

HIMSS® 25

# Preconference and Thought Leadership Opportunities

Thursday, October 10, 2024



CREATING  
TOMORROW'S  
HEALTH

# 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 day of the presentation. Please utilize the links throughout the slides for additional information.

This webinar is covering preconference and thought leadership opportunities only. *All HIMSS25 opportunities can be found [HERE](#)*

# Today's Presenters



*Deborah Caruso*  
Senior Sales Executive



*Jim Collins*  
Director, Sales



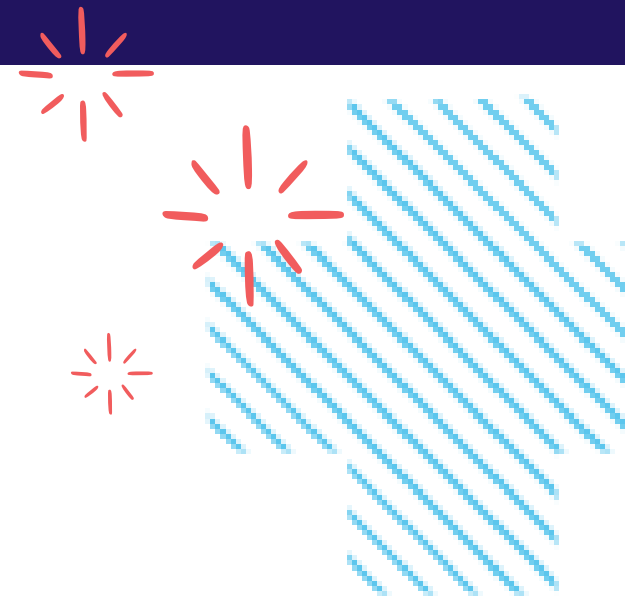
*Erica Thomas*  
Sales Executive



*Jessica Daley*  
Director, Business Development

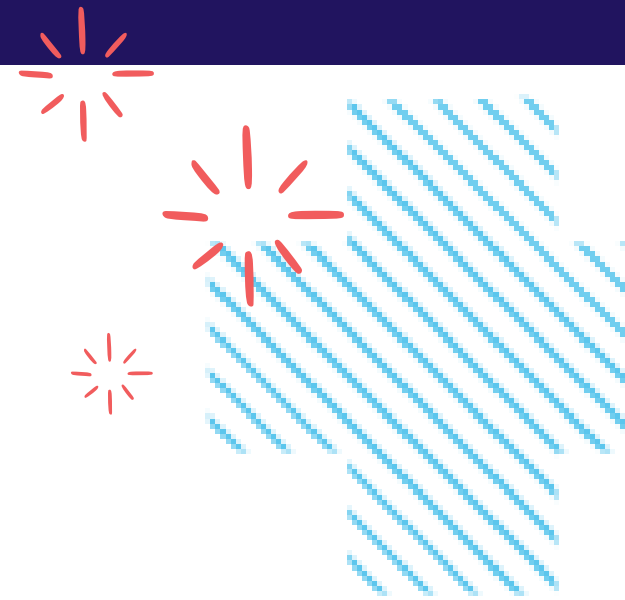


*Laura Goodwin*  
Sales Operations Lead



# What We Will Cover

- HIMSS25 Dates and Updates
- Conference Layout
- Executive Summit
- Preconference Forums
- Pre and Post Show Marketing and Branding
- Speaking Sessions / Thought Leadership
- Important Dates/Deadlines
- Questions





# HIMSS25 At A Glance



# HIMSS25 Dates

- Global Health Conference Dates:
  - **March 3-6, 2025**
    - **NEW!** HIMSS25 four-day event vs. five-day event (ends on Thursday)
  - **Venetian Expo Center and Caesar's Forum**  
Las Vegas, NV
- Executive Summit, Pre-Conference Forums, Global Leaders Exchange and the Opening Reception
  - **Monday, March 3, 2025**
- Exhibition Dates:
  - **March 4-6, 2025 (Tuesday – Thursday)**
    - Tuesday, March 4 10:00am-5:30pm
    - Wednesday, March 5 9:45am-5:30pm
    - Thursday, March 6 9:30am-3:00pm
- [HIMSS25 Schedule Overview](#)



# NEW – Dedicated Exhibit Hall Hours

- Tuesday, March 4
  - 11:15 am – 12:45 pm
  - 4:15 pm – 5:30 pm
- Wednesday, March 5
  - 11:00 am – 12:45 pm
  - 4:15 pm – 5:30 pm
- Thursday, March 6
  - 10:45 am – 12:45 pm

Over 90 minutes each day to make meaningful connections that drive sales, without any concurrent education sessions or keynotes.

