

HIMSS20 Sponsorship Webinar

Meeting Space and More!

Tuesday, December 17, 2019

A couple reminders



Your line was muted when you joined the call

If you have any questions throughout the presentation, please use the chat box in the bottom right of your screen.



This webinar will be recorded

The recording will be sent to all attendees via email within a few hours after the presentation.



This webinar is covering meeting space and reviews many of our sponsorship opportunities

To view ALL available exhibit and sponsorship opportunities please visit: www.himssconference.org/exhibit2020

Webinar Agenda

- Upcoming Exhibitor Deadlines/Dates
- 2020 Global Health Conference & Exhibition at a Glance
- Meeting Space
- Pre-Show Marketing
- Branding Opportunities
- Thought Leadership Opportunities
- Networking Opportunities
- Corporate Membership
- Future Webinar Dates
- HIMSS21 Booth Selection Information
- Questions / Frequently Asked Questions
- Closing/Contact Information



Upcoming Exhibitor Deadlines/Dates

Date Due	To Do
1/9/20	Monthly Logistics and Cost Savings Tips Webinar
1/10/20	Lead Retrieval Rental Form due- Early Bird Rate
1/10/20	Island booth floor plan due to exhibitors@himss.org
1/14/20	Graphics due to Freeman for paid sponsorships
1/15/20	Platinum Corporate Members – All names for housing due to OnPeak or rooms will be released

Schedule at a Glance

- Global Health Conference Dates:
 - **March 9-13, 2020 (Monday – Friday)**
 - Orange County Convention Center, Orlando, FL
- Preconference Sessions, Opening Reception
 - **Monday, March 9, 2020**
- 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**



Meeting Space Options

- [Meeting Place Rooms](#)
- [Convention Center Meeting Rooms](#)
- [Afternoon Meeting Rooms](#)
- [Pre-Show Meeting Rooms](#)
- [Hospitality Suites](#)
- [Rosen Center Meeting Rooms](#)
- [Hyatt Meeting Rooms](#)



Meeting Place Rooms

Location: Orange County Convention Center

Benefits (for 10x20 room)

- Meeting room structure with ceiling and locking door
- (1) Conference table and (8) boardroom style chairs
- Carpet
- 42" plasma screen
- Electrical (500 watts)
- Internet connection (shared T1 line)
- Cleaning (if room left unlocked overnight)
- HIMSS Exhibitor Client Badges - 10
- HIMSS Priority Points – 4

Investment: \$14,000 - \$23,600



Convention Center Meeting Rooms

Only 1 room left!!!

Location: Orange County Convention Center

Benefits

- Room for use Saturday, 3/7 – Friday, 3/13
- Company logo will be placed on signage outside the room
- Electrical outlets in wall for use at no charge
- Wireless Internet will be available in the room at no charge.
- HIMSS will set meeting room classroom, theatre or in rounds at no charge.
- Exhibitor Badges: 10
- Exhibitor Priority Points: 8

Investment: \$24,700 - \$27,300

HIMSS 20



Afternoon Meeting Rooms

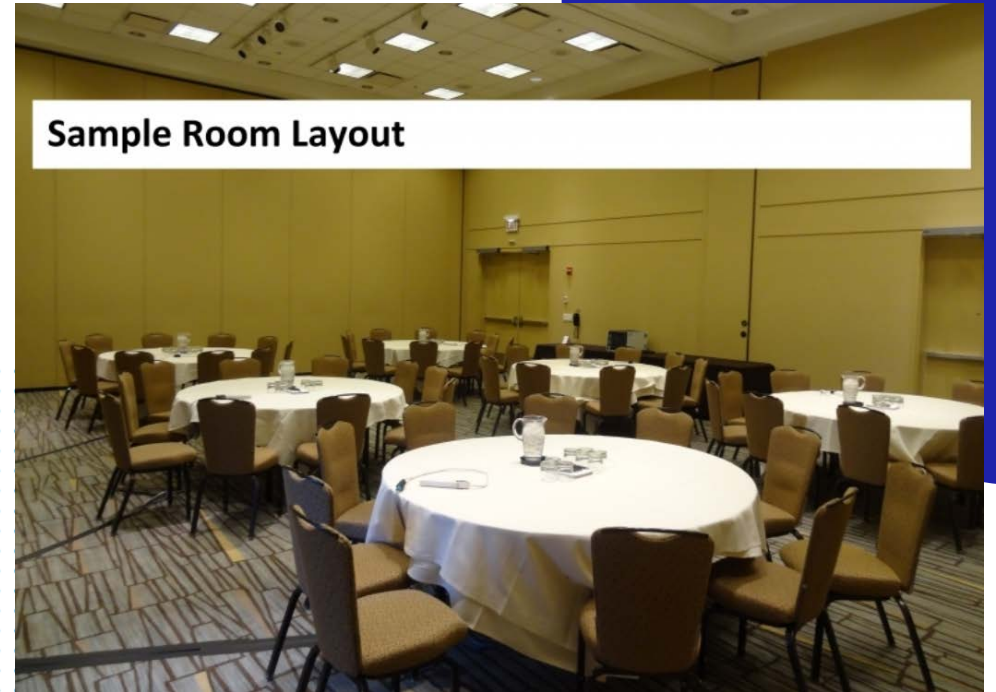
Location: Orange County Convention Center

Afternoon meeting rooms are a perfect opportunity for you to host a private meeting or gathering off the convention center floor.

Benefits

- HIMSS will provide:
 - (1) LCD projector and (1) screen
 - (1) riser with (1) podium and head table set for (3) people, (1) podium microphone, (1) wireless lavalier microphone and (1) wireless tabletop microphone,
 - complimentary wi-fi
 - (1) registration table with (2) chairs set outside room
- HIMSS Priority Points-1

Investment: \$4,000 - \$4,500



Pre-Show Meeting Rooms

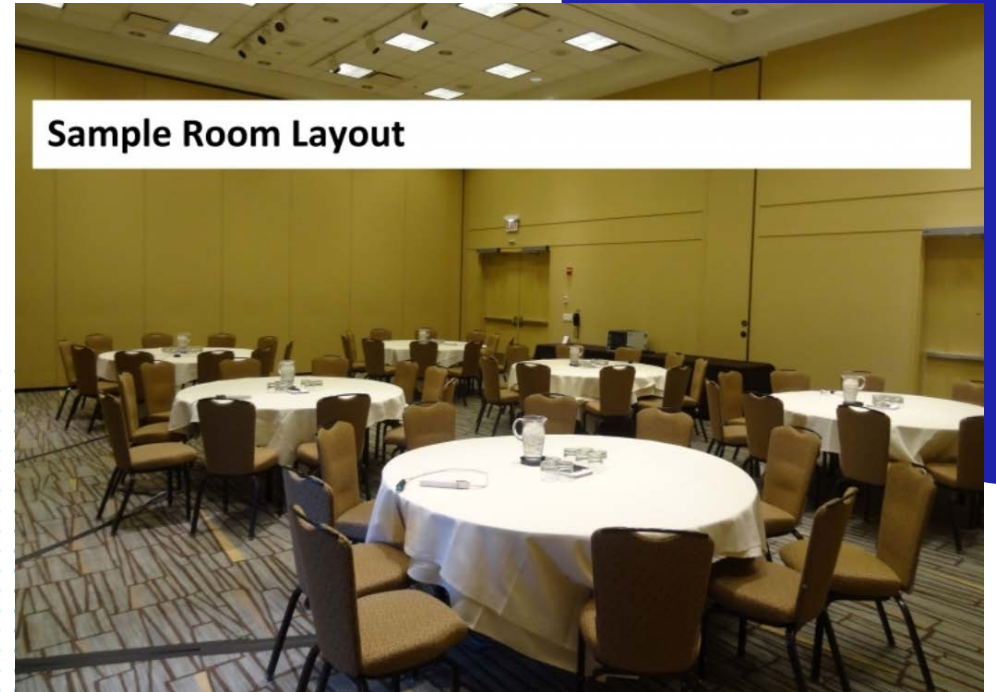
Location: Orange County Convention Center

A pre-show sales staff training meeting is the perfect way to prep your sales staff for this upcoming week at HIMSS. This meeting room provides you the convenience of hosting your sales staff training onsite at the main venue for either ½ day or full day.

