



# *HIMSS24 Sponsorship Webinar: Branding & Networking*

*December 14, 2023*

**HIMSS<sup>®</sup> 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
- Pre-Show Branding and Networking
- Onsite Branding Opportunities
- Networking Sponsorships
- 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](#)
- Thursday Night Event
  - [Thursday, March 14](#)
- Exhibition Dates:
  - [March 12-14, 2024 \(Tuesday – Thursday\)](#)



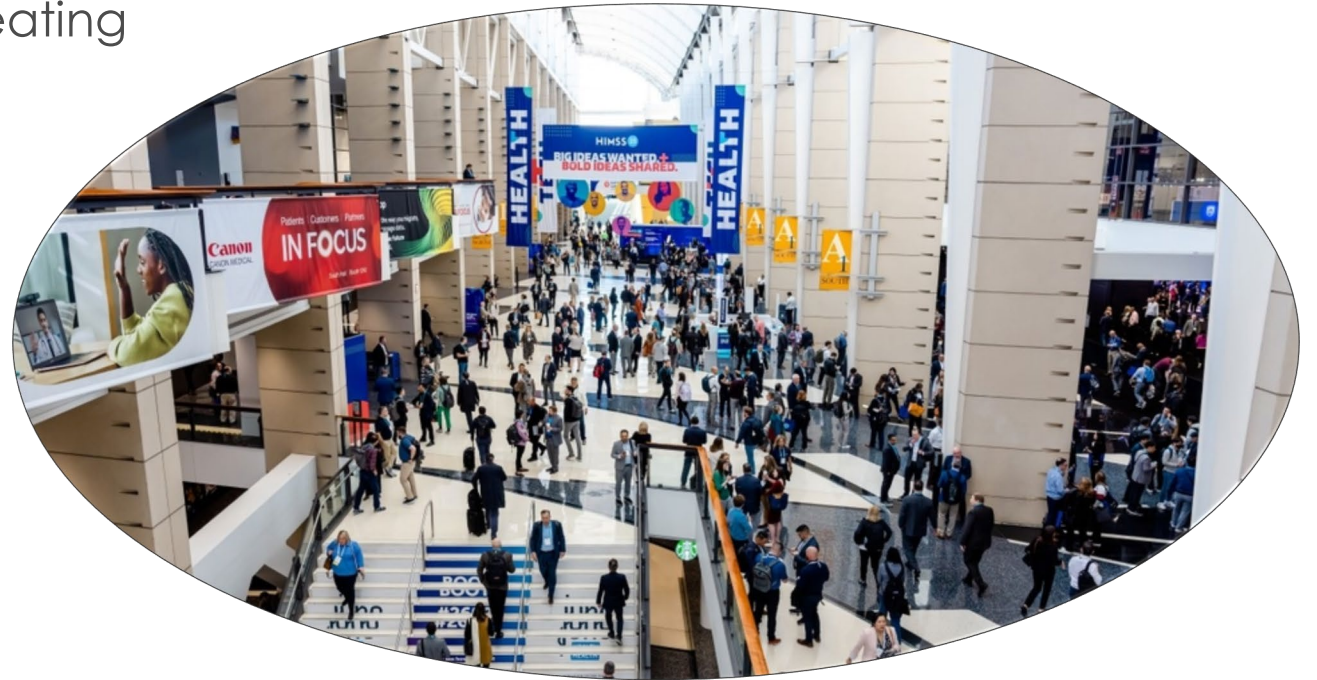
# *HIMSS24 Theme*



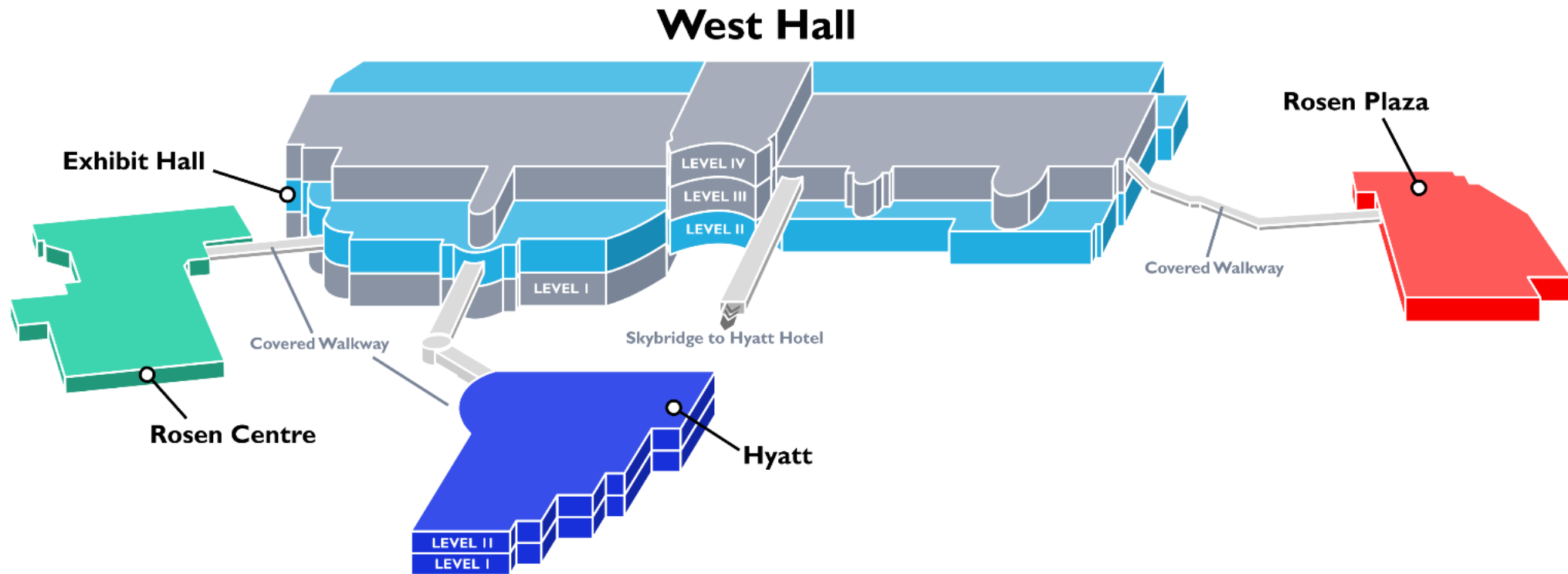
