



# HIMSS<sup>®</sup>18

WHERE **IT** CONNECTS FOR HEALTH



**Conference & Exhibition | March 5–9, 2018**  
Las Vegas | Venetian – Palazzo – Sands Expo Center

## **HIMSS18 Sponsorship Opportunities**

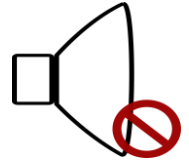
[www.himssconference.org](http://www.himssconference.org)



#HIMSS18

## **HIMSS18 Exhibition & Sponsorship Opportunities Thank You for Joining!**

- You have been muted when you joined this call
- If you have any questions throughout the presentation, please type them in the Q&A or chat box and we will answer at the end
- This webinar will be recorded and slides are available upon request



## Agenda

- **HIMSS18 Updates**
- **Preconference**
- **Thought Leadership**
- **Networking/Celebrate Your Clients**
- **Meeting Space**
- **Branding**
- **Save the Date Information – HIMSS19 Booth Selection**

## HIMSS18 at a Glance

### **Day Pattern Shift:**

### **Conference: March 5-9 (Monday – Friday)**

Monday, March 5 – Pre Conference, Opening Keynote, Opening Reception

### **Exhibition: March 6-8 (Tuesday – Thursday)**

Opening Reception will take place in Hall G on Monday, March 5 from 6:30pm – 8:00pm

### **Exhibition Hours:**

Tuesday 9:30am – 6:00pm, Wednesday 9:30am – 6:00pm, Thursday 9:30am – 4:00pm

<http://www.himssconference.org/schedule/schedule-glance>

# How is Registration & Housing Going?

## HIMSS18 Registration & Housing Update 19 Weeks Out

	HIMSS18 vs HIMSS17 % increase	HIMSS18 vs HIMSS16 % increase
Professional Paid Registration	33%	2%
Total Peak Night Housing	14%	7%
Total Room Nights Housing	29%	9%
Peak Night Housing - Attendees	20%	1%
Peak Night Housing - Exhibitors	12%	10%

## Upcoming HIMSS18 Deadlines

- 10/17/17 Exhibitor registration is open
- 10/17/17 Housing open for all Exhibitors
- 11/29/17 Hotel Suite Request Form due
- 12/15/17 Print Deadline: Specialty Booth Speaking Session title, abstract, and speaker information due to be included in the onsite material.

## Full HIMSS18 Exhibitor Deadline Checklist

## Preconference Opportunities

- Journey to HIMSS Webinar Series
- Registration Countdown Emails
- Preconference Symposia
- Exhibitor Spotlight
- Conference Daily Deals
- Attendee List
  - Available for exhibiting Diamond, Emerald and Platinum Corporate Members
- HIMSS18 LOGIC™ Attendee Intelligence Solution

## Journey to HIMSS18 Webinar Series

There is a lot to take in at HIMSS18 – 43,000+ attendees, 1,300+ exhibiting companies, 300+ educational events, 150+ newly launched products and services, countless networking opportunities and much more. How do attendees plan for it all? By attending a series of complimentary webinars to get a heads-up on what's new, what to expect, hot topics to explore and how to plan your agenda.

As a sponsor of this series hosted by HIMSS and providing weekly exploration focusing on hot topics, including cybersecurity, data analytics, HIE, innovation and more, you will have access to over 80,000 of HIMSS's engaged audience prior to Conference.

### Benefits:

- Sponsor to introduce speaker for webinar
- Sponsor logo on welcome and thank you slide
- Sponsor acknowledgement from HIMSS during webinar
- Sponsor logo on marketing material including invite sent to over 80,000 individuals
- Sponsor logo on *Journey to HIMSS18* webinar series web landing page -
- Attendee list (name, company, title only) sent one – two weeks after webinar

**Investment - \$3,500 - \$4,000**



## Preconference Opportunities - Registration Countdown Emails

HIMSS registration countdown emails reach thousands of current and potential conference registrants. This communication leading up to conference is met with great anticipation as the event approaches. Each email sent to thousands of healthcare professionals in the HIMSS database.