Benefits

- HIMSS will provide:
 - (1) LCD projector and (1) screen
 - (1) riser with (1) podium and head table set for (3) people, (1) podium microphone, (1) wireless lavalier microphone and (1) wireless tabletop microphone,
 - complimentary wi-fi
 - (1) registration table with (2) chairs set outside room
- HIMSS Priority Points-1

Investment: \$4,000 - \$6,000



Hospitality Suites

Location: Rosen Center Hotel

Benefits

- Company logo will be placed outside of the room
- Available for order at your own expense (Additional details, including contact information, will be provided in service manual and email confirmation):
 - **Hard internet line**
 - **F&B**
 - **AV**
- Additional furniture available for purchase (couches, chairs, desk, executive chairs). Please work with your exhibit house or Freeman (additional rental charges apply) *Note: the room is limited to space and nothing can be removed out of the room.
- Rooms is set as conference style for 12, bar area, restroom, built in monitor to plug in laptop
- Electrical outlets in wall - no charge
- Required - \$2,750++/week F&B minimum with the room

Investment: \$9,500 - \$10,500



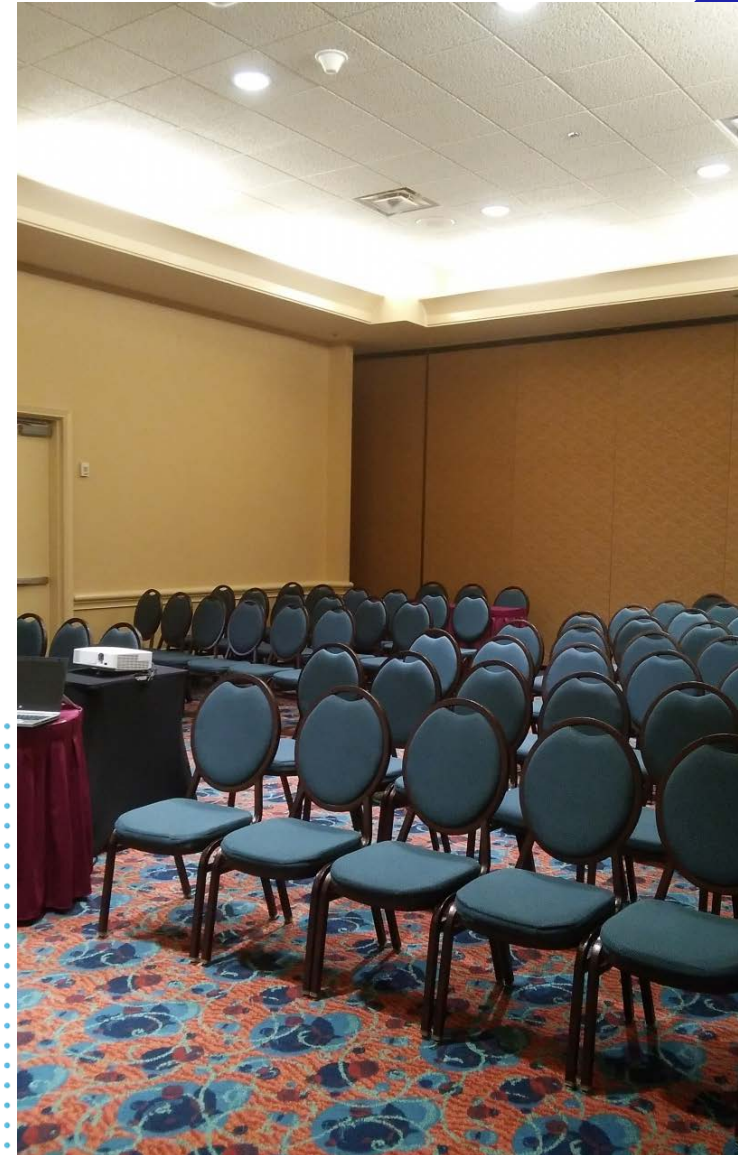
Rosen Center Meeting Room

Location: Rosen Center Hotel

Benefits

- Company logo will be placed outside of the room
- Available for order at your own expense (Additional details, including contact information, will be provided in service manual and email confirmation):
 - **Hard internet line**
 - **F&B**
 - **AV**
- Additional furniture available for purchase (couches, chairs, desk, executive chairs). Please work with your exhibit house or Freeman (additional rental charges apply) *Note: the room is limited to space and nothing can be removed out of the room.
- HIMSS will set meeting room classroom, theater or in rounds at no charge.
- Electrical outlets in wall - no charge
- Required - \$2,750+ +/week F&B minimum with the room

