



HIMSS24 Sponsorship Webinar: Preconference & Thought Leadership

November 2, 2024

HIMSS[®] 24

HIMSS24 Global Conference & Exhibition
Orange County Convention Center, Orlando FL
March 11 – 15, 2024

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 HIMSS24 [Envision site](#).

Today we will cover:

- HIMSS24 Overview & Updates
- Preconference Opportunities
- Exhibition with Thought Leadership
- A La Carte Thought Leadership
- Sponsorship Spotlight
- Deadlines / Important Dates
- Questions



HIMSS24 Dates

- Global Health Conference Dates:
 - [March 11-15, 2024 \(Monday – Friday\)](#)
Orange County Convention Center, Orlando, FL
- Preconference Sessions, Opening Reception
 - [Monday, March 11](#)
- Exhibition Dates:
 - [March 12-14, 2024 \(Tuesday – Thursday\)](#)



HIMSS24 Theme Announced!



HIMSS 24

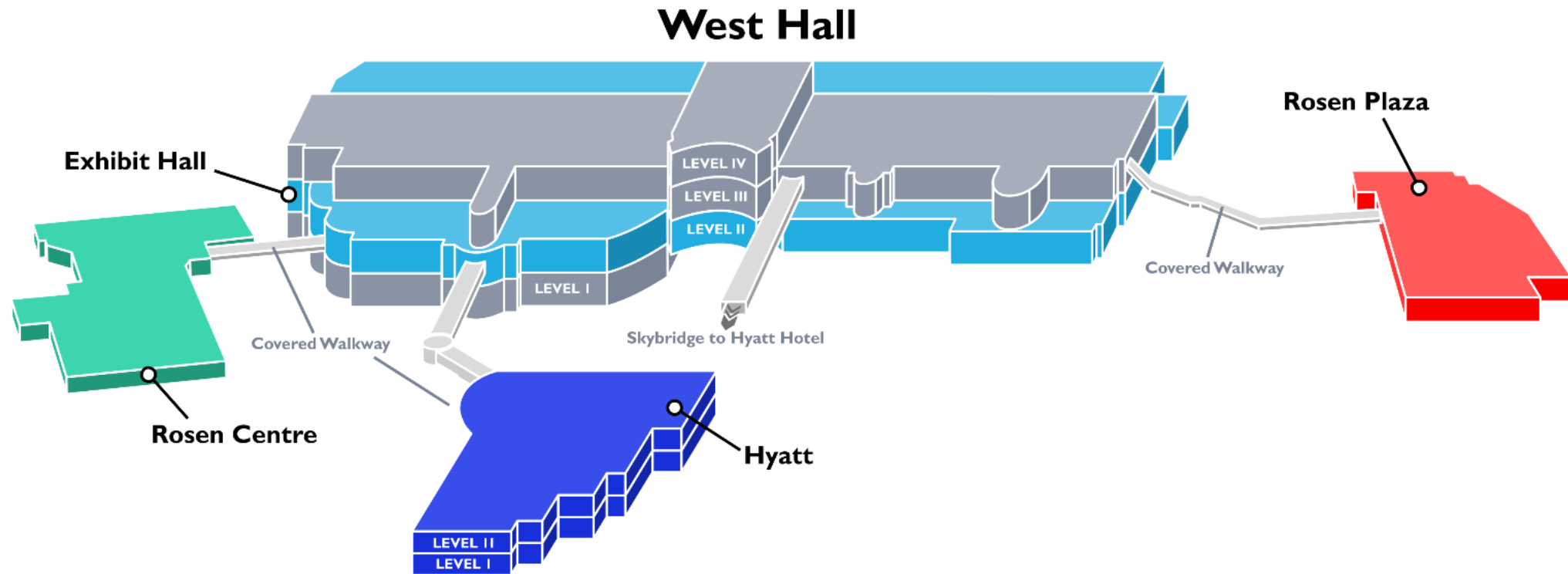
11-15 March | Orlando
Information Classification: General

