

PRECONFERENCE FORUMS

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 meetings with C-suite executives, key stakeholders, and industry influencers who drive purchasing decisions

AI in Healthcare Forum AI in Action: Transforming Healthcare Delivery and Patient Outcomes

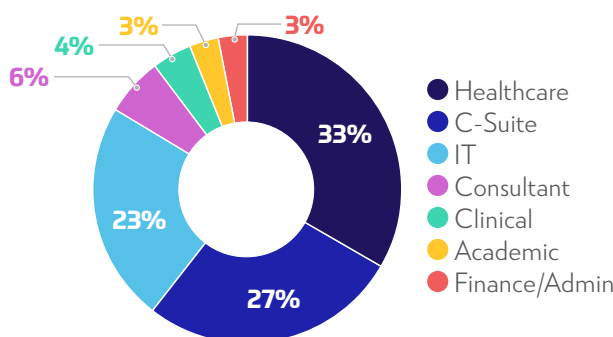
Welcome to the 2026 HIMSS AI in Healthcare Forum—where healthcare leaders come together to explore how artificial intelligence is driving meaningful, measurable change across the industry. This year's forum focuses on the shift from isolated AI experiments to integrated, enterprise-wide strategies that 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:

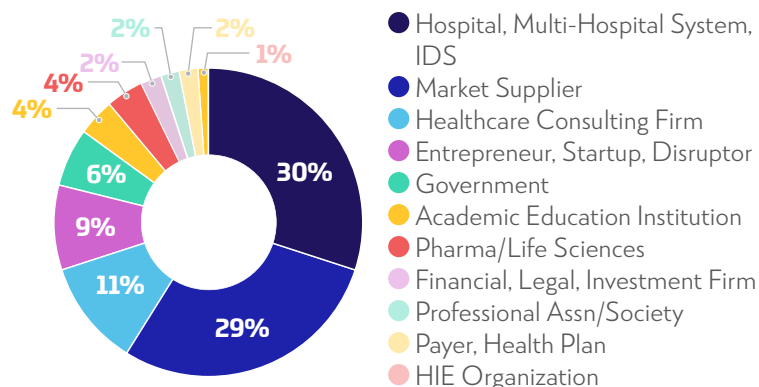
- From Pilot to Practice: Mastering AI Integration in Clinical Settings
- Building Trust in AI Ethical Frameworks for Healthcare
- AI Impact in Action: Healthcare ROI Revealed
- AI Precision Medicine: Predictive Care Insights
- Better Together: AI-Human Synergy Partners in Patient Care
- Operational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

HIMSS25 Audience Profile

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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.

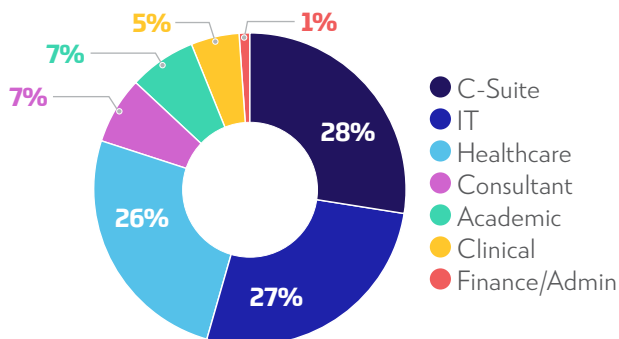
The Smart Health Transformation Forum offers a unique opportunity to engage in lively debates, completely rethink systems and processes, and discover the necessary tools to lead your organization into the future of healthcare. Join us as we explore how these technological advancements not only enhance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

Participants will:

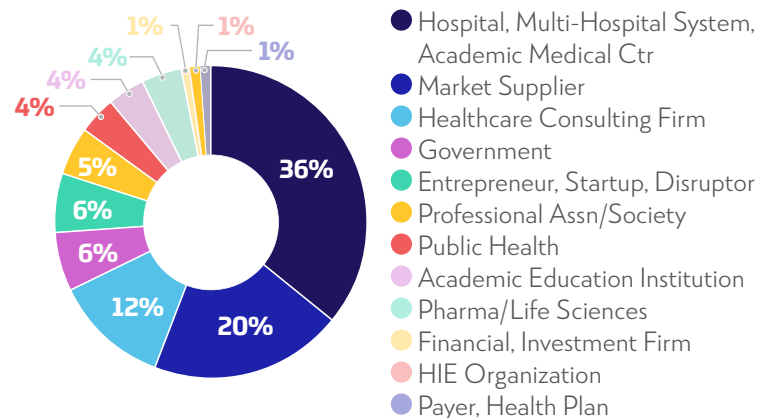
- **Digital Transformation and AI Integration:** AI and analytics reshaping healthcare delivery, enhancing diagnostics and personalizing care.
- **Human-Centered Design:** Technology transforming hospital rooms to prioritize care, connectivity, and comfort, catering to today's engaged healthcare consumers.
- **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.