# Keynote Update



## Shaping the Future of Healthcare: A Collaborative Care Journey Where Technology and Humanity Coexist

Dr. Meong Hi Son and Dr. Seung-woo Park

Tuesday, March 4

8:30 AM – 9:45 AM

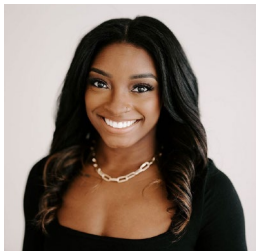


## Disruptive Technologies: Examining the Challenges and Opportunities of Cyber, AI and Beyond

Paul Nakasone

Wednesday, March 5

8:30 AM – 9:45 AM



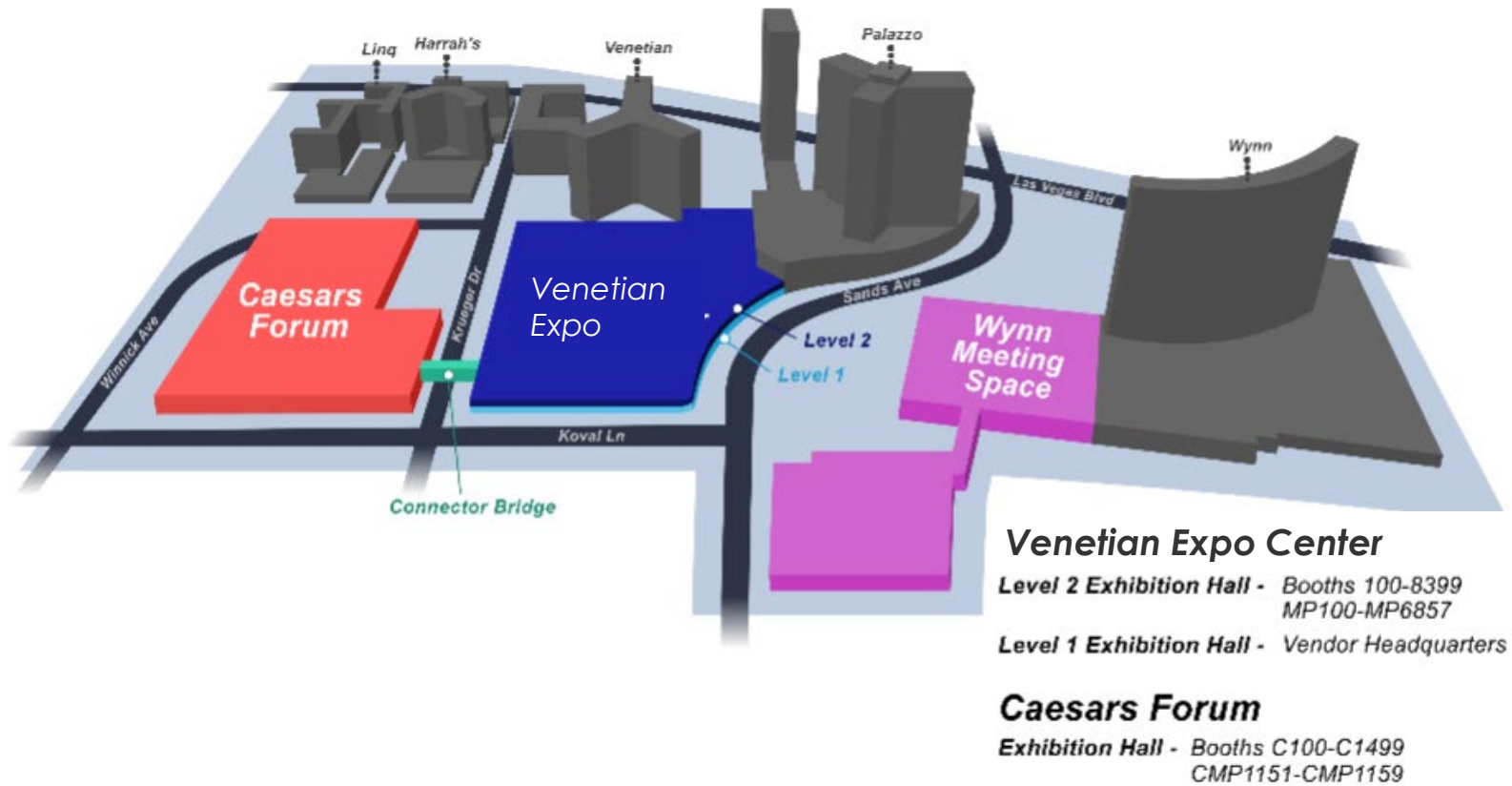
## A Conversation with Simone Biles

Thursday, March 6

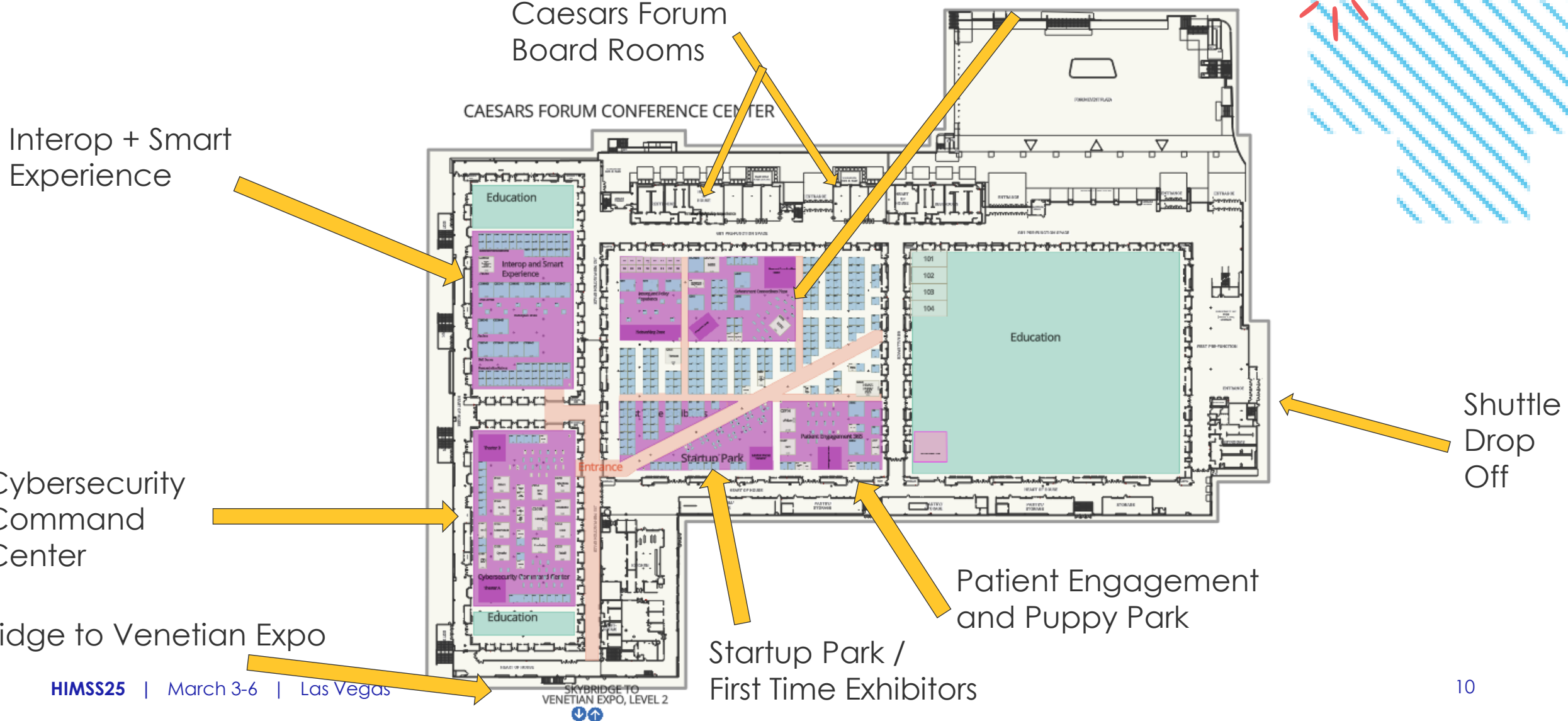
3:30 PM – 4:45 PM



# HIMSS25 Conference Layout



# HIMSS25 Floor Plan – Caesar's Forum



Interop + Smart Experience

Cybersecurity Command Center

Bridge to Venetian Expo

# HIMSS25 Floor Plan – Level 2

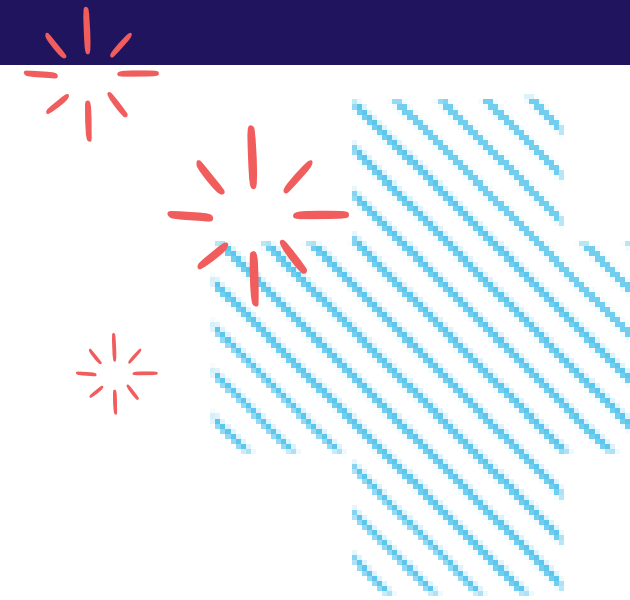
Bridge to  
Caesars  
Forum

Exhibition Main  
Stage

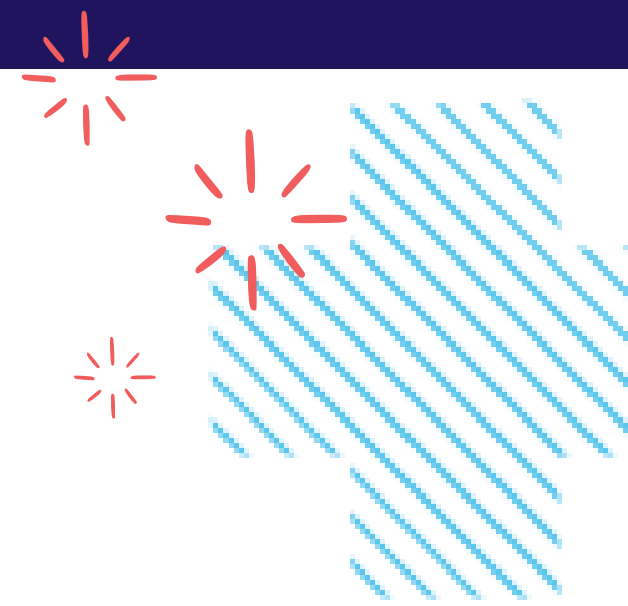
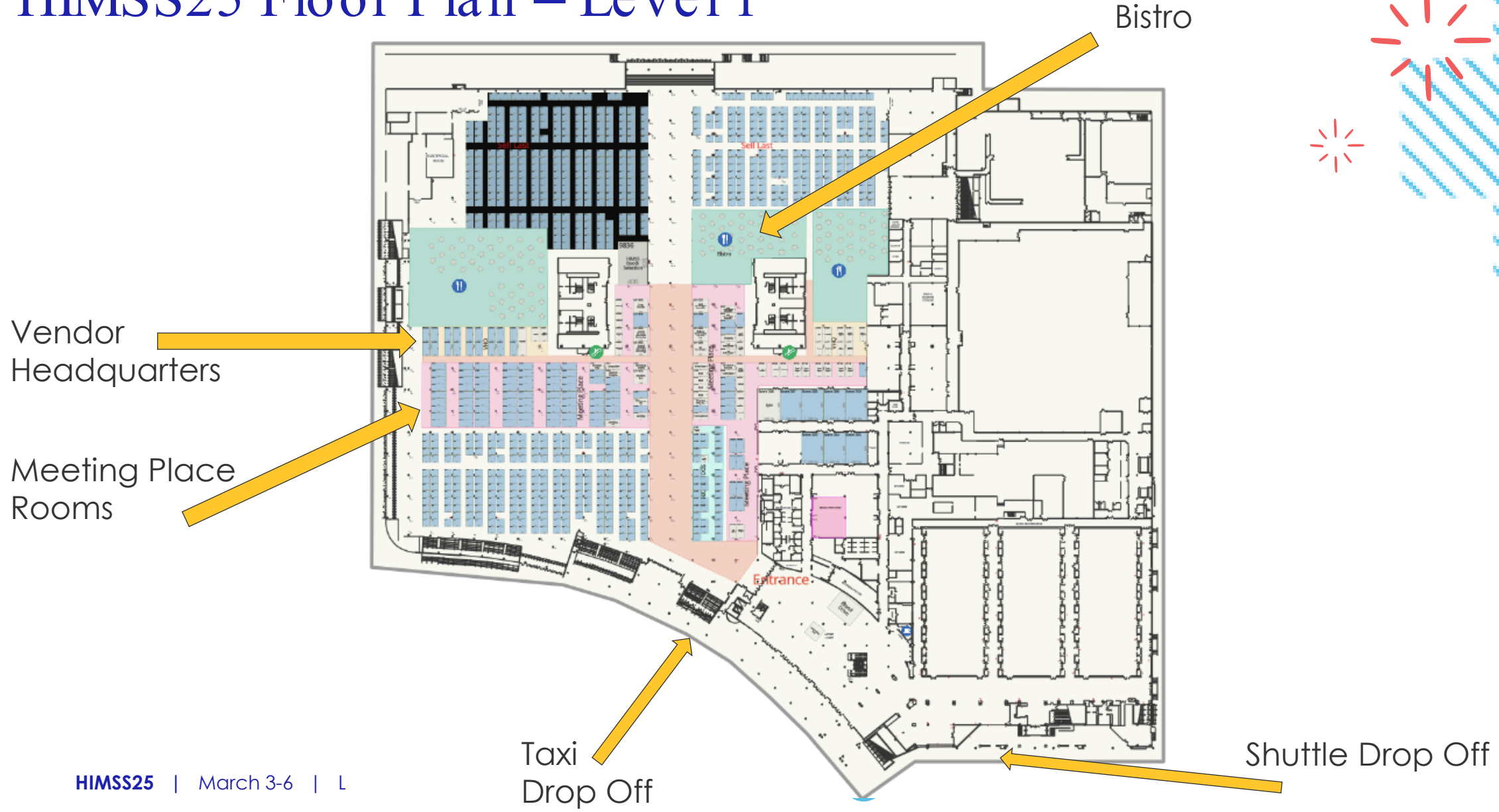
Hosted  
Buyers

AI  
Pavilion

Professional  
Development  
Campus



# HIMSS25 Floor Plan – Level 1



# Preconference Opportunities: Executive Summit



# Executive Perspectives

Contribute to the educational content of the HIMSS25 Executive Summit by sponsoring an Executive Perspectives Session.

Applications for the Executive Perspectives Panel Sessions will be submitted and selected through the HIMSS Call for Proposals process. All applications will be reviewed and selected by HIMSS Thought Advisory and HIMSS Subject Matter Expert (SME) personnel.

## [Executive Perspectives Panel Submission Form](#)

### [Applications are due October 23, 2024](#)

Opportunities: 3 Available

Benefits:

- One 45-minute thought leadership presentation curated by sponsoring organization for up to 4 speakers (ex. 3 speakers and 1 moderator)
- List of Executive Summit registrants (Name, Title, Company) two weeks post conference
- Logo on Executive Summit Web site with hyperlink to your home page.
- Logo displayed in prominent locations during Summit
- Panel video recording provided post-conference per speakers' approval
- Badges for Executive Summit and Access to Executive Lounge - 5 (Client or Organizational Executives only)
- Executive Summit Speaker Badge – 1
- Conference Badges - 14
