



# HIMSS21 Sponsorship Webinar

*Meeting Place and Sponsorship Opportunities*

May 20, 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.

# *HIMSS21 Overview and Updates*

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



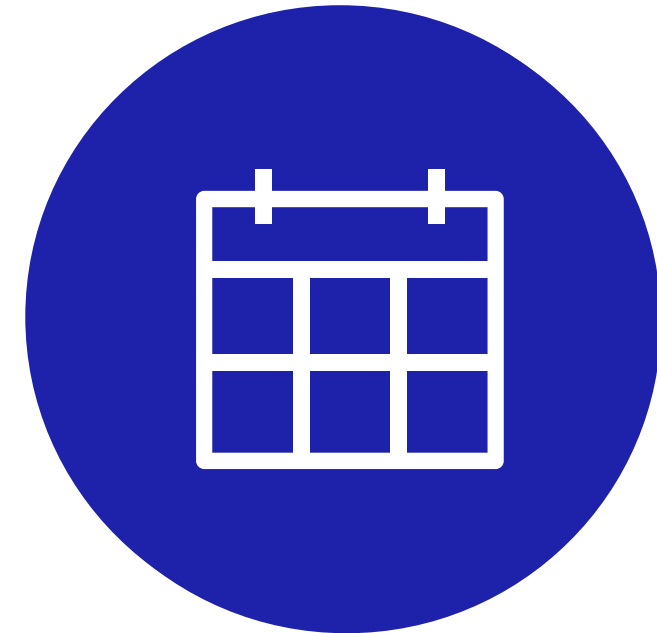
# Today we will cover:

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



# 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)**



# *Safety Protocols & Booth Guidelines*



# HIMSS21 Safety Protocol

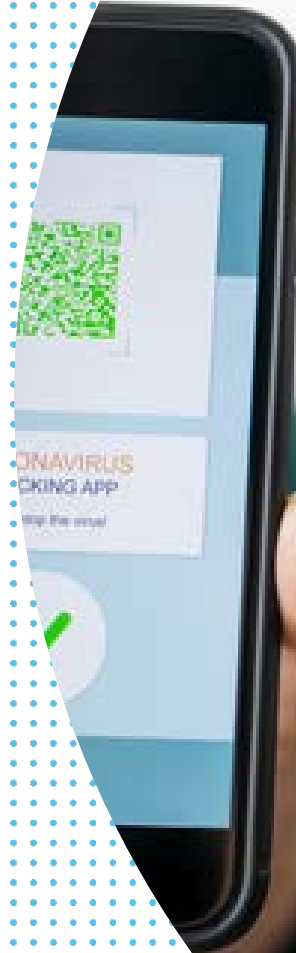
## Right of Entry Protocols

- HIMSS has adopted a “**Vaccination Required**” approach for all attendees, exhibitors and HIMSS staff at HIMSS21. In practice, this means all HIMSS21 attendees, exhibitors and HIMSS staff will have to provide proof of their COVID-19 “full vaccination” in order to gain access to the HIMSS21 campus.
  - For the purposes of right of entry to HIMSS21, a person is considered fully vaccinated:
    - 2 weeks after their second dose in a 2-dose series, such as the Pfizer and Moderna vaccines, or
    - 2 weeks after a single-dose vaccine, such as Johnson & Johnson’s Janssen vaccine
- This guidance applies to COVID-19 vaccines authorized for emergency use by the U.S. Food and Drug Administration (i.e., Pfizer-BioNTech, Moderna, and Johnson and Johnson (J&J)/Janssen COVID-19 vaccines), and COVID-19 vaccines authorized for emergency use by the World Health Organization (i.e., AstraZeneca/Oxford), as of May 10, 2021<sup>1</sup>.
- If an attendee, exhibitor or HIMSS staff member does not meet these requirements, they are NOT considered fully vaccinated and will not be permitted to enter the HIMSS21 campus.
- **To demonstrate proof of full vaccination** for right of entry to the HIMSS21 campus, HIMSS is evaluating validation solutions with a focus on accessible, privacy-preserving technologies. We will provide attendees, exhibitors and HIMSS staff further guidance in the coming weeks on accepted proof and validation solutions.
- Additionally, HIMSS recommends all attendees, exhibitors and HIMSS staff comply with travel guidelines issued by the CDC when traveling to Las Vegas, Nevada.