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Healthcare Cybersecurity Forum

Pioneering the Next Frontier of Digital Health Security

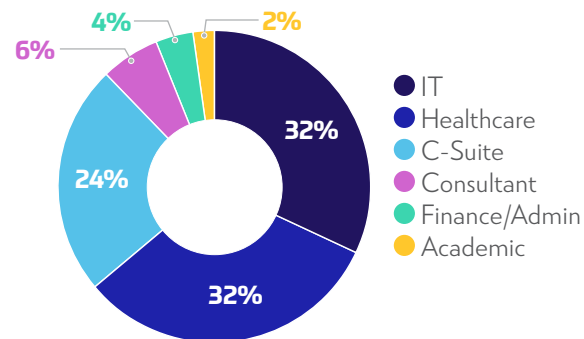
Join us for an intensive day focused on healthcare's digital security transformation at HIMSS26's Cybersecurity Forum. The modern healthcare security landscape extends far beyond threat prevention—it's now central to building and maintaining digital systems that patients and providers can rely on with 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

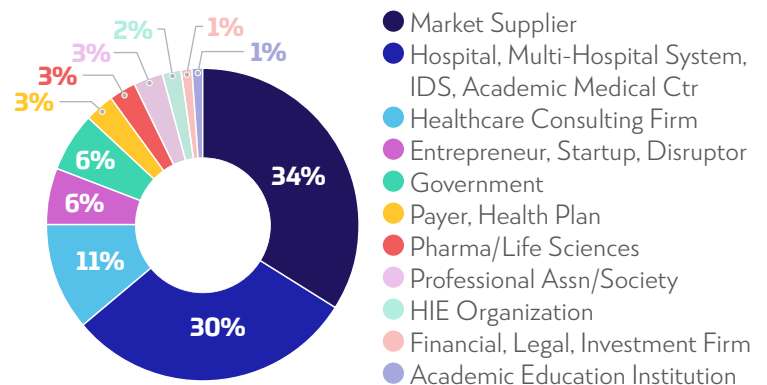
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SPONSOR LEVEL Package Limits	ELITE Max 2	PREMIER Max 2	SIGNATURE PANEL Max 3
Investment (CM = Corporate Member Rate) (NCM = Non-Corporate Member Rate)	\$72,000 – CM \$79,000 – NCM	\$55,500 – CM \$60,500 – NCM	\$33,300 – CM \$36,300 – NCM
THOUGHT LEADERSHIP @ IN-PERSON FORUM Speaker must be a company executive & healthcare thought leader	30-minute presentation to entire forum audience - Sponsor to partner with HIMSS Global Conference team to deliver expertly vetted, industry-leading content that resonates with healthcare decision-makers and drives meaningful engagement - Topic of choice: non-commercial in nature; must be approved by organizer - Proposed Format: Company Executive or Fireside Chat with an industry thought leader/client	15-minute presentation to entire forum audience - Sponsor to partner with HIMSS Global Conference team to deliver expertly vetted, industry-leading content that resonates with healthcare decision-makers and drives meaningful engagement - Topic of choice: non-commercial in nature; must be approved by organizer - Proposed Format: Single speaker with/without Powerpoint	Panel Seat - Speaking spot on a moderated panel - Panels are 45 minutes - Panel developed by event organizer: will work with sponsor for proper placement to a panel that aligns with company strategy and overall agenda
VIDEO MESSAGE Sponsor to provide final MP4 to HIMSS	60-90 second message spotlight (pre-recorded & edited) - Video will be played during the networking lunch, break or ahead of sponsored sessions <i>*If sponsor is unable to provide a video, the sponsor may provide one (1) powerpoint slide (animated or static) to be included in walk in slides, networking and lunch break video reels and before sponsored session.</i>	60-90 second message spotlight (pre-recorded & edited) - Video will be played during the networking lunch, break or ahead of sponsored sessions <i>*If sponsor is unable to provide a video, the sponsor may provide one (1) powerpoint slide (animated or static) to be included in walk in slides, networking and lunch break video reels and before sponsored session.</i>	30 second message spotlight (pre-recorded & edited) - Video will be played during the networking lunch <i>*If sponsor is unable to provide a video, the sponsor may provide one (1) powerpoint slide (animated or static)</i>
CHAIR/TABLE DROP	- Sponsor to supply one piece of material – one (1) page flyer or one (1) item - for HIMSS to drop on each chair or table in the Forum meeting room - Sponsor responsible for costs of printing material and shipping to Forum venue	- Sponsor to supply one piece of material – one (1) page flyer or one (1) item - for HIMSS to drop on each chair or table in the Forum meeting room - Sponsor responsible for costs of printing material and shipping to Forum venue	N/A
SPONSORSHIP RECOGNITION	- Inclusion in attendee promo emails (where applicable), on-site signage, walk-in slides in Forum session & website - HIMSS will collect 1 company logo, 1 URL per sponsor; combined logos & listings are not accepted		
COMPLIMENTARY FORUM BADGES	6 Badges - Forum badge to be used for speaker and sponsor staff only - Forum badges do not include access to general global conference activities	5 Badges - Forum badge to be used for speaker and sponsor staff only - Forum badges do not include access to general global conference activities	4 Badges - Forum badge to be used for speaker and sponsor staff only - Forum badges do not include access to general global conference activities
HIMSS26 GLOBAL CONFERENCE ACCESS BADGES	24 Badges	18 Badges	11 Badges
FORUM PRE REGISTRATION LIST	- Pre-Show Forum registration list provided two weeks before the show - Includes: Name, Title, Company	- Pre-Show Forum registration list provided two weeks before the show - Includes: Name, Title, Company	N/A
FORUM POST ATTENDEE LIST (Opt-in Only)	- Full contact information where applicable - List will be provided 96 hours after the Forum - Estimate 200-500 contacts		

