



# *HIMSS22 Sponsorship Kick-Off Webinar*

Thursday, October 7, 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
  - Dates
  - Themes
  - Layout
  - Health and Safety Plan
- Exhibition Opportunities
- Meeting Space
- Sponsorships Overview
- 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)**

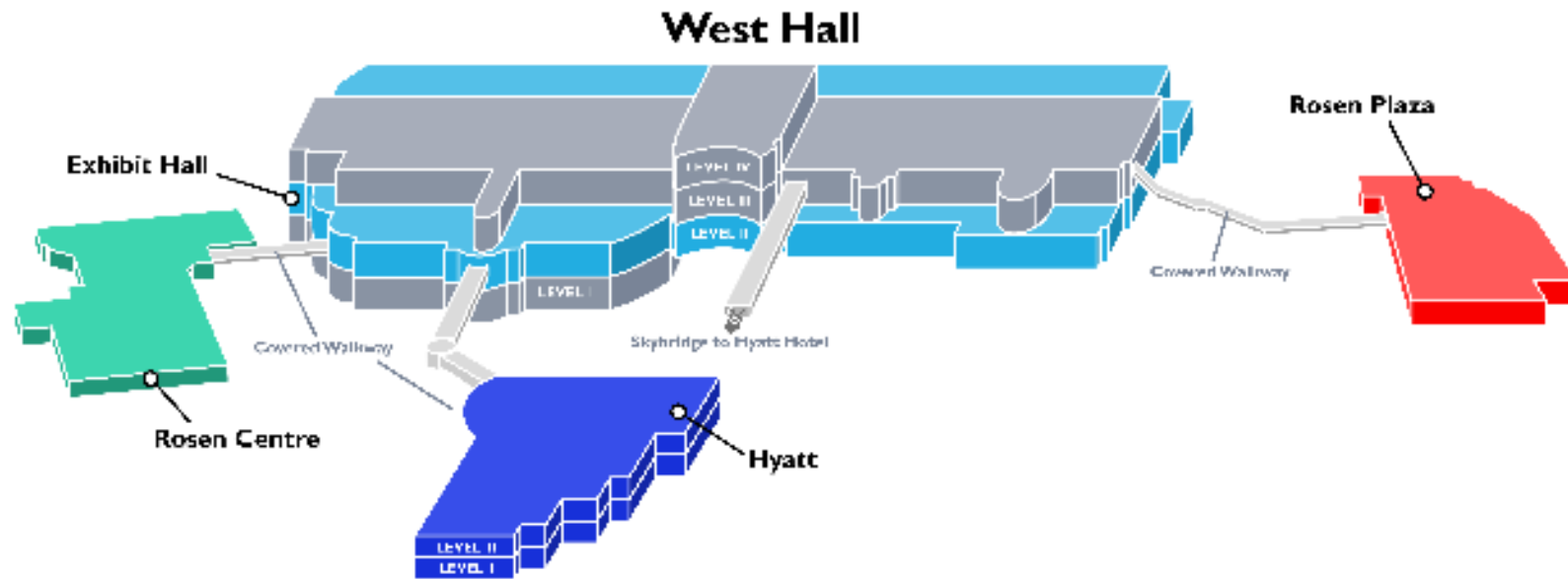


# *HIMSS22 Strategic Education and Exhibition Themes*

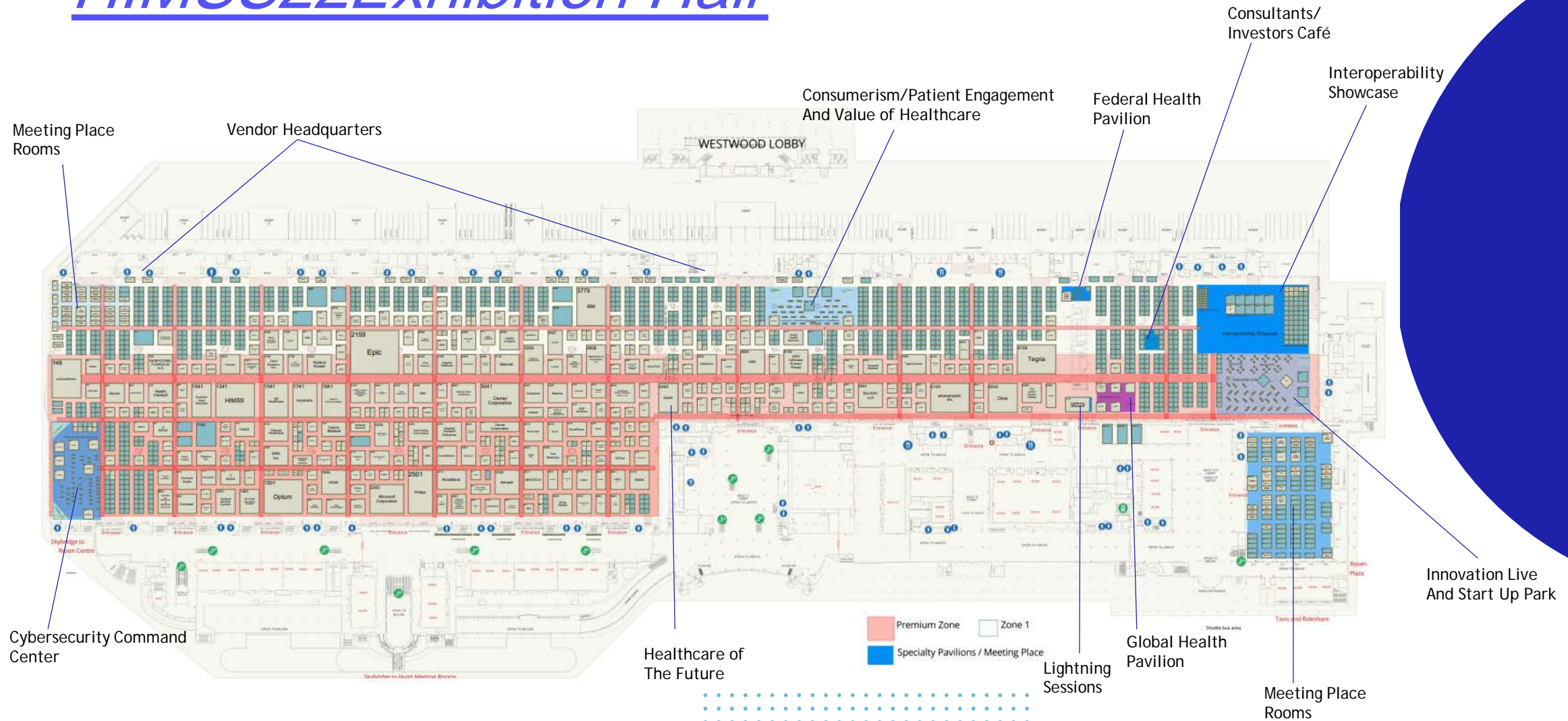
