



HIMSS23 Sponsorship Webinar Preconference & Thought Leadership

Thursday, November 10, 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.



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
- Preconference Opportunities
- Thought Leadership
- Sponsorship Spotlight
- 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!

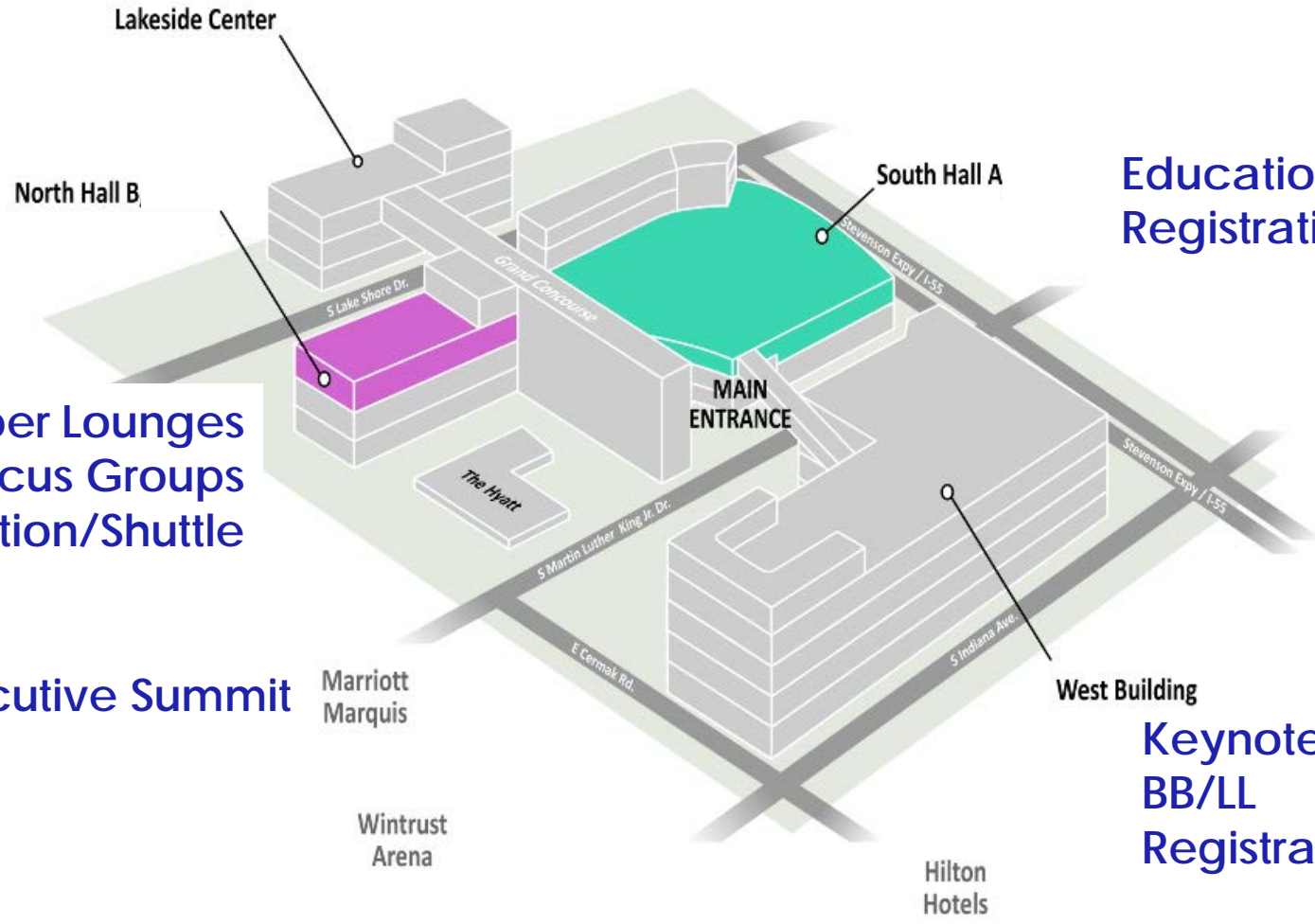


Corporate Member Lounges
Focus Groups
Registration/Shuttle

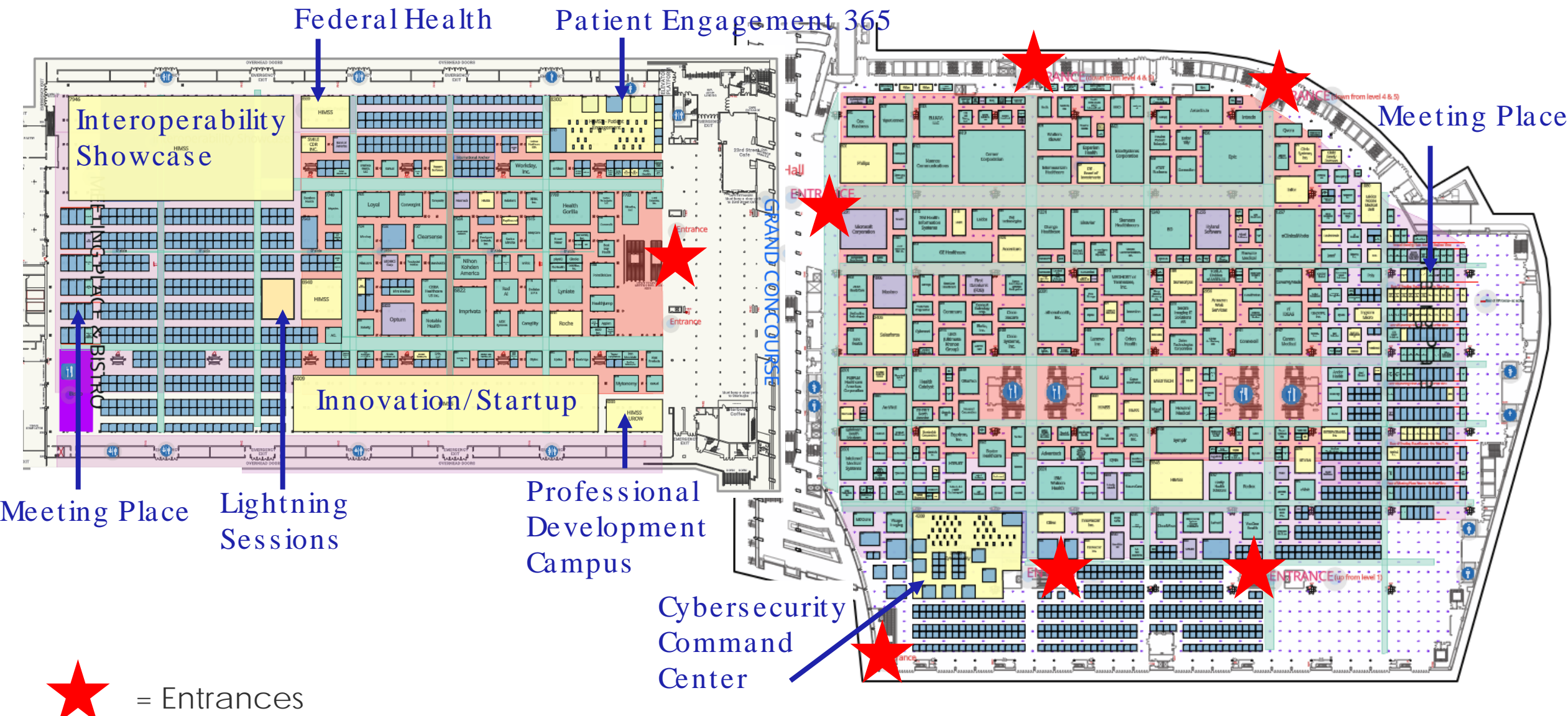
Executive Summit

Education Sessions
Registration/Shuttle

Keynote Sessions
BB/LL
Registration/Shuttle



HIMSS23 Exhibition Floor Plan



★ = Entrances

Preconference Opportunities

HIMSS 23

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Pre-Show Marketing

FACT: 85 percent of companies currently use at least one form of pre-show promotion

Daily Email Deals (\$5,000 - \$7,700)

A powerful pre-show marketing option to assist with scheduling appointments during the HIMSS23 event, increase interest in and awareness of your solutions. Post-show option also available to extend your presence beyond the conference!

- Stats
 - 3690 **Targeted** Email Recipients
 - 82.47% **Opened** the Email
 - 59.29% **clicked** on link to website