# HIMSS24 Registration Update

As of this week, we're thrilled to share that attendance for HIMSS24 is surging, pacing an impressive 18% on overall attendee numbers ahead of last year's numbers, and our C-Suite numbers are pacing at 16% ahead of last year.

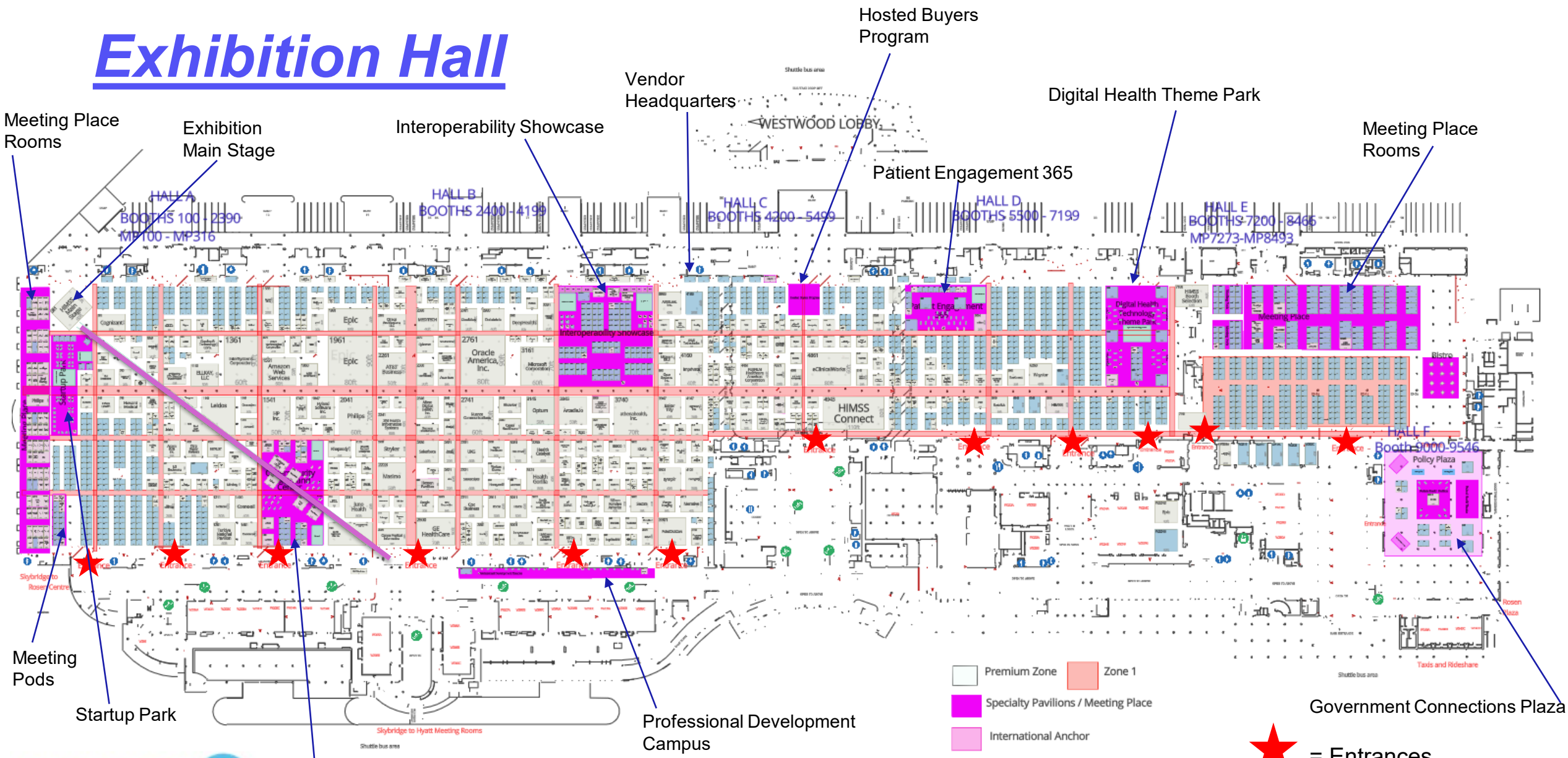
The buzz is building, and now is the perfect time to elevate your presence in Orlando with sponsorship opportunities that put your brand in front of healthcare leaders and key influencers creating tomorrow's health.



