



# *HIMSS22 Sponsorship Webinar Branding & Networking*

Thursday, December 9, 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 General Information & Updates
- Branding Opportunities
- Networking Sponsorships
- Sponsorship Spotlight
- HIMSS Corporate Membership
- Deadlines / Important Dates
- Questions

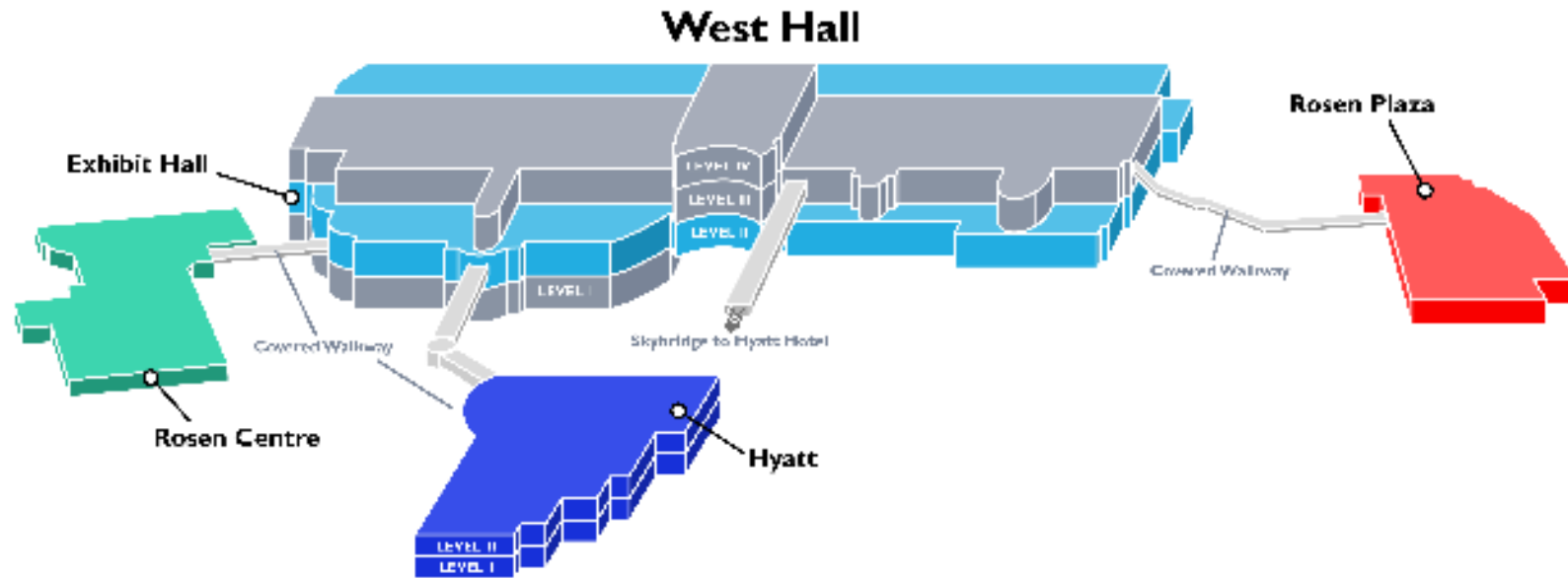


# *HIMSS22 Dates*

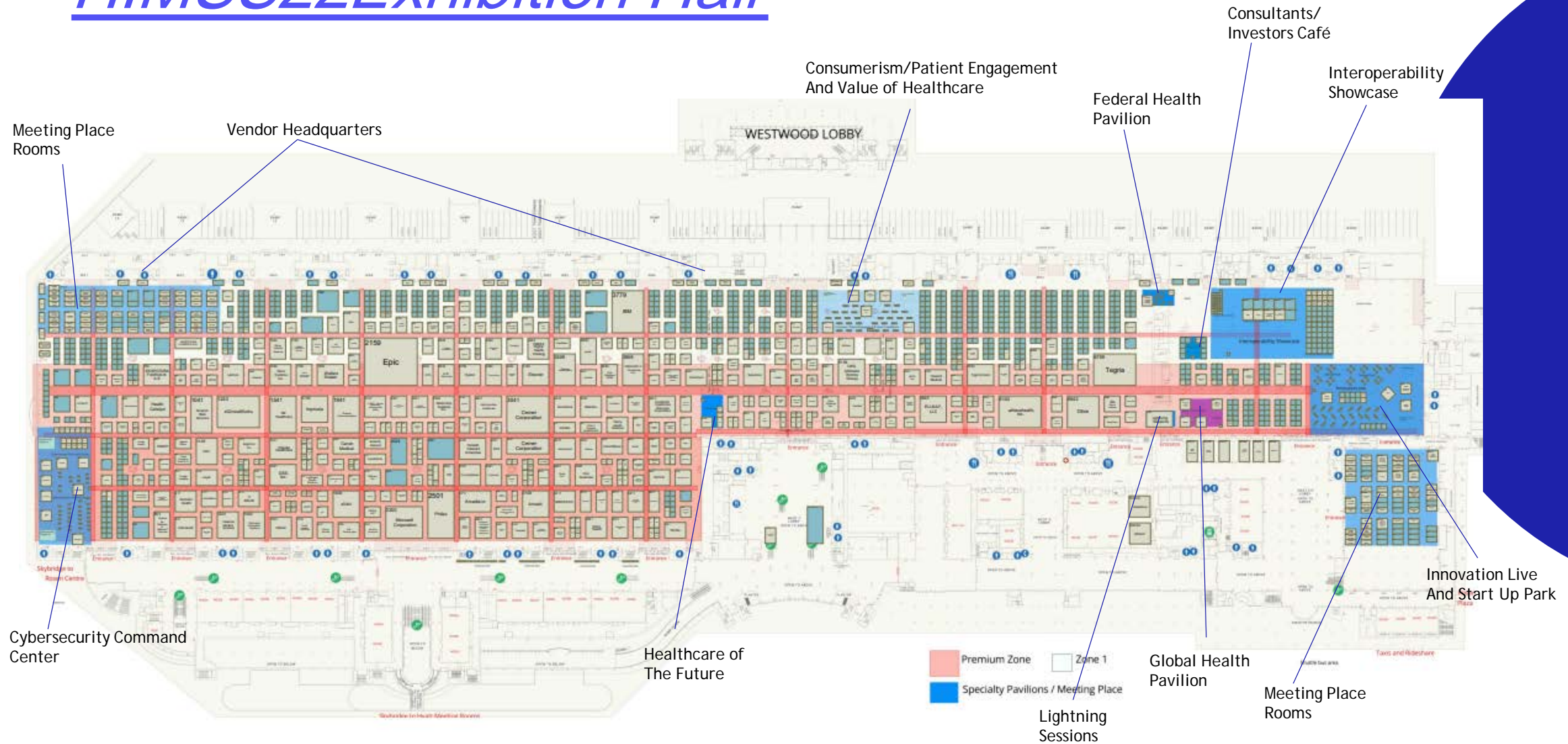
- 2022 HIMSS Global Health Conference & Exhibition Dates:
  - **March 14-18, 2022 (Monday – Friday)**  
Orange County Convention Center, Orlando, FL
- Preconference Sessions, Opening Reception
  - **Monday, March 14, 2022**
- Exhibition Dates:
  - **March 15-17, 2022 (Tuesday – Thursday)**




# HIMSS22 Conference Layout



# HIMSS22 Exhibition Hall





**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 blue circle is on the far right edge. A light blue circle is at the bottom right. A series of white dots connected by a thin white line forms a path across the bottom. A grid of small white dots is at the bottom center.