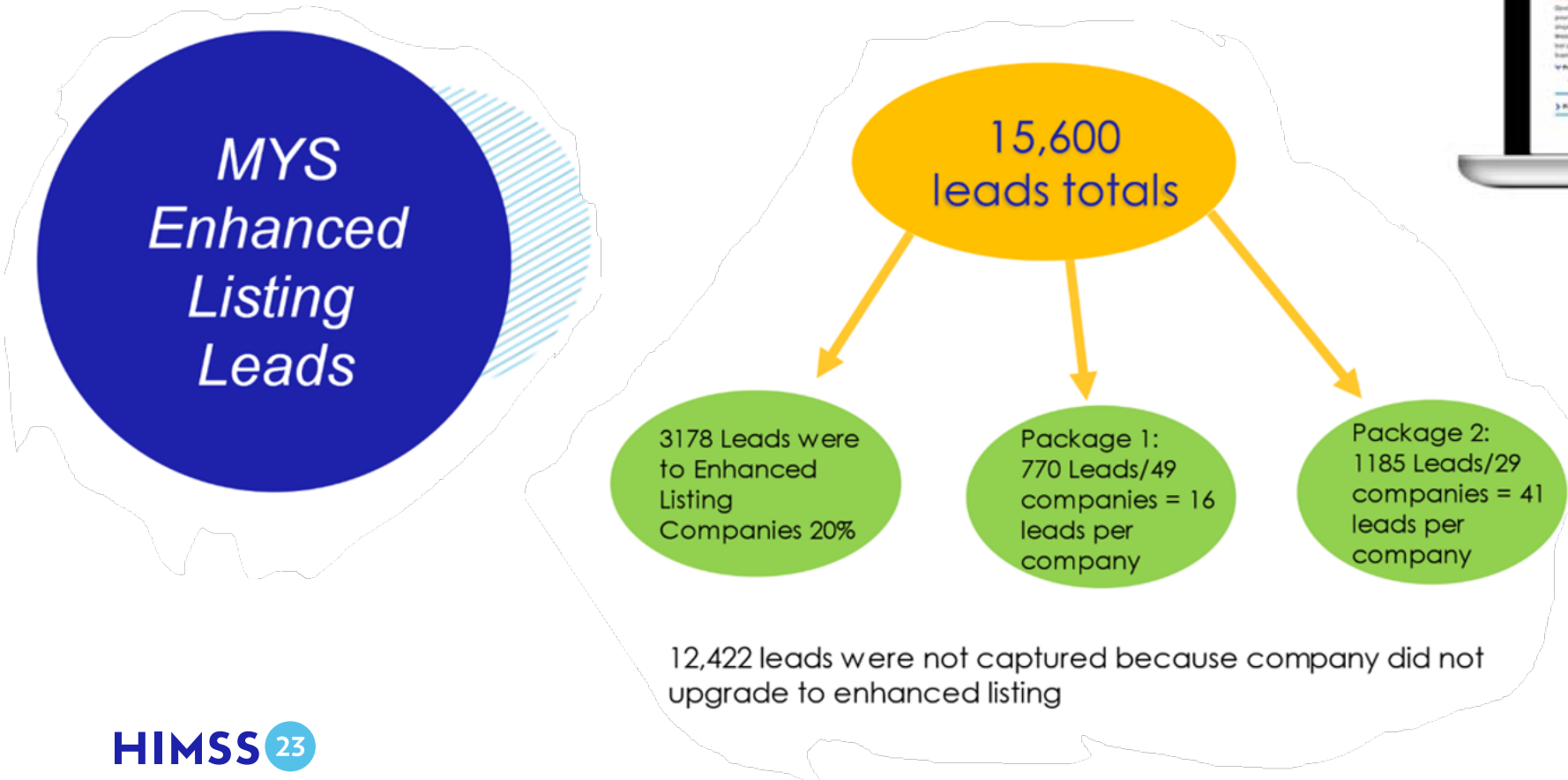
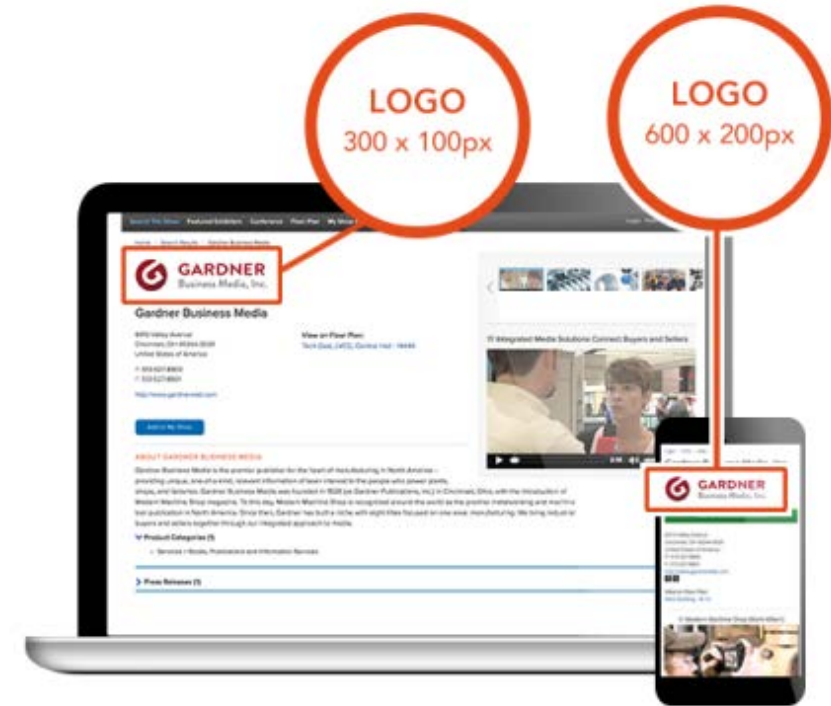
Attendee List (restrictions apply) (\$2,850 - \$4,350)

