



# HIMSS21 Sponsorship Webinar

*Branding and Networking Opportunities*

April 22, 2021

# 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.

# Today we will cover:

- HIMSS21 Overview and Updates
- Global Conference Marketing
- Preconference Opportunities
- Pre and Post Show Marketing and Branding
- Onsite Branding Opportunities
- Onsite Networking Opportunities
- New HIMSS Programs
- Corporate Membership
- Upcoming Deadlines and Reminders
- Question & Answer

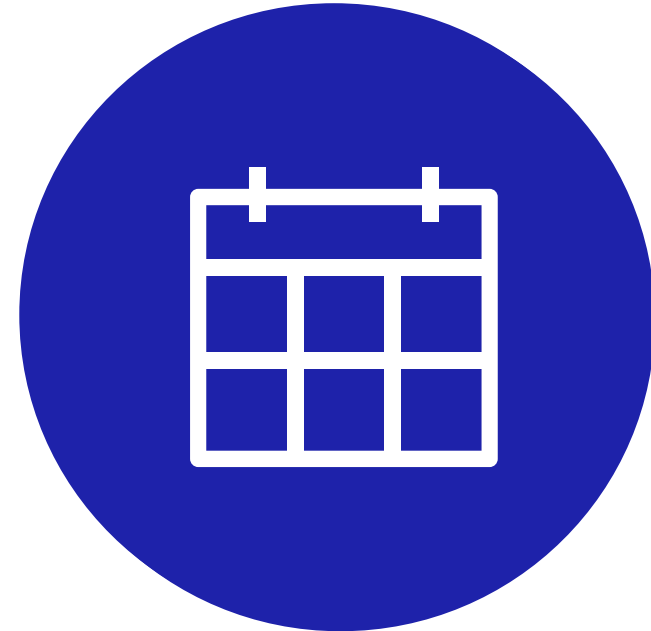
# *HIMSS21 Overview and Updates*

*Las Vegas, Nevada  
August 9-13, 2021*

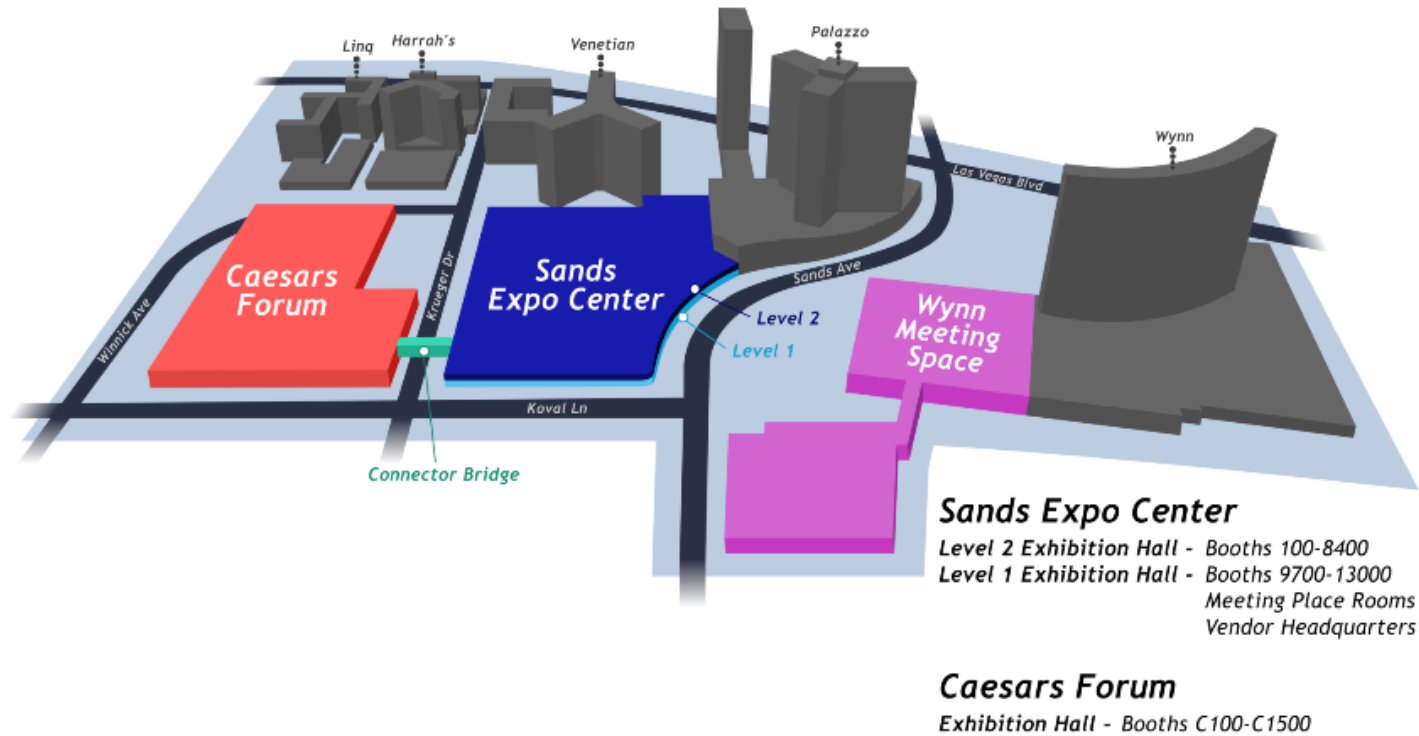


# Key Dates

- Global Health Conference & Exhibition
  - **August 9-13 (Monday – Friday)**
    - Venetian-Sands Expo, Caesars Forum Conference Center & Wynn
    - Digital Program August 9 - 12
- Preconference Symposia & Forums, Opening Keynote and Opening Reception
  - **Monday, August 9**
- Exhibition Dates:
  - **August 10-12 (Tuesday – Thursday)**



