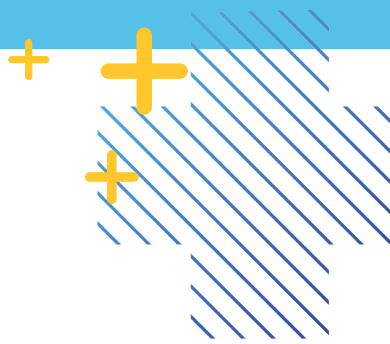


HIMSS26 Sponsorship Opportunities



HIMSS26 Opportunities



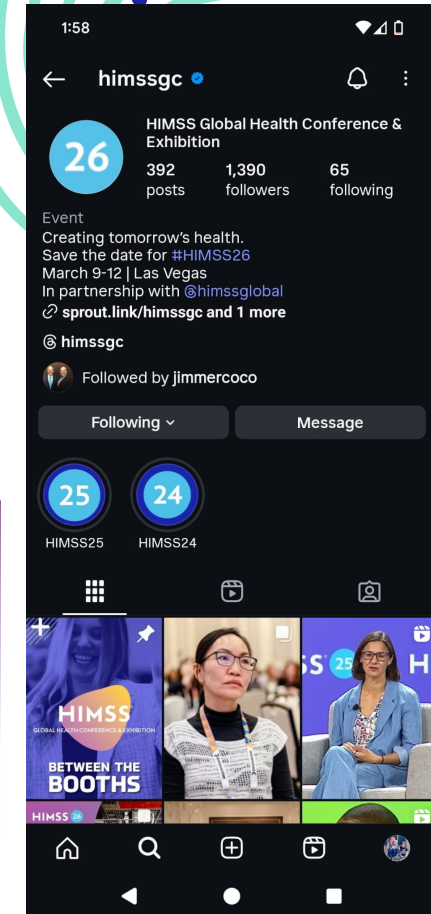
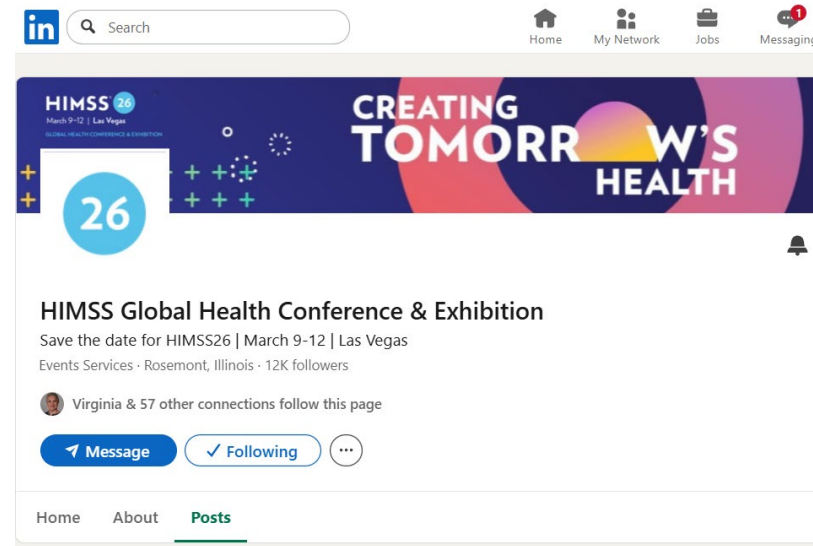
- Digital Media Opportunities – NEW
- Lead Generation
- Mobile App
- Executive Summit
- Preconference Forums
- Digital Signage
- Thought Leadership
- Networking
- Hosted Buyers
- Onsite Branding

NEW Digital Media Opportunities



Digital Media

- Social Media Booth Spotlight
- Social Media Campaign
- HIMSS26 Newsletter Takeover
- HIMSS26 Web Ads

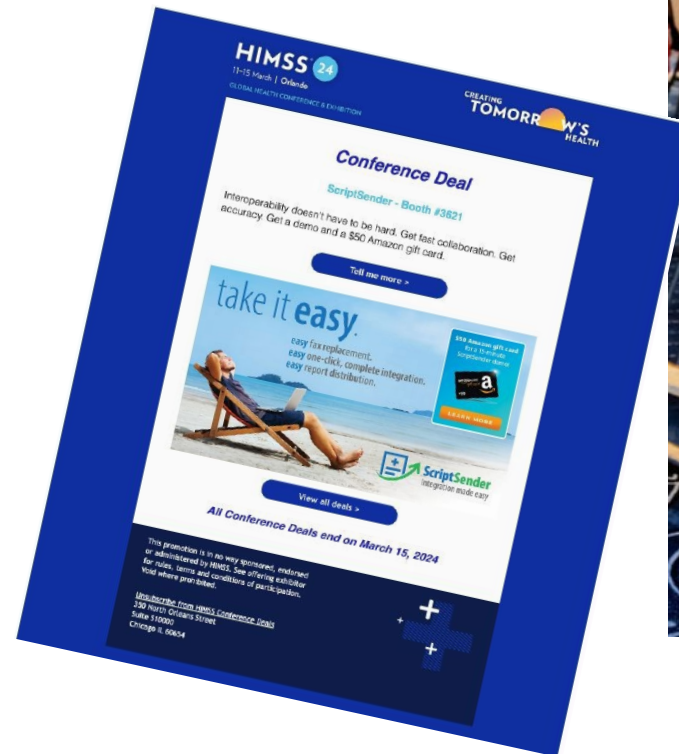


Lead Generation



Lead Generation

- Enhanced Exhibitor Listing
- Attendee List Rental
- Daily Email Deals
- Experiential Vending Machine
– One left!



Mobile App



Mobile App Opportunities

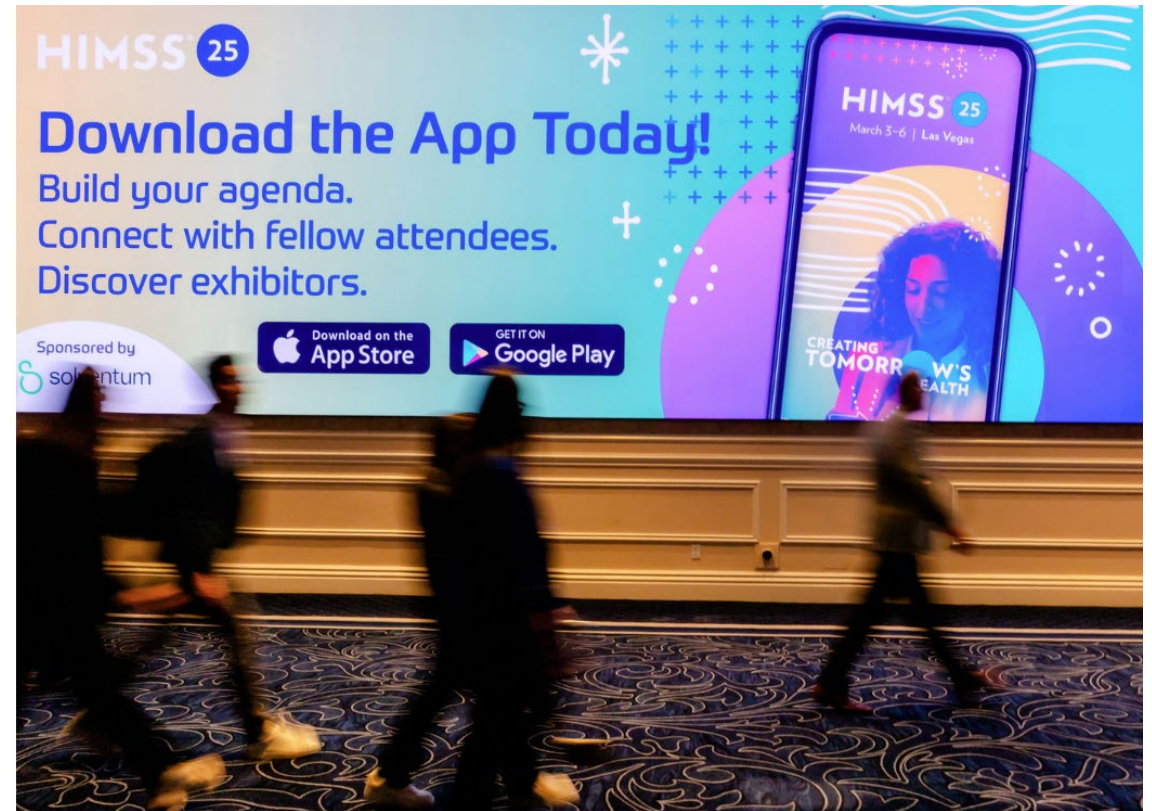
Mobile App Overall Sponsorship

Reach attendees through the leading resource to plan their agenda and navigate the conference by sponsoring the HIMSS26 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 2027).