Exciting Changes at HIMSS24

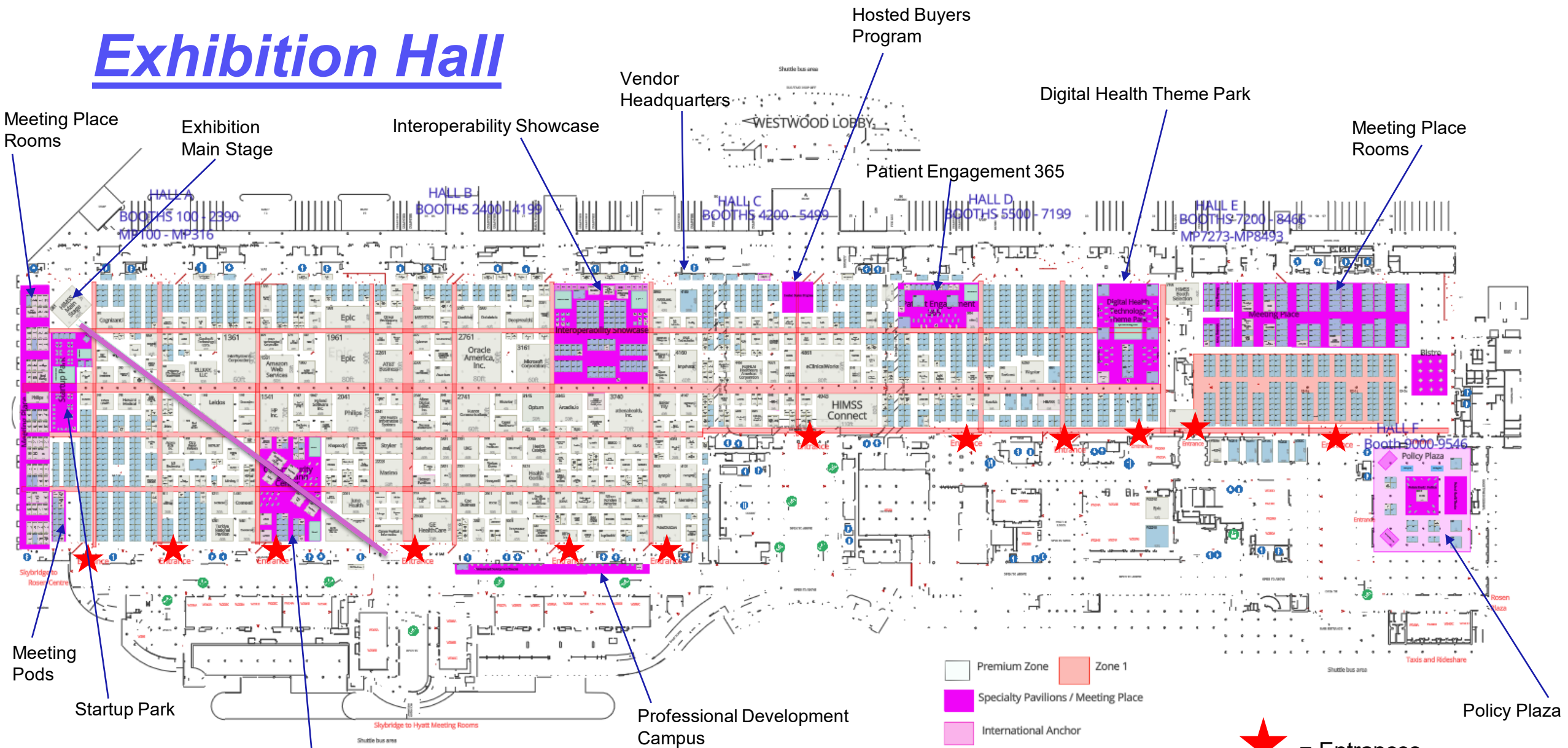
Expand Your Reach with a More Influential Audience

- **New Hosted Buyer Program:** We've introduced a cutting-edge Hosted Buyer Program, meticulously crafted to attract a high-caliber C-level audience. This initiative is dedicated to bringing in decision-makers who can form partnerships that truly make a difference.
- **Leveraging Informa's Global Healthcare Network:** By tapping into Informa's extensive Global Healthcare Network, we've opened doors to a vast pool of industry leaders, connecting you with potential partners and clients worldwide.
- **Collaboration with Healthcare Dive:** Our partnership with Healthcare Dive, a prominent publication with a strong focus on the U.S. healthcare sector, provides you access to a decision-maker audience. This includes key players in major metropolitan areas such as California, New York, DC, Boston, and Chicago. Our reach extends to the C-suite and other leadership roles within insurers, hospital systems, healthcare providers and more.
- **Expansive Audience Reach:** Healthcare Dive boasts a daily audience of 100,000 (75% managers and above) subscribers, while our once-weekly Payer and IT publications reach an additional 20,000 and 25,000 readers, respectively.
- **Targeted Marketing Initiatives:** We've meticulously identified and compiled a list of 150,000 new names, including C-level executives, for targeted marketing campaigns. We're using the latest recommended strategies—like personalized email campaigns, programmatic advertising—to ensure your message reaches the right hands.

Orange County Convention Center



Exhibition Hall



HIMSS 24 Cybersecurity Command Center

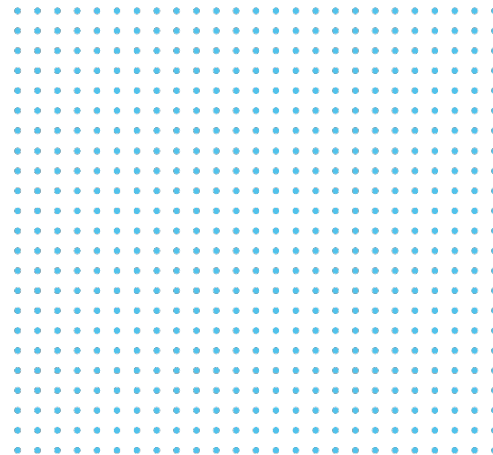
11-15 March | Orlando
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Preconference Opportunities

Preconference Opportunities

- [Pre-Show Marketing and Branding](#)
- [Pre-Show Meeting Rooms](#)
- [Executive Summit](#)
- [Preconference Forums](#)



HIMSS 22
14-18 March | Orlando

RE-IMAGINE HEALTH

Conference Deal #6

Juno Health - Booth #1521

Schedule an executive overview with Juno Health and receive a \$100 gift card to The Capital Grille.

