

Welcome

HIMSS21 Strategy Summit

A HIMSS Corporate Member Digital Series

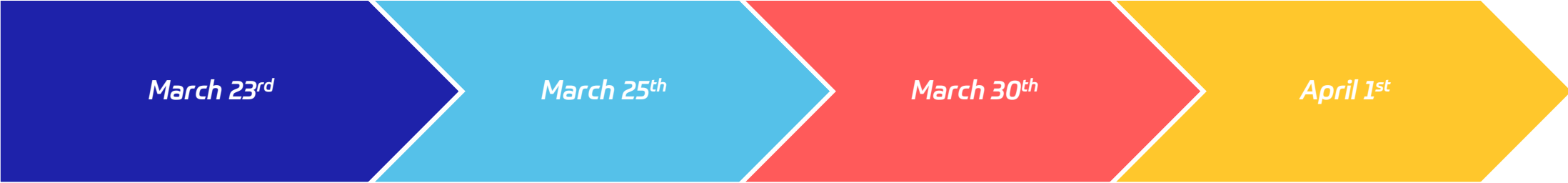
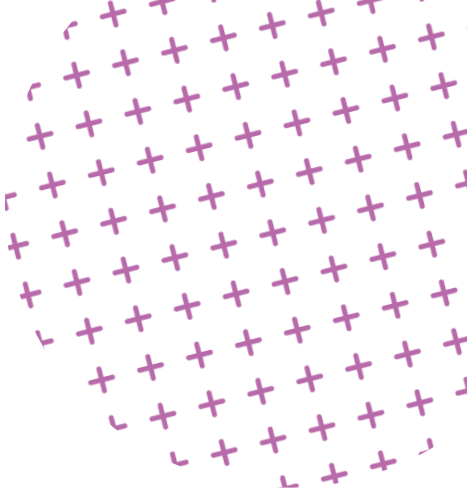
HIMSS **21**

9-13 August | Las Vegas

Be the change

HIMSS21 Strategy Summit

A HIMSS Corporate Member Digital Series

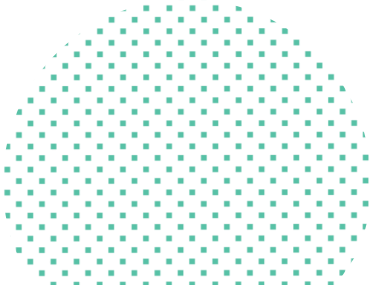


Challenges & Opportunities,
Las Vegas Schedule,
Campus Overview

Las Vegas Session Trends/Insights,
International, HIMSS21 Digital

Las Vegas Logistics,
Exhibition & Sponsorship
Opportunities

HIMSS22 Preview,
Upcoming Events



Meet Our Speakers



Virginia Geoghegan

*Sr. Manager,
Exhibit Services*



Paul Mattioli

*Sr. Director,
Product Marketing & Sales
Enablement*



Lisa Currier

*Sr. Manager
Sales*



Jim Collins

*Director,
Sales*



Jessica Daley

*Director,
Business Development*

HIMSS21 Strategy Summit

Today's Topics

- HIMSS21
 - Las Vegas Logistics
- HIMSS21 Engagement Opportunities
 - HIMSS21 Digital & Media
 - Las Vegas Exhibits
 - Pre/Post Conference Events
 - New Programs



Be the change

The word "TRIVIA" is displayed in a playful, stylized font. Each letter is contained within a separate, overlapping, tilted square block. The blocks are colored as follows: 'T' is green, 'R' is purple, 'I' is pink, 'V' is blue, 'I' is orange, and 'A' is teal. The letters are white with a slight 3D effect. The entire graphic is set against a white rectangular background.

The word "TRIVIA" is displayed in a stylized, colorful font. Each letter is contained within a separate, overlapping rectangular frame that resembles a photograph or a piece of paper with a white border. The frames are arranged in a slightly staggered, overlapping manner. The colors of the frames are: T (green), R (purple), I (pink), V (blue), A (orange), and A (teal).

TRIVIA

Q: In what year did HMSS add the 'I' to its name to officially become HIMSS?

A: 1986

HIMSS21 Onsite Logistics

Virginia Geoghegan

*Sr. Manager
Exhibit Services*



HIMSS21 Logistics Overview:

Exhibition Schedule

What's New

Exhibitor Registration process (onsite)

New benefits for in-person exhibitors

Webinar Series

New process for Certificate of Insurance



HIMSS21 Exhibit Schedule

Exhibitor Registration opens onsite

Sunday, August 8, 2021 at 12pm

Exhibit Hours:

Tuesday, August 10, 9:30am-6:00pm

Wednesday, August 11, 9:30am-6:00pm

Thursday, August 12, 9:30am-4:00pm

Move-in and Move-out:

based on Target plan coming in May

New! Target Move-out plan

What's New!

- *Exhibitor deadline checklist on exhibitor dashboard*
- *One night room + tax for deposit (vs entire stay). Hotel room cancellation on or before July 12, 2021 without penalty.*
- *Possibility of no aisle carpet at HIMSS21 – still being explored.*
- *Health & Safety Booth Guidelines*

Exhibitor Registration process

New! Print badges at home

New! Add photo to badge

New! Color coded badge holders

New! EAC badges, part of your complimentary allotment

Pick up badge holders onsite (location TBD)

Bulk badge pick up will still be available onsite

Individuals will be able to pick up badges (if not printed at home) in the following hotel lobbies:

Venetian, Palazzo, Wynn, Encore, Harrah's

Recommend registering all staff, clients, EAC's and exhibitor full conference badges online before arriving onsite.

Plan on attending the registration webinar

May 18: Exhibitor Registration Process and Lead Retrieval

[Register Today!](#)

New benefits for in-person exhibitors

Discovery Sessions

Dedicated time for digital attendees to interact with in-person exhibitors through the HIMSS21 Product Directory.

Priority Points

In-person exhibitors will receive an additional 50 priority points. Will be applied prior to HIMSS22 booth selection, if contracted by May 1, 2021.

New Exhibitor Listing Features

Ability to add collateral, appointment scheduling, virtual business cards with chat feature and many more. Attend [informational webinar](#) April 15, 2021

New Enhanced Listing Features*

Gain extra exposure to product/services with a video on the main exhibitor landing, gain access to leads and much more. *Additional fee applies

Digital attendees will have access to in-person exhibitors throughout week

Access to Product Directory located within HIMSS21 Digital.

HIMSS21 Exhibitor Logistics Webinar Series

Monthly Logistics and Cost Saving Tips Webinars

(1:00 pm CT/ 2:00 pm ET)

[April 8, 2021](#)

[May 4, 2021](#)

[June 22, 2021](#)

Marketing & Sponsorship Opportunities

(1:00 pm CT/ 2:00 pm ET)

March 22 – HIMSS21 Sponsorship Webinar: Learn what's new at HIMSS21!

[Webinar Slides](#) | [Recording](#)

April 22 – [HIMSS21 Sponsorship Webinar: Branding and Networking Opportunities](#)

May 13 - [Booth Selection Webinar](#)

May 20 – [HIMSS21 Sponsorship Webinar: Meeting space and more!](#)

Additional Webinars (1:00pm CT/2:00pm ET)

April 13: Learn how to manage your housing block online

[Register Today!](#)

April 15: NEW! Exhibitor Dashboard/Profile features

[Register Today!](#)

April 20: First Time Exhibitor Tips & Tricks

[Register Today!](#)

April 27: Hit the Airwaves with Your Messaging– Collaboration with HealthcareNow

[Register Today!](#)

May 6: Protocols and process at HIMSS21

[Register Today!](#)

May 18: Exhibitor Registration Process and Lead Retrieval

[Register Today!](#)

June 8: HIMSS21 Engaging with Press & Social Media Webinar

[Register today!](#)

Certificate of Insurance (COI)

New Process for HIMSS21!

