

HIMSS® 25

# Meeting Space and Branding Opportunities

Thursday, December 12, 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 meeting space and branding opportunities only. ***All HIMSS25 opportunities can be found [HERE](#).***

# Today's Presenters



**Jim Collins**  
*Director, Sales*



**Erica Thomas**  
*Sales Executive*



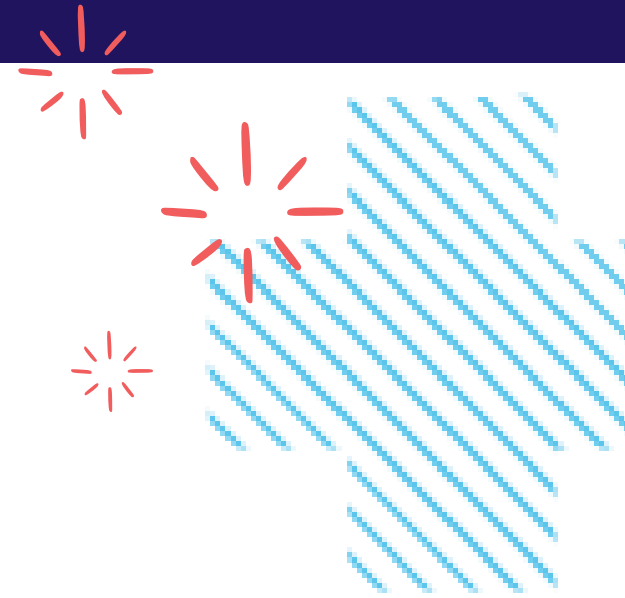
**Deborah Caruso**  
*Senior Sales Executive*



**Jessica Daley**  
*Director, Business Development*



**Laura Goodwin**  
*Sales Operations Lead*



# What We Will Cover

- HIMSS25 Dates and Updates
- Meeting Space Options
- Pre and Post Show Branding
- Onsite Branding
- Sponsorship Spotlight
- Important Dates/Deadlines
- Questions

Keep an eye out  
for sustainable offerings





# HIMSS25 At A Glance



# HIMSS25 Dates

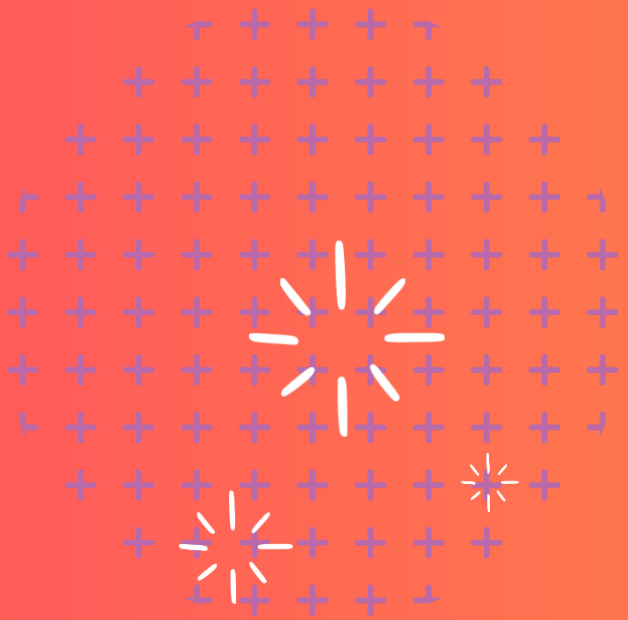
- Global Health Conference Dates:
  - **March 3-6, 2025**
    - **NEW!** HIMSS25 four-day event vs. five-day event (ends on Thursday)
  - **Venetian Expo Center and Caesar's Forum**  
Las Vegas, NV
- Executive Summit, Pre-Conference Forums, Global Leaders Exchange and the Opening Reception
  - **Monday, 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](#)



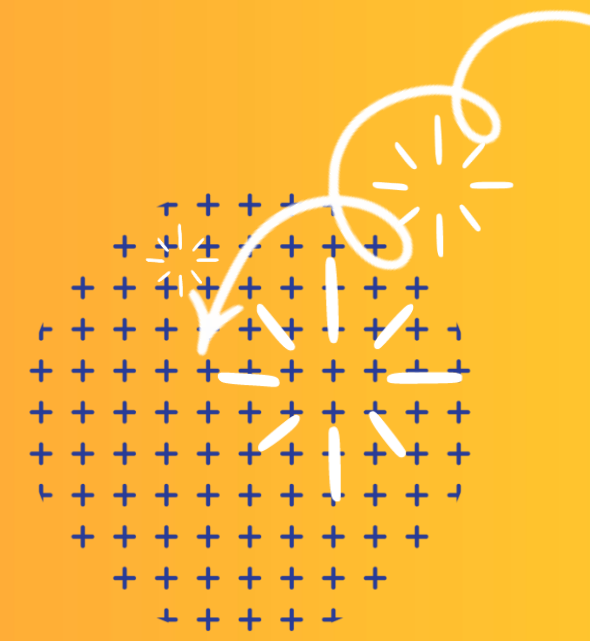
# NEW – Dedicated Exhibit Hall Hours

- 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.



# Meeting Space





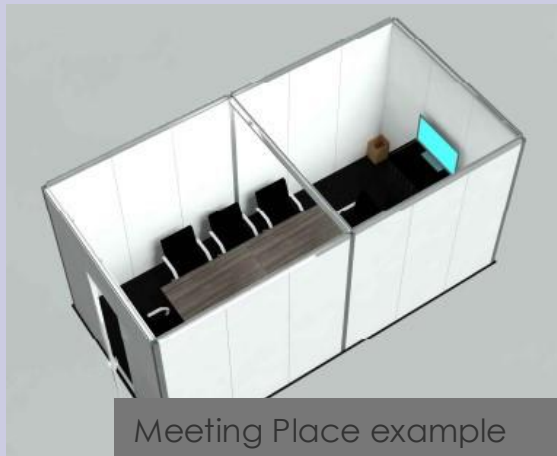
# Exhibit Hall Meeting Space

## Meeting Place Rooms

### Meeting Place Rooms – 10'x20' and 20'x20' options

- Meeting room structure with carpet and locking door
- Conference table and 8 boardroom style chairs
- 42" monitor, Electrical, Internet line (shared T1 line)
- Conference Badges – 10

Investment:  
\$20,000 - \$37,500



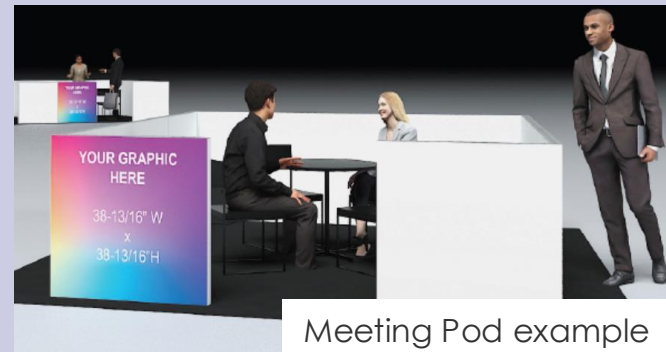
Meeting Place example

## Meeting Pods

### Meeting Pods

- 10'x10' semi-private meeting space
- Low wall structure with company logo
- Table with 4 chairs
- Electrical and wi-fi access
- Carpeted floors
- Conference Badges – 5

