

Views from the Top Sessions Sponsorship

Description:

Views from the Top sessions are top-level, strategic education sessions that provide attendees with compelling stories from high-ranking leaders in a variety of industries. These sessions give insights and inspiration to help continue to transform health and healthcare through information and technology. Sponsorship of this limited thought leadership opportunity will put your organization on the main-stage during HIMSS22. These sessions receive high-level marketing exposure and heavily featured leading up to the event. Average attendance of Views sessions is 600.

HIMSS22 Topic Categories:

Business - Guiding health leaders toward financial sustainability and operational excellence.

Care - Equipping caregivers with tools to keep patients and populations healthy.

Data and Information - Securing and streamlining health information to improve care delivery.

Organizational Governance - Empowering health leaders to inspire change and lead strategically.

Policy - Addressing the core issues of digital health with advocacy and public policy.

Technology - Examining digital solutions that improve care delivery and health management.

Workforce - Preparing people and organizations to tackle what's next in health and wellness.

Selection Process:

Applications for the sponsored View from the Top Sessions will be submitted and selected through the HIMSS Call for Proposals process. All applications will be reviewed and selected by HIMSS Thought Advisory and HIMSS Subject Matter Expert (SME) personnel. Timeline is below:

- **September 27:** Call for sponsored Views from the Top session opens
- **October 25:** Call for sponsored Views from the Top session closes
- **November 1 – November 19:** Session review and sessions selected by HIMSS Thought Advisory/SME teams
- **November 22:** Your organization is notified of acceptance status by HIMSS sales team
- Beginning November 23: Upon receipt of signed contract, Professional Development will schedule and conduct prep calls with accepted organizations, follow up calls as needed
- **December 13:** Session content finalized for print materials- Title, description, learning objectives, speaker & speaker bio/headshot. Any content or changes received after this point cannot be guaranteed to make it into print materials.
- **December 20:** Publication Authorization form is due from each speaker
- **February 7:** Final Views from the Top Power Point presentations are due to HIMSS
- **March 14-18: HIMSS22!**

Examples of Presentation Format:

- Case Study (Client/Customer presents)
- Lecture (40 minute presentation/15 minute Q&A)
- Essential Conversation (15-20 minute presentation/40 minute facilitated audience engagement)
- Panel Discussion (4 people max on the platform – [i.e., three speakers and one moderator])



Sponsorship Opportunities: Four available

Benefits:

- 60 minute thought leadership presentation
- Scanning of attendee badges by Sponsor will only be allowed outside the session room
 - Sponsor responsible for securing scanner
- Views from Top sessions included with the listing of HIMSS education sessions online and in print materials and onsite electronic signage
- Logo next to session title in both in preshow and onsite marketing materials (print & online) and onsite electronic signage
- HIMSS Priority Points - 10
- HIMSS Exhibitor/Client Badges - 8 (you determine the mix)
- HIMSS Full Conference Badge -3

Investment:

- Corporate Member - \$30,000
- Non Member - \$35,000

GL Code: 401300-1301 (HIMSS Internal Use)