Come see what 30 Years of HIT knowledge can do for you. Experience the latest provider-centric features for our flagship Acute Care EHR. Plus, find out how we are taking care of patients and providers beyond the four walls of the hospital.

For 30 Years we've been a catalyst for healthcare innovation. Come see how we can help you embrace...

WHAT'S NEXT
30 MINUTE EXECUTIVE OVERVIEW

BOOTH #1521

juno HEALTH
A DIVISION OF IHS, INC.

The Next Generation of Healthcare IT Solutions for Patients, Providers, & Communities.

Yes, I'm Interested > Share Deal >

View all deals!

All Conference Deals end on March 17, 2022

Not a steal, fan? That's ok. We will provide an equivalent valued AMAZON gift card for scheduling and meeting with our team at HIMSS22 in Orlando, Florida. NO VENDORS / NO SUPPLIERS / NO STUDENTS / Deal available for the first 25 meetings booked.

Pre-Show Marketing

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

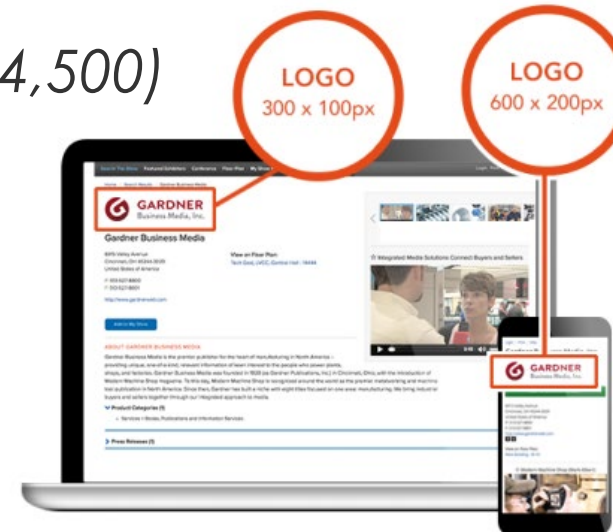
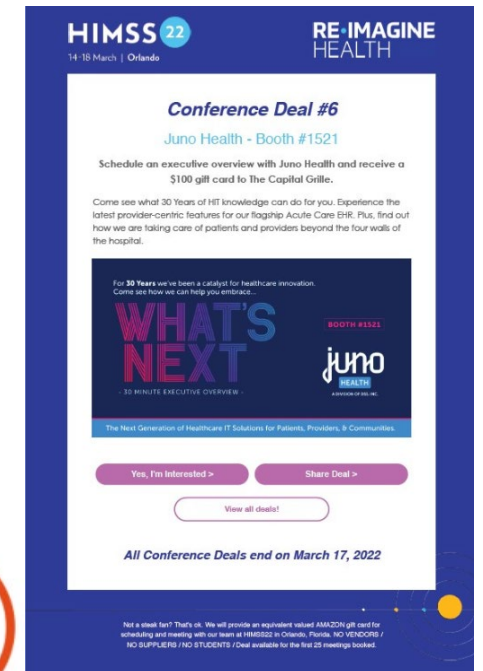
- Daily Email Deals (\$5,000 - \$7,700)

- **Stats**

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

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

- Attendee List (restrictions apply) (\$3,000 - \$4,500)



Pre-Show Meeting Rooms

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 half day or full day.

HIMSS will provide:

- Room may be set for up to (100) theatre style, (60) in rounds or (35) classroom style (your choice)
- Room set to include:
 - **One (1) LCD projector, one (1) screen**
 - **One (1) riser with one (1) podium and three (3) chairs**
 - **One (1) wired podium microphone**
 - **Three (3) wireless handheld microphones**
 - **Complimentary wi-fi,**
 - **One (1) registration table with two (2) chairs set outside room**
- HIMSS Priority Points -1

Investment:

Half Day: \$4,000 - \$4,500

Full Day: \$6,000 - \$6,500

*Note: Food and beverage and additional AV may be ordered at company's expense.
Pre-Show Meeting Rooms are to be used for staff training only.