Email from rinfo@mail-app.lossfreerx.com

Unique URL within the email for each exhibiting company

Upload COI information through link

Each exhibiting company must show [proof of insurance](#) in order to exhibit at HIMSS21

If questions, contact exhibtors@himss.org

HIMSS21 Logistics

Questions?

Questions?
exhibitors@himss.org



TRIVIA



Q: What prominent figure was a keynote at the 1993 HIMSS Annual Conference?

A: Steve Jobs

HIMSS21 Digital Conference & Media Solutions

Paul Mattioli

Sr. Director

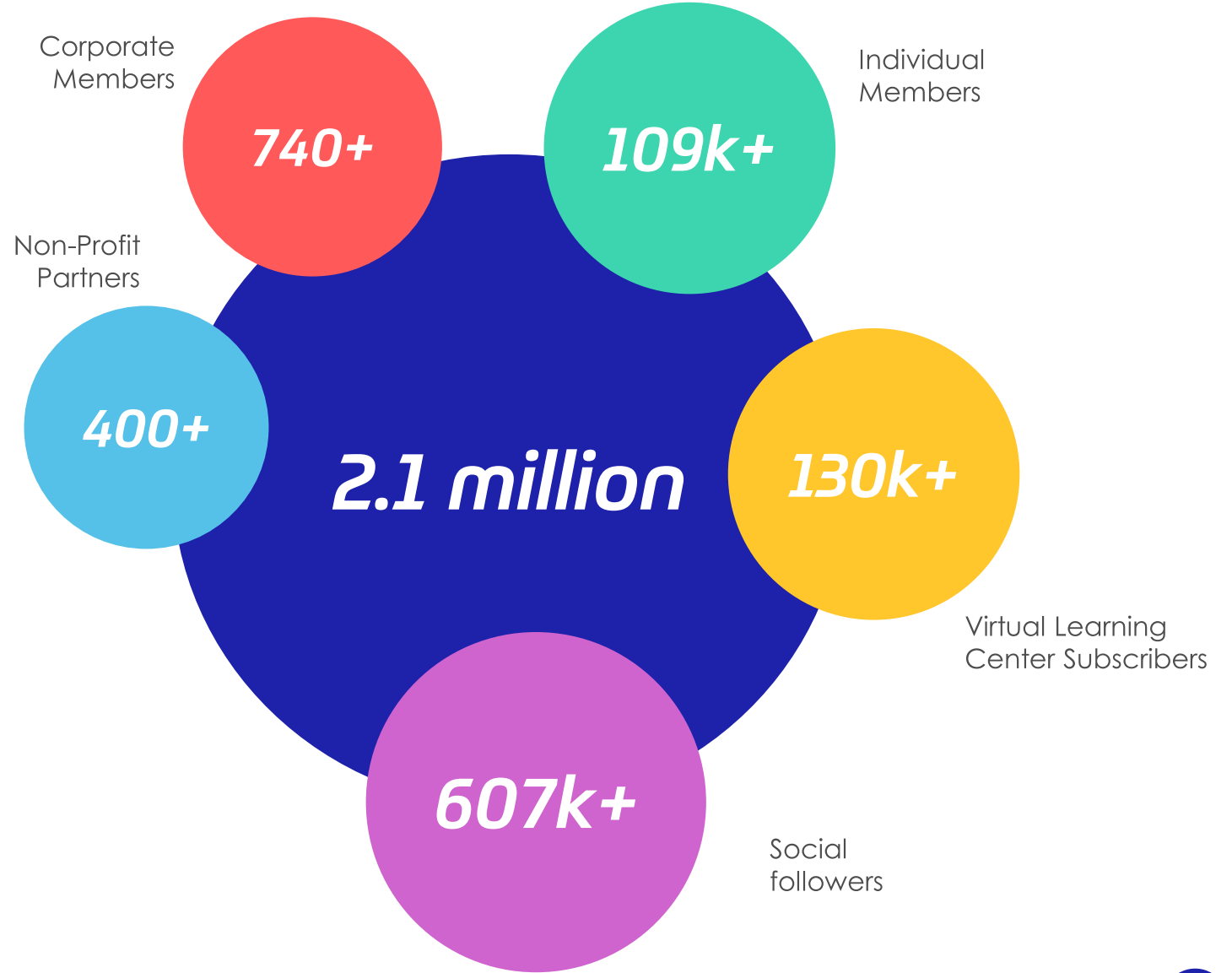
Product Marketing & Sales Enablement



Our Audiences

Expand your footprint with an engaged, global audience.

With over 2.1 million touch points, our audiences represent a global community of members, volunteers, event attendees, influencers and more.



What is HIMSS21 Digital?

August 9 – 12, 2021

Access for a global audience with content experiences unique to the digital environment.

Approach

HIMSS21 Digital is a completely unique extension – not a duplication – of the industry's most influential healthcare information and technology event.

As a complement to in person event, HIMSS21 Digital will take place within a best-in-class digital environment that is easily accessible, easily navigable and flawlessly executed.

Content

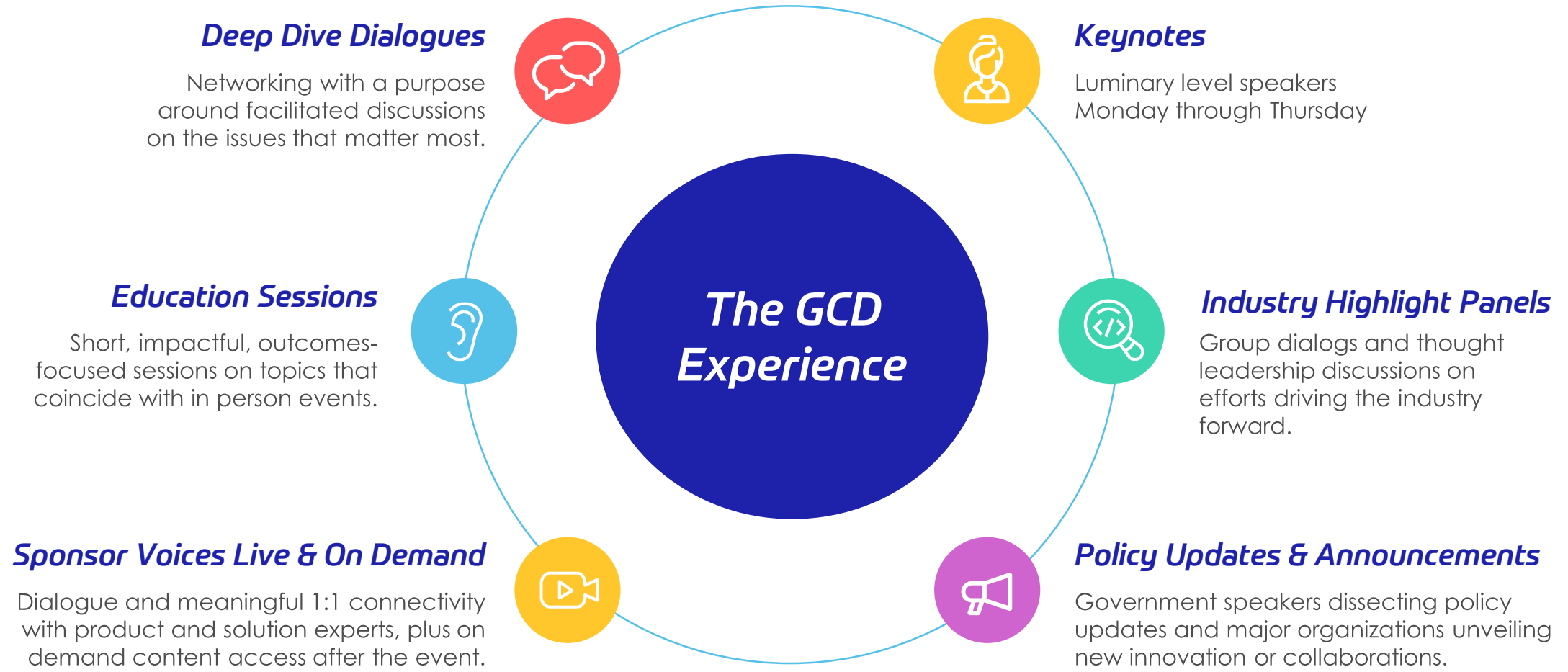
40 hours of inspiring, keynote-level content. Informative industry highlights. Outcomes-focused education sessions. Purpose-based conversations and networking. We will provide global attendees, sponsors and collaborators with an experience unlike any other.

