

HIMSS[®] 24

March 11-15 | Orlando

The HIMSS Global Health Conference & Exhibition is the can't-miss health event of the year, where HIMSS members and health professionals—from CIOs and senior executives to providers and payers to IT consultants and entrepreneurs—attend year after year to get the information and solutions they need to reimagine health and wellness for everyone, everywhere.

We are excited to see you in Orlando for HIMSS24!

WHY EXHIBIT?

- Make New Connections
- Nurture Existing Relationships
- Share Thought Leadership
- Create Brand Awareness
- Launch a New Product

More than
33,000
registrations

More than
20,000
exhibitor attendees

More than
1600
international attendees

1103

exhibiting companies

360

first time exhibitors

7

specialty pavilions*

58

startup companies

63

international companies

269

specialty pavilion speaking sessions

194

average leads per company

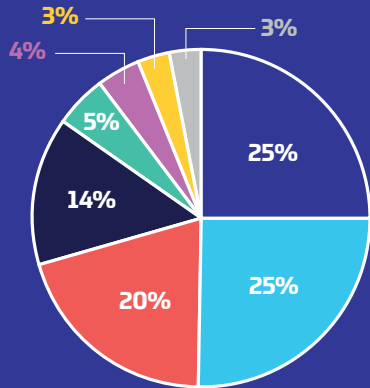
*representing 290+ Companies

View current
HIMSS24
exhibitors



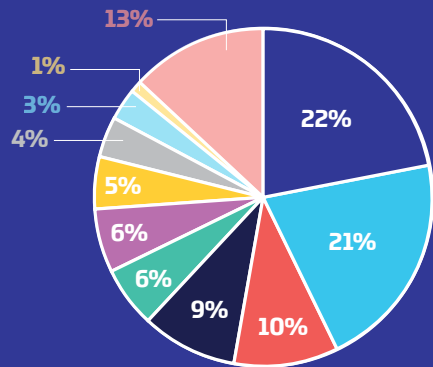
CREATING
TOMORROW'S
HEALTH

PROFESSIONAL TITLE BREAKDOWN



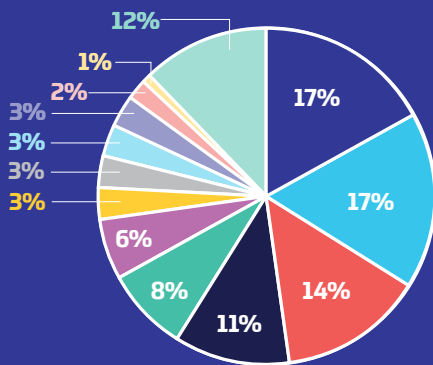
- Information & Management Systems
- C-Suite
- General & Financial Management
- Clinical Management
- Consultant
- Government Employee
- Academic
- Other

C-SUITE BREAKDOWN



- CIO, VP of IT/IS
- CEO, Chairman, Pres, Exec Dir, Adm, Group Practice Mgr
- CTO
- VP of other IT/IS Department
- Chief/Executive Director/VP/Digital Health/Innovation
- CMIO, CNIO, CCIO
- COO, Gen Mgr
- CMO, Medical Director, Chief of Staff
- CSO, CISO, VP, Director Info Security/Site Security
- Chief Innovation Officer of General & Financial Management
- Other

WORKSITE BREAKDOWN



- Hospital, Multi-Hospital System, Integrated Delivery System
- Healthcare Consulting Firm
- Marketing Supplier
- Entrepreneur, Startup, Disruptor
- Government
- Academic Medical Center
- Academic Education Institution
- Pharma/Life Sciences
- Public Health
- Payer, Health Plan
- Professional Assn/Society
- Ancillary Clinical Service Provider
- Other

HIMSS24 ANCHOR EXHIBITORS



Exhibition Hall Hours:

Tuesday, March 12	10:00 am – 6:00 pm
Wednesday, March 13	9:30 am – 6:00 pm
Thursday, March 14	9:30 am – 4:00 pm

*Subject to Change

Important Dates:

April 22, 2023 - March 11, 2024	General exhibitor sales open
Sept 1, 2023 - March 11, 2024	100% payment due with signed contract
Jan 12, 2024	Print deadline for onsite materials and sponsorships
March 11-15, 2024	HIMSS24
March 11, 2024	Pre Conference Sessions and Opening Reception
March 12-14, 2024	Exhibition Hall Open

RESERVE YOUR SPACE

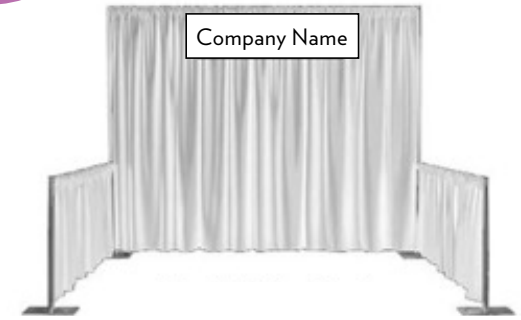
Standard Booth Space

Traditional booth space is available in the West Hall of the Orange County Convention Center and sizes start at 10' x 10' (100 sq ft). Each 100 square feet of booth space includes five exhibitor badges and your company listing in the onsite guide, conference website and mobile app.

Area	Corporate Member	Non Member
Single 10' x 10' Booth Space	\$5,200	\$6,000
Booths 200 square feet and larger:		
Premium Zone*	\$39 per sq ft	\$47 per sq ft
Zone 1*	\$38 per sq ft	\$46 per sq ft

*With the exception of a single 10' x 10' booth space, all zones have an \$825 fee per corner (if applicable).

10' x 10' Inline Booth



Non-Carpeted Concrete Flooring

ID Sign with Company Name and Booth Number
8' High Back Wall
3' High Side Wall

Exhibition Rules and Regulations



SPECIALTY PAVILIONS

Showcase your products and share thought leadership with your target audience at solutions-focused Specialty Pavilions throughout the exhibition floor.

Cybersecurity Command Center

Join us and share your cutting-edge security solutions and approaches to managing risk in the ever-changing landscape of cybersecurity. The Cybersecurity Command Center allows you to position yourself as a thought leader in the cybersecurity conversation.

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

Patient Engagement 365

This exhibition area will demonstrate person-centric technologies and strategies that touch every aspect of our daily lives. The solutions showcased enable individuals and organizations to meet increasing consumer demands for more convenient care. Solutions in this area also demonstrate how individuals can engage in their health decisions beyond the provider setting. Technologies and solutions leveraging person-generated health data (PGHD) and social determinants are featured.

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

NEW!

Digital Health Technology Theme Park

New for HIMSS24, the Digital Health Technology Theme Park will attract attendees to experience the fun of a theme park with interactive games and prizes while engaging with exhibitors featuring:

- Artificial Intelligence
- Workforce Solutions
- Emerging Technology
- Business of Healthcare Solutions

Startup Park

The Start-Up Exhibition & Marketing Sponsorship Package offers Angel through Series A Start-Up companies the optimal exposure to the HIMSS24 audience through exhibition, thought leadership, branding/visibility, lead generation and networking activities.

Submit your [Start Up Application](#) to exhibit within this space!



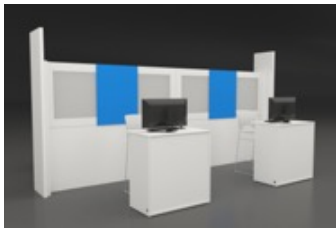
“It was our first time at HIMSS as a tech healthcare firm, working with the HIMSS team and our marketing team resulted in one of the finest event management experiences I’ve had in a few years. The support personnel was outstanding, questions were promptly handled, and our on-site experience was fantastic.”

— Julie-lynn Belon, Event Manager, UST

SPECIALTY PAVILION PACKAGES

	Start Up	Kiosk	10' x 10'	20' x 20'
Badges	2	5	5	20
Conference Brand Recognition	●	●	●	●
Lead Scanning – Mobile App	●	●	●	●
Enhanced Exhibitor Listing	●	●	●	●
One (1) 20-minute Speaking Session with Recording	●	●	●	●
Electrical, Monitor, Hardline Internet	●	●	●	●
Structure	Kiosk with two (2) stools	Kiosk with two (2) stools	8' Back wall, carpet and furnishings	Choice of layout, carpet and furnishings
Sponsor Graphics (<i>sponsor to provide, HIMSS to install</i>)	●	●	●	●
Investment	\$8,500 - \$13,000	\$14,400 - \$15,200	\$21,000 - \$22,000	\$42,500 - \$45,500