Choose from 1 of 3 email opportunities:

- \* Keynote Countdown – February 12, 2018  
January 22 deadline, sent to roughly 75,000 for HIMSS17 (Opens – Registered: 30%; Non-registered: 18%)
- \* Exhibition Countdown – February 19, 2018 – **SOLD!!!**  
January 29 deadline, sent to roughly 90,000 for HIMSS17 (Opens – Registered: 34%; Non-registered: 19%)
- \* Logistics Countdown – February 26, 2018  
February 5 deadline, sent to roughly 28,000 for HIMSS17 (Opens – Registered: 38%)

### Benefits – One (1) opportunity per email

- 728x90 banner ad on the email campaign of your choice (Early Bird, Advanced Registration or Holiday Deadline)
- One emails sent per topic
- HIMSS Conference Supporter (Logo listed on conference website with hyperlink to your home page, logo in various HIMSS marketing materials [pocket, resource guide etc.], logo displayed in prominent areas on-site (for series of 3 sponsorship only))

### Investment\*

- \$3,500 per Countdown/\$10,000 for series of 3 HIMSS Corporate Member
- \$4,000 per Countdown/\$11,500 for series of 3 Non Member

## Preconference Symposia

Typically focused education sessions that take place the day before the exhibit hall opens. Great way to get exposure in front of the audience you want. Three opportunities available for each.

### Topics

- HIMSS/AMDIS Physicians – *Current Sponsors: InterSystems*
- HIMSS/Nursing – *Current Sponsors: Capsa Healthcare, Wolters Kluwer*
- HIMSS/SHEIC Interoperability/HIE
- LTPAC – *Current Sponsor: CDW Healthcare*
- Innovation
- Coordinated and Connected Care
- Population Health
- CBI/Precision Medicine
- Compliance 101
- Business of Healthcare



### Investment

- \$5,500 – Corporate Member
- \$6,000 – Non Corporate Member

## Conference Daily Deals

Increase interest in and awareness of your solutions through the HIMSS Conference Deal. When you purchase this sponsorship, HIMSS will email your conference deal one time to attendees who opt into the program. The HIMSS Conference Deal provides attendees the option to schedule a meeting during HIMSS annual conference, plan a visit to your company booth or forward the deal to a friend.

The program is turn-key and only requires company logo, copy and the contact information of a representative who will receive notifications.

### Benefits

- Your message emailed to all HIMSS annual conference attendees who opt into the daily deal program
- Only one Daily Deal is sold per day, so your messaging will not be lost among other sponsors.
- Sponsor is able to create an image/graphic within provided template
  - All Daily Deals will need to be approved by HIMSS before they deploy

### Investment

- \$1,750 – Corporate Member
- \$2,450 – Non Corporate Member

**HIMSS17**  
WHERE THE  
**BRIGHTEST MINDS**  
IN HEALTH AND IT MEET

**Conference Deal #10**

**Huron - Booth #3631** [Tell Me More!](#)

7 Health IT Sessions You Can't Miss at HIMSS 2017 –  
And a Chance to Win Your Annual StrengthCrate  
Fitness Subscription Box!

**HURON**

**DRIVING VALUE IN HEALTHCARE**

TECHNOLOGY IMPLEMENTATION & OPTIMIZATION | STRATEGIC DIRECTION | CLINICAL TRANSFORMATION | FINANCIAL & OPERATIONAL EXCELLENCE | PATIENT & CAREGIVER ENGAGEMENT

This promotion is in no way sponsored, endorsed or administered by HIMSS. See offering website for rules, terms and conditions of participation. Void where prohibited.

## Exhibitor Spotlight

The exhibitor spotlight is a great low cost opportunity to increase your booth exposure before and during HIMSS annual conference. This turnkey opportunity is posted on the HIMSS Conference website starting about a month before the show and will remain on the website through HIMSS18.

### Benefits

- Exhibitor spotlights are turnkey - you simply provide the artwork
  - Posted to HIMSS conference website in areas designed to attract attention from attendees
  - Spotlight will be promoted on HIMSS18 floorplan
- Spotlight can promote new service/product, special event or raffle/giveaway at HIMSS Annual Conference

### Investment

- \$950 – Corporate Member
- \$1,050 – Non Corporate Member

*Exhibitor Spotlight Located On HIMSS Conference Annual Website*

Return to HIMSS14 Home

1 2 3 Next >

First Time Exhibitors

Healthy Collaboration and Content Sharing

The American Hospital Association relies on Box to securely manage critical content.

Tuesday, 2/25, 12-1 PM, Room W203B  
And make sure to meet the Box Team at MPI06, Level 1

Click on the image above to advance to the next exhibitor

Return to Categories Print Exhibitor Info

## Attendee List

Available to our Diamond, Emerald & Platinum Corporate members, the HIMSS Annual Conference pre-show attendee list will be sent out three times prior to HIMSS Annual Conference.

List will include name, title, company, city and state, work site and professional title (**no mailing or email address**) of all attendees from the HIMSS18 attendee list. If exhibiting company would like to send a mailer, HIMSS has partnered with a mail house to send out exhibitor's mail pieces. (additional fees apply). Exhibitors are not included within the list.

Pre show list will be sent out 3 times before the show (**12/20/2017, 2/7/2018, 2/22/2018** and must be used by **3/6/2018**) and post show list will be sent 1 time after the show is over (**3/22/2018** and must be used by **4/19/2018**).

