

HIMSS08 Sponsorship and Marketing Opportunities

Special Event Sponsorships

Don't miss out on marketing opportunities that maximize your presence at HIMSS08. Heighten awareness of your company's products and services among your target customers by sponsoring special events, educational tools and conference premiums that have value well after the conference.

Wednesday Night Special Event

\$35,000

Join HIMSS in hosting this special event. Sponsorship is limited to two companies and offers exceptional exposure.

Marketing Advantages:

- Private client reception for 100 of your VIPs
- 100 complimentary client tickets
- Chance to purchase additional client tickets at a reduced rate
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo prominently displayed on-site and in event venue

Additional Benefits:

- Exhibit points – 7
- Conference registrations – 3
- Exhibitor guest passes – 3
- Exhibit registrations – 4

Opening Reception

\$25,000

At the official Sunday night conference opening, this popular event affords two sponsors the opportunity to make a great first impression and welcome thousands of attendees.

Marketing Advantages:

- Logo and sponsor listing in conference resource guide
- Sponsor recognition in the conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo prominently displayed on-site and in event venue

Additional Benefits:

- Exhibit points – 8
- Conference registrations – 2
- Exhibitor guest passes – 2
- Exhibit registrations – 4

General Sessions

\$15,000-\$30,000 (three available)

These are the most attended events during HIMSS08. Affiliate your company with well-known experts and leave a lasting impression on thousands of attendees.

Marketing Advantages:

- Invitation for two senior staff to attend the HIMSS Board of Directors breakfast or lunch with Keynote Speaker
- 10 VIP session seats
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo prominently displayed in areas on-site
- Logo placed in walk-in/walk-out session graphics
- Logo displayed on graphics outside ballroom
- Photo with keynote speaker for two senior staff (if available)

Additional Benefits:

- Exhibit points – 6 to 12
- Conference registrations – 1 to 3
- Exhibitor guest passes – 1 to 3
- Exhibit registrations – 3 to 6

5K Fun Run/1 Mile Walk

\$5,000

A great way to increase your marketing pace and be visible on the streets of Orlando! Runners and walkers wear T-shirts emblazoned with your logo.

Marketing Advantages:

- T-shirt with your logo distributed to all participants
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Company name on awards given to winners
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo prominently displayed on-site
- Coverage in *HIMSS Daily Insider*

Additional Benefits:

- Exhibit points – 5
- Conference registrations – 1
- Exhibitor guest passes – 1
- Exhibit registrations – 2

Educational Sponsorships

Views from the Top Education Track

\$25,000

This popular exclusive features executives and nationally known speakers focusing on trends and the future of the industry. A great chance to sponsor sessions presented and attended by industry thought leaders.

Marketing Advantages:

- Recognition on promotional materials sent to attendees
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site
- Opportunity to introduce one speaker/session each day

Additional Benefits:

- Exhibit points – 10
- Conference registrations – 2
- Exhibitor guest passes – 2
- Exhibit registrations – 5

Senior Executive Education Track

\$20,000

The Senior Executive Track is presented by nationally recognized CIOs from leading provider organizations. This sponsorship is a high-profile way to gain exposure among important prospects.

Marketing Advantages:

- Recognition on invitations and confirmations sent to attendees
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site
- Opportunity to introduce one speaker/session each day

Additional Benefits:

- Exhibit points – 8
- Conference registrations – 2
- Exhibitor guest passes – 2
- Exhibit registrations – 4

CIO Forum

Take advantage of exclusive sponsorships available only to CHIME Foundation Firm Members

The 2007 CIO Forum, presented by CHIME and HIMSS, is an exclusive event focused on learning and networking. Attendees are members of CHIME — industry leaders who have the authority and motivation to lead change and influence the direction of the industry. Their influence impacts all areas of healthcare IT and management systems, including your bottom line. With budgets that average in the millions of dollars, this group has tremendous buying power. Make sure your organization is the first to come to mind when these leaders are looking to explore new products and services.

CIO Golf Outing

\$1,750 per hole (Limit three holes per company)

This pre-conference golf classic for CIOs is an opportunity to network with key decision makers right on the green. As the sponsor of the CIO Golf Outing, your company will enjoy the following benefits:

- Space for one person per sponsor company to golf with a 3-hole purchase
- Logo displayed in prominent areas at golf outing
- Graphic recognizing sponsor at golf hole of sponsor's choosing
- Listing as sponsor with logo in on-site CIO Forum materials
- Logo on CIO Forum Web site with hyperlink to your home page
- Acknowledgement given during golf outing and post event reception
- One additional registration for the CIO Forum
- One HIMSS Exhibitor Point