# *Branding Opportunities*



# Branding Opportunities

- [Pre and Post Show Branding and Marketing](#)
- [Onsite Branding](#)
- [Executive Summit](#)



Branding  
*Change how people perceive your brand and drive new business*

# Branding - Pre and Post Show

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

# Branding – Onsite Opportunities

- [Banners and Column Wraps](#)
- [Aisle Signs and Floor Stickers](#)
- [Bridge Signage](#)
- [Bus Wraps](#)
- [Electronic Message Billboards](#)
- [Message Panels](#)
- [Exhibit Hall Entrance Unit Video](#)
- [Experiential Vending Machine](#)
- [Escalator Graphics](#)
- [Transportation Packages](#)
- [Charging Locker Stations](#)
- [Passport](#)
- [And More!](#)

**Graphics due  
for paid  
sponsorships  
January 11,  
2022!**

# Onsite Branding and Sponsorships



# Branding - 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 provider 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*

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

*Investment: \$3,500 and up*

# *Networking Sponsorships*

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- Preconference Symposia
- Meeting Space
- Consultants and Investors Café
- Breakfasts/Lunches/Receptions
- Thursday Night Event
- Government Relations

Networking  
*One of the top reasons attendees come to HIMSS Global Health Conference & Exhibition*



# Networking - Preconference Symposia

Preconference Symposia are topically 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



# *Networking - Meeting Space*

- [Meeting Place Rooms](#)
- [Vendor Headquarters](#)
- [Consultants/Investors Cafe – NEW!](#)
- [Pre Show Meeting Rooms](#)
- [Afternoon Meeting Rooms](#)
- [Hyatt Exhibitor Meeting Rooms](#)
- [Rosen Center Exhibitor Meeting Rooms](#)
- [Hospitality Suites](#)

***Investment: \$4,000 and up***



# Consultants/Investors Café – New for HIMSS22!

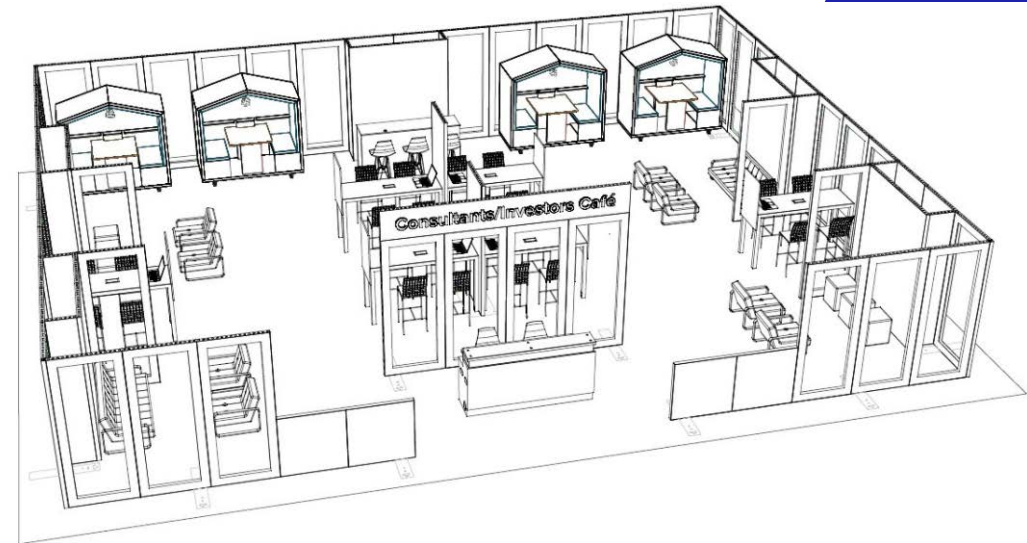
The Consultants and Investors Café is the perfect opportunity for your company to have a dedicated space to meet with clients, prospects to host meetings onsite at HIMSS22! Enjoy access to complimentary coffee and beverages. Additional benefits include conference badges and access to the HIMSS22 appointment scheduler.

