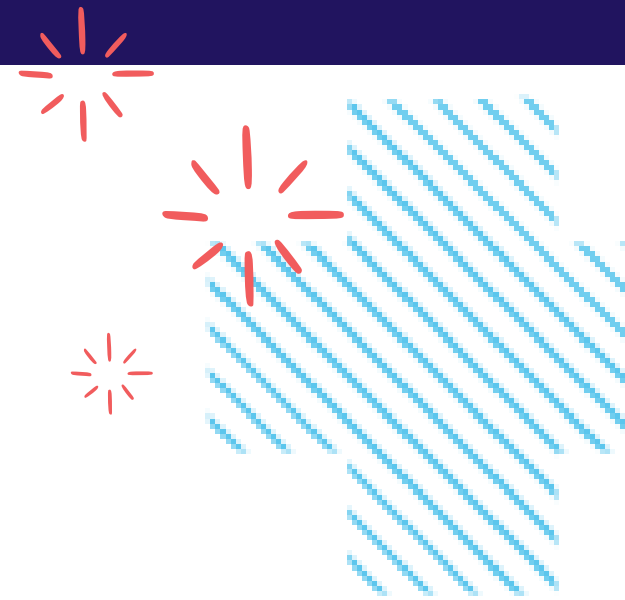


HIMSS<sup>®</sup> 25

CREATING  
TOMORROW'S  
HEALTH

Marketing HIMSS25

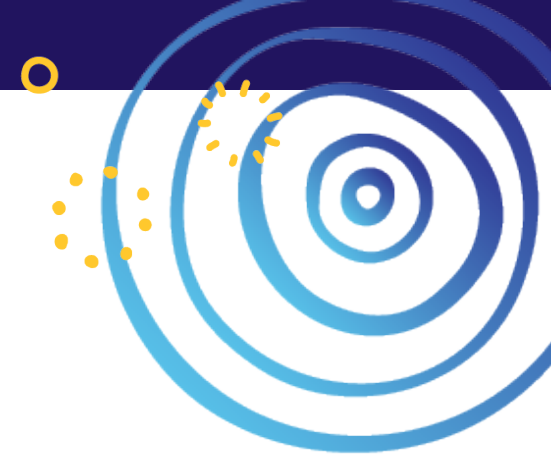




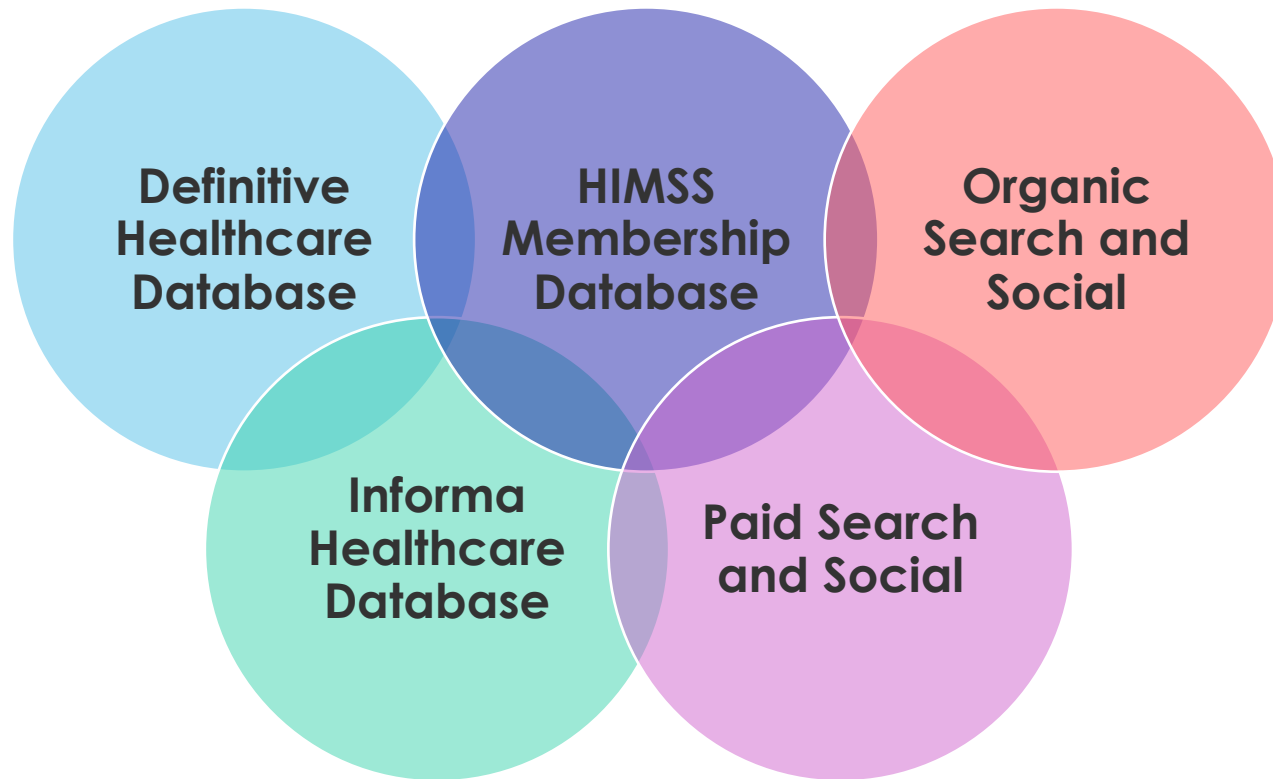
## How we will we deliver

- 1** *Extended Reach*
- 2** *Deeper Persona-based Approach*
- 3** *Better CX*
- 4** *Evolved Look and Feel*
- 5** *Agency Investment*
- 6** *365 Community*

We're Reaching Millions of Healthcare Professionals



# Leveraging Paid, Owned and Earned Media

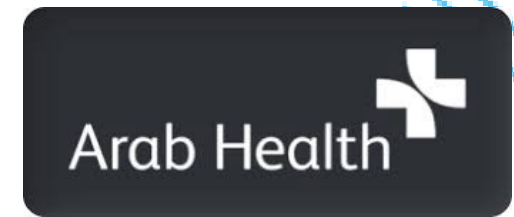


Our Informa reach includes participants from Arab Health, Taylor & Francis, Blackhat, FIME, and CPHI and other products across the Informa ecosystem