Start Up



Kiosk Option



10' x 10' Option



20' x 20' Option



HIMSS Interoperability Showcase™

This premier specialty exhibition features a live experience of patient, caregiver, and clinician stories empowered by industry interoperability champions demonstrating standards-based solutions in a connected health ecosystem. Senior healthcare leaders from across the globe prioritize the Showcase to find actionable solutions they can use today, with focus on the value of standards-based data exchange for continuity of care and improved health outcomes.

Demonstration

Collaboratively showcase existing work and interoperative technical achievements.

- Foundational Level
- Leadership Level
- Enabler Level
- Connected Level

Thought Leadership and Exhibition

Emphasize current and future implementation projects. These a la carte opportunities highlight your individual interoperability efforts.

- Marketplace Kiosk and Speaking Session with Recording
- Spotlight Theater Speaking Session with Recording

Investment: \$8,500 - \$88,000

Professional Development Campus

This area is reserved exclusively for colleges, universities, and education and training organizations that offer health information and technology related programs and degrees designed to inform, educate and develop the health IT workforce.

Turnkey package includes:

- Kiosk with your branding
 - You provide the graphics, HIMSS installs and removes
- One (1) stool
- Electrical, hard line internet
- Listing in HIMSS conference materials
- Two (2) exhibitor/client badges

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



Meeting Place Rooms

A perfect turnkey meeting room solution for a private space near the show floor to meet with clients or for staff to step away from the booth.

Rooms include:

- Meeting room structure with ceiling, carpet and locking door
- Conference table and eight (8) boardroom style chairs, two (2) tables and 16 chairs for 20' x 20' Meeting Place
- 42" monitor, Electrical, Internet line (shared T1 line)
- Cleaning (if room left unlocked overnight)
- Exhibitor/Client Badges – 10 (20 badges for 20' x 20' Meeting Place)

Investment:

10' x 20' Meeting Place: **\$17,500 - \$20,000**

20' x 20' Meeting Place: **\$29,500 - \$34,500**



20' x 20' Meeting Place



10' x 10' Meeting Place



Meeting Pod



Meeting Pods

A turnkey, semi-private meeting space on the exhibition floor. Each 10'x10' pod seats four people and is perfect for scheduled or pop-up meetings throughout the exhibition dates.

Benefits include:

- 10'x10' semi-private meeting space
- Low wall structure with company logo
- Table with 4 chairs
- Electrical and Internet line (shared T1 line)
- Carpeted floors
- Exhibitor/Client Badges – 5 (you determine the mix)

Investment: **\$12,500 - \$14,000**

HIMSS CORPORATE MEMBERSHIP

Get significant discounts and strengthen your HIMSS24 presence with HIMSS Corporate Membership. The benefits multiply quickly, with immediate and measurable ROI. View [highlights of the corporate membership program](#). Restrictions apply.



SPONSORSHIPS

Amplify your presence and create a lasting impression with our highly visible sponsorship opportunities, designed to achieve your conference goals and align your brand with HIMSS24.

All HIMSS24 exhibit and sponsorship opportunities can be viewed on [ENVISION](#).



Pre and Post Show Marketing



Preconference Forums



Meeting & Private Event Space



Onsite Sponsorships and Branding



Networking



Thought Leadership



Executive Summit



Government Relations

HELLO!

Meet your HIMSS Global Conference Sales Team

The Sales Team is here to walk you through the many exhibit and sponsorship opportunities available to curate your presence and achieve your conference goals at HIMSS24.

Deborah Caruso, Senior Sales Executive

Jim Collins, Sales Director

Lisa Currier, Senior Sales Executive

Jessica Daley, Business Development Director

Laura Goodwin, Sales Operations Lead

Erica Thomas, Sales Executive

Rebecca Washler, Vice President, Sales

Ready to plan your HIMSS24 presence?

Contact us at salesinfo@himss.org.



SAVE THE DATES!

HIMSS25
March 3-7, 2025
Las Vegas, NV