# Orange County Convention Center



# Exhibition Hall



**HIMSS** 24  
11-15 March | Orlando

Cybersecurity  
Command Center

- Premium Zone
- Zone 1
- Specialty Pavilions / Meeting Place
- International Anchor

★ = Entrances





# *Pre-Show Branding Opportunities*

# Pre Show Branding & Networking Opportunities

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

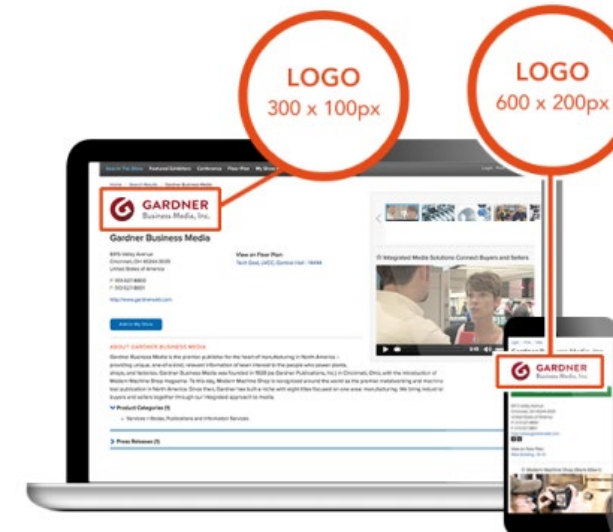
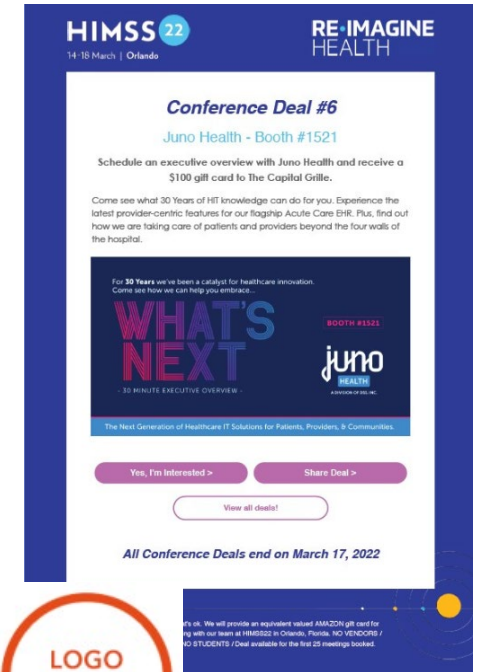
Branding  
*Change how  
people perceive  
your brand and  
drive new  
business*



# Pre-Show Marketing & Branding

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
- [Countdown Emails](#) (\$4,500 - \$5,000)
- [Enhanced Exhibitor Listing](#) (\$1,195 - \$2,995)
- [Attendee List \(restrictions apply\)](#) (\$3,000 - \$4,500)



# Preconference Forum Sponsorships

## HIMSS24 Preconference Forums

**HIMSS**<sup>®</sup> 24  
11-15 March | Orlando

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 Cyber: Carahsoft, Palo Alto	AI: GE HealthCare Cyber: Johnson & Johnson	AI: Avanade, Informatica Virtual Care: Avanade	AI: ServiceNow Cyber: DLA Piper
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

# 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 – 1 available! (Current sponsors: GE HealthCare, Mobile Heartbeat)
- Physicians (Current sponsors: Nuance, a Microsoft Company)