### Investment

- \$2,000 - Pre or Post show list
- \$3,750 - Both



Attendee List ..	
[Icons: List, Grid, Add Person]	
▼ Hosts	
[Person Icon]	Olli Opettaja
▶ Presenters	
▼ Participants	
[Person Icon]	Kaisa Kokeilija
[Person Icon]	Ossi Opiskelija [Microphone Icon]
[Person Icon]	Tiina Testaaja
[Person Icon]	Timo Tenttija

## HIMSS18 LOGIC™ Attendee Intelligence Solution

Thousands of potential buyers will be walking the show floor at HIMSS18. Do you know which attendees are in the market for your solution? Get the insight you need with the HIMSS18 LOGIC Attendee Intelligence Solution. This special web-based console provides insight on HIMSS18 attendees, uncovering which organizations have representatives at the show and what they're in the market to purchase. Determine the right pitch to make for the right product at the right time:

- Build your conference sales and meetings strategy based on data gathered from the buying organizations themselves
- Uncover sales opportunities with attending organization planning upgrades, replacements and first-time investments covering 160 technologies
- Access data on health systems walking the show floor – from what they have installed to who their decision makers are
- Plan your sales pitch quickly and efficiently with insights on what your customers need and want from vendor solutions

### Investment

- Pre-Show Attendee List - \$2,000
  - w/60-day LOGIC - \$4,195
  - w/90-day LOGIC - \$5,195
- Post-Show Attendee List - \$2,000
  - w/60-day LOGIC - \$4,195
  - w/90-day LOGIC - \$5,195
- Pre and Post-Show Attendee List - \$3,750
  - w/60-day LOGIC - \$5,895
  - w/90-day LOGIC - \$6,895

## **Thought Leadership**

**Speaking opportunities available**

- Lightning Sessions/Networking
- Industry Solution Sessions
- Topic-Focused Specialty Pavilion Theaters
- Breakfast Briefings
- Lunch and Learns
- Afternoon Breaks
- Customized Receptions

## HIMSS18 Lightning Sessions/Networking

NEW to HIMSS18, the Lightning Sessions offer an energetic and dynamic thought leadership and networking opportunity for companies to engage the HIMSS18 audience with a 20-minute case study presentation (no product demonstrations). After the session, presenters can continue the discussion in a designated networking area for up to 60 minutes.

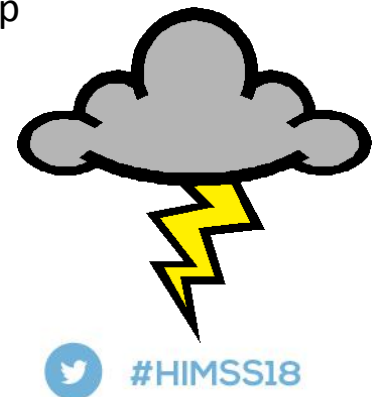
- One (1) 20 minute thought leadership session
- Access to 60 minute (1 hour) dedicated networking area
- Lightning session 20 minute information will be listed in printed guides onsite, HIMSS18 website and mobile app
- One (1) exhibitor priority point

### **Lightning Session Area Includes:**

- Immersive theatre that seats 65 attendees, confidence monitor, microphone, laptop
- Reserved Networking area
- Reception desk

### **Investment**

- \$2,500 Corporate Member
- \$2,750 Non Member
  - Headline Sponsorship Available - \$15,000/\$16,500





## Industry Solution Session - Only One Left!

These 45 minute speaking sessions are a great opportunity for you to provide an education presentation to HIMSS18 attendees. These education sessions will be listed among all HIMSS18 education sessions in HIMSS online schedule, mobile app and print material.

- Limit one category per sponsor/topic

### Format

- Case Study format
- Panels (Three presenters – two speakers and one moderator)
- HIMSS Education team professional review/guidance
- Voluntary badge scanning outside session

### Investment

- \$11,500 – Corporate Member
- \$12,700 – Non Corporate Member



## Breakfast Briefings/Lunch and Learns/Customized Afternoon Breaks/Customized Receptions

Looking to host a breakfast, lunch, or reception that you customize? We have the perfect fit for you! HIMSS Breakfast Briefings, Lunch and Learns and Customized Receptions allow you to identify the demographic you want from all registered HIMSS18 attendees and invite them to an event that you customize. Breakfast Briefings/Lunch and Learns/Customized Afternoon Breaks can seat up to 60 people.