Registration

This year's experience will be packaged in both a single hybrid registration offering (in person and digital access) and a digital-only pass.



Inspire
Inform
Educate
Converse



Sample 3 Hour Segments – No Segments Run Concurrently

Session	Tag(s)
Anchor Desk	-
Keynote ★	Care Tech
Panel	Data & Information
Policy Session	Data & Information Tech
Best Practices	Care
Case Studies	Data & Information
Fireside Chat	Tech
Exhibits Coverage ★	-
Virtual Roundtable	-

Session	Tag(s)
Anchor Desk	-
Executive Fireside Chat	Care
Leadership Spotlight	Data & Information Tech
Exhibits Coverage ★	-
Virtual Dialogue	-
Panel	Care
Panel	Data & Information
Tactical Education	Tech
Keynote (Digital Exclusive)	

Sponsor Level	Keynote (Limited to 8)	Panel (Limited to 6)	On Demand (Limited to 20)
Investment	\$250,000	\$145,000	\$60,000
Keynote kick-off presentation (15-20 mins)	✓		
Participation in 30-min panel		✓	
Digital promo campaign	155k Impressions	100k Impressions	
Pre/Post event webinar (300 leads)	✓	✓	
Pre-recorded video (3-5 mins) in Discovery page & on-demand			✓
1x SmartMail email to registrants			✓
Pre/Post event podcast			✓
Lead bundle (delivered July - Sep)	300	300	100
Creation of HIMSS21 content asset to support lead bundle	eBook	White Paper	Case Study
Discovery page and Map Your Show company listings	✓	✓	✓
HIMSS21 Digital Passes	20	15	10

HIMSS21 Preconference & Specialty Forums

Top health IT trends shaping the future of healthcare

Sponsorships include speaking engagements, branding opportunities and the chance to connect one-on-one with decision-making leaders, stakeholders and influencers

Machine Learning & AI for Healthcare Forum

August 9, 2021 | Approx. 9:00 am – 4:00 pm PT

Healthcare Cybersecurity Forum

August 9, 2021 | Approx. 9:00 am – 4:00 pm PT

Patient Experience & Consumerization Forum

August 9, 2021 | Approx. 9:00 am – 4:00 pm PT

Pharma Forum

August 10, 2021 | Approx. 11:00 am – 4:00 pm PT



Program

- Targeted deep dive content segments
- Keynote speakers
- Panel discussions & fireside chats
- Peer-to-peer education
- Networking



Attendees

- Each program will drive about 200 participants
- Managers and above
- Decision makers
- Representation from various sectors

Sponsorship Opportunities

Sponsor Level	Premier (Limit 2)	Signature (Limit 2)	Patron (Limit 3)	Market Intelligence (Exclusive per Forum)
Investment	\$63,250 Early Bird (3/31): \$55,000	\$40,250 Early Bird (3/31): \$35,000	\$23,000 Early Bird (3/31): \$20,000	\$49,500: Stand Alone \$42,500: + Premier, Signature, Patron
Thought Leadership	30-minute session at Live Forum	15 minute session at Live Forum	Panel Session at Live Forum	5 – 10 min Presentation at Live Forum
Video Message	●	●		Other Deliverables <ul style="list-style-type: none"> Sponsor able to submit up to 3 questions for research data Access to full report for marketing and distribution, along with verbatim comment Sponsor marketing of research findings to take place post-Forum, as live Forum serves as the launch of research findings All Forum Attendees to receive first report release to the market via post-Forum Thank You email
HIMSS TV Virtual Interview	●	●		
Ad in HIMSScast Podcast	●			
Ad in HITN Daily	●			
Chair Drop			●	
Sponsorship Recognition	Inclusion in attendees promo emails (where applicable), onsite signage, walk-in slides in forum session & website	Inclusion in attendees promo emails (where applicable), onsite signage, walk-in slides in forum session & website	Inclusion in attendees promo emails (where applicable), onsite signage, walk-in slides in forum session & website	Sponsor logo 500-word sponsor description included on report
Forum Badges	6 complimentary passes	5 complimentary passes	4 complimentary passes	2 complimentary passes
Attendee List (Opt-in Only)	●	●	●	●

Early Bird Pricing includes 15% discount. Must sign by March 31, 2021
Premium pricing of +15% starts on April 1, 2021 and ends on June 30, 2021
After June 30, sponsorship opportunities and pricing scoped based on availability and production timeline

DIGITAL
SOLUTIONS

HIMSS TV
HIMSSCast

HIMSS 21

STRATEGIC
MARKETING

PRE-CON
SPECIALTY
FORUMS

Digital Solutions

Create brand dominance and engage buyers and influencers pre/onsite/ post conference with digital solutions



Right Now Newsletter

Connect with decision-makers through the most read global health conference newsletter.

The Right Now Newsletter covers the largest health conference of the year and previews what to expect, breaks down what's happening on the show floor and summarizes key takeaways for HIMSS21.



EXCLUSIVE!

“Special Alert” Emails

Be a part of breaking news from the show floor.

Daily “Special Alert” emails are sent out based on the daily happenings on the show floor – special guest interviews, new product announcements and more.



EXCLUSIVE!

HIMSS21 Coverage

Elevate your brand credibility by placing it alongside trusted editorial content produced by industry thought leaders

Each year, full coverage of the HIMSS Global Health Conference & Exhibition is published on our media sites.



Mobile App

Reach attendees through the leading resource to plan their agenda and navigate the conference.

Limited to 24 sponsors!

Right Now Newsletter

The Right Now Newsletter, along with 50K retargeting impressions, is a great way to build awareness with those engaging around the conference.

PROGRAM ELEMENTS:

- Reach a targeted audience of attendees and those engaging around HIMSS21 content through use of HIMSS proprietary first-party data
- Newsletter and re-targeting digital impressions
- Each issue is sent to 90K+
- Each placement includes audience extension program (re-targeting of HIMSS audience) with 50K impressions

PLACEMENTS [PER ISSUE] AVAILABLE:

- 728x90 Leaderboard [**1 available per issue**]: \$4,000
- 300X250 Medium Rectangle [**3 available per issue**]: \$3,500
- Exclusive! [**All ad placements per issue**]: \$7,500

TIMING: Choice of 24 issues over 8-week period

Pre-Conference		Onsite Mid-Day	Onsite Evening	Conference Wrap-Ups
Wed 6/30	Fri 7/2	Sun 8/8	Sun 8/8	
Wed 7/7	Fri 7/9	Mon 8/9	Mon 8/9	
Wed 7/14	Fri 7/16	Tues 8/10	Tues 8/10	
Wed 7/21	Fri 7/23	Wed 8/11	Wed 8/11	Wed 8/18
Wed 7/28	Fri 7/30		Thurs 8/12	
Wed 8/4	Fri 8/6		Fri 8/13	Fri 8/20

Space available on first-come, first-served basis.