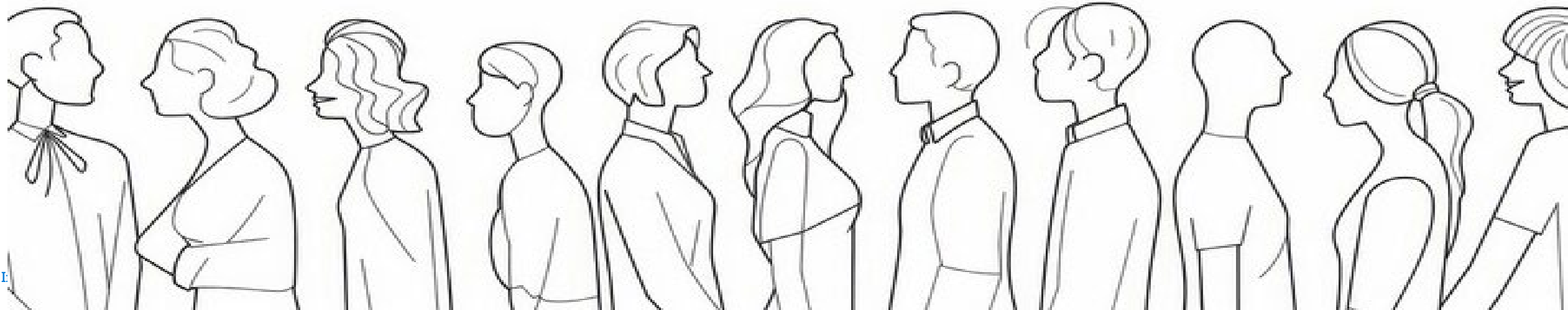


Taylor & Francis  
an informa business

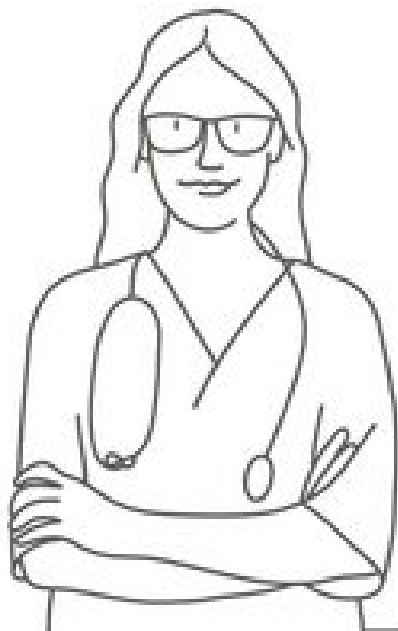
THE AI  
SUMMIT  
SERIES



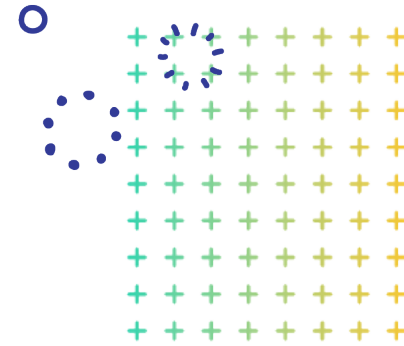
We'll continue to leverage the power of Informa's healthcare, pharma and tech databases drilling down to the people that you want to see.



# Optimizing Our Persona-based Approach



# Attendee Growth Through Persona-based Marketing





**CXO**

**CURRENT LANDSCAPE**

**Database Contacts:**  
EL: 9,564 | DH: 36,771  
Total Contacts = 46,335

**Demographics:**  
70% Male | 30% Female

**Primary Org types:**

- Hospitals

**Company Info:**  
Mid-to-large enterprises, primarily with a significant stake in healthcare technology, patient care, and innovation.

**DESIRED CXO EXPERIENCE**

- Strategic Networking:**
  - Building relationships with other senior leaders and decision-makers.
  - Exploring potential partnerships and collaborations to drive business growth and innovation.
- Knowledge and Insights:**
  - Gaining insights into the latest technological advancements and their applications in healthcare.
  - Understanding emerging trends and market dynamics to inform strategic planning.
- Exclusive Experiences:**
  - Participating in exclusive sessions and discussions tailored for senior executives.
  - Access to high-profile speakers, thought leaders, and influencers in the industry.
- Business Development:**
  - Identifying new business opportunities and innovative solutions to current challenges.
  - Engaging with exhibitors and vendors offering cutting-edge technologies and services.

**MOTIVATIONS**

- Positioning their organization as a leader in healthcare innovation and technology.
- Competitive advantage through early adoption of innovative technologies.
- Finding solutions that enhance operational efficiency, patient outcomes, and overall service quality.
- Identifying ways to leverage AI for efficiency and improved outcomes at their organization.

**CHALLENGES**

- Staying ahead in a fast-evolving industry where technology and regulatory landscapes are constantly shifting.
- Competing priorities for time and money.
- Consumer trust in security of data and advancements.
- Ensuring that technological advancements align with the company's long-term strategic goals.