### Breakfast Briefings:

- \$12,500 Corporate Member
- \$14,500 Non Corporate Member

### Lunch and Learns:

- \$13,500 Corporate Member
- \$15,500 Non Corporate Member

### Customized Afternoon Breaks

- \$10,000 Corporate Member
- \$11,000 Non Corporate Member

### Customized Receptions

- \$20,000 Corporate Member
- \$22,000 Non Corporate Member



## Networking/Celebrate Your Clients Opportunities

- HX360
- HIMSS Hospitality Networking Club
- Networking Hubs
- Awards Gala Reception
- Millennials Reception
- Opening Reception
- HIMSS Analytics EMRAM Stage 7 Awards Reception
- Press Room Sponsorship
- OA Lounge Sponsorship
- Community Reception Sponsorships
  - Federal/Innovation/Physician/Nursing/Interoperability & HIE/Health Business Solutions/Clinical and Business Intelligence*



## **Executive Engagement – HX360**

HX360 is an exclusive executive leadership forum co-developed by HIMSS & AVIA. It creates an unparalleled opportunity to allow executives to focus on core competency needs and networking while at HIMSS18 and beyond through exclusive opportunities. Provider executives have an opportunity to participate in invite only education and networking, VIP tours on the exhibit floor, access to an executive only lounge and more. HIMSS is working with key partners, such as AVIA, AMDIS, CHIME, and others to host programs and participate in joint events hosted by HIMSS. All programming will take place at the Wynn Las Vegas – March 5-8, 2018.

### **Sponsorship Opportunities customized and options to include:**

- Thought Leadership opportunities
- Complimentary access to hospitality suite
- Complimentary passes for executive staff or clients to HIMSS18 and HX360 Executive Engagement Joint Events with VIP seating
- Access to network with HX360 attendees in the Executive Lounge at the Wynn
- Logo displayed in prominent areas on-site, ads, video
  - And more depending on package/price

## **HIMSS Hospitality Networking Club – SugarCane Raw Bar Grill**

Join HIMSS as a sponsor for this exclusive invite only hospitality-networking event hosted by HIMSS. This executive event will be conveniently located at SugarCane Raw Bar Grill in the Venetian Hotel. HIMSS will invite C-Suite executives (CIO, CMIO, CNIO, CSIO) to join this in-person opportunity to network and engage. As the sponsor, you will identify the topic theme and HIMSS will market to your targeted audience.

**When:** Tuesday, 5 – 7 pm

**Anticipated Attendance** – 200 -250

**Benefits** includes private meeting room, HIMSS to provide F&B and assist with invitations

### **Investment**

- \$47,500 Corporate Members
- \$50,000 Non Corporate Members



## Networking Hubs

The Networking Hubs are designed for attendees/exhibitors to meet up with colleagues, recharge devices, check emails, host HIMSS organized meet ups, and meet new healthcare IT peers. Located in various locations in the lobby of the Convention Center - level 1, 2 and 4.

### **Benefits:**

- Company branding on charging device locker (Sponsor to design, HIMSS to produce)
- Company video marketing message on charging device locker video screen (video or static image). 30 second video played every 2 min (alternating with HIMSS messaging)
- Table tops branded with company branding (Sponsor to design, HIMSS to produce)
- Company branding on private divider wall tower

### **Investment**

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

## HIMSS Awards Gala

The HIMSS Awards Gala is a time for celebration and for recognizing members who have added their unique sparkle and verve to the industry. Lifetime achievement, scholarship programs, activities or publications – HIMSS honors individuals, groups, and organizations that have made these outstanding contributions at this elegant event. This is a “must see” and “be seen” gala celebration at HIMSS18.

### Benefits:

- 20 invitations (2 tables) to attend the Awards Recognition Gala at HIMSS Annual Conference (for Company staff and/or guests)
- Half-page ad in program
- Premier table location
- Logo included in walk-in slides
- Logo displayed in prominent areas on-site
- Logo included in invitation email (Email invitation includes announcement of award winners and is sent to approx. 50,000 healthcare professionals)

### Investment

- \$11,000 - Corporate Member
- \$12,100 - Non Corporate Member

## Millennials Receptions

This networking reception dedicated to young IT professionals and new millennials that attend the HIMSS conference each year. This exclusive sponsorship puts your branding in front of these great young minds. There are two great options to get involved, the premier or supporting sponsor.