Investment: \$9,500 - \$10,500



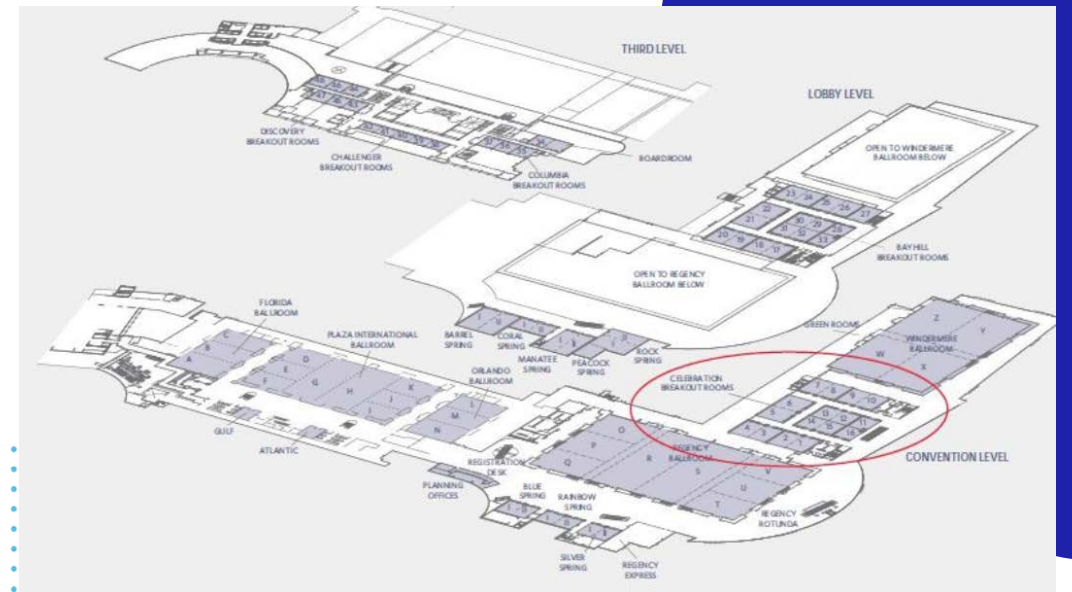
Hyatt Meeting Room

Location: Hyatt Hotel

Benefits

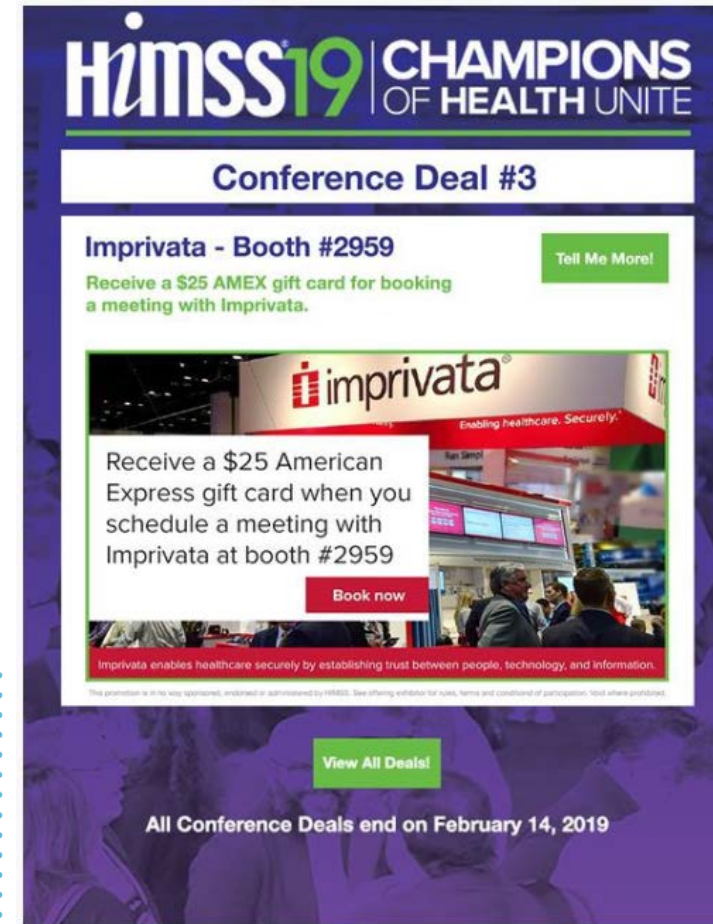
- Company logo will be placed outside of the room
- Available for order at your own expense (Additional details, including contact information, will be provided in service manual and email confirmation):
 - **Hard internet line**
 - **F&B**
 - **AV**
- Additional furniture available for purchase (couches, chairs, desk, executive chairs). Please work with your exhibit house or Freeman (additional rental charges apply) *Note: the room is limited to space and nothing can be removed out of the room.
- HIMSS will set meeting room classroom, theater or in rounds at no charge.
- Electrical outlets in wall - no charge
- Required - \$2,750++/week F&B minimum with the room

Investment: \$9,500 - \$10,500



Pre and Post-Show Marketing

- [Daily Deals](#)
- [Attendee List](#)
- [Organization List](#)
- [Digital Marketing Boost Packages](#)
- [First Time Exhibitor Marketing Package](#)
- [Enhanced Exhibitor Listing](#)




HIMSS¹⁹ CHAMPIONS OF HEALTH UNITE

Conference Deal #3

Imprivata - Booth #2959 [Tell Me More!](#)

Receive a \$25 AMEX gift card for booking a meeting with Imprivata.



Receive a \$25 American Express gift card when you schedule a meeting with Imprivata at booth #2959

[Book now](#)

Imprivata enables healthcare securely by establishing trust between people, technology, and information.

The permission is if he was sponsored, endorsed or approved by HIMSS. See offering exhibitor for rules, terms and conditions of participation, host where prohibited.

[View All Deals!](#)

All Conference Deals end on February 14, 2019

Daily Deals

HIMSS will email your conference deal one time to attendees who opt into the program.

The HIMSS Conference Deal provides attendees the option to schedule a meeting during HIMSS annual conference, plan a visit to your company booth or forward the deal to a friend.

HIMSS19 participants averaged 33 contacts!

Benefits

- Only one Daily Deal is sold per day, so your messaging will not be lost among other sponsors.
- Sponsor is able to create an image/graphic within provided template

Investment: \$5,000 - \$7,700

HIMSS19 CHAMPIONS OF HEALTH UNITE

Conference Deal #3

Imprivata - Booth #2959 [Tell Me More!](#)

Receive a \$25 AMEX gift card for booking a meeting with Imprivata.

Receive a \$25 American Express gift card when you schedule a meeting with Imprivata at booth #2959

[Book now](#)

[View All Deals!](#)

All Conference Deals end on February 14, 2019

Attendee and Organization List Rental

Attendee List

- Available to Diamond, Emerald and Platinum Corporate Members only
- Includes name, title, company, city and state, work site and professional title
- Investment: \$2,500 - \$4,250

Organization List

- Available to all exhibitors!
- Includes name of organizations and number of personnel from each attending HIMSS20
- Investment: \$995 - \$1,450

Digital Marketing Boost Packages - NEW



Preconference	Onsite	Post Conference
<p>PROGRAM INCLUDES:</p> <ul style="list-style-type: none"> HIMSS20 Right Now Newsletter: Medium Rectangle ad (300x250) in one of 12 issues prior to the HIMSS 2020 Global Health Conference Show Preview: Half page horizontal ad (no bleed 9 5/8 x 6 5/16). Publication date of February 10, 2020 Digital Advertising Online: 75K impressions over 8 weeks on HIMSS network of sites (Healthcare IT News, Healthcare Finance News, MobiHealthNews, HIMSS Conference and HIMSS.org) Combination of Leaderboard (728 x 90), Half Page (300 x 600) and Medium Rectangle (300 x 250) <p>BENEFITS:</p> <ul style="list-style-type: none"> Increase your brand visibility at the most important time of the year Reach HIMSS20 attendees and the broader audience that engages around the event Be top of mind as attendees are planning sessions to attend and booths to visit 	<p>PROGRAM INCLUDES:</p> <ul style="list-style-type: none"> HIMSS20 Right Now Newsletter: Medium Rectangle ad (300x250) in one of 10 issues during the HIMSS 2020 Global Health Conference HIMSS Show Daily: Half-page horizontal ad (9 5/8 x 6 5/16) in each issue of the official print publication of the HIMSS Global Health Conference HIMSS 2020 Global Conference Printed Resource Guide: one half-page horizontal ad (9 5/8 x 6 5/16) HIMSS TV: 3-5 minute interview with your executive, client or subject matter expert filmed onsite at HIMSS TV desk in Lobby C. Syndicated and copy of interview delivered 2 weeks post conference. <p>BENEFITS:</p> <ul style="list-style-type: none"> Be in front of decision-makers with your brand message in the information channels they turn to during the show Augment your booth and other onsite investments Extend your brand awareness to those who follow the show remotely Over 150K targeted impressions included in this package! 	<p>PROGRAM INCLUDES:</p> <ul style="list-style-type: none"> Show Wrap: Half-page horizontal ad placement (no bleed 9 5/8 x 6 5/16) Conference Content Extension: Choose from a 2-page 750 word Executive Brief or a 4-page, 1,200 word Case Study. HIMSS Media Lab content experts will leverage the content you present anywhere during conference (educational session, lunch & learn, in your booth, etc.) into a content marketing asset Digital Advertising Online: 50K impressions over 8 weeks post conference on HIMSS network of sites (Healthcare IT News, Healthcare Finance News, MobiHealthNews, HIMSS Conference and HIMSS.org Combination of Leaderboard (728 x 90), Half Page (300 x 600) and Medium Rectangle (300 x 250) <p>BENEFITS:</p> <ul style="list-style-type: none"> Reach the broader audience that engages with HIMSS Continue to build awareness and engagement following the conference Maximize the value of the content you deliver at HIMSS20 100K Targeted Impressions
<p>Investment: \$7,500 - \$8,250</p>	<p>Investment: \$12,500 - \$13,750</p>	<p>Investment: \$7,500 - \$8,250</p>



First Time Exhibitor Marketing Package

Exhibiting at HIMSS for the first time** can be overwhelming. Let us help you make the most of the Global Conference with our First Time Exhibitors Marketing Package!

