

HIMSS26 Preconference and Thought Leadership Opportunities

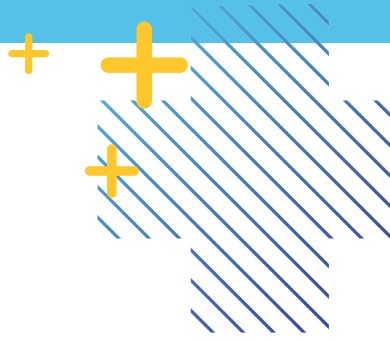
October 9, 2025

Information Classification: General

HIMSS[®] 26



Welcome!



Deborah Caruso
Senior Sales Executive



Jim Collins
Director, Sales



Jessica Daley
Director, Business Development



Laura Goodwin
Sales Operations Lead



Matt McDonough
Business Development Manager



John O'Neill
Business Development Manager



Rebecca Washler
Vice President, Sales

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 at the top 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.

All HIMSS26 opportunities can be found [HERE](#).

What We'll Cover



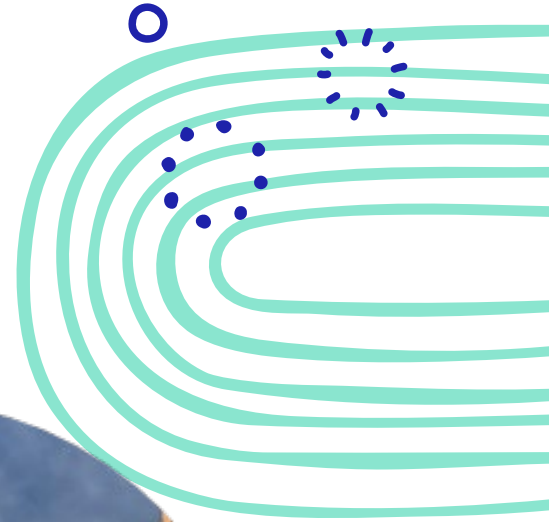
- [HIMSS26 Overview](#)
- [HIMSS26 Virtual Preview Event](#)
- [Preconference Forums](#)
- [Digital Media Opportunities](#)
- [Lead Generation](#)
- [Mobile App](#)
- [Exhibition Opportunities with Thought Leadership](#)
- [Thought Leadership A-la-Carte](#)
- [Sponsorship Spotlight](#)
- [Important Dates and Deadlines](#)
- [Q&A](#)

HIMSS26 Overview



Conference Schedule

- Global Health Conference Dates:
 - **March 9-12, 2026**
 - **Venetian Expo Center**
Las Vegas, NV
- Executive Summit, Pre-Conference Forums and the Opening Reception
 - **Monday, March 9, 2026**
- Exhibition Dates:
 - **March 10-12, 2025 (Tuesday – Thursday)**
 - **Tuesday, March 10** 10:00am-5:30pm
 - **Wednesday, March 11** 9:30am-5:30pm
 - **Thursday, March 12** 9:30am-3:00pm
- [HIMSS26 Agenda at-a-Glance](#)