HIMSS23 Executive Highlights



3,248 Total Number
CXO Attendees vs.
HIMSS22 **3,012**



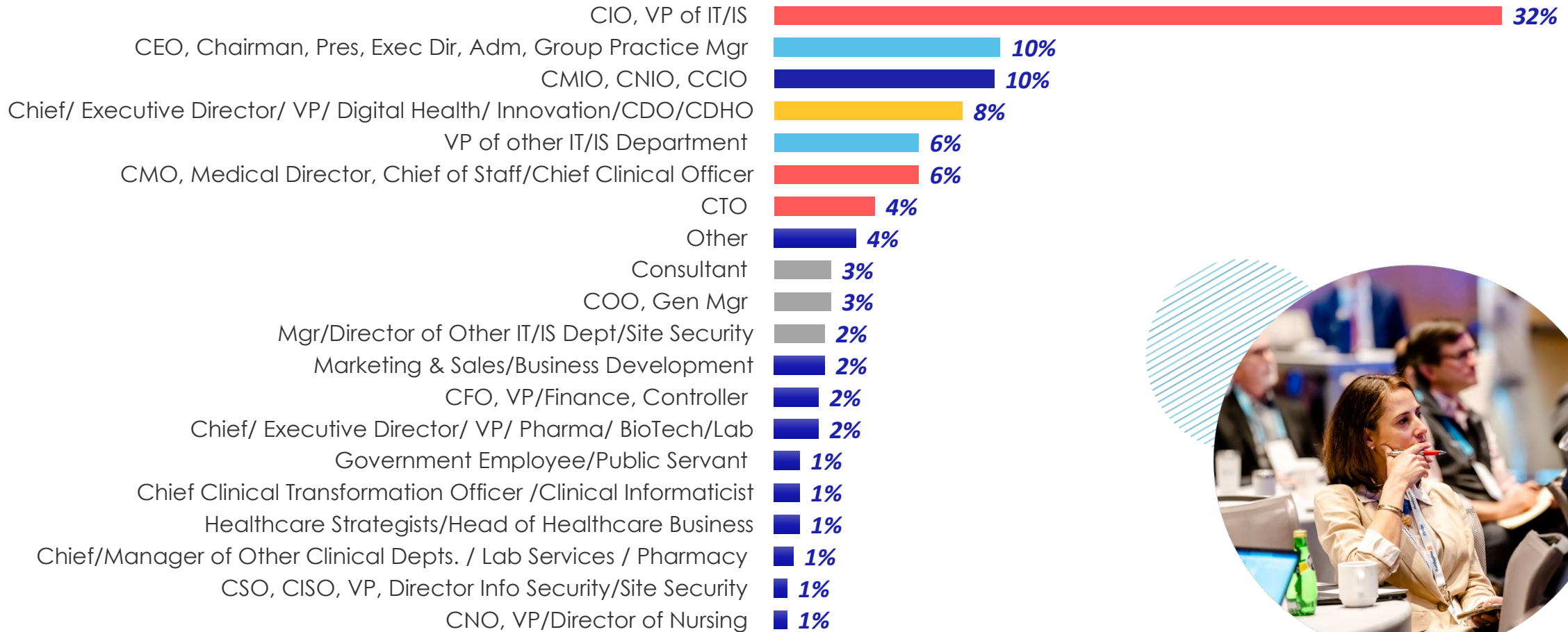
1,687 Total Number of
CIOs, & IT Executive
Attendees vs.
HIMSS22 **1,501**



411 Executive
Summit Attendees
vs. HIMSS22 **375**



HIMSS23 Executive Summit Attendees by Title



Executive Summit Sponsorships

- **Networking**

- Opening Reception at Top Golf
- Closing Happy Hour

- **Branding**

- Keynote
- Attendee Giveaways
- Room Drops
- Lobby Branding
- Lanyards
- Charging Stations
- Program Guide Ad

Investment: \$4,500 and up



HIMSS 24

11-15 March | Orlando

Info

Preconference Forum Sponsorships

HIMSS24 Preconference Forums

Top health IT trends shaping the future of healthcare

Sponsorships include **speaking engagements**, **branding opportunities** and the chance to **connect one-on-one** with decision-making leaders, stakeholders and influencers

AI in Healthcare Forum

March 11, 2024 | Orlando, FL

Virtual Care Forum

March 11, 2024 | Orlando, FL

Healthcare Cybersecurity Forum

March 11, 2024 | Orlando, FL



Program

- Targeted deep dive content segments
- Keynote speakers
- Panel discussions & fireside chats
- Peer-to-peer education
- Networking



Attendees

- Each program will drive about 200 participants
- Managers and above
- Decision makers
- Representation from various sectors