Benefits:

- Company name and booth number on our first time exhibitor message panel
- First time exhibitor plaque for your booth
- Enhanced listing in the online exhibitor directory
- List of organizations that will be attending the conference before the event
- Lead scanner
- 2 invitations to the official HIMSS press party

Investment: \$3,800 - \$4,000

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	Package 2
<p><i>Website and mobile app listing benefits:</i></p> <ul style="list-style-type: none">• 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* <p><i>Plus, additional website only listing benefits:</i></p> <ul style="list-style-type: none">• 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	<p><i>Website and mobile app listing benefits:</i></p> <ul style="list-style-type: none">• 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* <p><i>Plus, additional website only listing benefits:</i></p> <ul style="list-style-type: none">• 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: \$1,195	Investment: \$2,995

Enhanced Listing Example

[HOME](#) [All Exhibitors](#) [Floor Plan](#) [Register](#)

[Home](#) » [Capsa Healthcare](#)



Capsa Healthcare

CONTACT US

City: Canal Winchester
State: OH
Country: United States

Website: www.capsahealthcare.com/

BOOTHS

• [Booth — 5158](#)

CAPSA HEALTHCARE GALLERY



SlimCart Product Overview



Branding Opportunities

- [Attendee Resources](#)
- [Bus Wraps](#)
- [Bridge Branding](#)
- [Charging Lockers](#)
- [Escalator Graphics](#)
- [Lobby Banners](#) and [Column Wraps](#)
- [Park Benches](#)
- [Exhibit Hall Branding](#)



HIMSS20 Envision Site

- All opportunities shown during this webinar are listed with additional information on the [HIMSS20 Envision Website](#).
- Details on sponsorship locations can be found using the “[Map View](#)” tab.
- Example:

Home Facility Overview Opportunities **Map View** Show Files Contact HIMSS How to Submit Graphics

Legend:
● Aisle Signs
■ Floor Stickers
① Sponsorship Set

Opportunity 1: 400, 2100, 3900 (6 floor stickers)
Opportunity 2: 900, 2700, 4800, 6400 (6 floor stickers)
Opportunity 3: 1500, 3300, 5900, 7700 (6 floor stickers)

Exhibit Hall Banner E8
Level: West Level 2
Section: Exhibit Hall Banner E8
Size: AVAILABLE

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Attendee Resources - Time Sensitive!!!

Put your company logo in the hands of attendees! Brand awareness will follow long after the conference concludes. Items will be passed out at tote bag stations to the first 10,000 attendees.

Benefits include badges and Priority Points .



Phone Wallet
\$13,000 - \$14,850



Conference Pens
\$12,500 - \$15,000



Survival Kit
\$40,000 - \$44,000



Luggage Tags
\$17,5000 - \$20,000

Hydration Sponsorships

Attendees are always looking for water and need a bottle to fill during the long, tiring Conference event! New this year, sponsor one or both of the following new options:

Water Stations

- Branding placed by 30 water stations strategically located in the exhibition hall.
- Investment: \$30,000 - \$33,000



Water Bottles

- Put your logo on 10,000 official water bottles available to attendees at the Global Conference. Gain visibility during the event and beyond.
- Investment: \$50,000 - \$55,000 – Exclusive/\$25,000 - \$27,500 co-branded



Bus Wraps

Stretch your marketing dollar into the community. Your message, in full color, is placed on the sides of buses to provide maximum exposure during the conference. Your message will be seen by attendees as they travel to and from the convention center. Must include HIMSS logo within bus wrap graphic.

Benefits

- Graphic production and installation/removal
- Multiple Monitors capable of playing your message on each bus
- 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
- Priority Points - 5
- Full Conference badges - 1
- Badges (Exhibitor or Client - You Determine the Mix) - 4

Investment: \$14,500 - \$16,000



Bridge Branding

Meet attendees coming and going with double-sided signage on the skybridges to the Convention Center.

Locations:

[Rosen Center Bridge](#)

[Rosen Plaza Skybridge](#)

[Hyatt Oversight Bridge](#)

Benefits

- Double sided sign
- You design/create graphics, HIMSS to install and remove
- Limit 4 opportunities per company, sign locations can not be consecutive
- Priority Points – 2

Investment: \$4,500 - \$6,000



Oversight Pedestrian Bridge Banners

Signage located on outside of the pedestrian bridge that connects between the Orange County Convention Center and Hyatt Meeting Space.

Benefits

- HIMSS to install and remove
- You provide graphics
- 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)
- Priority Points - 5
- Full Conference badges- 2
- Client/Exhibitor badges- 5 (You Determine The Mix)

Investment: \$15,500 - \$17,000



Hyatt Skybridge Column Wraps

Location: Base of Hyatt Skybridge

Base of Hyatt Skybridge - Qty: 1 (one)

94" tall x 52" round

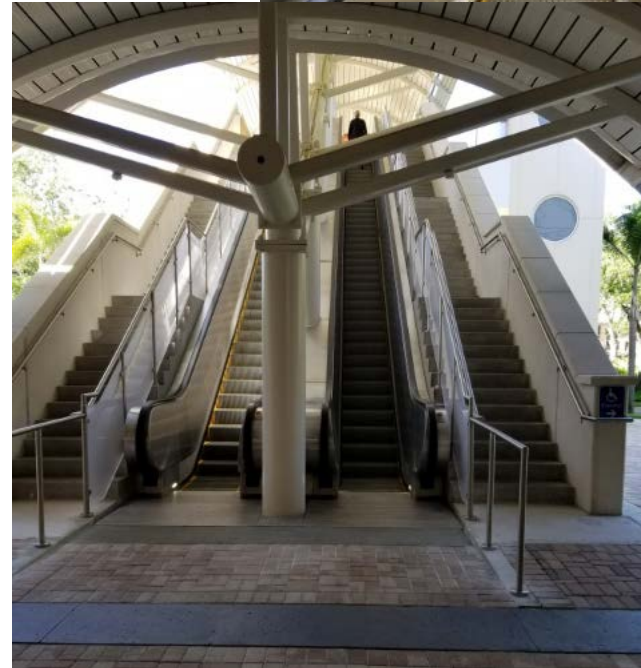
Along the Hyatt Skybridge Escalator - Qty: 4 (four)

36" tall x 51" round

Benefits

- HIMSS to install and remove
- You provide graphics
- Priority Points - 5
- Exhibitor/Client Badges - 5
- Full Conference Badges - 2

Investment: \$15,500 - \$17,000



Charging Lockers

Provide the solution for HIMSS Global Conference attendees as they search for a place to charge their devices. Eight (8) charging locker stations will be placed throughout the lobby areas of the convention center.

Benefits

- Graphics placed on charging lockers (graphics will not be on the charging lockers in the Networking Hubs)
- 8 second video played on eight (8) charging locker monitors (no sound)
- 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)
- Priority Points – 5
- Exhibitor/Client Badges (you determine the mix) – 5
- Full Conference Badges – 2

Investment: \$15,000 - \$16,500



Escalator Graphics

Benefits

- You provide graphics, HIMSS to install and remove
- 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)
- Priority Points
- Full Conference Badge
- Exhibitor/Client Badges

Investment: \$10,000 - \$16,500



Lobby Banners and Column Wraps

Located in high-traffic areas of the Convention Center, attendees will see your name and message before they enter the hall. Benefits include badges and priority points.

Lobby Banners

- Investment: \$15,500 - \$17,000

Vertical Column Banner

- Investment: \$7,500 - \$8,250

Column Wraps

- Investment: \$9,500 - \$10,500



Park Benches

Expand your presence outside of the exhibit hall with your branding on park benches throughout the Convention Center. Your message will be read with relief as attendees find a place to rest their feet during the busy week!

Benefits

- Package includes 30 park bench locations located throughout the Convention Center – lobbies on levels 2 and 3
- Company graphics on front of bench back
- Same graphics to be used on floor stickers
- You provide graphics, HIMSS to install and remove
- 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
- Priority Points - 8
- Full Conference badges - 3
- Badges (Exhibitor or Client - You Determine the Mix) – 7

Investment: \$25,000 - \$27,500



Exhibit Hall Banners

Stand out from the crowd and elevate your presence with an exhibit hall banner. Perfect for sharing your message and directing attendees to your booth.

Benefits

- Banner is 30'W x 10'H
- You provide graphics, HIMSS to install and remove
- Priority Points - 3
- Client/Exhibitor badges- 2 (You Determine The Mix)

Investment: \$7,500 - \$8,250



Exhibit Hall Column Wraps

Stand out from the crowd and elevate your presence with an exhibit hall column wrap. Perfect for sharing your message and directing attendees to your booth.