The image shows a screenshot of an email deal from HIMSS 22. The header includes the HIMSS 22 logo (14-18 March | Orlando) and the RE-IMAGINE HEALTH logo. The main content is titled "Conference Deal #6" for Juno Health - Booth #1521. It offers an executive overview with Juno Health and a \$100 gift card to The Capital Grille. Below this is a promotional graphic for Juno Health with the text "WHAT'S NEXT" and "30 MINUTE EXECUTIVE OVERVIEW". At the bottom of the email, there are buttons for "Yes, I'm Interested >", "Share Deal >", and "View all deals!". A footer note states "All Conference Deals end on March 17, 2022" and includes a disclaimer about the gift card being an equivalent valued Amazon gift card.

Pre-Show Marketing

Enhanced Exhibitor Listing (\$1,195 - \$2,995)

Upgrade your company profile to get priority placement and added enhancements – maximizing your visibility on the area of one of the most trafficked areas of the website.



Pre-Show Meeting Rooms

Location: McCormick Place

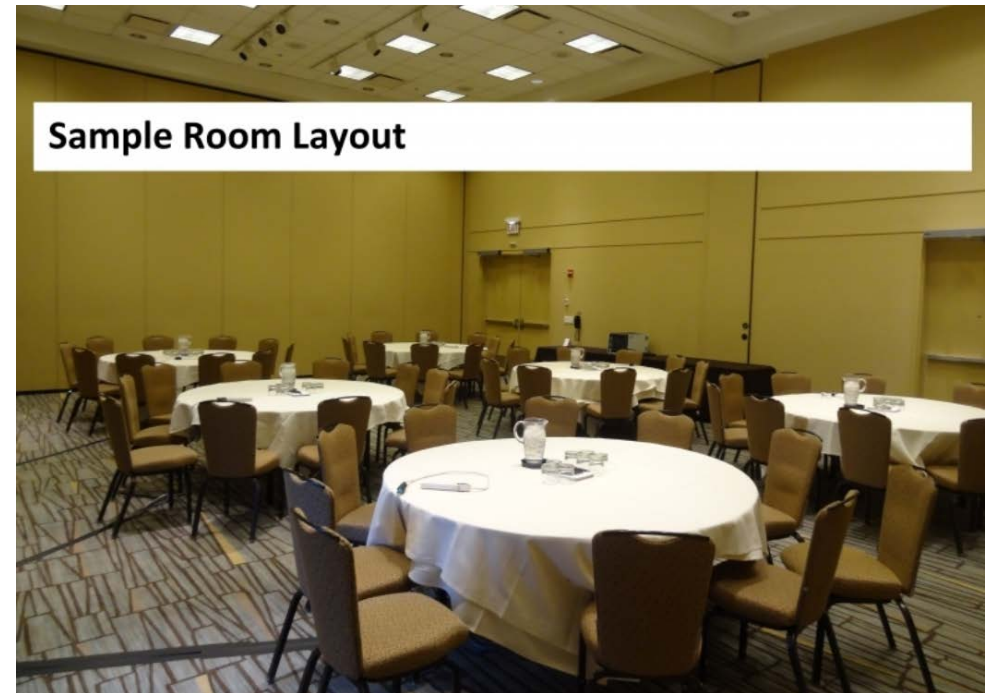
A pre-show sales staff training meeting is the perfect way to prep your sales staff for this upcoming week at HIMSS. This meeting room provides you the convenience of hosting your sales staff training onsite at the main venue for either ½ day or full day.

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 HIMSS23.

Benefits:

- Press briefing cubicle reserved for sponsor in Media Interview Room. Sponsor can use this space throughout HIMSS23
- Access to Press Orientation (mandatory for all press) held prior to HIMSS23. 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 HIMSS23.
- 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



Preconference Forums

HIMSS Preconference Forums are topically focused education sessions that take place the day before the exhibit hall opens. These sponsorships allow engagement with the audience you want. Benefits include branding, sponsor opening remarks, and one preconference Forum registration.