### Premier Benefits:

- Logo on Annual Conference website with hyperlink to your home page,
- Logo displayed in materials on-site , logo included on all printed photo booth photos (limited for the first 2 sponsors)
- Verbal recognition as sponsor during event
- Post conference list of reception attendees (name, title, company and mailing address)
- Ten (10) invitations to attend the Millennial reception
- Ability to provide giveaway during reception (reg for HIMSS19, iPad, giveaway of your choice), table for collateral giveaways at reception

### Investment

- \$5,000 - Corporate Member/\$5,500 - Non Corporate Member

### Supporting Benefits:

- Logo on Annual Conference website with hyperlink to your home page, logo displayed in materials on-site
- Two (2) invitations to attend the Millennial reception
- Ability to provide giveaway during reception (reg for HIMSS19, iPad, giveaway of your choice)
- Table for collateral giveaways at reception
- Listing in conference pocket guide, resource guide, and brochure

### Investment

- \$1,500 - Corporate Member/\$1,650 - Non Corporate Member



## Opening Reception

This reception is the official event that kicks off HIMSS annual conference. A highly attended event, this is a great way to increase your branding and exposure at the show and draw attendees to your booth throughout the week.

HIMSS18 theme will allow attendees to travel back in time to the days when a pocket full of quarters brought you hours of fun. Join your colleagues immediately following the HIMSS18 Opening Keynote and take a step back into an old school arcade experience. Network your way through an evening with live music, food, libations, and arcade gaming while you connect with industry leaders and colleagues alike at this special event open to all registered HIMSS18 conference attendees. March 5, 2018 — 06:30PM PST - 08:00PM PST

### Benefits:

- Logo recognition at the reception (near entrance and various areas throughout the reception)
- Reserved seating area (Sponsor may supply giveaways/promotional items in reserved seating area)

### Investment

- \$8,000 - Corporate Member
- \$9,000 - Non Corporate Member

## HIMSS Analytics EMRAM Stage 7 Awards Reception

Achieving an EMRAM Stage 7 has become the capstone of a successful EMR implementation and demonstrates an organization's achievement turning the idea of paperless healthcare into a reality. New additions to this elite group of organizations are recognized at the HIMSS Annual Conference each year during the HIMSS Analytics EMRAM Stage 7 Awards reception. In 2016, 146 acute organizations and 1,530 outpatient facilities achieved EMRAM Stage 7 with additional recipients anticipated to reach Stage 7 by year-end.

Representatives of the achieving parent health systems are invited to attend the event and accept their award. The 2017 awards had an attendance of approximately 150 healthcare decision makers

### Platinum Sponsorship Benefits:

- 3 minutes of air time during reception
- 20 invitations to the event, sponsorship signage proximately displayed throughout event
- One (1) complimentary HIMSS Analytics Essentials Brief of your choice – must be utilized 1 year from contract signing
- Sponsor's logo displayed on Stage 7 banner on main wall in main hallway of HIMSS Conference under the "Brought to you by" section

### Investment

- \$16,000 - Corporate Member/\$17,600 - Non Corporate Member

### Gold Sponsorship Benefits:

- Two (2) invitations to the event., sponsorship signage proximately displayed throughout event
- Verbal acknowledged as a sponsor by HIMSS during opening
- Inclusion of sponsor logo in Stage 7 Case Study Booklet (deadline TBD)
- Sponsor's logo displayed on Stage 7 banner on main wall in main hallway of HIMSS Conference under the "Additional support from" section

### Investment

- \$6,000 – HIMSS Analytics Certified Consultants/\$7,000 - Corporate Member/7,600 - Non Corporate Member

## Press Room Sponsorship

Sponsorship of the HIMSS18 Press Room allows you to put your name in front of approximately 150 press sources in attendance at HIMSS Annual Conference.

### Benefits:

- Press briefing cubicle reserved for sponsor in Media Interview Room. Sponsor can use this space throughout HIMSS18
- Logo in newsroom and on newsroom signage
- Article (200 words) with photo in the Tuesday issue of The HIMSS Daily Insider
- Video interview (1-2 minutes) recorded and edited by HIMSS Media. Video will be included in the Daily News feed during one day of the HIMSS Annual Conference.
- Logo displayed on Online Press Room for HIMSS Annual Conference
- Display of logo on media registration page on HIMSS Annual Conference web site

### Investment

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

## Organizational Affiliate Lounge Sponsorship

Increase your visibility to customers and prospects! As one of the Organizational Affiliate Lounge sponsors, you will have access to decision makers and influencers from the provider setting. The OA-exclusive lounge will allow access to the nearly 1,000 Organizational Affiliate Members attending HIMSS18. As one of the sponsors, you will be among the limited few industry representatives with access to the lounge.

