

HIMSS26 Virtual Preview Event

Sponsorship Opportunities

December 16, 2025

The HIMSS26 Virtual Advantage

Healthcare's most celebrated event will now deliver a dynamic and comprehensive virtual experience.

In anticipation of HIMSS26, healthcare leaders will gather virtually December 16 to explore critical strategies for navigating today's complex healthcare landscape, giving you early access to healthcare decision-makers and IT professionals. Attendees will discover actionable insights that go beyond basic digital health adoption, focusing on transformation as a strategic imperative for organizational resilience and enhanced patient care.

Position your solutions where healthcare's most influential buyers are previewing trends before HIMSS26.

Your ROI Opportunity

- Highly focused audience actively evaluating new solutions
- Pre-HIMSS26 engagement with prospects



Strategic Sponsorship Benefits



Early Market Access

Secure exclusive access to key decision-makers months before HIMSS26, building unstoppable pipeline momentum



Cost-Effective Reach

Engage global healthcare professionals without additional travel expenses



Digital Strategy

Amplify your in-person investment with digital touchpoints that strengthen relationships and improve conversion rates



Access to Leads

Gain valuable qualified connections leading up to HIMSS26

Why Virtual Works

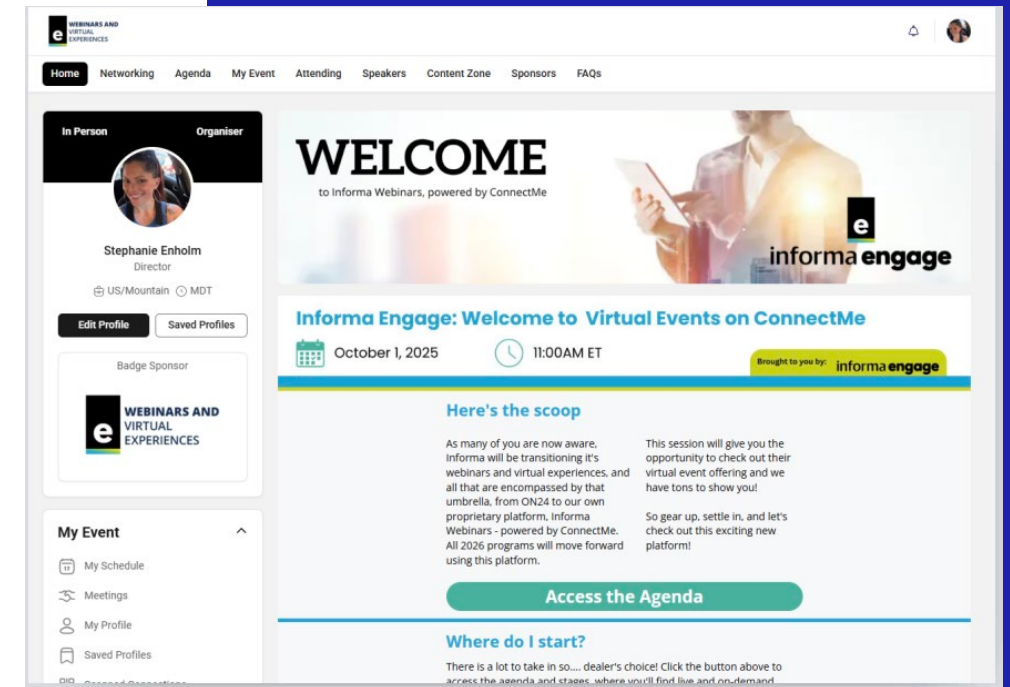
The impact of a face-to-face event with the ease and economy of the web.

Virtual events are one of the most **powerful** and **cost-effective** ways to reach your target audience and fill your sales pipeline.

Showcase thought leadership, share perspective, and reinforce relationships with business technology decision makers.