Special Alerts: *Exclusive!*

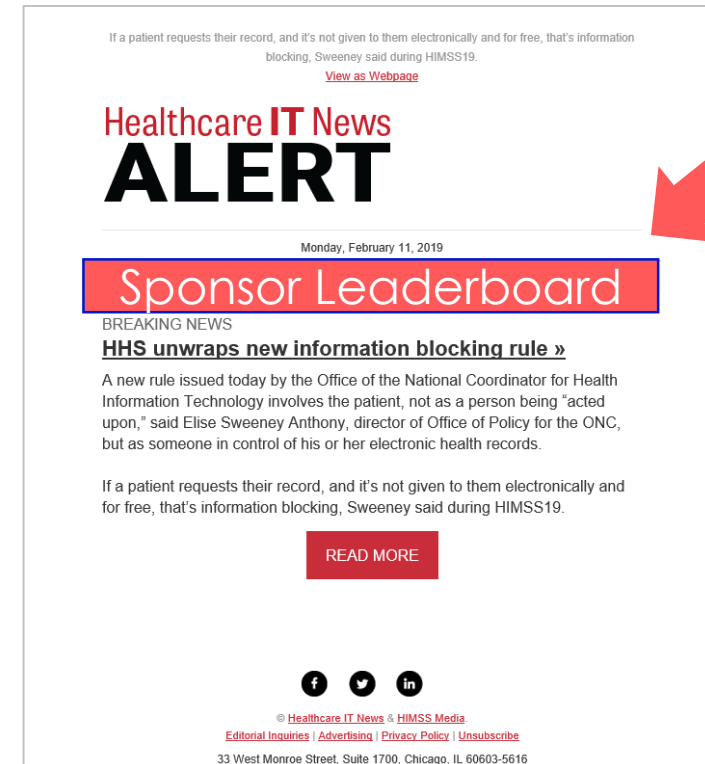
Daily “Special Alert” emails are sent out based on the daily happenings on the show floor – special guest interviews, new product announcements and more.

PROGRAM ELEMENTS:

- Exclusive sponsorship of “Special Alerts”
- 728x90 Leaderboard ad in all “Special Alert” emails sent to 100K contacts
- Re-targeting to HIMSS audience - 50K impressions

TIMING: At least 1 email each day of the conference, plus 1 email post-con

RATE: \$22,500



*Mock for illustrative purposes only. HIMSS21 Special Alerts will have a different look and feel.

HIMSS21 Coverage: *Exclusive!*

Elevate your brand credibility by placing it alongside trusted editorial content produced by industry thought leaders.

PROGRAM ELEMENTS:

- Exclusive sponsorship of HIMSS21 Coverage
- 728x90 and 300x250 ads on all HIMSS21 coverage pages
- 250,000 digital impressions
- +Re-targeting to HIMSS audience - 50K impressions

TIMING: 6-month program (March – Sept 2021)

RATE: \$35,000

The screenshot displays the Healthcare IT News website interface. At the top, there is a navigation bar with 'Healthcare IT News' and links for 'TOPICS', 'SUBSCRIBE', and 'MAIN MENU'. Below this, there are regional links for 'Asia Pacific', 'EMEA', and 'Global Edition'. A banner for 'harmony HEALTHCARE IT' features the headline 'As workers stay home, can your security infrastructure keep up?'. The main content area is titled 'Full coverage of HIMSS20 Digital' and includes a paragraph about the event's focus on COVID-19. Below the text are several article teasers with images and titles: 'HIEs' role in supporting public health efforts during COVID-19', 'SPONSORED: How to Invest in Telehealth Infrastructure for Life Beyond COVID-19', 'Pandemic puts spotlight on need for nursing home staff training', 'The need for data integrity in fight against COVID-19', 'Technology that prioritizes patient dignity is essential, expert panel says', and 'When will medical simulation catch up to consumer video games?'. A video player for 'Digital Checkup with Bill Siwicki' is also visible. At the bottom, a Philips advertisement promotes virtual care with the hashtag #StrongerCare.

Limited to 10 sponsors!

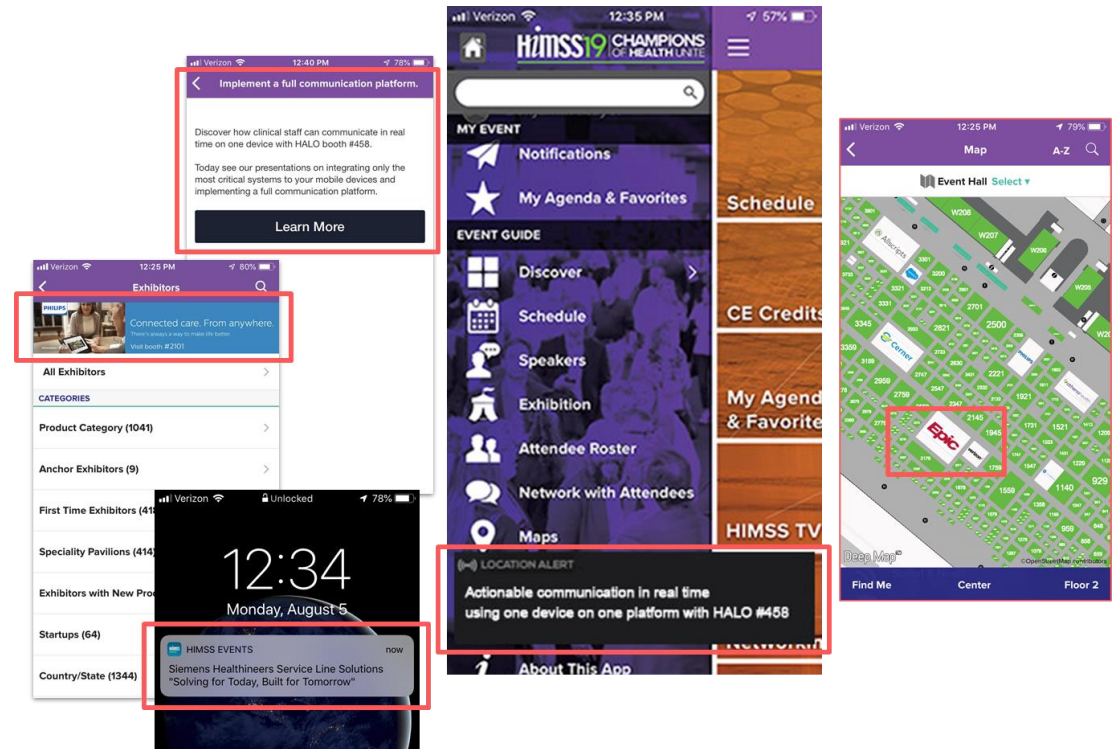
Mobile App

The HIMSS19 mobile app was used by over 28,000 highly engaged attendees, resulting in over 2.5M screen views and 80% push notification open rate.

PROGRAM ELEMENTS:

- Push notifications
- In-box messaging
- Location-based notifications
- Logo on virtual show floor map
- In-app banner advertising rotation - 1M+ impressions
- Post-show retargeting using HIMSS proprietary first-party data to reach a targeted audience of attendees and those engaging around HIMSS21 – 100K impressions
- Enhance value by adding onsite digital advertising

RATE: \$42,500



HIMSS TV

Maximize exposure onsite and with those who tune in remotely through this powerful and influential communication channel – share how you’re changing the industry through a variety of video offerings.



@ The Conference

5-7 minutes
Panel discussion
Up to 3 Clients/SMEs

Filmed at HIMSS TV set



Conversations

5-7 minute
1:1 interview hosted on HIMSS.TV and marketed through a multichannel campaign

Filmed at HIMSS TV set



Escalator Pitch

2-3 minute recorded company overview hosted on HIMSS.TV and marketed through a multichannel campaign

Client-only video
Up to 60 seconds
Filmed on escalator



HIMSS Happenings

Interview/tour/demo
2-3 minutes

Filmed at client booth

@ The Conference: 3-Day Coverage

Each day, the HIMSS21 editorial team will broadcast live from the conference to recap the day's happenings including keynote highlights, thought leadership panels, innovation updates and more.

