



# *HIMSS23 Sponsorship Webinar*

## *Specialty Pavilions & Thought Leadership*

Thursday, October 13, 2022

**HIMSS** **23**

17-21 April | Chicago

# 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 Q&A box at the top of your screen.



*This webinar will be recorded*

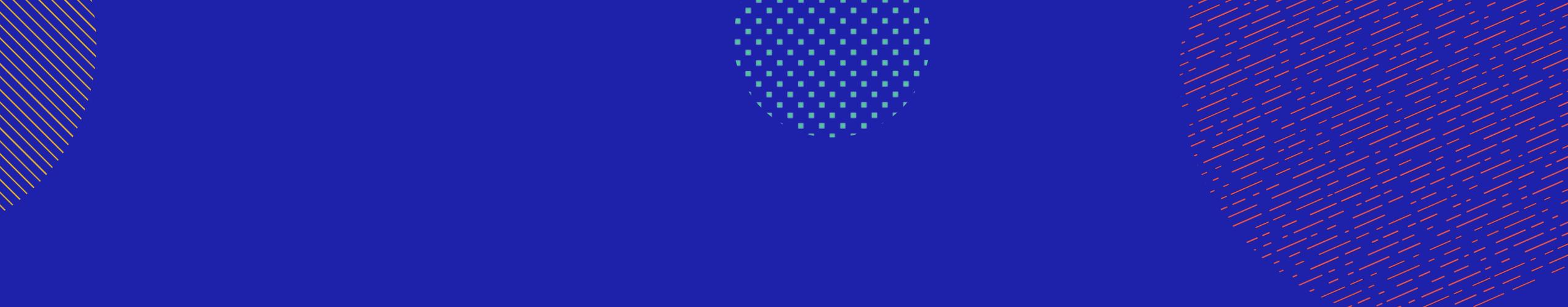
The recording and slides will be sent to all attendees via email within a few hours after the presentation. Please utilize the links throughout the slides for additional information.

All opportunities presented are available on the HIMSS23 [Envision site](#).

# *Today we will cover:*

- HIMSS23 Overview & Updates
- Specialty Pavilion Exhibition Opportunities
- Thought Leadership
- Executive Summit
- 365 Executive Engagement
- HIMSS Corporate Membership
- Deadlines / Important Dates
- Questions





# *Vision*

To realize the full health potential of every human, everywhere.

# *Mission*

Reform the global health ecosystem through the power of information and technology.

# *HIMSS23 Dates*

- Global Health Conference Dates:
  - [April 17-21, 2023 \(Monday – Friday\)](#)  
McCormick Place, Chicago, IL
- Preconference Sessions, Opening Reception
  - Monday, April 17, 2023
- Exhibition Dates:
  - April 18-20, 2023 (Tuesday – Thursday)



# *HIMSS23 Theme Announced!*



# Thursday Night Special Event: Laugh and Roll!

Thursday, April 20 | 7:00 pm – 10:30 pm  
Wintrust Arena (Located on the McCormick Place campus)

Get ready to LAUGH with this celebrity stand-up comedian and top touring performer, Nate Bargatze! Hailed this year as “The Nicest Man in Stand-Up,” he released his highly anticipated second Netflix special, *The Greatest Average American*, which received a Grammy nomination for Best Comedy Album. Following all the laughter, we will rock n' roll with America's #1 tribute band to Tom Petty & The Heartbreakers. The Wildflowers have become one of the most popular tribute shows across the southeast US.

As a sponsor, you will have the opportunity to treat your clients to a VIP experience they will be sure to remember.