Dedicated Exhibit Hall Hours

Tuesday, March 10

- 12:30 pm – 2:15 pm
- 4:30 pm – 5:30 pm

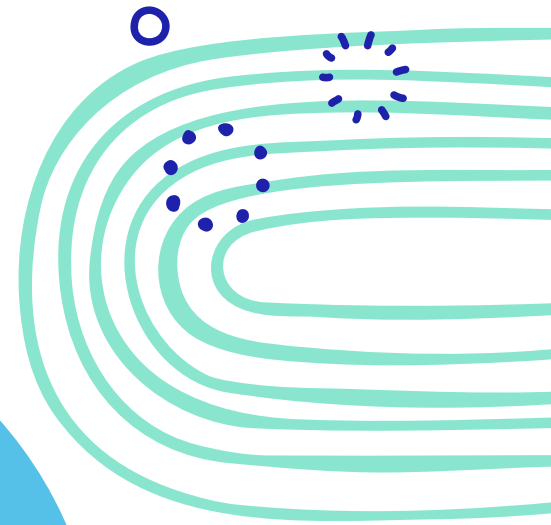
Wednesday, March 11

- 12:00 pm – 2:00 pm
- 4:15 pm – 5:30 pm

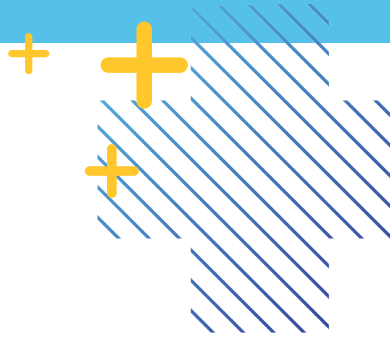
Thursday, March 12

- 12:00 pm – 2:00 pm

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



Exhibitor Invites Program - NEW



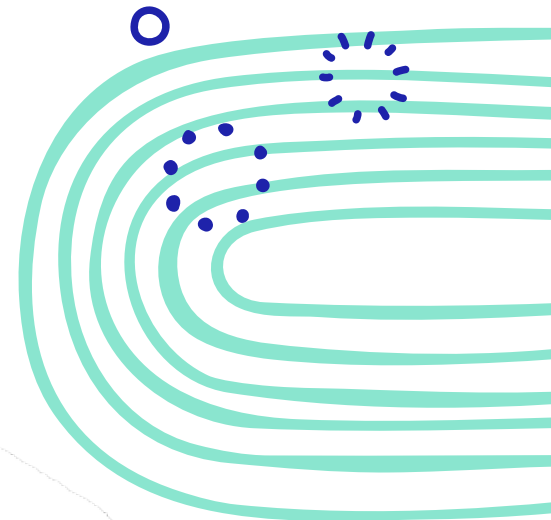
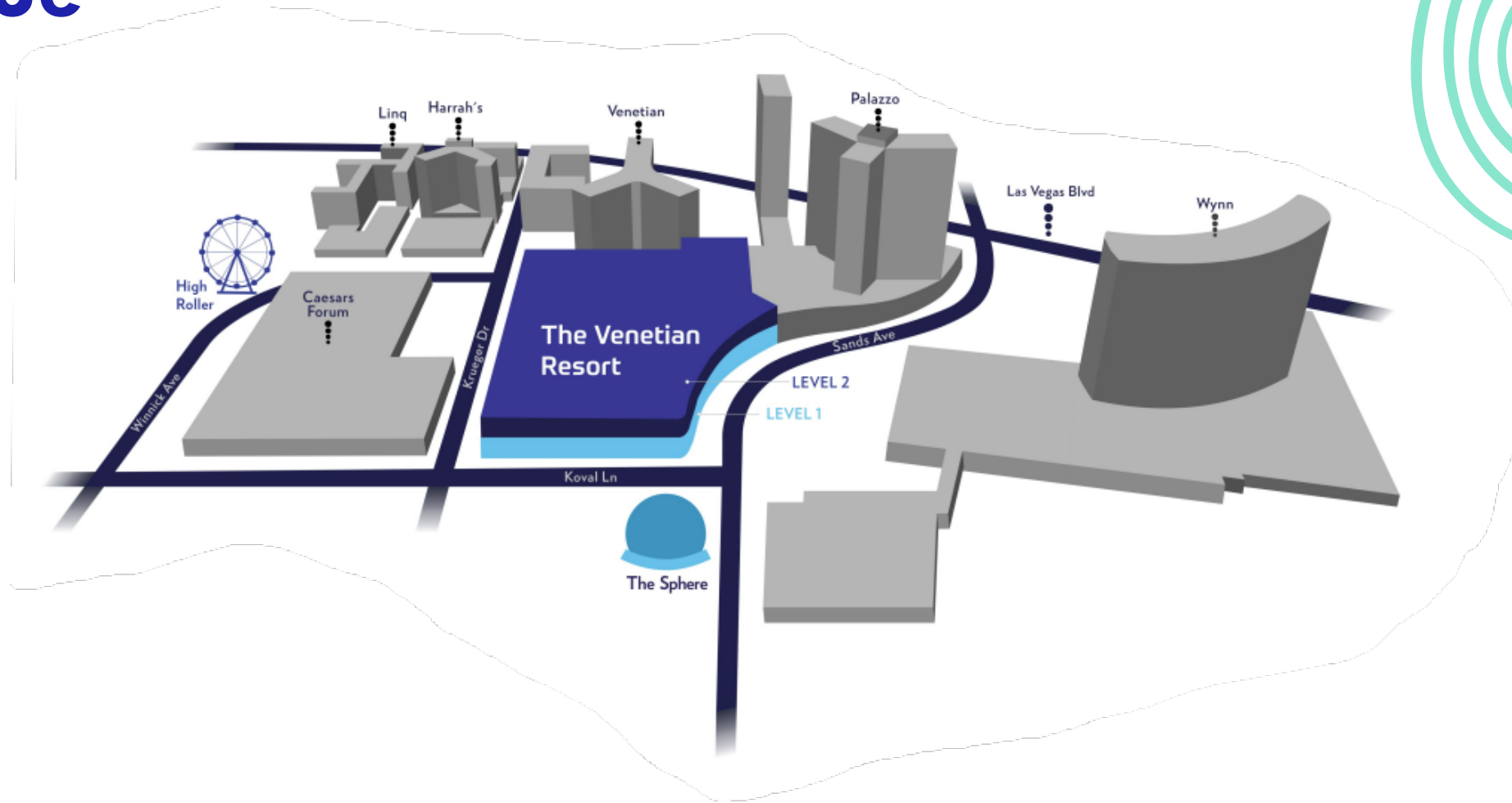
Drive Better Booth ROI With Our Exhibitor Invites Program

We're introducing Feathr, our turnkey co-marketing platform designed to amplify your presence, drive booth traffic, and help you build meaningful connections with prospects.

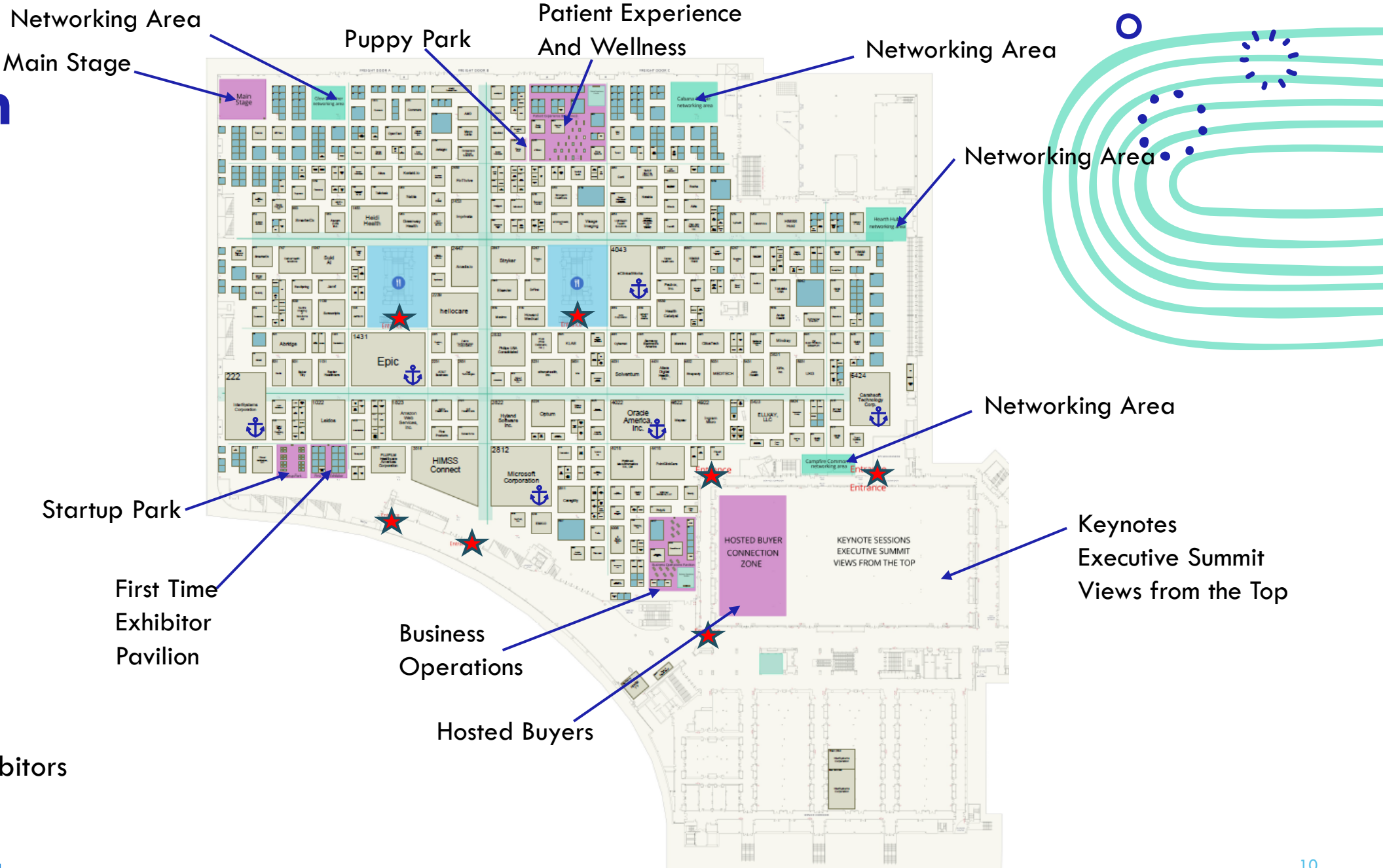
- Leverage easy-to-use tools and ready-made assets to invite your network to join you at HIMSS26
- Provides each exhibitor with a unique URL for their audience to register for HIMSS26 at a \$150 discount
- Exhibitors with the most unique URL usage are eligible to win prizes including but not limited to:
 - \$4,000 Freeman Credit
 - \$1,000 Freeman Credit
 - Additional Prizes

