

HIMSS24 Sponsorship Webinar: Meeting Space, Branding & More

January 11, 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
- New Sponsorship Opportunities
- Meeting Space Options
- Pre and Post Show Branding
- Onsite Branding
- Sponsorships Spotlight
- Deadlines / Important Dates
- Questions

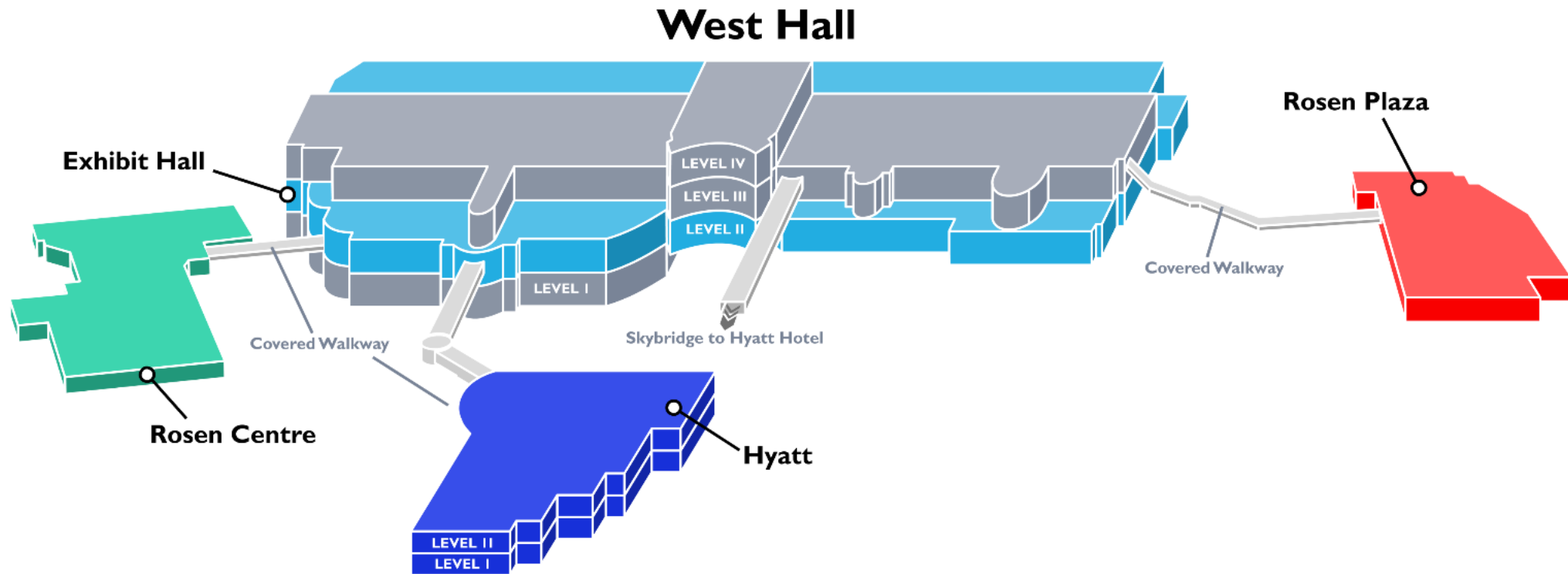


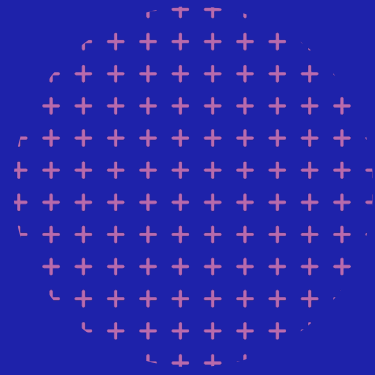
HIMSS24 Dates

- 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 \(Tuesday – Thursday\)](#)



Orange County Convention Center





New Sponsorship Opportunities

Just Released: Mobile App Sponsorships

Reach attendees through the leading resource to plan their agenda and navigate the conference by sponsoring the HIMSS24 Mobile App.