## 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*



# 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**

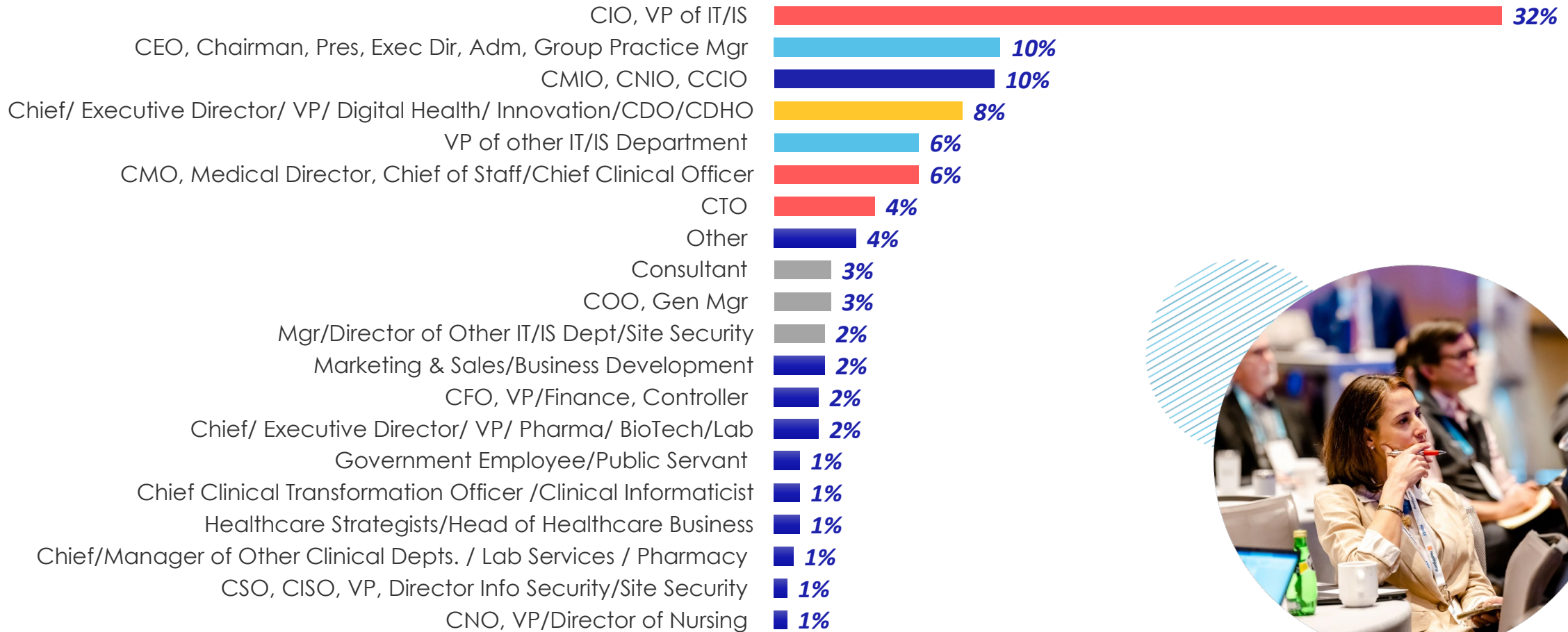


**411** Executive  
Summit Attendees  
vs. HIMSS22 **375**





# HIMSS23 Executive Summit Attendees by Title



# Executive Summit Sponsorships

- **Networking**

- Opening Reception at Top Golf with guest appearance by Annika Sorenstam
- Closing Happy Hour

- **Branding**

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

*Investment: \$4,500 and up*



HIMSS24 Executive Summit  
Monday, March 11  
Hyatt Orlando





# *Onsite Branding Opportunities*

# Onsite Branding and Sponsorships

- Digital Signage
- Attendee Resources
- Exhibit Hall Branding
- Lobby Branding
- Transportation Branding
- Keynote with Coffee Sponsorship
- Additional Branding Opportunities

January 22:  
Graphics due  
to Freeman  
for paid  
sponsorships



# **NEW – Digital Branding Takeover Sponsorship**

Flash your brand and message in this first ever digital takeover in the Orange County Convention Center. Prominently displayed in approximately 55 locations throughout the OCCC, this sponsorship will reach attendees on all levels, as they enter education sessions and walk the Convention Center.

Limited availability

Opportunities: Five (5)

Benefits:

- Your message played for 15 seconds on all 40+ locations throughout the convention center; 7 times per day



Investment: \$50,000 - \$55,000

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# Digital Signage a la carte

- **Exhibit Hall Entrance Units(\$19,500 - \$21,500)**
  - Share your message with a video on the entrance units to the HIMSS Global Conference Exhibit Hall! With this high-impact opportunity, your content will be played for attendees as they enter and exit.
  - Your 10-second video (no sound) will be played every 3 minutes in 6 locations
  
- **Electronic Message Boards(\$11,500 - \$12,500)**
  - Electronic messaging billboards are a great way to get your branding and messaging out to HIMSS attendees. These will be located in high traffic areas throughout the convention center
  - You provide the messaging for (8) second message
  - Message played about 2300 times per day across all screens - plays approximately every 4.5 minutes



# Attendee Resources

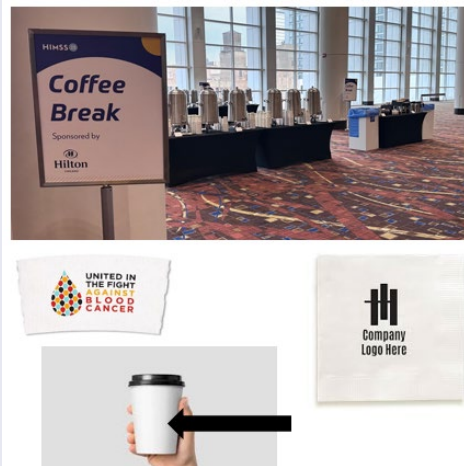
- **Conference Pens (\$7,500 - \$15,000)**
  - Provide your own or have HIMSS take care of for you. Co-branded with sponsor and HIMSS24 logo
  - Over 7,000 pens were picked up at HIMSS23!
- **Wi-Fi Sponsorship(\$25,000 - \$27,500)**
  - Be the exclusive Wi-Fi sponsor for the HIMSS24 Global Health Conference and Exhibition. Wi-Fi access will be available for all attendees in general areas and the Wi-Fi sponsor will have a static image on the login page to access WiFi.
- **Wellbeing Lounge (\$15,000 - \$17,500)**
  - Support HIMSS24 attendees' health as they experience access to massage therapists, foot massagers, aromatherapy, device charging, and relaxing spa music. Your company will receive premier exposure to this highly marketed area drawing attendees to relax and enjoy some Zen time on the exhibit floor.
- **Charging Lockers (\$15,000 - \$16,500)**
  - Provide the solution for attendees as they search for a place to charge their devices.
  - Six (6) charging locker stations will be placed throughout the lobby areas.



