

# Healthcare Cybersecurity Community Sponsorships

2019 – 2020

Sponsorship Opportunities: 2



transforming health through information and technology™

## Community Description

The HIMSS Healthcare Cybersecurity Community provides a monthly forum for thought-leaders (from government, the private sector, and academia) and healthcare constituents to discuss and learn about advancing the state of cybersecurity in our healthcare industry.

This is an excellent opportunity to share your thought leadership, and get your brand recognized by this audience.

Sponsorship is comprised of Community Monthly Education and Update Meetings.

## Investment

- **\$7,000** for Corporate Members
- **\$8,000** for Non-Corporate Members

## Opportunity Profile and Sponsorship Benefits

### *Community Monthly Education and Update Meetings*

Participants in the HIMSS Cybersecurity Community monthly education meetings discuss contemporary issues, resources and solutions on cybersecurity topics.

Examples of topics discussed include:

- Cyber threat intelligence
- Business continuity and disaster recovery
- Ethical hacking
- Medical device security
- Governance
- Risk assessments
- GDPR

## *At a Glance*

**Community Members:** 5,526

**Staff Liaison:** Lee Kim, Director, Privacy and Security, HIS  
(lkim@himss.org)

### **Websites:**

- [Healthcare Cybersecurity Community](#)

*Additional Community sponsorships may be available for 2018 - 2019!*

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

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## Healthcare Cybersecurity Community Sponsorships

2019 – 2020

<b>Community Membership</b>	Over 5,526 as of April 2019
<b>Audience</b>	CSOs, IT VPs & Directors, IT managers, students, consultants, and vendors.  <i>Note: HIMSS Communities are open to all HIMSS members in good standing with an interest in Cybersecurity.</i>
<b>FY19 Education and Update Meeting Participation</b>	Attendees and registrants vary, but range from 50 to 150
<b>Number of Events</b>	10 Community meetings are held annually from July 1, 2019 – June 30, 2020.
<b>Event Dates</b>	TBD
<b>Availability</b>	2 – 1 Meeting per Sponsor

Benefit	Detail	Value
<b>Logo / Branding Placement</b>	<ul style="list-style-type: none"> <li>Sponsor logo/branding placement on Community homepage                             <ul style="list-style-type: none"> <li>Logo linked to Sponsor's preferred landing page</li> <li>Community home page will have a link to the Sponsor's "About our sponsor..." paragraph at the bottom of the webpage or as appropriate</li> </ul> </li> <li>Sponsor logo and verbal recognition of thank you for all Community calls</li> <li>Logo to be placed on all Community invitations for monthly programming</li> </ul>	Brand Awareness
<b>Thought Leadership Presentation</b>	<p>Sponsor may provide and participate in one (1) Thought Leadership presentation as part of a scheduled Community meeting/call.</p> <ul style="list-style-type: none"> <li>Presentation length = 15 – 20 minutes</li> <li>HIMSS to approve speaker, scheduling and content (must be submitted 6 weeks before scheduled meeting)</li> <li>Presentation must be Thought Leadership-focused (i.e. customer business case) rather than promotional in nature</li> <li>HIMSS staff will advise on and work with Sponsor on topic selection and scheduling</li> <li>Sponsor will receive an attendee list for the sponsored presentation from HIMSS staff liaison on the monthly call (Name, Title, Organization)</li> <li>Sponsor may provide customer/speaker introduction(s)</li> <li>Sponsor may ask one (1) polling question per sponsored meeting as available</li> </ul>	Brand Awareness Thought Leadership Lead Generation