- Event homepage ad with your custom artwork, which links to your exhibitor profile
 - On web desktop, your ad is displayed in a vertical banner ad on the right side of the homepage
 - On mobile, your ad appears as a splash screen. Ad will appear when app is first opened or reopened after a hard close
- One (1) Push notification

Investment: \$43,500 CM / \$46,500 NM



Mobile App Opportunities

- Push Notifications
- Banner Ads

There were
16,748 downloads
of the conference
mobile app for
HIMSS25



Executive Summit



Executive Summit Thought Leadership

Industry Insights Session

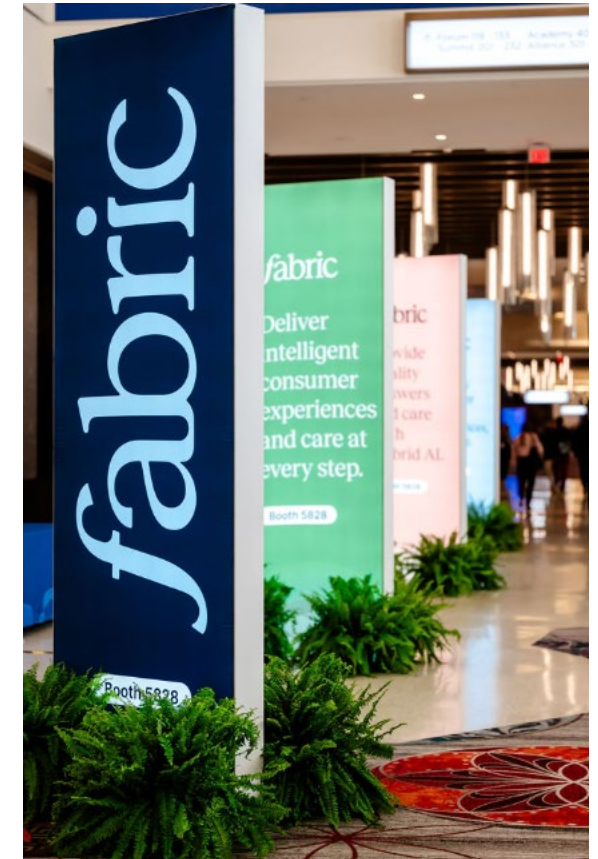
- One 45-minute thought leadership session curated and delivered by sponsoring organization for up to 3 speakers (ex. 2 speakers and 1 moderator)
- One 20-second sponsor video to be played prior to Industry Insight Session
- List of Executive Summit registrants (Name, Title, Company) two weeks post conference
- Logo on Executive Summit Web site with hyperlink to your home page.
- Logo displayed in prominent locations during Summit
- Session video recording provided to sponsor post-conference
- Executive Summit Badges - 6 (Client or Organizational Executives only)

Investment: \$65,000 CM / \$75,000 NM



Executive Summit Branding & Networking

- Sponsor of Executive Summit Keynotes
- Coffee Sponsorship
- Lobby Branding
- Hotel Room Drops
- Attendee Giveaways



Preconference Forums



HIMSS26 Preconference Forums

March 9, 2026 | Las Vegas, NV

AI in Healthcare Forum | Smart Health Transformation Forum | Healthcare Cybersecurity Forum

Transform Your Brand's Reach Through Strategic Partnerships Featuring top Health IT Trends

Thought Leadership Platforms — Command the stage with keynote speaking engagements that position your experts as industry visionaries

Strategic Brand Amplification — Showcase your brand through high-impact, customized branding experiences that resonate with your target audience

Direct Access to Decision-Makers — Forge valuable connections through curated one-on-one meetings with C-suite executives, key stakeholders, and industry influencers who drive purchasing decisions



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

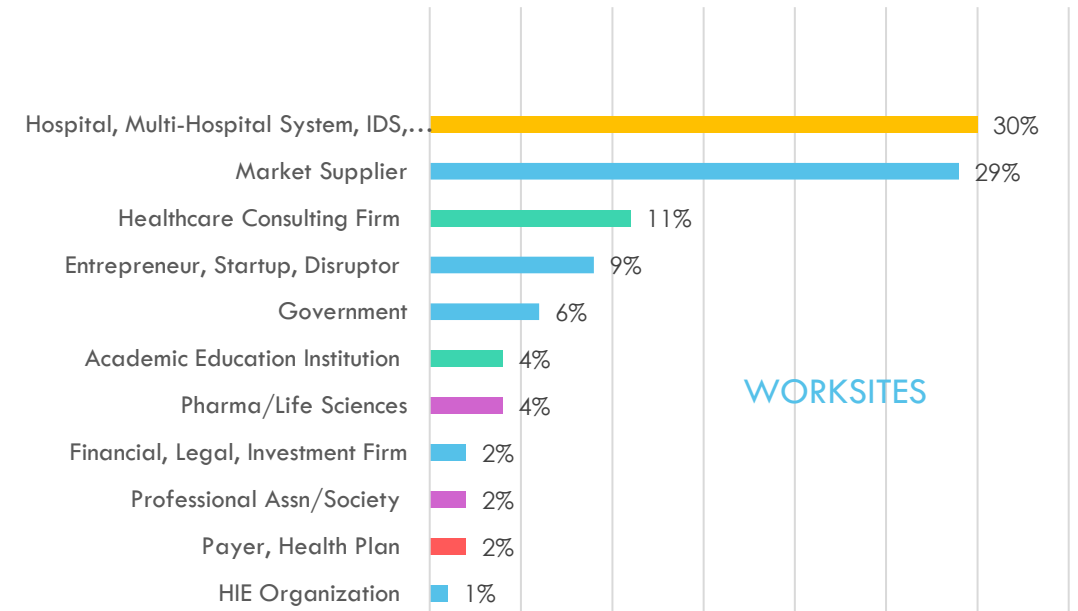
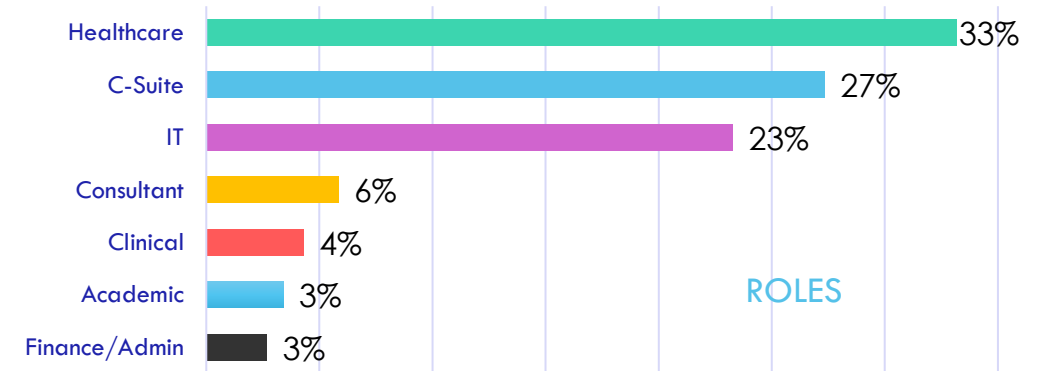
AI in Healthcare Forum

AI in Action: Transforming Healthcare Delivery and Patient Outcomes

Welcome to the 2026 HIMSS AI in Healthcare Forum—where healthcare leaders come together to explore how artificial intelligence is driving meaningful, measurable change across the industry. This year's forum focuses on the shift from isolated AI experiments to integrated, enterprise-wide strategies that improve care delivery and patient outcomes. Through candid conversations and practical insights, we'll examine what it takes to implement AI successfully: from optimizing integration and navigating ethical challenges to measuring impact, personalizing care, and building secure, data-driven ecosystems that support advanced applications. Join us as we move beyond the hype and focus on what works.