Investment:  
\$14,000 - \$15,100



Meeting Pod example

# Exhibit Hall Meeting Space

## Vendor Headquarters\*

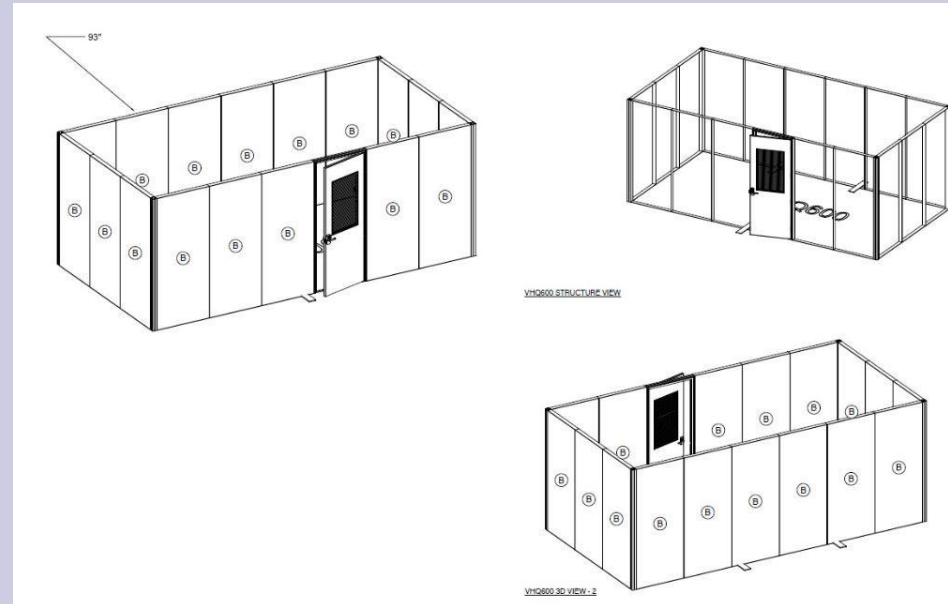
### Benefits:

- 10'x20' hard walled structure (8' high wall) with a lockable door (no ceiling)
- Identification sign with your company logo
- Carpet
- HIMSS Priority Points – 2

### Investment:

\$8,300 - \$9,000

\*Available to exhibitors only



# Convention Center Meeting Space

## Pre-Show Meeting Rooms (\$4,500 - \$7,000)

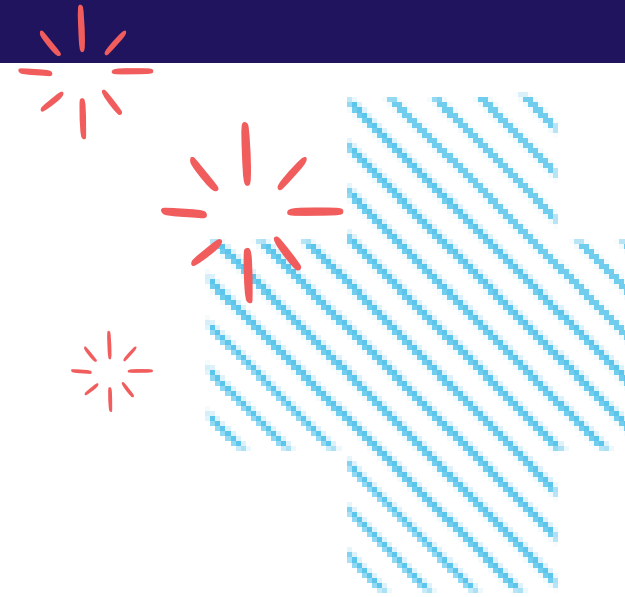
Perfect location to prep your sales staff for this upcoming week at HIMSS. This meeting room provides you the convenience of hosting your sales staff training onsite at the main venue for either half day or full day.

## Afternoon Meeting Rooms (\$4,500 - \$4,900)

Host a private meeting or gathering space off the convention center floor

## Convention Center Meeting Rooms (\$33,000 - \$45,500)

Meeting space that can be used throughout the week. Includes wireless internet and can be set to your specifications.



# Convention Center Meeting Space

## Caesars Exhibitor Board Rooms\*

Elevate your meetings throughout the week with a board room located at the Caesars Forum.

### Benefits:

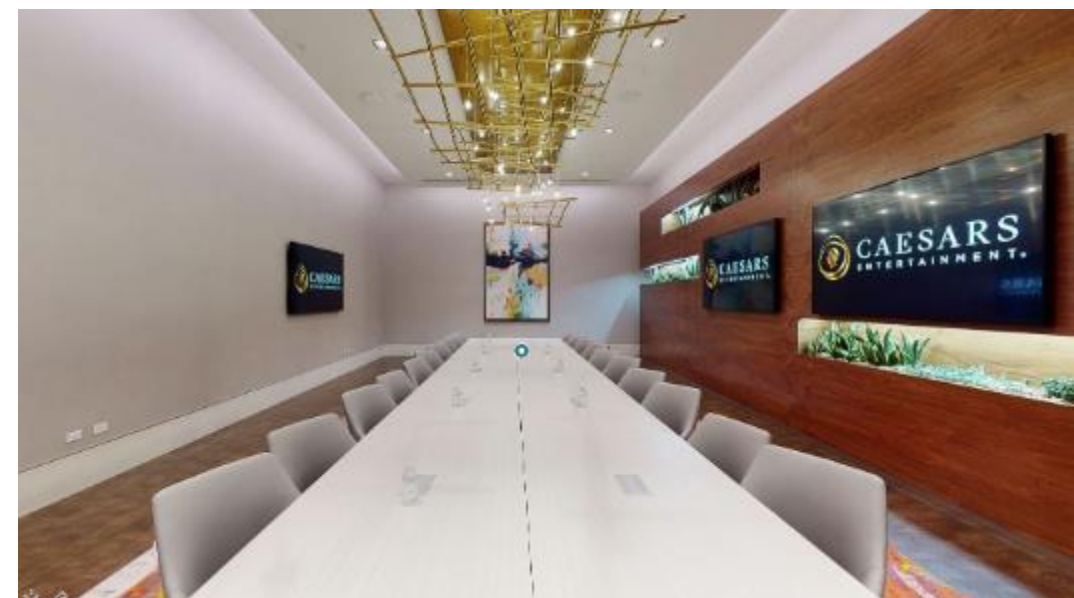
- Boardroom table with (16) board chairs - can be altered with standard chairs and 6' tables
- Prominent display of your company logo on signage outside the meeting room.
- Complimentary wireless Internet access; wired connection available at an additional cost

### Investment:

\$34,500 - \$37,500

\*Must be an exhibitor to purchase

\*\* F&B Minimums apply



# Hotel Meeting Space

## Exhibitor Hospitality Suites\*, \*\*

Located at the Venetian and Palazzo, these fully-furnished hospitality rooms are perfect for executive meetings and social gatherings.