Morning Update Sponsor: Only 3 available

- Opening day observations
- Pre-Roll Video to open the daily broadcast (:30 sec max)
- Post-Roll Video to close the daily recap (:30 sec max)
- Spoken Thank You Message by Host
- 50,000 RON Digital Impressions

RATE: \$37,500

Thought Leadership Panel: Only 6 available

- Topical Thought Leadership panel discussion
- Sponsor chooses topic and provides subject matter expert
- ~20 min format per episode
- Promotion in 1x Newsletter (post show)
- 50,000 RON impressions

RATE: \$55,000

Wrap-Up Sponsor: Only 3 available

- Pre-Roll Video to open the daily broadcast (:30 sec max)
- Post-Roll Video to close the daily recap (:30 sec max)
- Spoken Thank You Message by Host
- 50,000 RON Digital Impressions

RATE: \$37,500

HIMSS TV Conversations

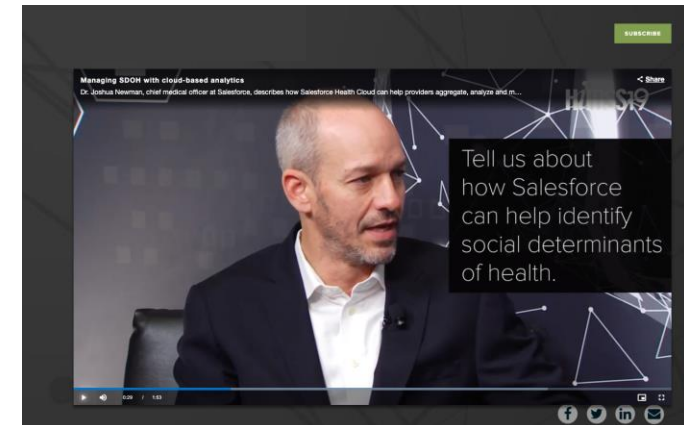
Filmed onsite at the HIMSS TV news desk, this 3-5 minute interview provides your executive or SME the chance to communicate your key messages and proof points to the extended HIMSS audience through a professionally produced video interview.

PROGRAM ELEMENTS:

- 3-4 minute interview conducted by the HIMSS TV host and filmed onsite at the HIMSS TV set
- Airs during the live broadcast on one day of the show and is promoted through the mobile app
- Syndicated on HIMSS.tv, YouTube and Roku, featured in information brand newsletters, amplified through social media and promoted through native video ads
- Client receives a copy of the final edited video file and use rights
- 100K promotional digital impressions
- Enhance value by adding digital display including Native and/or SmartMails

RATE*: \$17,250

HIMSS TV



Example Videos**

[Example 1](#)

[Example 2](#)

[Example 3](#)

**Video length not necessarily reflective of length for this offering

Limited to 10 sponsors!

HIMSS TV Escalator Pitch

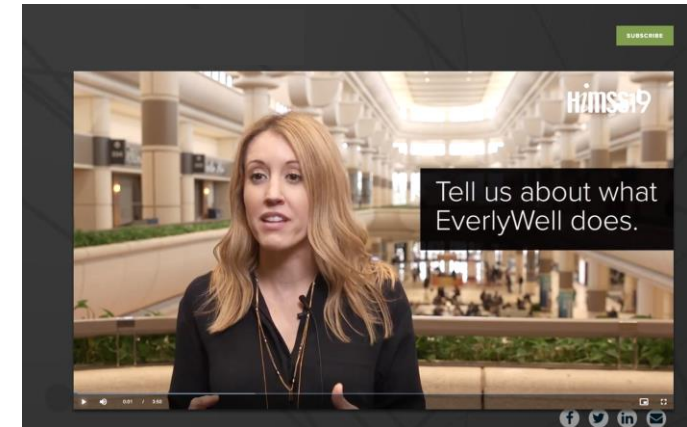
Filmed on an escalator in the convention center just before or during HIMSS21, this video is cost-effective and impactful in getting your value proposition and HIMSS21 activities in front of the HIMSS audience.

PROGRAM ELEMENTS:

- 60-second video filmed on/near an escalator by a roving HIMSS TV crew
- Sponsor receives a copy of the final edited video file and use rights
- 25K promotional digital impressions
- Maximum 10 per broadcast day
- Enhance value by adding digital display including Native and/or SmartMails

RATE: \$5,750

HIMSS TV



Example Videos**

[Example 1](#) (on Escalator)

[Example 2](#) (in Atrium)

[Example 3](#) (in Atrium)

**Video length not necessarily reflective of length for this offering

HIMSS TV Happenings

Showcase your brand's energy and excitement with a professional video filmed at your booth and aired live on HIMSS TV. Whether it's a booth tour, sneak peek into planned conference activities or a sit-down with a SME in your own branded space, this video format allows for infinite creativity.

PROGRAM ELEMENTS:

- 2-3 minute video filmed by a roving video crew at your booth
- Airs during the live broadcast on one day of the show
- Syndicated on HIMSS.tv, YouTube and Roku, featured in information brand newsletters, amplified through social media and promoted through native video ads
- Client receives a copy of the final edited video file and use rights
- 50K impressions
- Maximum 5 per broadcasts day

RATE*: \$7,500

HIMSS TV



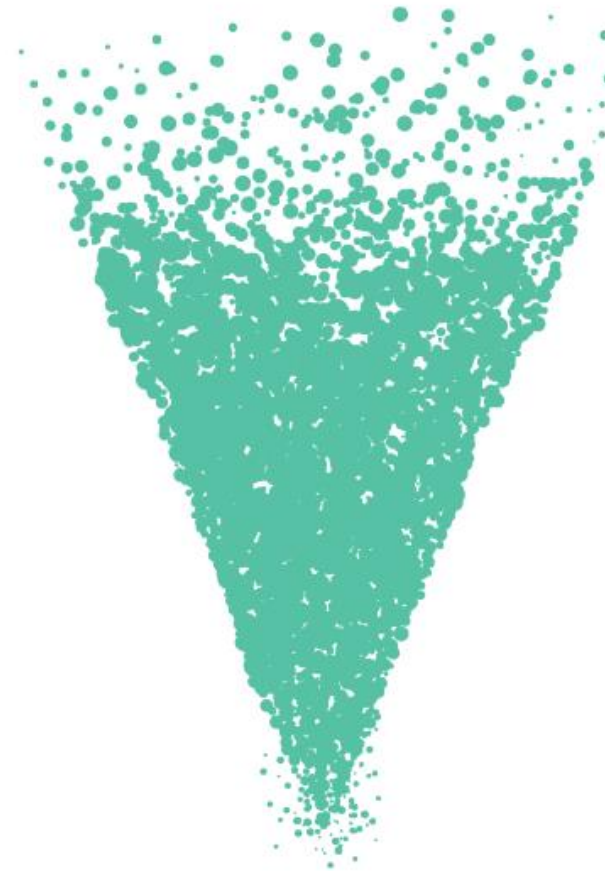
Example Video**

[USING AI IN CHRONIC CARE COACHING](#)

**Video length not necessarily reflective of length for this offering

*HIMSS21 Digital & Media
Opportunities*

Questions?



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Q: How many times since 1962 has the HIMSS Annual Conference taken place in Las Vegas (not including 2021)?