**Drive More Traffic
to Your HIMSS26
Booth and Win
a \$4,000 Freeman
Credit**

Venue

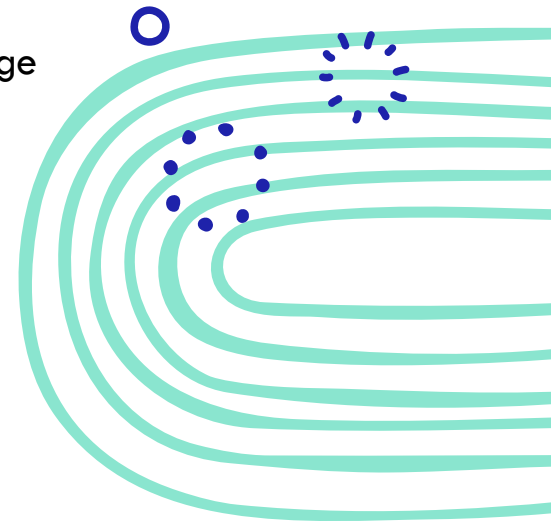
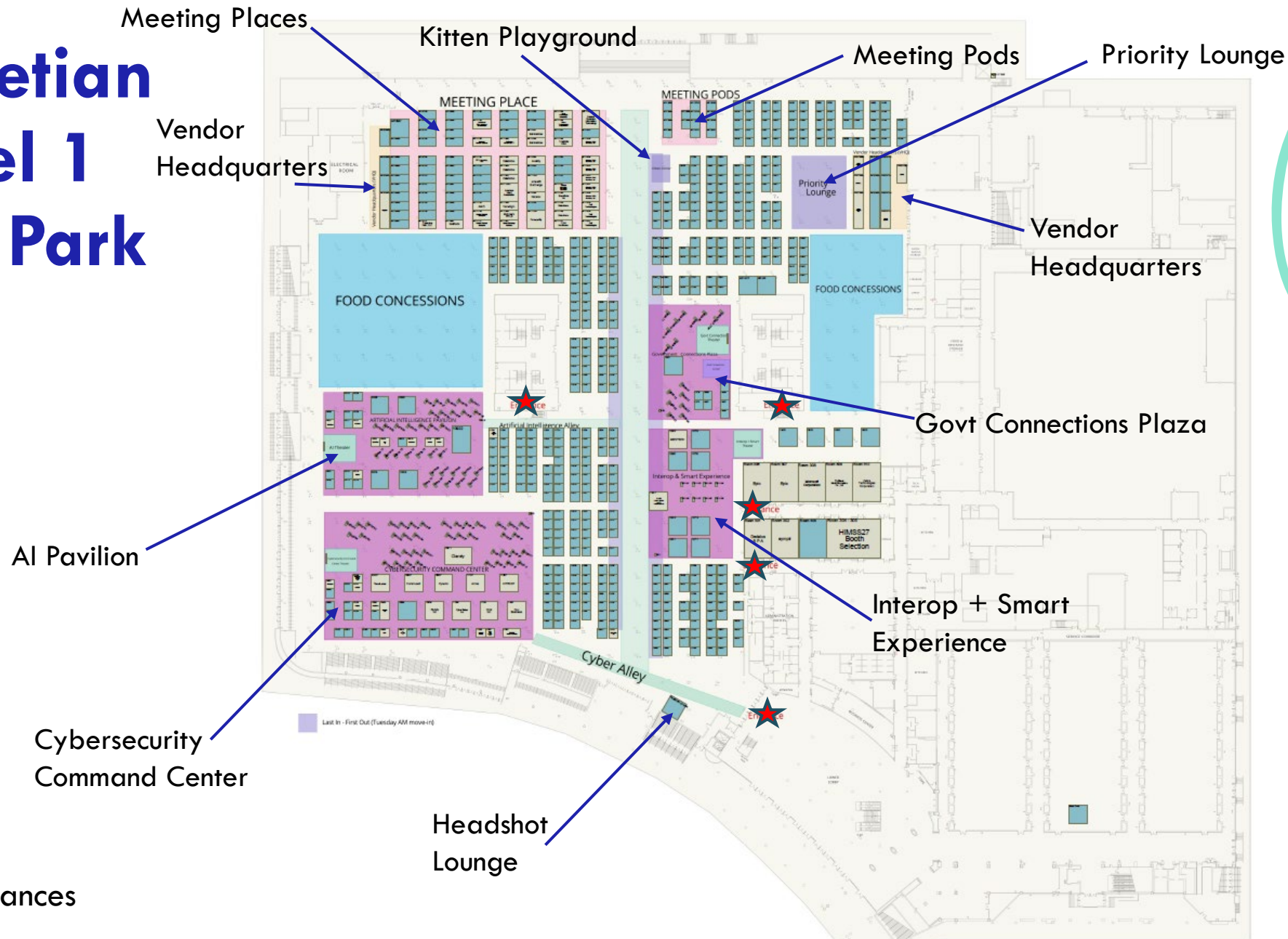