Check-in/Check-out:

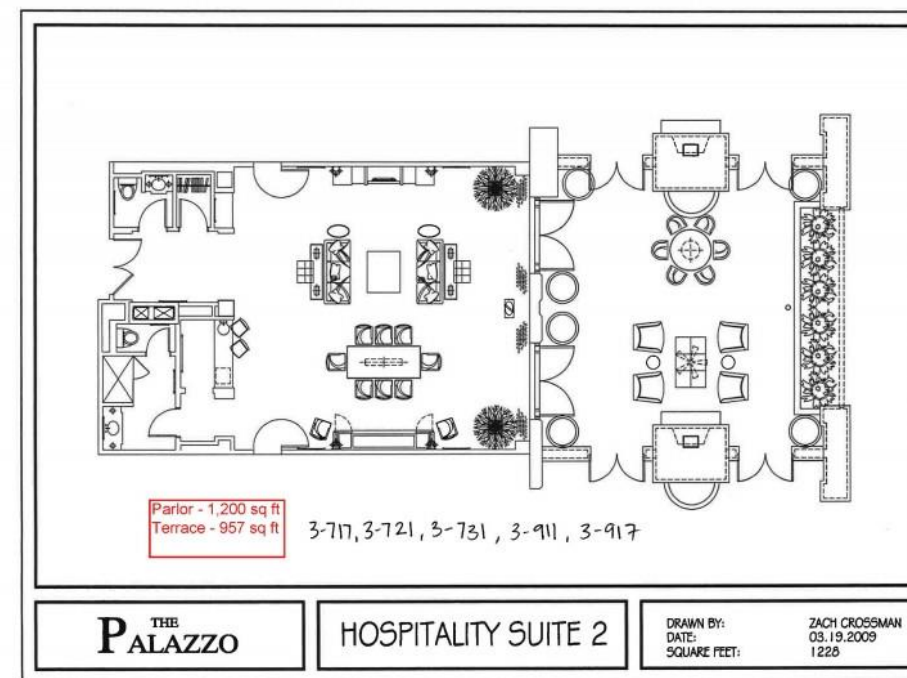
Sunday, March 2 - Thursday, March 6 (4 nights)

Investment:

\$10,500 - \$11,500

\*Must be an exhibitor to purchase

\*\* F&B Minimums apply





# HIMSS Bistro

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.

Locations:

Venetian Expo, Level 1, Hall G

Caesars Forum, Level 2

Benefits:

- Reserved table of ten (10)
- Lunch meal tickets for 20 people per day - tickets to be used Tuesday, Wednesday, Thursday between 10:00 a.m. and 2:00 p.m.
- 60 meal tickets will be dropped off at booth on Monday, March 3.
- Food service includes:
  - Lunch with drink and dessert
- HIMSS will place a reserved sign with company logo on your table for the entire week
- Conference Badges – 2
- HIMSS Priority Points – 2



# Networking Lounges



## Corporate Membership Lounge (\$10,500 - \$12,500)

As the sponsor, you will have access to decision makers and influencers from the vendor setting. The Corporate Membership exclusive lounge will allow access to the over 650 HIMSS Corporate Members including a complimentary meeting space within the lounge for your use during the Conference.

## 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.

## Networking Hubs – (\$20,000 - \$22,000)

Your branding will be placed on areas designed for attendees/exhibitors to meet up with colleagues, recharge devices, check emails, host HIMSS organized meet ups, and meet new healthcare IT peers.

# Networking Lounges\**New for HIMSS25*

## Payers Lounge (\$12,500 - \$13,800)

Gain unparalleled exposure by sponsoring the all-new exclusive payor Lounge at HIMSS25—a dedicated space where leading professionals in the payor community will gather throughout the event. This is a prime opportunity to position your brand at the heart of the healthcare ecosystem, where payors, decision-makers, and industry experts come together to network, recharge, and share insights. Benefits include a list of scanned visitors to the lounge

## Nurses Lounge (\$12,500 - \$13,800)

Gain high-impact visibility by sponsoring the brand-new Nurses Lounge at HIMSS25—a dedicated space where hundreds of nurses will gather throughout the week. This is a unique opportunity to position your brand at the center of the nursing community, where leaders and frontline professionals come to connect, recharge, and engage. Showcase your company as a champion of nursing excellence and innovation by sponsoring this exclusive lounge and make a lasting impression on those shaping the future of healthcare. Benefits include a list of scanned visitors to the lounge



# Hosted Buyers Program

## HIMSS25 Health Connect Partners & HIMSS

Exclusive for HIMSS25 exhibitors, the Health Connect Partners (HCP) - HIMSS Global Conference Hosted Buyers program will provide a “reverse expo” program. To make the most of your HIMSS25 experience, participate in convening hospital information technology buyers (VP, Director, CIO, CMIO, etc.) with you, our exhibitors, to engage in five (5) 14-minute-long scheduled 1:1 meetings.

**Dates:** Tuesday, Wednesday, Thursday of HIMSS25

- Five (5) - fourteen (14) 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
- Date/Time based on selected provider availability
- Pre-Show Schedule
  - Provider attendee contact information (name, job title, company, city, state) sent to sponsor within three (3) days of HIMSS25 Global Conference
- Deadline for sponsor(s) provider selection
  - Approximately three (3) weeks prior to Global Conference
    - If selections are not made by deadline, meetings will be assigned randomly to available qualified hosted buyer participants
- HIMSS Priority Points - 1
- Conference Badges - 2

\*Must be a HIMSS25 exhibitor to participate.

HIMSS25 | March 3-6 | Las Vegas

HIMSS® 25



### Investment:

Member Rate: \$5,000

Non-Member Rate: \$5,500

\$500 discount per package if 3 or more are purchased

# Preconference Branding



# Executive Summit Opportunities

The Executive Summit will bring together an estimated 400 provider executives as they gather to focus on best practices in moving care delivery forward. Ensure that you are a part of the discussion by sponsoring this exclusive event.

**Date:** Monday, March 3      **Location:** Wynn

## **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

## **Branded Tech Table (\$7,500 - \$8,500)**

Your branding will be placed on a tech table attendees use to charge their devices during the Summit. Located in the main session room.

**Thank you to our current Executive Summit Sponsors:**





# 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

Thank you to our current sponsors:

carahsoft.

commure

Cynerio

ELSEVIER Health

nextgen healthcare

Roche

avanade

Commvault

digicert

Johnson & Johnson MedTech

radware

rubrik

servicenow

zscaler

We bring:

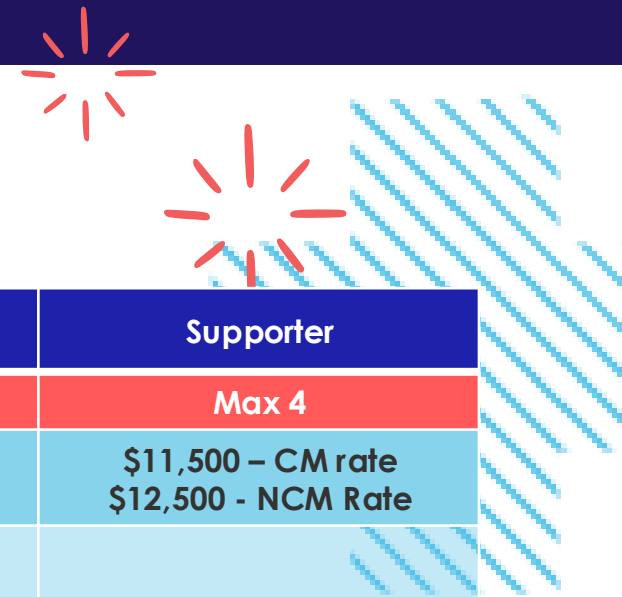
**Program**

- 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

# 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 (1) 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)



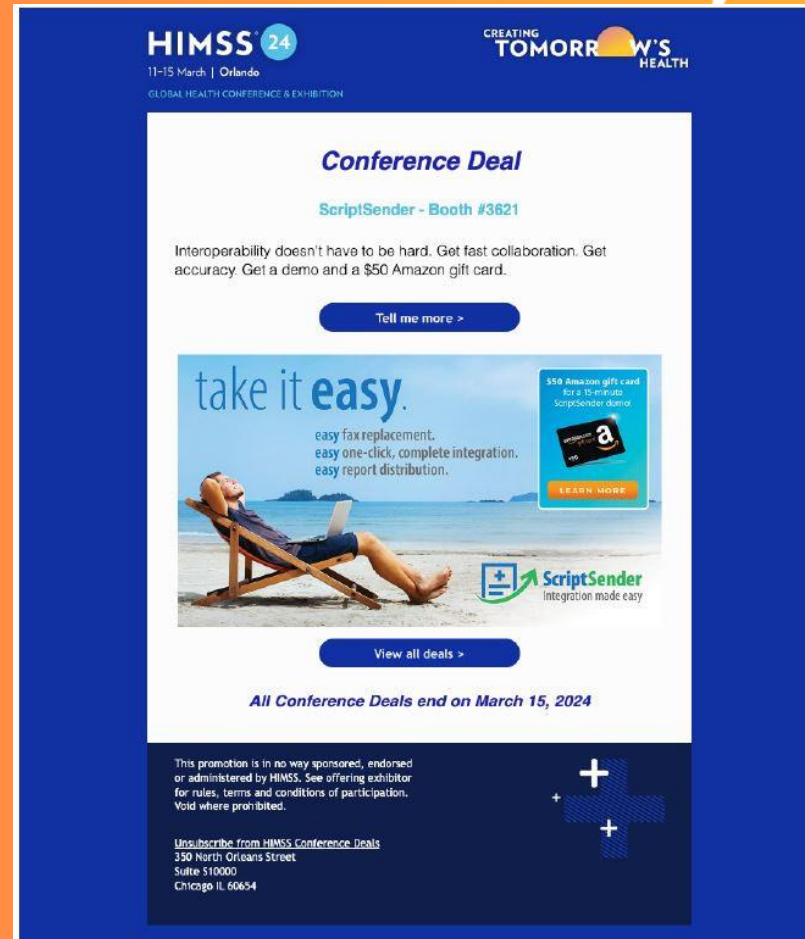
## Nursing Informatics Forum Supported by:

**CHERRY** 

 **Mobile  
Heartbeat**® **servicenow**®  
UNIFIED CLINICAL COMMUNICATIONS

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

# Pre and Post Show Marketing & Branding



The screenshot shows a promotional banner for HIMSS 24. At the top left, it says "HIMSS 24" with the dates "11-15 March | Orlando" and "GLOBAL HEALTH CONFERENCE & EXHIBITION". At the top right, it says "CREATING TOMORROW'S HEALTH". The main heading is "Conference Deal" for "ScriptSender - Booth #3621". The text reads: "Interoperability doesn't have to be hard. Get fast collaboration. Get accuracy. Get a demo and a \$50 Amazon gift card." Below this is a "Tell me more >" button. The central image features a person relaxing on a beach chair with a laptop, with the text "take it easy." and "easy fax replacement, easy one-click, complete integration, easy report distribution." To the right of the image is a "\$50 Amazon gift card for a 15-minute ScriptSender demo" with a "LEARN MORE" button. At the bottom of the image is the ScriptSender logo and "integration made easy". Below the image is a "View all deals >" button. At the bottom of the banner, it says "All Conference Deals end on March 15, 2024". A disclaimer at the bottom left states: "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." Below the disclaimer is an unsubscribe link: "Unsubscribe from HIMSS Conference Deals" with the address "390 North Orleans Street, Suite 510000, Chicago, IL 60654". A large blue plus sign graphic is on the right side of the banner.



# 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:

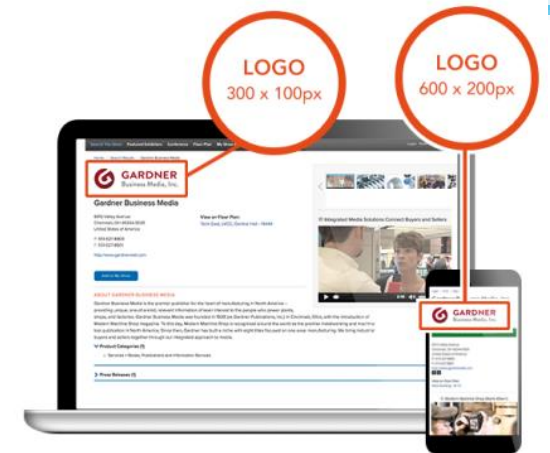
- 24,441 Emails Deployed
- 39.93 % Unique Open Rate
- 16.32 % Unique Click Rate

## 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 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 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.

- Highlight your booth/products/services with one (1) custom push notification pushed based on scheduled date & time, Monday – Friday
- Sponsor to provide copy
  - Title 10-120 character limit
  - Message 160 character recommendation, 250 character limit.
- Push notifications are shown on the device's lock screen when enabled and on desktop version
- HIMSS Priority Points - 1

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



# Onsite Sponsorships and Branding





# Digital Signage



# Digital Signage



## Electronic Message Boards (\$22,500 - \$24,800)

Your message every 3 minutes on 14 displays in high-traffic areas of the Expo Center

## Venetian Expo Lobby LED Ribbon (\$12,500 - \$13,800)

A high-impact way to put your brand in front of attendees as they move from level 1 to level 2

## Palazzo Rotunda LED Display (\$12,500 - \$13,800)

Display your message across from the ever-busy Starbucks as guests enter and exit the Palazzo guest elevators.

## Venetian Expo Elevator Cabs (\$4,500 - \$4,950)

Message will be shown on (2) elevator cabs at the Venetian Expo Center.

## Exhibit Hall Blade Displays (\$12,500 - \$13,800)

Display your brand and message as attendees enter the exhibit hall on three (3) double-side blade displays outside of Halls A, B, and C.

## Restaurant Row Monitors (\$12,500 - \$13,800) - **SOLD**

This high visibility branding opportunity is located in front of restaurant row heading into the Venetian Expo Center.

## Caesars Main Foyer Monitor (\$12,500 - \$13,800)

Share your message/video in this high-traffic area from Harrah's & Linq's Hotel, Venetian Expo & Caesars Forum.

