



HIMSS22 Sponsorship Webinar Preconference & Thought Leadership

Tuesday, November 16, 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.

All opportunities presented are available on the HIMSS22 [Envision site](#).

Today we will cover:

- HIMSS22 Overview & Updates
 - Theme
 - Health and Safety Plan
- Preconference
- Thought Leadership
- Sponsorship Spotlight
- HIMSS Corporate Membership
- Deadlines / Important Dates
- Questions



HIMSS22 Dates

- Global Health Conference Dates:
 - **March 14-18, 2022 (Monday – Friday)**
Orange County Convention Center, Orlando, FL
- Preconference Sessions, Opening Reception
 - **Monday, March 14, 2022**
- Exhibition Dates:
 - **March 15-17, 2022 (Tuesday – Thursday)**





**RE·IMAGINE
HEALTH**

It's time to take a fresh look at healthcare. At what it means to be healthy. At what it means to be well. It's time to rethink how we've always done things. To redefine what's possible—and rewrite our future. Join other global health changemakers at [HIMSS22](#) as we **reimagine health.**

The graphic features a dark blue background with abstract geometric shapes. A large purple circle with diagonal hatching is in the top right. A large solid blue circle is on the far right edge. A light blue circle is at the bottom right. A series of white dots connected by thin lines forms a path across the bottom. A grid of small white dots is at the bottom center.

Health and Safety Plan

The [Health and Safety Hub](#) is now available on the HIMSS22 Website.

This webpage will be updated with information about HIMSS' plans for health and safety protocols for attendees, exhibitors, and staff at HIMSS22.

HIMSS will continue to update the page, so please check back for news and additional guidance as HIMSS refines our planning.

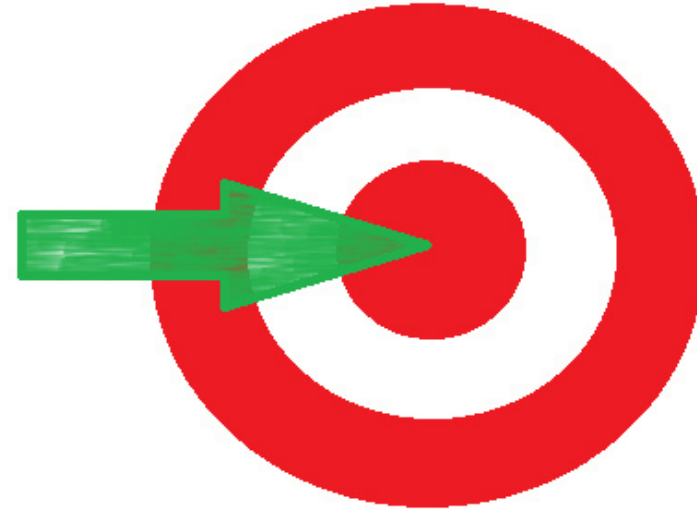


Preconference Opportunities

Preconference Opportunities

- [Pre Show Marketing](#)
- [Preconference Symposia](#)
- [Pre Show Meeting Rooms](#)
- [Press Room](#)
- [Executive Summit](#)
- [Professional Development Sponsorship](#)

HIT THE TARGET MARKET



THAT IS THE NAME OF THE GAME

Pre Show Marketing

Pre-show marketing opportunities are the perfect way to increase interest and bring awareness of your solutions before the conference!

- [Daily Deals](#) (\$5,000 - \$7,700)
 - **HIMSS21 Stats**
 - 3690 **Targeted** Email Recipients
 - 82.47% **Opened** the Email
 - 59.29% **clicked** on link to website
- [Countdown Emails](#) (\$3,500 - \$4,000) – *contract pending*
- [Topic Tuesday Emails](#) (\$3,500 - \$11,500)
- [Enhanced Exhibitor Listing](#) (\$1,195 - \$2,995)
- [Attendee and Organization List \(restrictions apply\)](#) (\$995 - \$4,250)

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

Preconference Symposia

Preconference Symposia are typically focused education sessions that take place the day before the exhibit hall opens. These sponsorships are a great way to get exposure in front of the audience you want! Benefits include branding, sponsor opening remarks, and one preconference symposia registration.

Preconference Symposia topics include:

- [Global Health Equity](#)
- [Clinically Integrated Supply Chain](#)
- [HIE/Interoperability](#)
- [Nursing Informatics](#) – *one opportunity remaining!*
- [Physicians](#)

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

Pre-Show Meeting Rooms

Location: Orange County Convention Center

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 - \$6,500



Press Room

Sponsorship of the HIMSS Press Room allows you to 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 HIMSS22.