### Lounge Benefits

- Sponsor will receive list of Organizational Affiliate attendees registered for the conference. List will be sent three weeks prior to and two weeks after the conference. (Name, title and organization only)
- Logo placed on signage at entrance of the Organizational Affiliate Lounge
- Acknowledgement of sponsorship and logo on email invitations for the lounge
- Table for sponsors to distribute marketing materials inside the lounge
- One (1) representative from sponsor to be present in the lounge during the Conference

### **Investment**

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

## Meeting Space Options

- Meeting Place – **SOLD OUT!**
- Vendor Headquarters
- Hospitality Rooms  
(Suites at Venetian and Palazzo)
- Afternoon Meeting Room
- Living Rooms
- Exhibitor Meeting Rooms - Convention Center
- Pre-Show Staff Meeting Rooms – **NEW for HIMSS18!**



## Vendor Headquarters

Looking for an extra space/room on the exhibit floor? Vendor Headquarters are private meeting spaces located in various locations in the exhibit hall. These Vendor Headquarters allow you to customize the interior of the space to meet your needs. Vendor Headquarters are secured for the entire conference.

This is a 10x20 (200 sq/ft) lockable meeting space located on lower level of convention center.

### Benefits

- Meeting room structure with locking door
- Room is yours for the length of the show
- Company logo placed on door
- 8 foot high walls - does not included ceiling
- Carpeted floors
- HIMSS Priority Points - 2

### Investment

- \$6,600 Corporate Member
- \$7,200 Non Corporate Member

## Hospitality Rooms

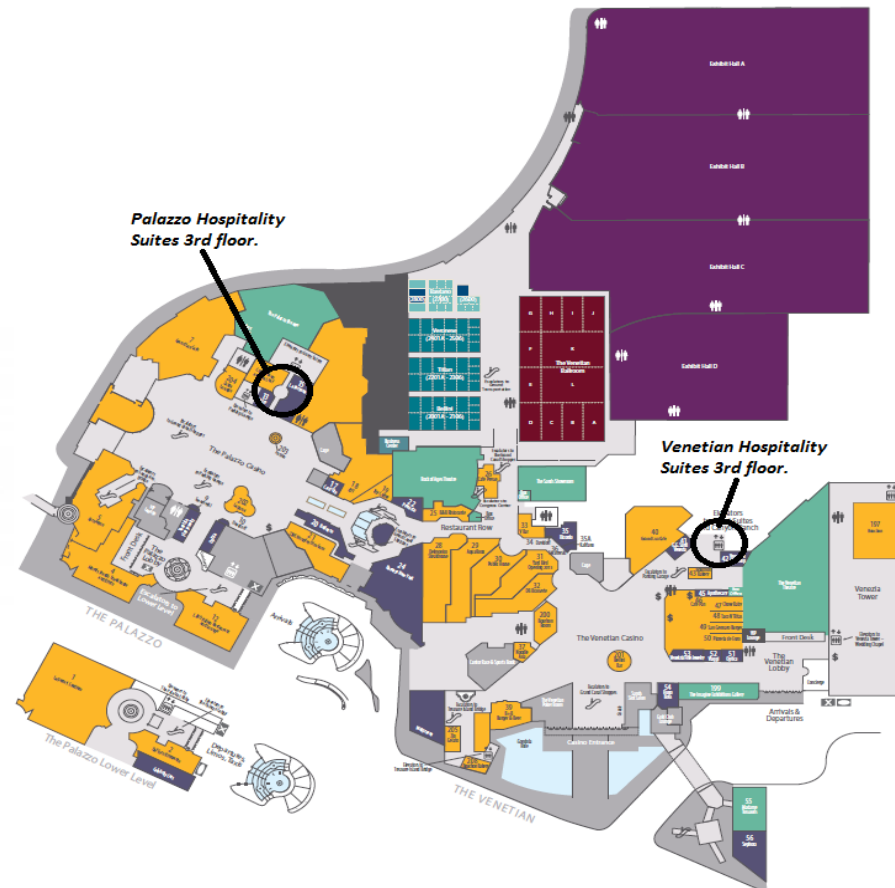
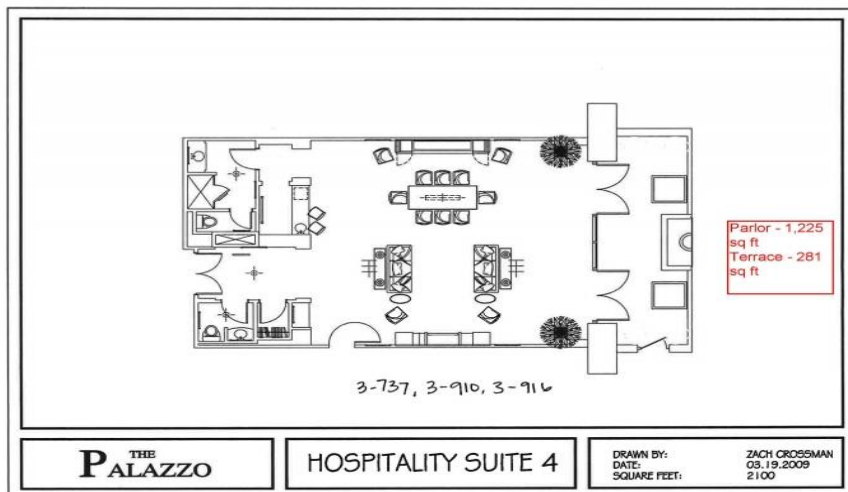
Designed for memorable interactions, the Exhibitor Hospitality Rooms conveniently located in the Palazzo and Venetian hotels are perfect for executive meetings or social gatherings. There are a limited number of rooms available and we recommend you act today.