- Innovation
- Digital Transformation
- Value
- Accelerating Interoperability
- Cybersecurity
- Federal Health
- Workforce Development
- Pandemic Response
- Consumer
- Patient Engagement
- Social Determinants of Health



# HIMSS22 Conference Layout

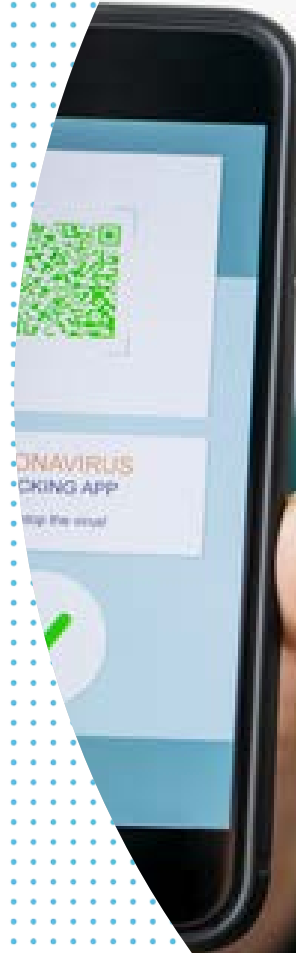


# HIMSS22 Exhibition Hall



# *Health and Safety Plan*

More information coming  
late December 2021!