# Exhibition Hall Beverages and Breaks

## AM and PM Coffee/Tea Breaks

- Six (6) centrally located beverage stations down main aisles from 9:30am-11:30am and 1:00pm-3:00pm (Tuesday, Wednesday or Thursday)
  - Signage acknowledging sponsor at each station
  - Sponsor branded coffee sleeves\*
  - Sponsor branded cocktail napkins\*
- \*Co-branded with HIMSS24



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

## Hydration Stations

- 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



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

## Ice Cream Social

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



# Exhibit Hall Branding

- **Aisle Signs (\$13,000 - \$14,300)**

- These 30" x 30" double sided panels with your branding is a great way to increase your booth traffic or branding at the show
- These signs will be located on the main aisles throughout the exhibit hall
- Each opportunity includes 4 double-sided aisle sign dangles for a total of 12 images

- **Floor Stickers (\$13,000 - \$14,300)**

- Floor stickers are a great way to increase booth traffic at HIMSS Global Conference.
- Each package includes six 3'x3' stickers placed throughout the exhibit hall.

- **Message Panels(\$2,500 - \$2,750)**

- Panel with your marketing message placed in an exhibit hall location you select
- Turnkey package – includes panel production and installation/dismantling



# Lobby Branding

- **Banners (\$9,500 - \$17,000)**
  - Located in high traffic lobby areas in the Convention Center
  - Double-sided vertical and traditional banner options available
- **Column Wraps (\$9,500 - \$10,500)**
  - Located in high traffic lobby areas in the Convention Center
  - Limit one per company
- **Escalator Graphics (\$10,000 - \$16,500)**
  - You provide the graphics, HIMSS to install and remove
- **Lobby A Stair Clings (\$10,000 - \$16,500)**
  - High impact opportunity – only one left!
- **Bridge Signage (\$3,000 - \$4,000)**
  - Reach attendees as they enter the Convention Center each day
  - Double-sided signs on skybridges used to connect from nearby hotels to the convention center



# Transportation Branding

- **Bus Wraps (\$26,000 - \$28,000)**
  - Full side wrap on one bus on route of your choosing
- **Bus Headrests (\$1,900 - \$2,100)**
  - Branded headrests on one bus on route of your choosing
- **Transportation Packages (\$9,500 - \$10,500)**
  - 6 branded column Wraps located in transportation drop-off area outside of lobbies A-D
  - 2 double sided meters boards located on the Westwood bridge
  - You provide graphics, HIMSS to install and remove



# Keynote with Coffee

## Benefits:

- Four (4) Invitations for senior staff or clients to attend the VIP meet and greet with Keynote Speaker (if speaker approves)
- Twenty (20) Reserved seating for keynote
- HIMSS-approved sponsor ad on walk in slide to include company booth number, logo and company name
- Logo displayed outside of keynote ballroom
- Logo on electronic signage advertising the keynote
- Sponsor to be recognized during keynote session introductory remarks
- Sponsor recognition by coffee station(s) outside of the Keynote ballroom
- Coffee and Tea hydration pick-me-up for over 2,500+ attendees
- 6 coffee stations in front of main entrance to Keynote
- Signage acknowledging sponsor at each station
- Sponsor branded coffee sleeves and cocktail napkins
- Co-branded with HIMSS24



[View the HIMSS24 Keynote Speakers](#)

Investment: \$35,000 - \$38,500



11-15 March | Orlando

# Additional Branding Opportunities

- **Passport (\$2,100 - \$2,300)**

- Low-cost opportunity to increase booth traffic and gain brand exposure to HIMSS attendees.
- Your logo and booth number will be on one spot of the card.
- Attendees have the opportunity to visit all booths on the card, get a stamp from each booth and enter to win a prize.



- **Blood Drive (\$2,500 - \$3,000)**

- HIMSS24 is pleased to host a blood drive during the Global Conference and Exhibition to support the need for our healthcare systems.
- As a sponsor of this event, you will receive branding awareness and demonstrate your commitment to this important cause.

- **Experiential Vending Machine (\$25,000 - \$27,500)**

- Create a buzz by sponsoring this interactive attendee experience
- Attendees will scan badge to win a sponsor-provided prize
- Sponsor branding on vending machine and opportunity to provide video





