

## **HIMSS Anchor Exhibitor Benefits HIMSS21**

### **Pre-show**

- Additional hotel rooms at the diamond identified hotel
- Anchors will receive first choice on hotels before diamonds – based on priority points
- Complimentary vendor headquarter at the convention center/Forum
- Company logo and booth number recognition in main lobby of Sands and Caesars
- Complimentary attendee mailing list with address, city, state, zip
- HIMSS to send out press release about the HIMSS21 exhibition with recognition to anchor exhibitors
- 75 additional priority points
- Logo recognition with link to company website on Global Conference exhibition anchor exhibitor web page
- Logo recognition in the exhibition countdown email that is sent to all pre-registered attendees (sent two weeks prior to show)
- Logo recognition in the online pre-conference brochure
- Booth flagged on interactive exhibition floor map
- Ability to choose a booth space for a partner company during anchor booth selection time frame
- Early move-in when time/space permits
- Pre-show detail of registrants – pre-show deeper breakdown of titles and worksite
- Complimentary enhanced listing (Package 2) within exhibitor search on conference website

### **Onsite**

- Article on each anchor exhibitor in the Show Daily- content is editorial and therefore the subject matter is selected by the editor of the show dailies
- Logo and booth number recognition on lobby electronic entrance units
- Company and booth number highlighted on wayfinders located throughout the exhibit hall.
- Company logo and booth number recognition on all printed maps onsite
- Daily detail on registration numbers sent directly to your email each day of conference

### **Post Show**

- Post Show attendee list with mailing addresses, city, state, zip
- Deeper detailed demographics on annual conference attendees