Venetian Level 2



= Anchor Exhibitors
 = Entrances

Venetian Level 1 The Park



★ = Entrances

NEW 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

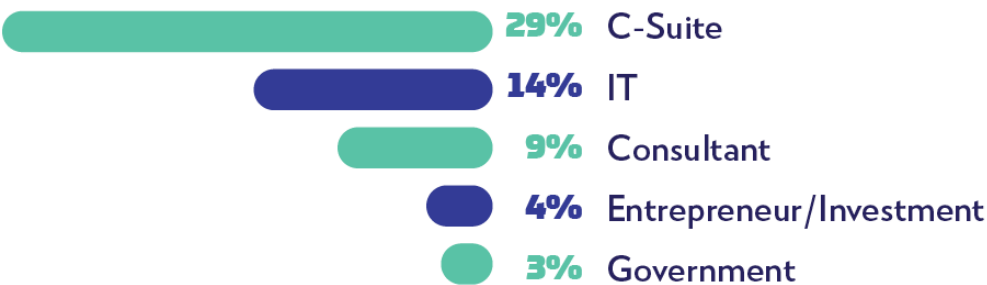
Gain valuable qualified connections leading up to HIMSS26

Agenda At-A-Glance

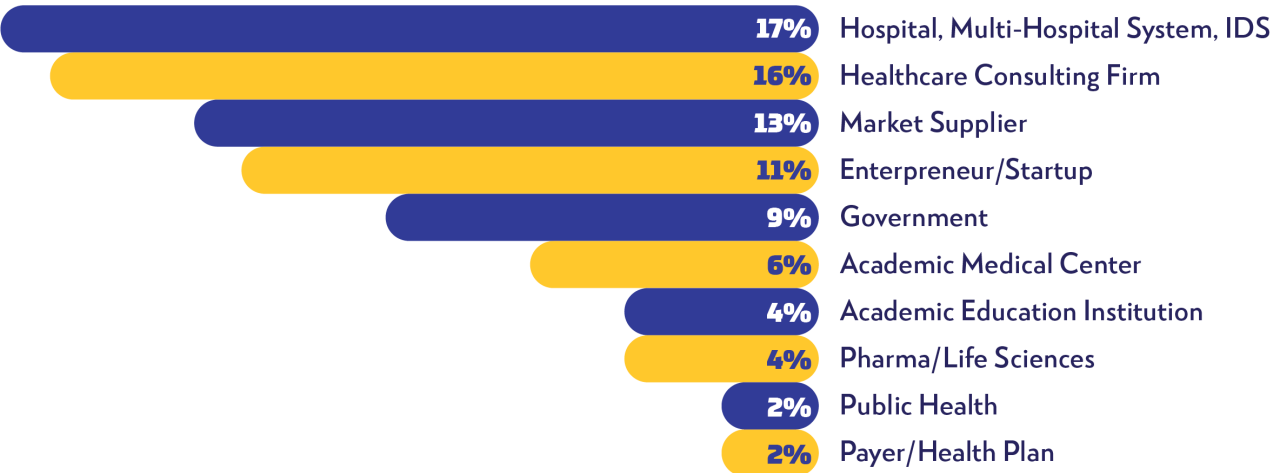
11:00 – 11:30 AM	Opening Keynote
11:30 – 11:45 AM	Fireside Chat (Platinum)
11:45 AM – 12:00 PM	Break – run spotlight videos – Platinum and Premier <i>(3 spots total; premier will pick their time based on contract signing)</i>
12:00 – 12:45 PM	Panel #1 (1 sponsor, 1-2 editorial + moderator) AI in Healthcare: 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)

HIMSS26 Virtual Preview Prospective Attendees

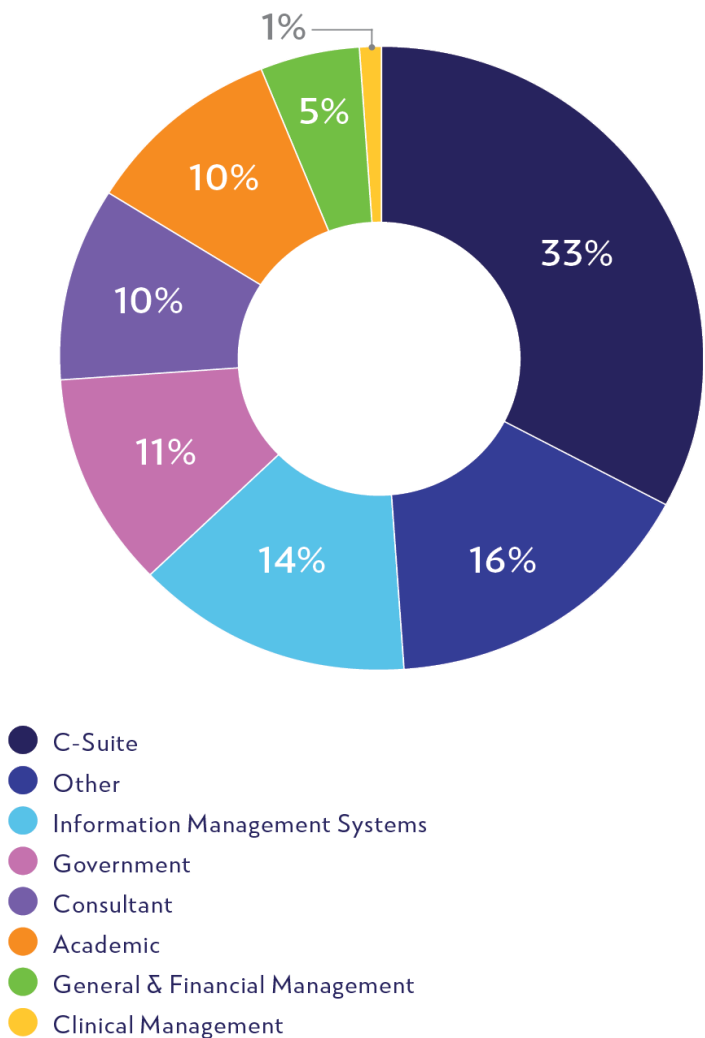
Top 5 Professional Titles



Top 10 Worksites



Professional Title Breakdown



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)

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

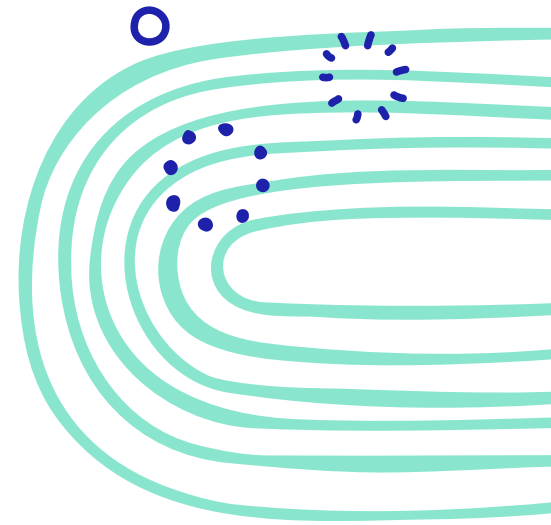


Attendees

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

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)	•	•	•



ACT NOW!
Only 1 sponsorship
left for the
AI Preconference
Forum!