# HIMSS21 Conference Layout



# HIMSS21 Registration Numbers – 16 weeks out

*Attendee registration launched on March 11, 2021 – early bird cutoff May 24th*

16 Weeks out	2021
Registration - Attendee	38% increase from 20 65% increase from 19 35% increase from 18
Registration – Total	5% increase from 20 57% increase from 19 23% from 18
C-Suites including: CEO, CIO/VP of IT/IS & CTO	51% increase from 20 75% increase from 19 56% increase from 18
International	40% increase from 20 73% increase from 19 50% increase for 18
Attend in-person	85%
Digital only	15%

# Health and Safety Protocols

## *Before you arrive*

### **Health Technology Solution(s)**

*We are in an RFP process and will engage vendor(s) to assist in implementing appropriate health and safety protocols.*

- All registrants, exhibitors, partners and suppliers will receive email information about comprehensive health and safety solutions.
- We are going through a rigorous vendor selection with prioritized functionalities for a best-in-class experience.
- The timeframe of when this solution will be available is currently being determined and will be shared.





# Health and Safety Protocols

## *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;
- Use of 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.





# *HIMSS21 Marketing Update*

# Our Audiences

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



# Campaigns Overview

## *Behavioral-based triggered and nurturing campaigns*

Constant undercurrent from March – August

Purchase abandonment

Membership

HIMSS21 Digital

Interest(s) and topic(s)

Preconference and add-on events

Persona-based:

HIMSS20 rollovers

Variations based on logistics

Non-transferring Loyalists

Subset of c-suite, international, etc.

First-timers

Subset of c-suite, international, etc.

## *Omni-channel campaigns*

### March

- Registration Open
- HIMSS20 Transfers | Logistics
- What's New
- Digital

### April

- Attendance Options
- Specialty Programs
- Preconference
- Education Sessions
- Exhibition – Specialty Pavilions

### May

- Early Bird (May 24)
- Topic | Content Marketing
- Preconference
- Featured Speakers
- HIMSS21 Digital
- Networking
- Exhibition

### June

- Featured Speakers
- Health and safety
- State of Healthcare (June 15)
- Specialty Pavilions
- Topic | Content Marketing
- Preconference
- Digital
- Hotel

### July

- Health and safety
- Advanced Reg (July 12)
- Countdown and Mobile App
- Topic | Content Marketing
- Preconference Optional Events
- Digital
- Exhibition
- Hotel

### August

- Health and safety
- Local/Regional and single-day passes
- Logistics and Mobile App
- Digital



# *Preconference Opportunities*

# 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 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](#)

# 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





# *Pre and Post-Show Marketing and Branding*

# Pre and Post-Show Marketing & Branding

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](#)
- [Topic Tuesday Emails](#)
- [Attendee and Organization List \(restrictions apply\)](#)
- [Enhanced Exhibitor Listing](#)

*Investment: \$995 and up*

The image shows a promotional banner for HIMSS19 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 with the text "Receive a \$25 American Express gift card when you schedule a meeting with Imprivata at booth #2959" and a "Book now" button. At the bottom, there is a "View All Deals!" button and a note that "All Conference Deals end on February 14, 2019".



# *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](#)
- [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





# *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*

# Government Relations Networking

- [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 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 & 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](#)



# *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*

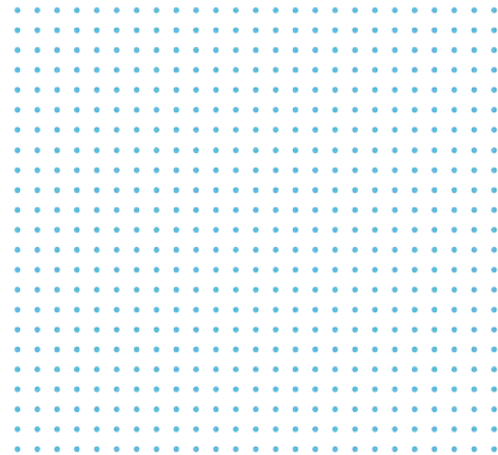
[View all HIMSS IT Executive Community Opportunities](#)



# And more!

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

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







# *Corporate Membership*

# Corporate Membership

Extend your Global Health Conference Investment

## Benefit Highlights:

- Complimentary Full Conference registration(s) to the HIMSS Global Health Conference
- Exclusive B2B executive networking opportunity
- Save on 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

[View all Corporate Membership benefits](#)



# *Upcoming Deadlines and Reminders*

# Upcoming Dates and Deadlines:

04/27/21	<a href="#"><u>Webinar: Hit the Airwaves with Your Messaging– Collaboration with HealthcareNow</u></a>
05/04/21	<a href="#"><u>Webinar: Monthly Logistics and Cost Savings Tips</u></a>
05/06/21	<a href="#"><u>Webinar: EAC (Exhibitor Appointed Contractor) protocols and process at HIMSS21</u></a>
05/27/21	<a href="#"><u>Company profile due for printed Guide</u></a>
05/27/21	Specialty Booth Speaking Session Title, abstract and speaker information due to be included in the onsite materials
05/18/21	<a href="#"><u>Webinar: Exhibitor Registration Process and Lead Retrieval</u></a>
05/20/21	<a href="#"><u>HIMSS21 Sponsorship Webinar: Meeting space and more!</u></a>

# 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





*Questions?*

# More Questions?

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



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*Thank you!*