Benefits

- Sponsor company to provide graphics
- Limit one column wrap per company
- HIMSS to install and remove
- Priority Points - 3
- Exhibitor/Client Badges - 2 (you determine the mix)

Investment: \$7,500 - \$8,250

ORANGE COUNTY CONVENTION CENTER ORLANDO, FLORIDA

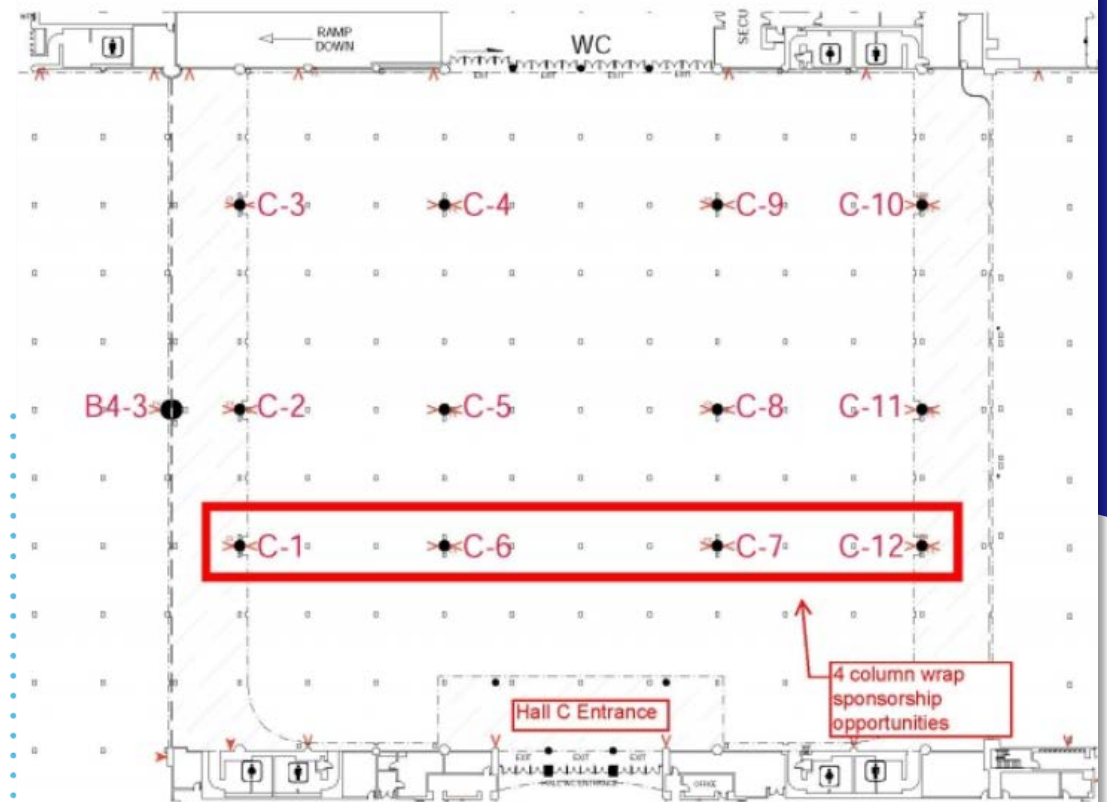


Exhibit Hall Floor Stickers

Floor stickers are a great way to increase booth traffic at HIMSS Global Health Conference. Each package includes 6 stickers.

Benefits

- Each package includes 6 stickers
- Stickers measure 3' x 3' in size
- Stickers evenly placed throughout exhibit hall - 2 stickers in each aisle
- You provide graphics, HIMSS to install and remove
- 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
- Priority Points - 4
- Full Conference badges - 1
- Badges (Exhibitor or Client – 4

Investment: \$13,000 - \$14,300

Exhibit Hall

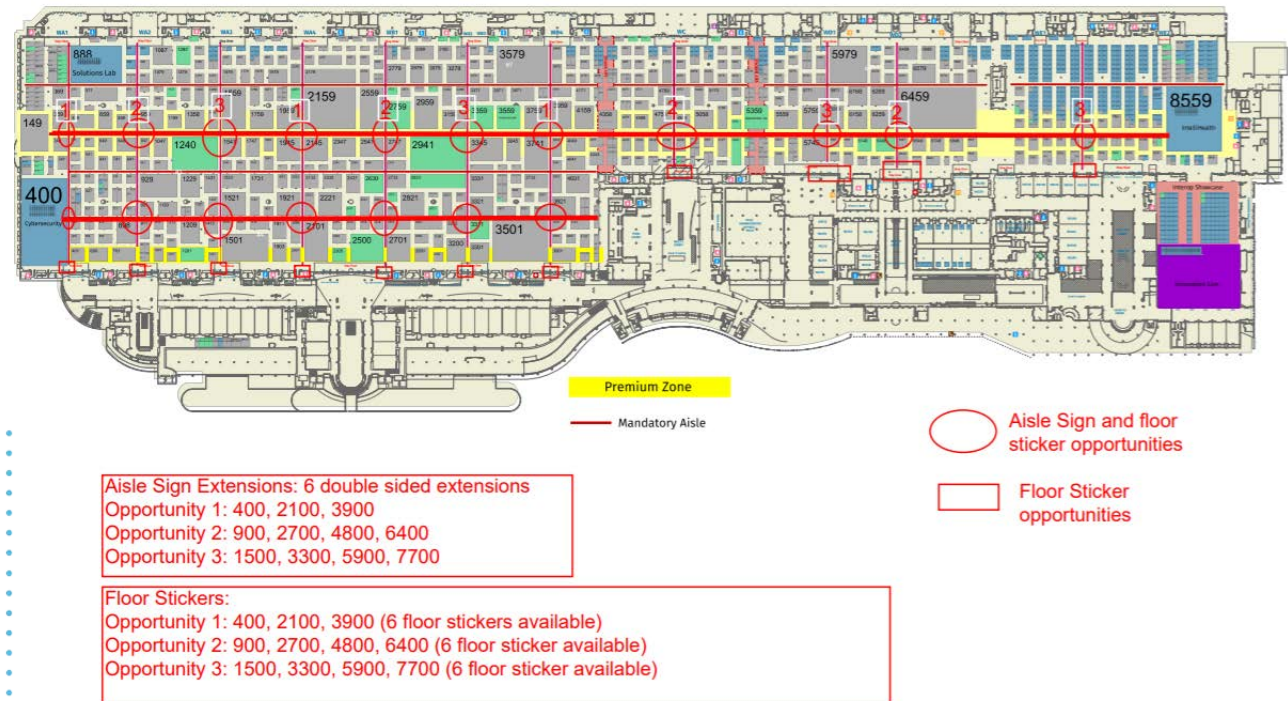


Exhibit Hall Aisle Sign Extensions

These 30" x 30" double sided panels with your branding is a great way to increase your booth traffic or branding at the show. These signs will be located on the main aisles throughout the exhibit hall. Each opportunity includes 6 double-sided aisle sign dangles for a total of 12 images. The aisle sign will face toward the front of the hall and the sponsorship dangler will face up & down the main aisle.

Benefits

- 6 double sided 30" x 30" panels with your branding
- HIMSS to install and remove signs
- You provide branding
- 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)
- Priority Points - 4
- Full Conference badges - 1
- Badges (Exhibitor or Client - 4)

Investment: \$13,000 - \$14,300



Exhibit Hall Message Panels

Share your message and direct attendees to your booth with a strategically placed, double-sided meter board in the exhibition hall. You provide the graphics, HIMSS takes care of the rest!