Preconference Forum topics include:

- AMDIS/HIMSS Physicians Executive IT*
- Healthcare Cybersecurity
- HIE/Interoperability*
- Machine Learning & AI for Healthcare
- Nursing Informatics*
- Patient Experience

**CE eligible*

Investment: \$6,000 and up

HIMSS 23



HIMSS23 Executive Summit

HIMSS **23**

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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 16th.

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





Thought Leadership Opportunities

HIMSS 23

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Speaking Sessions & Thought Leadership

Industry Solution Sessions – three (3) 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

Present in theaters in the exhibition hall!

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 one of the highest trafficked area on the show floor!

Location: Interoperability Showcase

Lightning Sessions (\$4,100 - \$4,400)

Share your 20-minute case study in an energetic and dynamic setting. Session will be listed in printed guides onsite, HIMSS23 website and Mobile app

Location: Booth 6947, North Hall

Market Debuts (\$4,100 - \$4,400)

Announce your new product or solution at HIMSS23! 20- minute session will be listed in printed guides onsite, HIMSS23 website and Mobile app

Location: Innovation Hub



Speaking Sessions & Thought Leadership

Feed the minds and bodies of your clients and prospects. Education and food and beverage can be presented to a targeted audience of your choosing. Participation offers your company an exceptional opportunity for relationship-building and education content presentation.

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

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!

HIMSS Nursing Informatics Community Networking Continental Breakfast (\$16,000 - \$17,500)

Engage with the HIMSS Nursing Informatics Community members as a sponsor of the Nursing Community networking breakfast. This is an in-person opportunity to engage with Nurses and their peers as they, dig deeper into sharing best practices, pain points and successes, build up and out professional relationships, as well as learn more about the HIMSS Nursing Community and what the Committee is working on.

Physicians Community Networking Breakfast – NEW for HIMSS23! (\$17,500 - \$16,000)

Network and share thought leadership with the Physicians Committee and Community members in person and virtually. Benefits include distribution of white paper and webinar panel position.

NursePitch Competition and Innovation Luncheon (\$47,500 - \$52,500)

Join HIMSS and ANA as we execute the fourth Nursing Innovation Brunch/Luncheon & NursePitch™ competition at HIMSS Global Conference & Exhibition. These events will increase the nursing voice opportunity, and visibility of the nursing audience in the digital health ecosystem by holding 'nursing led' & 'nursing developed' pitch-style competitions.

Speaking Sessions & Thought Leadership

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.

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.

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 Lab will focus on a HIMSS priority policy issue that the HIMSS Government Relations Team determines with the sponsor.