- HIMSS Priority Points – 14



### **Investment:**

Member Rate: \$42,500

Non-Member Rate: \$45,000

# Executive Summit Opportunities

## **Networking**

### **Opening Reception (\$32,500 - \$35,750) - SOLD**

Network with an anticipated 350 provider executives and kick off the HIMSS25 Executive Summit as the exclusive sponsor of the Opening Reception at the Wynn Hotel.

### **Closing Happy Hour (\$25,000 - \$27,500) - SOLD**

Benefits include recognition on signage, access to the Executive Summit and invitation to the Tuesday night executive event.

## **Branding**

### **Breakfast (\$11,000 - \$12,000)**

Sponsor recognition on signage during breakfast; access to Executive Summit

### **Lunch (\$17,500 - \$19,000)**

Sponsor recognition on signage during lunch; access to Executive Summit

### **Keynotes (\$30,000 - \$33,000) – ONE LEFT**

Benefits include sponsor video played with keynote walk-in slides, one (1) reserved table for sponsor VIPS, and four (4) invitations to Monday Executive Summit VIP Meet and Greet with Keynote Speaker.

# Executive Summit Opportunities

## Attendee Giveaways (\$20,000 - \$35,000)

Choose from (4) different branded items that Executive Summit attendees will take home with them. Benefits include access to the Executive Summit.

## Room Drops (\$18,000 - \$22,000)

Treat our Executive Summit attendees to the gift of wellness with our exclusive VIP Welcome Box. Benefits include access to the Executive Summit

## Lobby Branding (\$5,500 - \$5,500)

Digital LED branded light boxes placed at entrances to Executive Summit room.

## Current Executive Summit Sponsors:



Hewlett Packard  
Enterprise





# Preconference Forums



# HIMSS25 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.

Three Forums on March 3, 2025 in Las Vegas, NV to choose from:

**AI in Healthcare Forum**

**Smart Health Transformation Forum\***

**Healthcare Cybersecurity Forum**

\*NEW

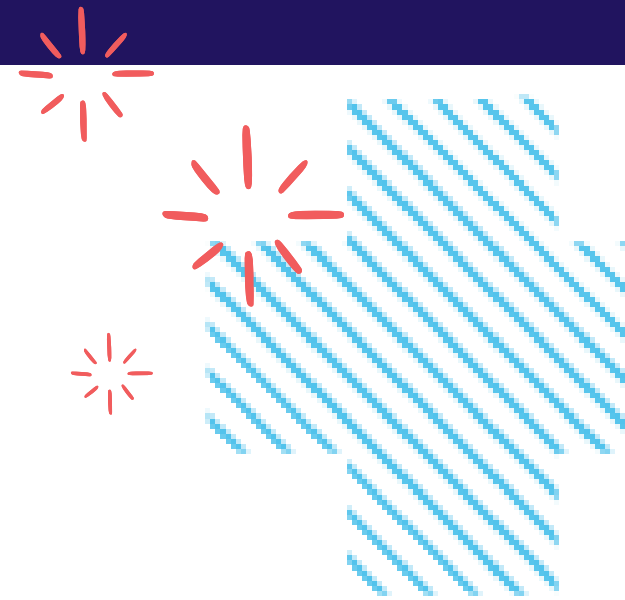
We bring:

### Program

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

### Attendees

- Healthcare Providers - Managers and above
- Healthcare Industry Decision makers
- Representation from government, payor and other various sectors