Potential topics include:

- From Pilot to Practice: Mastering AI Integration in Clinical Settings
- Building Trust in AI Ethical Frameworks for Healthcare
- AI Impact in Action: Healthcare ROI Revealed
- AI Precision Medicine: Predictive Care Insights
- Better Together: AI-Human Synergy Partners in Patient Care
- Operational AI: Working Smarter, Not Harder
- AI-Ready Teams Digital Excellence Culture



HIMSS25 Registration: 659

Smart Health Transformation Forum

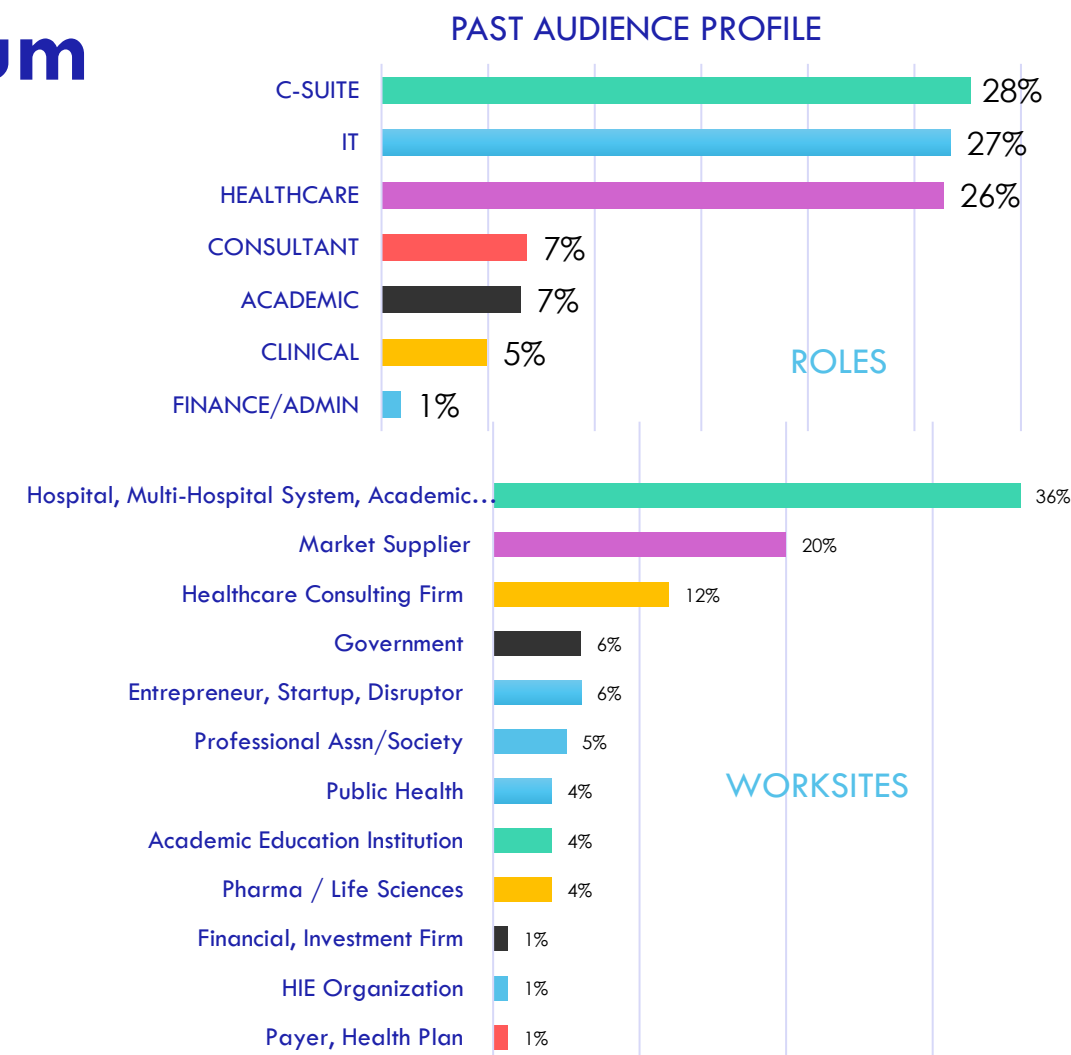
Pioneering the Future of Intelligent Healthcare

Discover the future of healthcare at this cutting-edge one-day preconference event, designed for visionary healthcare provider executives. This forum explores the transformative potential of smart healthcare technologies and evolving engagement models that extend far beyond traditional clinical settings.

The Smart Health Transformation Forum offers a unique opportunity to engage in lively debates, completely rethink systems and processes, and discover the necessary tools to lead your organization into the future of healthcare. Join us as we explore how these technological advancements not only enhance patient outcomes but also allow clinicians more time for direct patient care.

Participants will:

- Digital Transformation and AI Integration: AI and analytics reshaping healthcare delivery, enhancing diagnostics and personalizing care.
- Human-Centered Design: Technology transforming hospital rooms to prioritize care, connectivity, and comfort, catering to today's engaged healthcare consumers.
- Proactive Healthcare Models: Advanced technology shifting from reactive to anticipatory, always-on approach.
- Digital Patient Engagement: Strategies for smart, digital presence ensuring engagement beyond traditional settings, addressing the evolving expectations of tech-savvy patients.
- Emerging Technologies: Insights into cutting-edge innovations and applications in healthcare.
- Implementation Challenges: Real-world case studies on overcoming pitfalls in new technology adoption.



Healthcare Cybersecurity Forum

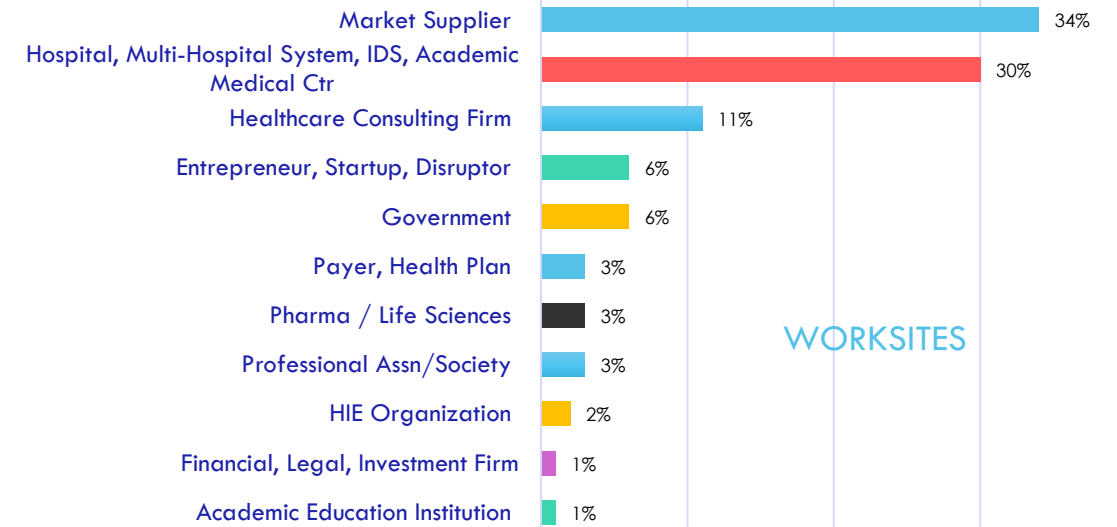
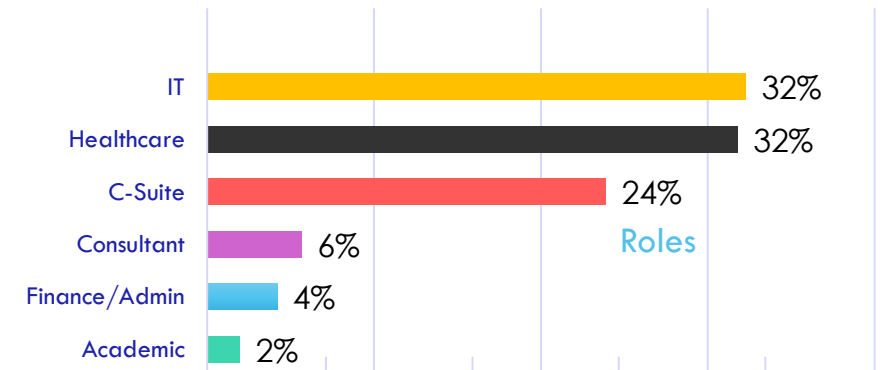
Pioneering the Next Frontier of Digital Health Security

Join us for an intensive day focused on healthcare's digital security transformation at HIMSS26's Cybersecurity Forum. The modern healthcare security landscape extends far beyond threat prevention—it's now central to building and maintaining digital systems that patients and providers can rely on with confidence. As medical institutions increasingly embrace artificial intelligence and interconnected solutions, establishing and preserving trust has become the cornerstone of successful technology adoption. This executive summit brings together health IT leaders to address urgent challenges and share real-world insights from cyberattack survivors, exploring how organizations can shift from reactive measures to proactive security frameworks. Through strategic discussions on resilience and risk mitigation, participants will gain actionable insights into implementing robust defenses that enable rather than inhibit innovation in care delivery and data analytics.