Location: Exhibition Hall

## Benefits

- Highboy table for with seating for (4) to include:
- Electrical
- Wi-Fi Internet
- Logo on signage at assigned table
- Appointment scheduler
- Promotion of area/companies in HIMSS promotional materials
- Special call out within exhibitor list for the Consultants/Investor café participants
- Area to include complimentary coffee bar/afternoon bar, snack bar, waiting areas, dedicated receptionist
- Exhibitor/Client Badges: 5 (you determine the mix)

**Investment: \$17,500 - \$19,500**



# Networking – Areas/Lounges

- [Executive Lounge - NEW!](#) (\$15,500) - *contract pending*
  - Increase your visibility to HIMSS22 executive audience. As the Executive Lounge sponsor, you will have access to executive decision makers and influencers attending HIMSS22. The Executive Lounge offers a private retreat, including daily happy hours, for nearly 1,200 HIMSS22 Executives (CEO, CIO, COO, CSO, CFO) attending HIMSS Global Conference. As the sponsor, you will be among limited few industry representatives with access to the lounge.
- [Networking Hubs](#) (\$15,500 - \$16,500)
  - The Networking Hubs are designed for attendees/exhibitors to meet up with colleagues, recharge devices, check emails, host HIMSS organized meet ups, and meet new healthcare IT peers. Benefits include branding within the networking hub and on a charging locker.
- [Bistro](#) (\$6,000 - \$6,600)
  - Feed your staff or clients at a dedicated table conveniently located in the exhibition hall (location subject to change). The Bistro is perfect for networking, meetings, or taking a break from the exhibit floor. Includes reserved table for (6), 60 meal tickets for lunch with drink and dessert and afternoon snacks.

# Networking – Breakfasts & Luncheons

- [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)
  - This event offers a mix of education and networking over coffee, tea and other breakfast must-haves! This timely and solutions-driven session will leverage the HIMSS Immunization Integration Program to identify a high impact topic on immunization interoperability for the benefit and edification of stakeholders across the public health & health IT community.
- [Corporate Member Breakfast](#) (\$2,000 - \$2,500)
  - Increase your visibility and engage with HIMSS Corporate Members at this popular networking breakfast. Sponsorship includes a designated table for the sponsor with a raffle opportunity to attract members to engage with you and your team. Average attendance 200.
- [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.

# Networking - Receptions

- [Celebration of Black Excellence Reception](#) (\$5,000 - \$5,500)
  - Connect with new and old friends and colleagues at the Celebration of Black Excellence. Benefits include five (invitations) and sponsor logo recognition.
- [Women in Health IT Reception](#) (\$5,000 - \$5,500)
  - Join the industry's most powerful gathering of women innovators, leaders and entrepreneurs transforming health through technology today. Share stories, recognize and celebrate your peers, and form valuable connections that will last a lifetime. Benefits include invitations, logo recognition and attendee list (name, title, company).
- [Awards Gala](#) (\$10,000 - \$11,00)
  - This premier evening with an "Oscar feel" will include a 45 minute video that will showcase the award recipients, posted on the Wall of Excellence and disseminated to our over 100K HIMSS members post Conference.
- [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. Benefits include welcome remarks.
- [Interoperability and HIE Community Reception](#) – *contract pending*
  - Join the HIMSS Interoperability & Health Information Exchange Community for a networking reception to meet other like-minded health IT and medical professionals and learn about the I&HIE Community's opportunities for peer-to-peer networking, problem solving and education through this central convening point for Interoperability & HIE.
- [Physicians Community Roundtable and Reception](#) (\$16,000 - \$17,500) - *contract pending*
  - Engage with the HIMSS Physician Community as a sponsor of the Physicians Community CMIO Roundtable and Reception. This is an in-person opportunity to network with your peers; dig deeper into sharing best practices, pain points and successes, build up and out professional relationships. Benefits include podium time, a complimentary registration for the Physicians Pre Conference Symposium and webinar presentation or moderator role.

