

# *HIMSS21 Sponsorships Kick Off Webinar*

Wednesday, October 7, 2020

## *A couple reminders*



### *Your line was muted when you joined the call*

If you have any questions throughout the presentation, please save until Q&A time as we may answer later in the presentation. During Q&A time, please use the chat box in the bottom of your screen.



### *This webinar will be recorded*

The recording and slides will be sent to all attendees via email within a few hours after the presentation. Please utilize the links throughout the slides for additional information.

# Webinar Agenda

- Welcome / Agenda
- HIMSS21 Overview
  - [Dates](#) [Conference Layout / Themes](#)
  - [Meeting Promotion Activities](#) [Keynote Update](#)
- Specialty Pavilion themes
- Sponsorships First Rights of Refusal Process
- Available Sponsorships
- ICW Events
- Important Dates
- Priority Points
- Booth Wait List
- HIMSS22 – Save the dates!
- HIMSS Corporate Membership
- Questions?



# *HIMSS21 Dates*

- Global Health Conference Dates:
  - **August 9-13, 2021 (Monday – Friday)**
    - Sands Expo and Caesars Forum, Las Vegas, NV
- Preconference Sessions, Opening Reception
  - **Monday, August 9, 2021**
- Exhibition Dates:
  - **August 10-12, 2021 (Tuesday – Thursday)**



# HIMSS21 Conference Layout



# HIMSS21 Conference Layout



## Sands Expo Center

Level 2 Exhibition Hall - Booths 100-8400

Level 1 Exhibition Hall - Booths 9700-13000

Meeting Place Rooms

Vendor Headquarters

## Caesars Forum

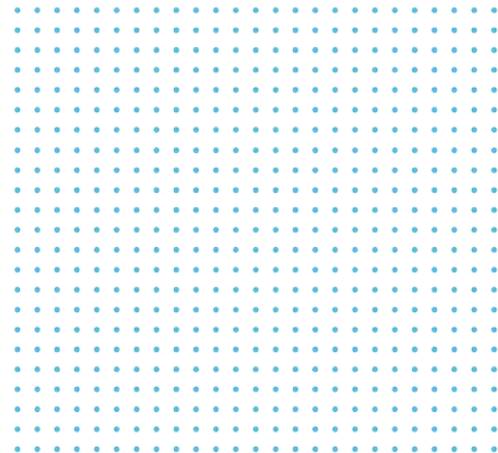
Exhibition Hall - Booths C100-C1500

# *HIMSS21 Strategic Education and Exhibition Themes*

- Innovation
- Digital Transformation
- Value
- Accelerating Interoperability
- Cybersecurity
- Federal Health
- Workforce Development
- Supply Chain

# *HIMSS21 Marketing Promotion Activities*

- Attendance:
  - Over 10,000 paid professional registrations rolled over to HIMSS21 from HIMSS20
  - Attendee registration will open January 2021
- Time is on our side!
  - 44 weeks out from HIMSS21
- Full marketing plan is underway! More information to come.





# *Confirmed HIMSS21 Keynote Speakers*

Keynote sponsorship opportunities are available!



Thursday, August 12

Arianna Huffington

Founder and CEO of Thrive Global



Friday, August 13

Chris Christie

Former Governor of New Jersey



Friday, August 13

Terry McAuliffe

Former Governor of Virginia

Former Chairman of the

Democratic National Committee



Friday, August 13

Alex "A-Rod" Rodriguez

Founder and CEO at A-Rod Corp  
and legendary baseball player

# HIMSS21 Specialty Pavilions

New this year, specialty pavilions will be co-located or near education sessions providing a destination for attendees. The following pavilions are topic-focused and offer turnkey exhibit and thought leadership opportunities to reach your desired audience.