Benefits

- Panel with your marketing message placed in an exhibit hall location you select
- Turnkey package – includes panel production and installation/dismantling

Investment: \$2,250 - \$2,450

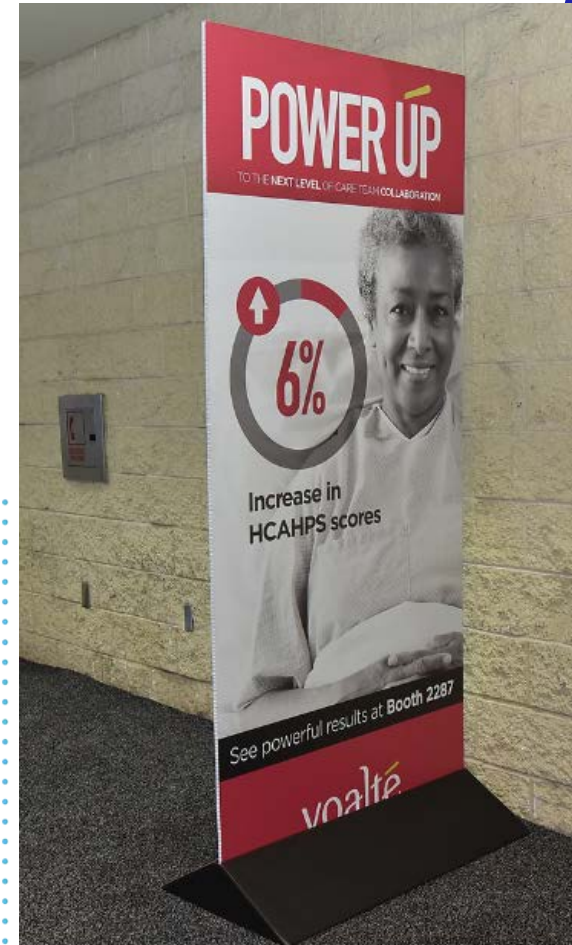


Exhibit Hall “You are Here” Wayfinder Kiosk

The HIMSS Global Health Conference & Exhibition You Are Here stations are how many attendees orient themselves within the convention center and exhibit floor.

Benefits

- Logo on All You Are Here locators located in the Exhibit Hall
- Priority Points - 2
- HIMSS Exhibitor/Client Badges – 2

Investment: \$5,500 - \$6,500



Thought Leadership Opportunities

- [Specialty Pavilions](#)
- [Preconference Symposia](#)
- [Certification on the Show Floor](#)
- [Market Debuts](#)
- Customized Events
 - [Breakfast Briefings](#)
 - [Lunch and Learns](#)
 - [Afternoon Breaks](#)
 - [Receptions](#)



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 - **SOLD OUT!**

Innovation Live
Interoperability Showcase
Value of Healthcare

Specialty Pavilion Exhibition Options Include:

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

Investment: \$2,800 and up



Exhibit Hall Overview

Consumerism/
Patient
Engagement

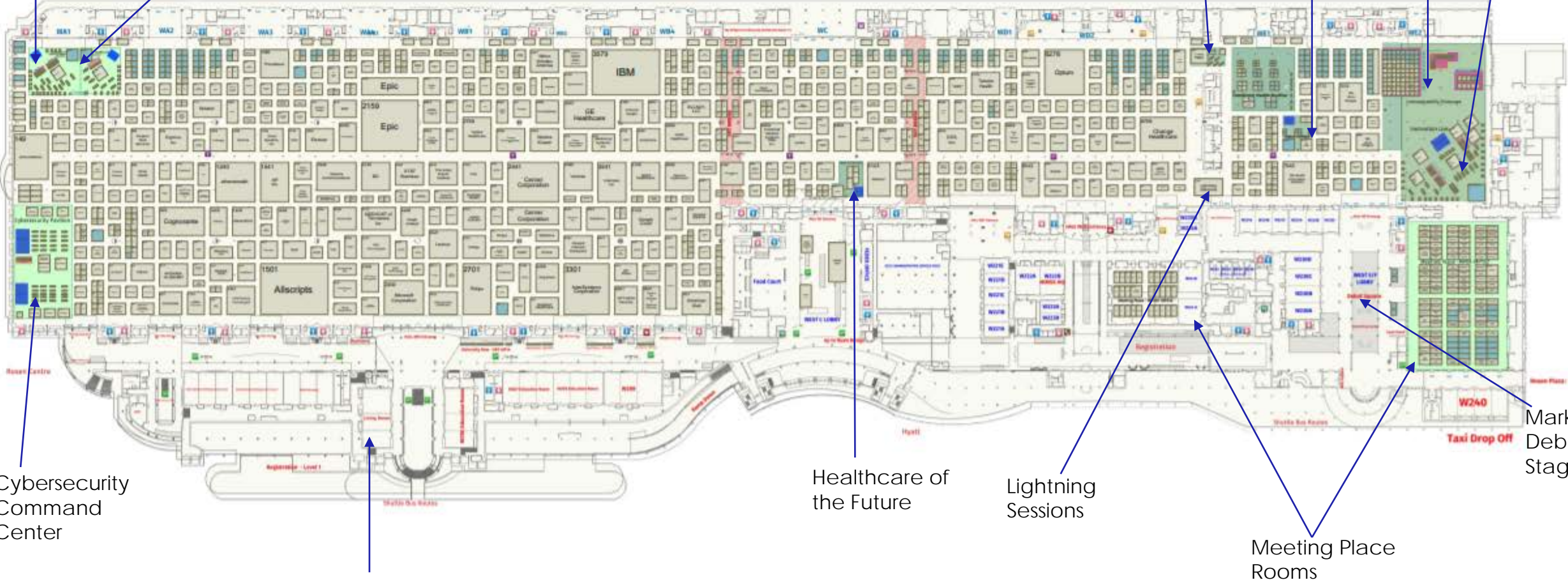
Value of
Healthcare

Federal
Health Pavilion

Interoperability
Showcase

Global Pavilion

Innovation
Live



Cybersecurity
Command
Center

Living Room

Healthcare of
the Future

Lightning
Sessions

Meeting Place
Rooms

Market
Debut
Stage

Preconference Symposia

Typically 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.

- Telehealth
- Nursing Informatics
- Big Data
- Physicians (SOLD!)
- 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

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



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
- 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
- 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

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



Networking Opportunities

- [Thursday Night Event](#)
- [Millennials Reception](#)
- [Awards Gala](#)
- [Corporate Member Networking Breakfast](#)
- [Exhibit Hall Social Hour](#)
- [University Row Ice Cream Social](#)
- [Interoperability Showcase Community
“Sip and Learn”](#)
- [Press Room](#)
- [HIMSS Bistro](#)



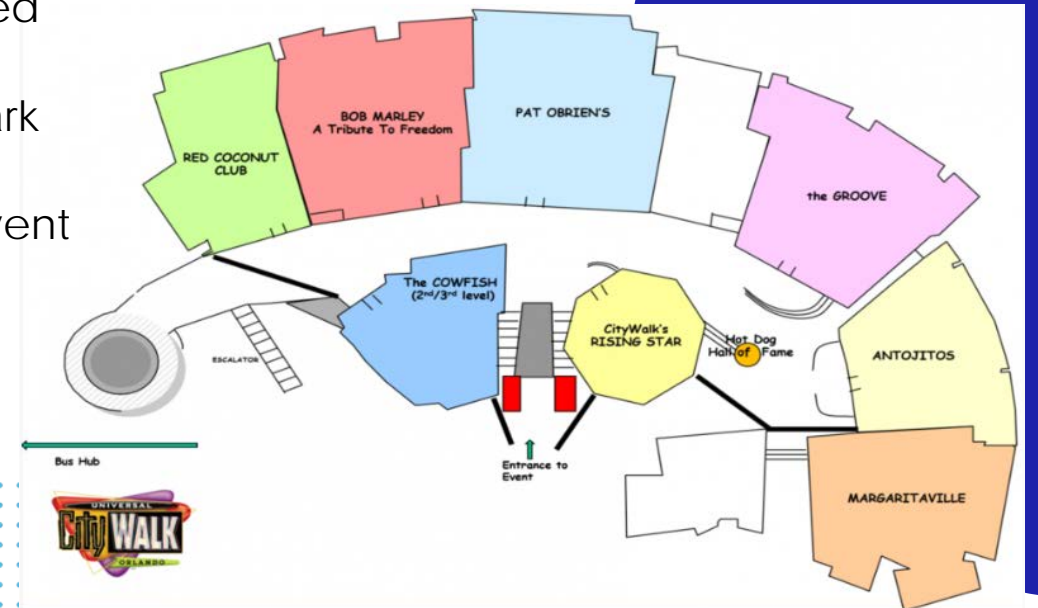
Thursday Night Event

Treat your clients to a VIP experience before the Thursday Night Special Event at Universal Studios. Reception package includes a private event space, transportation, and food and beverage for 50 -700 guests. Location: Universal Studios City Walk Restaurants

Benefits

- Complimentary client tickets for the main event (number based on the capacity of event space and does not exceed 100)
- Unlimited appetizers and (2) drink tickets to use in the main park after private reception
- Private client reception (1 hour before the start of the main event from 6:30pm – 7:30pm) to include:
 - Appetizers (sample menu available upon request)
 - One hour hosted bar (beer and wine)
 - Sponsor can provide a giveaway to their VIP attendees
 - Logo prominently displayed on signage within venue and at venue entrance
 - Transportation provided from OCCC to Universal for the VIP group
 - Escorted Universal park access for 10 guests.