# Wayfinders



Prominently branded wayfinding monitors strategically placed in high-traffic areas. These high-resolution digital screens, placed in high traffic areas throughout the Venetian Expo and Caesars Forum, will feature your company's branding as they serve as essential guides for visitors, displaying real-time directions and venue maps. Wayfinding monitors capture maximum foot traffic, reinforcing brand recognition and visitor engagement throughout the venue.

## Benefits:

- Full color print messaging or branding on bottom of (6) kiosks located throughout the Venetian Expo Center **OR** (4) kiosks at the Caesars Forum
  - Sponsor to provide graphics, HIMSS to install and remove
  - Branding area size: 2' 9 3/8" W x 1' 6 3/8" H
  - Suggest inclusion of QR code in branding area to capture impressions
- Web banner with sponsor logo/messaging on monitor

## Investment

Venetian: \$36,000 - \$39,600

Caesars Forum: \$24,000 - \$26,500

Both Locations: \$50,000 - \$55,000



Sponsorship  
Branding / QR  
code

# Lobby Branding

## Column Wraps (\$10,500 - \$11,500)

These high visibility, high traffic columns are a great opportunity to gain attendee interest with your branding before they even enter the exhibit hall.

## Venetian Expo Stair Clings (\$19,500 - \$21,500) -

**SOLD**

Put your message on the Venetian Expo stairs, a high-traffic thoroughfare between Level 1 to Level 2

## Caesars Forum Stair Clings (\$19,500 - \$21,500)

Capture attendees' attention by putting your message on the Caesars Forum main stairs, leading to the Harrah's and Linq Hotel and Venetian Expo.

## Taxi Drop Off (\$9,500 - \$10,500)

This package provides public space branding on the ballards outside the building and one window cling that attendees will see when they walk into the Venetian Expo.





# Exhibit Hall Branding

## Aisle Signs (\$14,300 - \$15,500)

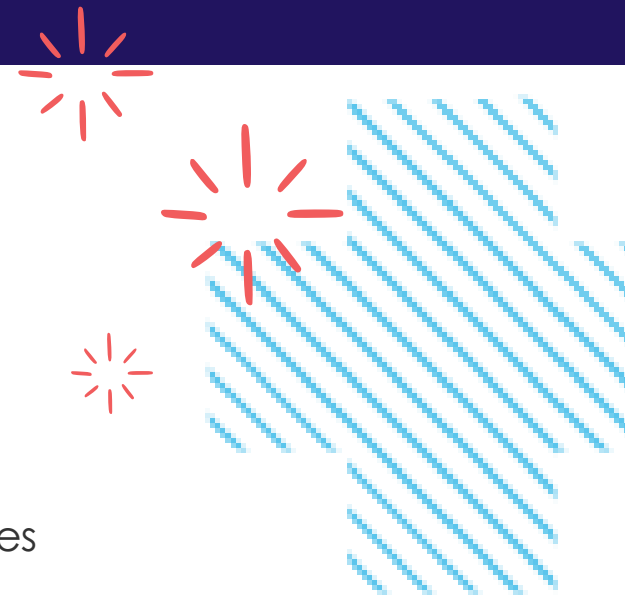
These 30" x 30" double sided panels with your branding is a great way to increase your booth traffic or branding at the show

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 (\$14,300 - \$15,500)

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.



# Exhibit Hall Breaks



AM and PM Coffee/Tea Breaks	Hydration Stations	Ice Cream Social
<ul style="list-style-type: none"> <li>• Six (6) centrally located beverage stations down main aisles from 9:30am-11:30am and 1:00pm-3:00pm (Tuesday, Wednesday or Thursday)</li> <li>• Signage acknowledging sponsor at each station</li> <li>• Sponsor branded coffee sleeves*</li> <li>• Sponsor branded cocktail napkins*</li> <li>*Co-branded with HIMSS</li> </ul>	<ul style="list-style-type: none"> <li>• Hydration for over 10,000+ attendees. (22 water coolers displayed prominently in main aisles throughout exhibit hall. Tuesday, Wednesday or Thursday)</li> <li>• Sponsor branded water jug sleeve on all water coolers*</li> <li>• Sponsor branded 10oz compostable cups* provided at each water station</li> <li>*Co-branded with HIMSS</li> </ul>	<ul style="list-style-type: none"> <li>• Delicious ice cream bars 2,000+ attendees (Tuesday, Wednesday or Thursday)</li> <li>• 5 centrally located ice cream social stations on exhibit hall floor 1pm-3pm</li> <li>• Sponsor branded cocktail napkins*</li> <li>• Sponsor branded signage</li> <li>• *Co-branded with HIMSS</li> </ul>
 <p><i>Investment: \$16,000 - \$22,000 / break</i></p>	 <p><i>Investment: \$20,000 - \$22,000 / day</i></p>	 <p><i>Investment: \$24,000 - \$26,000 / day</i></p>

# Courtside Concessions and Bar– NEW!

Courtside Concessions and Sports Bar is the ultimate gathering place to catch the game with friends, with multiple screens showcasing all the action. Savor a quick, grab-and-go lunch, and relax with a drink from our cash bar. While you're here, treat yourself to a soothing courtside massage or challenge your peers to a friendly game of basketball. Get noticed with great visibility! Opportunity to host private reception 4pm-6pm (additional cost).

## Benefits

- Sponsor logo co-branded on backdrop behind bar
- Sponsor graphics (sponsor to design) on 1M x 8' tall light box placed in Courtside Concessions
- Logo placed on website in Courtside Concessions and Sports Bar
- Thirty (30) \$25 concession vouchers to be used at any concessions at Venetian or Caesars.
- Thirty (30) \$13 Beer/non-alcoholic drink voucher to be used at cash bar at Caesars
- Opportunity to host private reception on Tuesday, March 4 and/or Wednesday, March 5 from 4pm-6pm (additional cost).

Investment:

HIMSS Corporate Member: \$37,500

Non Member: \$41,500



# HIMSS Park – NEW!

HIMSS Park (at the Venetian) - We've brought the outdoors inside with HIMSS Park, the perfect place to relax and recharge. Enjoy a variety of quick-service bites as you wander along the cozy benches, charming streetlights, and greenery. Complete with outdoor patio games for added fun! Opportunity to host private reception 4pm-6pm (additional cost).