Potential topics include:

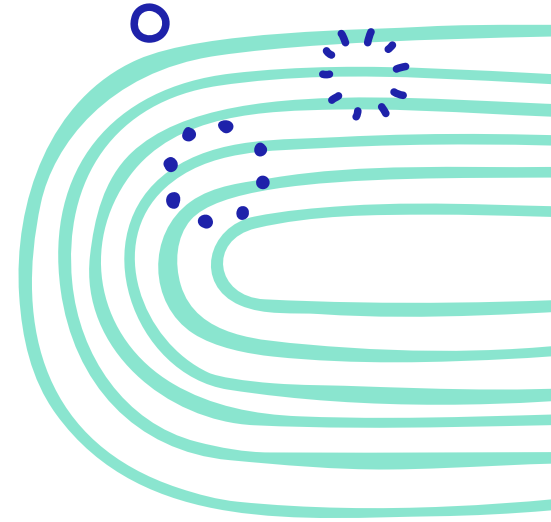
- Regulatory Horizon: Navigating evolving compliance landscapes and global data protection standards
- Zero Trust Architecture: Implementing and optimizing zero trust models in healthcare environments
- Addressing Ransomware: Prevention, Response, and Recovery
- Moving Healthcare Cybersecurity from Critical Risk to Greater Stability by 2029
- Integrating Cybersecurity into Healthcare Leadership and Strategy
- Safeguarding IoMT, telemedicine, connected devices, and multi-cloud infrastructures in the healthcare technology ecosystem
- Leveraging Advanced Technologies to Combat Emerging Threats
- Building Unified Cybersecurity Programs Across Organizations
- Human Factor in Cybersecurity: Advanced training techniques and cultivating a security-first culture

PAST AUDIENCE PROFILE



Sponsorship Opportunities

| Sponsor Level | Elite | Premier | Signature Panel |
|---|---|---|---|
| Package Limits | Max 2 | Max 2 | Max 3 |
| Investment | \$72,000 – CM Rate \$79,000 – NCM Rate | \$55,500 – CM Rate \$60,500 – NCM Rate | \$33,300 – CM Rate \$36,300 – NCM Rate |
| Thought Leadership @ Forum | 30-minute session at In-Person Forum | 15-minute session at In-Person Forum | Panel Seat at In-Person Forum |
| Video Message | ● | ● | ● |
| Chair/Table Drop | ● | ● | |
| Sponsorship Recognition of Program | ● | ● | ● |
| Forum Badges | 6 complimentary badges | 5 complimentary badges | 4 complimentary badges |
| Conference Badges | 24 | 18 | 11 |
| Forum Pre Registration List | ● | ● | |
| Forum Post -Attendee List (Opt-in Only) | ● | ● | ● |



Specialized Preconference Forums

These preconference forums are topically focused education sessions that take place the day before the exhibit hall opens and offer CE credits for attendees.

Topics Includes:

- Nursing Informatics – SOLD OUT
- [Physicians](#)
- [Interoperability and HIE](#)

Benefits:

- 1-2 minutes of Welcome remarks in person or via a short video
- 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

Investment: \$6,700 and up



Digital Signage



Digital Message Billboards

- You provide the messaging for (8) second message (**no sound**)
- Repeats every 3 minutes on 15 monitors
- Frequency: minimum 500 impressions per day Monday - Thursday for a total of 2,000 impressions per screen
- Messaging alternates with other sponsor content and may alternate with HIMSS content at all locations

Investment: \$23,500 CM / \$25,850 NM



NEW - Venetian Ballroom Hallway LED Display

- You provide the messaging for (10) second message (no sound)
- Repeats at least every 3 minutes
- Frequency: at least 1,000 impressions per day Monday - Thursday for a total of 4,000 impressions
- Messaging alternates with HIMSS and other sponsors on 2/3 portion of screen

Investment: \$32,500 CM / \$35,750 NM



Venetian Expo Lobby LED Ribbon

- You provide the messaging for (8) second message (no sound)
- Repeats at least every 3 minutes
- Frequency: at least 700 impressions per day Monday - Thursday for a total of 2,800 impressions
- Messaging alternates with HIMSS and other sponsors

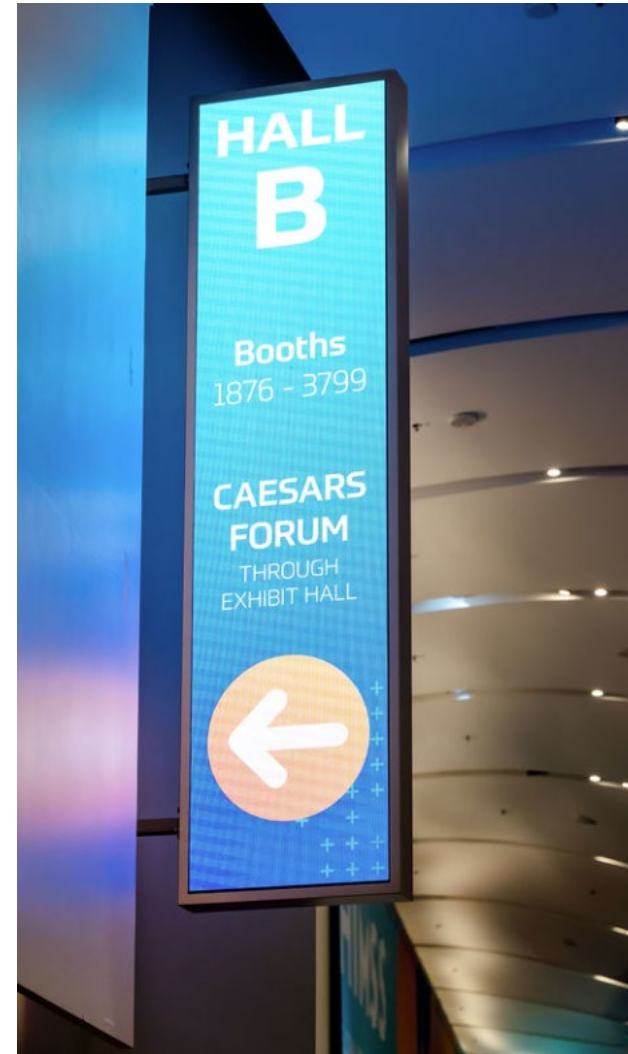
Investment: \$14,000 CM / \$15,400 NM



Exhibit Hall Blades

- Opportunities Available: Six
- You provide the messaging for (8) second message (No sound)
- Repeats every 2-minutes on 3 double-sided displays
- Frequency: 500 impressions per day Tuesday - Thursday for a total of 1,500 impressions per screen
- Messaging presented on bottom half of blades and alternates with other sponsors at all locations

Investment: \$10,500 CM / \$11,500 NM



Palazzo Rotunda LED

- Opportunities Available: Six
- You provide the messaging for (8) second message (no sound)
- Repeats every 3 minutes
- Frequency: 120 impressions on Sunday and 240 impressions per day Monday - Thursday for a total of 1,080 impressions
- Messaging alternates with HIMSS and other sponsors at all locations

Investment: \$13,500 CM / \$14,850 NM



The Palazzo

THE PALAZZO ROTUNDA – LED

LOCATION

The entrance/exit to The Palazzo guest elevators and across from Starbucks

DISPLAY CODE: PALRO



Venetian Expo Elevator Cabs

- Opportunities Available: Four
- Your 8 second message displayed on monitors in two elevator cabs at the Venetian Expo
- Sponsor to provide static message or video without sound
- Message will rotate with HIMSS/Sponsor content
- Messaging will be up Monday - Thursday

Investment: \$5,500 CM / \$6,000 NM



The Convention Center

ELEVATOR CABS

Two 19" Digital Displays

LOCATION

The Convention Center (East side of escalators)