- **Consumerism/Patient Engagement**

Digital Health and Wellness	Patient-Provider Platforms and Portals
Personal Health Devices and Wearables	Public Health
Behavioral Healthcare	Remote Patient Monitoring
Telehealth	Virtual Care

- **Cybersecurity Command Center**

Cybersecurity	Compliance	Security Frameworks
Privacy	IoT security	Risk assessment

- **Federal Health Pavilion**

The Federal Health IT Pavilion is a place on the Exhibit Hall floor where attendees can interact with federal government agencies that have robust health IT portfolios.

- **Healthcare of the Future**

Noninvasive wearables	Robotics	Augmented Reality
Ingestible trackers	Drones	3D Human visualization
More!		

# HIMSS21 Specialty Pavilions continued

- Innovation Live

Blockchain

Next Generation Voice Technology

Hospital at Home

Digital Therapeutics

3D Printing

- Interoperability Showcase

## HIMSS20 Use Cases:

Digital Health across Generations

Early Colon Screening for Better Outcomes

Enabling Personalized Cancer Care

Improve Care Continuity for Acute Stroke

Linking Patient, Research & Public Health

Maternal & Newborn Health & Vaccines

Nationwide Connected Care

Opioid Management & Risk Prevention

Patient Centered Care for Chronic Disease

Patient Transport in Liver Transplant

Reducing Sepsis through Early Detection

Seamless Prescribing & Clinical Exchange

Spectrum of Care Continuity using 360X

Trauma Recovery in the Quiet ICU

Veteran Care Without Boundaries

Unlocking Analytics across the Care Continuum

- Start Up Park – **NEW!**

Participate in the dedicated hub for innovative healthcare start-ups with cutting-edge healthcare technologies to meet the future needs of the industry. Located in the highly trafficked Innovation Live Pavilion, participants enjoy a turnkey kiosk and features a theatre to share thought leadership throughout the HIMSS21 Global Conference and Exhibition.

# HIMSS21 Specialty Pavilions continued

- Value of Healthcare

Business and Financial Management

Analytics – Business Intelligence, Clinical, Operational, Payer

Clinically-Integrated Supply Chain

Integrated and Coordinated Health

Quality/Outcomes Management and Reporting

Precision Health

Population Health Management

Revenue Cycle Management

Value-Based Care Delivery Solutions

Payer and Employer Health and Wellness

Payer and Pharma Digital Health Solutions

Clinical Trials Coordination & Technology



*Investment: \$2,800 and up*

# *HIMSS21 First Rights of Refusal Process*

- Available to HIMSS20 sponsors for applicable HIMSS21 sponsorships
- Applicable items are marked as “on hold” on HIMSS21 Sponsorship site, Envision.
- Renewal deadline is November 30, 2020
- 10 points for renewing or purchasing HIMSS21 sponsorship on or before November 30, 2020 (5pm CT) (contract must be signed)
- After November 30, 2020, opportunities not contracted will be released to all exhibitors.