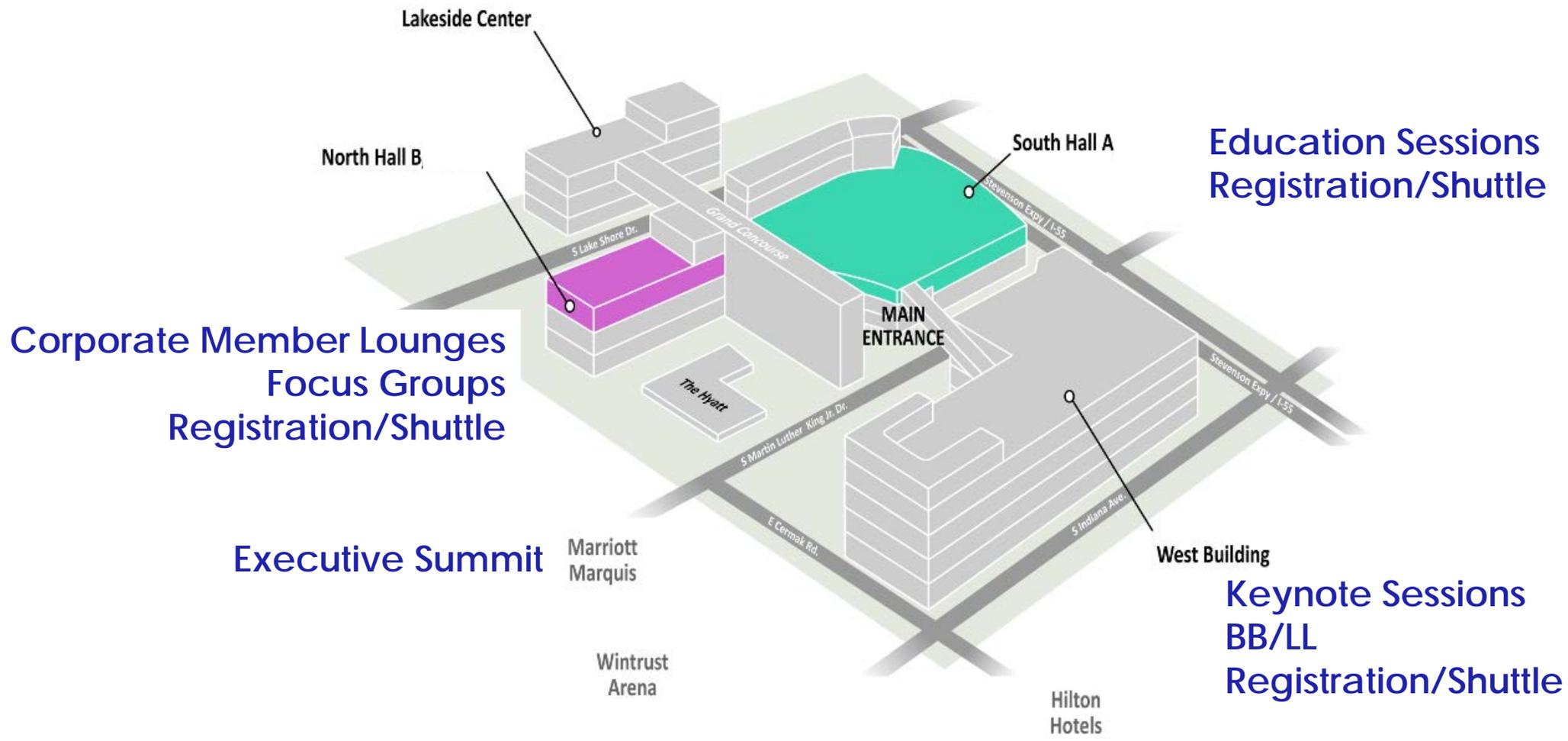
Contact your sales manager or [salesinfo@himss.org](mailto:salesinfo@himss.org) for more information.



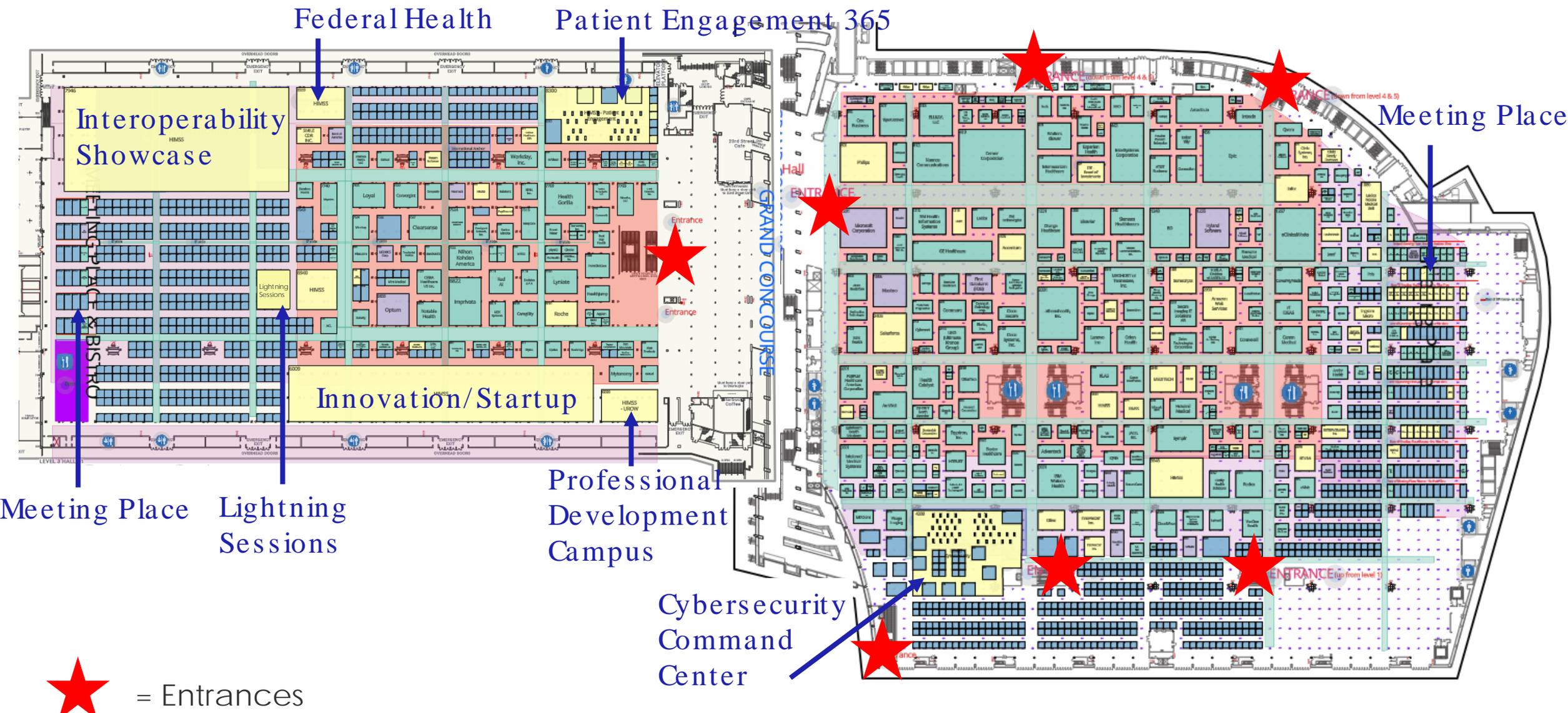
Nate Bargatze  
*Celebrity stand-up comedian*