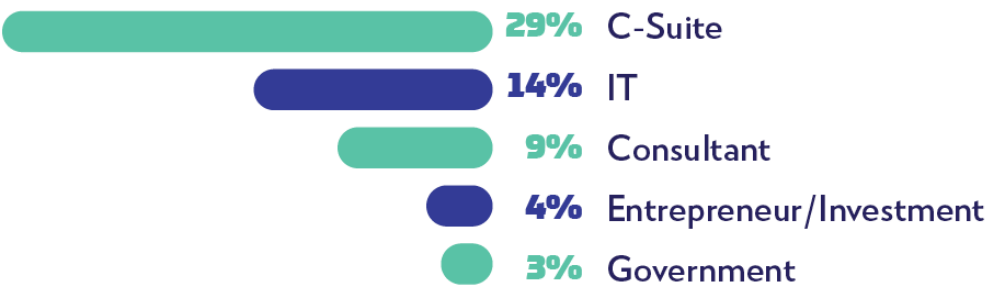
Program Highlights

- Single-day web-based event
- Conference hall with keynote and technical sessions
- Ability to archive for later replay
- Multiple sponsorship levels available
- Information zones with several options (chat, downloads, etc.)
- Sponsors receive registration information with robust reporting on attendees, including demographics

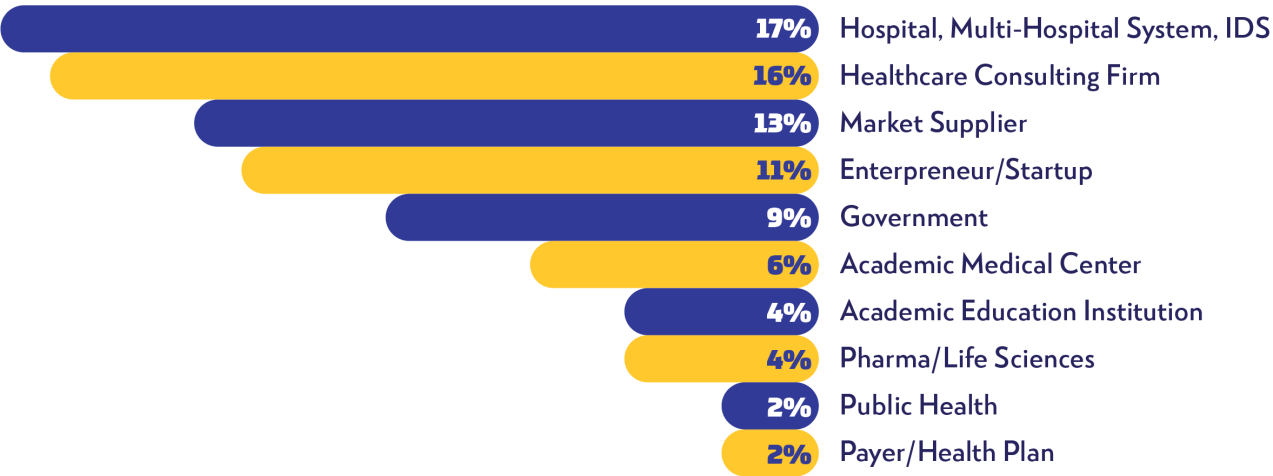


HIMSS26 Virtual Preview Prospective Attendees

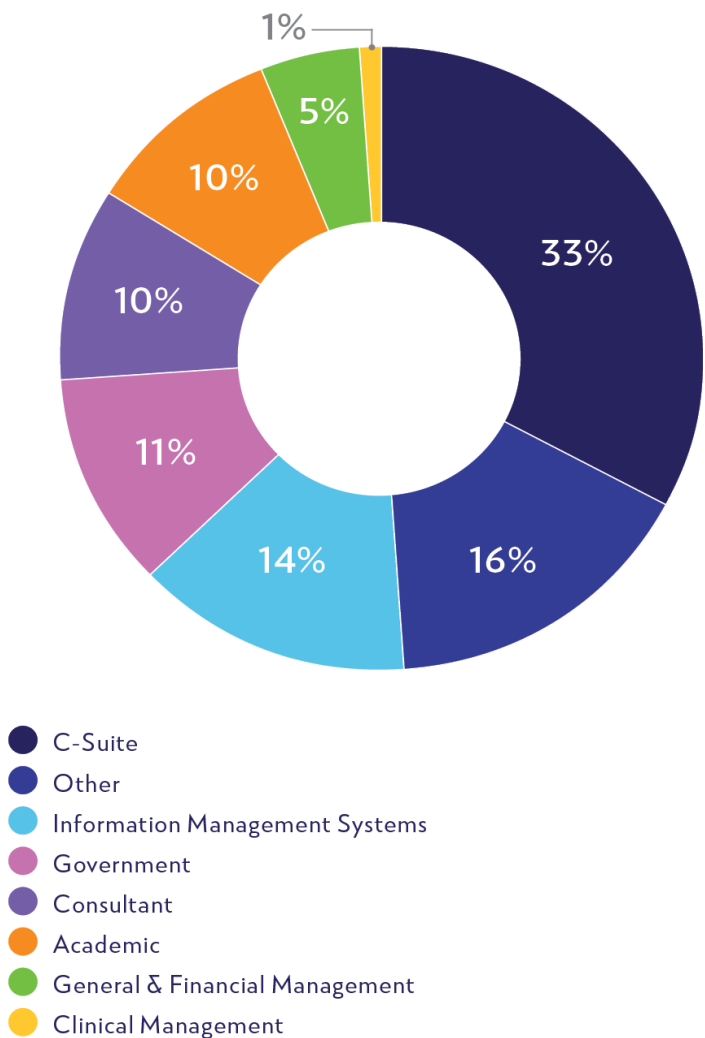
Top 5 Professional Titles



Top 10 Worksites



Professional Title Breakdown



Agenda At-A-Glance

11:00 – 11:30 AM	Opening Keynote
11:30 – 11:45 AM	Fireside Chat (Platinum)
11:45 AM – 12:00 PM	Break – run spotlight videos – Platinum and Premier <i>(3 spots total; premier will pick their time based on contract signing)</i>
12:00 – 12:45 PM	Panel #1 (1 sponsor, 1-2 editorial + moderator) AI in Healthcare: Governance
12:45 – 1:00 PM	Break – run spotlight videos <i>(premier who picked this spot + keynote)</i>
1:00 – 1:45 PM	Panel #2 (1 sponsor, 1-2 editorial + moderator) Payer Initiatives: Interoperability
1:45 – 2:00 PM	Break – run spotlight videos
2:00 – 2:45 PM	Panel #3 (1 sponsor, 1-2 editorial speakers + moderator) Cybersecurity
2:45 – 3:15 PM	Closing Keynote: Editorial*