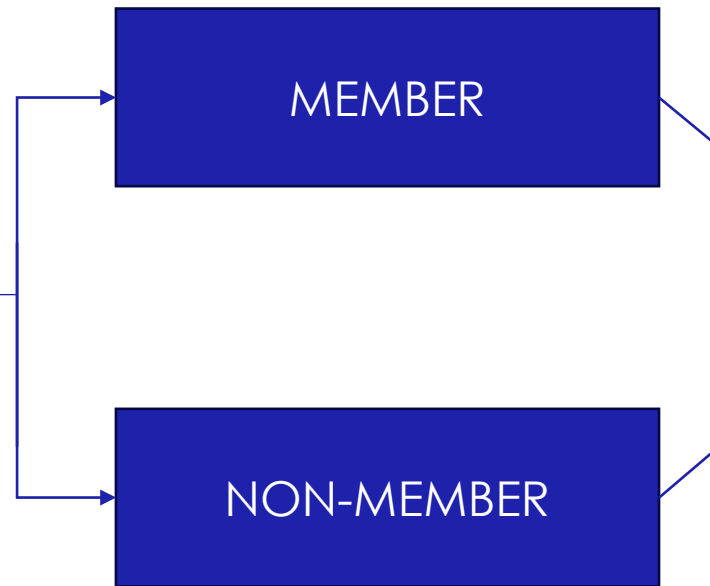
**VALUE PROPOSITIONS**

- Access to Top Technology Providers: Real-time discussions with leading tech innovators.
- Exclusive, Curated Sessions: Strategic partnerships and innovation-focused sessions.
- High-Level Peer Networking: Executive roundtables and networking events.
- Premium Experience: VIP perks, tailored itineraries, and luxury accommodations.
- Strategic Insights: Exclusive market intelligence, keynotes, and reports.
- Interactive Innovation: Hands-on demos and workshops for new technologies.
- Ongoing Engagement: Access to exclusive content and follow-up sessions.

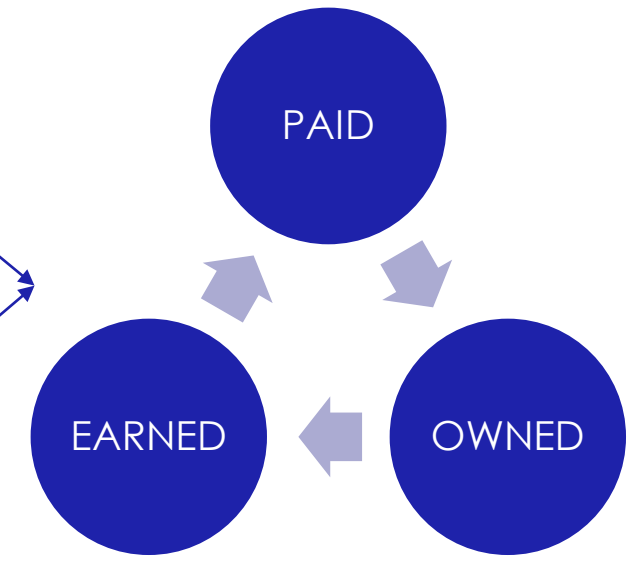
**PREFERRED TOUCH POINTS**

- Direct Invitations: Personalized invitations to exclusive events and sessions.
- Executive Briefings: Customized reports and briefings on conference highlights, emerging trends, and key takeaways.
- Digital Engagement: Access to an executive portal or mobile app with curated content, schedules, and networking tools.

**1** PERSONA



**2** OFFERINGS/INCENTIVES

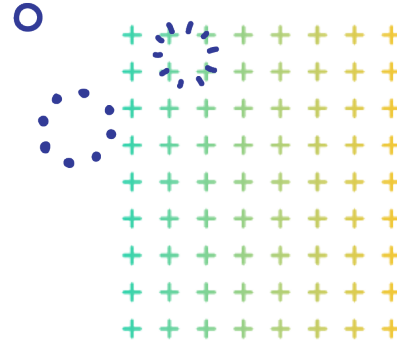


**3** CHANNELS





*Who wants a sneak peek of HIMSS25?*





HIMSS<sup>®</sup> 25

March 3-6 | Las Vegas

Hello there,

**CIO,**

we've been  
expecting you.