Wildflowers  
*Tom Petty tribute band*



# HIMSS23 Exhibition Floor Plan



★ = Entrances



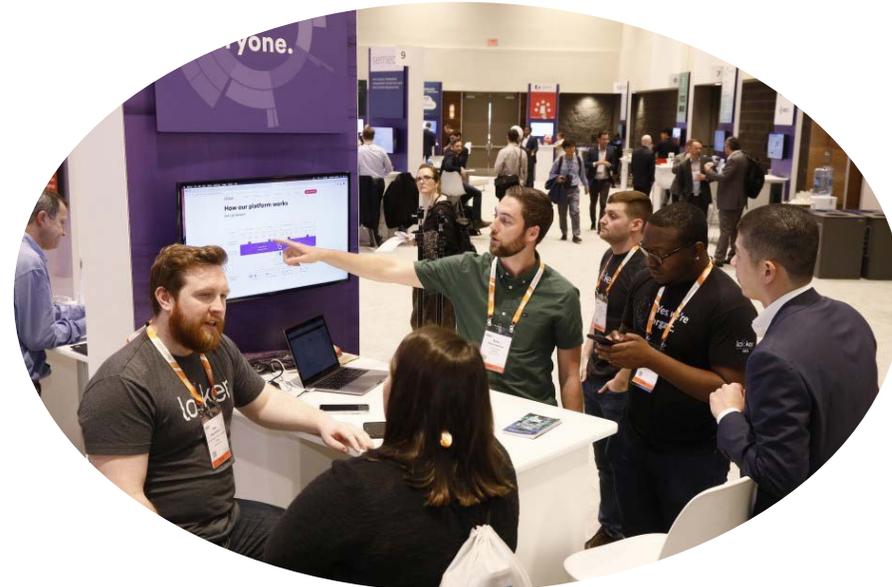
# *Specialty Pavilion Exhibition Opportunities*

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# Specialty Exhibition Areas

- Specialty Pavilions
  - Cybersecurity Command Center
  - Innovation Hub
  - Interoperability Showcase
  - Patient Engagement 365
  - Start Up Park
- Professional Development Campus



# Specialty Pavilions

The following pavilions are topic-focused and offer turnkey exhibit and thought leadership opportunities to reach your desired audience.

- Cybersecurity Command Center

Compliance & Privacy	Application Security	Threat Management	User Authentication	Risk Management
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- Innovation Hub

Artificial Intelligence	Blockchain	Next Generation Voice Technology	Digital Therapeutics
5G	AR/VR	Robotics	RPA
3D Human Visualization	Payer and Employer Health and Wellness	Payer and Pharma Digital Health Solutions	Clinical Trials Coordination & Technology

- Patient Engagement 365

Digital Health and Wellness	Patient-Provider Platforms and Portals	Personal Health Devices and Wearables	Public Health
Behavioral Health	Remote Patient Monitoring	Telehealth	Virtual Care

- Start Up Park

Dedicated hub for innovative healthcare start-ups with cutting-edge healthcare technologies to meet the future needs of the industry. Located in the highly trafficked Innovation Hub, participants enjoy a turnkey kiosk and features a theatre to share thought leadership throughout the HIMSS23 Global Conference and Exhibition.