# *Networking Opportunities*

# Networking Opportunities

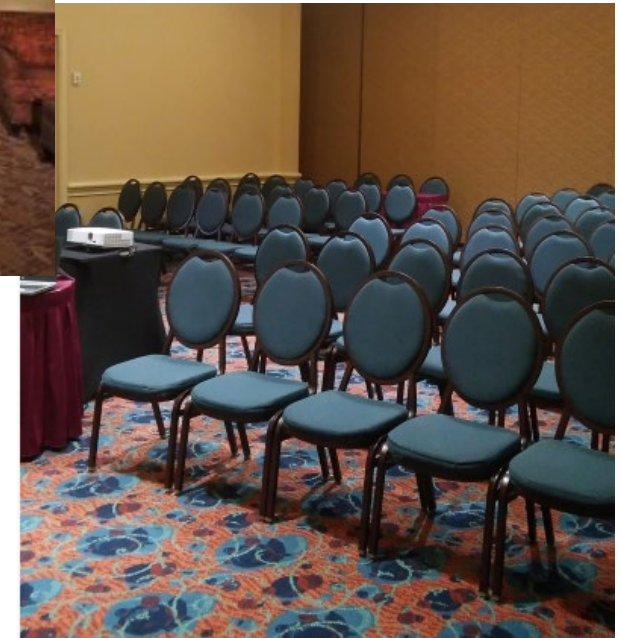
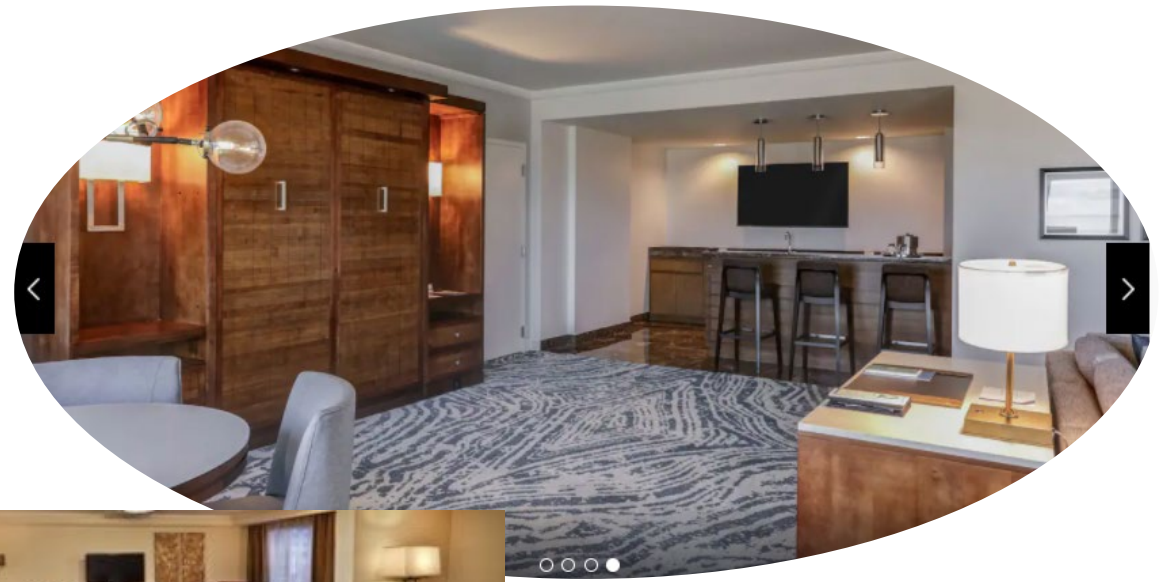
- Meeting Space
- Lounges
- Breakfasts and Lunches
- Receptions
- Thursday Night Event

**Networking**  
One of the top reasons attendees come to HIMSS Global Health Conference & Exhibition



# Meeting Space

- Exhibitor Hospitality Suites
  - [Rosen Centre](#)
  - [Rosen Plaza](#)
  - [Hyatt](#)
- Hotel Meeting Rooms
  - [Rosen Centre](#)
  - [Hyatt](#)
- [Pre-Conference Meeting Rooms](#)
- [Afternoon Meeting Rooms](#)
- [Convention Center Meeting Rooms](#)



Investment: \$4,000 and up



11-15 March | Orlando



# Lounges

- **Networking Hub (\$15,000 - \$16,500)**
  - The Networking Hubs are designed for attendees/exhibitors to meet up with colleagues, recharge devices, check emails.
- **Diamond/Emerald Corporate Membership Lounge (\$21,000 - \$23,000)**
  - Increase your visibility and engage in B2B networking. As the sponsor of the lounge, you will have access to a dedicated meeting room.
- **Organizational Affiliate Lounge (\$9,500 - \$10,500)**
  - The OA-exclusive lounge will allow access to the nearly 1,000 Organizational Affiliate Members. As the sponsor, you will be among the limited few industry representatives with access to the lounge.
- **Executive Lounge (\$25,000 - \$27,500)**
  - Sponsor THE space for HIMSS24 executive attendees to refresh and recharge during the, with refreshments and concierge services available. Daily happy hour events are hosted in the Executive Lounge for qualified attendees. Sponsor receives access, branding, awareness and networking benefits with an exclusive sponsorship package.



Networking Hub example

# Breakfasts and Lunches

- **Physician Community Networking Breakfast (\$16,000 - \$17,500)**
  - Engage with the HIMSS Physician Committee and Community members as a sponsor of the Physician Community networking breakfast. This is an in-person opportunity to engage with Physicians 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 Physician Community and what the Committee is working on.
- **Corporate Member B2B Breakfast (\$3,000 - \$4,000)**
  - Increase your visibility and engage with HIMSS Corporate Members at this popular networking breakfast. Sponsorship includes a designated table for the sponsor with a raffle opportunity to attract members to engage with you and your team. Average attendance 200. Prize sponsorships are also available.
- **Global Public Policy Breakfast (\$14,500 - \$16,000)**
  - Your organization's name will be in front of federal state and local representatives and HIMSS advocates at HIMSS Global Conference as a sponsor of this networking opportunity.
- **Policy Changemakers Lunch (\$14,000 - \$15,400)**
  - Network with state, local, federal and international government officials, HIMSS Chapter Leaders and other health IT experts for this annual luncheon with presentations on public policy priorities. Awardees will be recognized for their achievements in advocacy and service to advancing health IT.
- **Bistro (\$5,000 - \$5,500)**
  - Feed your staff or clients at a dedicated table conveniently located in the exhibition hall (location subject to change). The Bistro is perfect for networking, meetings, or taking a break from the exhibit floor.