Investment: \$25,000 and up



Millennials Reception

This networking reception dedicated to young IT professionals and millennials that attend the HIMSS conference each year. This exclusive sponsorship puts your branding in front of these great young minds.

Benefits

- Logo on Global Conference Millennials Reception webpage with hyperlink to your exhibitor profile
- Logo displayed on Millennial Reception on-site materials
- Logo included on all printed photo booth photos
- Logo included in pre-event communications promoting the Millennials Reception (new Benefit!)
- Opportunity to participate in an educational webinar or contribute a blog posting published through HIMSS Career Services prior to December 31, 2019 (new Benefit!)
- Post conference list of reception attendees (name, title, company)
- Three (3) invitations to attend the Millennials reception
- Ability to provide giveaway during reception (registration for HIMSS21, iPad, giveaway of your choice)
- Table for collateral giveaways at reception

Investment: \$2,000 - \$2,200



Awards Gala

Join your fellow attendees for a celebratory evening of networking, food, drink and cheer as HIMSS honors individuals, groups and organizations from around the globe who have made outstanding contributions to health information and technology in the past year. Extend the celebration of the HIMSS20 Global Health Conference and Exhibition Awards Gala with the inaugural Awards Recognition Gala After-Party!

Banquet Sponsor	After-Party Bar Package	After-Party Photo Booth
<ul style="list-style-type: none"> • 10 invitations (1 table) to attend the Awards Recognition Gala at HIMSS Global Conference & Exhibition (for Company staff and/or guests) <ul style="list-style-type: none"> • Premier table location • Logo on the Wall of Excellence <ul style="list-style-type: none"> • Located in prominent location at the Convention Center, the wall will be displayed for all days of the conference. • Includes Davies and Stage 7 winners. • Exhibitor/Client Badges - 2 (You Determine Mix) • Priority Points - 3 	<ul style="list-style-type: none"> • Two (2) invitations to attend the Awards Recognition Gala (for Company staff and/or guests) • Five (5) invitations to attend the Awards Recognition Gala After-Party (for Company staff and/or guests) • Logo on the Wall of Excellence <ul style="list-style-type: none"> • Located in prominent location at the Convention Center, the wall will be displayed for all days of the conference. • Includes Davies and Stage 7 winners • Sponsor logo on bar napkins at Awards Recognition Gala After-Party • Sponsor logo included on signage at the After-Party • Post conference list of Awards Recognition Gala attendees (name, title, company) • Priority Points - 2 • Exhibitor/Client Badges - 2 (you determine the mix) 	<ul style="list-style-type: none"> • Two (2) invitations to attend the Awards Recognition Gala (for Company staff and/or guests) • Five (5) invitations to attend the Awards Recognition Gala After-Party (for Company staff and/or guests) • Logo on the Wall of Excellence <ul style="list-style-type: none"> • Located in prominent location at the Convention Center, the wall will be displayed for all days of the conference. • Includes Davies and Stage 7 winners • Sponsor logo on all digital photos taken in the photo booth at Awards Recognition Gala After-Party • Photo booth allows attendees to share photos with sponsor logo on social media • Sponsor logo included on signage at the After-Party • Post conference list of Awards Recognition Gala attendees (name, title, company) • Priority Points - 2 • Exhibitor/Client Badges - 2 (you determine the mix)
Investment: \$7,500 - \$8,300	Investment: \$5,000 - \$5,500	Investment: \$5,000 - \$5,500

Corporate Member B2B Networking Breakfast

Increase your visibility and engage with HIMSS Corporate Members at this popular networking breakfast. Sponsorship includes a designated table for the sponsor with a raffle opportunity to attract members to engage with you and your team.

Benefits:

- Designated Networking Table for each sponsor
- Acknowledgement of sponsor(s) including one minute remark during Breakfast by sponsor
- Raffle opportunity:
 - Attendees visiting your *B2B Networking Table* will receive a ticket for the raffle. Attendees will be encouraged to visit the sponsor tables. Attendees have 4 chances to win; however only 1 prize per person.
- List of Breakfast attendees (name, title, company name, city, state, professional title, work site)
- Beverage napkins with your company logo
 - Logo displayed on all Corporate Member Breakfast signage
 - Company logo w/URL included in the Corporate Connection Monthly e-newsletter
 - Tabletop sign with company logo
- One – 6' table
- Two (2) registrations for the Corporate Member Breakfast

Investment: \$1,750 - \$1,950

Exhibit Hall Social Hour – NEW!

Drive traffic to your booth by participating in the HIMSS20 Exhibition Social Hour Wednesday, March 11 from 4:30pm – 6:00 pm. The Exhibition Social Hour is designed to facilitate networking opportunities for attendees and exhibitors during show hours. Participating exhibitor will host hors d'oeuvre and refreshment stations attracting qualified attendees ready to feast on IT products and solutions. HIMSS will also be sponsoring locations throughout the exhibit hall.

Benefits

- Logo recognition on Exhibit Hall Entrance Units (logo only) promoting HIMSS20 Exhibition Social Hour
 - Advertising displayed Tuesday and Wednesday (one screen shared amongst all sponsors with logo and booth #, which will rotate every 4 minutes)
- Recognition as supporter of HIMSS20 Exhibition Social Hour including:
 - Conference website, onsite material, pocket guide and Mobile App
 - Contract must be signed by January 8, 2020 to make the print material

Investment: \$1,500 - \$1,650



University Row Ice Cream Social – NEW!

(during Exhibit Hall Social Hour)

Network near your University Row Kiosk with the Ice Cream Social Hour. Event will take place during the Exhibition Social Hour Wednesday, March 11 from 4:30pm – 6:00 pm.

Benefits

- Turnkey package includes marketing and ice cream service in prime location co-located with University Row exhibition area
 - **Networking area includes highboys with sponsor logo recognition**
- Ice Cream Social takes place during Exhibit Hall Social Hour, Wednesday, March 11, 4:30-6:00 pm
- Logo recognition on Exhibit Hall Entrance Units (logo only) promoting HIMSS20 Exhibition Social Hour
 - **Advertising displayed Tuesday and Wednesday (one screen shared amongst all sponsors with logo and booth #, which will rotate every 4 minutes)**
- Recognition as supporter of HIMSS20 Exhibition Social Hour including:
 - **Conference website, onsite material, pocket guide and Mobile App**
 - **Contract must be signed by January 8, 2020 to make the print material**

Investment: \$3,000 - \$3,300



Interoperability Showcase Community

“Sip and Learn”

The HIMSS Interoperability Showcase "Sip and Learn" is an innovative way to participate in the Interoperability Showcase. This two-hour reception, with food and beverage, takes place within the Showcase. Benefits include podium time and branding.

There were over 1300 visitors to the Showcase during the HIMSS19 "Sip and Learn"!