# AI in Healthcare Forum

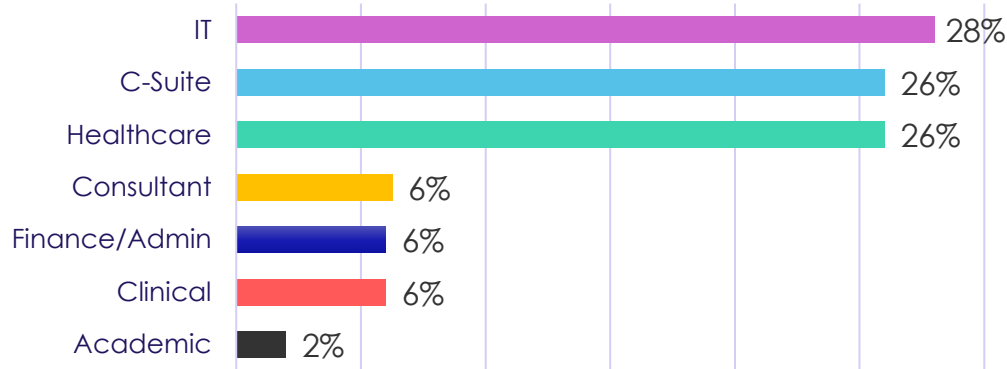
## LEVERAGING THE TRANSFORMATIONAL POWER OF AI

The Leader's Guide to Winning with AI: People, Process, and Technology

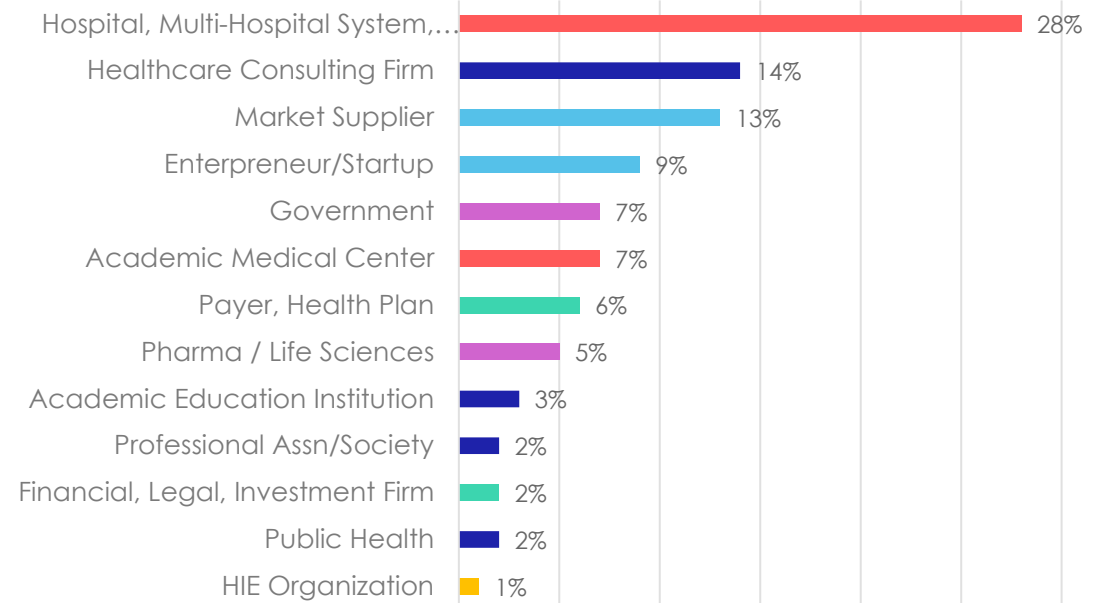
This forum delves into the critical success factors for AI in healthcare, highlighting the importance of prioritizing people, processes, and strategy before technology. By focusing on these foundational elements, you can lay a solid groundwork for successful AI initiatives.

### HIMSS24 AUDIENCE PROFILE

#### ROLES



#### WORKSITES



Elite Sponsor  
**carahsoft.**

Signature Sponsor



Supporter



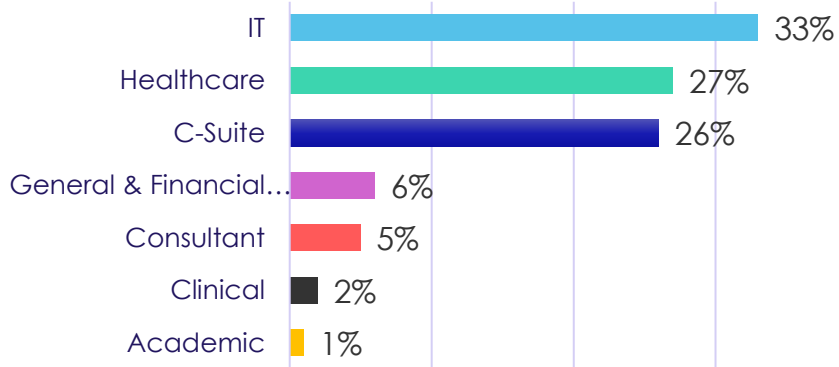
# Healthcare Cybersecurity Forum

## SAFEGUARDING THE FUTURE OF DIGITAL HEALTH

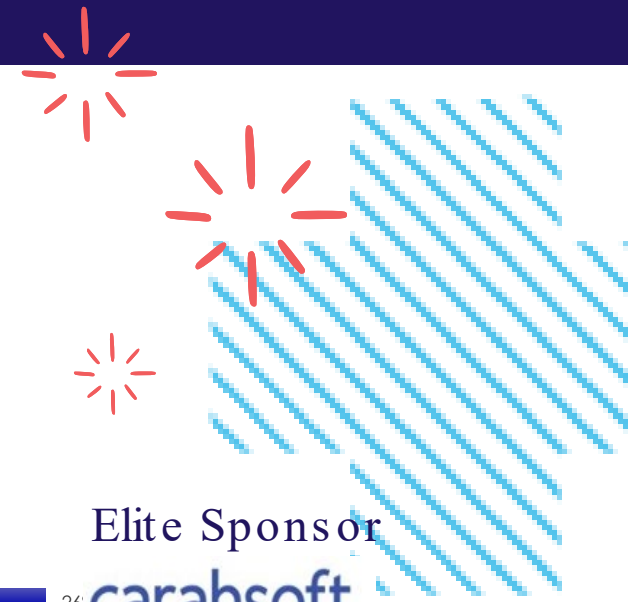
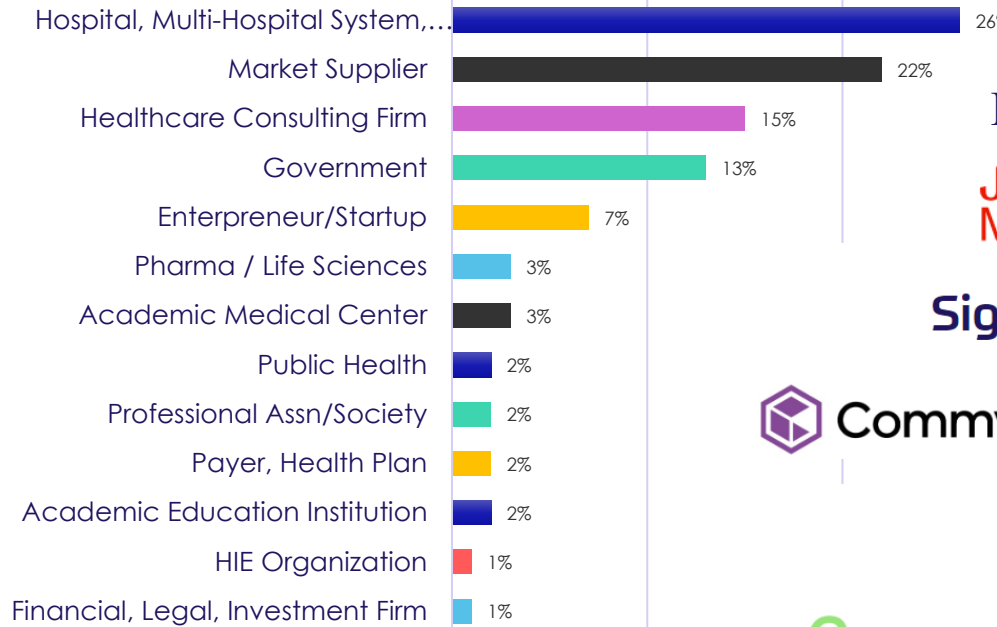
Join us at the HIMSS25 Healthcare Cybersecurity Forum, where thought leaders will highlight critical areas for organizations to prioritize in defending against evolving cyber threats. This event offers a comprehensive showcase of real-world examples and insights from recent high-profile cyberattacks.