# Specialty Pavilions

## Participation Options:

- Overall Pavilion Sponsorship - *SOLD*
- Turnkey Kiosk with Speaking Session
  - Turnkey kiosk (monitor, keyboard, mouse, chair, graphic and logo placement on kiosk) -HIMSS to install and remove kiosk
  - Graphics for kiosk: Participant to provide graphics, HIMSS to install, remove and produce
  - 20-minute thought leadership speaking session
  - Five (5) exhibitor/client badges; Three (3) priority points
- 10'x10' Turnkey Package
  - Structure (choice of pre-designed layout) with logo/graphics.
  - Electrical, internet hardline, monitor, keyboard, mouse, chairs and carpeting.
  - 20-minute thought leadership speaking session
  - Company name or logo listed in marketing/communications
  - Five (5) exhibitor/client badges; Five (5) priority points
- 20'x20' Turnkey Package
  - Structure (choice of pre-designed layout) with logo/graphics.
  - Electrical, internet hardline, monitor(s), keyboard, mouse, chairs & pavilion carpeting.
  - 20-minute thought leadership speaking session
  - Company name or logo listed in marketing/communications
  - 20 exhibitor/client badges; 11 priority points

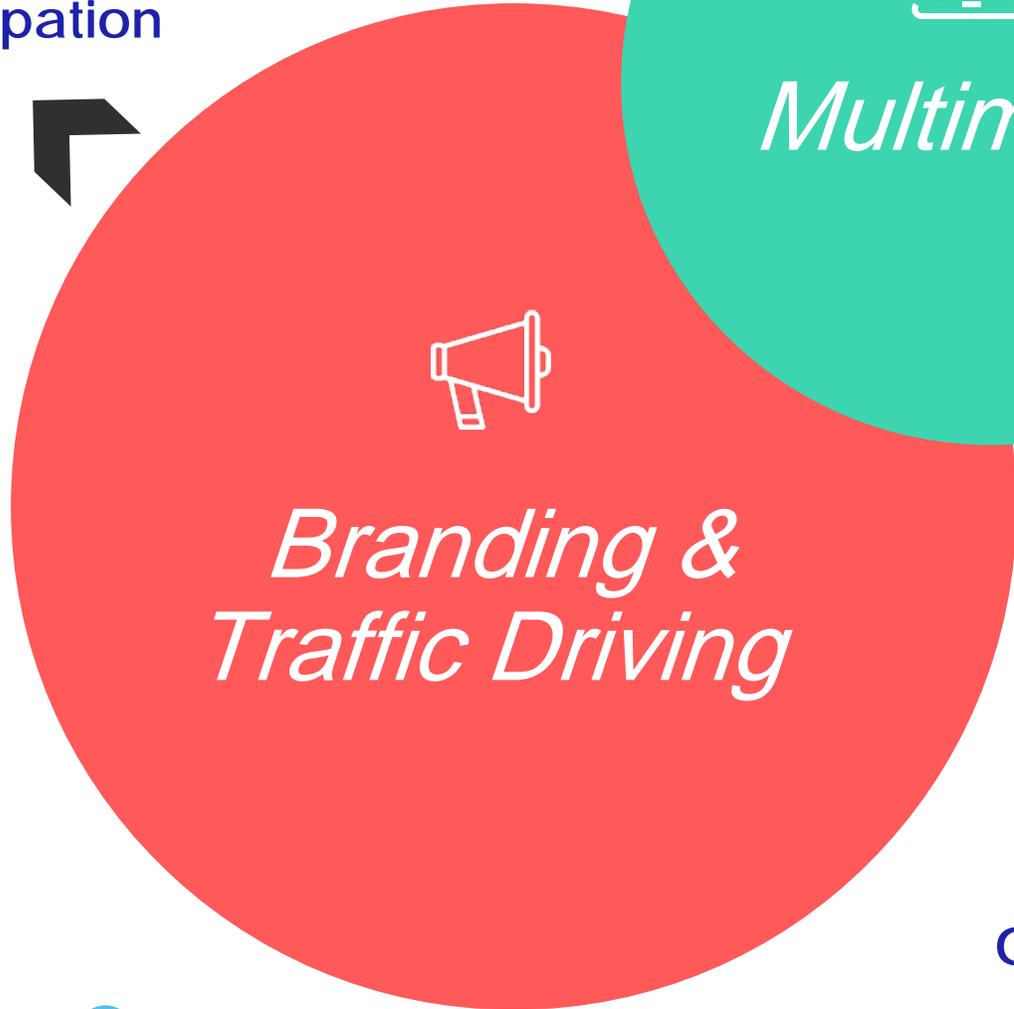
Investment: \$6,900 and up



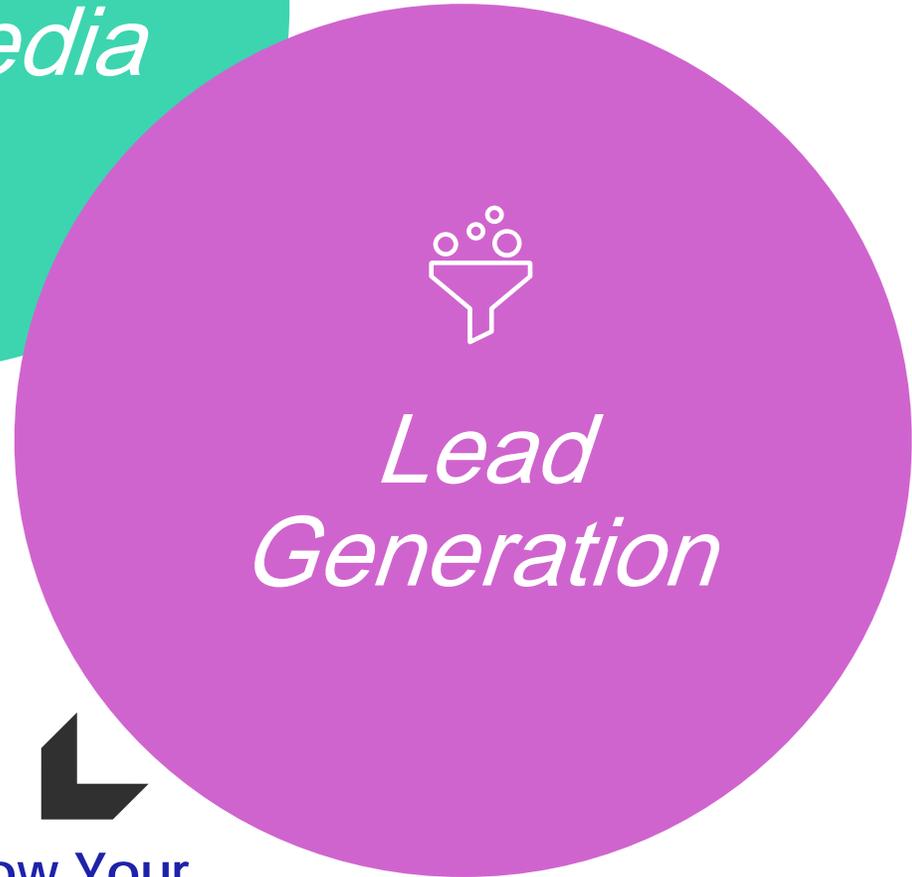
Turnkey booth packages are available in the following Areas:

- [Cybersecurity Command Center](#)
- [Innovation Hub](#)
- [Patient Engagement 365](#)

Broadcast Your  
Participation



Capture The  
Excitement



Grow Your  
Pipeline

# Digital Display Advertising

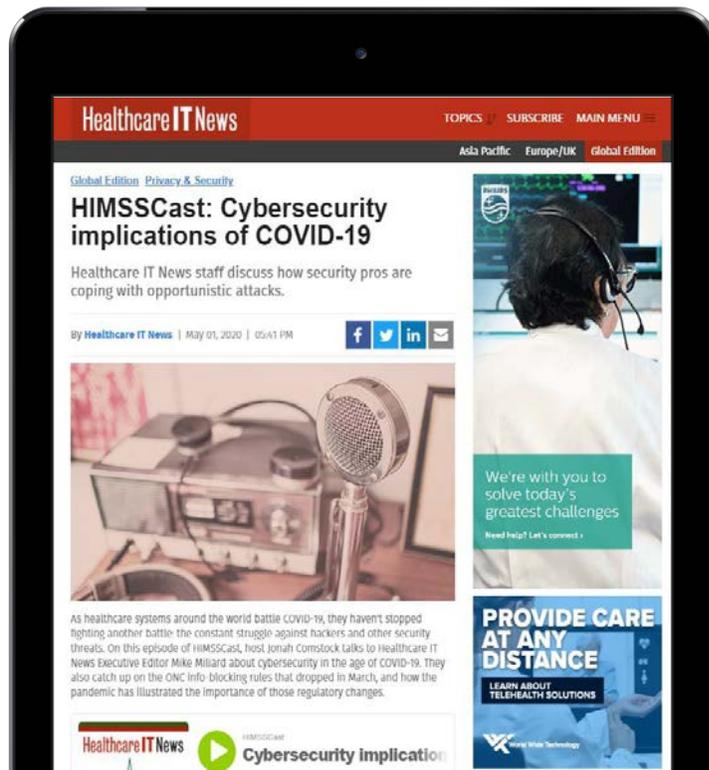
REACH THE HIMSS AUDIENCE OF DECISION-MAKERS THROUGH THE BRANDS THEY TURN TO FOR INDUSTRY INFORMATION.



Everyday more than 200K healthcare industry professionals turn to HIMSS brands for news, information and decision-focused content. Will they see your brand?