Cab 1: Levels 1-5

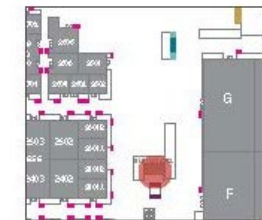
Cab 2: Levels 2-5

DISPLAY CONTENT

Default: The Venetian promo loop

DISPLAY CODE

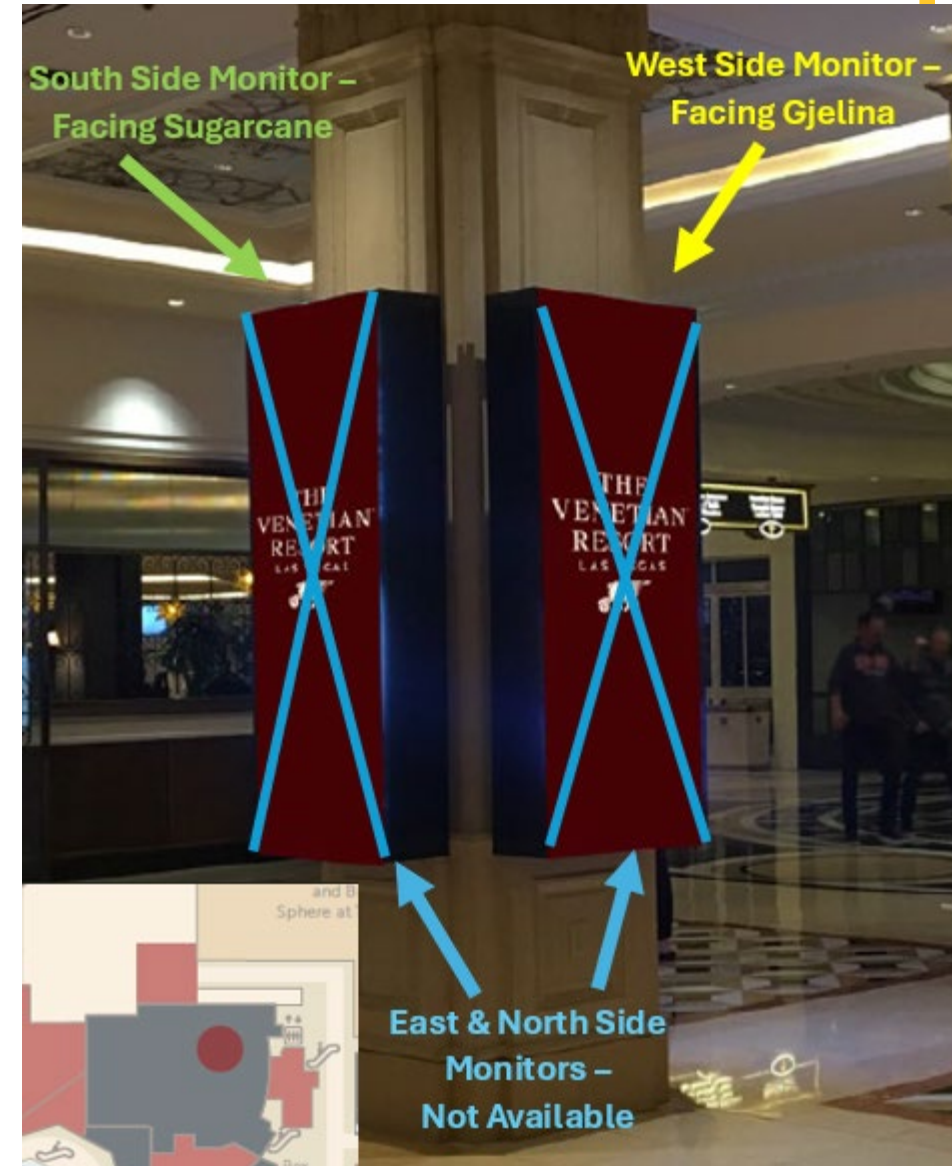
CCELV



Restaurant Row Monitors

- Opportunities Available: Two (1 per side)
- Your branding/message exclusively on one screen.
- Sponsor to provide static message or video without sound
- Messaging will be up Monday - Thursday

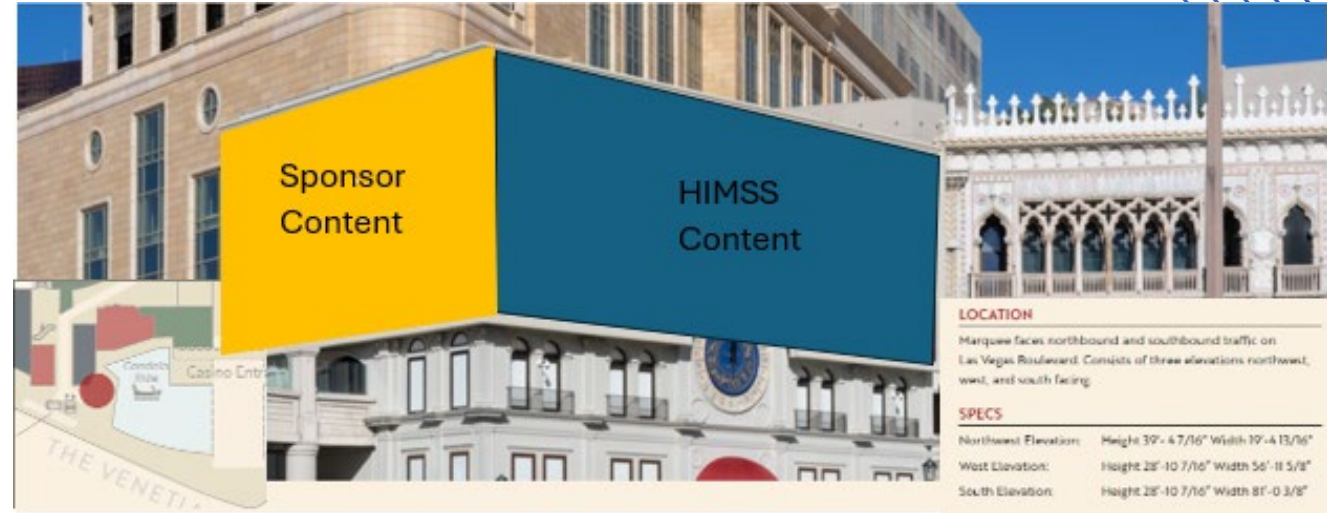
Investment: \$13,500 CM / \$14,850 NM



Clock Tower

- Opportunities Available: One
- Frequency: Messaging for fifteen (15) seconds within six (6) minute time loop – no audio
- Five (5) days of messaging on digital sign from Sunday, 3/8 through Thursday, 3/12
- Messaging will be split with HIMSS. Sponsor messaging on portion of sign facing bridge and Las Vegas Boulevard, HIMSS messaging on portion over clock.

Investment: \$27,500 CM / \$30,250 NM



Thought Leadership



Topic Focused Pavilions + Thought Leadership

- Artificial Intelligence*
- Business Operations – NEW*
- Cybersecurity Command Center
- Government Connections Plaza
- Interoperability + Smart
- Patient Experience and Wellness