Educational Sponsorships

CIO Forum

Proceedings on CD-ROM

\$8,500

Long after the forum has ended, this resource tool will be kept and used. Each attendee is given a CD-ROM, which can be used to print materials at the event as well as distributed to colleagues and staff after the forum. As the sponsor of the CD-ROM, your company will enjoy the following benefits:

- Your logo on the CD-ROM
- Web link on CD-ROM opening pages
- Listing as sponsor with logo in on-site CIO Forum materials
- Logo on CIO Forum Web site with hyperlink to your home page
- Logo displayed at tote bag distribution area
- Four HIMSS Exhibitor Points
- One additional registration for the CIO Forum

CIO Forum Opening Reception

\$10,000

This well-attended reception is a relaxing and enjoyable event designed to provide networking with the CIOs. As the host of the Opening Reception, your company will enjoy the following benefits:

- Acknowledgement during Opening Reception
- Logo on CIO Forum Web site with hyperlink to your home page
- Listing as sponsor with logo in on-site CIO Forum materials
- Logo displayed in prominent locations during the reception
- Four HIMSS Exhibitor Points
- One additional registration for the CIO Forum

Forum Tote Bags

\$7,500

At every CIO Forum, the conference tote bags are extremely popular with attendees. This key sponsorship item is distributed to all attendees, who use them all week and for the rest of the year. As the sponsor of the tote bags, your company will enjoy the following benefits:

- Company logo placed on front of tote bags
- 10 complimentary tote bags
- Listing as sponsor with logo in on-site CIO Forum materials
- Logo on CIO Forum Web site with hyperlink to your home page
- Logo displayed at tote bag distribution area
- Three HIMSS Exhibitor Points
- One additional registration for the CIO Forum

Keynote Speaker

\$10,000

Sponsoring the general session puts your company in front of nearly 500 attendees at the start of the forum. As the sponsor of the general session, your company will enjoy the following benefits:

- Acknowledgement during keynote session
- Listing as sponsor with logo in on-site CIO Forum materials
- Logo on CIO Forum Web site with hyperlink to your home page
- Logo displayed in prominent areas during CIO Forum
- Four HIMSS Exhibitor Points
- One additional registration for the CIO Forum

Educational Sponsorships

CIO Forum

Event Speakers

\$7,500 (three available)

CIO Forum speakers are industry leaders, and sponsorship of one of these prominent speakers provides your company visibility and recognition. As the sponsor of any of these speakers, your company will enjoy the following benefits:

- Acknowledgement during the session
- Listing as sponsor with logo in on-site CIO Forum materials
- Logo on CIO Forum Web site with hyperlink to your home page
- Logo displayed in prominent areas during CIO Forum
- Three HIMSS Exhibitor Points
- One additional registration for the CIO Forum

Continental Breakfast

\$5,500

A good breakfast not only energizes the delegates, but also provides the opportunity for plenty of discussion and catch-up with both new and old friends. As the sponsor of the breakfast, your company will enjoy the following benefits:

- Listing as sponsor with logo in on-site CIO Forum materials
- Logo on CIO Forum Web site with hyperlink to your home page
- Logo displayed in prominent areas during breakfast
- Two HIMSS Exhibitor Points
- One additional registration for the CIO Forum

Luncheon

\$6,500

What a way to invite current and potential clients to lunch! Your brand will be top of mind as attendees gather for this luncheon. As the sponsor of the luncheon, your company will enjoy the following benefits:

- Listing as sponsor with logo in on-site CIO Forum materials
- Logo on CIO Forum Web site with hyperlink to your home page
- Logo displayed in prominent areas during luncheon
- Two HIMSS Exhibitor Points
- One additional registration for the CIO Forum

Forum Reception

\$7,500

Show your appreciation to the CIOs by sponsoring the Forum Reception. The reception will immediately follow the closing keynote speaker on Sunday afternoon. As the sponsor of the general session, your company will enjoy the following benefits:

- Listing as sponsor with logo in on-site CIO Forum materials
- Logo on CIO Forum Web site with hyperlink to your home page
- Logo displayed in prominent areas during reception
- Three HIMSS Exhibitor Points
- One additional registration for the CIO Forum

Educational Sponsorships

Hot Topic Education Tracks

\$15,000

The ability to connect with healthcare IT professionals interested in the industry's hottest topics. Sponsor a multi-session educational track and directly reach your prospects.

Marketing Advantages:

- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site
- Opportunity to introduce one speaker/session each day

Additional Benefits:

- Exhibit points – 6
- Conference registrations – 1
- Exhibitor guest passes – 1
- Exhibit registrations – 3

e-Sessions

\$10,000

Sponsor audio-enabled PowerPoint presentations compiled by industry experts. These popular sessions are heavily promoted and viewed throughout the week. Attendees are constantly reminded that your company supports highly relevant, topical education offerings.