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

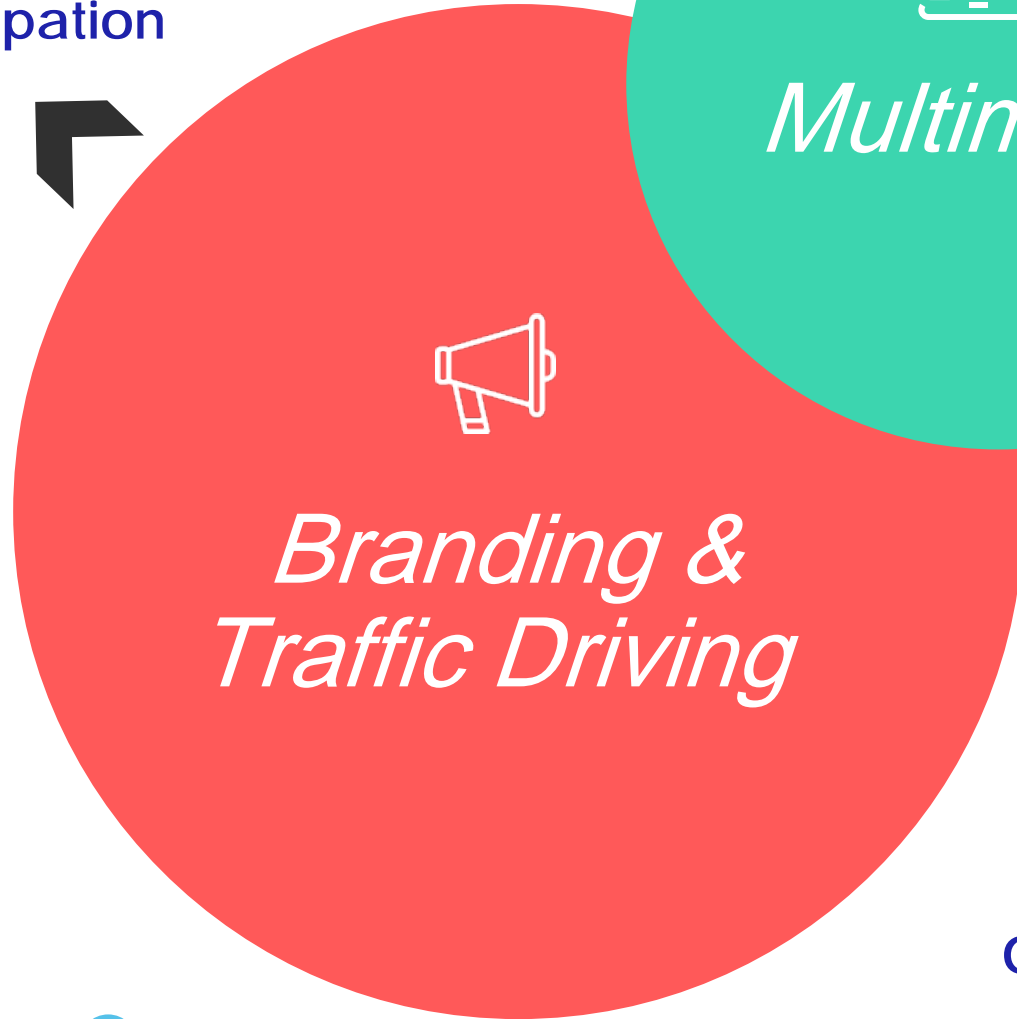
Investment: \$6,900 and up



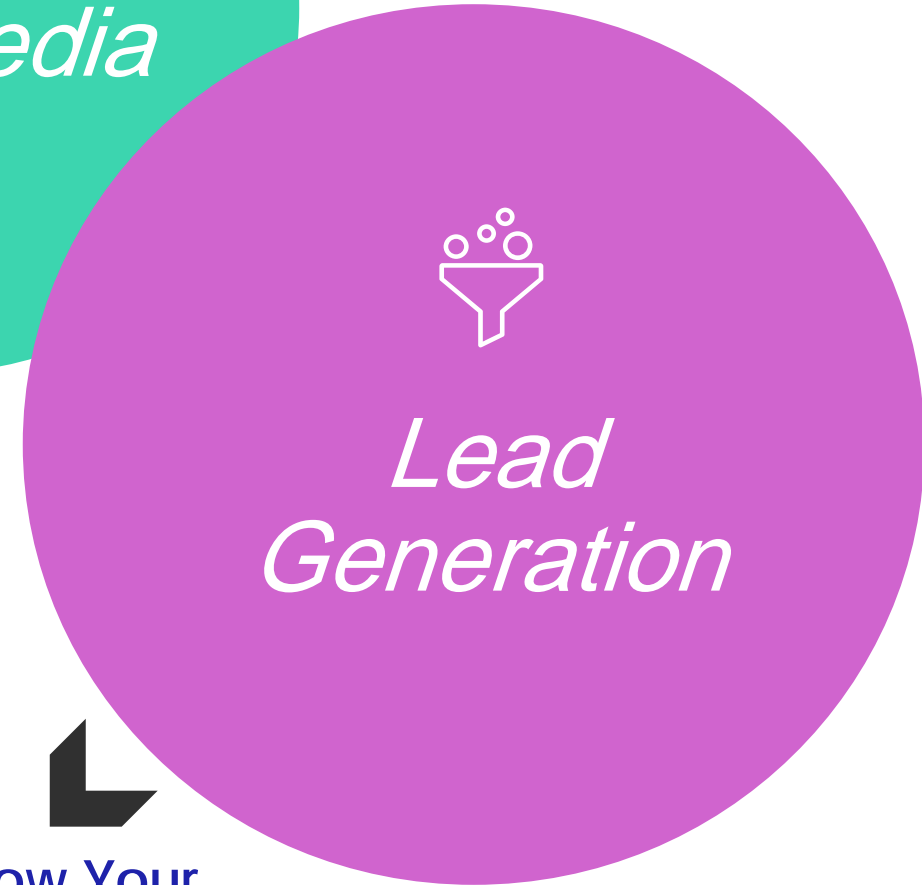
Turnkey booth packages are available in the following Areas:

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

Broadcast Your
Participation



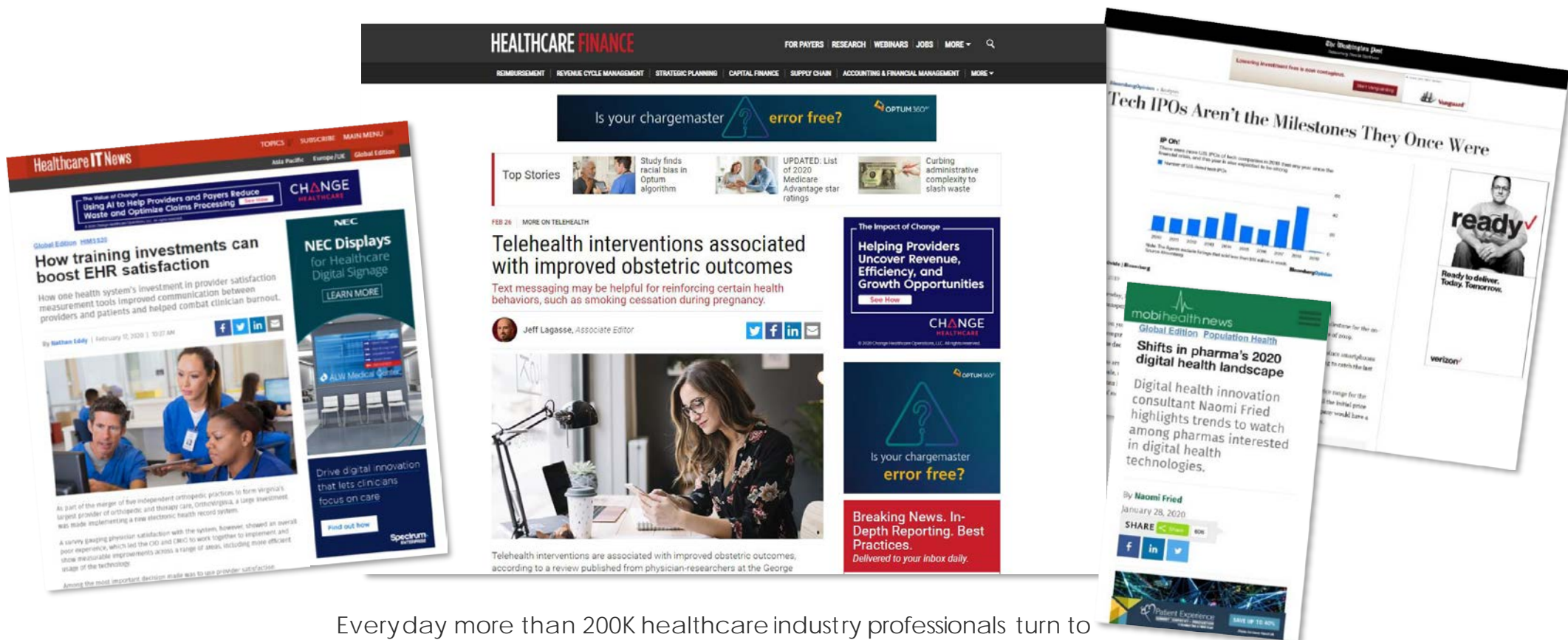
Capture The
Excitement



Grow Your
Pipeline

Digital Display Advertising

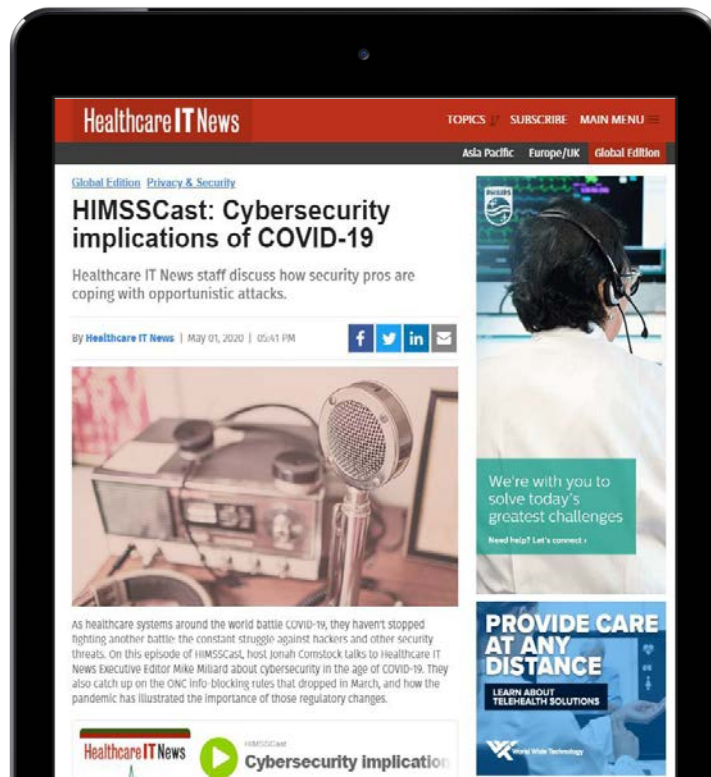
REACH THE HIMSS AUDIENCE OF DECISION-MAKERS THROUGH THE BRANDS THEY TURN TO FOR INDUSTRY INFORMATION.