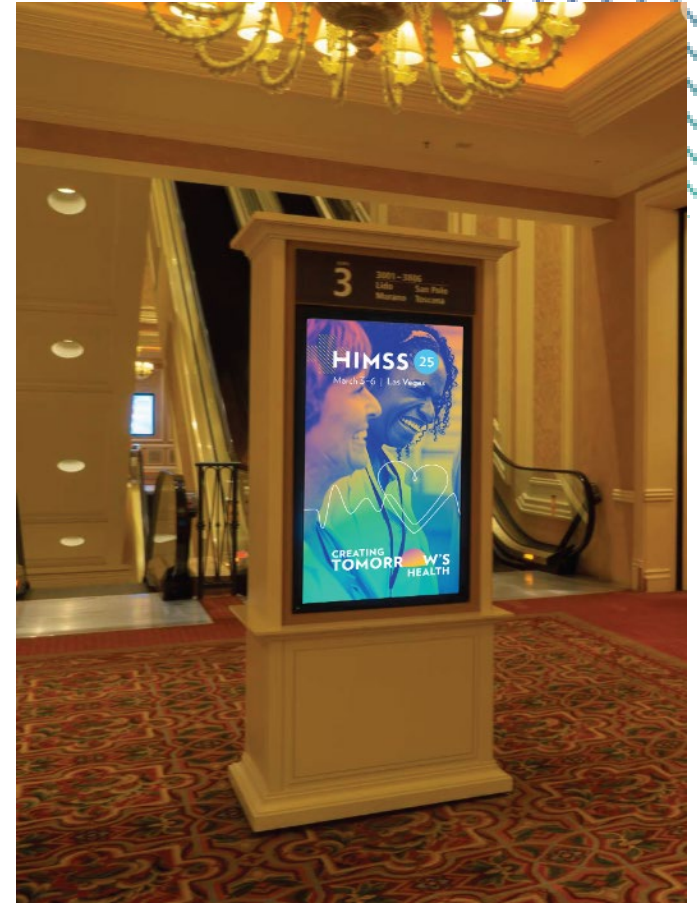
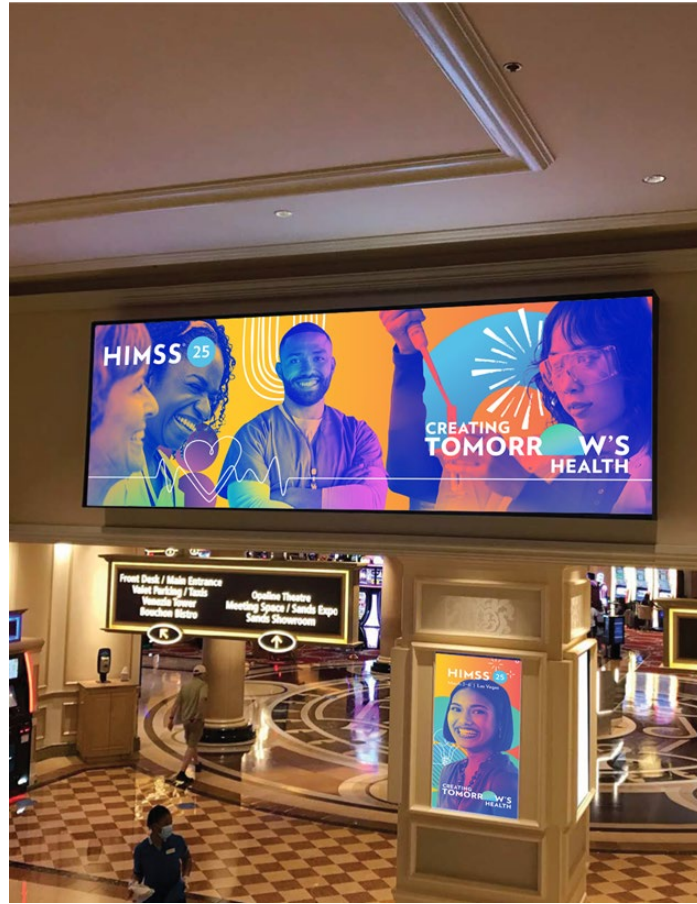
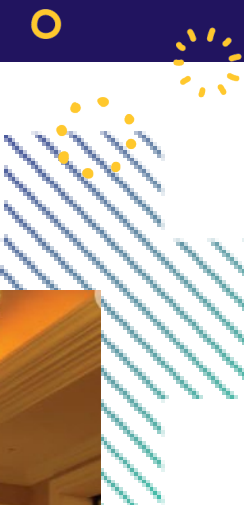