<https://www.himss.org/global-conference/health-and-safety-hub>

# Health and Safety Protocols

- All registrants, exhibitors, partners and suppliers will receive email information about comprehensive health and safety solutions.
- Working closely with all campus venues, technology solutions, and other resources on potential collaboration to provide more detail for implementation.
- HIMSS will provide more details on mask-wearing on the HIMSS21 campus by July 19, 2021.





## *Onsite Health and Safety Measures:*

- HIMSS is working with our venue partners to provide rigorous on-site cleaning of all venue locations. Specifically, the venues and site locations for HIMSS21 programming will comply with rigorous cleaning and health protocols, including but not limited to:
  - **Use of EPA-approved cleaning solutions**
  - **Increased frequency in the routine cleaning of front-of-house and back-of-house high-touch areas**
  - **Installation of sanitization stations that include hand sanitizer or sanitizing wipes**
  - **Upgraded HVAC systems that allow increased ventilation and filtration and improve ambient air quality.**
- All on-site health and safety measures for cleaning and capacity utilization will meet or exceed applicable guidelines.



# 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.



Socially-distanced room sets will be based on capacity planning and spacing that meets or exceeds local jurisdiction requirements.



Overflow rooms will be available for Keynotes and Symposia.



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



An appointment scheduler has been added to exhibitor portal to make it easy for attendees to schedule meetings with exhibitors



Additional 20' and 15' aisle have been put into place to help with traffic flow and social distancing



Exhibition sessions times within specialty pavilions have been staggered to minimize lines and congestion



Additional Food Concession areas have been added to Sands Level 2 and Caesars Forum to help minimize lines at concession areas



Sands Expo as added 50+ hand sanitizing stations throughout the entire show floor



## *Health & Safety Measures At HIMSS21*

# HIMSS21 Booth Guidelines

<https://www.himss.org/sites/hde/files/media/file/2021/05/17/h21-booth-safety-guidelines.pdf>

*The following are suggested considerations for Exhibitor Booth planning as of the date of publication. HIMSS reserves the right to adjust these recommendations and implement additional suggested guidelines and/or mandatory health and safety measures, as appropriate.*

- Designing booths to ensure that exhibitors and attendees can maintain appropriate physical distancing at all times.
- HIMSS is currently assessing evolving public health guidance regarding the use of masks in large gathering settings. We will provide additional guidance on mask wearing on the HIMSS21 campus before July 19, 2021.
- Leaving time in-between planned meetings or demonstrations, and generally through the event, to clean area with EPA approved cleaning solution.
- Hand sanitizer stations required throughout the booth (giveaway size bottle is appropriate). Per U.S. Centers for Disease Control and Prevention recommends consumers use an alcohol-based hand sanitizer that contains at least 60 percent ethanol.
- EPA-approved cleaning solutions must be maintained and used within booths.
- Dedicate additional space where people gather for product demonstrations or presentations to ensure audience members can maintain appropriate social distancing.
- Limiting attendee handling of any products and/or self-testing. To the extent attendees may touch exhibitor-provided items, appropriate time and resources should be provided to facilitate sanitizing of product.
- Operating electronics and interactive displays should occur solely by exhibitors if such displays cannot be cleaned and sanitized between uses.
- Consider touchless (electronic or digital) alternatives to engagement and/or collateral material.
- If providing a giveaway at booth, each item should be individually wrapped, if possible.