**Overall sponsorship opportunities are available in select pavilions.*



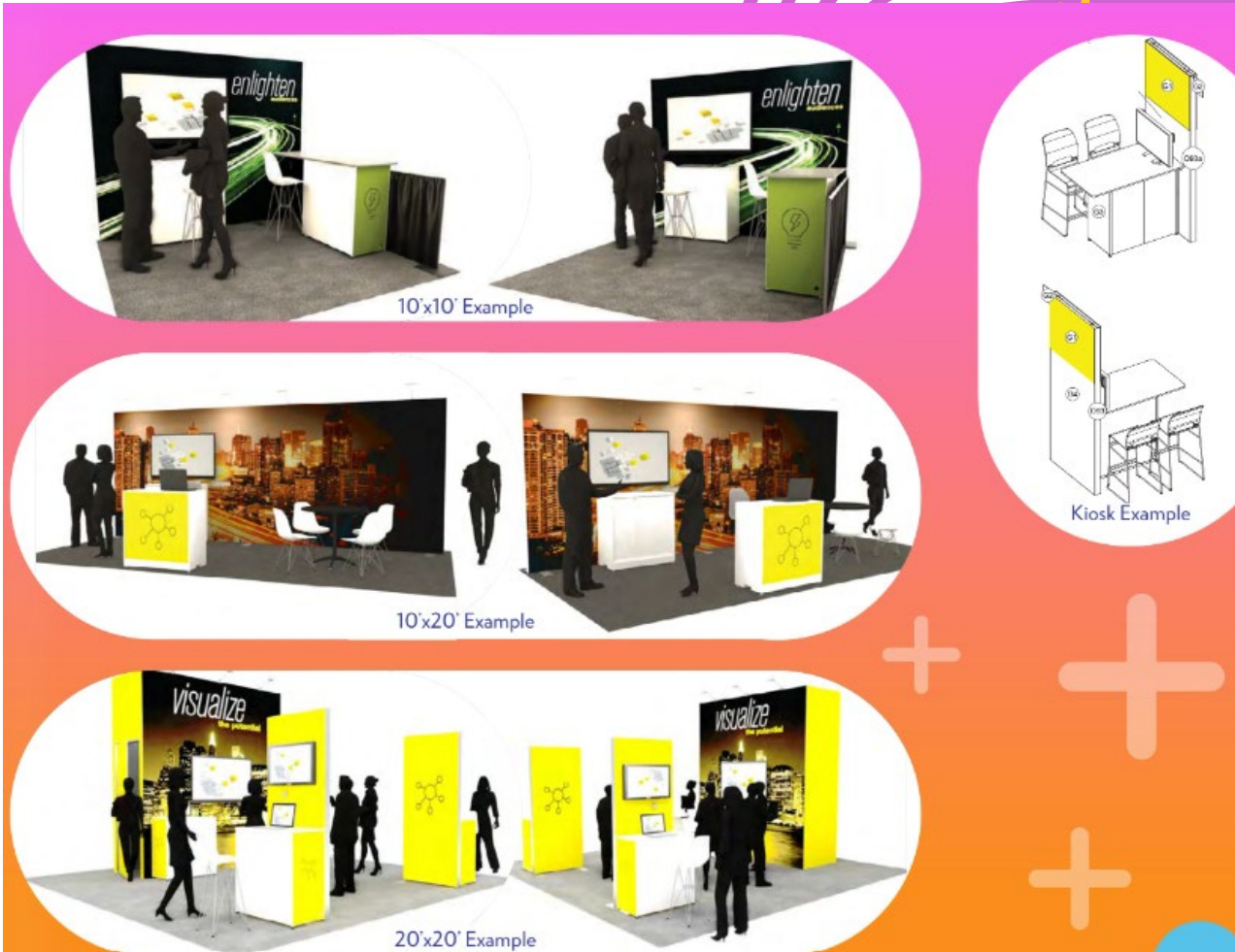
Topic Focused Pavilions + Thought Leadership

Packages include:

- Turnkey Exhibition Space
- 20 minute, recorded, speaking session
- Lead scanning capabilities
- Conference Badges

Investment: \$16,600 and up

**Overall sponsorship opportunities are available in select pavilions.*



Exhibition Main Stage Overall Sponsorship

- Two 30-minute thought leadership presentations
- Session information listed on HIMSS Global Conference website and mobile app
 - Recording of each speaking session
- One (1) Mobile app push promoting speaking session of choice
- Option for sponsor to emcee all Main Stage Exhibition Theatre Session presentations (approx 25 sessions).
- Five (5) minutes of sponsor content displayed on the theatre screens between sessions
- Examples: Video, animated PowerPoint, Sponsor logo with booth number
- Logo placed on Main Stage Exhibition Theater
- Logo on directional floor stickers leading to exhibition main stage
- HIMSS26 post-attendee list (name, title, company) opt-in registrations only

Investment: \$70,000 CM / \$75,000 NM



Exhibition Main Stage Speaking Session

- One (1) 30-minute thought leadership session on exhibition floor
- Session information will be listed on HIMSS26 website and mobile app
- Recording of 30-minute speaking session, h264 file, sent to individual Box account within two weeks post conference
- Area includes:
 - Confidence monitor, microphones, seating for 85
 - Four (4) panelist, screen, projector, elevated stage set

Investment: \$26,750 - \$32,000



Industry Solution Sessions

A 60-minute speaking session is a great opportunity for you to present your products, services or solutions to HIMSS Global Health Conference attendees.

- 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

Investment: \$29,000 CM / \$31,000 NM

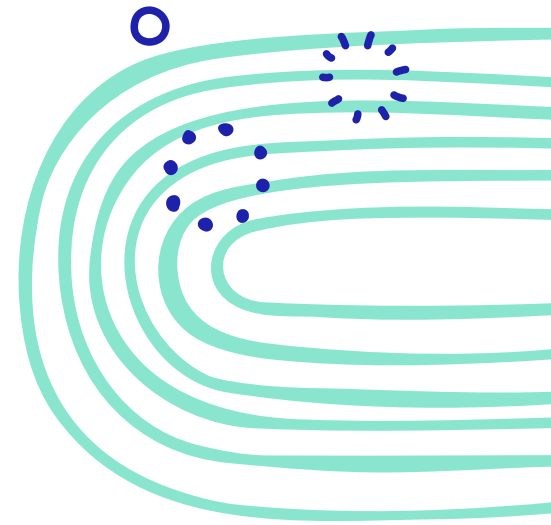


Customized Thought Leadership Events + Attendee Recruiting

Brunch Briefings + Lunch and Learns

- Sponsor to identify session content and desired audience for lunch invitations. HIMSS will provide two (2) drafts of customized invitation for sponsor approval. Invitation will include sponsor logo
- HIMSS will send three (3) marketing e-pushes to sponsor audience selections
- Sponsor will have ability to access attendee lists 24/7 for most up to date responses
- HIMSS will provide buffet meal for each participant
- Turnkey room set in rounds for up to 60 people

Investment: \$23,500 and up



Thought Leadership with a Target Audience

- Tribal Health IT Modernization Roundtable
- Physicians Community Roundtable and Reception
- Women in Health IT Roundtable and Reception

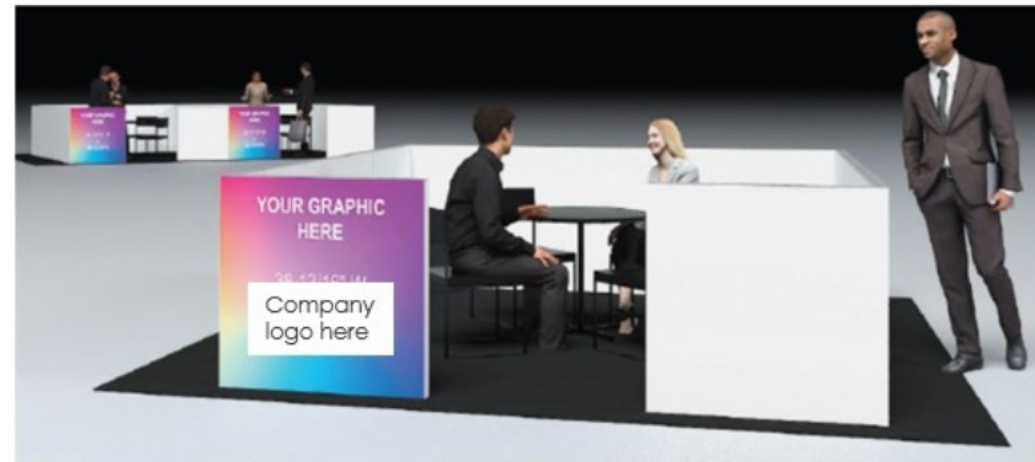
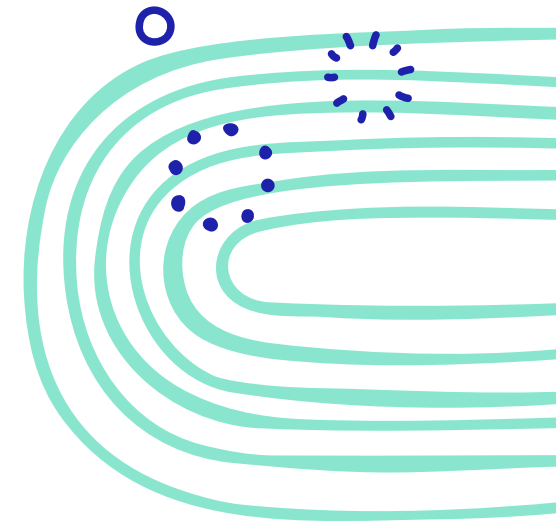
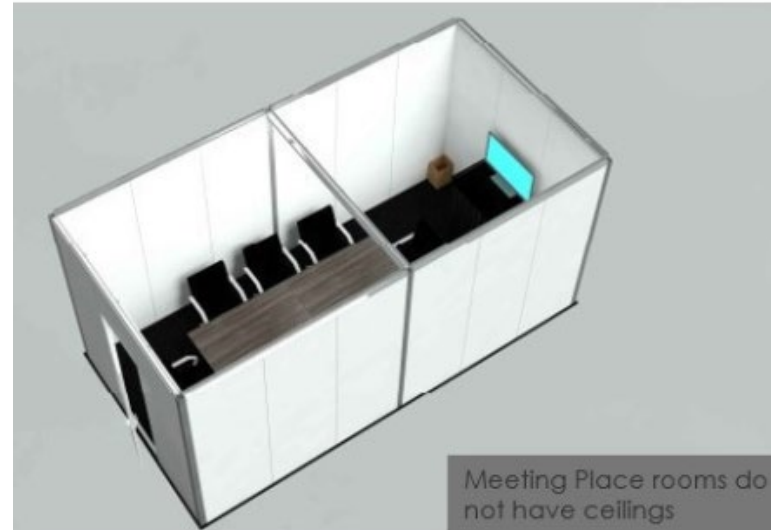