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](#) – SOLD OUT
- [Interoperability and HIE](#) – TWO LEFT

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



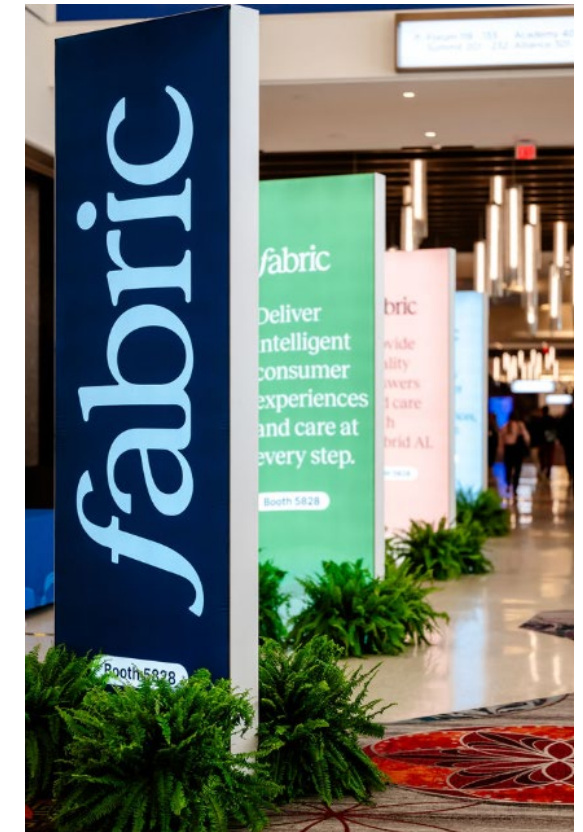
Executive Summit Branding & Networking

This exclusive one-day summit convenes elite healthcare leaders committed to revolutionizing care delivery through innovative best practices. Position your brand at the forefront of healthcare transformation while gaining unparalleled access to this select group of influential decision-makers who are actively shaping the industry's future.

HIMSS25 Executive Summit Attendance: 550+

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

Investment: \$5,700 and up



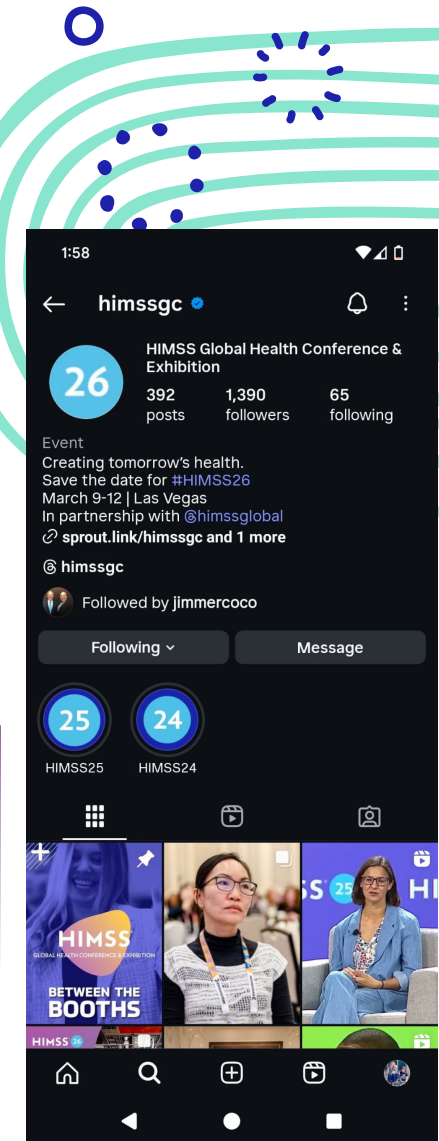
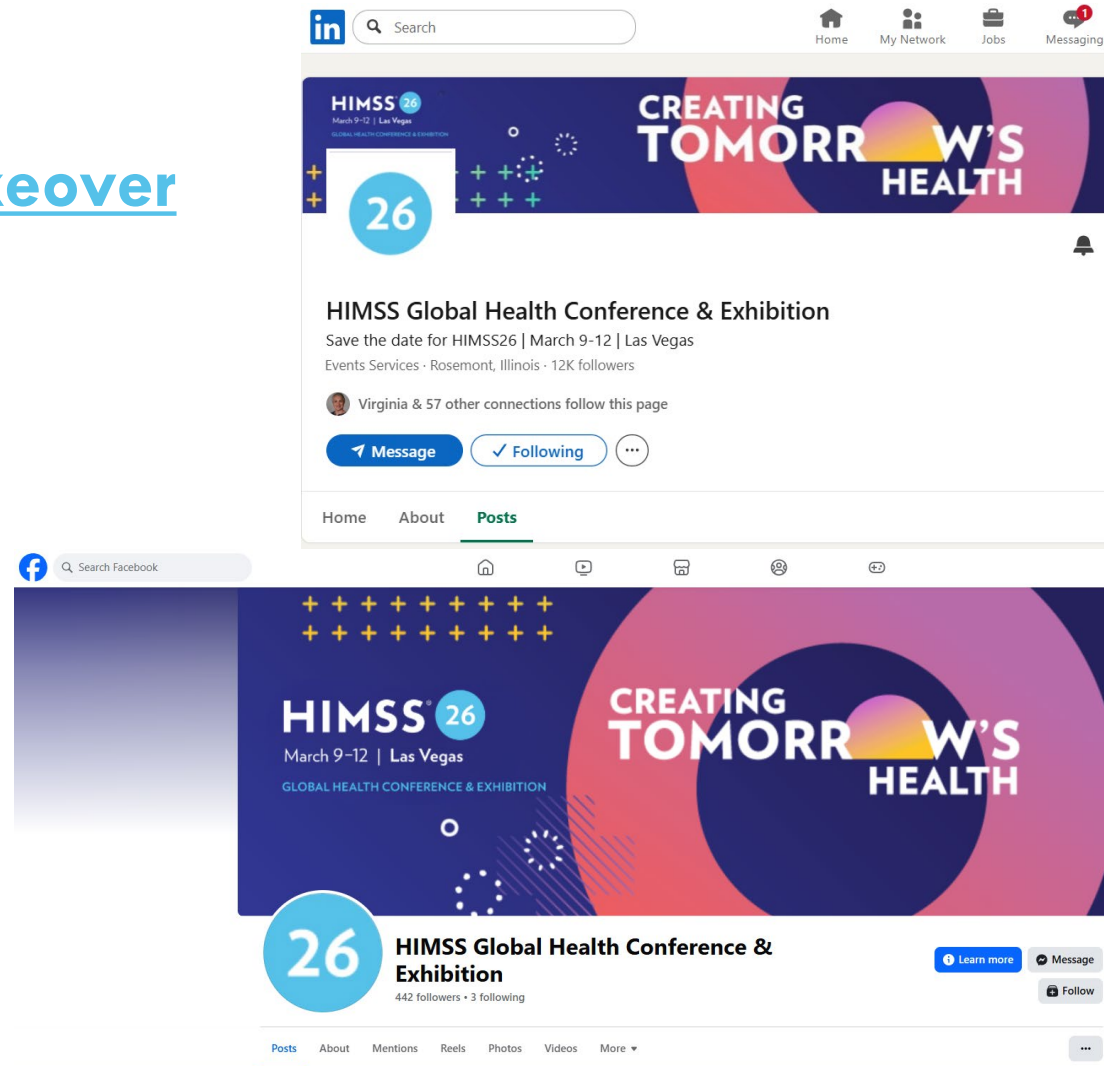
NEW Digital Media Opportunities