A: 4

HIMSS21 Exhibition and Sponsorship Opportunities

Jessica Daley

Director, Business Development



Jim Collins

Director, Sales



Lisa Currier

Sr. Manager, Sales



Today we will cover:

- Exhibition Opportunities
- Meeting Space
- Pre and Post Show Marketing
- Preconference Events
- Onsite Branding and Sponsorships
- Speaking Sessions and Thought Leadership
- Networking
- Government Relations
- New HIMSS Programs
- HIMSS22 – Save the Dates!
- Question and Answer

Exhibition Opportunities

Exhibit Space

- Booth space cost depends on size and location.
- The range of pricing for a 10x10 booth space is \$4,825 for a space with no corners outside of the premium zone to \$5,650 for a space with one corner in the premium zone (the purple shaded area of the Sands Convention Center [floorplan](#).)
- Corporate Members receive an \$800 discount off each 10x10 booth.
- The space includes 5 exhibitor badges but does not include any *furnishings, electrical etc.*
- Click [HERE](#) to view the live floorplan (available spaces are in blue). The HIMSS21 conference will be multi-campus/halls for the exhibition so please use the “Halls” dropdown at the top of the page to navigate between the Caesar’s Forum and the Sands Convention Center buildings.
- Please note that the green shaded areas are not booth space, but our specialty pavilions which feature turnkey exhibition space (kiosk) and thought leadership packages (you can view the pavilions and packages [here](#)).

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](#)
- [Cybersecurity Command Center](#)
- [Federal Health Pavilion](#)
- [Healthcare of the Future](#)
- [Innovation Live](#)
- [Start Up Park – NEW!](#)
- [Value of Healthcare](#)

Investment: \$2,800 and up

[View all HIMSS21 Exhibition Opportunities](#)



HIMSS21 Specialty Pavilions

Participation Options:

- Overall Pavilion Sponsorship
- Turnkey Kiosk with Speaking Session
- 10'x10' Turnkey Package – **NEW!**
 - Structure (choice of pre-designed layout) with logo/graphics.
 - Electrical, internet hardline, monitor, keyboard, mouse, chairs and carpeting.
 - 20-minute thought leadership speaking session
 - Company name or logo listed in marketing/communications
 - Five (5) exhibitor/client badges; Five (5) priority points
- 20'x20' Turnkey Package – **NEW!**
 - Structure (choice of pre-designed layout) with logo/graphics.
 - Electrical, internet hardline, monitor(s), keyboard, mouse, chairs & pavilion carpeting.
 - 20-minute thought leadership speaking session
 - Company name or logo listed in marketing/communications
 - 20 exhibitor/client badges; 11 priority points

Investment: \$6,900 and up



Turnkey booth packages are available in the following Areas:

- [Consumerism/Patient Engagement](#)
- [Cybersecurity Command Center](#)
- [Innovation Live](#)
- [Value of Healthcare](#)

HIMSS Interoperability Showcase™

This premier specialty exhibition displays the exchange, access and use of data through interoperability profiles and health standards in real time with live products being implemented in the marketplace—backed by the strength of HIMSS's global expertise, convening and thought leadership.

Demonstration

- **Collaboratively showcase existing work and interoperable technical achievements.**
 - Connected level
 - Premier level

Thought Leadership and Exhibition

- **Emphasize implementation projects occurring today and in the future. These a-la-carte opportunities highlight your individual interoperability efforts.**
- Spotlight Theater – **NEW!**
- On-Demand Content – **NEW!**
 - Marketplace

Investment: \$2,250 - \$65,000

[View all Interoperability Participation Opportunities](#)



HIMSS Interoperability Showcase™

New Thought Leadership Opportunities

- Spotlight Theater
 - 20-minute thought leadership session within the Interoperability Showcase.
 - New opportunity to highlight interoperability implementation efforts taking place today or in the future.
 - Limited staffing necessary during a specific time during HIMSS21.
- On-Demand Content
 - Partner with clients and other stakeholders and share a successful interoperability user story.
 - Share an interoperability project in progress.
 - No onsite staffing required during exhibit hall hours.
 - Will be presented within a highly visible area of the Interoperability Showcase.



Investment: \$2,250 - \$4,200

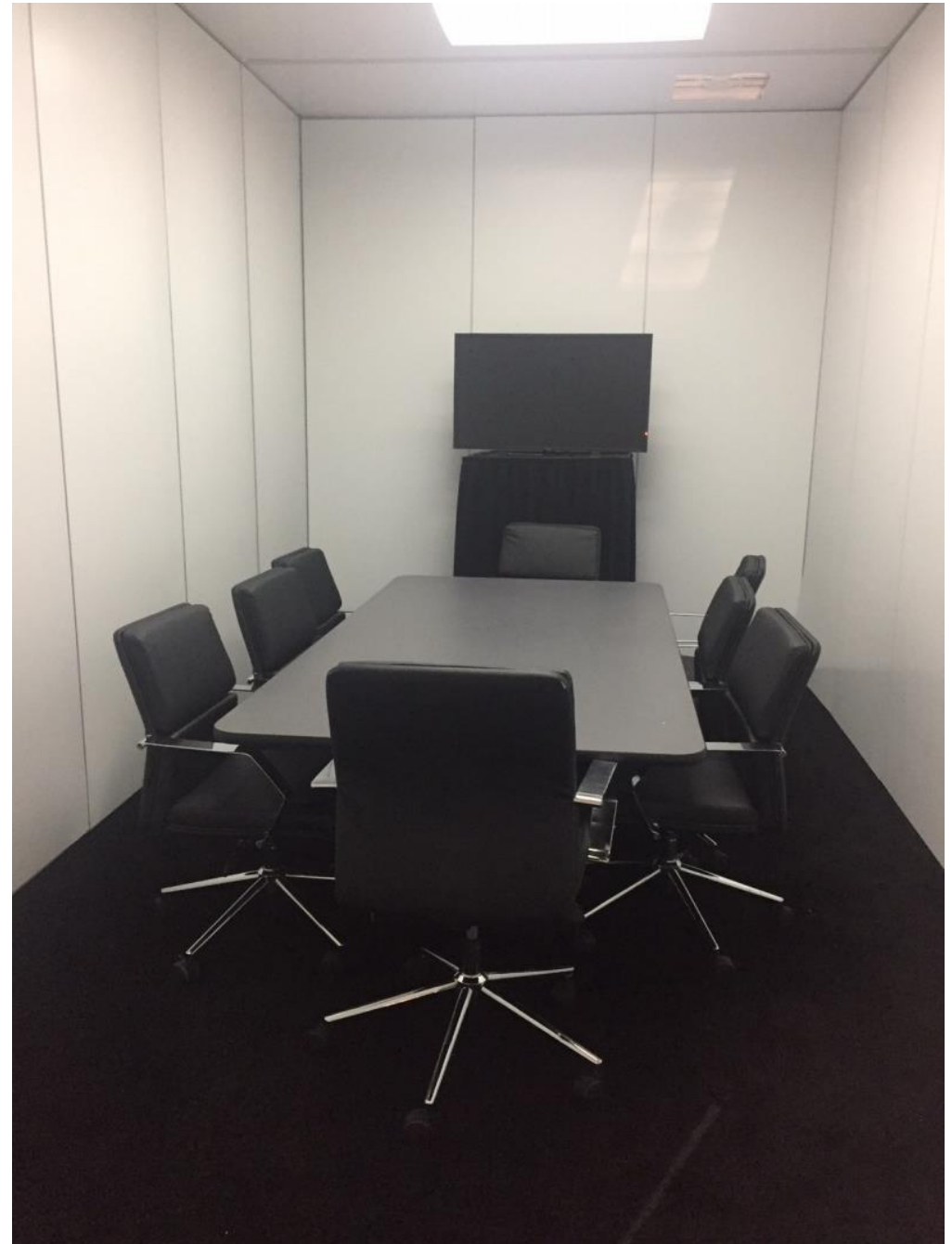


Meeting Space

Meeting Space

- [Meeting Place Rooms](#)
- [Vendor Headquarters](#)
- [Convention Center Meeting Rooms](#)
- [Pre Show Meeting Rooms](#)
- [Afternoon Meeting Rooms](#)
- [Hospitality Suites](#)
- [Caesars Forum Meeting Space](#) – **NEW!**

Investment: \$4,000 and up



Hospitality Suites

Exhibitor Hospitality Suites, located at Venetian, Palazzo and Wynn Hotels, are perfect for executive meetings or social gatherings. Available suites are limited – reserve yours now.