Networking



Meeting Space

- Exhibitor Meeting Rooms
Venetian Expo Center
- Meeting Place Rooms
exhibition floor
- Meeting Pods
exhibition floor
- Vendor Headquarters
exhibition floor
- Hospitality Suites
Venetian and Palazzo
- Pre-Show Meeting Rooms
Venetian Expo Center
- Afternoon Meeting Rooms
Venetian Expo Center



Meeting Pod example

Networking Hubs

The Networking Hubs are designed for attendees/exhibitors to meet up with colleagues, recharge devices, check emails, and meet new healthcare IT peers.

- **Opportunities Available: Two**
 - Level 1, Hall G Lobby
 - Level 2, Artist Registration
- Sponsor branding within networking hub
- Logo included on HIMSS branded structures, signage and (1) column within area
- Sponsor branding cling on table tops and charging device locker (sponsor to design, HIMSS to produce)
- Sponsor branding on low perimeter walls of area if selecting option #2 (sponsor to design, HIMSS to produce)
- Scanned leads of all entries into Networking Hub Monday – Thursday provided within 24 hours

Investment: \$40,500 and up

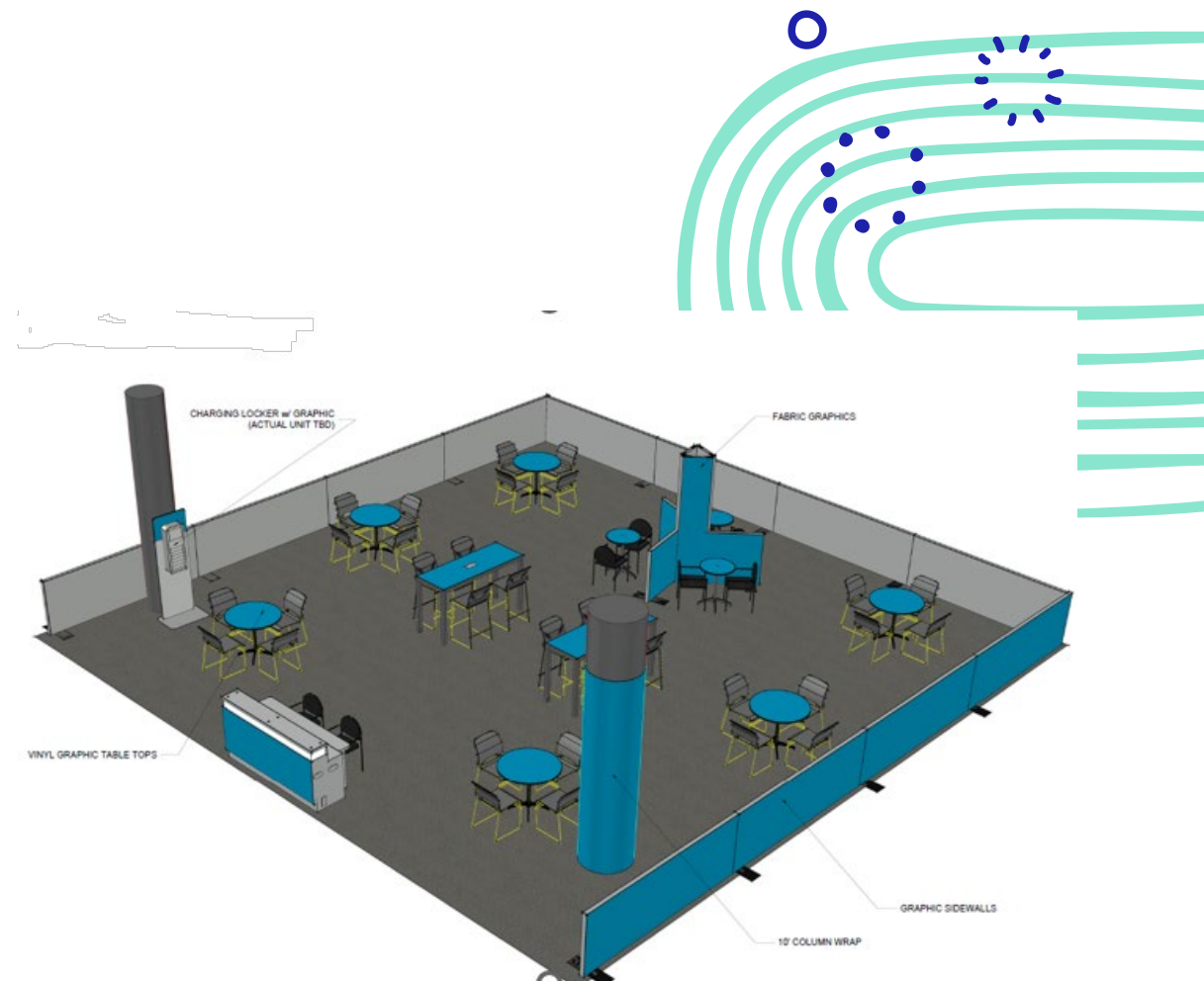


Exhibit Hall Networking

Exhibit Hall Social Hour Promotion

Drive traffic to your booth by participating in the HIMSS26 Exhibition Social Hour Wednesday, March 11, from 4:00pm – 5:30 pm. Participating exhibitor will host hors d'oeuvre and refreshment stations (for an additional fee) attracting qualified attendees ready to feast on IT products and solutions. HIMSS will also be sponsoring locations throughout the exhibit hall.

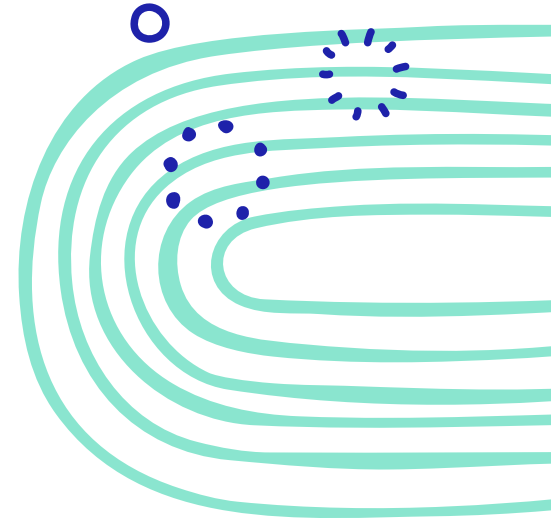
Brew, Bites & Booth Crawl – NEW!

Join us for the Brew, Bites & Booths Crawl, an exclusive, fun-filled experience where attendees can network and indulge in delicious appetizers and drinks while exploring the exhibit floor. On Tuesday, March 10, on the hour, the first 100 guests will have the opportunity to visit participating booths, enjoy a complimentary drink, and savor a bite-sized treat- all while connecting with industry professionals.