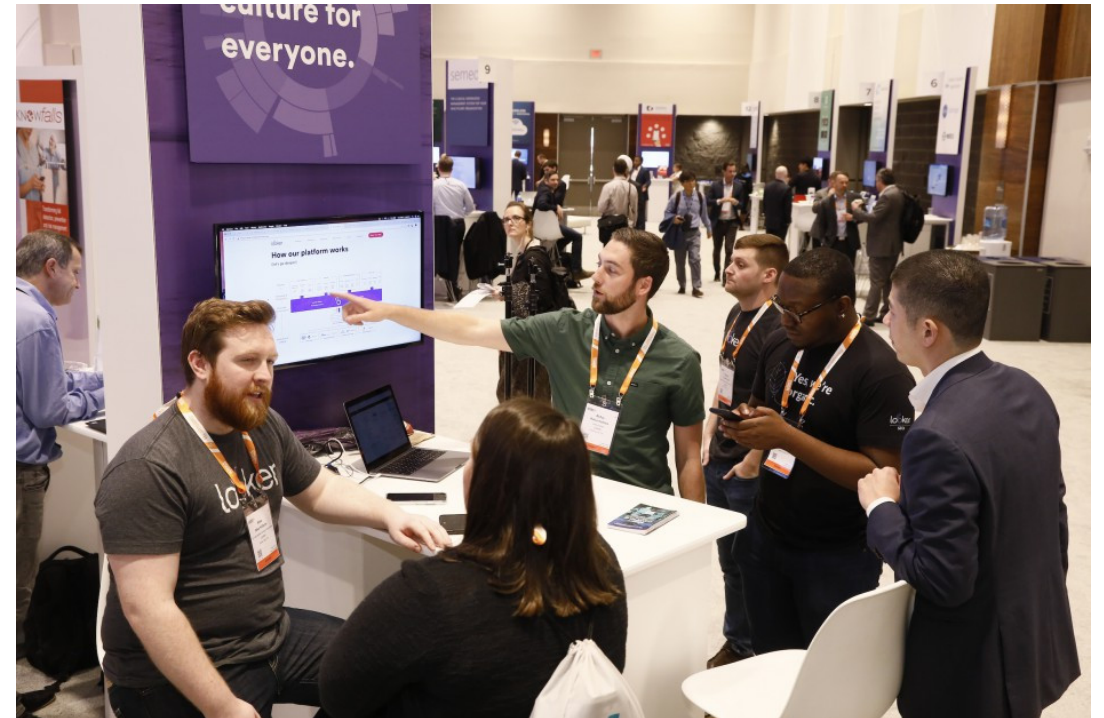




# *Exhibition Opportunities*

# *Exhibition Opportunities*

- Standard Exhibit Booth
- Specialty Pavilions
  - Consumerism/Patient Engagement
  - Cybersecurity Command Center
  - Global Innovation Hub
  - Healthcare of the Future
  - Innovation Live
  - Interoperability Showcase
  - Value of Healthcare
  - Start Up Park
- University Row



# HIMSS22 Exhibition Opportunities

- Standard Exhibit Booth
  - Space begins at 10'x10'
  - (5) badges per 10'x10' booth
  - Listing in HIMSS printed onsite guides, website, mobile app



## HIMSS22 Booth Pricing

Area	Corporate Member Pricing	Non Corporate Member Pricing
Premium Zone*	\$37 per square foot	\$45 per square foot
Zone 1*	\$36 per square foot	\$44 per square foot

### NEW FOR HIMSS22:

ALL 10x10 booths are the same price regardless of corners or zone  
Corporate Member: \$4,800 / Non Member \$5,500

\*All zones have a \$725 fee per corner (if applicable)

\*\* Above rates do not include \$425 booth fee assessed per company

### Deposit and Payment Schedule:

- Contracts signed between August 14 and December 9, 2021:
  - 50% of total exhibit space due at signing of the contract
  - 100% due December 10, 2021
- Contracts signed between December 10, 2021 - March 18, 2022
  - 100% due at signing of the contract

# HIMSS22 Specialty Pavilions

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

- Consumerism/Patient Engagement

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

- Cybersecurity Command Center

Cybersecurity	Compliance	Security Frameworks
Privacy	IoT security	Risk assessment

- Healthcare of the Future

Noninvasive wearables	Robotics	Augmented Reality
Ingestible trackers	Drones	3D Human visualization
And More!		