# *Snapshot of Vegas*

*What you see when you arrive!*

*Airport*

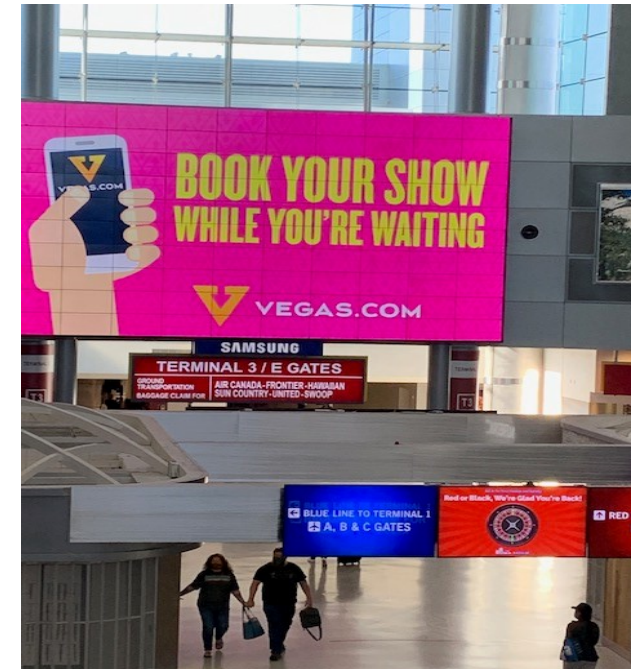
# HIMSS Messaging

## Thank you to our healthcare workers!

Tram to baggage claim



Escalators to baggage claim



*Caesars Forum  
Conference  
Center*



Outdoor Promenade



# Caesars Forum Conference Center

*Lobbies*