# *Available Sponsorships*

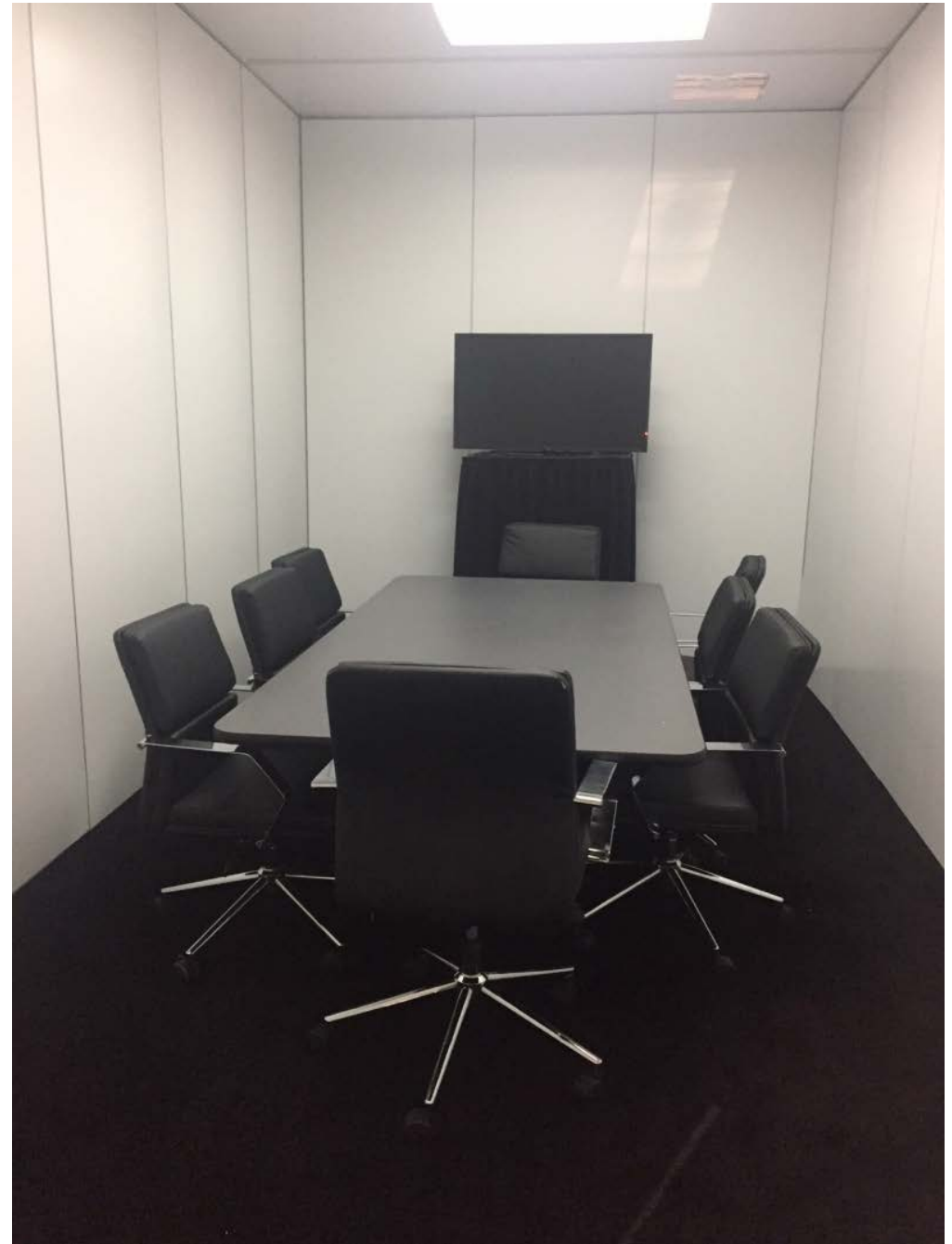
The HIMSS sales team is here to help find the perfect event, meeting space or branding opportunity for your target audience and budget.

- Meeting Space
- Pre and Post Show Marketing
- Preconference Sessions and Events
- Onsite Sponsorships and Branding
- Networking
- Speaking Sessions / Thought Leadership
- Government Relations

# *Meeting Space*

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

*Investment: \$4,000 and up*



# Meeting Space

## Hospitality Suites:

HIMSS21 Partners will have the opportunity to have hospitality suites at WYNN, Venetian and Palazzo Hotels





# Pre and Post Show Marketing

Pre and post show marketing opportunities are the perfect increase interest in and awareness of your solutions and extend your presence before and beyond the conference!

- [Daily Deals](#)
- [Countdown Emails](#)
- [Attendee and Organization List \(restrictions apply\)](#)
- [Enhanced Exhibitor Listing](#)

*Investment: \$995 and up*

The image shows a promotional banner for HIMSS 19. At the top, it says "HIMSS 19 CHAMPIONS OF HEALTH UNITE". Below that, it says "Conference Deal #3". The main offer is for "Imprivata - Booth #2959" and includes a "Tell Me More!" button. The offer text reads: "Receive a \$25 AMEX gift card for booking a meeting with Imprivata." Below this is a photo of the Imprivata booth at the conference, with a "Book now" button overlaid. A smaller text box over the photo says: "Receive a \$25 American Express gift card when you schedule a meeting with Imprivata at booth #2959". At the bottom of the banner, there is a "View All Deals!" button and a note: "All Conference Deals end on February 14, 2019".