Preconference Forum Sponsorship Opportunities

Sponsor Level	Elite	Premier	Signature Panel	Supporter
Package Limits	Max 2 per Forum	Max 2 per Forum	Max 3 per Forum	Max 4 per Forum
Current Sponsors	AI: Carahsoft, Roche Cybersecurity: Carahsoft		AI: Avanade Virtual Care: Avanade	
Investment	\$65,000 – CM Rate \$72,000 – NCM Rate	\$50,000 – CM Rate \$55,000 – NCM Rate	\$30,000 – CM Rate \$33,000 – NCM Rate	\$11,500 – CM rate \$12,500 - NCM Rate
Thought Leadership @ Forum	30-minute session at In-Person Forum	15-minute session at In-Person Forum	Panel Seat at In-Person Forum	
Thought Leadership in HIMSS24 GC Specialty Pavilion Theatre	20-minute session w/recording (Tuesday)	20-minute session w/recording (Tuesday)	20-minute session w/recording (Wednesday/Thursday)	20-minute session w/recording (Wednesday/Thursday)
Video Message	●	●		
Chair/Table Drop	●	●		
Enhanced Exhibitor Listing	Package 1	Package 1	Basic	Basic
Sponsorship Recognition	●	●	●	●
Forum Badges	6 complimentary badges	5 complimentary badges	4 complimentary badges	2 complimentary badges
Conference Badges	Exhibitor/Client Badges – 15 (you determine the mix) Full Conference Badges - 7	Exhibitor/Client Badges – 12 (you determine the mix) Full Conference Badges - 5	Exhibitor/Client Badges – 8 (you determine the mix) Full Conference Badges - 3	Exhibitor/Client Badges – 4 (you determine the mix) Full Conference Badges - 1
Forum Post -Attendee List (Opt-in Only)	●	●	●	●

Preconference Forum Happy Hours

The HIMSS24 Preconference Forums focus on the top trends shaping the future of healthcare. Throughout the day attendees absorb, share and foster new relationships with their peers. Designed to both elevate your support of mission critical content and provide a relaxed networking environment, the Connection Happy Hours are a great way to wrap up a full day of learning.

March 11, 2024: 4:15pm to 5:15pm

- Benefits Include:
 - One Hour Post Forum Reception
 - VIP Networking Area
 - Beer and Wine Bar
 - Hot and Cold Appetizers
 - Spoken Welcome from Sponsor Representative
 - Sponsor Branded Signage
 - Sponsor Supplied Giveaways (optional)
 - HIMSS Priority Points – 8
 - HIMSS Full Conference badges - 3
 - HIMSS Exhibitor/Client badges - 7 (You Determine the Mix)



Investment: \$25,000 - \$27,500

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Specialized Preconference Forums

HIMSS Preconference Forums are typically 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:

- HIE/Interoperability
- Nursing Informatics
- Physicians

Benefits:

- 1-2 minutes of Welcome remarks (non-commercial/industry appropriate)
- Forum post lunch welcome/afternoon agenda review
- One registration for your representative to attend the Forum
- Attendee list with Names, titles, and organization sent two weeks after the Forum
- Logo next to session title in both in preshow and onsite marketing materials (print & online) and onsite electronic signage
- Collateral material may be placed at a designated table located outside of the conference room
- Logo on screens prior to and after the forum keynote session, Logo on Preconference session web page
- HIMSS Priority Points – 2 (6 if Exclusive Sponsor)
- HIMSS Exhibitor/Client Badges - 2 (5 if Exclusive Sponsor); Full Conference Badges - 2 (only if Exclusive Sponsor)



Investment: \$6,000 - \$18,700



11-15 March | Orlando



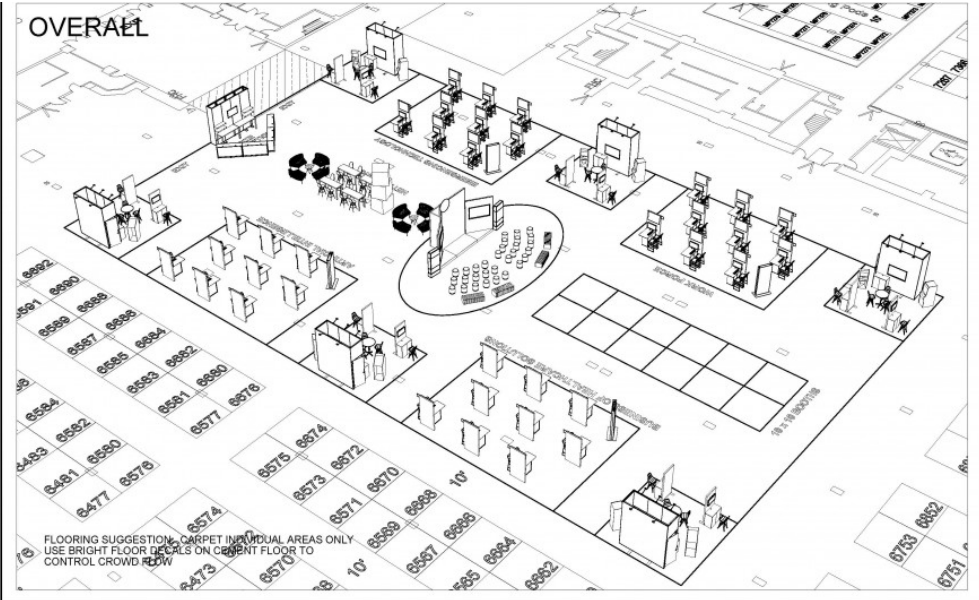
*Exhibition Opportunities with
Thought Leadership*