# HIMSSCast

Reach and educate your audience through a podcast delivered by your subject matter expert and featured alongside HIMSS editorial content



## Benefits

- Increase visibility, credibility and access to your thought leadership
- Reach the HIMSS community of decision-makers
- Leverage this convenient audio distribution format



## Program Details

- 10-20 minute discussion on an editorial topic or a topic that you choose
- Hosted by HIMSS editor or HIMSS moderator and marketed to HIMSS audience
- 40,000 RON Promotional Impressions

# 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 & Exhibition Opportunities\***

- **Premier: \$59,000/\$65,000 (non-member)-*Limited to 10!***

- Participate with up to 7 technologies in multiple demonstrations OR collaborate with HIMSS to create a single demonstration with your technology partners.
- Present a (1) hour education session in the Showcase Education Theatre anchored around the interoperability topic of your choice and many other benefits!

- **Connected:\$10,650/\$11,850 (non-member)**

- Participate in a demonstration showcasing the technology (e.g., platforms, systems, APIs, etc.) of choice.

- **Marketplace kiosk: \$9,900/\$10,700 (non-member); includes Spotlight Theatre session**

- **Thought Leadership Opportunities**

- **Spotlight Theater:\$4,100/\$4,400 (non-member)**

- 20-minute thought leadership presentation

\*Non-profit, Accelerator and Collaborator options available. Please inquire.

# HIMSS Interoperability Showcase™

## HIMSS23 Use Cases to date:

- 360X and Multi-modality technologies to support transitions of care
- Artificial Intelligence in Healthcare
- Behavioral Health and Addiction Support
- Cancer Care: Treating the Whole Person
- Care Coordination across Settings
- Health & Fitness: Preventing Illness
- Home Care for Elderly Patients
- Global Care Continuity
- Lung Transplant Journey
- Maternal and Newborn Health
- Impacting the Opioid Epidemic
- Point-of-Care Identity Management
- Price Transparency and Prior Authorizations
- Stroke Treatment and Rehabilitation
- Working and Chronic Conditions



# Professional Development Campus

The Professional Development Campus at HIMSS23 is the exhibition area reserved exclusively for colleges, universities and education and training organizations who offer healthcare information and technology related programs and degrees.

## Package Benefits:

- Turnkey kiosk with your branding - You provide graphics, HIMSS to install and remove
- 1 Chair, Wastebasket
- Electrical, Internet
- Listing in HIMSS Conference Materials if contracted by deadline date
- 2 Client/Exhibitor Badges (You Determine Mix)
- HIMSS priority points – 1

## Dates/Hours\*:

Tuesday, April 18: 10:00 AM – 6:00 PM

Wednesday, April 19: 9:30 AM – 6:00 PM

Thursday, April 20: 9:30 AM – 4:00 PM

*\*Subject to Change*

Investment: \$2,300 - \$2,500





# *Thought Leadership Opportunities*

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# Speaking Sessions & Thought Leadership

## Views From the Top – Limit 4

Curated sessions feature compelling stories from high-ranking leaders in a variety of industries that provide insights and inspiration to help healthcare professionals continue to transform health and healthcare through information and technology.

### Benefits:

- 60 minutes in General Education Track
- Submission through formal application submission
- Scanning of attendee badges by Sponsor will only be allowed outside the session room
  - Sponsor to secure scanner
- 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
- Audio recording synced with session slides provided post conference
- Sponsor to provide content by Monday, December 19, 2022 or session is subject to cancellation
- HIMSS Exhibitor/Client badges – 3 (you determine the mix)/HIMSS Full Conference Badge – 3
- HIMSS Priority Points – 10

### Investment

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



# Speaking Sessions & Thought Leadership

## Industry Solution Sessions – four (4) remaining

- 150 average attendance

### Benefits:

- 60 minutes in General Education Track
  - Case Study/Lecture/Essential Conversation
- Panel Discussion(4 people max on the platform – [i.e., three speakers and one moderator])
- Opportunity for sponsor to have up to (3) speakers and (1) moderator
- Scanning of attendee badges by Sponsor will only be allowed outside the session room
  - Sponsor to secure scanner
- 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
- Audio recording synced with session slides provided post conference
- Sponsor to provide content by Friday, March 17, 2023 or session is subject to cancelation
- HIMSS Exhibitor/Client badges – 6 (you determine the mix)/HIMSS Full Conference Badge – 2
- HIMSS Priority Points – 7

### Investment

HIMSS Corporate Member - \$21,000



# Speaking Sessions & Thought Leadership

- **Lightning Sessions** (\$4,100 - \$4,400)
  - 20-minute case study on show floor
- **Market Debuts** (\$4,100 - \$4,400)
  - 20-minute new product launch
  - Located in Innovation Hub
- **Breakfast Briefings/Lunch and Learns** (\$14,000 & \$16,500)
  - 60 minutes
  - HIMSS recruits your targeted attendees & meal is served for 60
- **Customized Breaks and Customized Receptions** (\$10,000 & \$25,000)
  - 90 minutes – can be used for thought leadership and networking
  - HIMSS recruits your targeted attendees & provides food and beverage with theme of your choice!