The mobile app is available approximately two to three weeks prior to Global Conference for attendees to download through next HIMSS Global Conference (March 2025).

Overall Mobile App Sponsorship: Limit 1

Every attendee utilizing the mobile app will see your logo when launching the app.

- Dedicated second splash screen including message from sponsor
- Images sized 2796 x 2796px with a 980 x 1870px safe area
- Splash screen displays for five (5) seconds and refreshes every 60 minutes
- If user logs out, app reloads and splash screen is viewed
- One (1) push notification during show hours
- Logo recognition as sponsor of mobile app on HIMSS24 website, onsite material(s) and pocket guide
- Exhibitor/Client Badges - 8 (you determine the mix)
- Full Conference Badges - 3
- HIMSS Priority Points – 10

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



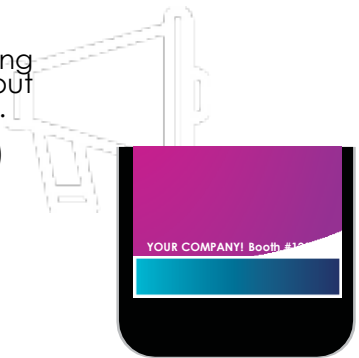
The HIMSS23 mobile app was used by over 15,000 attendees at HIMSS23.

Banner Screen Sponsorship: Limit 5

Significantly drive more traffic to your listing! Rotating Banners provide you maximum coverage throughout the App as they appear at the bottom of most pages.

- Sponsor banner (1242 x 195px, displays at 414 x 65px) placed at footer of main content page
- Sponsor banners randomly rotate and include links to showrooms
- Hyperlinks to your exhibitor details page in mobile app or to your website
- HIMSS Priority Points - 1

Investment: \$3,500 - \$4,000



Push Notifications: Multiple

Received by all users whether the App is closed or open, these messages are typically short and highlight important news/event/product/etc.

- Sponsor message alert pushed based on scheduled date & time, Monday – Friday
- Title message length - 30 characters or less
- Notification Message length – 40 characters or less
- Content Message length – 200 words/1300 characters or less
- HIMSS Priority Points - 1

Investment: \$3,000 - \$3,500



Digital Branding Takeover Sponsorship

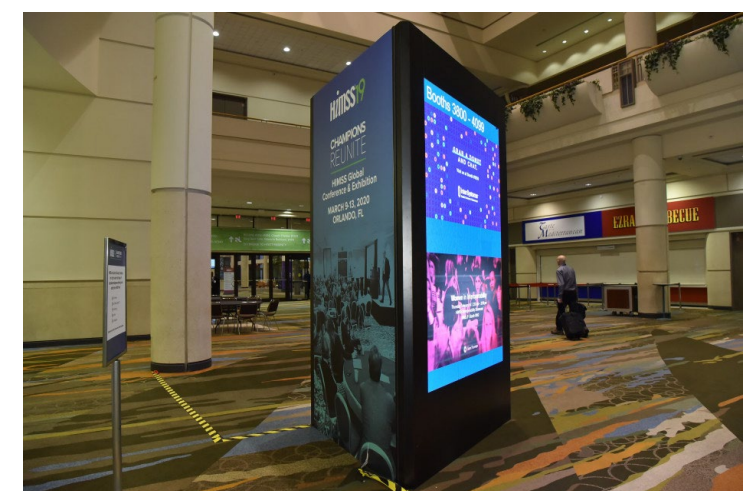
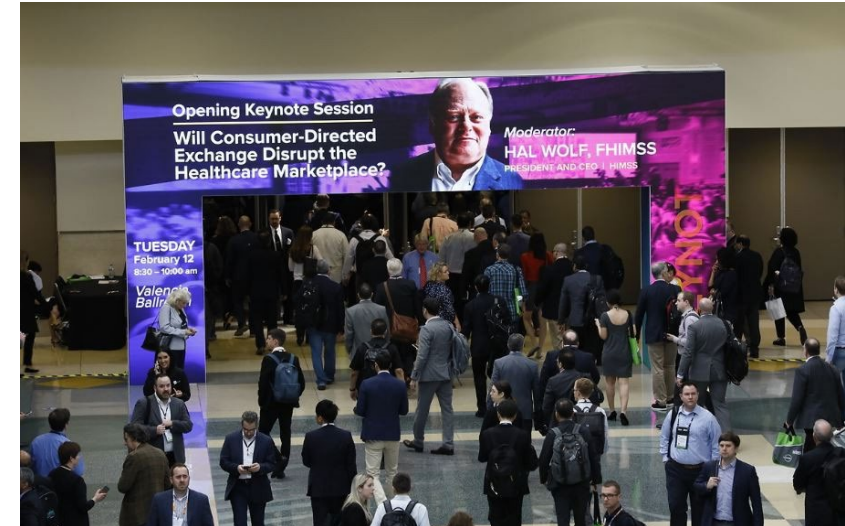
Flash your brand and message in this first ever digital takeover in the Orange County Convention Center. Prominently displayed in approximately 55 locations throughout the OCCC, this sponsorship will reach attendees on all levels, as they enter education sessions and walk the Convention Center.