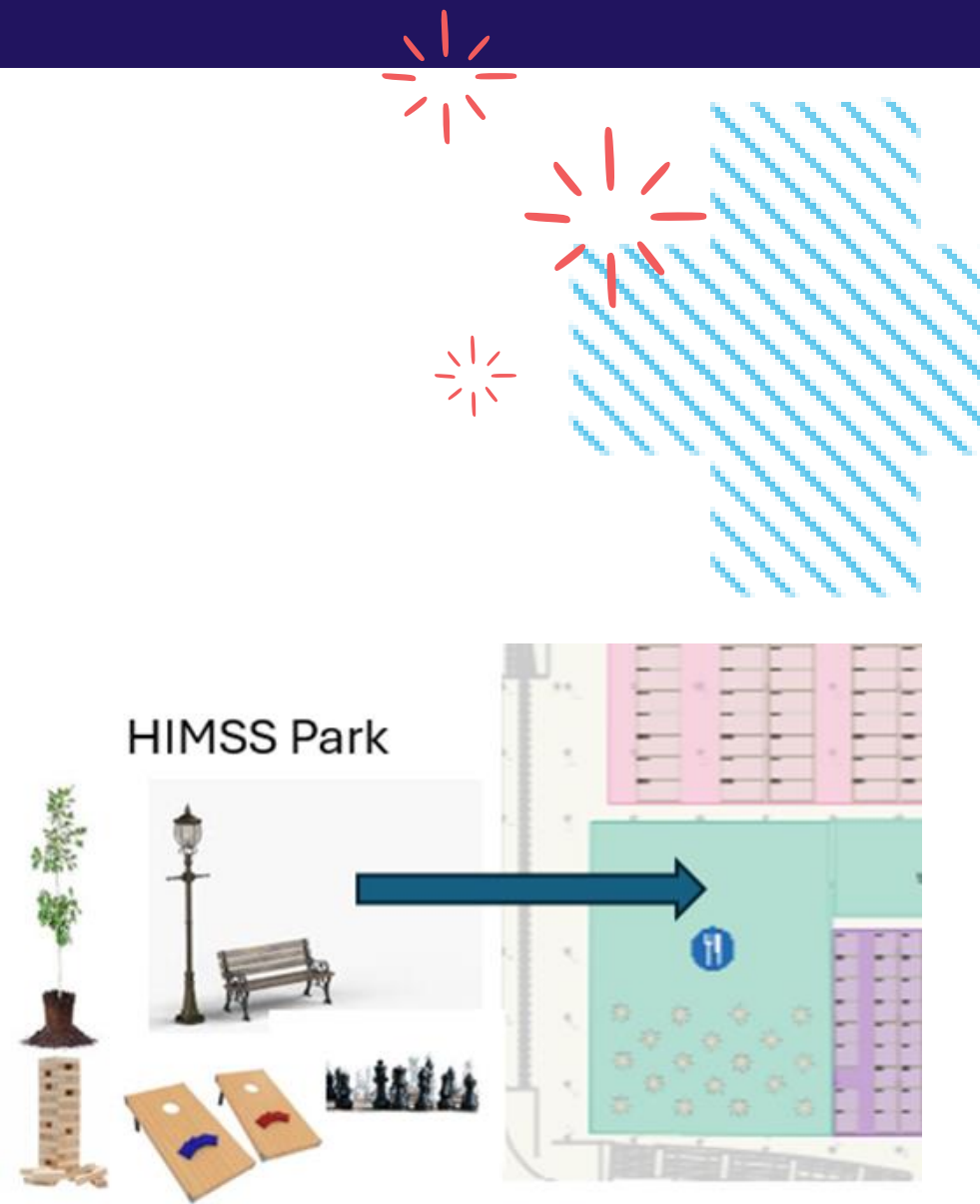
## Benefits:

- Sponsor graphics (sponsor to design) on 1M x 8' tall light box placed on second floor in high traffic area.
- Sponsor logo placed on cornhole boards.
- Sponsor graphics (sponsor to design) on 1M x 8' tall light box placed in HIMSS Park.
- Logo placed on website in HIMSS Park description
- Thirty (30) \$25 concession vouchers to be used at any concessions at Venetian or Caesars.
- Opportunity to host private reception on Tuesday, March 4 and/or Wednesday, March 5 from 4pm-6pm (additional cost).

## Investment:

HIMSS Corporate Member: \$15,000

Non-Member: \$16,500



# DJ Booth – NEW!

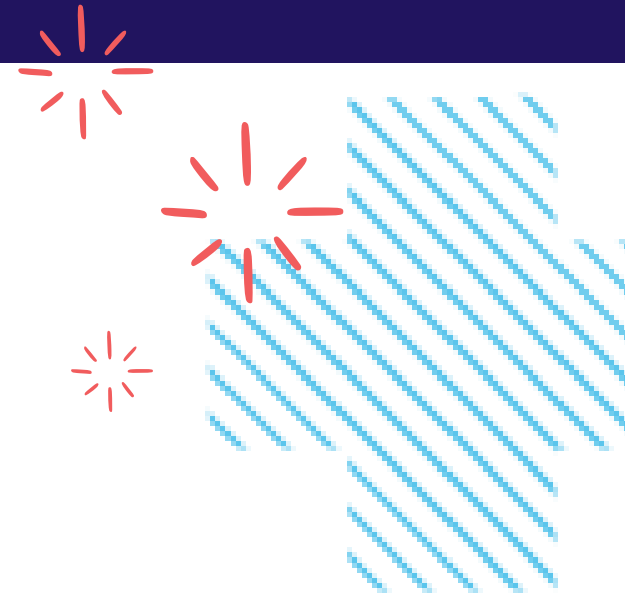
Get attendees pumped for the conference by sponsoring our DJ booth! With high-energy music setting the vibe, attendees will be thrilled to be here from the moment they arrive. As a sponsor, your brand will be prominently featured on the DJ booth and showcased in a prime photo-op area. The DJ will be spinning for 15+ hours throughout the week. This is an opportunity you don't want to miss!

Location: Venetian Expo Upper Lobby

Benefits:

- Sponsor logo on front of DJ Glow Booth
- Sponsor logo co-branded with HIMSS Global Conference logo on step and repeat
- Sponsor name and booth number call out four (4) times throughout each day (Monday-Thursday) during high traffic times.
- HIMSS Priority Points - 6
- Conference Badges – 6

Investment: HIMSS Corporate Member: \$17,500 / Non-Member: \$19,500



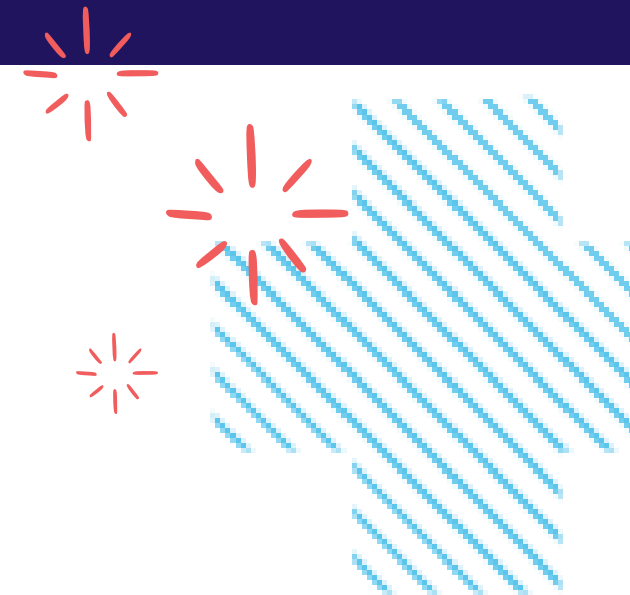
# Restroom Mirror Clings – NEW!

Showcase your brand and advertisement in a unique way by branding the bathroom mirrors inside the Exhibit Hall! This exclusive opportunity guarantees your message will stand out in a space where it commands full attention.

- 12"x 12" square graphics with your custom artwork placed above the sinks of the restrooms
- Sponsor to provide the graphics, HIMSS to produce and install
- Ten (10) different restroom locations inclusive of both men's and women's restrooms
- Sponsor can create up to four (4) designs that promotes your company and drives traffic to your booth

Investment:

HIMSS Corporate Member: \$9,000 / Non-Member: \$10,000





# Attendee Resources

## Conference Pens (\$15,000 - \$16,400)

Pens are a great way to increase your exposure and keep your brand on attendees' minds throughout the entire conference and after the show has ended. Over 7,000 pens were handed out at HIMSS24!