Marketing Advantages:

- Logo on all computer screen savers
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site
- Recognition in immediate vicinity of e-Sessions

Additional Benefits:

- Exhibit points – 6
- Conference registrations – 1
- Exhibitor guest passes – 1
- Exhibit registrations – 3

EHR Education Track

\$20,000

Attendees look to the conference for education on key issues that drive the adoption of electronic health records. Your company will be identified with leaders who speak to these issues, based on real-world experience.

Marketing Advantages:

- Logo and sponsor listing in the conference resource guide
- Sponsor recognition in the conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo showcased in prominent areas on-site
- Logo displayed on session signage
- Opportunity to introduce one speaker/session per day

Additional Benefits:

- Exhibit points – 10
- Conference registrations – 2
- Exhibitor guest passes – 2
- Exhibit registrations – 5

Educational Sponsorships

Symposia Sponsorships

\$4,500 each (multiple sponsorships available)

HIMSS Pre-Conference Symposia offer you the opportunity to align with a particular topic as well as show your support to those interested in this education.

Clinical Engineering and IT Leadership Forum

Clinical engineers are charged with extending their scope as communicators, problem solvers and experts in integrating high technology systems. Take advantage of the opportunity to interact with this group of decision makers.

Payor Symposium

Payors and health plans have the richest source of healthcare information across a population. This symposium attracts a variety of key decision makers including, CEOs, CIOs, CFOs, physicians and healthcare IT managers.

Pharmacy IT Symposium

The pharmacists are emerging as a leader in implementing RFID technology EHR to reduce errors in the pharmacy setting. These decision makers are interested in reducing errors and they are leading the way in technology transformation.

Physicians' IT Symposium

Regional Health Information Organizations (RHIOs) are envisioned as the primary building blocks for a nationwide network to share data with the expectations of improving healthcare safety, efficiency and the quality of care. As a sponsor you can reach and influence this important group.

RHIO Symposium

Through real-world case studies and presentations from experts in the field, this symposium will examine the intersection between healthcare quality improvement and health IT, including how health IT can impact quality and patient safety, including the identification of areas in need of change and how to realize those changes. Position your company in front of public and private groups looking for ways to measure, report and improve on the quality of healthcare.

Quality Symposium

This event is essential for materials managers, logisticians, supply chain officers, CIOs and IT professionals to learn about leading practices in the industry, data management and utilization and integration and implementation solutions. Connect with professionals looking to develop and maximize their role in healthcare IT.

Supply Chain Professionals Symposium

This event is essential for materials managers, logisticians, supply chain officers, CIOs and IT professionals to learn about leading practices in the industry, data management and utilization, and integration and implementation solutions. Connect with professionals looking to develop and maximize their role in healthcare IT.

Marketing Benefits

- One registration for your representative to attend the symposium
- Registration list provided two weeks after the symposium
- Graphics recognizing sponsors near coffee breaks and luncheon area
- Product or company literature placed at Symposium registration
- Logo and message on screens prior to and after the keynote session
- Acknowledgement and recognition in Symposium brochure
- Logos placed on Symposium portion of the Annual Conference Web site
- Recognition in the *HIMSS Daily Insider* during HIMSS07 Conference & Exhibition
- Acknowledgement in conference resource guide with logo in Symposium section
- Acknowledgement at the Symposium reception (if applicable)

Additional Benefits

- Exhibit Points – 2
- Exhibit Registrations – 1

Literature & Resource Sponsorships

Conference Tote Bags

\$45,000

Tote bags are extremely popular with attendees, who use them at the conference and long after. Every attendee receives this key sponsorship item with company logos prominently displayed.

Marketing Advantages:

- Company logo placed on front of tote bags
- 30 complimentary tote bags
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site
- Logo recognition at tote bag distribution area

Additional Benefits:

- Exhibit points – 18
- Conference registrations – 4
- Exhibitor guest passes – 4
- Exhibit registrations – 9

Notepad/Portfolio

\$45,000

Keep your logo in front of conference attendees. As they take notes, they'll see your logo prominently displayed inside this quality portfolio, complete with notepad and calculator.

Marketing Advantages:

- Company logo placed on inside cover of portfolio
- 30 complimentary portfolios
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site
- Logo recognition in on-site distribution area

Additional Benefits:

- Exhibit points – 18
- Conference registrations – 4
- Exhibitor guest passes – 4
- Exhibit registrations – 9

Pocket Guide

\$40,000

Attendee surveys rank the pocket guide as the most valuable on-site tool. It helps them plan their week and find their way around the exhibition floor. With your logo prominently displayed on the back and inside front cover, your company name is seen countless times during the conference.

Marketing Advantages:

- Full back-cover advertisement
- Logo on the inside front cover and sponsor recognition
- