

# HIMSS Innovation Community and Session Series Sponsorship

2019 – 2020

**Sponsorship Opportunities: 1**



transforming health through information and technology™

## Community Description

Innovation is fundamentally transforming the healthcare delivery system through the discovery of new solutions, processes and products that challenge existing models.

Our HIMSS Innovation Community is comprised of HIMSS members originating from a health system, provider, market suppliers, academic, and consulting perspective working in various aspects of the health system setting. The HIMSS Innovation Community features a variety of healthcare leaders from around the world sharing their experiences and stories of innovation.

HIMSS Community sponsorship is an excellent opportunity to share your thought leadership, and get your brand recognized by this global audience.

## Investment

- **\$20,000** for Corporate Members
- **\$22,000** for Non-Corporate Members

## *At a Glance*

**Community Members: > 14,000**

**Staff Liaison:** Ian Hoffberg,  
Applied Innovation Manager,  
HIMSS  
[ihoffberg@himss.org](mailto:ihoffberg@himss.org)

**Website:** [Innovation Community](#)

*Additional Community sponsorships may be available for 2019 - 2020!*

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

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## Community Profile and Sponsorship Benefits

<b>Community Membership</b>	Over 14,000 as of September 2019
<b>Audience</b>	Include but not limited to IT VPs & Directors, IT managers, students, consultants, vendors, developers, venture capitalists, and entrepreneurs.  <i>Note: HIMSS Communities are open to all HIMSS members in good standing.</i>
<b>Average Education and Meeting Participation</b>	Average of 188 attendees; 376 registered per webinar based on such topics Artificial Intelligence, Health Democratization, Davis Award Winners, Flexible Technologies, the changing landscape of healthcare around the world and the role of innovation.
<b>Number of Events</b>	Community meetings are held between July 1, 2019 – June 30, 2020.
<b>Event Dates</b>	TBD
<b>Availability</b>	Exclusive

## BENEFITS

### HIMSS Innovation Session Series & Community Sponsorship

- **HIMSS20 Innovation Session Series - An AI Journey**
  - 1 sponsor representative to assist in moderating presentations
    - Client must remain vendor neutral and not actively promote sponsor product or solution
  - Verbal recognition of sponsor during the program
  - Logo on session screens
  - Logo displayed in prominent areas on-site (electronic signage)
  - Collateral material table outside of session room
  - Post-conference list of scanned attendees (Name, Title, Company)
    - Sponsor to secure scanner
  - 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)

# Innovation Community and Session Series Sponsorship

2019 – 2020

- **HIMSS Innovation Community Webinar**

- Sponsor may participate in one (1) Thought Leadership presentation as part of a scheduled Innovation Community virtual meeting
  - Presentation length of 15 – 20 minutes to provide use case within regularly scheduled 60 minute webinar
- Sponsor is responsible for identifying topic and speakers to discuss mutually agreed upon topic webinar content (topic and speakers must be submitted 6 weeks before scheduled meeting)
- Presentation must be Thought Leadership-focused 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 for the sponsor presentation from HIMSS staff liaison on the monthly call (Name, Title, Organization)
  - \*HIMSS does not require member identification to participate in Community webinars
- Sponsor's hyperlinked logo will be placed on the [Innovation Community home page](#) of the HIMSS website for duration of the sponsorship
- Sponsor may provide customer/speaker introduction(s) if non-sponsor employee
- Sponsor may ask one (1) post-webinar polling question following predetermined webinar Innovation Community Sponsor Recognition
- Community home page will have a link to the Sponsor's "About our sponsor..." paragraph at the bottom of the webpage or as appropriate
- Logo to be placed on all Community outreach epushes
- Sponsor verbal recognition of thank you at conclusion of Innovation Community calls

- **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 within convention center

- **Sponsorship effective thru November 1, 2019 – October 31, 2020**

- **HIMSS Priority Points: 7**

- **HIMSS Exhibitor / Client Badges: 6**

- **Full Conference Badges: 2**

Investment: \$20,000CM / \$22,000 NM