# *Speaking Sessions & Thought Leadership*

## Interoperability Spotlight Theater (\$4,100 - \$4,400)

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!

## Social Determinants of Health "Sip and Learn" (\$11,500 - \$12,700)

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.

## HIMSS & Civitas Networks for Health Luncheon (\$16,000 - \$17,600)

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.

## Public Health Interoperability Breakfast Panel (\$11,500 - \$12,700)

HIMSS is organizing a panel of industry leaders that are developing and executing applied approaches to solutions and driving action to influence positive change in public health and interoperability. Be part of the change discussion!

## Policy Learning Lab (\$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.

# *HIMSS23 Executive Summit*

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# HIMSS22 Executive Highlights



**3,012** Total Number  
CXO Attendees



**1,501** Total Number of  
CIOs, & IT Executive  
Attendees



**375** Executive  
Summit Attendees

# HIMSS23 Executive Summit

The HIMSS23 Executive Summit is a HIMSS23 pre-Global Health Conference event for healthcare provider executives and select sponsor attendees, taking place on Monday, April 17th.

This exclusive event provides healthcare leaders time to focus on their specific needs and education.

Presented in a single stage format to an engaged audience of healthcare C-suite executives, the curated educational content, informed by CIOs and other healthcare executives, will ensure attendees receive actionable take-aways.

To kick off the week of invaluable networking and connections, the HIMSS23 Executive Summit starts with an opening reception on Sunday evening, April 16<sup>th</sup>.

Access to registration for the Executive Summit is available to exhibitors through purchase of select Executive Summit sponsorships.

## *Testimonials*

**For me, it was one of the best HIMSS events, and I don't say that lightly.** - Donna Roach, Chief Information Officer at University of Utah Health

**What an amazing HIMSS22! On a scale of 1-10, I thought it was 100!** - Ray Lowe, SVP/CIO at AltaMed Health Services

**HIMSS22 was one of the best HIMSS events I have ever attended.** - Muhammad Siddiqui, CIO at International Medical Center



# HIMSS23 Executive Summit Sponsorships

## NETWORKING

- Kick off the HIMSS23 Executive Summit and HIMSS23 Global Health Conference with the Executive Opening Reception sponsorship
- Engage with attendees during the networking breakfast or lunch

## BRANDING

- Build awareness to executive level attendees by sponsoring gifts and apparel items
- Help attendees fuel up for the day with the coffee breaks and branded mugs
- Get noticed as members take notes on branded leather-bound notebooks or charge their device
- Fun attendee engagement options including a photo booth sponsorship

*Must be a Corporate Member to sponsor*



# *365 Executive Engagement*

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# The HIMSS Executive Network provides resources and visibility through a multi-faceted, year-round experience.



## Contribute

High-visibility thought leadership



## Unlock

Year-round, small group-setting programming



## Access

Exclusive survey data, resources, and more



## Experience

Intimate roundtables, peer-to-peer executive networking and collaboration



## Attend

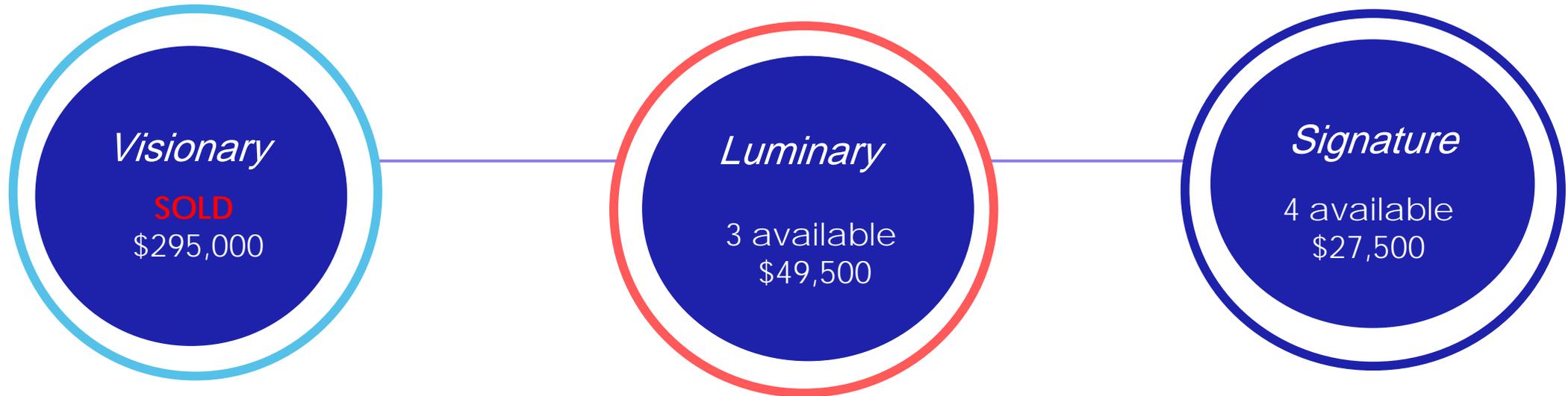
VIP experiences at the HIMSS Global Health Conference and other events



# *Executive Network Sponsorship Opportunities*

## *Year-Round Benefits*

Engage through digital content, events, and thought leadership.