Specialty Pavilions

Digital Health 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 around the topics of:

Artificial Intelligence	Emerging Technology	Workforce Solutions	Business of Healthcare Solutions
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Specialty Pavilions

Digital Health Theme Park Overall Sponsorship

Benefits Include:

- 20x30 turnkey exhibition space
- Branding on signage and promotional materials
- Enhanced Exhibitor Listing via Show Directory & HIMSS24 Floor Plan
- Three (3) 20-minute Thought Leadership session with recording
 - Sessions promoted on mobile app, onsite guide, and website
- Sponsor of the Digital Health Technology Theme Park Reception
 - Tuesday, March 12: 5:00 – 6:00pm - held in pavilion
- Featured Destination during the Exhibit Hall Social Hour
 - Wednesday, March 13: 4:30-6:00pm
- Led retrieval through mobile app
- HIMSS Priority Points – 25
- HIMSS Full Conference badges - 8
- HIMSS Exhibitor/Client badges - 16 (You Determine the Mix)

Investment: \$76,500 - \$86,500



Specialty Pavilions Continued

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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- 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 HIMSS24 Global Conference and Exhibition.

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



Interoperability Showcase

The Interoperability Showcase® features a live experience of patient, caregiver, and clinician stories empowered by industry interoperability champions demonstrating standards-based solutions in a connected health ecosystem. The Showcase offer's turnkey exhibit space of different variety, allowing its participants to focus on their product demonstration, and position as a true leader in interoperability.

- **Connected Demonstration Sponsorship** (\$10,650 – \$11,850)
 - Ability to demonstrate singular systems/interfaces within a demonstration
 - No limit on the number of systems that can be demonstrated, additional fees per system
- **Foundational Level** (\$59,000 - \$65,000) –Enter up to 7 demonstrations
 - Includes 60-min thought leadership session in standing-room only Showcase Theater
 - Meeting space for private client discussions
- **Leadership Level** (\$80,000 - \$88,000) – *Two opportunities remaining!*
 - Run your own partner ecosystem demonstration – fees include the participation of your identified partners
 - Includes 60-min thought leadership session in standing-room only Showcase Theater
 - Meeting space for private client discussions
- **Enabler Level** (\$59,000 - \$65,000) – *Limited availability!*
 - Includes 60-min thought leadership session in standing-room only Showcase Theater
 - Turnkey 20x15 space
 - Meeting space for private client discussions

Baxter

Capgemini

 commonwell
HEALTH ALLIANCE

Epic

HL7
International

ORACLE
Health

PHILIPS

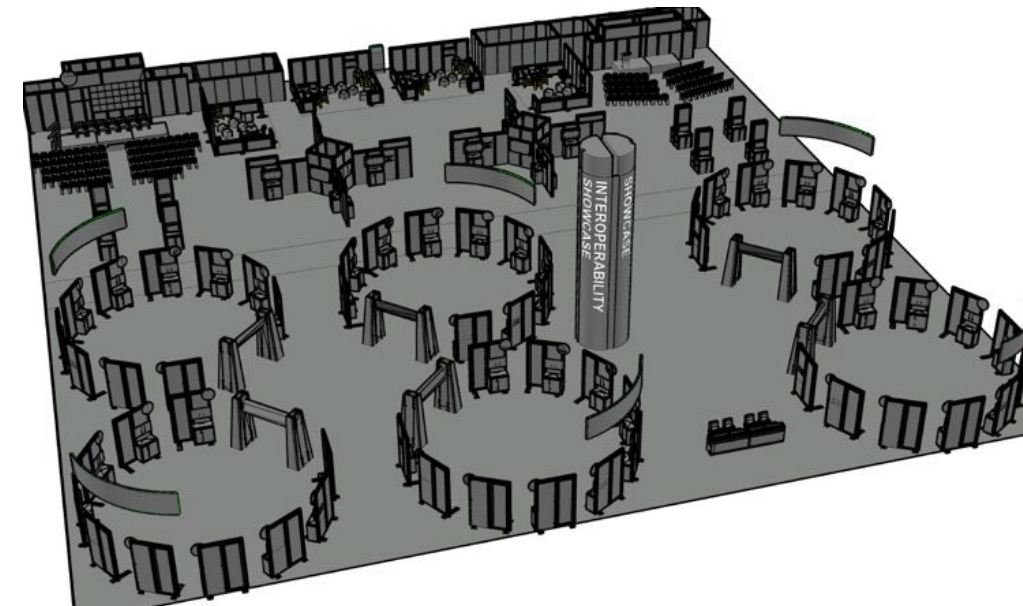
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Interoperability Showcase continued

- **Marketplace** (\$13,400 - \$14,200) – *Five remaining!*
 - Ability to demonstrate singular systems/interfaces without participation in a technical demonstration
 - Includes 20-min speaking session within Interoperability Spotlight Theater that is recorded for your own use
- **Spotlight Theater Session with Recording per session (limit 3 sessions)** (\$8,500 - \$9,000)
 - 20-min session available a la carte, and includes post session recording for your own use