**Check-in:** Sunday, March 4 at 3pm.

**Check-out time:** Friday, March 9<sup>th</sup> @ noon

### Investment

- \$9,000 Corporate Member
- \$10,000 Non Corporate Member



## Afternoon Meeting Rooms

Afternoon meeting rooms are a perfect opportunity for you to host a private meeting or gathering off the convention center floor. Available from 3 – 5:30 pm, Tuesday through Thursday.

### Benefits

- One (1) LCD projector w/one (1) screen
- One (1) riser with one (1) podium and head table set for three (3) people, one (1) podium microphone
- One (1) wireless lavalier microphone and one (1) wireless tabletop microphone
- Complimentary Wi-Fi
- One (1) registration table with two (2) chairs set outside room
- HIMSS Priority Points - 1

### Investment

- \$3,500 Corporate Member
- \$4,000 Non Corporate Member



## HIMSS Living Room

The HIMSS Living Room is the *go to lounge* area for attendees and exhibitors to relax off the show floor. Benefits of this sponsorship including branding in the HIMSS Living Room and a private meeting space available throughout the conference.

### Location: Marco Polo Ballroom

#### Benefits

- Dedicated 10x10 meeting room within the HIMSS living room for your own private meetings
- Meeting room will include table and seating for four, electrical outlet, Internet (WiFi)
- Signage placed outside the room acknowledging sponsor (company logo)
- Placement for company collateral in main area of the living room
- HIMSS Conference Supporter (Logo listed on conference website with hyperlink to your home page, logo in various HIMSS marketing materials [pocket, resource guide etc.], logo displayed in prominent areas on-site)
- HIMSS priority points - 4
- HIMSS full conference badges - 1
- HIMSS Exhibitor/Client badges – 4 (you determine the mix)

#### Investment

- \$11,000 Corporate Member
- \$12,000 Non Corporate Member

## Exhibitor Meeting Rooms - Convention Center

Looking for a larger meeting space? These room options can be laid out to meet your needs. We offer a variety of settings and the room (1,300 sq ft) can fit up to 186 people in a reception layout. (Hours of use: *Monday 8am through Friday – 1pm*)

### Benefits

- Company logo will be placed on signage outside of the room
- Electrical outlets in wall for use at no charge
- Wireless Internet will be available in the room at no charge. Hard internet line is available at own expense, order forms will be in service manual.
- HIMSS will set meeting room classroom, theatre or in rounds at no charge.\*
- If you wish for additional furniture (couches, chairs, desk, executive chairs) please work with your exhibit house or Freeman (additional rental charges apply)\*
- If you wish to order F&B or AV, please work with contact listed in service manual
- A fee will be charged for door key(s)\*
  - You can pick up & return the room key at the HIMSS headquarter office
  - Any unreturned keys will be charged a fee\*
- Exhibitor Badges: 10
- Exhibitor Priority Points: 8

*\*Additional details, including contact information, will be provided in service manual and email confirmation*

### Investment

- \$22,500 Corporate Member
- \$25,000 Non Corporate Member

## Pre-Show Staff Meeting Rooms (Sales Staff Training Only)

A pre-show sales staff training meeting is the perfect way 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 ½ day or full day.

### Benefits

- HIMSS will provide:
  - Room may be set for up to 100 theatre style, 60 in rounds or 35 classroom style (your choice)
  - LCD projector
  - Screen
  - Riser
  - Podium with microphone
  - Head table set for three (3) people with 2 table top wireless microphones
  - Complimentary wi-fi,
  - Registration table with two (2) chairs set outside room
- HIMSS Priority Points-1

### Investment

- \$3,500 - \$5,500 Corporate Member
- \$4,000 - \$6,000 Non Corporate Member

## Traffic Drivers/Branding Opportunities

- Attendee Badge Holder
- Keynote Sponsorship
- Electronic Message Boards
- Escalator Graphics
- Lobby/Exhibit Hall Banners/Message Panels
- Exhibitor Spotlight
- You Are Here
- Bus Wraps
- Column Wraps
- Window Clings/Lobby Wall Clings
- Charging Stations/Lockers
- Duratrans/Video Marquee
- Taxi Drop Offs

Investment - \$950 and up

## HIMSS18 Attendee Badge Holders

Your logo will be continuously seen on every attendee - in the corridors, meeting rooms and exhibit hall. Badge holders have zippered pockets, convenient for carrying business cards, pens, hotel room key card and money - an ideal item for high logo visibility. Badges are handed out to attendees only, not exhibitors.