Limited availability

Opportunities: Five (Four remaining)

Benefits:

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



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



11-15 March | Orlando

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**.

Engage with key providers already engaged in the program including but not limited to:

Seattle Children's	Cleveland Clinic	The Christ Hospital	Dayton Children's
Penn Medicine	St. John's Health	Virginia Hospital Center	Trinity Health

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

Health Equity Engagement Sponsorship

Exclusive Sponsor Benefits Include:

- **Health Equity Changemaker Panel:** Tuesday, March 12, 11:00 am - 12:30 pm
 - Two (2) minutes podium time for sponsor representative to provide introduction / welcome remarks.
 - Sponsor to co-develop questions with HIMSS (pending HIMSS approval) for the session.
 - One (1) 20-second sponsor video to be played with walk-in slides (sponsor to produce and HIMSS to approve)
 - Profile on DEI initiatives of the sponsor's organization featured on HIMSS.org.
- **Women in Health IT Reception Sponsor:** Wednesday, March 13, 6:00 - 7:30 pm
 - Five (5) invitations to attend the Women in Health IT Reception at the Global Health Conference
 - Sponsor logo on the invitation sent to the invited attendees (over 30,000 including WHIT subscribers and all HIMSS24 women registrants)
 - Registration list (Name, Title, Company) provided two weeks after the Global Health Conference
- **Celebration of Black Excellence Reception Sponsor:** Wednesday, March 13, 7:00 - 10:00 pm
 - Seven (7) invitations to attend the Celebration of Black Excellence Reception at the Global Health Conference
 - Sponsor logo on the invitation and signage
 - Registration list (Name, Title, Company) provided two weeks after the Global Health Conference
- **EquiTEA Sponsor** - Thursday, March 14, 10:00 - 11:30 am
 - Ten (10) minutes podium time for sponsor representative to provide introduction / welcome remarks.
 - HIMSS and sponsor logo branded coffee and **TEA** sleeve.
 - Option to have representative serve as discussion table moderator.



Meeting Space Opportunities

Meeting Space Options

- Convention Center Meeting Space
- Hotel Meeting Space
- Lounges
- Bistro
- Afternoon Breaks
- Customized Reception