# *HIMSS22 Specialty Pavilions continued*

- **Innovation Live**

Blockchain

Hospital at Home

Next Generation Voice Technology

Digital Therapeutics

- **Start Up Park**

Participate in the 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 Live Pavilion, participants enjoy a turnkey kiosk and features a theatre to share thought leadership throughout the HIMSS22 Global Conference and Exhibition.

*Investment: \$2,800 and up*

# HIMSS22 Specialty Pavilions continued

## • Value of Healthcare

Business and Financial Management

Analytics – Business Intelligence, Clinical, Operational, Payer

Clinically-Integrated Supply Chain

Integrated and Coordinated Health

Quality/Outcomes Management and Reporting

Precision Health

Population Health Management

Revenue Cycle Management

Value-Based Care Delivery Solutions

Payer and Employer Health and Wellness

Payer and Pharma Digital Health Solutions

Clinical Trials Coordination & Technology



# HIMSS22 Specialty Pavilions

## Participation Options:

- Overall Pavilion Sponsorship
- 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:

- [Consumerism/Patient Engagement](#)
- [Cybersecurity Command Center](#)
- [Global Innovation Hub](#)
- [Healthcare of the Future](#)
- [Innovation Live](#)
- [Value of Healthcare](#)

# 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](#)





# HIMSS Interoperability Showcase <sup>TM</sup>

## HIMSS22 Use Case Demonstrations:

Acute Asthma Attacks

Associating Devices with Patients for Effective Alarm Management

Behavioral Health & Pain Management

Cancer Treatment and Research

Cardiac Disease

Chronic Diabetic Care

Dementia in the Aging Patient

Post Traumatic Injury Care

Pandemic Response

Telehealth Patient Care Coordination

Continuity of Care

Fitness and Weight Management

Optimizing Care Transitions across the Spectrum of Care

Pregnancy and Surgical Complications

Vaccine Coordination



# HIMSS22 University Row

University Row is a turnkey exhibit option, located by a main entrance to the exhibition hall, solely dedicated to accredited universities and institutions.

## Package Benefits:

- Turnkey kiosk with your branding - You provide graphics, HIMSS to install and remove
- 1 Chair
- Wastebasket
- Electrical
- Listing in HIMSS Conference Materials if contracted by deadline date
- 2 Client/Exhibitor Badges (You Determine Mix)
- HIMSS priority points – 1
- Opportunity to participate in the [Ice Cream Social Hour](#) (addition fees apply)