# Opening Reception

This reception is the official event that kicks off the HIMSS Global Health Conference & Exhibition! A highly attended event, this is a great way to increase your branding and exposure at the show and draw attendees to your booth throughout the week. HIMSS23 Reception Attendance: 5,000

Location: Reception will take place in the Valencia Ballroom

Date/Time: Monday, March 11, 5:00 p.m.-7:00 p.m.

Benefits Include:

- Logo recognition at the reception
- Logo on photo booth digital picture frame
- Dedicated sponsor area with signage
- Sponsor logo gobo displayed inside of reception room (HIMSS to provide)

Investment: \$8,000 - \$12,500



# Customized Receptions

This exclusive, turnkey reception includes everything you need for a memorable event.

Example:

**Coastal Vibes  
with Views**  
(Hyatt- Orchid Room)  
AVAILABLE TUES



Specialty Cocktail: Tequila Sunrise  
(Tequila, Orange Juice, and Grenadine)

Action Station: Action Station: MOJO RUBBED /  
TURKEY (GF) (Serves 40 people) Shaved Brussel &  
Toasted Pine Nuts, Red Onion, Dried Cranberry  
Vinaigrette (V), Roasted Fennel Potatoes, Roas  
Cranberry Chutney and Herbed Aioli, Cornbre

Asparagus and Buttered Shallots on Boursin Ba

Benefits include:

- 90-minute turnkey reception for up to 100 guests at the Hyatt, Rosen Centre, or Orange County Convention Center
- HIMSS recruits your targeted attendees & provides food and beverage with theme of your choice!
- Food and beverage includes:
  - Beer and wine, action station, specialty cocktail and two hors d'oeuvres

Investment: \$23,500 - \$26,000

**HIMSS** 24

11-15 March | Orlando

# Receptions

- **Exhibit Hall Social Hour Promotion (\$2,250 - \$2,400)**
  - Drive traffic to your booth by participating in the HIMSS24 Exhibition Social Hour Wednesday, March 13, from 4:00pm – 5:30 pm. Benefits include logo recognition on entrance units, mobile app and more.
- **Emerging Healthcare Leaders Reception (\$2,500 - \$2,800)**
  - This networking reception dedicated to young IT professionals that attend the HIMSS conference each year. Tuesday, March 12, 6-7:30 pm
- **Celebration of Black Excellence Reception (\$5,000 - \$7,000)**
  - Connect with new and old friends and colleagues at the Celebration of Black Excellence. Reception and photo booth sponsorships are available. Wednesday, March 13, 7:00-10:00 pm
- **Women in Health IT Reception (\$6,000 - \$8,000)**
  - HIMSS has made it a priority to recognize women's significant contributions to, and leadership within the field; championing and equipping the next generation of women leaders; and, building the community and resources all need to advance this initiative. Show your support of women in health IT, by sponsoring the HIMSS24 Women in Health IT activities. Wednesday March 13, 6:00-7:30 pm
- **Physicians Community and CMIO Roundtable and Reception (\$20,000 - \$22,000)**
  - Engage with the HIMSS Physician Community as a sponsor of the Physicians Community CMIO Roundtable and Reception. This is an in-person opportunity to network with your peers; dig deeper into sharing best practices, pain points and successes, build up and out professional relationships.
- **Iftar Gathering (\$5,000 - \$5,500)**
  - Join the HIMSS24 Global Conference and Exhibition as the sponsor of an Iftar meal after sunset to break the fast during Ramadan. A reception and prayer room will be offered to those wishing to attend.

# Thursday Night Special Event

Treat your clients to a VIP experience before the HIMSS24 Thursday Night Special Event at Universal's City Walk and Islands of Adventure. Reception package includes a private event space at a Universal Studios restaurant, transportation, and food and beverage. Sponsors may decorate the space, offer additional food/drink items, and offer entertainment at their own cost.

## Thursday, March 14

### Timeline:

6:00 PM - 6:30 PM- Private Bus for Sponsors to City Walk

6:30 PM - 7:30 PM- Private VIP Reception for 22 guests

7:30 PM - 9:30 PM- City Walk Block Party

9:30 PM – 11:30 PM- Dessert Party- Super Hero Island

### Benefits:

- Private client reception for (25) of your VIPs to include:
- Four (4) Appetizers (sample menu available upon request)
- One hour hosted bar (beer and wine)
- Sponsor can provide a giveaway to their VIP attendees
- Logo prominently displayed on signage within venue and at venue entrance
- Transportation provided from OCCC to Universal for the VIP group
- Twenty-two (25) Complimentary Thursday Night Event tickets

Investment: \$17,500 - \$19,000



11-15 March | Orlando

**Put your brand in lights by  
sponsoring the Thursday Night  
Event wristbands!**

*All attendees must wear to  
enter Universal's City Walk and  
Islands of Adventure.*



*Investment: \$8,000 - \$8,800*

# UNIVERSAL CITYWALK ORLANDO



Entrance to IOA

Main Entrance

Bus Drop Off

Red Coconut Club

Antojitos Authentic Mexican Food

Pat O'Brien's Orlando

Bob Marley- A Tribute to Freedom

City Walk's Rising Star





# *Sponsorship Spotlight*



# 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.**

# Hosted Buyers Program Lounge

The Hosted Buyers Lounge will offer approximately 100 hospital information technology buyers (VP, Director, CIO, CMIO, etc.) and market supplier attendees a place to check in for their upcoming appointments, grab a cup of coffee and relax. As the exclusive sponsor of this area you will also receive five (5) nine (9) minute 1:1 provider sessions.

## **Opportunities: Exclusive**

### **Benefits Include:**

- Sponsor branding prominently displayed throughout the Lounge
- Opportunity to provide a giveaway in the lounge (HIMSS to approve)
- Five (5) - nine (9) minute 1:1 provider sessions
  - Meetings will be conducted in a private area on the exhibit floor
  - Sponsor can have up to two (2) representatives present during 1:1 meeting

Investment: \$25,000 - \$30,000

# Premier Conference Supporter Program

## Global Conference and Exhibition Premier Conference Supporter Program

Eligibility	Pre-Show Benefits	Onsite Benefits
<ul style="list-style-type: none"> <li>✓ Global Conference participation (space/sponsorships) with total spend greater than \$150,000</li> <li>✓ HIMSS Corporate Member or Organizational Affiliate member in good standing</li> </ul>	<ul style="list-style-type: none"> <li>• First selection of Anchor locations based on priority points*</li> <li>• Early move-in when time/space permits*</li> <li>• Waiving of subletting rule to allow co-exhibitors in booth (additional co-exhibitor listing fee per company applies)*</li> <li>• First choice on hotel selection before HIMSS Corporate Members - based on priority points (if eligibility is achieved by August 2023)</li> <li>• Additional hotel rooms at the Diamond identified hotels</li> <li>• Complimentary Conference attendee list</li> <li>• Logo Recognition on Global Conference Premier Conference Supporter web page</li> <li>• Logo recognition in the exhibition countdown email that is sent to all pre-registered attendees (sent two weeks prior to show)</li> <li>• Pre-show detail of registrants - pre-show deep dive breakdown of titles and worksite</li> <li>• Complimentary enhanced listing (Package 2) within exhibitor search on Conference website</li> <li>• HIMSS to deliver premium conference supporter press releases to credentialed press three weeks prior to global conference</li> </ul>	<ul style="list-style-type: none"> <li>• Complimentary vendor headquarter at the Convention Center*</li> <li>• Company logo and booth number recognition throughout Convention Center</li> <li>• 75 additional priority points</li> <li>• Meet and greet with press in attendance at Global Conference (cocktail reception)</li> <li>• Logo and booth number recognition on exhibition lobby electronic entrance units</li> <li>• Company and booth number highlighted on way finders located throughout the exhibit hall</li> <li>• Company logo and booth number recognition on all printed maps onsite</li> <li>• Daily detail on registration numbers sent directly to your email each day of conference</li> </ul>
		<h3 data-bbox="1605 939 2018 988">Post-Show Benefits</h3> <ul style="list-style-type: none"> <li>• Post Show attendee list</li> <li>• Deep dive detailed Global Conference attendee demographics</li> </ul> <p data-bbox="1605 1168 2390 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
January 11, 2024	<a href="#">Webinar: HIMSS24 Sponsorships - Meeting Space and More</a>
January 12, 2024	Specialty Booth Speaking Session Title, Abstract and Speaker Information due to be included in the onsite materials
January 22, 2024	Graphics Due to Freeman for Paid Sponsorships
January 24, 2024	Company profile due for printed Guide
February 1, 2024	<a href="#">HIMSS25 Booth Selection Informational Webinar</a>

[Full Exhibitor Deadline Checklist](#)

# Important Dates and Deadlines

HIMSS25 Booth Selection Information	
February 1, 2024	<a href="#">HIMSS25 Booth Selection Informational Webinar</a>
February 20 – March 2, 2024	Top 250 companies select virtually before HIMSS24
March 11-14, 2024	Onsite Booth Selection at Orange County Convention Center during HIMSS24
Note: <ul style="list-style-type: none"><li>• Booth selection appointment times are scheduled in exhibitor priority point order.</li><li>• Booth selection order is based on points as of December 31, 2023.</li></ul>	
Questions? Contact <a href="mailto:Laura.Goodwin.US@informa.com">Laura.Goodwin.US@informa.com</a>	

HIMSS25  
March 3-7, 2025  
Sands Expo & Caesars Forum  
Las Vegas, NV





*Questions?*

# Questions?

Contact [salesinfo@himssconference.com](mailto:salesinfo@himssconference.com)  
or your Sales Manager



**Deborah Caruso**

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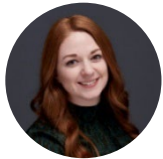
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“It was our first time at HIMSS as a tech healthcare firm, working with the HIMSS team and our marketing team resulted in one of the finest event management experiences I’ve had in a few years. The support personnel was outstanding, questions were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

— Julie-lynn Belon,  
Event Manager, UST



*Thank you!*