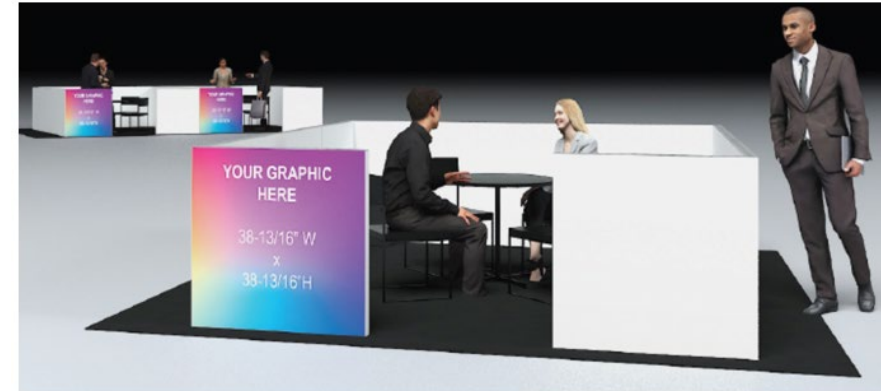
Networking

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

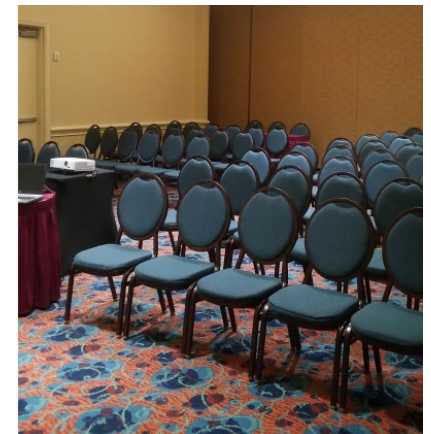
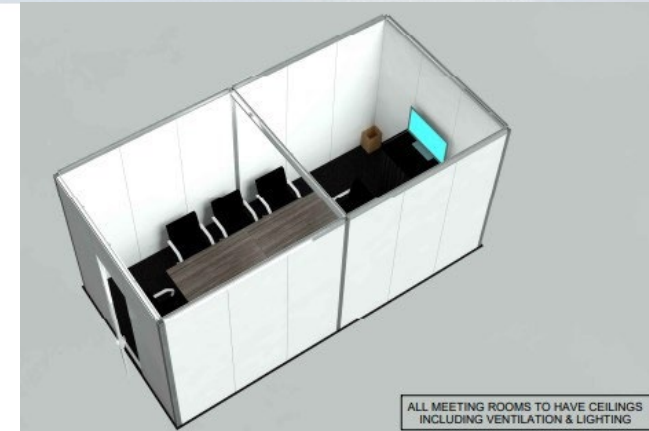


Convention Center Meeting Space

- [Meeting Pods \(\\$12,500 - \\$14,000\)](#)
 - 10x10 semi-private meeting space on the exhibition floor
- [Meeting Place Rooms \(\\$17,500 - \\$34,500\)](#)
 - 10x20 or 20x20 turnkey private meeting space on the exhibition floor
- [Pre-Show Meeting Rooms \(\\$4,000 - \\$6,500\)](#)
 - Perfect location 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.
- [Afternoon Meeting Rooms \(\\$4,000 - \\$4,500\)](#)
 - Host a private meeting or gathering space off the convention center floor
- [Convention Center Meeting Rooms \(\\$30,000 - \\$37,500\)](#)
 - Meeting space that can be used throughout the week. Includes wireless internet and can be set to your specifications.
- [Bistro \(\\$5,000 - \\$5,500\)](#)
 - Feed your staff or clients during the exhibition dates at a dedicated table conveniently located in the exhibition hall (Hall F). The Bistro is perfect for networking, meetings, or taking a break from the exhibit floor.