*A La Carte Thought
Leadership Opportunities*

Speaking Sessions on the Exhibition Floor

- [Market Debuts with Recording](#)

(\$8,500 - \$9,000)

- 20-minute new product launch located in Startup Park
- Sessions will be video and audio recorded
- Sponsor will receive raw footage

- [Exhibition Main Stage Session with Recording – NEW!](#)

(\$20,000 - \$22,000)

- One (1) 30-minute thought leadership session on exhibition floor
- Session information will be listed in printed onsite guide,
- HIMSS24 website and mobile app
- Sessions will be video and audio recorded
- Sponsor will receive raw footage
- Seating for 175



Speaking Sessions with Audience Recruitment

- [Breakfast Briefings](#) (\$14,000 - \$17,000)
 - 60 minutes – 7:15am-8:15am
 - HIMSS recruits your targeted attendees & meal is served for 60
- [Lunch and Learns](#) (\$15,000 - \$17,500)
 - 60 minutes – 11:15am-12:15pm or 1:00pm-2:00pm
 - HIMSS recruits your targeted attendees & meal is served for 60
- [Customized Breaks](#) (\$12,000 - \$13,000)
 - 90 minutes – can be used for thought leadership and networking
- [Customized Receptions](#) (\$23,500 - \$26,000)
 - 90 minutes – can be used for thought leadership and networking
 - HIMSS recruits your targeted attendees & provides food beverage with theme of your choice!



Industry Solution Sessions

A 60-minute speaking session is a great opportunity for you to present your products, services or solutions to HIMSS Global Health Conference attendees. Average attendance is 150.

Benefits:

- Opportunity for sponsor to have up to 3 speakers and 1 moderator (4 speakers total)
- 60 minute time slot for one of the approved formats
 - No product demonstrations permitted
- Topic of your choice from the categories listed
- Scanning of attendee badges by Sponsor will only be allowed outside the session room
 - Sponsor to secure scanner and staff to scan badges
- 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
 - Subject to speakers' approval
- Sponsor to provide content by Wednesday, February 21, 2024 date or session is subject to cancellation
- HIMSS Exhibitor/Client badges – 6 (you determine the mix); HIMSS Full Conference Badge – 2
- HIMSS Priority Points – 7

Investment: \$21,000 - \$23,000



Views from the Top

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. [HIMSS24 Views from the Top Sponsored Session Calls for Proposals Application](#)

Benefits:

- One 60-minute thought leadership presentation
- Opportunity for sponsor to have up to 3 speakers and 1 moderator (4 speakers total)
 - Scanning of attendee badges by Sponsor will only be allowed outside the session room
 - Sponsor responsible for securing scanner and staff to scan badges
- Views from Top 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
- HIMSS Priority Points – 10
- HIMSS Exhibitor/Client Badges – 8 (you determine the mix)
- HIMSS Full Conference Badge -3

Investment: \$30,000 - \$33,000





Sponsorship Spotlight

Announcing the Hosted Buyers Program!

NEW AND EXCLUSIVE FOR HIMSS24 EXHIBITORS

HIMSS Global Conference is partnering with Health Connect Partners to launch a Hosted Buyers program during HIMSS24. To make the most of your HIMSS24 experience, participate in convening hospital information technology buyers (VP, Director, CIO, CMIO, etc.) with you, our exhibitors, to engage in **five (5) 9-minute-long scheduled 1:1 meetings**.

When: Tuesday, Wednesday, Thursday – located on the Exhibit Floor

How it works:

- Appx. 3 Weeks Prior
 - **Login to the online portal, view attendee details and select who you would like to meet with.**
- Appx. 3 Days Prior
 - **Receive & review the itinerary of who you are scheduled to meet with and when each of your meetings will take place.**
- During the Event
 - **Arrive a few minutes early before each meeting, and we'll help you find the table where your meeting will take place. You will have the full support of our onsite team to ensure the success of your participation.**

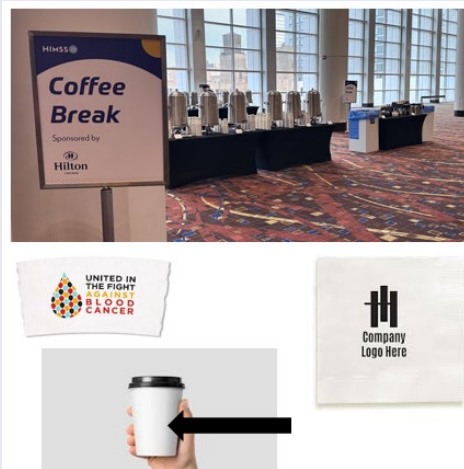
Professional Development Campus Overall Sponsorship