## Dates/Hours\*:

Tuesday, March 15 10:00am-6:00pm

Wednesday, March 16 9:30am-6:00pm

Thursday, March 17 9:30am-4:00pm

\*subject to change

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



# *Meeting Space*

# Meeting Space

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

*Investment: \$4,000 and up*



# Meeting Place Rooms

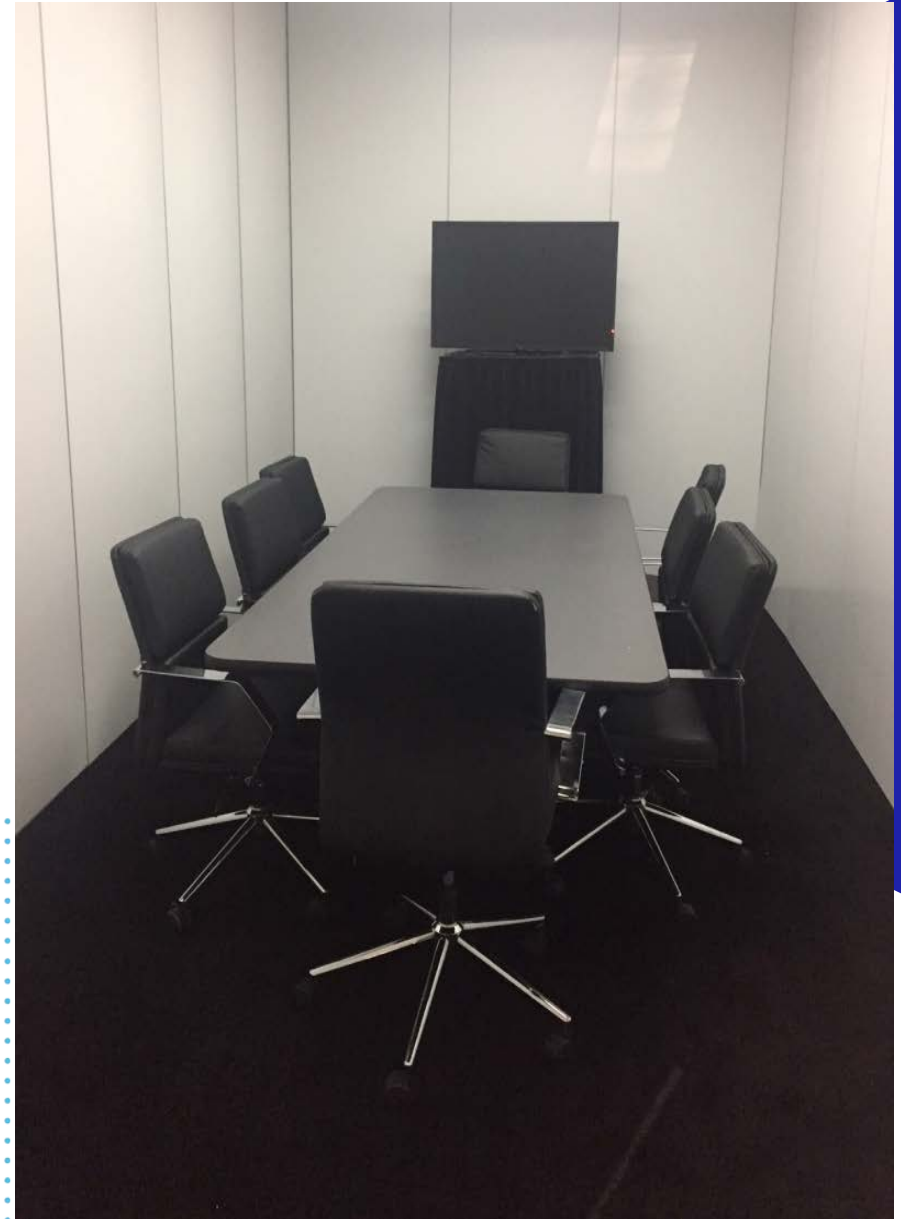
Location: Orange County Convention Center

Benefits (for 10x20 room)

- Meeting room structure and locking door
- (1) Conference table and (8) boardroom style chairs
- Carpet
- 42" plasma screen
- Electrical (500 watts)
- Internet connection (shared T1 line)
- Cleaning (if room left unlocked overnight)
- HIMSS Exhibitor Client Badges - 10
- HIMSS Priority Points – 4

*\*20 x 20 spaces also available!*

**Investment: \$12,000 - \$24,300**



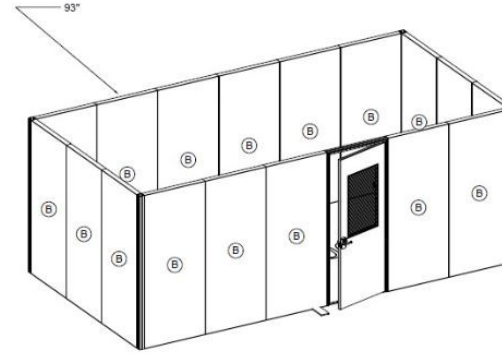
# Vendor Headquarters

Location: Exhibition Hall

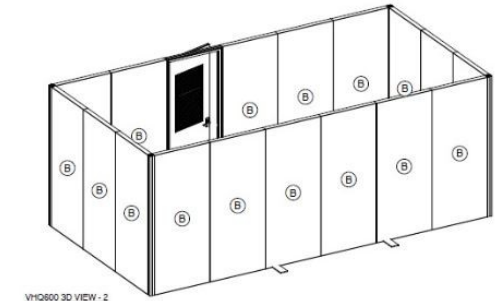
Benefits (for 10x20 room)

- Meeting room structure with locking door
- Room is yours for the length of the show
- Company logo placed on door
- 8 foot high walls - does not included ceiling
- Carpeted floors
- HIMSS Priority Points - 2

**Investment: \$7,000 - \$7,700**



VHQ800 STRUCTURE VIEW



VHQ800 3D VIEW - 2

# 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**



# Convention Center Meeting Rooms

Location: Orange County Convention Center

Benefits:

- Room for use Sunday 3/13 – Friday, 3/18
- Company logo will be placed on signage outside the room
- Electrical outlets in wall for use at no charge
- Wireless Internet will be available in the room at no charge.
- HIMSS will set meeting room classroom, theatre or in rounds at no charge.
- Exhibitor Badges: 10
- Exhibitor Priority Points: 8

**Investment: \$24,000 – \$28,000**





# Pre-Show Meeting Rooms

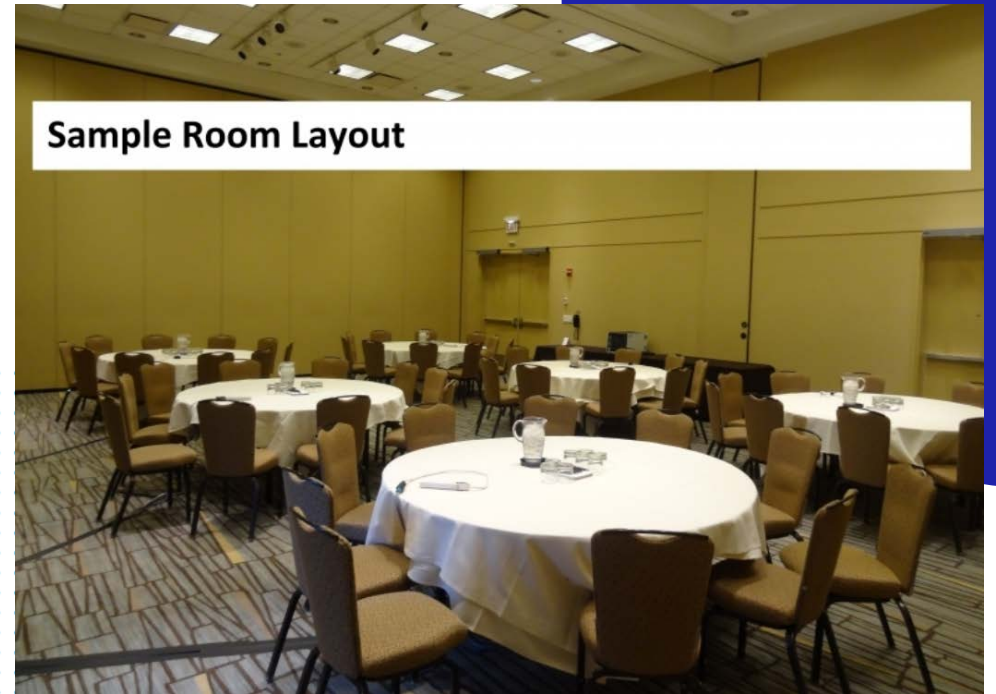
Location: Orange County Convention Center

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 - \$6,000**



# Afternoon Meeting Rooms

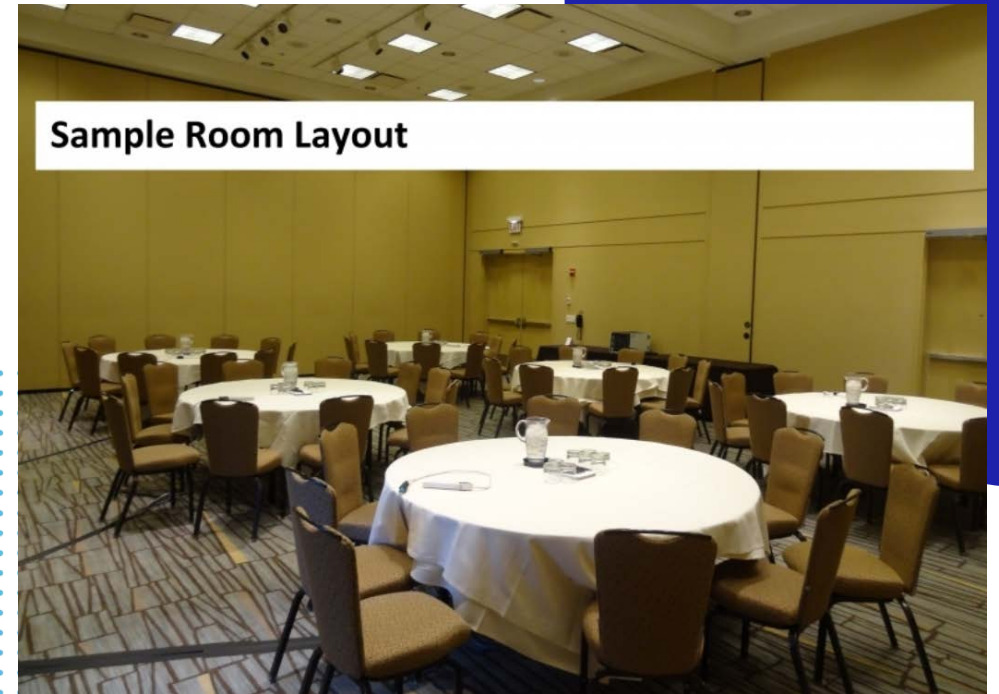
Location: Orange County Convention Center