### HIMSS24 AUDIENCE PROFILE

#### ROLES



#### WORKSITES



Elite Sponsor



Premier Sponsor



Signature Sponsors



Supporters



Premier Sponsor



# **NEW!** SmartHealth Transformation Forum

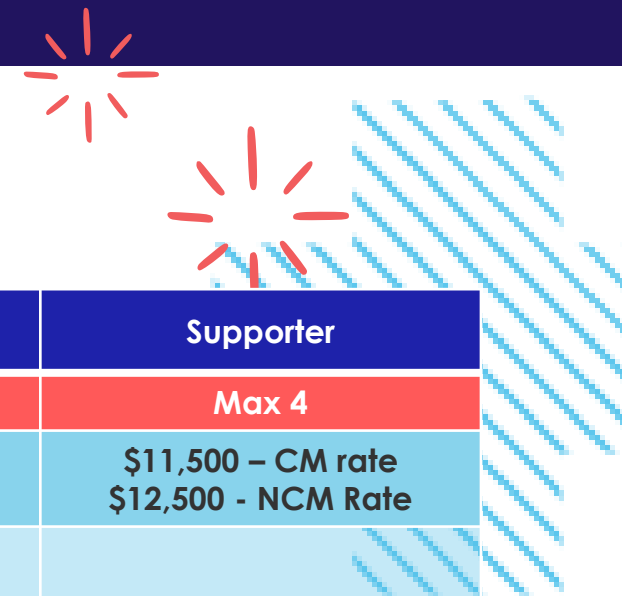
## **NAVIGATING THE FUTURE OF HEALTHCARE IN A PATIENT-CENTRIC WORLD**

- Identify specific advancements
- Discover benefits to clinicians
- Explore the role of interoperable
- Analyze how data analytics can predict health issues
- Consumerism in healthcare influence
- Design patient engagement strategies
- Assess disruptive technologies
- Plan actionable strategies

**Learn how, by embracing these insights and strategies, healthcare leaders can drive their organizations toward a future where healthcare is anticipatory, comprehensive, and deeply integrated into the everyday lives of patients.**



# Sponsorship Opportunities



Sponsor Level	Elite	Premier	Signature Panel	Supporter
<b>Package Limits</b>	<b>Max 2</b>	<b>Max 2</b>	<b>Max 3</b>	<b>Max 4</b>
<b>Investment</b>	<b>\$65,000 – CM Rate \$72,000 – NCM Rate</b>	<b>\$50,000 – CM Rate \$55,000 – NCM Rate</b>	<b>\$30,000 – CM Rate \$33,000 – NCM Rate</b>	<b>\$11,500 – CM rate \$12,500 - NCM Rate</b>
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 HIMSS25 GC Specialty Pavilion Theatre with <b>Session Recording</b>	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	●	●		
Sponsorship Recognition	●	●	●	●
Complimentary Forum Badges	6 badges	5 badges	4 badges	2 badges
Conference Badges	22	17	10	4
Forum Post -Attendee List (Opt-in Only)	●	●	●	●

## Connection Happy Hour Sponsorship

The HIMSS25 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.

Choose from three forum happy hours:  
4:15pm – 5:15 pm | March 3, 2025 | Las Vegas, NV

AI in Healthcare Forum

Smart Health Transformation Forum\*

Healthcare Cybersecurity Forum

\*NEW



### EXCLUSIVE SPONSORSHIP INCLUDES:

- 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)
- Forum Badges - 4
- Conference Badges - 8

**Corporate Member Rate: \$25,000**

**Non-Member Rate: \$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:

- Interoperability and HIE
- Nursing Informatics
- Physicians
- Health Equity

## Benefits:

- 1-2 minutes of Welcome remarks (non-commercial/industry appropriate) by sponsor at one of the following timeslots (selection based on order of contract date):
  - Forum opening welcome/agenda review
  - Forum lunch break remarks
  - 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 on 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)
- Conference Badges - 2 (6 if Exclusive Sponsor)



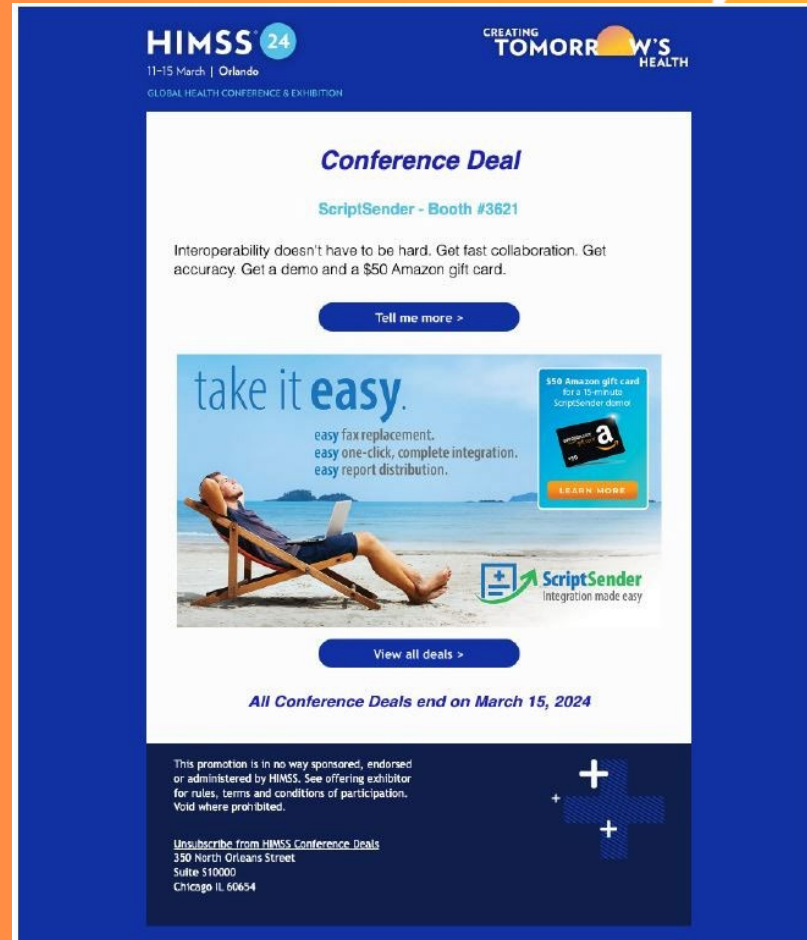
Nursing Informatics  
Forum Supported by:



**Corporate Member Rate: \$6,000 - \$18,000**  
**Non-Member Rate: \$6,500 - \$19,500**



# Pre and Post Show Marketing & Branding



**HIMSS 24**  
11-15 March | Orlando  
GLOBAL HEALTH CONFERENCE & EXHIBITION

CREATING TOMORROW'S HEALTH

### Conference Deal

ScriptSender - Booth #3621

Interoperability doesn't have to be hard. Get fast collaboration. Get accuracy. Get a demo and a \$50 Amazon gift card.



[Tell me more >](#)

take it easy.

easy fax replacement.  
easy one-click, complete integration.  
easy report distribution.

\$50 Amazon gift card for a 15-minute ScriptSender demo.

[LEARN MORE](#)



[View all deals >](#)

*All Conference Deals end on March 15, 2024*

This promotion is in no way sponsored, endorsed or administered by HIMSS. See offering exhibitor for rules, terms and conditions of participation. Void where prohibited.