3:15 – 3:30 PM	Fireside Chat (Platinum)

Sponsorship Packages



Sponsorships At-A-Glance

	Platinum (Limit 2) \$25,000	Premier (Limit 3) \$15,000	Gold (Multiple Available) \$7,500
Editorial Keynote Session Logo and Banner ad displayed during Keynote	✓	—	—
Post-Keynote Fireside Chat Exclusive 15-minute speaking opportunity immediately following the selected opening or closing keynote	✓	—	—
Panel Session Participation in a 45-minute panel discussion with two industry experts and (limit of 1 sponsor speaker per panel)	—	✓	—
Demo Session 15-minute pre-recorded demo session posted to Shared Zone - Sponsor responsible for content - Specs: H264, Mp4, or link hosted on YouTube, 500k-700k bit	—	—	✓
Topical Zone Shared Zone with gated assets including white papers, executive briefs, research papers, case studies, etc.		up to 6	up to 4
Spotlight Video 5-minute video - Sponsor responsible for content - Specs: H264, MP4, or link hosted on YouTube, 500k-700k bit	✓	✓	—
Dedicated Zone Exclusive branded Zone with up to 12 gated assets including white papers, executive briefs, research papers, case studies, etc.	✓	—	—
Leads	Min. of 600+	Min. of 350+	Min. of 175+
Branding & Banner Ads 300x80 Ads (in rotation with other sponsor ads) in Lobby - Branding throughout event including in Lobby Homepage, Zones and Auditorium	Three (3)	One (1)	One (1)