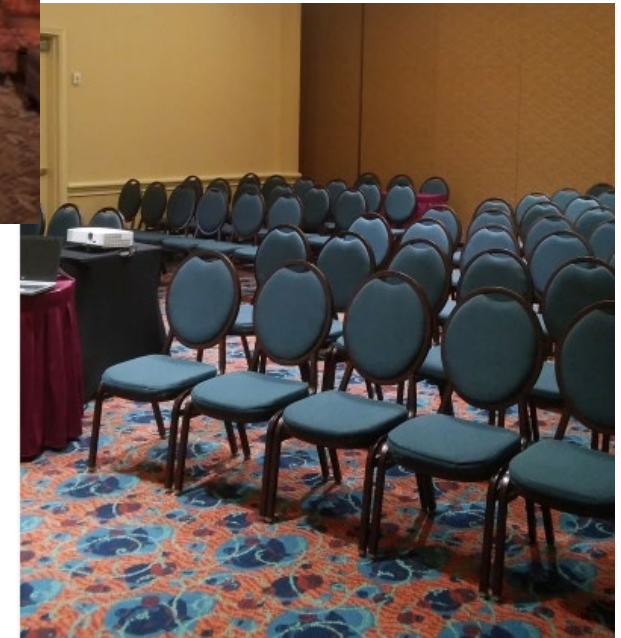
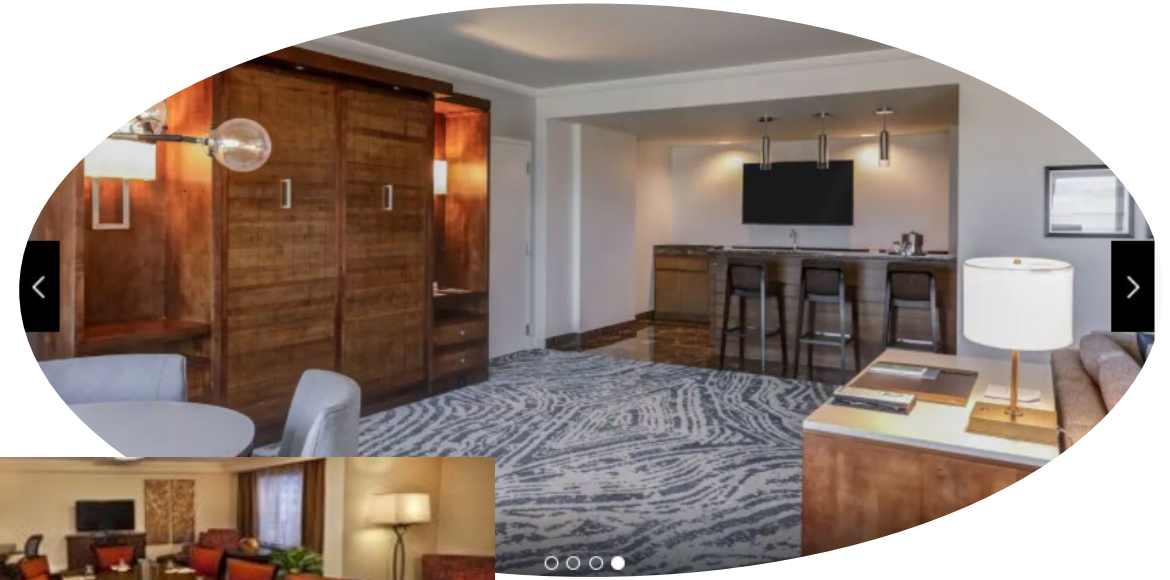
Meeting Pod example



Hotel Meeting Space

Elevated meeting space to utilize throughout the week.

- Exhibitor Hospitality Suites*
 - [Rosen Centre](#)
 - [Rosen Plaza](#)
 - [Hyatt](#)
- Hotel Meeting Rooms*
 - [Rosen Centre](#)
 - [Hyatt](#)