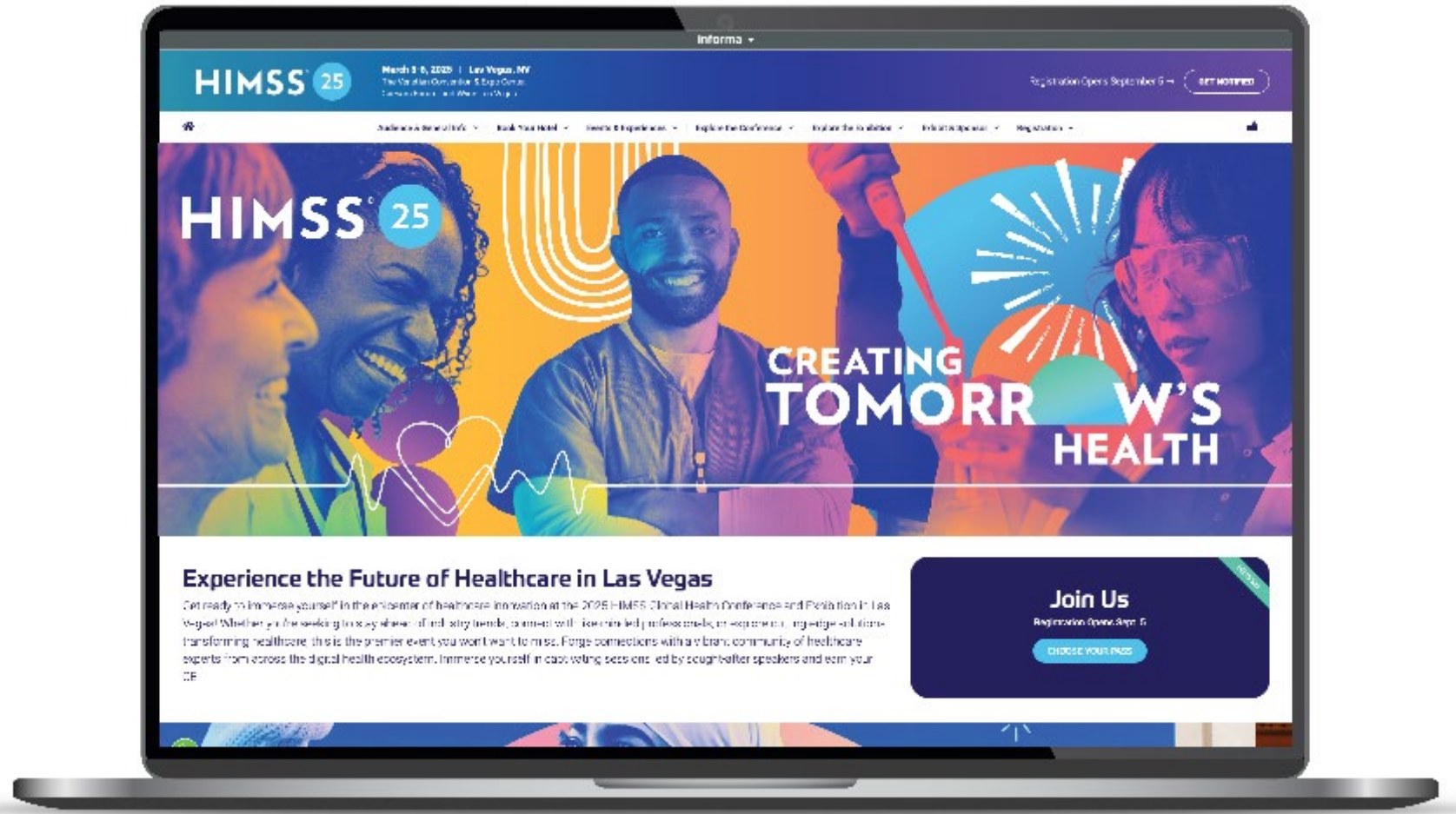
CREATING  
TOMORROW'S  
HEALTH

Singapore  
Customs









# Marketing Talent Multiplier



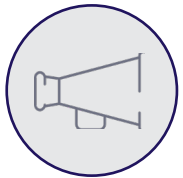
VIP Marketing Programs



Branding & Creative



International Marketing



Public Relations



Trade Show Strategy & Planning



Membership & Community Engagement



UX, UI & Coding



Video & Photography



Social Media



Print Marketing



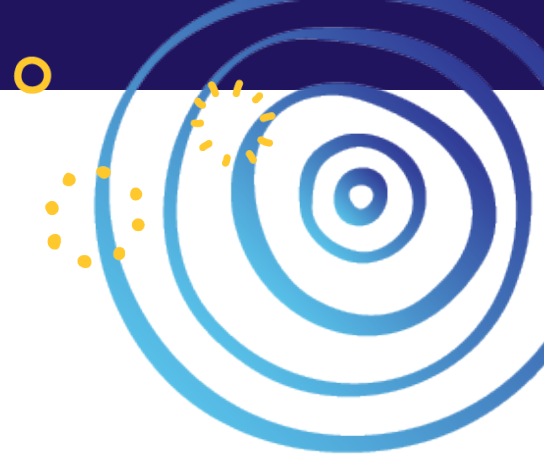