Digital Media

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

Investment: \$3,000 and up



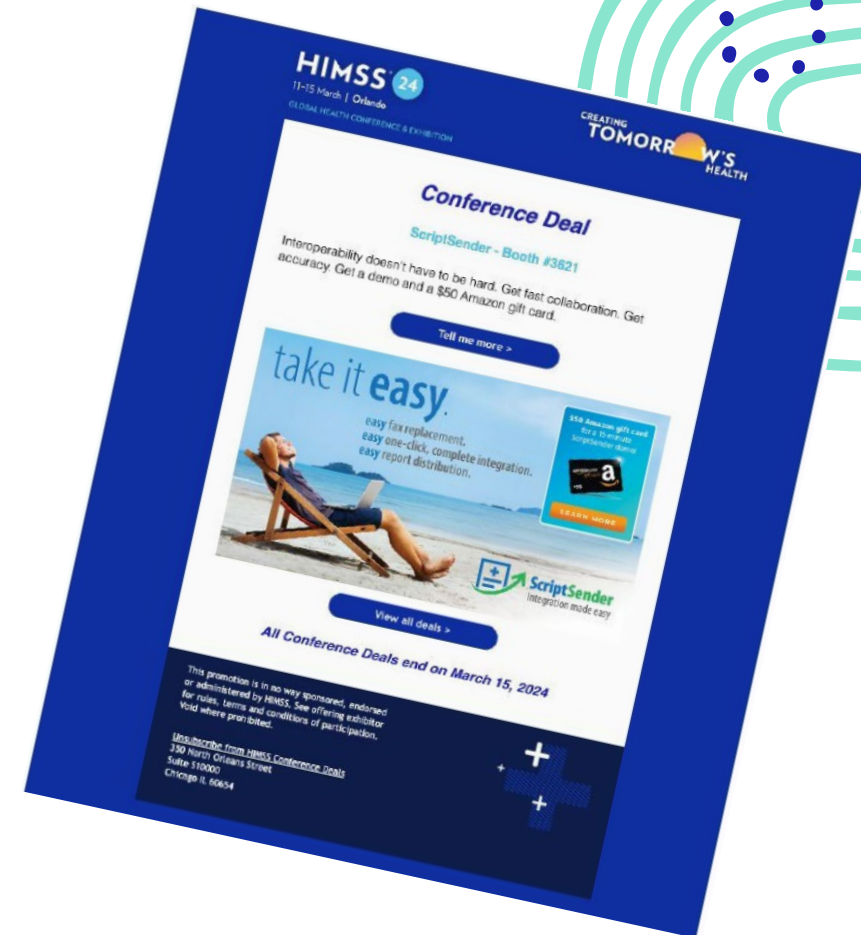
Lead Generation



Lead Generation

- Enhanced Exhibitor Listing
- Attendee List Rental
- Daily Email Deals

Investment: \$3,500 and up



Mobile App



Mobile App Opportunities

- Push Notifications
- Banner Ads

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

Investment: \$5,000 and up



Exhibition with Thought Leadership



Topic Focused Pavilions + Thought Leadership

- Artificial Intelligence*
- Business Operations – NEW*
- Cybersecurity Command Center
- Patient Experience and Wellness
- Interoperability + Smart
- First Time Exhibitors
- Start-up Park
- Government Connections Plaza*