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





Sponsorships Spotlight

HIMSS **23**

17-21 April | Chicago

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.



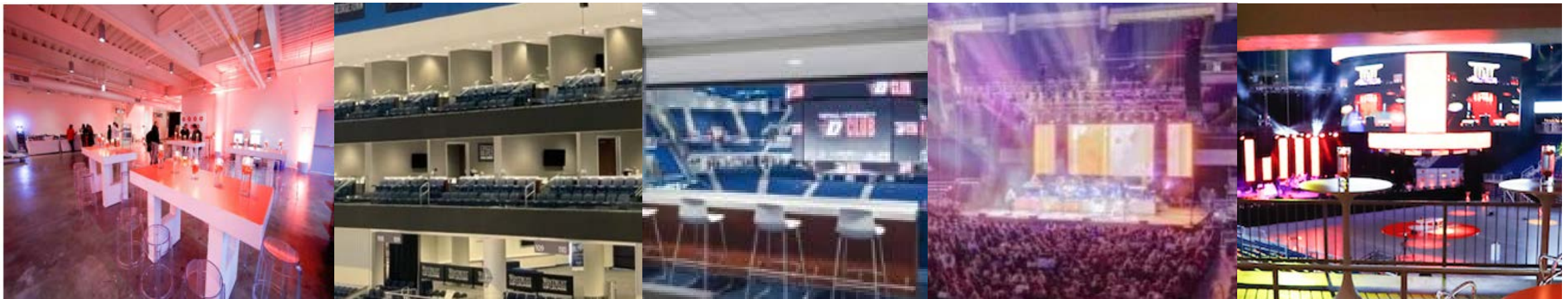
Nate Bargatze
Celebrity stand-up comedian



Wildflowers
Tom Petty tribute band

Thursday Night Special Event: Laugh and Roll!

Package Options	Tickets	Meet & Greet	Private Seating	Food & Beverage	Logo Recognition	Investment
Networking	100	Nate Bargatze – 10 guests	x	x	x	\$25,000 - \$27,500
Executive Suite	32	Wild Flowers – 4 guests	x	x	x	\$6,400 - \$7,000
Private Suite	16	Wild Flowers – 2 guests	x	x	x	\$3,200 - \$3,500



Tuesday Night Executive Experience at Wrigley Field

Tuesday, April 18 | 5:30 pm – 10:00 pm

This exclusive, Cubbies experience includes a stadium tour, cocktail hour, meet and greet with past Hall of Fame Chicago Cub players and dinner in the American Airlines 1914 Club. Sponsorship includes invitations to the event, passes to the Executive Summit and marquee branding. All Executive Summit Wrigley Event attendees will receive the sponsor logoed baseball to be autographed by Hall of Fame Chicago Cub players, sure to be a keepsake for years to come.

Exclusive Opportunity!

LOGO ON ICONIC ENTRANCE SIGN



LOGO ON VIDEO BOARD



LOGO ON AUTOGRAPHED BASEBALL



20 PASSES TO EXCLUSIVE EVENT



Investment: \$100,000 (must be a HIMSS Corporate Member to sponsor)

Corporate Membership

HIMSS 23

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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 10x10 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

HIMSS 23

17-21 April | Chicago



Upcoming Dates & Deadlines

Date	Task / Event
Today!	Update your exhibitor profile Learn how to upgrade your exhibitor listing for more visibility!
August 23, 2022	Attendee Registration opened
September 19 – November 11, 2022	Views From the Top Call for Presentations Open
November 16, 2022	Exhibitor Registration opens
December 8, 2022	HIMSS23 Sponsorship Webinar: Branding and Networking Opportunities
January 4, 2023	Focus Group reservations open at 3pm ET for Diamond Corporate Members
January 12, 2023	HIMSS23 Sponsorship Webinar: Meeting Space and More
January 23, 2023	Early Bird Registration deadline
February 3, 2023	Graphics due for most branding sponsorships
February 16, 2023	HIMSS23 Sponsorship Webinar: Last Call!



Questions?

HIMSS 23

17-21 April | Chicago

Questions?

Contact 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!