

Healthcare Cybersecurity Community Sponsorship

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.

Community At a Glance:

- Community Members: 2,300
- Staff Liaison: Lee Kim, Director of Privacy and Security, HIS
 - Lee.Kim@himss.org
- Website: Healthcare [Cybersecurity Community](#)

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

Investment:

- Year round Community Sponsorship - [15 Minute Presentation Option](#) - \$7,000 for Corporate Members / \$8,000 Non Members
- Year round Community Sponsorship - [60 Minute Presentation Option](#) - \$9,500 for Corporate Members / \$10,500 Non Members

Questions? Contact your sales representative or salesinfo@himss.org for more information

Community Membership	Over 2,300 as of September 2020
Global Audience	CSOs, IT VPs & Directors, IT managers, clinicians, students, consultants, state and local government personnel, and vendors. <i>Note: HIMSS Communities are open to all HIMSS members in good standing with an interest in Cybersecurity.</i>
FY21 Education and Update Meeting Participation	Attendees and registrants vary, but range from 50 to 150
Number of Events	10 Community meetings are held annually from January 1, 2021 – December 31, 2021.
Event Dates	TBD
Availability	2 Sponsorships – 1 Meeting per Sponsor
Pricing	Option 1: Year Round Community Sponsorship with 15 minute presentation during (1) Community Meeting HIMSS Corporate Member: \$7,000 / Non Member: \$8,000 Option 2: Year Round Community Sponsorship with 60 minute presentation during (1) Community Meeting HIMSS Corporate Member: \$9,500 / Non Member: \$10,500

Benefit	Detail	Value
Logo / Branding Placement	<ul style="list-style-type: none"> • Sponsor logo/branding placement on Community homepage <ul style="list-style-type: none"> ◦ Logo linked to Sponsor's preferred landing page ◦ Community home page will have a link to the Sponsor's "About our sponsor..." paragraph at the bottom of the webpage or as appropriate • Sponsor logo and verbal recognition of thank you for all Community calls • Logo to be placed on all Community invitations for monthly programming 	Brand Awareness
Thought Leadership Presentation	<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"> • Presentation length = 15 – 60 minutes depending on sponsor selection <ul style="list-style-type: none"> • Option #1: 15 minute presentation • Option #2: 60 minute presentation • HIMSS to approve speaker, scheduling and content (must be submitted 6 weeks before scheduled meeting) • Presentation must be Thought Leadership-focused (i.e. customer business case) rather than promotional in nature • HIMSS staff will advise on and work with Sponsor on topic selection and scheduling • Sponsor will receive from the HIMSS staff liaison an attendee list for the above referenced Thought Leadership Presentation (List includes Name, Title, and Organization only) • Sponsor may provide customer/speaker introduction(s) • Sponsor may ask one (1) polling question per sponsored meeting as available 	Brand Awareness Thought Leadership Lead Generation