Details:

- Hospitality Suite Sizes: Range from 875 – 2200 square feet.
- Suite Configuration: Set up varies by suite. Please see specific floor plans for more information
- Food and Beverage: \$2,500 food and beverage minimum per suite (inclusive of taxes and gratuity).
- Check-in/Check-out: Sunday, August 8 – Friday, August 13 (5 nights).
- Saturday arrival may be added for an additional \$500
- Signage: No signs are permitted outside the rooms due to fire code. Signs may only be placed inside the suite (easels at additional cost). Standard directory signage by hotel elevator(s) will list events taking place.
- Must be a HIMSS21 exhibitor to purchase

Investment: \$4,500 Corporate Member / \$5,000 Non-Member





Pre and Post-Show Marketing

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 screenshot shows a promotional banner for HIMSS 19 CHAMPIONS OF HEALTH UNITE. The banner features the text "Conference Deal #3" and "Imprivata - Booth #2959". Below this, it states "Receive a \$25 AMEX gift card for booking a meeting with Imprivata." and includes a "Tell Me More!" button. A central image shows the Imprivata booth at the conference with the tagline "Enabling healthcare. Securely." and a "Book now" button. Below the image, it says "Receive a \$25 American Express gift card when you schedule a meeting with Imprivata at booth #2959". At the bottom of the banner, it says "View All Deals!" and "All Conference Deals end on February 14, 2019".



Preconference Events

Preconference Events

Reach your target audience before the exhibition hall opens by sponsoring a preconference event on Monday, August 9!

Preconference Symposia

- Global Health Equity – **NEW!**
- Nursing Informatics – **ONE SPONSORSHIP REMAINS!**
- Physicians
- Clinically Integrated Supply Chain – **NEW!**
- HIE / Interoperability

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

New Preconference Events – CIO Summit

Join a private gathering of CIOs and other senior IT executives to build relationships as you address key challenges in care delivery and accelerate digital transformation through information and technology. You will be hear from world-class thought leaders, CIO Perspectives Panels and engage in endless networking opportunities.

- [CIO Summit Sponsorships](#) – **NEW!***
 - Breakout Panels
 - Keynote Speakers
 - Opening and Closing Receptions
 - Breakfasts and Luncheons
 - Breaks
 - Branding (Banners, Message Panels and Program Ads)
 - Giveaways, Apparel and Room Drops

Investment: \$6,000 - \$35,000

**Available to HIMSS Corporate Members Only*

[View all HIMSS21 Preconference Opportunities](#)



Onsite Branding and Sponsorships

Onsite Branding and Sponsorships

- [Attendee Resources](#)
 - [Banners and Column Wraps](#)
 - [Aisle Signs](#)
 - [Floor Stickers](#)
 - [Bus Wraps](#)
 - [Electronic Message Billboards](#)
 - [Message Panels](#)
 - [Exhibit Hall Entrance Unit Video](#)
 - [Taxi Drop off Packages](#)
 - [Charging Locker Stations](#)
 - [Passport](#)
 - [Press Room](#)
 - [Keynote Sponsorships](#)
 - [Corporate Member Lounge](#)
 - [Organizational Affiliate Lounge](#) - **SOLD!**
- Investment: \$2,000 and up*

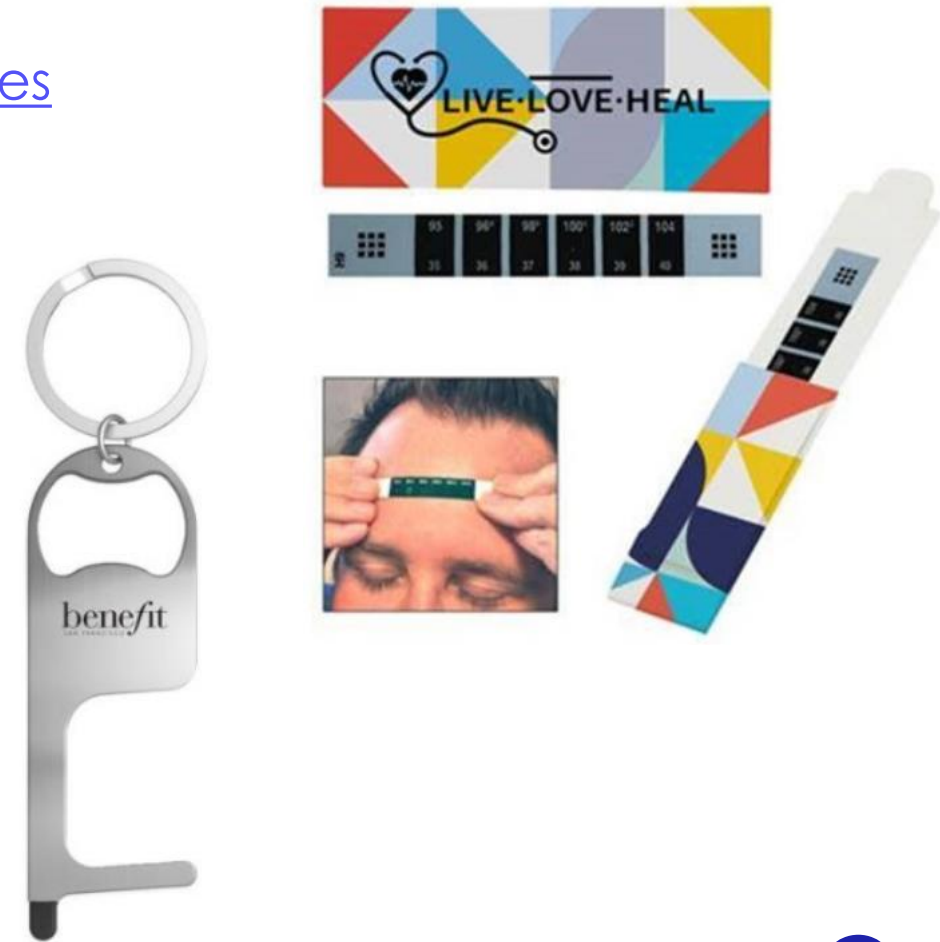
New Attendee Resources

Increase your brand visibility and support a sanitary environment at HIMSS21 by sponsoring personal protective equipment.

- [Branded Personal Protective Equipment Opportunities](#)
 - Touchless Sanitary Key
 - Reusable Thermometer Strip
 - Reusable Face Mask – **SOLD!**
 - Hand Sanitizer with Cover – **SOLD!**
 - Personal Protective Equipment Stations – **SOLD!**

Investment: \$20,000 - \$41,250

[View all HIMSS21 Attendee Resource Opportunities](#)



New Onsite Branding Opportunities

Share your message with attendees outside of the Exhibition Hall with the numerous branding opportunities available in high-traffic lobby areas at HIMSS21!