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



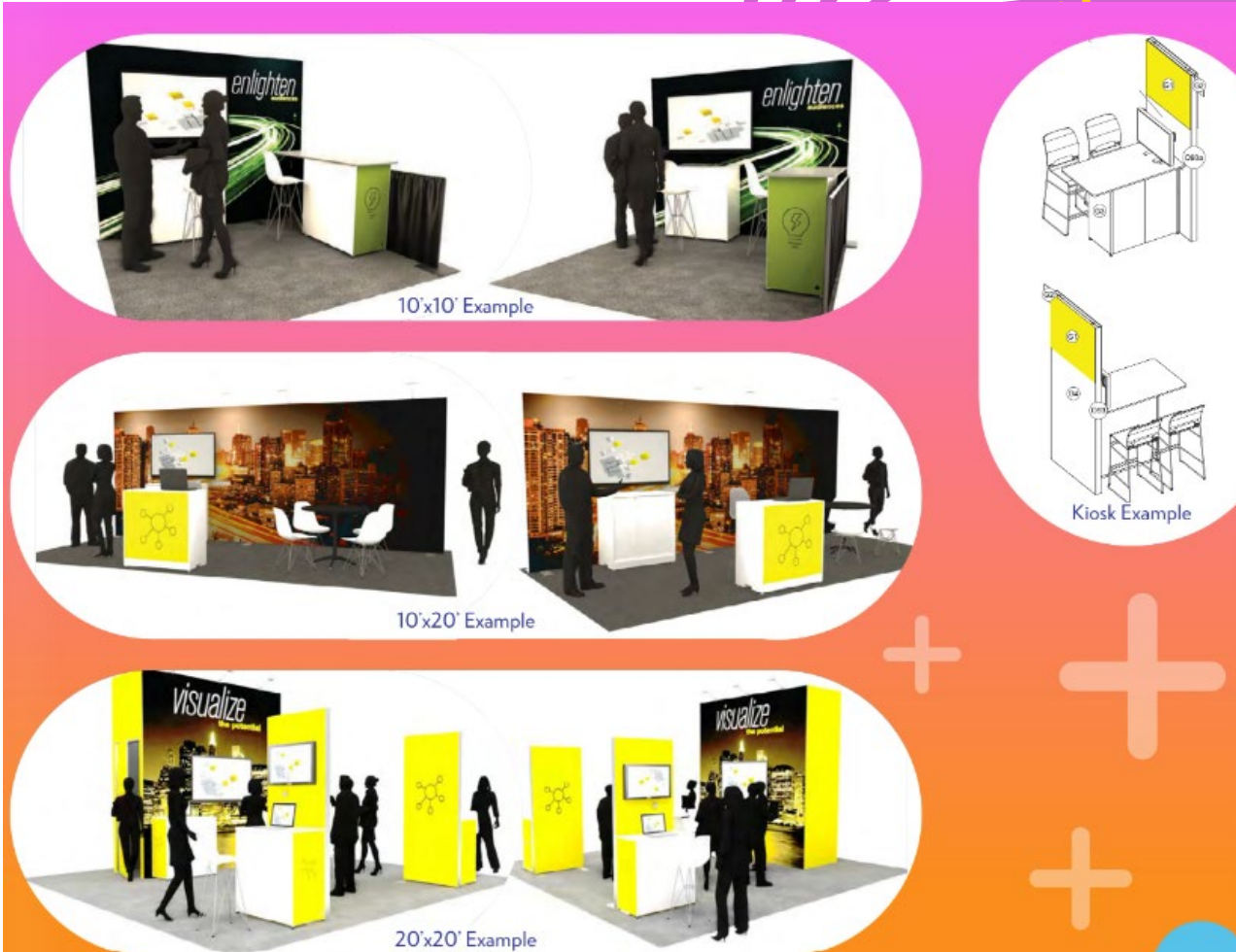
Topic Focused Pavilions + Thought Leadership

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.*



Interop + Smart Experience Pavilion

- Live, multi-vendor exchange: The demonstrations feature real products from multiple organizations exchanging data in real time—just like in real-world care settings.
- Authentic workflows: Attendees see how one vendor's technology communicates directly with another to complete a clinical workflow.
- Energy and credibility: The live nature of the showcase brings excitement to the space while also validating that the technology pitch is built on functioning, standards-based solutions.



Interop + Smart Experience Pavilion

	Overall Anchor (one available)	Design Your Own (four available)	Connected Clinical Demonstrations – Premier (two available)	Connected Clinical Demonstrations	Marketplace
Investment	\$115,000 - \$126,500	\$70,000 - \$77,000	\$60,000 - \$66,000	\$14,500 - \$16,500	\$9,600 - \$18,300
Thought Leadership	Two (2) 45-minute recorded Speaking Sessions in the Theater or (4) 20-minute Speaking Sessions	Three (3) 20-minute recorded Speaking Sessions in the Theater			One 20-minute speaking session (with speaking package only)
Space	- Showcase (10) products with partners 20' x 20' footprint with AV and graphics 10' x 10' turnkey meeting space	- Showcase (6) products with partners 20'w x 10'l x 8'h footprint with AV and graphics 10' x 10' turnkey meeting space	Placement of up to six (6) solutions or technologies in a branded demonstration use case vignette	One (1) Participation in a connected demonstration showcasing the technology (e.g. platforms, systems, APIs, etc.). of choice	Turnkey kiosk with monitor and graphics
Lead Generation	- List of all scanned attendees with contact information from within Pavilion** - Lead scanning subscription through CompuLead App (includes up to (3) licenses)	- List of all scanned attendees with contact information from within Pavilion** - Lead scanning subscription through CompuLead App (includes up to (3) licenses)	Lead scanning subscription through CompuLead App (includes up to (3) licenses)	Lead scanning subscription through CompuLead App (includes up to (3) licenses)	Lead scanning subscription through CompuLead App (includes up to (3) licenses)
Badges	38	23	20	5	5

Thought Leadership A-La-Carte



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

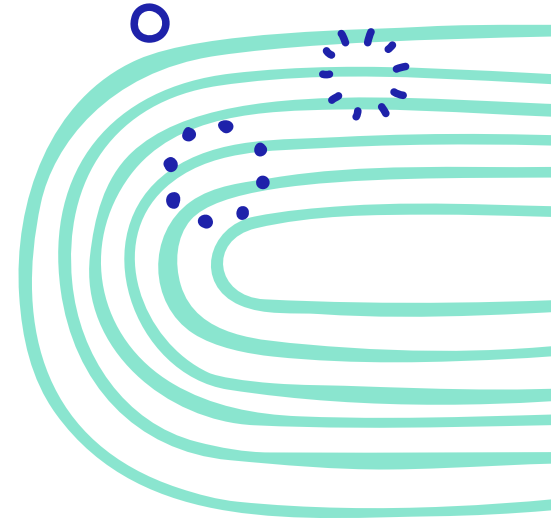


Views from the Top – 1 Left

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. Views from the Top Sessions will take place in the keynote session room.