**Required - \$2,750++/week F&B minimum with the room*

Investment: \$9,500 and up

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

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



Pre-Show Branding Opportunities

Pre Show Branding

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

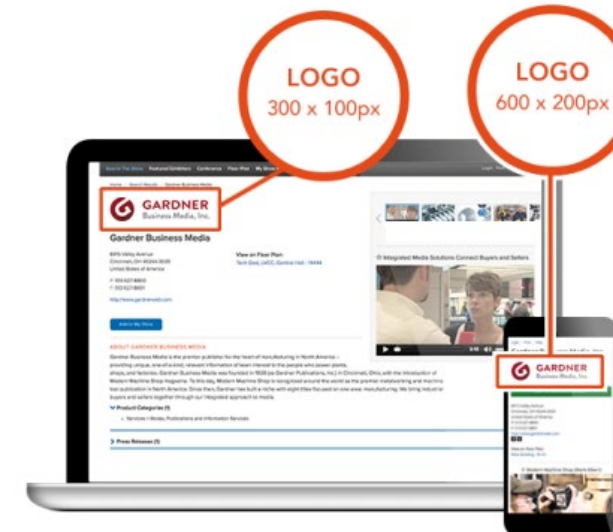
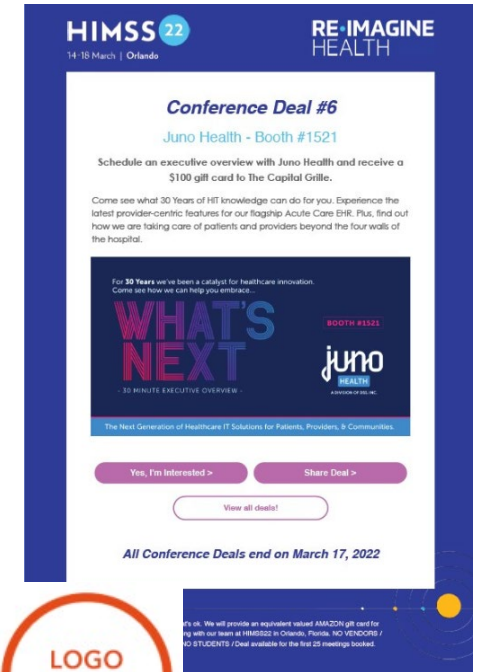
Branding
*Change how
people perceive
your brand and
drive new
business*



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)



HIMSS23 Executive Highlights



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



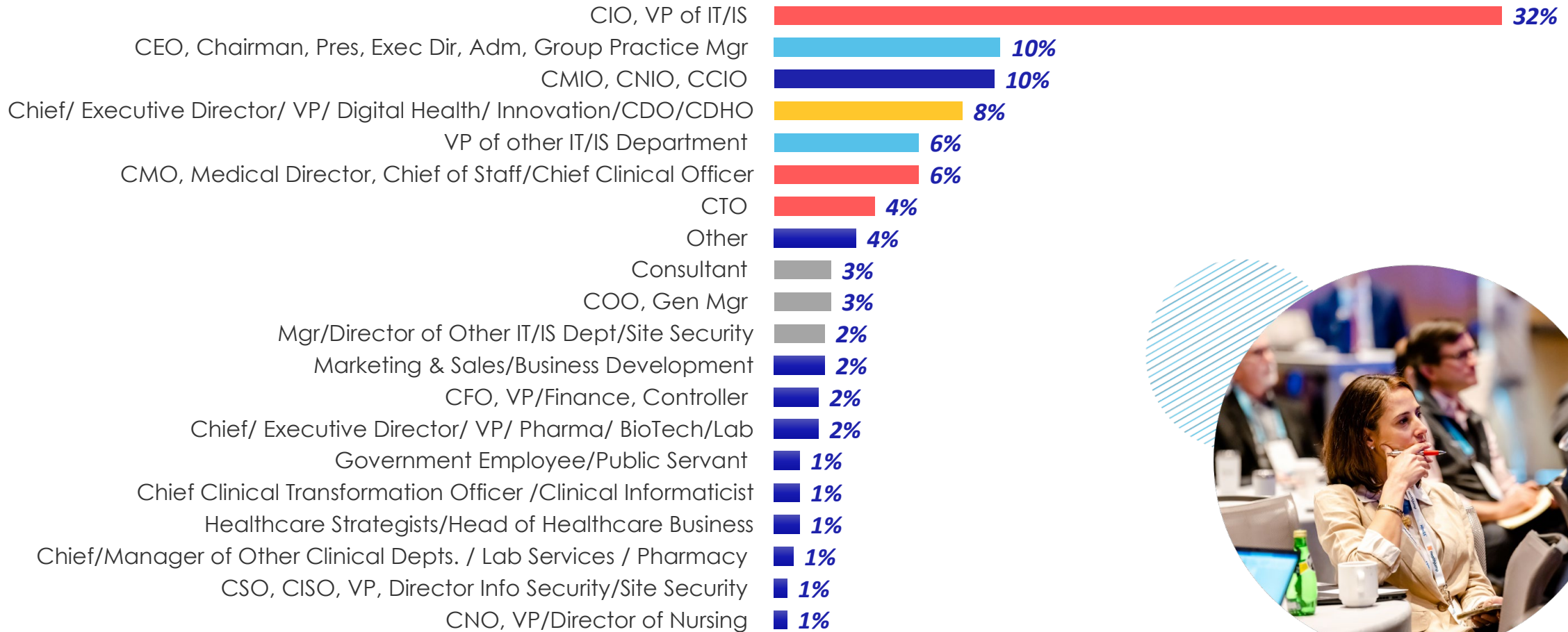
1,687 Total Number of
CIOs, & IT Executive
Attendees vs.
HIMSS22 **1,501**



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



HIMSS23 Executive Summit Attendees by Title



Executive Summit Sponsorships

- **Networking**
 - Closing Happy Hour
- **Branding**
 - Keynotes - 1 left!
 - 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
- Opening Reception Branding
- Keynote with Coffee Sponsorship
- Additional Branding Opportunities

January 22:
Graphics due
to Freeman
for paid
sponsorships



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 the 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

- [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.

- [Conference Pens \(\\$7,500 - \\$15,000\)](#)

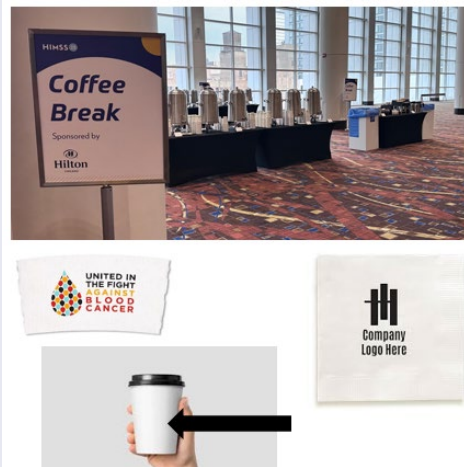
- Provide your own or have HIMSS take care of for you. Co-branded with sponsor and HIMSS24 logo
- Over 7,000 pens were picked up at HIMSS23!



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 / break

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 danglers 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



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



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

Additional Branding Opportunities

- **Experiential Vending Machine (\$25,000 - \$27,500) – 1 left**
 - 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 vide
- **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.





Sponsorship Spotlight

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

City Walk's Rising Star

Antojitos Authentic Mexican Food

Main Entrance

Pat O'Brien's Orlando



Red Coconut Club

Bus Drop Off

Bob Marley- A Tribute to Freedom



Important Dates and Reminders

Important Dates and Deadlines

Date	Task/Event
January 12, 2024	Specialty Booth Speaking Session Title, Abstract and Speaker Information due to be included in the onsite materials
January 18, 2024	First Time Exhibitor Tips & Tricks Webinar
January 22, 2024	Graphics Due to Freeman for Paid Sponsorships
January 24, 2024	Company profile due for printed Guide
February 1, 2024	HIMSS25 Booth Selection Informational Webinar

[Full Exhibitor Deadline Checklist](#)

Important Dates and Deadlines

HIMSS25 Booth Selection Information	
February 1, 2024	HIMSS25 Booth Selection Informational Webinar
February 26 – March 1, 2024	Top 150-200 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">• Booth selection appointment times are scheduled in exhibitor priority point order.• Booth selection order is based on points as of December 31, 2023.	
Questions? Contact Laura.Goodwin.US@informa.com	

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





Questions?

Questions?

Contact salesinfo@himssconference.com
or your Sales Manager



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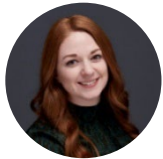
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“It was our first time at HIMSS as a tech healthcare firm, working with the HIMSS team and our marketing team resulted in one of the finest event management experiences I’ve had in a few years. The support personnel was outstanding, questions were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

— Julie-lynn Belon,
Event Manager, UST

Thank you!