Unsubscribe from HIMSS Conference Deals  
350 North Orleans Street  
Suite 510000  
Chicago, IL 60654

# Pre and Post Show Marketing & Branding

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

Daily Deal Emails (\$5,500 - \$8,500)

A powerful pre-show marketing option to assist with scheduling appointments during the HIMSS25 event, increase interest in and awareness of your solutions. Post-show option also available to extend your presence beyond the conference!

HIMSS24 Daily Email Stats:

24,441 Emails Deployed

39.93 % Unique Open Rate

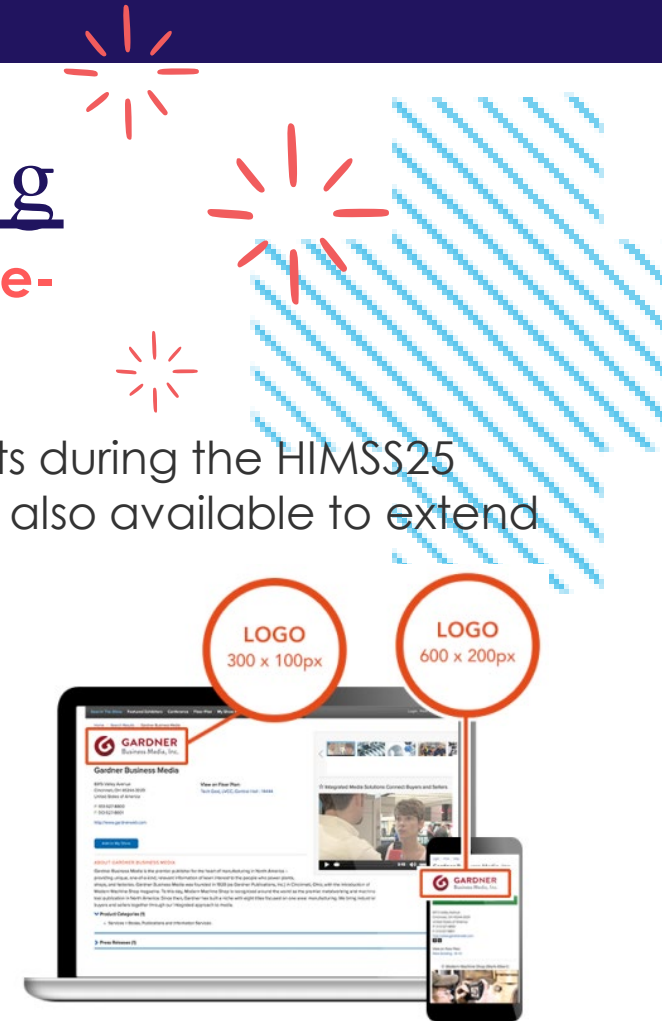
16.32 % Unique Click Rate

Enhanced Exhibitor Listing (\$2,995)

Upgrade your company profile and generate more traffic on the online directory and floor plan.

Pre and Post Attendee List (\$3,600 - \$4,900)

List will include name, title, company, city and state, work site and professional title (no mailing or email address) of all opt-in attendees from the HIMSS25 attendee list  
Diamond, Emerald and Platinum Corporate Members Only



# Mobile App



# Mobile App Sponsorship Opportunities

Reach attendees through the leading resource to plan their agenda and navigate the conference by sponsoring the HIMSS25 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 2026).

The HIMSS24 mobile app was used by over **15,000** attendees at HIMSS24.



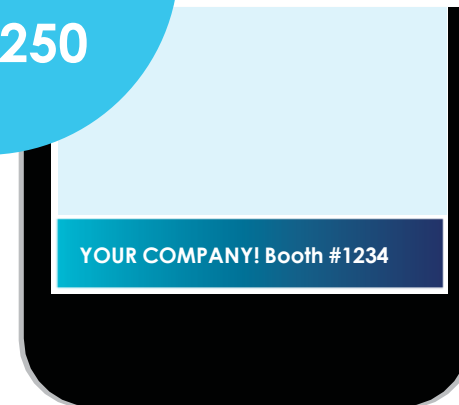
# Mobile App Banner Screen Sponsorship

## One left!

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 – 2
- Conference Badges – 2

Investment:  
**\$7,500**  
- **\$8,250**



# Mobile App Push Notifications Sponsorship

## Multiple Available

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 push 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**





# Exhibition Opportunities with Thought Leadership



# Exhibition Opportunities

Topic-focused turnkey exhibit and thought leadership opportunities to reach your desired audience.

## Cybersecurity Command Center

Overall Sponsor:  CLAROTY

Compliance & Privacy	Application Security	Threat Management	User Authentication	Convenient Care
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## Patient Engagement 365

Overall Sponsor:  **vibe**  
Health by eVidion

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

## Artificial Intelligence – NEW!

Overall Sponsor:  **verato**

Artificial Intelligence / Machine Learning	Robotics	Smart Hospital	AR/VR
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## SPECIALTY PAVILION PACKAGES

	Start Up	Kiosk	10' x 10'	20' x 20'
Conference Badges	2	5	5	20
Conference Brand Recognition	●	●	●	●
Lead Scanning – Mobile App	●	●	●	●
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	\$4,100 - \$10,300	\$8,700 - \$11,600	\$15,500 - \$19,000	\$39,000 - \$45,000

Start Up



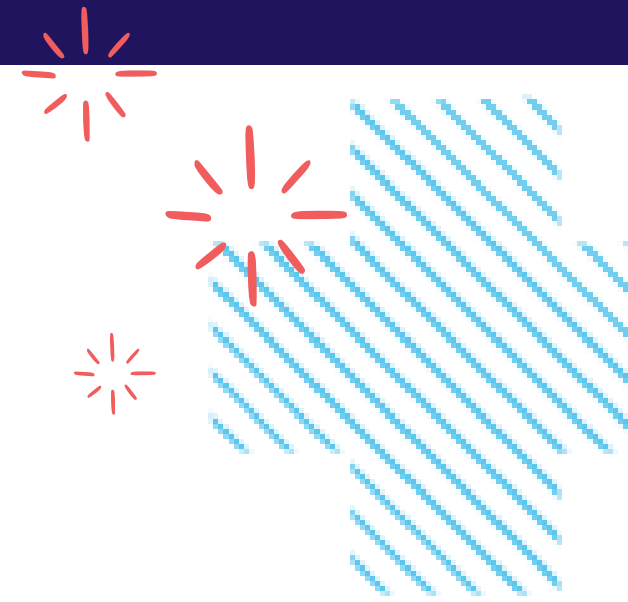
Kiosk Option



10' x 10' Option



20' x 20' Option



# Interop + Smart Experience Pavilion

Step into the future of healthcare interoperability with our vibrant, dynamic space, unveiling the latest in patient-centered exchange. Be part of a groundbreaking experience where our innovative vendors forge smart, impactful connections in healthcare.

## Key Features

- **Stand Out Onsite Experience:** Dive into curated areas illuminating your product's market value and potential.
- **Experience Connections:** Engage with interactive technology displays within captivating themed areas.
- **Enhanced Visibility with Scheduled Demonstrations:** Be a part of the Showfloor's destination with two hours of Exhibit Hall hours, promoted through the Conference App to attendees' stated daily visiting hours. Introduce yourself to new audiences and invite them to a demonstration of your solutions.
- **Subject Matter Expertise:** Leverage dedicated experts to elevate your experience and seamlessly integrate your solution into a must-see showcase.