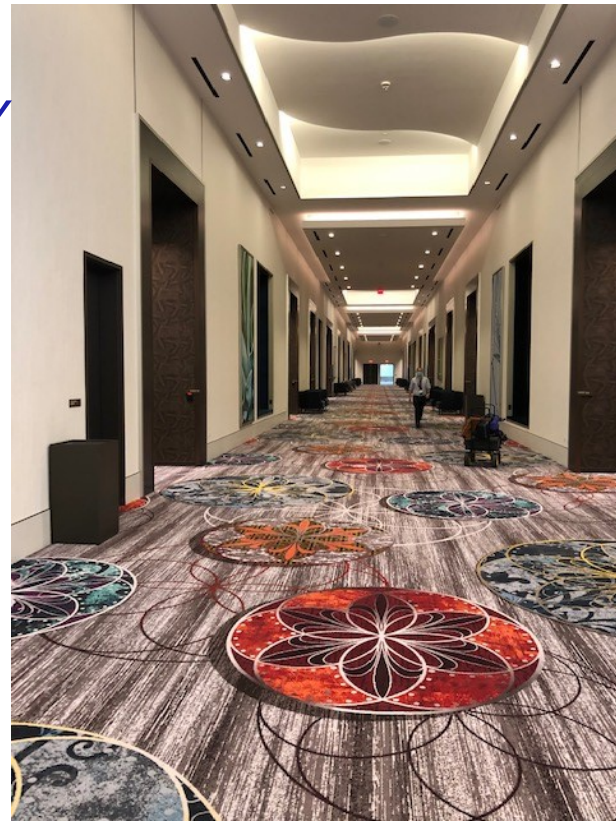
*Boardroom*



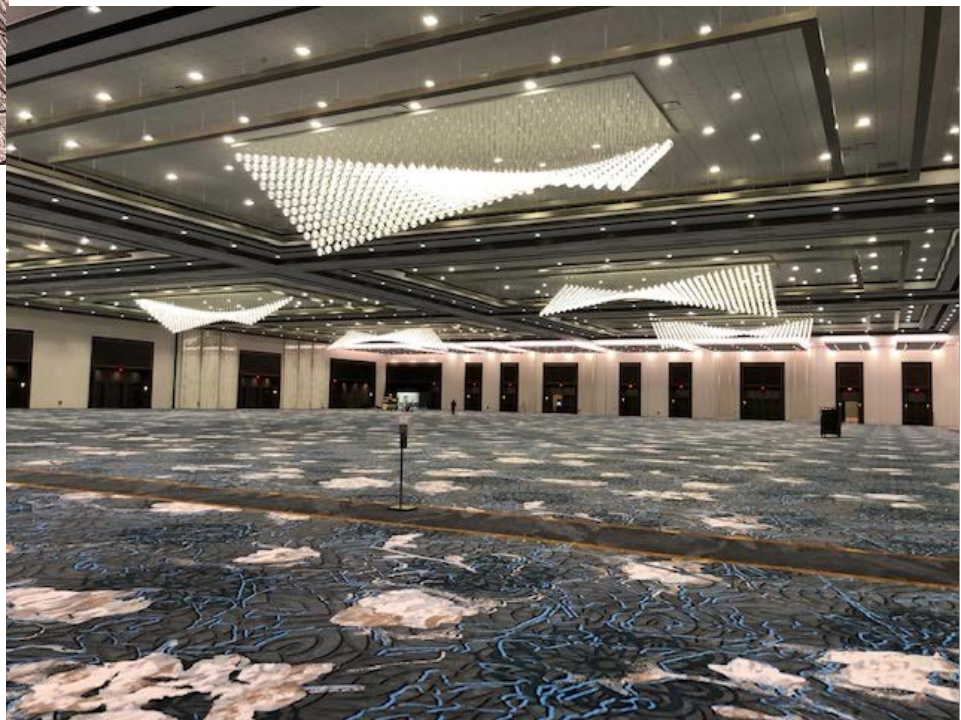


*Caesars Forum  
Conference  
Center*

*Hallway / Lobby*



*Ballrooms*





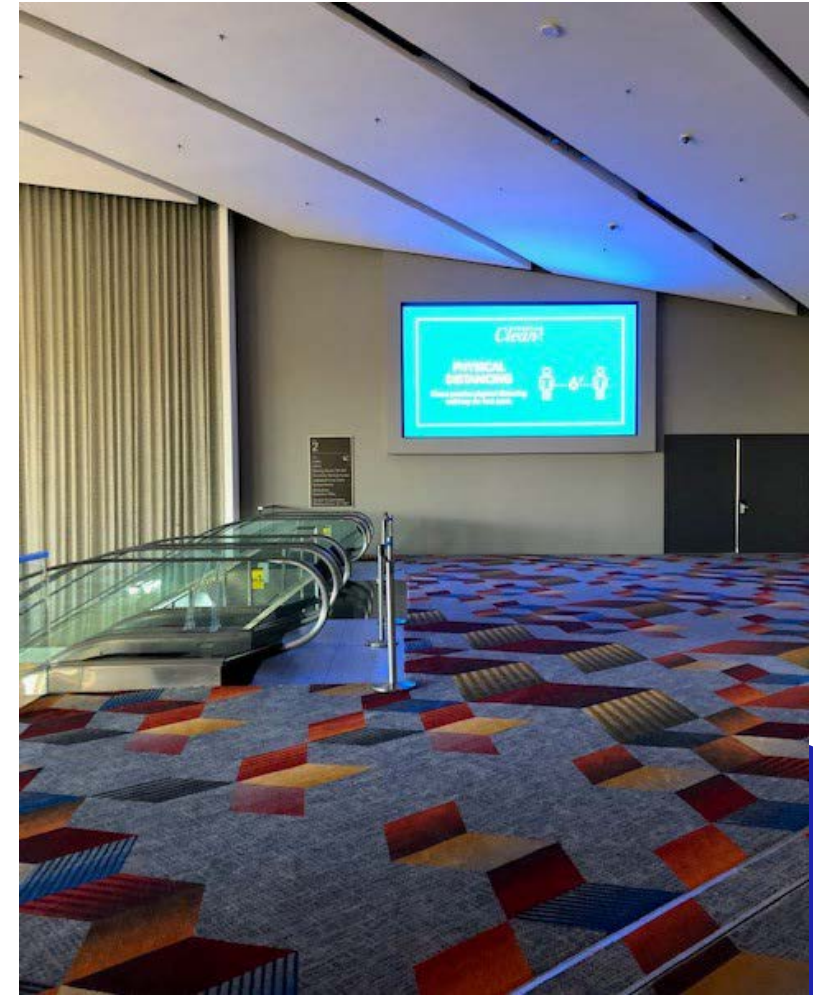
*Connector Bridge  
Caesars / Sands*



# Venetian/ Sands



New!  
Electronic  
Signage



Wynn/  
Encore

New!  