Benefits Include:

- Press briefing cubicle reserved for sponsor in Media Interview Room. Sponsor can use this space throughout HIMSS22
- Access to Press Orientation (mandatory for all press) held prior to HIMSS22 in February. Sponsor will receive a one-time list of press that have opted in for the events one - two weeks prior to event and two weeks post event. List includes press name, title and publication. Sponsor will perform a 3-minute speaking opportunity and introduce speakers at the event held in February.
- Logo on Press Room signage onsite at HIMSS22.
- Sponsor can provide giveaway for Press Room
- Daily snacks (sponsor responsible for costs)
- Inclusion of sponsor's pitch to press in daily press briefings issued by HIMSS to all registered press
- Logo displayed on Online Press Room for HIMSS Global Health Conference & Exhibition
- Inclusion in Blog Series on HIMSS Global Conference site
- Four (4) passes for sponsor to the "Official" HIMSS22 Press Party – Date TBD.

Investment: \$25,000 - \$27,500



Executive Summit (fka CIO Summit)

New for HIMSS22! The CIO Summit is expanding to be an Executive Summit. Expansion is inclusive to additional provider C-level executive attendees while maintaining a focus on the CIO audience and content.

The CIO is still at the core HIMSS audience and will be the major focus of the Summit, but we recognize to address key challenges in care delivery and accelerate transformation through information and technology, the Summit must be inclusive to all executives

- CIO Perspectives Sponsored Sessions
- Closing Reception - *contract pending*
- Continental Breakfast
- Lunch
- Keynote Speakers
- Attendee Giveaways
- Banners
- Program Guide Ad - *contract pending*
- Attendee Apparel
- Charging Stations
- CIO Lounge - *contract pending*
- Room Drop - *contract pending*
- Coffee Sponsorship - *SOLD!*

Investment: \$3,500 and up

****Must be a HIMSS Corporate Member to Participate***

Professional Development Sponsorship

HIMSS Professional Development offers exceptional opportunities to membership for virtual and in-person education, networking, and advancement opportunities through lifelong learning and engagement. Sponsorship benefits include access to HIMSS Emerging Healthcare Leaders Community and year-long program with access to over 5,500 members.

With this package, you will receive branding, recognition and/or thought leadership as the sponsor of the following:

- Emerging Healthcare Leaders Community
- Emerging Healthcare Leaders Program
- HIMSS22 Professional Development Preconference Symposium
- HIMSS22 Emerging Healthcare Leaders Reception
- HIMSS22 Career Fair

Click [HERE](#) for a full list of benefits

Investment: \$55,000 - \$60,000



Speaking Sessions and Thought Leadership

Speaking Session & Thought Leadership

- [Industry Solution Sessions](#) (\$15,500 - \$23,000)
 - 60 minutes in General Education Track
 - 150 average attendance
 - Case study
 - Lecture
 - Panel (2 or 3 participants)
 - Essential conversation
- [Lightning Sessions](#) (\$3,900 - \$4,200)
 - 20 minute case study on show floor
- [Market Debuts](#) (\$3,900 - \$4,200)
 - 20 Minute new product launch
 - Located in Innovation Live
- [Breakfast Briefings/Lunch and Learns](#) (\$13,500 & \$16,000)
 - 60 minutes
 - HIMSS recruits your targeted attendees & plated meal is served for 60
- [Customized Breaks](#) and [Customized Receptions](#) (\$10,000 & \$22,000)
 - 90 minutes – can be used for thought leadership and networking
 - HIMSS recruits your targeted attendees & provides food and beverage



Speaking Session & Thought Leadership continued

- [Interoperability Spotlight Theater](#) (\$3,900 - \$4,200)
 - Share your thought leadership and interoperability implementation efforts taking place today or in the future via 20-minute sessions in the highest trafficked area on the show floor!
- [Certification on the Show Floor](#) (\$2,500 - \$2,750)
 - Conduct a thirty minute speaking session within your booth that will provide attendees with CPHIMS/CAHIMS continuing education hours. Options include: technical updates, case studies, panel presentations and professional development for Health IT Professionals
- [Social Determinants of Health "Sip and Learn"](#) (\$11,000 - \$12,000) - *contract pending*
 - The HIMSS Social Determinants of Health "Sip and Learn" is an innovative way to participate in the Interoperability Showcase. This two-hour reception, with food and beverage, takes place within the Showcase. Benefits include podium time and branding.
- [Interoperability and HIE Breakfast Panel](#) (\$11,000 - \$12,000) - *contract pending*
 - This event has been standing room only year over year! A unique mix of education and networking, this solutions-driven Breakfast Panel leverages the [HIMSS Interoperability & HIE Committee](#) to identify the content and proposed speakers to address real-world challenges and hot topics occurring in the field. Benefits include a panel position.
- [Immunizations & Interop Breakfast Panel – NEW!](#) (\$11,000 - \$12,000) - *contract pending*
 - This event will provide the opportunity for healthcare supply chain professionals to gather, network, eat, and learn with health business leaders. The education portion will be focused around supply chain advancements in healthcare information and technology anchored around investment, integration, and transparency. Benefits include a panel position.