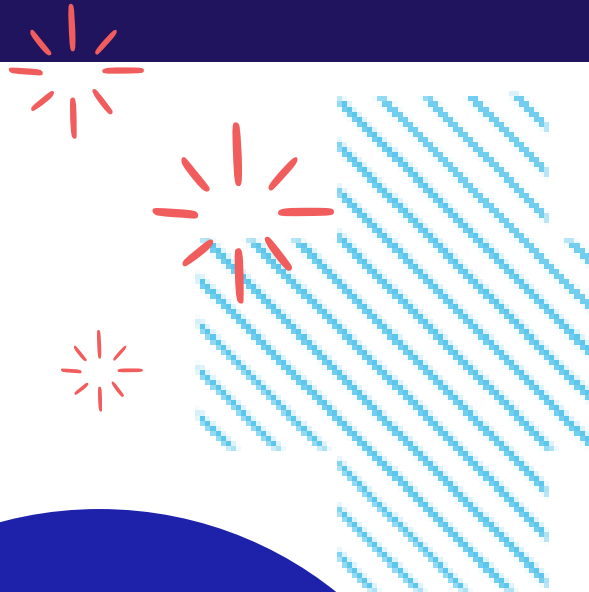
## Areas:

- **Smart Connections:** This dynamic area is designed to support and highlight the pioneering efforts of our vendors, who are committed to establishing crucial connections — both literal and figurative — that provide meaningful value.
- **Exchange Experience:** Discover the forefront of healthcare innovation with live demonstrations and expert insights into patient-centered interoperability, data exchange, and the unified meaning of data, highlighting its transformative impact on healthcare.
- **Marketplace:** Showcases products and services in a standalone kiosk.
- **Interop and Policy Experience:** This area highlights the critical role of policy in ensuring secure, efficient, and reliable data sharing across the healthcare ecosystem. It focuses on the Trusted Exchange Framework and Common Agreement (TEFCA) and Qualified Health Information Networks (QHINs) and showcases the essential role of policy in secure, efficient, and reliable data sharing.

# Interop + Smart Experience Pavilion

## Where do you fit in?

Exchange Experience	Smart Experience
<p>You are interested in participating in live exchanges with a curated group based on similar open standards.</p> <p><b><i>More effort but a higher value experience.</i></b></p>	<p>The value of your technology is enhanced by connecting to other technologies and by the ecosystem it exists in.</p>
<p><b>Exchange Standards-Based Interoperability:</b> HL7, FHIR, DICOM, IHE, etc.</p> <ul style="list-style-type: none"> <li>• Behavioral Health, Sensitive Data, and Privacy</li> <li>• Chronic and Long-Term Care Management</li> <li>• Health Equity, Social Determinants, and Population Health</li> <li>• Interoperability, Real-Time Data Exchange, and EHR Optimization</li> <li>• Medical Imaging and Clinical Decision Support</li> <li>• Patient Engagement, Experience, and Care Coordination</li> <li>• Pharmacy and Prior Authorization Management</li> <li>• Telehealth, Remote Monitoring, and Future of Care Delivery</li> <li>• Value-Based Care and Revenue Cycle Management</li> <li>• Workflow Optimization and Integration</li> </ul> <p><b>Anchor:</b> <b>HL7</b> International</p>	<ul style="list-style-type: none"> <li>• AI, Predictive Analytics, and Advanced Analytics</li> <li>• Behavioral Health, Sensitive Data, and Privacy</li> <li>• Business Process Automation and BPM+</li> <li>• Clinical Decision Support and HTI-2</li> <li>• Cybersecurity and Data Privacy</li> <li>• Health Equity and Social Determinants of Health (SDOH)</li> <li>• Hospital of the Future and Smart Devices</li> <li>• Interoperability and Ecosystem Connectivity</li> <li>• IoT, Smart Home, and Remote Monitoring</li> <li>• Patient Engagement and Experience</li> </ul>

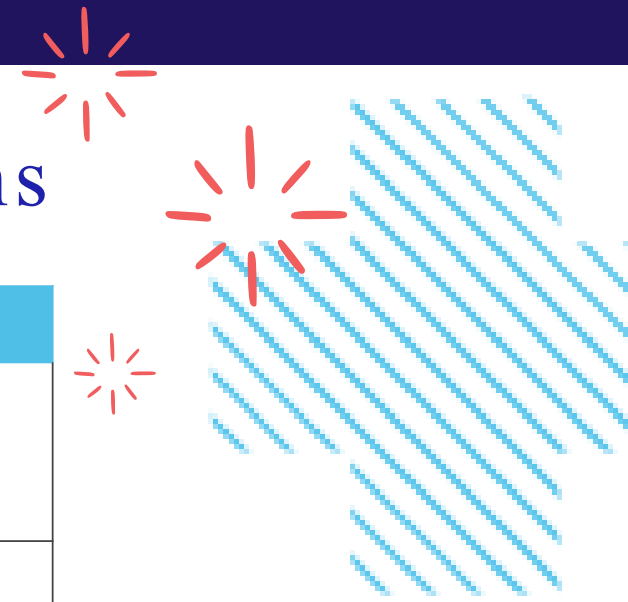


Interop + Smart Experience Pavilion Webinar

Thursday, October 24  
1:00 pm CT / 2:00 pm ET

[\*\*REGISTER HERE\*\*](#)

# Interop + Smart Experience Participation Options



Anchor	Design Your Own	Demonstration Station	Thought Leadership*
<p><b>\$110,000</b> (Corporate Member) <b>\$121,000</b> (Non-Member)</p>	<p><b>\$60,000</b> (Corporate Member) <b>\$66,000</b> (Non-Member)</p>	<p><b>\$15,500</b> (Corporate Member) <b>\$16,900</b> (Non-Member)</p>	<p><b>20-minute session</b> <b>\$8,500</b></p>
<p>Multiple speaking opportunities — 12' tall large wall for designing your space, suitable for demonstrations, presentations, and discussions — Includes (2) 60-inch monitors OR a small stage — Invite partners at no cost</p>	<p>(2) 20-minute Speaking opportunities — 8' tall wall to design a space for demonstrations and discussions — Reinforced wall for mounting products – Can be used for demonstrations or as an area for learning about your organization — Includes (2) 60-inch monitors — Invite partners at no cost</p>	<p>(1) Speaking opportunity — (1) Turnkey station to demonstrate a singular product — Multiple panels available for branding — Reinforced wall for mounting products — Can be bundled</p>	<p>Must be a current HIMSS25 exhibitor. <i>Subject to availability.</i></p> <p>*Available ala cart beginning October 15, 2024</p>
			Marketplace Participation
			<p><b>\$13,400</b> (Corporate Member) <b>\$14,200</b> (Non-Member)</p> <p>Participate in the Marketplace with a standalone kiosk. Kiosks are centrally located in the pavilion. 20-minute speaking opportunity included.</p>

# A La Carte Thought Leadership



# 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. Average attendance of Views sessions at HIMSS24 was 209.

Applications for the sponsored View from the Top Sessions will be submitted and selected through the HIMSS Call for Proposals process. All applications will be reviewed and selected by HIMSS Thought Advisory and HIMSS Subject Matter Expert (SME) personnel.

[HIMSS25 Views from the Top Sponsored Session Calls for Proposals Application Form](#)

[Deadline is October 23, 2024](#)

Opportunities: 3 Available

Benefits:

- One 60-minute thought leadership presentation curated by sponsoring organization for up to 4 speakers (ex. 3 speakers and 1 moderator)
- Access to scanned leads
- Audio recording synced with session slides provided post conference – Subject to speakers' approval
- Views from Top sessions included with the listing of HIMSS education sessions online and onsite electronic signage
- Logo next to session title in both in preshow and onsite marketing materials online and onsite electronic signage
- HIMSS Priority Points – 12
- Conference Badges - 12



## **Investment:**

Member Rate: \$35,000

Non-Member Rate: \$37,800

# Executive Roundtables – NEW!

Be a part of the conversation -- Engage, inform and influence your key customers and prospects by sponsoring one of two (2) available Executive Roundtables co-hosted by HIMSS at HIMSS25. We work with you to build a unique program based on a topic aligned to the Executive Summit.

This invite-only, turnkey event includes program development, speaker recruitment, attendee acquisition, event and venue logistics for up to 25 highly targeted attendees.