# Networking – Receptions continued

- [HIMSS22 Opening Reception](#) (\$8,000 - \$9,000)
  - This reception is the official event that kicks off HIMSS annual conference. A highly attended event, this is a great way to increase your branding and exposure at the show and draw attendees to your booth throughout the week. Benefits included a reserved seating area.
- [Member Engagement Hub at Opening Reception](#) (\$6,500 - \$10,500)
  - All new HIMSS members are invited to an exclusive hub at the Opening Reception to discover opportunities for engagement within HIMSS and to network with fellow members. Great location – right outside the opening reception. Invitation emails are sent to 2,000-3,000 new member registrants.
- [HTA/ACCE Awards Recognition Reception](#) (\$10,500 - \$11,500)
  - This is an opportunity to network with your peers; dig deeper into sharing best practices, pain points and successes, build up and out professional relationships. The HIMSS Clinical Engineering & Information Technology community as a sponsor of the CE-IT/ACCE awards reception. Benefits include invitations, podium time, and logo recognition.
- [Social Determinants of Health "Sip and Learn"](#) (\$11,000 - \$12,000)
  - 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.
- [Emerging Healthcare Leaders Reception](#) (\$1,500 - \$2,200)
  - As a sponsor, you will be able to network with young IT professionals that attend the HIMSS conference each year. Benefits include invitations and your logo on printed photo booth photos.
- [Exhibit Hall Social Hour](#) (\$1,500 - \$1,650)
  - Drive traffic to your booth by participating in the HIMSS22 Exhibition Social Hour Wednesday, March 16, from 4:00pm – 5:30 pm. Participating exhibitor will host hors d'oeuvre and refreshment stations attracting qualified attendees ready to feast on IT products and solutions. HIMSS will also be sponsoring locations throughout the exhibit hall.
- [Customized Receptions](#)(\$20,000 - \$22,000)
  - HIMSS recruits your targeted attendees provides a turn-key reception experience, including reception fare, for up to 100 attendees.

# Networking - 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*

# Networking - Government Relations



- [Global Policy Reception](#) (\$10,500 - \$11,500) - *contract pending*
- [Policy Changemaker Lunch](#) (\$13,000 - \$14,300) - *contract pending*
- [Global Public Policy Breakfast](#) (\$13,000 - \$14,300) - *contract pending*
- [Global Public Policy Welcome Dinner](#) (\$15,500 - \$18,000) - *contract pending*
- [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.
- [Government Relations Lounges](#) (\$5,000 - \$5,500)
  - Federal, State, and Local government attendees will be invited to relax and network in this exclusive VIP area. HIMSS schedules meetings in this room for Government Agencies and other partners who request space for personal meetings at the conference.



# *Sponsorship Spotlight*

# Sponsorship Spotlight: Closing Keynote

Widely regarded as one of the greatest athletes of all time, former competitive swimmer Michael Phelps has received 28 medals and set 39 world records. In 2008, he established the Michael Phelps Foundation (MPF), which promotes water safety, healthy living (physical and mental), and the pursuit of dreams.

At HIMSS22, Phelps will explore the significance of physical and mental/emotional health, including MPF's global effort to advance mental health initiatives.

Friday, March 18: 1:15 pm – 2:30 pm

## **Sponsorship Benefits Include:**

- Invitations for senior staff or clients to attend the VIP meet and greet with Keynote Speaker (if speaker approves)
- Reserved seating for keynote (must be registered for HIMSS Global Conference to attend)
- HIMSS-approved sponsor ad on walk in slide (one dedicated slide per keynote sponsorship) to include company booth number, logo and company name
- Logo displayed outside of keynote ballroom
- Logo on electronic signage advertising the keynote
- Sponsor to be recognized during keynote session introductory remarks

## **Investment:**

Multi Sponsor Corporate Member - \$25,000 - \$27,000

Exclusive Corporate Member - \$50,000 - \$55,000



# Sponsorship Spotlight: 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



# *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
December 10, 2021	Update company profile for printed guide
January 11, 2022	Graphics due to Freeman for paid Sponsorships
January 11, 2022	<a href="#">Webinar: First Time Exhibitor Tips &amp; Tricks</a>
January 13, 2022	<a href="#">Webinar: HIMSS22 Sponsorship: Meeting space and more!</a>
January 14, 2022	Island booth floor plan due to <a href="mailto:exhibitors@himss.org">exhibitors@himss.org</a>
January 19, 2022	<a href="#">Webinar: Protocols and process at HIMSS22</a>
January 27, 2022	<a href="#">HIMSS23 Booth Selection Informational Webinar</a>

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](mailto:Laura.Goodwin@himss.org) with any booth selection questions





*Questions?*

# Questions?

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



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*Thank you!*