Speaking Session & Thought Leadership continued

- [HIMSS & Civitas Networks for Health Luncheon – NEW!](#) (\$15,500 - \$17,000)
 - This invite-only luncheon, hosted in partnership with [Civitas Networks for Health](#), offers a unique and intimate opportunity to meet and mingle with health information exchange leaders and decision-makers to discuss challenges, best practices and future opportunities via this rapidly changing landscape. Benefits include welcome remarks.
- [Supply Chain in Healthcare Eats & Education – NEW!](#) (\$15,500 - \$17,000)
 - This event will provide the opportunity for healthcare supply chain professionals to gather, network, eat, and learn with health business leaders. The education portion will be focused around supply chain advancements in healthcare information and technology anchored around investment, integration, and transparency. Stakeholder groups from multiple sectors can benefit from this gathering including those with expertise in business, technology, analytics, policy, and financial management. Benefits include welcome remarks.
- [Blockchain Breakfast Panel](#) (\$11,000 - \$12,000) - *contract pending*
 - Part of the Interoperability Showcase Theater’s educational line-up, providing a unique mix of education and networking, this solutions-driven Breakfast Panel leverages the HIMSS Blockchain in Healthcare Task Force to identify the content and proposed speakers to address real-world efforts in the marketplace and healthcare-related use cases. Benefits include panel position
- [Policy Learning Labs](#) (\$10,500 - \$11,500)
 - Network and share your thought leadership with an influential group of government officials and key stakeholders from across the globe leading up to and at the HIMSS Global Conference. The Learning Labs will focus on a HIMSS priority policy issue that the HIMSS Government Relations Team determines with the sponsor. The agreed-upon topic(s) will advance the mission of the sponsor and support HIMSS’s advocacy initiatives.

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 & Exhibition

- Emphasize implementation projects occurring today and in the future. These a-la-carte opportunities highlight your individual interoperability efforts.
- Spotlight Theater
- Marketplace

Investment: \$3,900 - \$65,000

[View all Interoperability Participation Opportunities](#)



Sponsorship Spotlight

Sponsorship Spotlight: Thursday Night Event



- [Thursday Night VIP Event](#)

- Four (4) venues at Universal to choose from:
 - Mythos
 - Thunder Falls
 - Jurassic Park Bypass Bridge
 - Sindbad Courtyard
- Complimentary client tickets for the main event for 100
- Appetizers and two (2) drink tickets to use in the main park after reception for up to 100 guests (minimum 75 guests)
- Private client reception (one hour before the start of the main event from 6:30pm – 7:30pm) (100) of your VIPs to include:
 - One hour hosted bar (beer and wine)
- Transportation provided from OCCC to Universal for the VIP group
- Escorted Universal park access for ten guests. Escorted access provides VIP experience in the park with front-of-line access to rides



Investment: \$20,000 - \$27,500

Sponsorship Spotlight: Passport

The Passport is a great low cost opportunity to increase booth traffic and gain brand exposure to HIMSS attendees. **Attendees have the opportunity to visit all booths on the card, get a stamp from each booth and enter to win VIP seating and meet and greet with closing keynote speaker, Michael Phelps!**

Again, this year the Passport will be located on the back cover Of the onsite Pocket Guide.

Benefits:

- Your logo and booth number in one spot on the passport
- Turnkey: You provide logo, HIMSS to design and produce

Investment: \$2,000 - \$2,200



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 Dates

Upcoming Dates and Deadlines

Date	Task / Event
November 11, 2021	Attendee Registration opened
November 30, 2021	Exhibitor Registration opens Housing Opens for all Exhibitors
December 1, 2021	Marketing Toolkit becomes available on the HIMSS22 Website
December 2, 2021	Webinar: How to tell your story at HIMSS22
December 3, 2021	Webinar: How to manage your housing block online
December 9, 2021	Sponsorship Webinar: Branding and Networking Opportunities
January 11, 2022	Graphics due to Freeman for paid Sponsorships
January 11, 2022	Webinar: First Time Exhibitor Tips & Tricks
January 27, 2022	HIMSS23 Booth Selection Informational Webinar

A full list of dates and deadlines is included in the [Event Service Manual](#)

HIMSS23– Save the Dates!

HIMSS23

Chicago, IL

April 17-21

Exhibit Dates: April 18-20

McCormick Place

HIMSS23 Booth Selection Timeline

January 10-21, 2022: Anchor Selection (virtual)

January 27, 2022:

[HIMSS23 Booth Selection Informational Webinar](#)

February 7-25, 2022: Top 250 Selection (virtual)

March 14-17, 2022: Onsite Selection in Orlando



Email Laura.Goodwin@himss.org with any booth selection questions



Questions?

Questions?

Contact salesinfo@himss.org or your Sales Manager.



Deborah Caruso

Senior Sales Manager
312.915.9505

Deborah.Caruso@himss.org



Jim Collins

Director, Sales
312.915.9546

James.Collins@himss.org



Lisa Currier

Senior Sales Manager
312.915.9249

Lisa.Currier@himss.org



Jessica Daley

Director, Business Development
773.203.8147

Jessica.Daley@himss.org



Laura Goodwin

Program Manager
312.915.9215

Laura.Goodwin@himss.org



Erica Thomas

Manager, Sales
312.802.5932

Erica.Thomas@himss.org



Rebecca Washler

General Manager, HNA Sales
319.294.9215

Rebecca.Washler@himss.org

Thank you!