Benefits

- 2- Hour reception with beer and wine within the Interoperability Showcase from 4-6pm ET, Wednesday, March, 11.
- 2 minutes podium time, Verbal recognition of sponsor at the reception
- Recognition including name and logo will be placed on event signage.
- Sponsor will be acknowledged in Information Xchange eNewsletter.
- List of reception registrants/attendees (Name, Title, Company)
- Invitation to author interoperability blog on HIMSS Blog (Must follow HIMSS blogging guidelines).
- 15 minute interview of individual of sponsor's choice with provided videographer. Raw footage will be provided post conference.
- Priority Points – 1
- HIMSS Exhibitor/Client Badges - 4 (you determine the mix)
- Priority Points – 3

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



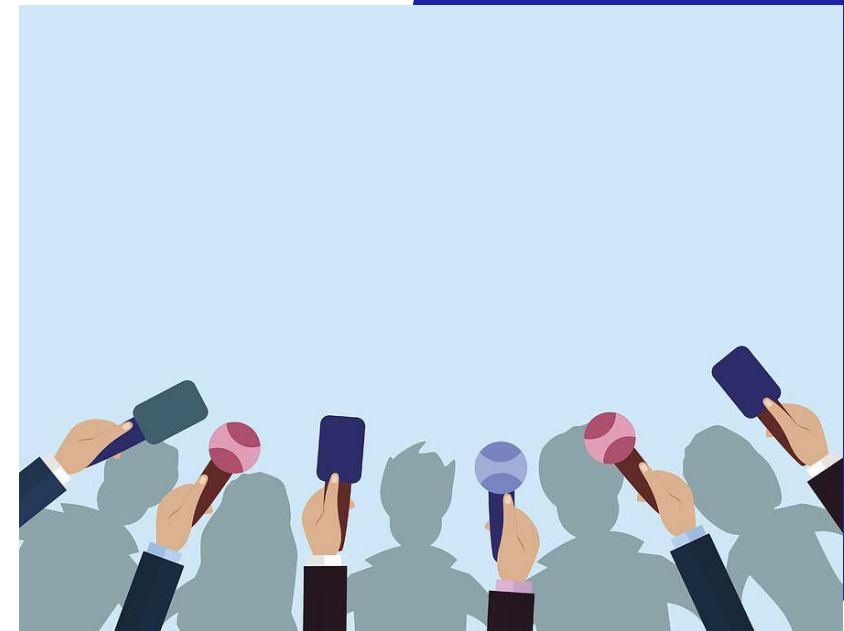
Press Room

Sponsorship of the HIMSS Press Room allows you to put your name in front of approximately 150 press sources in attendance at HIMSS Global Conference and gain exclusive access to three “Press Only” events.

Benefits

- Press briefing cubicle reserved for sponsor in Media Interview Room. Sponsor can use this space throughout HIMSS20
- Access to Press Briefing held in the HIMSS20 Press room celebrating HIMSS20 Emerging Technology exhibitors. Sponsor will receive a one-time list of press that have opted in for the events
- Logo on Press Room signage
- Sponsor can provide giveaway for Press Room (sponsor responsible for costs of giveaway)
- Daily snacks (sponsor responsible for costs)
- Insert in digital package for press
- Logo displayed on Online Press Room for HIMSS Global Conference
- Inclusion in Blog Series on HIMSS Global Conference site
- Four (4) passes for sponsor to the “Official” HIMSS20 Press Party
- 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)
- Priority Points – 7 ; Full Conference badges- 2; Exhibitor/Client badges: 5 (You Determine the Mix)

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



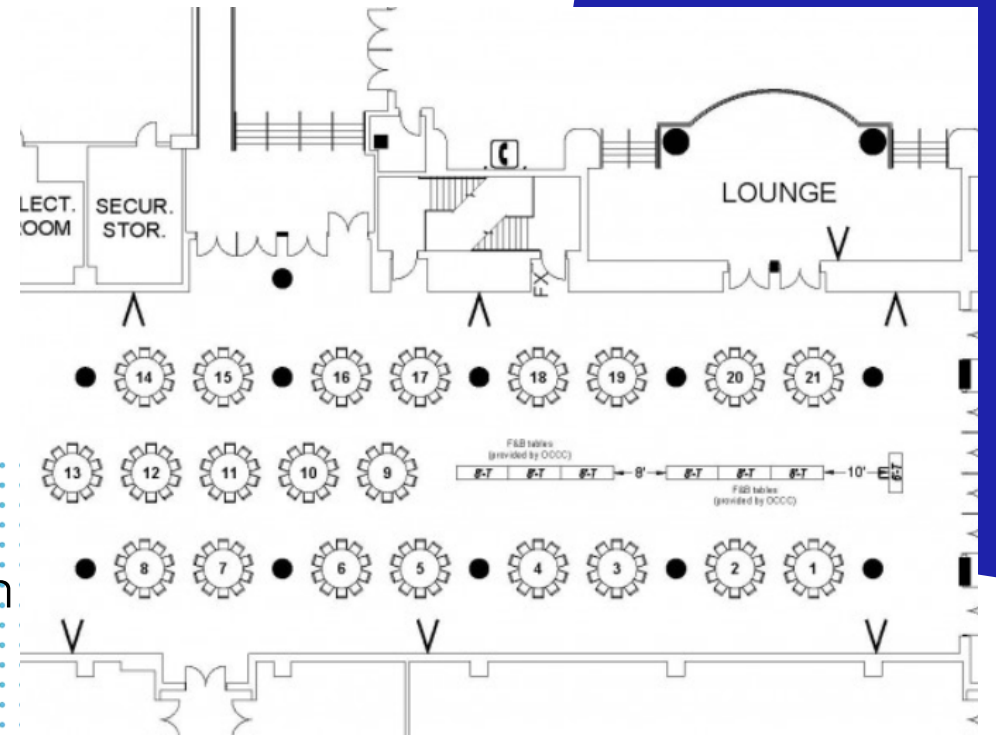
HIMSS Bistro

Feed your staff or clients at a dedicated table conveniently located on Lower Level 1. The Bistro is perfect for networking, meetings, or taking a break from the exhibit floor.

Benefits

- Reserved table of 10
 - meal tickets for 20 people per day - tickets to be used Tuesday, Wednesday, Thursday
 - 60 meal tickets will be dropped off at booth on Monday, March 9.
- Lunch will be a buffet bistro hot meal with drink and dessert
- Afternoon snacks, drinks and cookies
- HIMSS will place a reserved sign with company logo on your table for the entire week

Investment: \$4,500 - \$5,000



Corporate Membership

Extend your Global Health Conference Investment

HIMSS Global Health Conference & Exhibition Specific Benefit Highlights:

- Complimentary Full Conference registration(s) to the HIMSS Global Health Conference
- Exclusive B2B executive networking opportunity
- Save on HIMSS Global Health Conference exhibit space, sponsorships and meeting place options-\$800 per 10x10 savings
- Receive preferential exhibitor housing selection for future HIMSS Global Health 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 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

Upcoming Sponsorship Webinars

- [January 16 - Sponsorship Webinar: Last minute sponsorships are still available!](#)

Past Sponsorship Webinar Recordings can be found here: [Webinar Series](#)

HIMSS21 Booth Selection

Important Dates

January 20, 2020	Anchor Selection Begins
January 21, 2020 1:00 pm CT / 2:00 pm ET	HIMSS21 Booth Selection Informational Webinar (click above to register)
February 3-20, 2020	Top 250 companies select before HIMSS20 via WebEx
March 9-12, 2020	Onsite Booth Selection at Orange County Convention Center

HIMSS21
March 1-5, 2021
Las Vegas, NV

Note:

- Booth selection appointment times are scheduled in exhibitor priority point order.
- Points for booth selection will be calculated as of December 31, 2019.
- Questions? Contact Laura Goodwin at lgoodwin@himss.org

Frequently Asked Questions

- Q: Where is the Exhibitor Service Manual located?
 - A: The service manual is posted on <https://www.himssconference.org/exhibition/information>
- Q: How do I earn Priority Points ?
 - A: Priority point information can be found here: [How to earn priority points](#)
- Q: Where can I find these slides/recording?
 - A: They will be emailed to you after the presentation.
- Q: Where can I find all HIMSS20 Exhibit and Sponsorship Opportunities?
 - A: All opportunities are posted on our Envision site: www.himssconference.org/exhibit2020

Questions?

Contact salesinfo@himss.org or your Sales Manager.



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Thank you!