Outdoor Spaces



Wynn

Social Distanced seating



Hydration Stations



# *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





# *Meeting Place Options*

# *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 Place Rooms

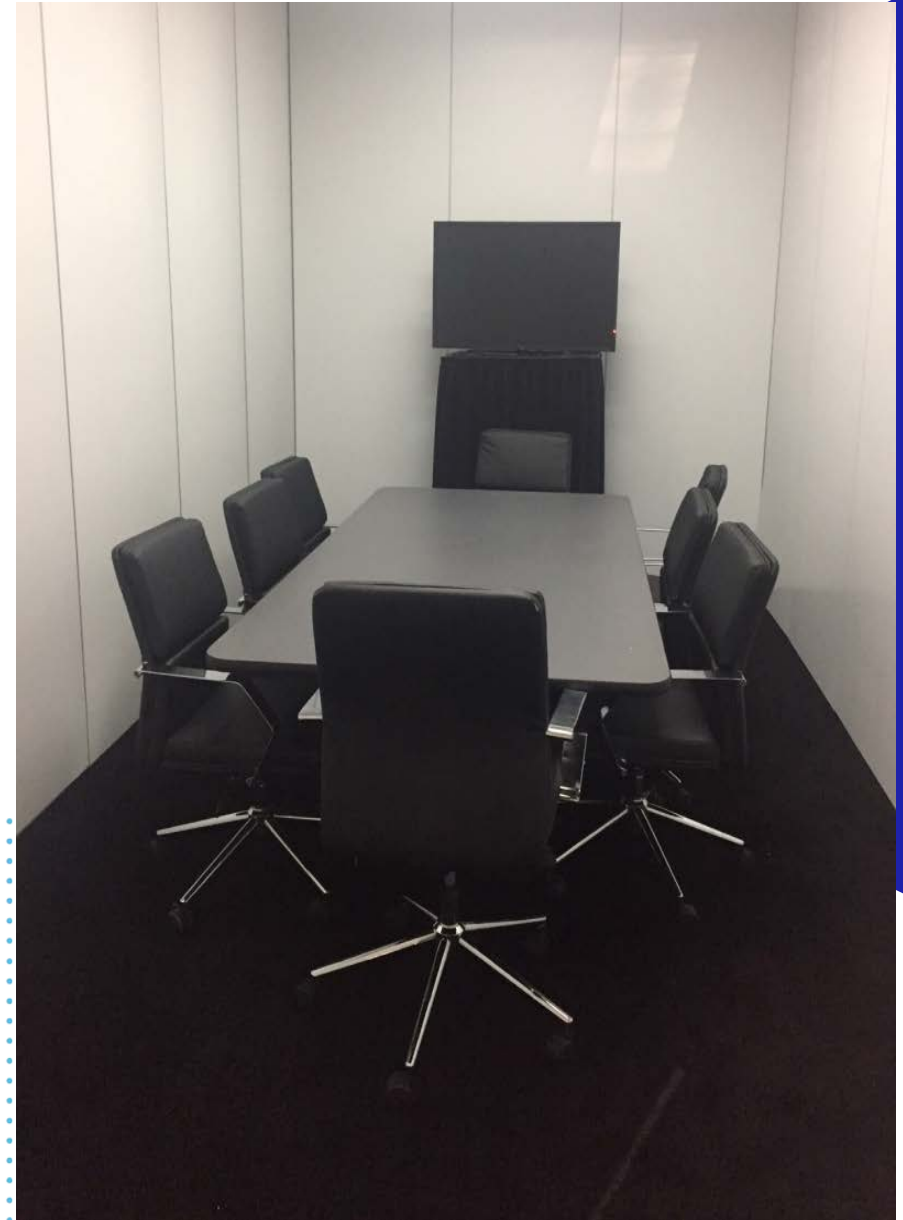
Location: Sands Expo –Level II

Benefits (for 10x20 room)

