Conference & Exhibition

For media and marketing solution inquiries, contact us: www.himssmedia.com/contact

Questions? Contact <u>salesinfo@himss.org</u> or your Sales Manager. HIMSS Exhibit Sales Team Contact Information:

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