

*Welcome*

# *HIMSS21 Strategy Summit*

*A HIMSS Corporate Member Digital Series*

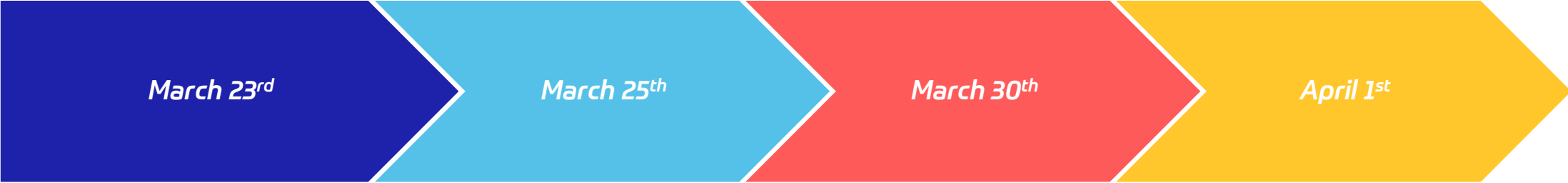
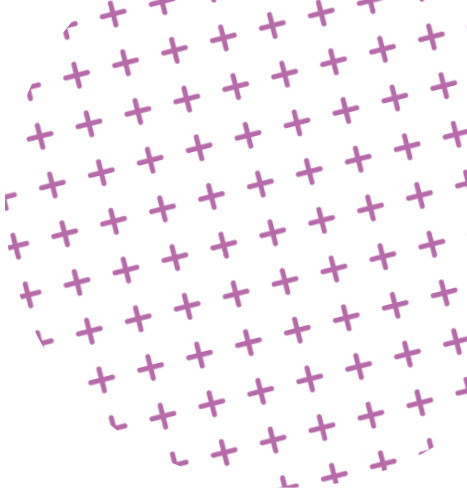
**HIMSS** **21**

9-13 August | Las Vegas

**Be the change**

# HIMSS21 Strategy Summit

A HIMSS Corporate Member Digital Series

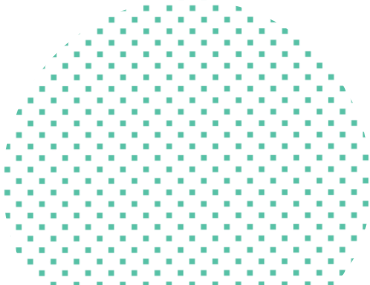


Challenges & Opportunities,  
Las Vegas Schedule,  
Campus Overview

Las Vegas Session Trends/Insights,  
International, HIMSS21 Digital

Las Vegas Logistics,  
Exhibition & Sponsorship  
Opportunities

HIMSS21 Health & Safety,  
HIMSS22 Preview,  
Upcoming Events



# Meet Our Speakers



**Anthony Maggiore**

*Sr. Manager,  
Meeting Services*



**Karen Malone**

*Vice President Meeting Services  
& Exhibits*



**Kevin Cleary**

*Director,  
Corporate Relations*

# HIMSS21 Strategy Summit

## Today's Topics

### HIMSS21

- **Health & Safety Update**

### HIMSS Annual Conference Updates

- **HIMSS21 Registration Update**
- **HIMSS22 Preview**

### Year-Round

- **Make It Count**



A graphic featuring a light blue background with a grid of small blue dots. Overlaid on this is a darker blue rectangular box containing the text "Be the change" in white, italicized font. The word "Be" is inside a circular icon.

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 background within a larger blue frame.

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# TRIVIA

***Q: In a typical year, how many conventions are held in Las Vegas every year?***

***A: over 22,000***

***Anthony Maggiore***  
*Sr. Manager, Meeting Services*





# *Nevada Guidelines for Health & Safety*

## *Where things stand today:*

- Masks are required throughout the state
- Conventions can operate at 50% capacity, with social distancing measures
- Health & Safety protocols will be turned over to the county level as of May 1. Governor will still have control over the mask mandate and capacity limits
- World of Concrete received green light for June event



## *Shows in Las Vegas prior to HIMSS*

World of Concrete – June 8-10- LVCC; 25,000 attendees

Beauty Show – June 12-14 – LVCC; 25,000 attendees

Nightclub and Bar Show – June 29-30 – LVCC; 39,000 attendees

ISC West– July 11-14 – Sands; 29,000 attendees

Woodworking- July 19-21- LVCC; 18,500 attendees



# *Health and Safety Plan*

Health and safety at HIMSS21 is a top priority. Our plan is built to be modified based on the current environment as we near August 2021.

Our path forward is determined by evidence-based data and science.



# *Planning and Preparation: Stakeholder Engagement*



***Expert Counsel***

***Global Advisory***

***Local Collaboration***

Members of HIMSS's executive leadership and meeting services teams are working diligently, hand-in-hand with an external medical expert panel who are guiding informed conversations and evidence-based decision-making.

Given the evolving nature of the vaccine rollout, current environment, global considerations and more, these conversations and decisions are fluid. We expect that the planning and protocols will change over time, and our plans are built with that evolution in mind.

We will continue to stay up-to-date on all relevant guidance from both global and local health authorities.

We are also in coordination and ongoing conversations with our hotel accommodations partner, onPeak, all three of our venues, AMEX Global Business Travel, and the airlines and travel industry liaisons.

*Before you arrive:*

# ***Health and Safety Communication***

*Plan, protocols and changes are clearly and rapidly communicated to all attendees, exhibitors and collaborators. Transparent and detailed information is an absolute top priority.*

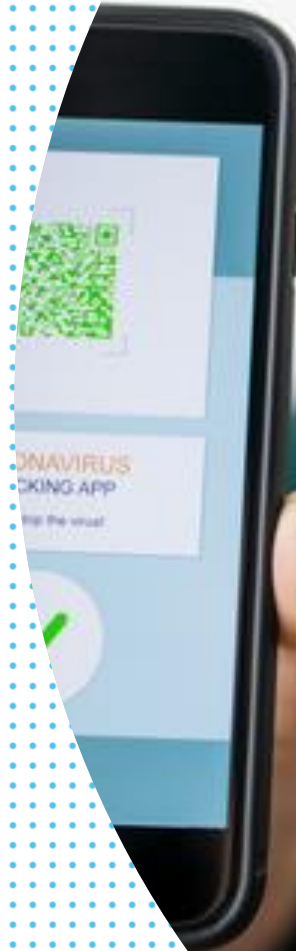
- All registrants, exhibitors, partners and suppliers will receive email updates to health and safety plans.
- Plans will be shared with the press
- [The HIMSS21 website](#) will be updated with a downloadable health and safety plan, plus helpful links to our venues' planning materials.
- Venue health and safety plans:
  - [Caesars Forum Convention Center](#)
  - [The Venetian Resort](#)
  - [Wynn Resort](#)



*Before you arrive:*

# ***Health and Safety Protocols***

- All registrants, exhibitors, partners and suppliers will receive email information about comprehensive health and safety solutions.
- The timeframe of when this solution will be available is currently being determined and will be shared.
- Working closely with the Venetian, and their preferred Health Pass app on potential collaboration.



# Onsite at HIMSS21

HIMSS will implement health and safety protocols appropriate to the public health circumstances existing at the time of the conference.

Those protocols may include but are not limited to the following:

- Testing;
- Proof of negative COVID-19 status and/or vaccination and/or antibody status;
- Self-monitoring;
- Biometric screening;
- Symptom checkers;
- Contact tracing;
- Wearing a mask mandate;
- Use of additional personal protective equipment, social distancing, and space management; and/or
- Other similar measures.

Compliance with some or all of the protocols adopted by HIMSS may be mandatory for in-person attendance and participation at the Conference. Additional information regarding the specific health and safety measures, and any necessary consents by you, will be communicated to attendees prior to the first day of the Conference.



## Health & Safety Measures At HIMSS21

Staggered education session times to minimize congestion.

Contactless Registration stations will be used. Guests will be asked to upload a photo on their badge for additional security and to minimize physical registration contact.

EPA-approved disinfectant used throughout the HIMSS21 campus, including nightly disinfecting of the entire show floor.

Socially-distanced room sets will based capacity planning and spacing that meets or exceeds local jurisdiction requirements. Overflow rooms will be available for Keynotes and Symposia.

Thermal screeners will be used in cooperation with existing venue systems around entry points into the HIMSS21 Campus venues.

PPE Stations will be placed throughout the campus, offering face masks, gloves, hand sanitizer and phone-sanitizing stations.



Visit [himss.org/global-conference](https://himss.org/global-conference)  
frequently to stay up-to-date.

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# TRIVIA

***Q: How many casinos and hotel/motel rooms are there in Las Vegas?***

***A: 150+ casinos & 150,000+ rooms***

# ***Karen Malone***

***Vice President Meeting Services  
& Exhibits***



# HIMSS21 KPI's

**Attendee registration launched on March 11, 2021**

19 Weeks out	2021	2020	2019	2018
Registration - attendee	1493	677	414	679
Registration - Total	1554	1397	526	1029
Attend in-person	86%	N/A	N/A	N/A
Digital only	14%			
C-Suites	641	359	155	269
Clinicians	358	230	85	187

**Other Key Metrics:**

*Exhibition – 58% companies contracted/committed compared to HIMSS20; high level of interest in Digital*

*General Education – Call for Proposals – received 705 proposals, 844 – '20, 785- '19, 742 – '18*

*Optional Events – Call for Proposals – received 513 proposals, 28% increase over '20  
8,231 hotel rooms booked on peak night to date, 54% compared to '20*

THE PRESENTATION TITLE GOES HERE

# *HIMSS22 Schedule Overview*

***Official Show Dates: March 14-18, 2022 in Orlando, FL***

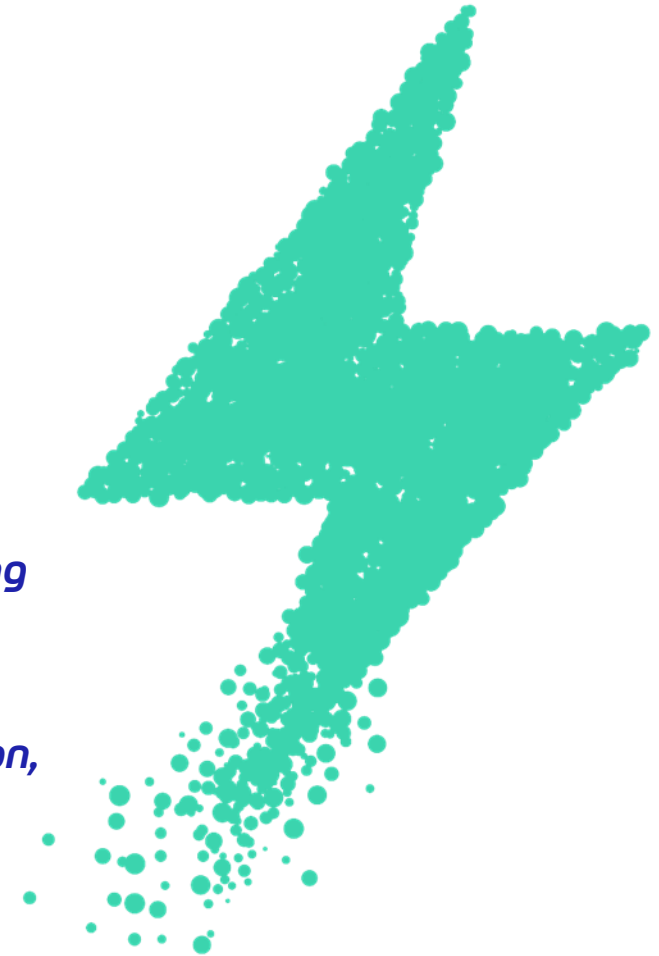
***Monday – Preconference Events, Opening Reception***

***Tuesday – Opening Keynote, Education Sessions, Exhibition, Special Session, Networking Events***

***Wednesday – Keynote, Education Sessions, Exhibition, Accelerate Health, Special Session, Networking Events***

***Thursday – Keynote, Education Sessions, Exhibition, Accelerate Health, Special Session, Thursday night special event at Universal Studios Orlando***

***Friday – AM Keynote, Education Sessions, Closing Keynote***



# HIMSS22 – Save the Dates!

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**

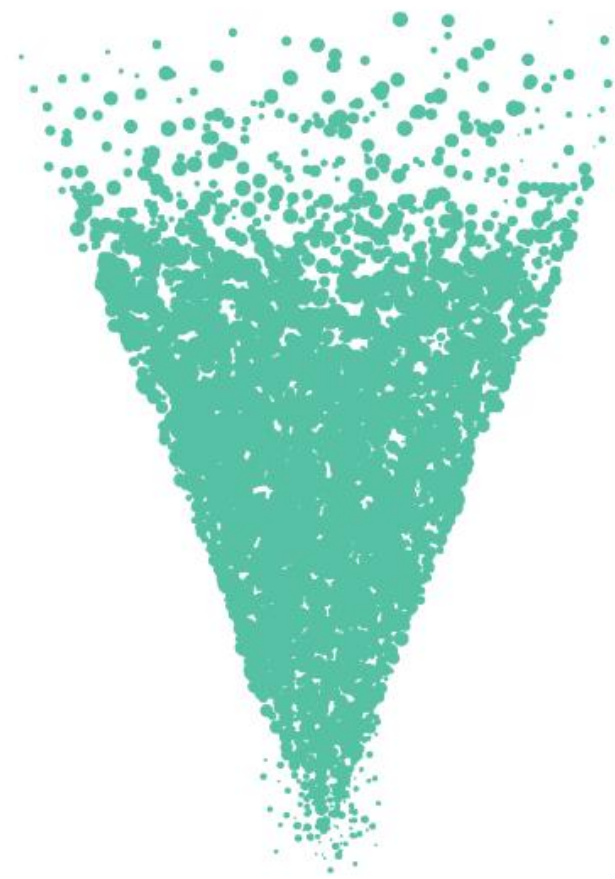
Thursday, May 13, at 1:00 PM CT / 2:00PM ET  
[Click here to register!](#)

\*Dates subject to change

\*\*Both onsite and virtual appointment options will be available



*HIMSS22*  
*Questions?*





Visit [himss.org/global-conference](https://himss.org/global-conference)  
frequently to stay up-to-date.

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TRIVIA



***Q: How long has downtown's Golden Gate hotel/casino been operating?***

***A: 115 years***

# *Year-Round Engagement*

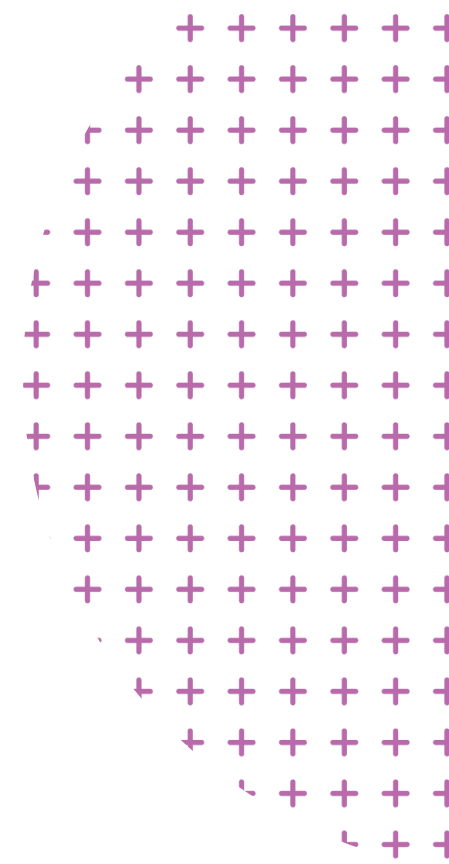
*Kevin Cleary*

*Director,  
Corporate Relations*



# Membership

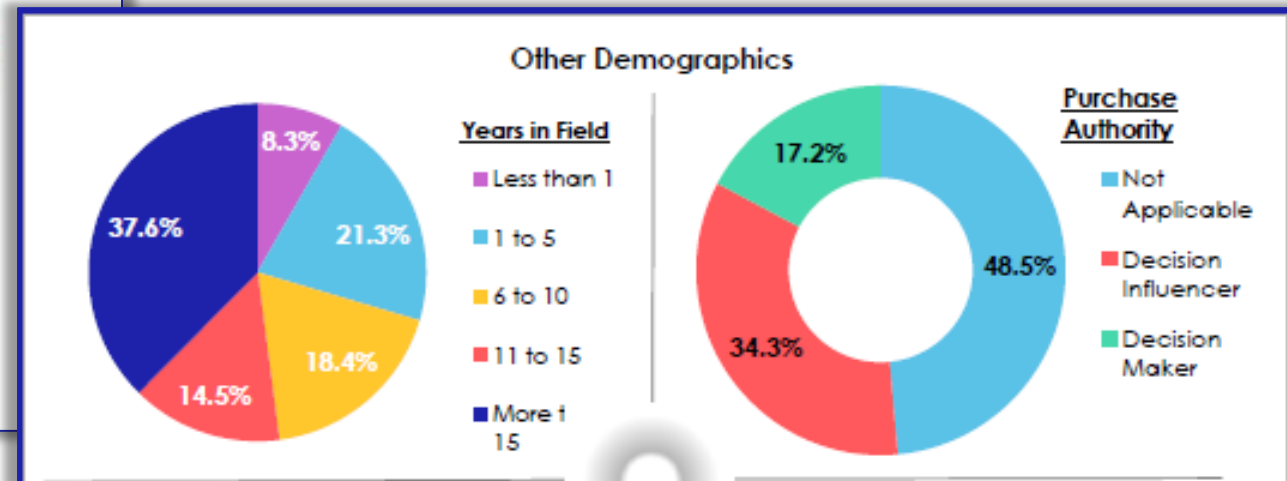
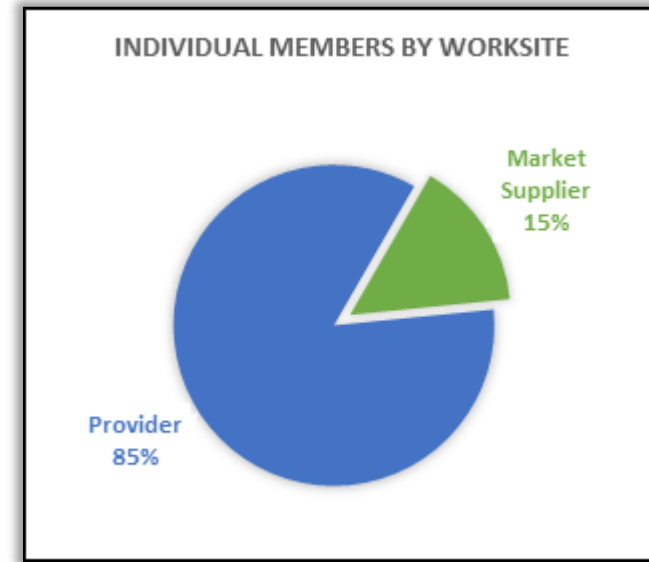
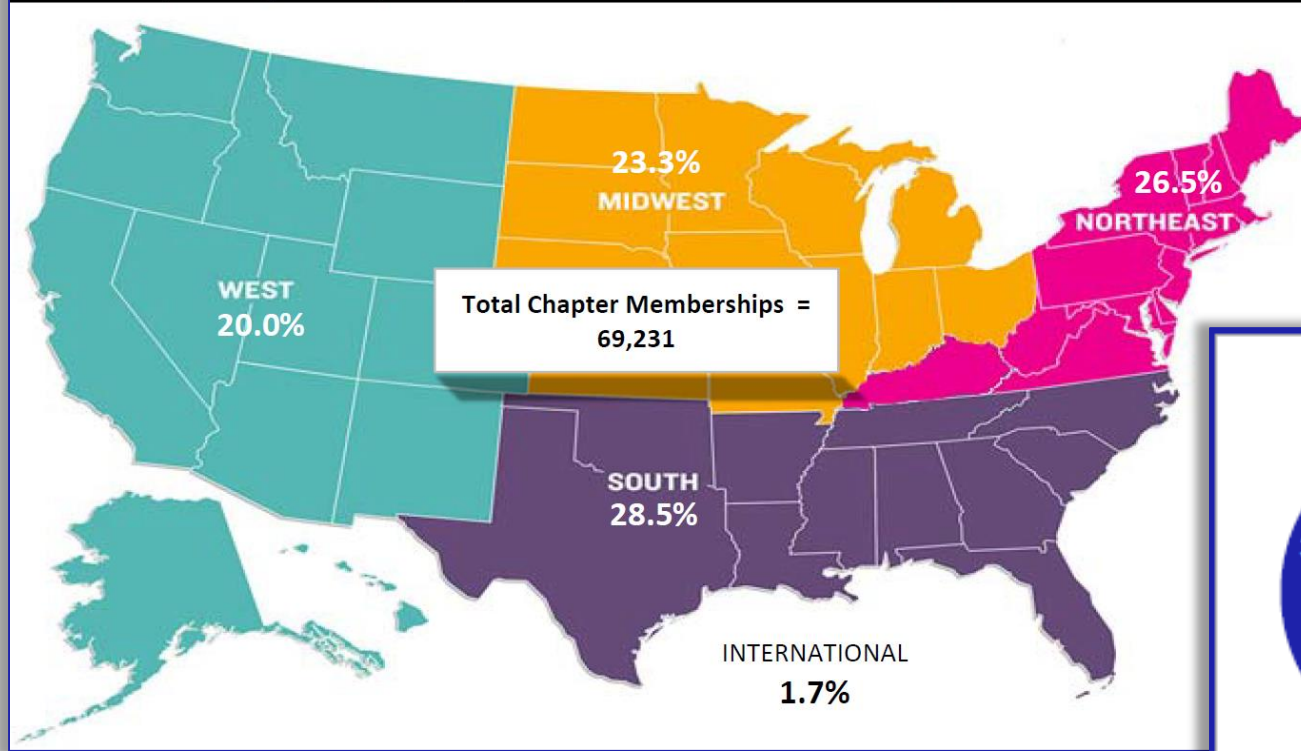
- **Membership Types:**
  - Individual
  - Corporate
  - Organizational Affiliate
  - Non-Profit Partner
- **HIMSS engages its members worldwide through:**
  - Policy
  - Best practice sharing
  - Thought leadership
  - Workforce development
  - Education
  - Standards development
  - *Event participation and attendance*
  - Research
  - Digital and in-person educational and networking opportunities



# HIMSS Membership

Chapter Membership By Region and Chapter - December 2020

Includes complimentary and chapter-only - Individuals can be in more than one chapter



# *HIMSS Corporate Membership Logistics*



*Individual  
Membership*

## *Professional Development*

Utilize numerous programs  
and digital resources



*Chapter  
Membership*

## *Regional Networking*

Extend your reach and  
connect with peers



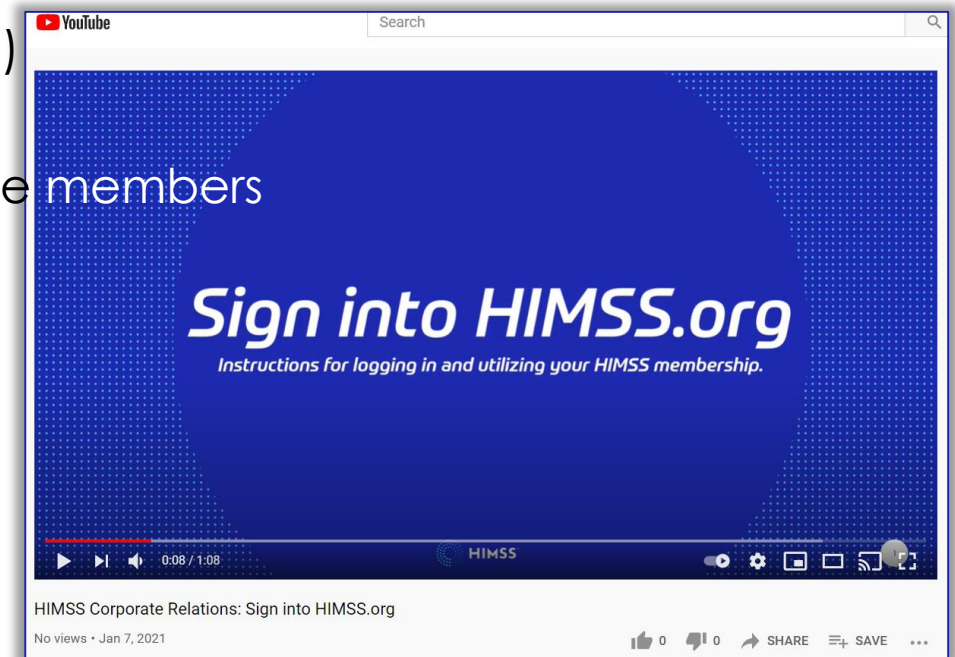
*Committees  
Taskforces  
Communities*

## *Make a Difference*

Join the call to action and  
contribute to collective efforts

# HIMSS Corporate Membership Logistics

- Primary and secondary contacts manage complimentary individual memberships (add/remove/view individual members):
  - Signing on to [HIMSS.org](https://HIMSS.org)
  - Selecting “My Account” (under your name at the top)
  - Selecting “My Groups”
  - Selecting “Manage Group List” and view/add/remove members
    - 20 – Platinum tier
    - 10 – Gold tier
- 20% discount on additional individual memberships





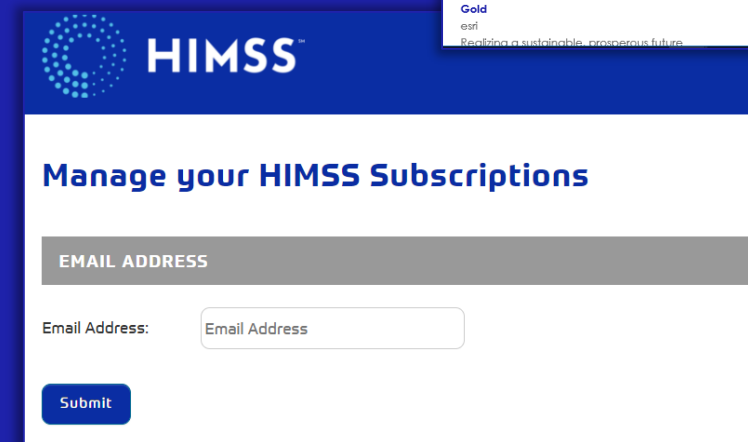
# HIMSS Corporate Membership Logistics

## Manage Your Subscriptions

HIMSS Corporate Connection e-News

New resources in 2021:

- Business
- Care
- Data & Information
- Organizational Governance
- Policy
- Technology
- Workforce



# HIMSS Benefits/Services

**HIMSS Corporate Member Benefits**  
Provide Valuable Resources to Your Team

	DIAMOND \$30,450	EMERALD \$15,650	PLATINUM \$9,350	GOLD \$4,100	Add'l cost
Complimentary HIMSS Individual Memberships	40 <i>Individual Memberships</i>	30 <i>Individual Memberships</i>	20 <i>Individual Memberships</i>	10 <i>Individual Memberships</i>	
Discount of 20% on additional Individual Memberships	✓	✓	✓	✓	✓
Individual Member registration discount for regional HIMSS programs	✓	✓	✓	✓	✓
Up to 45 complimentary continuing education (CE) units annually for use in fulfilling requirements for CAHIMS or CPHIMS; receive additional units at a 50% discount	✓	-	-	-	✓
Engage with 50+ global HIMSS Chapters and Communities	✓	✓	✓	✓	
Connect via committees, task forces, workgroups and professional communities	✓	✓	✓	✓	
Complimentary subscriptions to HIMSS eNews publications	✓	✓	✓	✓	
Opportunities for professional advancement and discounts for online classes at the Project Management Institute	✓	✓	✓	✓	✓
Exclusive access to membership briefing webinar	✓	-	-	-	
Discounted job postings and resume access on HIMSS JobMine	40%	30%	20%	10%	✓
<b>RESEARCH BENEFITS</b>					
Online focus groups with selected members	✓	✓	-	-	
HIMSS Global Health Conference & Exhibition focus group, based on availability	✓	-	-	-	



## Thought Leadership Content

Showcase your white paper/case study



## CAHIMS & CPHIMS Certifications

Achieve a milestone in your career development



## Webinars, HIMSS Media, HIMSS JobMine

Additional engagement opportunities (preferred pricing)



## HIMSS21 Global Conference

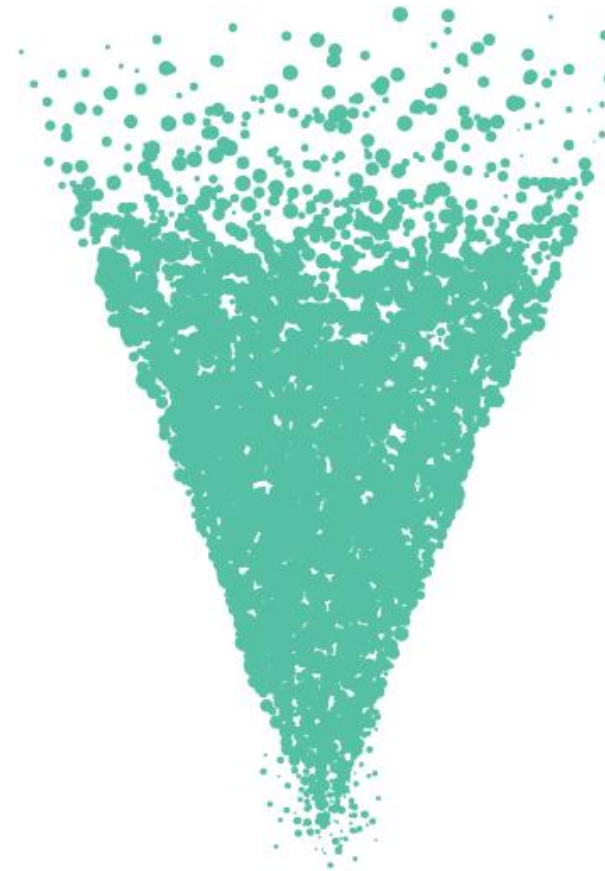
Call for proposals, conference badges, discounts

# *HIMSS Corporate Member Engagement*

## *Make It Count*

- Utilize complimentary individual memberships
- Participate in Chapter activities
- Join a HIMSS community
- Participate in monthly educational/informational webinars
- Subscribe to HIMSS Corporate Connection
- Share Thought Leadership content
- Connect with HIMSS Media
- Attend HIMSS Annual Global Conference & Exhibition

*Year-Round Engagement  
Questions?*



# *HIMSS21 Focus Groups*

## *Diamond Members*

### **Scheduling Opened 3/31/21:**

- HIMSS21 Focus Group Scheduling Is Open
- 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](mailto:Amenia.army@himss.org)



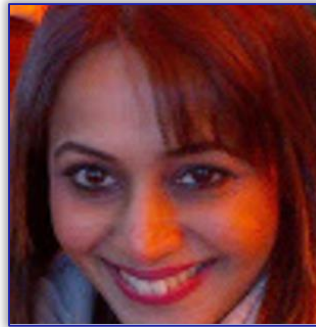
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[Maggie.vanvossen@himss.org](mailto:Maggie.vanvossen@himss.org)



*Thank You!*

*We are grateful for our partnership!*