Afternoon meeting rooms are a perfect opportunity for you to host a private meeting or gathering off the convention center floor.

## 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 - \$4,500**



# Hyatt and Rosen Center Exhibitor Meeting Rooms

## Benefits:

- Company logo will be placed outside of the room
- Available for order at your own expense (Additional details, including contact information, will be provided in service manual and email confirmation):
  - Hard internet line
  - F&B
  - AV
  - Additional furniture available for purchase (couches, chairs, desk, executive chairs). Please work with your exhibit house or Freeman (additional rental charges apply) \*Note: the room is limited to space and nothing can be removed out of the room.
- HIMSS will set meeting room classroom, theater or in rounds at no charge.
- Electrical Outlets in wall - no charge

**Investment: \$9,500 – \$10,500**

**\*Must be a HIMSS22 Exhibitor to purchase**

# Exhibitor Hospitality Suites

HIMSS22 Exhibitors will have the opportunity to have hospitality suites at the Rosen Center and Hyatt Hotels

## Benefits:

- Company logo will be placed outside of the room
- Available for order at your own expense:
  - Hard internet line
  - F&B
  - AV
  - Additional furniture available for purchase (couches, chairs, desk, executive chairs). Please work with your exhibit house or Freeman (additional rental charges apply) \*Note: the room is limited to space and nothing can be removed out of the room.
- Rooms is set as conference style for 12, bar area, restroom, built in monitor to plug in laptop
- Electrical outlets in wall - no charge

**Check-in/Check-out:** Sunday, March 13 - Friday, March 18 - 5 nights

**\*Please note:** There is a \$2,750 food and beverage minimum

**Investment:** \$9,500 – \$10,500



**\*Must be a HIMSS22 Exhibitor to purchase**

# *Sponsorships Overview*

# *Sponsorships*

- Pre and Post Show Marketing
- Preconference Sessions and Events
- Onsite Sponsorships and Branding Opportunities
- Networking
- Speaking Sessions / Thought Leadership
- CIO Summit
- Government Relations

# Pre and Post-Show Marketing & Branding

Pre and post-show marketing opportunities are the perfect increase interest in and awareness of your solutions and extend your presence before and beyond the conference!

- [Daily Deals](#)
- [Countdown Emails](#)
- [Topic Tuesday Emails](#)
- [Attendee and Organization List \(restrictions apply\)](#)
- [Enhanced Exhibitor Listing](#)

**Investment: \$995 and up**



The screenshot displays a promotional banner for HIMSS 19, titled "CHAMPIONS OF HEALTH UNITE". The main heading is "Conference Deal #3". The featured deal is for Imprivata at Booth #2959, offering a \$25 AMEX gift card for booking a meeting. A "Tell Me More!" button is located to the right of the offer. Below the text is a photograph of the Imprivata booth at the conference, with a "Book now" button overlaid on the image. At the bottom of the banner, there is a "View All Deals!" button and a note that "All Conference Deals end on February 14, 2019".

# Preconference Events

Reach your target audience before the exhibition hall opens by sponsoring a preconference event on Monday, March 14!