# *Preconference Sessions and Events*

## Preconference Symposia

- Global Health Equity
- Nursing Informatics – **limited availability!**
- Clinically Integrated Supply Chain
- Physicians – **On hold!**
- HIE / Interoperability – **On hold!**

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

# *Onsite Branding and Sponsorships*

- [Attendee Resources](#)
- [Banners & Column Wraps](#)
- [Aisle Signs](#)
- [Floor Stickers](#)
- [Bus Wraps](#)
- [Electronic Message Billboards](#)
- [Message Panels](#)
- [Exhibit Hall Entrance Unit Video](#) – limited availability!
- [Taxi Drop off Packages](#)
- [Charging Locker Stations](#)
- [Passport](#) – on hold!
- [Press Room](#) – on hold!
- [Keynote Sponsorships](#)
- [Corporate Member Lounge](#) – on hold!
- [Organizational Affiliate Lounge](#) – on hold!

*Investment: \$2,000 and up*

# Onsite Branding and Sponsorships



# Networking

- [Opening Reception](#) – limited availability!
- [Exhibit Hall Social Hour](#)
- [Awards Gala](#)
- [Emerging Leaders Reception](#)
- [LTPAC Breakfast](#) – on hold!
- [LTPAC Reception](#) – on hold!
- [HTA/ACCE Awards](#) – on hold
- [Corporate Member B2B Breakfast](#) – on hold!
- [Nursing Community and CNIO Roundtable and Reception](#) – on hold!



# *Networking continued*

- [Physicians Community and CMIO Roundtable and Reception](#) – on hold!
- [Interoperability and HIE Community Reception](#) – on hold!
- [Social Determinants of Health "Sip and Learn"](#) – on hold!
- [Interoperability and HIE Breakfast Panel](#)
- [HIMSS and SHIEC Health Information Exchange Breakfast](#) – on hold!
- [Blockchain Breakfast Panel](#) – on hold!
- [Blockchain Networking Reception](#) – on hold!

*Investment: \$1,500 and up*

# *Speaking Session & Thought Leadership*

- Certification on the Show Floor
- Industry Solution Sessions – on hold!
- Lightning Sessions
- Market Debuts
- Breakfast Briefings – on hold!
- Lunch and Learns
- Customized Breaks
- Customized Receptions



# Speaking Session & Thought Leadership continued

- [NursePitch™](#) – on hold!
- [Session Series](#)
  - Long Term / Post Acute Care – on hold!
  - Canadian – on hold!
  - Blockchain – on hold!
  - Military Health – on hold!
  - Global Health Equity – on hold!
  - Telehealth
  - Clinically Integrated Supply Chain
- [Views from the Top](#)

*Investment: \$2,500 and up*





# *Government Relations*

- [Government Relations Meeting Rooms](#) – on hold!
- [Global Public Policy Reception](#)
- [Global Public Policy Breakfast](#) – limited availability!
- [Global Public Policy Welcome Dinner](#) – limited availability!
- [Policy Changemaker Lunch](#) – on hold!

*Investment: \$8,500 and up*

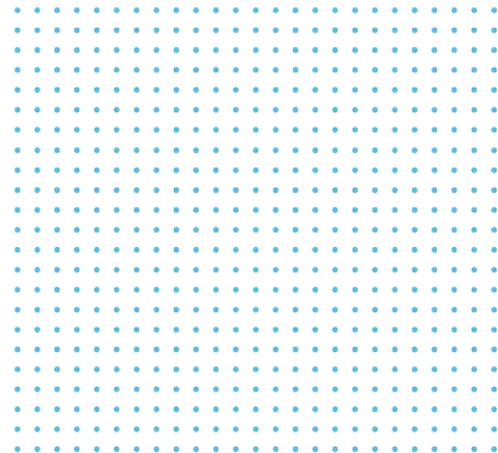
# *And more!*

We will be adding to our sponsorship inventory as the year goes on including digital & virtual offerings!