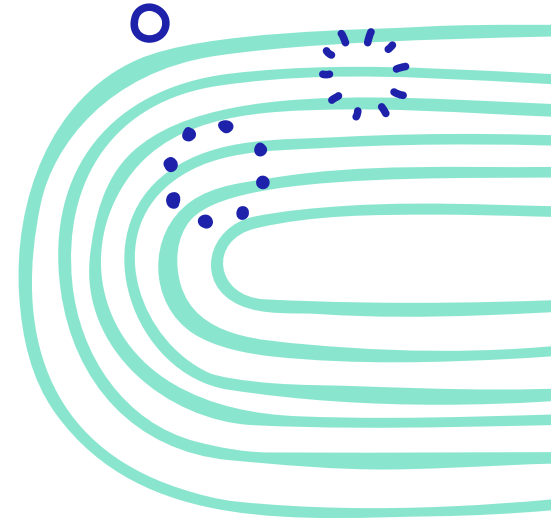
Networking with a Target Audience

- HIMSS Nursing Informatics Community Morning Huddle
- HIMSS Physician Community Morning Huddle
- Corporate Membership Breakfast
- Corporate Membership Lounge
- Organizational Affiliate Lounge
- Organizational Affiliate Happy Hour
- Celebration of Black Excellence Reception
- Women in Health IT Reception



Networking with a Target Audience

- Emerging Healthcare Leaders Reception
- Veterans Reception
- Public Policy Welcome Reception
- Global Public Policy Breakfast
- Policy Changemakers Lunch



Opening Reception

Opportunities: Six available

Location: Caesars | Summit Plaza

- Logo recognition at the reception (directional signage, throughout reception, near entrance of and various areas throughout the reception)
- Logo on photo booth digital picture frame
- Furnished dedicated sponsor area with signage (Including sponsor QR code) located at entrance of VIP space
- Approximately 15' x 15' VIP location (Sponsor may supply giveaways/promotional items in reserved seating area) with soft seating
- Sponsor logo to be displayed on illuminated bar fronts and cocktail napkins located throughout the opening reception

Investment: \$17,000 CM / \$18,000 CM



Hosted Buyers Program

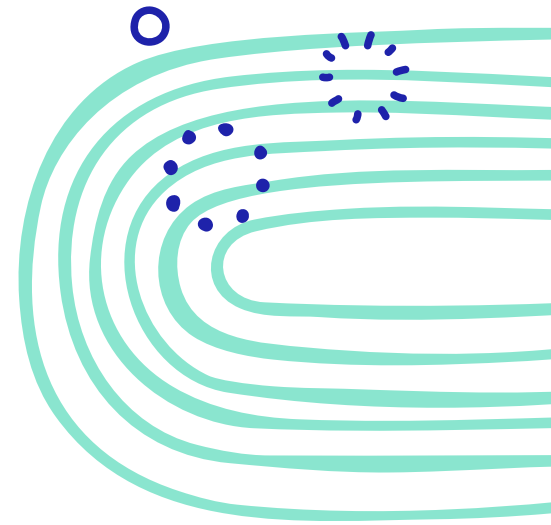


Hosted Buyers Lounge

The Hosted Buyers Lounge will offer approximately 125 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

- **Sponsor branding prominently displayed throughout the Lounge**
- **Opportunity to provide a giveaway in the lounge (HIMSS to approve)**
- **Five (5) - fourteen (14) minute 1:1 provider meetings**
- **Exclusive sponsor of hosted buyers reception on Tuesday, March 10th**
 - Logo on cocktail napkins and swizzle sticks

Investment: \$35,000 CM / \$40,000 NM



Hosted Buyers Program

Maximize your HIMSS26 Investment with exclusive access to top provider executives.

- **Five (5) - fourteen (14) minute 1:1 provider meetings**
 - 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 HIMSS26 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

Investment: \$5,400 and up (\$500 discount per package if 3 or more are purchased)

“Not only were they the right individuals to speak with, but they were engaged and had problems they were looking to solve for.”

- HIMSS25 Hosted Buyer Participant

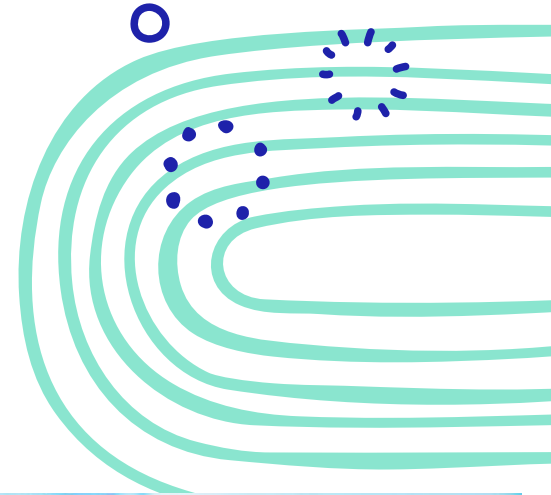


Onsite Branding



Attendee Resources

- [Attendee Tote Bag](#)
- [Conference Pens](#)
- [Hotel Keycards](#) – Venetian / Palazzo
- [Hotel Keycard Sleeves](#) – Wynn / Encore

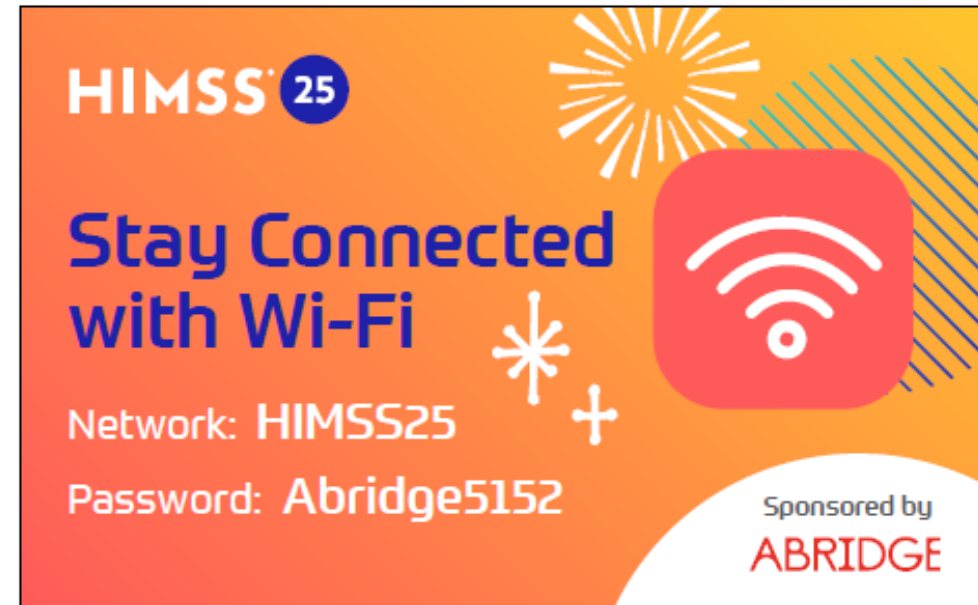


Wi-Fi Sponsorship

This exclusive sponsorship connects your brand directly with attendees throughout the entire event as they access the conference Wi-Fi.

- Exclusive recognition as the official HIMSS26 Wi-Fi sponsor at the Venetian Expo
- Custom-branded splash page (specs to be provided)
- Redirect to your exhibitor listing after attendee logs in
- Custom Wi-Fi password
- Sponsor logo featured at registration, on digital signage, website, and mobile app
- Conference Badges – 20
- HIMSS Priority Points – 20

Investment: \$60,000 CM / \$66,000 NM



Puppy Park

- One meter board in Puppy Park area with sponsor's branding/graphics
- 6' Sponsor table outside of puppy park in designated area
- Name of Puppy Park listed as "sponsored by" with exclusive sponsor's name
- Pre-Conference website recognition with sponsor logo prominently displayed on the HIMSS26 website under Puppy Park "event"
- Sponsor name recognition on HIMSS26 Mobile App under Puppy Park "event"
- Sponsor name recognition on digital signage promoting Puppy Park
- Opportunity for sponsor to match attendee donations to the non-profit organization partnering with the HIMSS26 Puppy Park

Investment: \$48,000 CM / \$50,000 NM



Blood Drive

Opportunities: Five Available

- 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 HIMSS26 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 – 2
- Conference Badges – 2

Investment: \$5,300 CM / \$5,800 NM



Lobby Branding

- Column Wraps
- Venetian Expo Stair Clings
- Wayfinders
- DJ Booth





26