Location: La Tache 2 at the Wynn

Dates: Tuesday, March 4, 11:15am – 12:45pm  
Wednesday, March 5, 11:15am – 12:45pm

- Pre-Show Benefits
  - Speaker Selection - Opportunity for sponsor to bring C-Level speaker as part of the program
  - Program Development
  - Marketing
  - Attendee Recruitment
  - Pre-Show Attendee List
- Onsite Benefits
  - One (1) 90-minute turnkey roundtable session co-hosted with HIMSS to include:
    - Lunch
    - Standard AV set: one (1) LCD projector, one (1) screen, one (1) wired podium microphone, and up to three (3) wireless handheld microphones
  - Sponsor branded signage
  - Max of five (5) sponsor representatives to attend roundtable
  - HIMSS Priority Points - 14
  - Conference Badges – 14
- Post-Show Benefits
  - Attendee List



## Investment:

Member Rate: \$42,500

Non-Member Rate: \$45,000

# Industry Solution Sessions

A 60-minute Thought Leadership session positioned alongside, and promoted similarly too, other concurrent education sessions.

Examples of Presentation Format:

Case Study (Client/Customer presents)

- Lecture (40 mins presentation/15 mins Q&A)
- Essential Conversation (15-20 mins presentation/40 mins facilitated audience engagement)
- Panel Discussion(4 people max on the platform – [i.e., three speakers and one moderator])

Benefits:60 minute time slot for one of the approved formats – No product demonstrations permitted

- Up to 3 speakers and 1 moderator (4 speakers max)
- Topic of your choice from the categories listed
- Access to scanned leads
- Sessions included with the listing of HIMSS education sessions online and onsite electronic signage
- Logo next to session title in both in preshow and onsite marketing materials 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 14, 2025 date or session is subject to cancelation
- Conference Badges - 8
- HIMSS Priority Points - 8

HIMSS25 | March 3-6 | Las Vegas



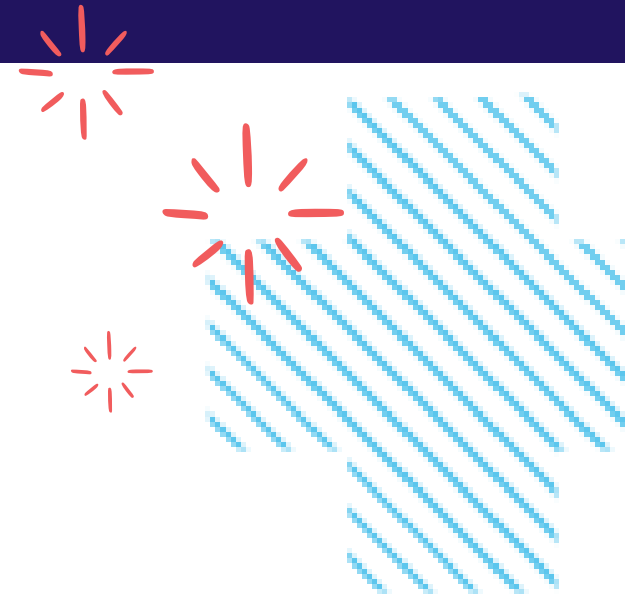
## **Investment:**

Member Rate: \$23,000

Non-Member Rate: \$25,000



# Exhibition Hall Thought Leadership



## Exhibition Main Stage Session with Recording (\$21,750 - \$27,300)

One (1) thirty-minute speaking session with recording in the largest theater on the show floor.

## Exhibition Main Stage Overall Sponsorship (\$59,500 - \$65,000)

Overall sponsorship includes (2) thirty-minutes speaking sessions with recordings, branding of the Main Stage area, Floor Stickers, Mobile App push, and the opportunity to emcee all Main Stage sessions.

## Market Debuts with Recording (\$9,000 - \$15,500)

One (1) twenty-minute session with recording to announce and demonstrate your new product/service



# Thought Leadership/Networking with Audience Recruitment

## Brunch Briefings (\$15,000 - \$17,500)

Breakfast for up to 60 people  
Brunch for 10:30am-11:45am at the Caesars Forum (Tuesday, Wednesday, Thursday)

## Lunch and Learn (\$16,000 - \$18,500)

Lunch for up to 60 people  
12:30pm-1:45pm at the Caesars Forum (Tuesday, Wednesday, Thursday)

## Knowledge and Nosh (\$12,000 - \$14,200)

Snacks and beverages for up to 60 people  
3:00pm-4:00pm at the Caesars Forum (Tuesday, Wednesday)



### Turnkey Events Include:

- Audio Visual
- Food and Beverage
- Audience Recruitment

# Community Focused Thought Leadership



## Women in Health IT Roundtable and Reception – (\$19,500 - \$21,500)

As the Premier Women in Health IT sponsor at HIMSS25, you have the opportunity to network and share thought leadership with this influential group of women innovators, leaders and entrepreneurs transforming health through technology today. Benefits include sponsor-developed questions for roundtable and a profile of organizations women leader featured on HIMSS.org.

## 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.

## Nursing Innovation Lighting Talk and Innovation Panel (\$52,500 - \$58,000)

Sponsor this interactive panel discussion of exemplary nurse leaders and they discuss how innovation is reshaping the nursing practice, enhancing efficiencies, and prioritizing safety. Panelists will share their experiences navigating the intersection of technology and patient care in the ever-evolving healthcare landscape and provide attendees with insights on the future of nursing innovation and care delivery. As a sponsor you will have the opportunity to co-develop the panel, program content and agenda.

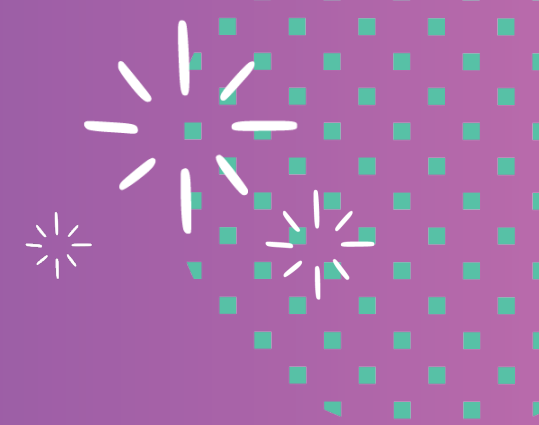


# Important Deadlines and Dates

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Date	Item
October 23, 2024	Exhibitor Registration Opens  Deadline for <u>Views from the Top</u> and <u>Executive Perspectives Panel</u> Submissions
November 14, 2024	<u>HIMSS25 Sponsorships Webinar: Branding and Networking Opportunities</u>
December 12, 2024	<u>HIMSS25 Sponsorships Webinar: Meeting Space, Branding and More</u>
January 6, 2025	Speaker Information Due  Print Deadline for Graphics (Paid sponsorships and Specialty Pavilions)
January 9, 2025	<u>HIMSS25 Sponsorships Webinar: Last Call!</u>



# Questions?

# Questions?

Contact [salesinfo@himssconference.com](mailto:salesinfo@himssconference.com) or your Sales Representative  
All HIMSS25 Opportunities can be found [HERE](#).



**Deborah Caruso**

Senior Sales Executive  
312.305.1734

[Deborah.Caruso@informa.com](mailto:Deborah.Caruso@informa.com)



**Jim Collins**

Director, Sales  
312.848.1067

[Jim.Collins@informa.com](mailto:Jim.Collins@informa.com)



**Jessica Daley**

Director, Business Development  
312.305.4309

[Jessica.Daley@informa.com](mailto:Jessica.Daley@informa.com)



**Saba Emmanuel**

Business Development Manager  
416.844.8293

[Saba.Emmanuel@informa.com](mailto:Saba.Emmanuel@informa.com)



**Laura Goodwin**

Sales Operations Lead  
312.305.3975

[Laura.Goodwin.US@informa.com](mailto:Laura.Goodwin.US@informa.com)



**John O'Neill**

Business Development Manager  
929.651.0328

[John.Oneill@informa.com](mailto:John.Oneill@informa.com)



**Matt McDonough**

Business Development Manager  
917.245.8125

[Matt.McDonough@informa.com](mailto:Matt.McDonough@informa.com)



**Erica Thomas**

Sales Executive  
312.305.4355

[Erica.Thomas@informa.com](mailto:Erica.Thomas@informa.com)



**Rebecca Washler**

Vice President, Sales  
312.305.3952

[Becky.Washer@informa.com](mailto:Becky.Washer@informa.com)

# Thank you!