To view details on all our sponsorships, please visit our HIMSS21

Envision Site:

<https://envision.freeman.com/show/himss-2021/home>



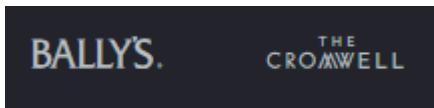
# HIMSS21 ICW Events

Hosting a special event? Let HIMSS help!

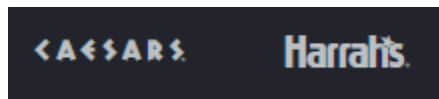
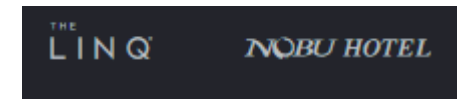
HIMSS has close partnerships with many of the hotels/special event venues in Las Vegas.

If you are looking for restaurants to host a private dinner parties, concert/event tickets, night clubs, outdoor plaza area for concerts, special event venues, let us know, we can help.

For the first time, there will be special event space at Caesars Forum for partners to use for special events – the space will go fast, so don't delay.



THE VENETIAN® RESORT



To view more venue options click [HERE](#)

Please contact Byanca Ellul at [Byanca.ellul@himss.org](mailto:Byanca.ellul@himss.org)  
for more information on special event ideas and venues throughout Vegas

# *Important Dates*

- Exhibitor Service Manual will be available November 2020
- Housing Dates
  - Anchor/Diamond Corporate Members – Tuesday, October 27, 2020
  - Emerald Corporate Members – Monday, November 16, 2020
  - Platinum Corporate Members – Monday, November 16, 2020
  - Gold Corporate Members – Tuesday, January 19, 2021
- First rights of refusal deadline is November 30, 2020
- Attendee Registration open January 2021
- Exhibitor Registration opens February 2021

# *HIMSS Priority Points*

- Every \$3,000 in revenue received within HIMSS organization 1 point will be awarded (conferences, digital experiences, Analytics, advertising, sponsorships, membership, International, Accelerate Health, Healthbox, etc)
- Earn additional points by completing tasks by a specified date
- NEW!! HIMSS21 Exhibitors will be awarded additional points for participating at HIMSS21 Global Health Conference & Exhibition. 1 point per \$3,000 dollar spent for HIMSS21 (Applied post conference)
- [View full details on HIMSS Priority Points here](#)
- Questions? Contact Eileen Keating at [Eileen.keating@himss.org](mailto:Eileen.keating@himss.org)

# *HIMSS21 Booth Wait List*

- Must have a booth at HIMSS21 to be added to the wait list
- Booths on the wait list are for 20'x20' and larger (no 10'x10' or 10'x20' booths)
- Booth moves are done based on HIMSS21 booth selection priority points
- You will be removed from the booth wait list after one successful move
- Wait list will end February 4, 2021
- Exhibitor is responsible for the price difference with a booth move
- [HIMSS21 Booth Wait List Link](#)
- To be placed on this wait list, please stop by the check-in desk in the booth selection room or contact Laura Goodwin at [laura.goodwin@himss.org](mailto:laura.goodwin@himss.org)

# *HIMSS22– Save the Dates!*

HIMSS22

Orlando, FL

March 14-18

Exhibit Dates: March 15-17

Orange County Convention Center



# 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 HIMSS22). Pick your booth before hundreds of other companies!
- NEW BENEFIT!!! Gold Corporate Members get 1.5 points per \$3,000 spent



# Questions?



# More Questions?

Contact [salesinfo@himss.org](mailto:salesinfo@himss.org) or your Sales Manager.



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*Thank you!*