Platinum Sponsor

Editorial Keynote Session	• Logo and Banner ad displayed during Keynote
Post-Keynote Fireside Chat	• Exclusive 15-minute speaking opportunity immediately following the selected opening or closing keynote
Spotlight Video	• 5-minute video • Sponsor responsible for content • Specs: H264, MP4, or link hosted on YouTube, 500k-700k bit
Dedicated Zone	• Exclusive branded Zone with up to 12 gated assets including white papers, executive briefs, research papers, case studies, etc.
Leads**	• Min. of 600+ leads with reporting on: ○ Fireside Chat and Keynote attendees ○ Attendees who downloaded sponsor's gated assets <i>**Lead reporting includes registration, live attendance, time on site, session interactions, and downloads. Additional registrants may be added to supplement listed actions.</i>
Branding & Banner Ads	• Three (3) 300x80 Ads (in rotation with other sponsor ads) in Lobby • Branding throughout event including in Lobby Homepage, Zones and Auditorium

Premier Sponsor

Panel Session (pre-recorded)	Participation in a 45-minute panel discussion with two industry experts and (limit of 1 sponsor speaker per panel)
Topical Zone	Shared Zone with up to 6 gated assets including white papers, executive briefs, research papers, case studies, etc.
Spotlight Video	5-minute video - Sponsor responsible for content - Specs: H264, MP4, or link hosted on YouTube, 500k-700k bit
Leads**	- Min. of 350+ leads with reporting on: - Sponsor's Panel Session + Spotlight Video attendees - Attendees who downloaded sponsor's gated assets <i>**Lead reporting includes registration, live attendance, time on site, session interactions, and downloads. Additional registrants may be added to supplement listed actions.</i>
Branding & Banner Ads	- One (1) 300x80 Ads (in rotation with other sponsor ads) in Lobby - Branding throughout event including in Lobby Homepage, Zones and Auditorium

Gold Sponsor

Demo Session	• 15-minute pre-recorded demo session posted to Shared Zone • Sponsor responsible for content • Specs: H264, Mp4, or link hosted on YouTube, 500k-700k bit
Topical Zone	• Shared Zone with up to 4 gated assets including white papers, executive briefs, research papers, case studies, etc.
Leads**	• Min. of 175+ leads with reporting on: ○ Sponsor's Demo attendees ○ Attendees who downloaded sponsor's gated assets <i>**Lead reporting includes registration, live attendance, time on site, session interactions, and downloads. Additional registrants may be added to supplement listed actions.</i>
Branding & Banner Ads	• One (1) 300x80 Ads (in rotation with other sponsor ads) in Lobby • Branding throughout event including in Lobby Homepage, Zones and Auditorium

Lobby

The screenshot shows a virtual event lobby for 'Webinars and Virtual Experiences'. The interface includes a top navigation bar with links: Home, Networking (active), Agenda, My Event, Attending, Speakers, Content Zone, Sponsors, and FAQs. On the left, a user profile for Stephanie Enholm, Director, is displayed with options to edit the profile or view saved profiles. Below this is a 'Badge Sponsor' section featuring the 'Webinars and Virtual Experiences' logo. A 'My Event' section on the bottom left lists 'My Schedule', 'Meetings', 'My Profile', and 'Saved Profiles'. The central area is titled 'Attendees' and lists four participants: Ivan Amaya, Ellis Davis, Joanna Schreck, and Swapna Jose, each with a 'View Profile' and 'Book Meeting' option. A large banner at the top center features the 'informa WALK THE WORLD #InformaWTW' logo and a city skyline illustration. To the right of the banner is a 'Sponsors' section with logos for Elysia, Informa, and 'Webinars and Virtual Experiences'. A large, stylized 'THE ENGAGIES' banner is also visible on the right side of the lobby. Two pink arrows point from the right side of the image towards the 'BANNER AD SPONSORSHIPS' and 'BRAND POSITIONING' text blocks.