- Meeting room structure and locking door
- (1) Conference table and (8) boardroom style chairs
- Carpet
- 42" plasma screen
- Electrical (500 watts)
- Internet connection (shared T1 line)
- Cleaning (if room left unlocked overnight)
- HIMSS Exhibitor Client Badges - 10
- HIMSS Priority Points – 4

*\*20 x 20 spaces also available!*

**Investment: \$12,000 - \$24,300**



## Exhibitor\* Hospitality Suites:

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



**Check-in/Check-out:** Sunday, August 8 - Friday, August 13 - 5 nights

**Investment:** \$4,500 – \$5,000

**\*Please note:** There is a \$2,500 food and beverage minimum

# Convention Center Meeting Rooms

Location: Sands Expo

Benefits:

- Room for use Sunday 8/7 – Friday, 8/13
- Company logo will be placed on signage outside the room
- Electrical outlets in wall for use at no charge
- Wireless Internet will be available in the room at no charge.
- HIMSS will set meeting room classroom, theatre or in rounds at no charge.
- Exhibitor Badges: 10
- Exhibitor Priority Points: 8

**Investment: \$24,000 – \$28,000**



# Afternoon Meeting Rooms

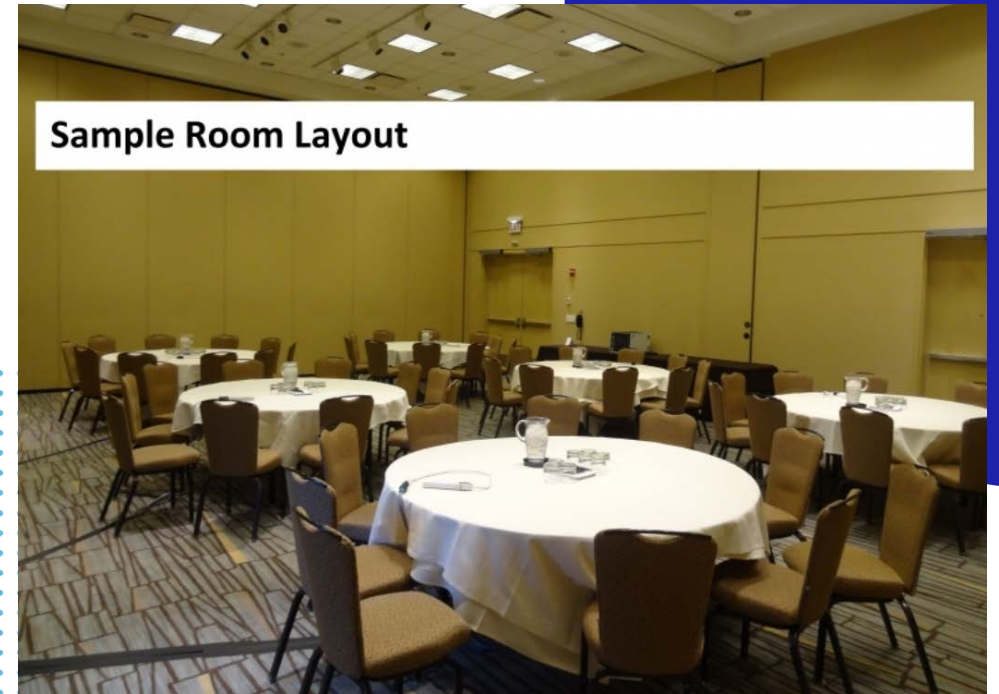
Location: Caesars Forum

Afternoon meeting rooms are a perfect opportunity for you to host a private meeting or gathering off the convention center floor.