- 10' x 20' turnkey space in Professional Development Campus to build out for exhibition presence
- Sponsorship Recognition all applicable promotional material, pre-conference communications, signage
- Logo on all Global Conference exhibit hall electronic entrance units featuring Professional Development Campus – four (4) minute rotation
- Enhanced Exhibitor Listing via Show Directory & HIMSS24 Floor Plan Including
- Featured destination during Exhibit Hall Social Hour
- Lead retrieval – Mobile App for three (3) devices
- HIMSS24 post-attendee list (name, title, company) opt-in registrations only
- Exhibitor priority points - 13
- Exhibitor/client badges – 10 (you determine the mix)
- Full Conference badges – 4

Investment: \$40,000 - \$45,000

Exhibition Hall Beverages and Breaks

AM and PM Coffee/Tea Breaks	Hydration Stations	Ice Cream Social
<ul style="list-style-type: none"> Six (6) centrally located beverage stations down main aisles from 9:30am-11:30am and 1:00pm-3:00pm (Tuesday, Wednesday and Thursday) Signage acknowledging sponsor at each station Sponsor branded coffee sleeves* Sponsor branded cocktail napkins* *Co-branded with HIMSS24 	<ul style="list-style-type: none"> Hydration for over 10,000+ attendees. (20 water coolers displayed prominently in main aisles throughout exhibit hall. Tuesday, Wednesday or Thursday) Sponsor branded water jug sleeve on all water coolers* Sponsor branded 10oz compostable cups* provided at each water station *Co-branded with HIMSS 	<ul style="list-style-type: none"> Delicious ice cream sundaes 2,000+ attendees (Tuesday, Wednesday or Thursday) 5 centrally located ice cream social stations on exhibit hall floor 1pm-3pm Sponsor branded cocktail napkins* Sponsor branded ice cream sundae umbrellas* Sponsor branded ice cream cups* *Co-branded with HIMSS



Investment: \$16,000 - \$22,000 / break



Investment: \$20,000 - \$22,000 / day



Investment: \$22,000 - \$24,200 / day

Premier Conference Supporter Program

Global Conference and Exhibition Premier Conference Supporter Program

Eligibility	Pre-Show Benefits	Onsite Benefits
<ul style="list-style-type: none"> ✓ Global Conference participation (space/sponsorships) with total spend greater than \$150,000 ✓ HIMSS Corporate Member or Organizational Affiliate member in good standing 	<ul style="list-style-type: none"> • First selection of Anchor locations based on priority points* • Early move-in when time/space permits* • Waiving of subletting rule to allow co-exhibitors in booth (additional co-exhibitor listing fee per company applies)* • First choice on hotel selection before HIMSS Corporate Members - based on priority points (if eligibility is achieved by August 2023) • Additional hotel rooms at the Diamond identified hotels • Complimentary Conference attendee list • Logo Recognition on Global Conference Premier Conference Supporter web page • Logo recognition in the exhibition countdown email that is sent to all pre-registered attendees (sent two weeks prior to show) • Pre-show detail of registrants - pre-show deep dive breakdown of titles and worksite • Complimentary enhanced listing (Package 2) within exhibitor search on Conference website • HIMSS to deliver premium conference supporter press releases to credentialed press three weeks prior to global conference 	<ul style="list-style-type: none"> • Complimentary vendor headquarter at the Convention Center* • Company logo and booth number recognition throughout Convention Center • 75 additional priority points • Meet and greet with press in attendance at Global Conference (cocktail reception) • Logo and booth number recognition on exhibition lobby electronic entrance units • Company and booth number highlighted on way finders located throughout the exhibit hall • Company logo and booth number recognition on all printed maps onsite • Daily detail on registration numbers sent directly to your email each day of conference
		<h3 data-bbox="1607 939 2015 986">Post-Show Benefits</h3> <ul style="list-style-type: none"> • Post Show attendee list • Deep dive detailed Global Conference attendee demographics <p data-bbox="1607 1168 2384 1239">*Available to exhibitors with a booth size greater than 4800 square feet</p>



Important Dates and Reminders

Important Dates and Deadlines

Date	Task/Event
September 28, 2023	Housing for all exhibitors opened
Today!	Update your exhibitor profile Learn how to upgrade your exhibitor listing for more visibility!
October 31, 2023	Exhibitor Registration Opened
November 7, 2023	Webinar: Learn How to Manage Your Housing Block Online
November 28, 2023	Webinar: Meet Preferred HIMSS24 Vendors/Orange County Convention Center Rules & Regulations
December 1, 2023	Exhibitor Marketing Toolkit Becomes Available
December 14, 2023	Webinar: HIMSS24 Sponsorships - Branding and Networking Opportunities



Questions?

Questions?

Contact
salesinfo@himssconference.com
or your Sales Manager



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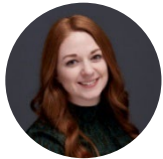
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“It was our first time at HIMSS as a tech healthcare firm, working with the HIMSS team and our marketing team resulted in one of the finest event management experiences I’ve had in a few years. The support personnel was outstanding, questions were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

— Julie-Lynn Belon,
Event Manager, UST

Thank you!