## Preconference Symposia

- Global Health Equity
- Nursing Informatics
- Physicians
- Clinically Integrated Supply Chain
- HIE / Interoperability

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



# Onsite Branding and Sponsorships

- [Attendee Resources](#)
- [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](#)
- [Press Room](#)
- [Keynote Sponsorships](#)
- [Corporate Member Lounge](#)
- [Organizational Affiliate Lounge](#)
- [And More!](#)



Closing Keynote Speaker  
Michael Phelps

# Onsite Branding and Sponsorships



# *Speaking Session & Thought Leadership*

- [Industry Solution Sessions](#)
- [Views from the Top](#)
- [Lightning Sessions](#)
- [Market Debuts](#)
- [Breakfast Briefings](#)
- [Lunch and Learns](#)
- [Customized Breaks](#)
- [Customized Receptions](#)
- [Certification on the Show Floor](#)

*Investment: \$2,500 and up*



# Networking

- [Opening Reception and Thursday Night Event](#)
- [Exhibit Hall Social Hour](#)
- [Awards Gala](#)
- [Emerging Healthcare Leaders Reception](#)
- [LTPAC Reception](#)
- [HTA/ACCE Awards Reception](#)
- [Corporate Member B2B Breakfast](#)
- [Women in Health IT Reception](#)
- [Nursing Community and CNIO Roundtable and Reception](#)
- [Physicians Community and CMIO Roundtable and Reception](#)



# Networking continued

- [Executive Lounge - NEW!](#)
- [Networking Hubs](#)
- [Bistro](#)
- [Interoperability and HIE Community Reception](#)
- [Social Determinants of Health "Sip and Learn"](#)
- [Interoperability and HIE Breakfast Panel](#)
- [Immunizations & Interop Breakfast Panel – NEW!](#)
- [HIMSS & Civitas Networks for Health Luncheon – NEW!](#)
- [Supply Chain in Healthcare Eats & Education – NEW!](#)
- [Blockchain Breakfast Panel](#)

*Investment: \$1,500 and up*



# CIO Summit

- [CIO Perspectives Sponsored Sessions](#)
- [Opening and Closing Receptions](#)
- [Continental Breakfast](#)
- [Lunch](#)
- [Keynote Speakers](#)
- [Attendee Giveaways](#)
- [Banners](#)
- [Program Guide Ad](#)
- [Attendee Apparel](#)
- [Charging Stations](#)
- [CIO Lounge](#)
- [Coffee Sponsorship](#)

*Investment: \$7,500 and up*

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

# Government Relations Networking

- [Government Relations Lounges](#)
- [Global Policy Reception](#)
- [Global Public Policy Breakfast](#)
- [Global Public Policy Welcome Dinner](#)
- [Policy Changemaker Lunch](#)
- [Policy Learning Labs](#)

*Investment: \$10,500 and up*



# *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
October 19, 2021	Attendee Registration Opens <i>(subject to change)</i>
October 19, 2021	GOLD Housing Opens
November 1, 2021	Exhibitor Registration Opens
November 16, 2021	Sponsorship Webinar: Preconference and Thought Leadership Opportunities
November 30, 2021	Housing Opens for all Exhibitors
December 9, 2021	Sponsorship Webinar: Branding and Networking Opportunities

A full list of dates and deadlines will be included in the Event Service Manual once it is available.

# *HIMSS22 Global Conference Digital- COMING SOON!*



# *HIMSS23– Save the Dates!*

HIMSS23

Chicago, IL

April 17-21

Exhibit Dates: April 18-20

McCormick Place





*Questions?*

# Questions?

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



**Deborah Caruso**

Senior Sales Manager  
312.915.9505

[Deborah.Caruso@himss.org](mailto:Deborah.Caruso@himss.org)



**Jim Collins**

Director, Sales  
312.915.9546

[James.Collins@himss.org](mailto:James.Collins@himss.org)



**Lisa Currier**

Senior Sales Manager  
312.915.9249

[Lisa.Currier@himss.org](mailto:Lisa.Currier@himss.org)



**Jessica Daley**

Director, Business Development  
773.203.8147

[Jessica.Daley@himss.org](mailto:Jessica.Daley@himss.org)



**Laura Goodwin**

Program Manager  
312.915.9215

[Laura.Goodwin@himss.org](mailto:Laura.Goodwin@himss.org)



**Erica Thomas**

Manager, Sales  
312.802.5932

[Erica.Thomas@himss.org](mailto:Erica.Thomas@himss.org)



**Rebecca Washler**

General Manager, HNA Sales  
319.294.9215

[Rebecca.Washler@himss.org](mailto:Rebecca.Washler@himss.org)

*Thank you!*