## Benefits

- HIMSS will provide:
  - (1) LCD projector and (1) screen
  - (1) riser with (1) podium and head table set for (3) people, (1) podium microphone, (1) wireless lavalier microphone and (1) wireless tabletop microphone,
  - complimentary wi-fi
  - (1) registration table with (2) chairs set outside room
- HIMSS Priority Points-1

**Investment: \$4,000 - \$4,500**



# Pre-Show Meeting Rooms

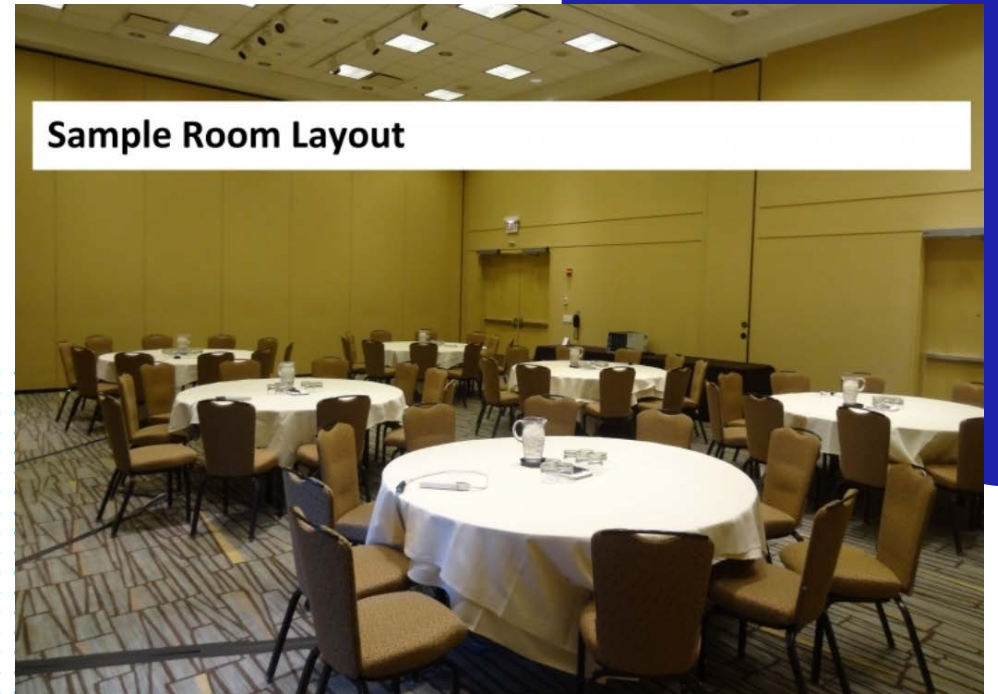
Location: Caesars Forum

A pre-show sales staff training meeting is the perfect way to prep your sales staff for this upcoming week at HIMSS. This meeting room provides you the convenience of hosting your sales staff training onsite at the main venue for either ½ day or full day.

## Benefits

- HIMSS will provide:
  - (1) LCD projector and (1) screen
  - (1) riser with (1) podium and head table set for (3) people, (1) podium microphone, (1) wireless lavalier microphone and (1) wireless tabletop microphone,
  - complimentary wi-fi
  - (1) registration table with (2) chairs set outside room
- HIMSS Priority Points-1

**Investment: \$4,000 - \$6,000**





# *Preconference Opportunities*



# 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 – **SOLD OUT!**
  - 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](#)

# 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
  - **High Level benefits include:**
    - 1-2 minutes of Welcome remarks (non-commercial/industry appropriate) by sponsor at one of the following timeslots (selection based on order of contract date):
      - Symposia opening welcome/agenda review
      - Symposia lunch break remarks
      - Symposia post lunch welcome/afternoon agenda review
    - One registration for your representative to attend the symposium
    - Attendee list with Names, titles, and organization sent two weeks after the symposium



# 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 screenshot shows a promotional banner for HIMSS19 CHAMPIONS OF HEALTH UNITE. The banner is titled "Conference Deal #3" and features a deal for Imprivata at Booth #2959. The deal offers a \$25 AMEX gift card for booking a meeting with Imprivata. Below the text is a photo of the Imprivata booth at the conference, with a call to action "Book now" and a "View All Deals!" button. At the bottom, it states "All Conference Deals end on February 14, 2019".