- Sands Expo
 - [Lobby Feature Wall](#)
 - [Stair Clings](#) – **SOLD!**
- [Caesars Forum](#)
 - **Video Wall**
 - **Main Foyer Screen**
 - **Projector Wall**
 - **Stair Clings**
 - **Harrah's / Linq Hotel Connectors**
- [Venetian and Palazzo Hotels](#)
 - **Elevator Cab Monitors**
 - **Duratrans**

Investment: \$3,500 - \$21,000

[View all HIMSS21 Onsite Branding Opportunities](#)



Onsite Branding and Sponsorships



Speaking Sessions and Thought Leadership

Speaking Sessions and Thought Leadership

- [Certification on the Show Floor](#)
- [Industry Solution Sessions](#)
- [Lightning Sessions](#)
- [Market Debuts](#)
- [Breakfast Briefings](#)
- [Lunch and Learns](#)
- [Customized Breaks](#)
- [Customized Receptions](#)
- [NursePitch™](#)



Investment: \$2,500 and up

New Thought Leadership Opportunities

Increase your brand visibility, share thought leadership and reach your target audience by sponsorship a HIMSS21 Session Series.

Benefits include moderating role, logo recognition, and badges.

- [Session Series](#)
 - **Blockchain**
 - **Canadian**
 - **Clinically Integrated Supply Chain – NEW! – SOLD!**
 - **Global Health Equity**
 - **Payer**
 - **Telehealth – NEW!**

Investment: \$13,500 - \$15,000

[View all HIMSS21 Thought Leadership Opportunities](#)





Networking Opportunities

Networking

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



Networking

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

Investment: \$1,500 and up

New Networking Opportunities

- [Career Fair](#)
 - Sponsorship of the HIMSS21 Career Fair allows you to **connect with hundreds of HIMSS21 attendees** including health information and technology professionals, clinicians and executives from around the world. The HIMSS21 Career Fair creates a **two-day environment for those looking for professional development opportunities and can assist in searching for your next employee.**
- [Press Room – new and improved benefits for HIMSS21!](#)
 - Put your name in front of approximately **150 press sources** in attendance at HIMSS Global Health Conference and Exhibition. Sponsorship includes **access to three “Press Only” events** leading up to and during HIMSS21.

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

[View all HIMSS21 Networking Opportunities](#)



Government Relations

Government Relations

- [Government Relations Meeting Rooms](#)
- [Global Public Policy Reception](#)
- [Global Public Policy Breakfast](#)
- [Global Public Policy Welcome Dinner](#)
- [Policy Changemaker Lunch](#)
- [Public Policy Learning Lab](#)

Investment: \$8,500 and up



New HIMSS Programs

Global Health Equity Network

Advocating for underserved groups to advance the cause for health and wellness for everyone, everywhere through collaboration with diverse communities across the globe. Our overarching theme for 2021 is focused upon improving global maternal health outcomes.

- HIMSS21 and Year Long Benefits Include:
 - **Thought Leadership**
 - **Networking**
 - **Recognition and Branding**
 - **Global Maternal Health Tech Challenge**
- Sponsorship Levels
 - **Premier (3 available)**
 - **Elite (6 available)**
 - **Signature**

Investment: \$15,000 - \$165,000

[View all Global Health Equity Network Opportunities](#)



HIMSS IT Executive Community

HIMSS IT Exec Community is a multi-faceted 365-day-a-year experience—built and informed by the highest-ranking information, technology and digital executive officers. The community offers year-round programming, personalized services, high-visibility thought leadership opportunities, peer-to-peer exchanges, executive roundtable, access to exclusive survey data and more.

- HIMSS21 and Year Long Benefits Include:
 - **Thought Leadership**
 - **Networking**
 - **Recognition and Branding**
- Sponsorship Levels
 - **Visionary (1 available)**
 - **Luminary (2 available)**
 - **Signature**

Investment: \$47,500 - \$295,000

[View all HIMSS IT Executive Community Opportunities](#)

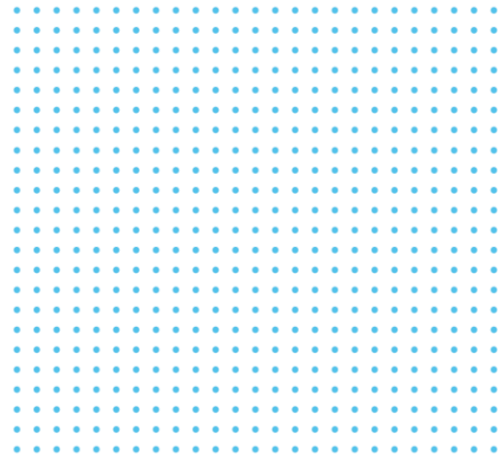


And more!

We will be adding to our sponsorship inventory, including digital offerings!

View details on all our sponsorships on the HIMSS21 Envision site:

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



HIMSS22 – Save the Date!

Orlando, FL
March 14-18, 2022

Exhibit Dates: March 15-17
Orange County Convention Center

HIMSS22 Booth Selection Timeline*

May 17- 28	Anchor Selection
June 7 – 22:	Top 250 Selection
August 9-12:	Onsite Selection**

Booth Selection Informational Webinar

Thursday, May 13, at 1:00 PM CT / 2:00PM ET
[Click here to register!](#)

*Dates subject to change
**Both onsite and virtual appointment options
will be available



More Questions?

Contact salesinfo@himss.org or your Sales Manager.



Deborah Caruso

Senior Sales Manager
312.915.9505

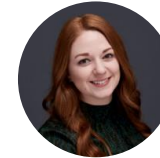
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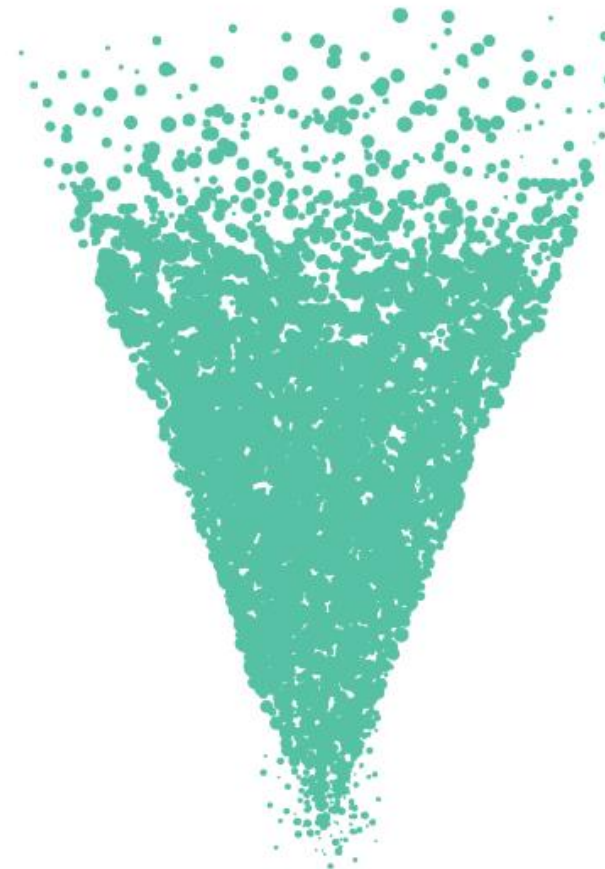
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*HIMSS21 Exhibits &
Sponsorships*

Questions?



Visit himss.org/global-conference
frequently to stay up-to-date.

HIMSS21 Strategy Summit Participation

Make It Count

Thursday, April 1st @ 1 PM ET:

- HIMSS22 Preview
- Upcoming Programs

HIMSS21 Focus Groups

Diamond Members

Wednesday March 31st:

- HIMSS21 Focus Group Scheduling Opens
- Scheduling open until 4/7/21

Your Corporate Relations Team

Strengthen relationships, Champion member value, Engage the healthcare community



Amenia Army

Amenia.army@himss.org



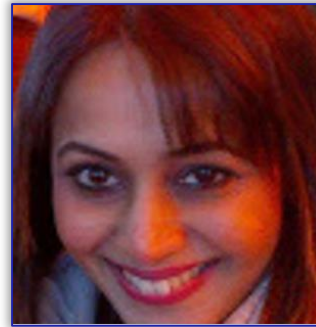
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Thank You!

We will see you Thursday