Publishing & Communications



Strategic & Tactical Planning/Execution



# Always On Audience Engagement



1

## *LinkedIn*

Where our community goes to for the latest news, polls, and updates

2

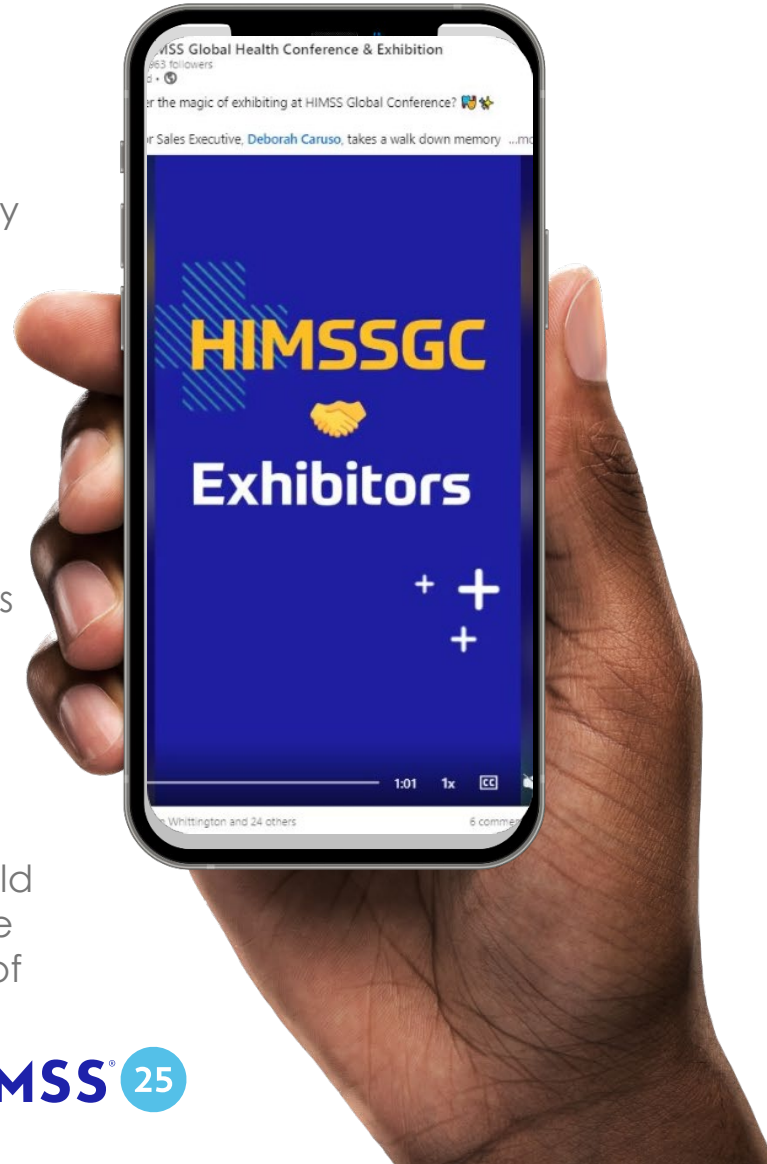
## *Meta*

Instagram is where our hosted influencers are most active

3

## *TikTok*

An opportunity to build our community where the next generation of CIOs go for content





See You at  
HIMSS25