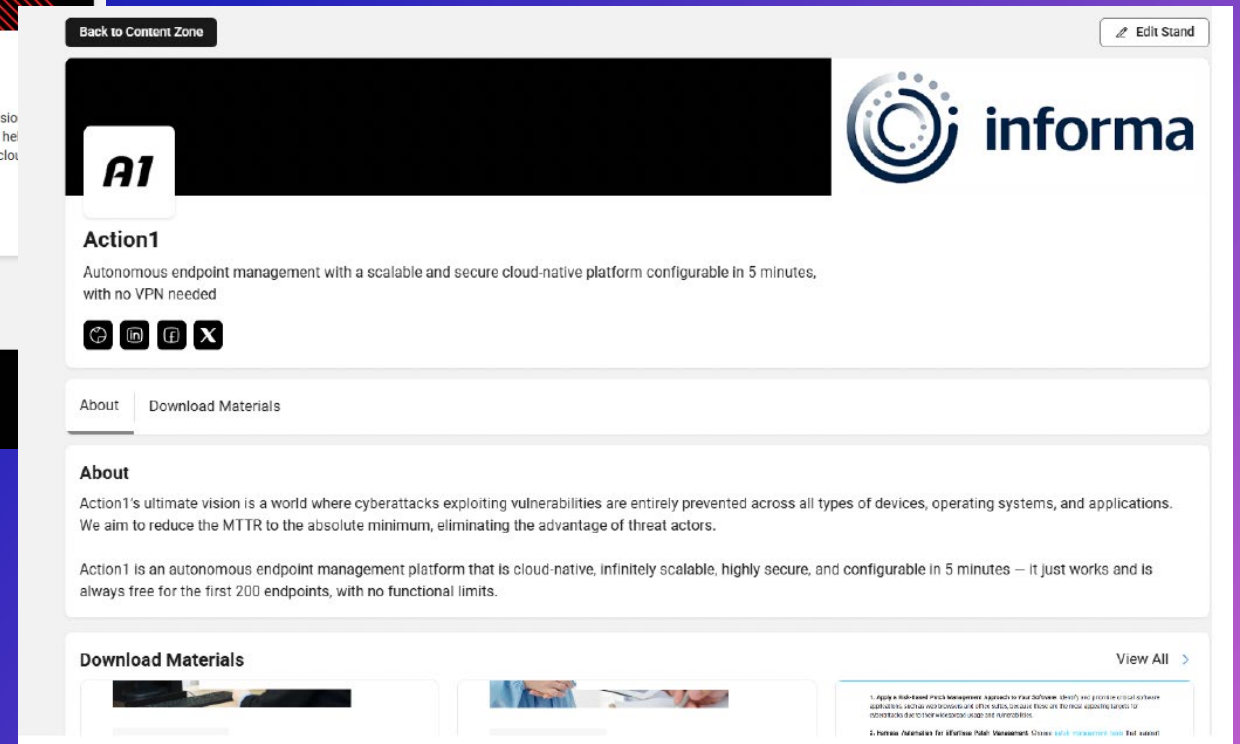
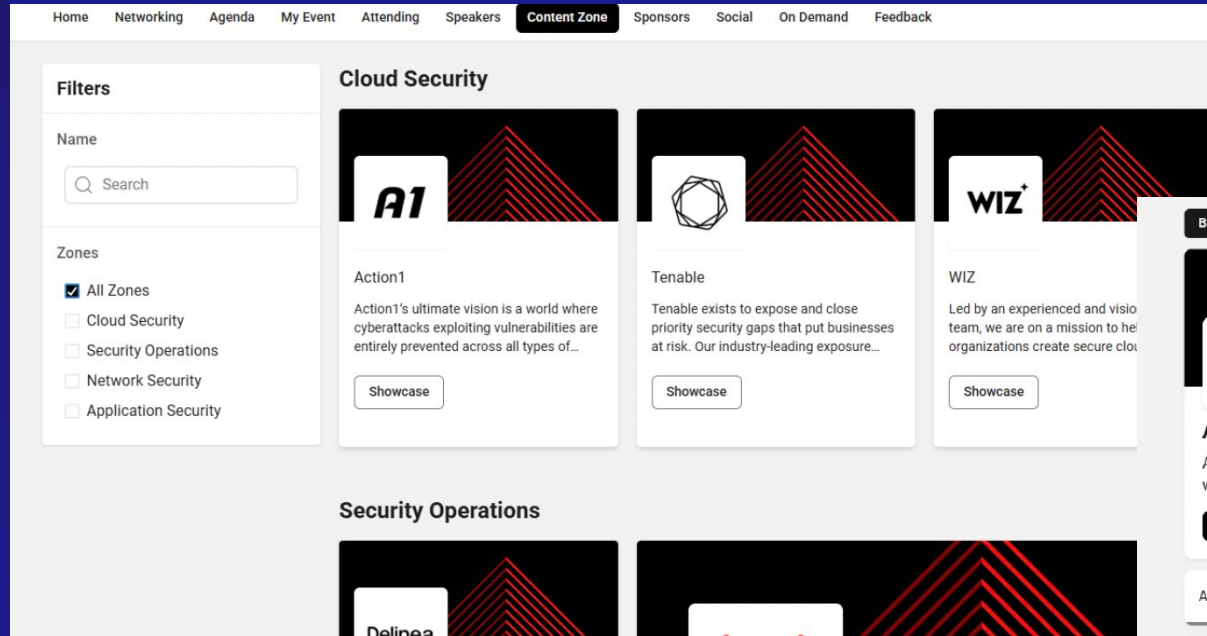
**BANNER AD
SPONSORSHIPS**