# Luminary

- **Year-Round Benefits:**

- Two(2) Executive Participants in Network
- Opportunity to share an original thought leadership piece (within HIMSS guidelines) or Executive Member profile with Network
- **NEW:** One (1) Digital Think Tank for up to 10 provider executives
- Exclusive SME Interview with HIMSSTV; syndicated on HIMSSTV; Video file provided to client
- Recognition as sponsor of Executive Network with logo recognition & hyperlink on web

- **HIMSS23: CXO Experience:**

- Three (3) registrations for Executive Summit (must be executive level) & two (2) HIMSS23 Comp registrations, plus one (1) comp for CXO Spotlight Moderator.
- **NEW:** *CXO Spotlight Session - Panel discussion with three (3) healthcare provider executives, sponsor executive to moderate session and provide input on the theme and co-develop panel questions with HIMSS. Prominent branding recognition*
- Activities include: access to Lounge, Content distribution, participation in experience, VIP Meet & Greet, and concierge access
- Pre-recorded supplied video segment (up to 2-minutes) featuring company executive and content for event video shared in HIMSS23 Executive Lounge
- Half-Page ad in onsite program & website logo recognition & hyperlink

\*Opportunity to be a sponsor of the Executive Summit - add on fees applicable



Limit - 3  
\$49,500  
Corporate Member  
Rate

# Signature



- **Year-Round Community Benefits:**
  - (1) Executive Participant in Network
  - Exclusive SME Interview on HIMSS Webcast Episode- 15-20 min, Editorial Selected Topic, sponsor recognition
  - Opportunity to share an original thought leadership piece (within HIMSS guidelines) or Executive Member profile with Network
  - Recognition as Network supporter
- **HIMSS23: CXO Experience:**
  - Two (2) registrations for Executive Summit (must be executive level)& one (1) HIMSS23 Comp registration
  - Activities include: access to Lounge, Content distribution, participation in experience, VIP Meet & Greet, and concierge access
  - Recognition in onsite program & website recognition

\*Opportunity to be a sponsor of the Executive Summit - add on fees applicable



# *Corporate Membership*

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# Extend your Global Health Conference investment with Corporate Membership



## Elevate

Increase opportunities to earn Priority Points (earlier booth selection appointment for HIMSS24). Pick your booth before hundreds of other companies.



## Savings

Save on exhibit space, sponsorships and meeting place options-\$800 per 100 sq ft savings



## Access

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



## Network

Exclusive B2B executive networking opportunity

Opportunity to sponsor the HIMSS23 Executive Summit



## Attend

Complimentary Full Conference registration(s) to the HIMSS Global Health Conference

[HIMSS Corporate Member Benefits](#)



# *Upcoming Deadlines and Dates*

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# Upcoming Dates & Deadlines

Date	Task / Event
Today!	Update your exhibitor profile <a href="#">Learn how to upgrade your exhibitor listing for more visibility!</a>
August 23, 2022	Attendee Registration opened
September 19 – October 24, 2022	<a href="#">Views From the Top Call for Presentations Open</a>
November 3, 2022	<a href="#">HIMSS23 Sponsorships Webinar: Preconference and Thought Leadership</a>
November 16, 2022	Exhibitor Registration opens
December 8, 2022	<a href="#">HIMSS23 Sponsorship Webinar: Branding and Networking Opportunities</a>
January 4, 2023	Focus Group reservations open at 3pm ET for Diamond Corporate Members
January 12, 2023	<a href="#">HIMSS23 Sponsorship Webinar: Meeting Space and More</a>
January 23, 2023	Early Bird Registration deadline
February 3, 2023	Graphics due for most branding sponsorships Print deadline for onsite materials
February 16, 2023	<a href="#">HIMSS23 Sponsorship Webinar: Last Call!</a>



*Questions?*

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# Questions?

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



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“It was our first time at HIMSS as a tech healthcare firm, working with the HIMSS team and our marketing team resulted in one of the finest event management experiences I’ve had in a few years. The support personnel was outstanding, questions were promptly handled, and our on-site experience was fantastic.”

— Julie-lynn Belon,  
Event Manager, UST

*Thank you!*