### Benefits

- Company logo placed on front of professional attendee badge holder, logo will not be placed on exhibitor badges.
- 30 complimentary badge holders (will be delivered to your booth by HIMSS staff)
- HIMSS Conference Supporter (Logo listed on conference website with hyperlink to your home page, logo in various HIMSS marketing materials [pocket, resource guide etc.], logo displayed in prominent areas on-site)
- Exhibitor Priority Points – 13
- Full Conference badges- 4
- Client/Exhibitor badges - 10 (You Determine The Mix)

### Investment

- \$40,000 – Corporate Member
- \$44,000 – Non Corporate Member



## Keynote Sponsorships

### Benefits

- Invitation for two senior staff to attend the HIMSS Board of Directors meet and greet with Keynote Speaker (if held)
- 20 reserved seats (must be registered for HIMSS Annual Conference to attend)
- HIMSS-approved sponsor ad on walk in slide (one dedicated slide per keynote sponsorship) to include company booth number, logo and company name
- Logo displayed outside ballroom
- HIMSS Conference Supporter (Logo listed on conference website with hyperlink to your home page, logo in various HIMSS marketing materials [pocket, resource guide etc.],
- logo displayed in prominent areas on-site
- Exhibitor Priority Points - 7
- Full Conference badges - 2
- Client/Exhibitor Badges - 6 (You Determine The Mix)

### Investment

- \$20,000 – Corporate Member
- \$22,500 – Non Corporate Member



Opening Keynote Speaker  
**Eric Schmidt**  
Chairman, Google



Closing Keynote Speaker  
**Earvin "Magic" Johnson, Jr.**  
Role Model, Sports Legend,  
and Successful Entrepreneur



#HIMSS18

## HIMSS18 Electronic Message Boards

Imagine your 8 second message on a massive screen for all attendees to see. Now imagine your message on multiple screens placed throughout the convention center lobbies! These highly visible video walls will be front and center to all attendees entering and exiting the conference. All screens will be located in high traffic areas. This is a great opportunity to get attendees to think about your company even before entering the exhibit hall.

### Benefits

- Your message played at all 9 locations throughout the day
- Message played 9AM Sunday-Friday at noon
- Message played approximately every 4 minutes (applies to all screens)
- Full Conference Badge-1
- Badges (Exhibitor or Client- You Determine Mix)-4
- Exhibitor Priority Points-4

### Investment

- \$11,000 – Corporate Member
- \$12,000 – Non Corporate Member



## HIMSS18 Lobby Wall Clings – NEW FOR HIMSS18!

Looking for a way to drive traffic to your booth or promote your product and/or service? Grab attendees' attention with wall clings throughout a main traffic area. These adhesive banners will be placed directly on the walls of the Grand Foyer of the Venetian. Limit one per company.

### Benefits

- You provide graphics, HIMSS to install and remove
- HIMSS Conference Supporter (Logo listed on conference website with hyperlink to your home page, logo in various HIMSS marketing materials [pocket, resource guide etc.]
- logo displayed in prominent areas on-site
- Exhibitor Priority Points – 4 – 5 (depending on price)
- **Investment**
  - \$13,000 - \$16,000 – Corporate Member
  - \$14,300 - \$17,600 – Non Corporate Member





## HIMSS18 Charging Locker Stations – NEW FOR HIMSS18!

Provide the solution for HIMSS18 attendees as they search for a place to charge their devices. Five (5) charging locker stations will be placed throughout the lobby areas of the Sands Convention Center.

### Benefits

- Graphics placed on five (5) charging lockers
- 8 second video played on charging locker monitors (no sound)
- HIMSS Conference Supporter (Logo listed on conference website with hyperlink to your home page, logo in various HIMSS marketing materials [pocket, resource guide etc.], logo displayed in prominent areas on-site)

### Investment

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



## HIMSS19 Booth Selection & Future HIMSS Dates

Join us for the HIMSS19 Booth Selection Informational Webinar

➤ **February 1, 2018**

Top 100+ selection for HIMSS19

➤ **Week of February 12, 2018**

Priority Point total used for booth selection  
will be total as of **December 31, 2017**



**HIMSS19**

➤ **February 11-15, Orange County Convention Center, Orlando, FL**

**HIMSS20**

➤ **March 9-13, Orange County Convention Center, Orlando, FL**

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