HIMSS19 CHAMPIONS OF HEALTH UNITE

Conference Deal #3

Imprivata - Booth #2959 [Tell Me More!](#)

Receive a \$25 AMEX gift card for booking a meeting with Imprivata.

Receive a \$25 American Express gift card when you schedule a meeting with Imprivata at booth #2959 [Book now](#)

View All Deals!

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 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](#)
  - 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 Reception](#)
- [HTA/ACCE Awards](#)
- [Corporate Member B2B Breakfast](#)
- [Nursing Community and CNIO Roundtable and Reception](#) - **SOLD**
- [Physicians Community and CMIO Roundtable and Reception](#)



# Networking

- [Interoperability and HIE Community Reception](#)
- [Social Determinants of Health "Sip and Learn"](#)
- [Interoperability and HIE Breakfast Panel](#) - **SOLD**
- [HIMSS and SHIEC Health Information Exchange Breakfast](#)
- [Blockchain Breakfast Panel](#)
- [Blockchain Networking Reception](#)
- [HIMSS Circle Sponsorships](#)
  - [Clinician](#)
  - [Consumerism Patient Engagement](#)
  - [Supply Chain](#)
  - [Artificial Intelligence/Machine Learning](#)

***Investment: \$1,500 and up***



# Government Relations Networking

- [Government Relations Meeting Rooms](#)
- [Global Public Policy Reception](#)
- [Global Public Policy Breakfast](#) - **SOLD**
- [Global Public Policy Welcome Dinner](#) - **SOLD**
- [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](#)





# *Speaking Sessions and Thought Leadership*

# *Speaking Session & Thought Leadership*

- [Industry Solution Sessions](#)
  - *60 minute speaking in General Education Program*
- [Lightning Sessions](#)
- [Market Debuts](#)
- [Breakfast Briefings](#)
- [Lunch and Learns](#)
- [Certification on the Show Floor](#)
- [Customized Breaks](#)
- [Customized Receptions](#)

*Investment: \$2,500 and up*





# Speaking Session & Thought Leadership continued

- Session Series
  - Sponsor participates as session moderator
  - Canadian
  - Blockchain
  - Military Health
  - Global Health Equity
  - Telehealth
  - Clinically Integrated Supply Chain - **SOLD**

**Investment: \$13,500 – 15,000**





# *New HIMSS Programs*

# 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) – **SOLD**
  - Luminary (2 available)
  - Signature

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

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



# 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](#)



## ***Don't forget .....***

- **Standard Exhibit Space**
- Topic based exhibition in **Specialty Pavilion** of your choice with thought leadership included:
  - Cybersecurity Command Center
  - Interoperability Showcase
  - Consumerism/Patient Engagement
  - Value of Healthcare
  - Innovation Live
  - University Row

HIMSS21 Envision site:  
<https://envision.freeman.com/show/himss-2021/home>

*\*View details on all our exhibit and sponsorship opportunities on the HIMSS21 Envision site*

# *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:

June 4	Island booth floor plan due exhibitors@himss.org
June 8	Webinar: HIMSS21 Engaging with Press & Social Media Webinar
June 10	Lead Retrieval order form due- Early Bird Rate
June 14	Gold Corporate Member & all other exhibitors (Names for housing due to onPeak)
June 21	Platinum Corporate Member & all other exhibitors (Names for housing due to onPeak)

***Rooms will be released after housing due dates***

# 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\*\*

*\*Dates subject to change*

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





# More Questions?

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



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*Thank you!*