**BRAND
POSITIONING**
Capture attention
and build brand
awareness with
multi-touchpoint
branding.

Content Zone

THOUGHT LEADERSHIP

Position your solutions where healthcare leaders consume content. Establish authority while delivering value to an audience actively seeking insights.



Main Stage

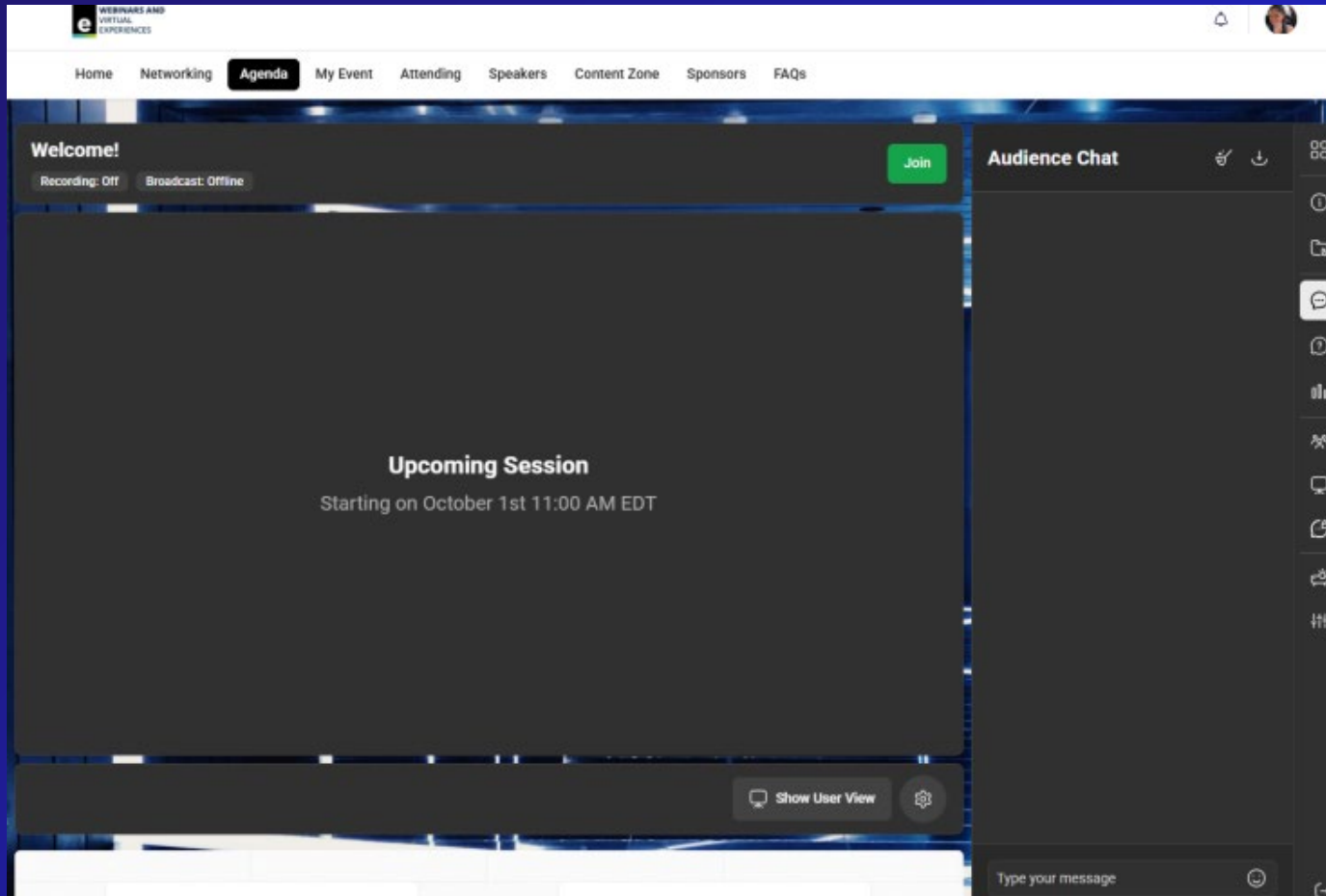
The screenshot displays the HIMSS 2026 Main Stage interface. On the left, a sidebar contains navigation links: Home, Networking, Agenda (highlighted), My Event, Attending, Speakers, Content Zone, Sponsors, and FAQs. Below these are filters for Events (Informa Engage) and Auditorium (Main Stage, selected). The main content area shows the agenda for October 01, featuring three sessions: 'Welcome!' (11:00 AM - 11:15 AM EDT), 'BoB: Build Your Skills Workshop' (11:30 AM - 1:30 PM EDT), and 'All about HIMSS 2026' (3:00 PM - 3:30 PM EDT). A video player is overlaid on the right, showing the '2026 HIMSS Changemaker in Health Awards' video. The video player includes a progress bar (0:02 / 2:59) and a YouTube logo. Below the video player, the text 'All about HIMSS 2026' is displayed, followed by the time '3:00 pm - 3:30 pm EDT' and duration '30 mins'. A 'Sponsors' section is also visible, featuring the HIMSS logo and the text 'WEBINARS AND VIRTUAL EXPERIENCES'.

DIRECT ENGAGEMENT

Lead reporting includes registration, live attendance, time on site, session interactions, and downloads.

Drive qualified prospects directly to your sales funnel through interactive sessions. Capture contact information, demonstrate ROI, and convert engaged healthcare leaders into customers.

Chat Areas



REAL-TIME CONVERSION HUB

Chat window automatically appears in the sidebar of the webinar session, and a chat button in the networking section.

Capture prospects at their moment of highest interest through instant messaging. Convert browsing attendees into qualified leads with immediate, personalized engagement that drives sales conversations.

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