## Charging Lockers (\$15,000 - \$16,500)

Provide the solution for HIMSS Global Conference attendees as they search for a place to charge their devices. Six (6) charging locker stations will be placed throughout the lobby areas of the Convention Center.

HIMSS24 Charging Locker Stats:

- 759 uses
- 37 min average session
- 702 unique users
- 986 total impressions

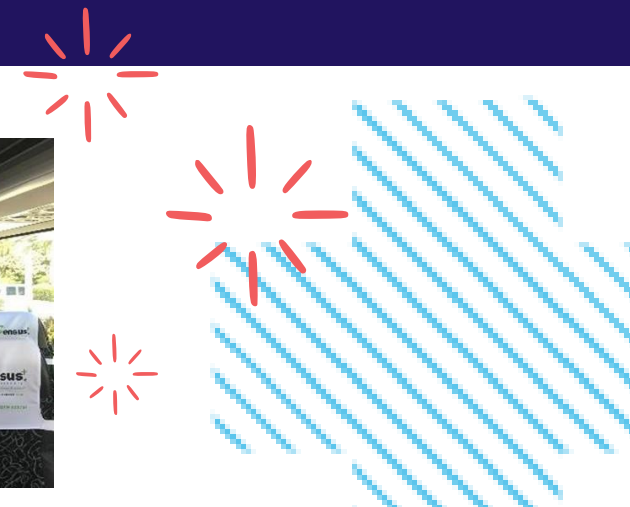
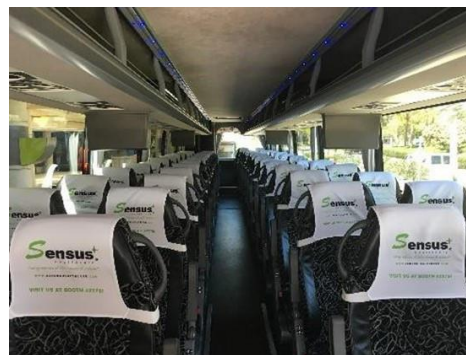


# Bus Wraps and Branding

Stretch your marketing dollars beyond the convention center.

Sponsorships include branding on one bus on selected route.

## Shuttle Bus Routes



Bus Headrest Covers (\$2,100 - \$2,300)

Full Side Bus Wrap (\$25,750 - \$26,500)

Lower Half Bus Wrap (\$16,250 - \$17,875)



FULL SIDE WRAP

The FULL SIDE WRAP offers premium visibility with advertiser's creative covering both sides of the bus from top to bottom.

**Full Side Wrap**  
Approx. 45 feet long x 9 feet high

The LOWER HALF WRAP offer premium visibility with advertiser's creative covering the length of both sides of the bus below the windows.

**Lower Half Wrap**  
Approx. 45 feet long x 5 feet high

LOWER HALF WRAP





# Blood Drive Sponsorship

## Mission-Driven Opportunity



HIMSS25 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.

Opportunities: Multiple

- Sponsor branding on signage prominently placed in blood drive area
- Sponsor signage located in the blood drive booth
- Logo recognition as sponsor of blood drive, including on HIMSS25 website and mobile app
- Logoed giveaway item for handout to blood donors (provided by sponsor)
- Post-show report with number of donations collected and total number of lives saved by donations
- HIMSS Priority Points – 1

Investment: HIMSS Corporate Member: \$2,500 / Non Member: \$3,000



# Sponsorship Spotlight

# Introducing the Interop and Smart Experience Pavillion

*Formally known as the Interop Showcase*

The HIMSS25 Interop and Smart Pavilion is a place to share your story and showcase your technology.

Whether it's

- a case study,
- a live data exchange, or
- a visionary product demonstration

Participate in the HIMSS25 Interop and Smart Experience to tell your story and make an unforgettable impact.

- **Easier Participation:** Organizations can now participate in demonstrations without the prerequisite of attending a Connectathon event.
- **All Participation Levels:** Every exhibitor, regardless of their participation tier, will have the opportunity to speak.



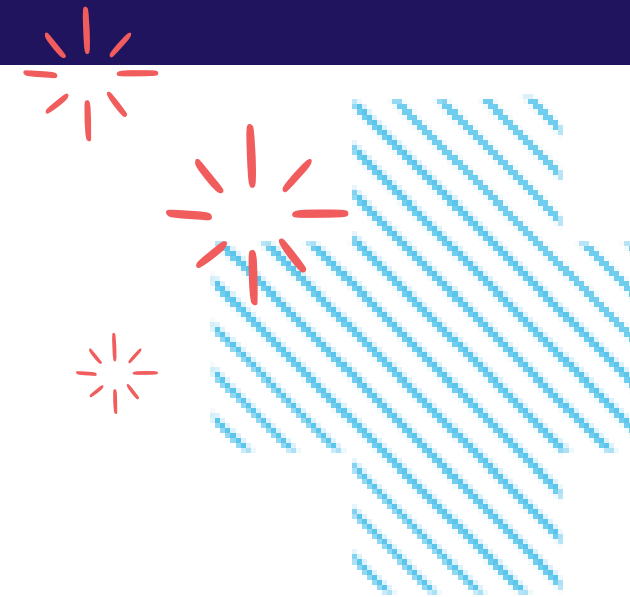
# Where your target audience already plans to go!

Worksite	
Hospital	21%
Consulting	15%
Government	13%
Market Supplier	11%
Entrepreneur, Start Up	9%
Public Health	6%
Payer	5%
Education Institution	6%
Information Exchange	3%
Outpatient Care	3%
Professional Assn/Society	3%
Financial, Legal, Investment Firm	2%
Pharmacy	1%

Titles	
Business Development	25%
C-Suite	16%
VP	4%
Director	11%
Manager	11%
Technology	7%
Healthcare	7%
Education	6%
Government/Public Sector	5%
General/Non Management/HR	4%
Other	4%

Exhibitor/Attendee	
Attendee	70%
Exhibitor	30%

- **High Engagement:** It's a priority for 1 out of 4 conference attendees.
- **Significant Foot Traffic:** Attracts nearly 8,000 visitors, making it the most visited area on the exhibition floor.
- **In-Depth Exploration:** Visitors spend an average of 40 minutes engaging with the exhibits.



# Introducing the Interop and Smart Experience Pavillion

- *Participation Options:*
  - **Stand-Alone Kiosk (\$13,400- \$15,500)**
    - Share your story independently in a dedicated kiosk, where you can personalize your presentation.
  - **Group Demonstration (\$15,500- \$60,000)**
    - Collaborate in a group of kiosks or in a shared demonstration area.
    - Pick your team or join others to showcase collective impact.
  - **Live Data Exchange (\$15,500- \$60,000)**
    - Work with other organizations to create a collaborative story, using open standards to exchange data in a live, interactive setting. This option is available as a group of kiosks or in a demonstration area .
- All opportunities include speaking sessions to amplify your message and connect with attendees.

Let HIMSS25 be the stage for your story—be seen, be heard, and be remembered.





# Interop and Smart Experience: Act Quickly!

## Immediate Actions

- Sign Up Now (First-Come, First-Served)
  - Roles in Connected Demonstrations
  - Thought Leadership session times
  - Product Showcase in the Smart Experience
  - Limited Anchor opportunities
- [Check out our topics for demonstrations](#)



Tuesday and Wednesday, March 4–5 | Caesars Forum

## Innovation Thrives Where Investment Flows

**Emerge Innovation Experience** is the premiere opportunity to engage with **C-Suite Executives from across healthcare, investors and INNOVATIVE market suppliers** including early stage and established. Taking place over 2 days, **Emerge looks forward 1-3 years**, revealing customer needs, investment trends and the innovative companies that are **solving healthcare's prioritized challenges**.

As a sponsor, you'll be at the heart of this dynamic ecosystem, amplifying your brand's visibility and aligning with the most innovative forces in healthcare. Sponsoring **Emerge** isn't just about brand exposure—it's about strategic partnership.

This experience places you in front of the leaders driving the healthcare industry forward, giving you the opportunity to be a part of the solutions shaping the future. Don't miss the chance to invest in innovation and form lasting relationships that can propel your business ahead.



# Emerge Sponsorship Opportunities

## Keynote and Lunch

Two Available

- 3-Minutes of welcome remarks to introduce keynote speaker by sponsor (non-commercial / industry appropriate)
- Sponsor logo recognition\*
- Emerge registration list (name, organization, city, state of registered attendees) provided preconference and 2 weeks post event
- Two (2) Emerge badges including access to HIMSS25 education and exhibition floor
- HIMSS Priority Points – 3

### Investment

\$7,500 Corporate Member  
\$8,250 Non-Member

## Thought Leadership Presentation

Two Available

- One (1) 30-minute presentation on a relevant subject matter
- Sponsor logo Recognition\*
- Emerge registration list (name, organization, city, state of registered attendees) provided preconference and 2 weeks post event
- Two (2) Emerge badges including access to HIMSS25 education and exhibition floor
- HIMSS Priority Points – 5

### Investment

\$15,000 Corporate Member  
\$16,500 Non-Member

## Moderator of C-Suite Panel and Emcee of Best in Show Thought Leadership Presentation

Three Available

- Sponsor opportunity to:
  - Moderate (1) C-Suite Panel and
  - Emcee (1) Best in Show Thought Leadership Presentation
- 3-Minutes of sponsor remarks (non-commercial / industry appropriate) to introduce panel and presentation
- Sponsor logo Recognition\*
- Emerge registration list (name, organization, city, state of registered attendees) provided preconference and 2 weeks post event
- Two (2) Emerge badges including access to HIMSS25 education and exhibition floor
- HIMSS Priority Points – 7

### Investment

\$19,500 Corporate Member  
\$21,500 Non-Member

# Emerge Sponsorship Opportunities

## Emerge Investors Lounge

One Available

- Semi-private meeting space in the investor's lounge, Tuesday – Wednesday throughout the day
- Opportunity for one (1) company executive to participate in a 45-minute panel discussion, either as a moderator or a panelist
- List of start-ups exhibiting at the conference (organization name, primary contact name, and title for those identified as "early startup") provided two weeks prior to the conference
- Organization list (name of organization, city, state for registered attendees) provided prior to the conference
- Sponsor logo recognition\*
- Two (2) EmERGE badges including access to HIMSS25 education and exhibition floor
- HIMSS Priority Points – 8

### Investment

\$25,000 Corporate Member  
\$27,500 Non-Member



## Cocktail Reception

One Available

- Table for collateral giveaways at reception
  - Giveaway must be approved by HIMSS Global Conference
- Sponsor branded cocktail napkins
- Sponsor logo recognition\*
- EmERGE registration list (name, organization, city, state of registered attendees) provided preconference and 2 weeks post event
- Two (2) EmERGE badges including access to HIMSS25 education and exhibition floor
- HIMSS Priority Points – 5

### Investment

\$15,000 Corporate Member  
\$16,500 Non-Member

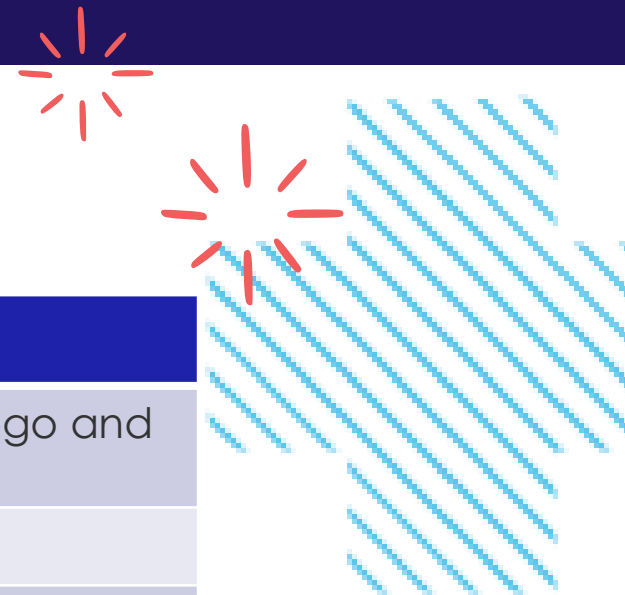
\*Recognition includes sponsor logo on: Marketing collateral; EmERGE webpage on HIMSS25 website; Social posts promoting EmERGE; Digital Event Signage





# Important Deadlines and Dates

# Important Deadlines/Dates



Date	Item
Now!	The Exhibitor Resource Center is available. Upload your logo and details today!
January 6, 2025	Speaker Information Due
January 9, 2025	<a href="#">HIMSS25 Sponsorships Webinar: Last Call!</a>
January 10, 2025	<a href="#">Island Booth Approval Forms are due</a>

# HIMSS26 Booth Selection Information

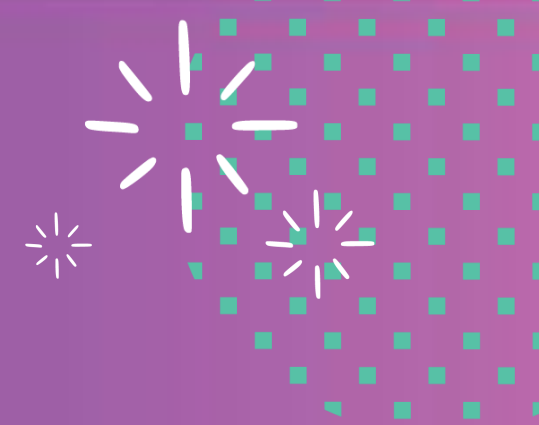
Date	Item
January 30, 2025	<a href="#">HIMSS26 Booth Selection Informational Webinar</a>
February 17-28, 2025	Top 200 companies select virtually before HIMSS245
March 3-6, 2025	Onsite Booth Selection at the Venetian Expo Center during HIMSS245

Note:

- Booth selection appointment times are scheduled in exhibitor priority point order.
- Booth selection order is based on points as of December 31, 2024.

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





# Questions?



# Questions?

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



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# Thank you!