- **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 – 27**
- **Conference Badges – 27**

Investment: \$82,000 CM / \$52,000 NM



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

Limited
Availability

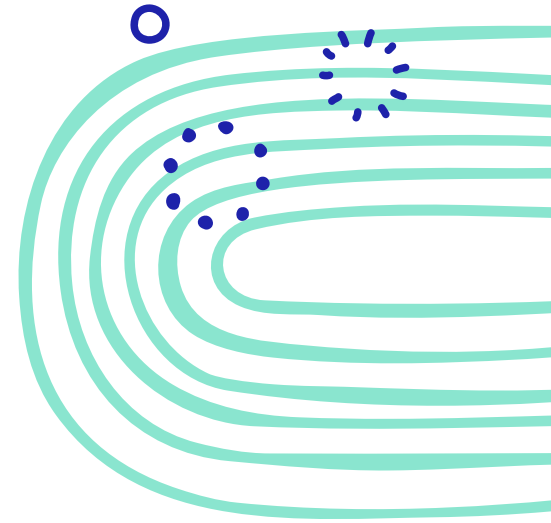


Customized Thought Leadership Events + Attendee Recruiting

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



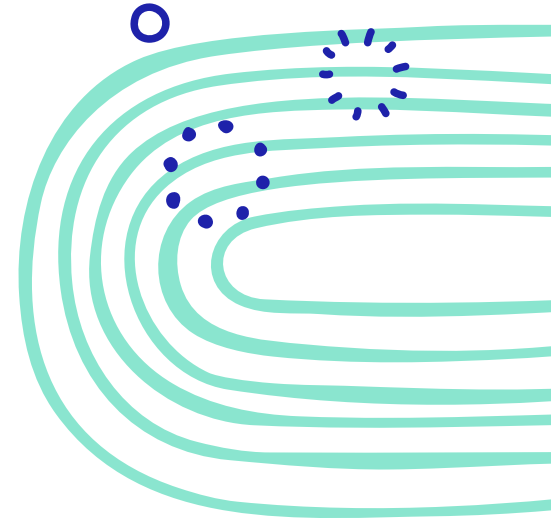
Executive Roundtables

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

Opportunities: Two available

- **Pre-Show Benefits**
 - Speaker selection
 - Program development
 - Marketing
 - Attendee recruitment
 - Access to registration list
- **Onsite Benefits**
 - One 90-minute turnkey roundtable session co-hosted with HIMSS to include lunch and standard AV
 - Sponsor branded signage
 - 16 Conference Badges
- **Post-Show Benefits**
 - Roundtable attendee list (name, title, organization)

Investment: \$47,900 CM / \$50,400 NM



Thought Leadership with a Target Audience

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



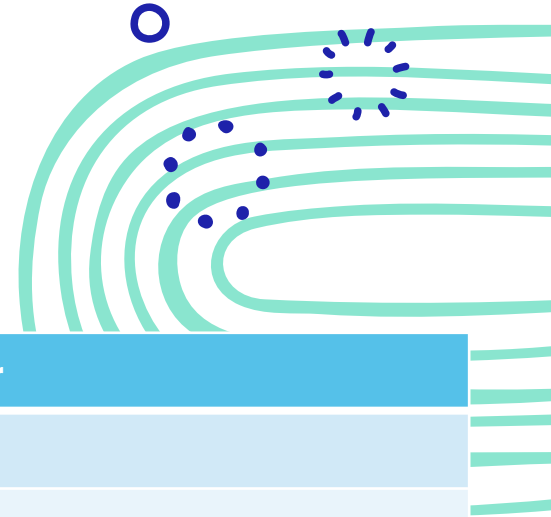
Investment: \$5,600 and up

Sponsorship Spotlight



Emerge Innovation Experience

Returning to HIMSS26, the successful 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. There were 500+ registrants at HIMSS25.



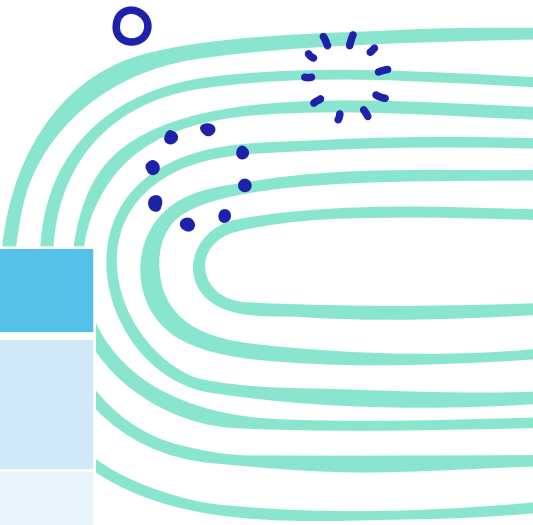
Premier Healthcare Provider Sponsor	Premier Healthcare Payer Sponsor	Partner Sponsor
\$50,000 - \$55,000	\$50,000 - \$55,000	\$9,000 - \$10,000
Exclusive	Exclusive	Exclusive
• Sponsor opportunity to: • Moderate or serve as a panelist on (1) C-Suite Provider Panel • Emcee (1) Best in Show Though Leadership Presentation • 3-Minutes of sponsor remarks (non-commercial / industry appropriate) to introduce panel and presentation • Sponsor logo recognition on: • Marketing collateral • HIMSS26 website • Social posts promoting EmERGE • Digital event signage • EmERGE registration list (name, organization, city, state of registered attendees) provided 2 weeks preconference and 2 weeks post event • Two (2) EmERGE badges including access to HIMSS26 education and exhibition floor	• Sponsor opportunity to: • Moderate or serve as a panelist on (1) Payer C-Suite Panel • Emcee (1) Best in Show Though Leadership Presentation • 3-Minutes of sponsor remarks (non-commercial / industry appropriate) to introduce panel and presentation • Sponsor logo recognition on • Marketing collateral • EmERGE webpage on HIMSS26 website • Social posts promoting EmERGE • Digital event signage • EmERGE registration list (name, organization, city, state of registered attendees) provided 2 weeks preconference and 2 weeks post event • Two (2) EmERGE badges including access to HIMSS26 education and exhibition floor • HIMSS Priority Points – 17	• Sponsor logo recognition on: • Marketing collateral • EmERGE webpage on HIMSS25 website • Social posts promoting EmERGE • Digital event signage • EmERGE registration list (name, organization, city, state of registered attendees) provided 2 weeks preconference and 2 weeks post event • Two (2) EmERGE badges including access to HIMSS26 education and exhibition floor • HIMSS Priority Points - 3

Important Dates and Deadlines



Dates and Deadlines

Date	Item/Task
NOW	The Exhibitor Resource Center is Open Add your logo and update your profile today!
October 21	Exhibitor Registration Opens
November 13	HIMSS26 Sponsorships Webinar: Branding and Networking Opportunities
December 11	HIMSS26 Sponsorships Webinar: Meeting Space, Branding and More
January 8	HIMSS26 Sponsorships Webinar: Last Call!



Questions?



Thank you for joining us!

Contact salesinfo@himssconference.com or your Sales Representative
All HIMSS26 Opportunities can be found [HERE](#).



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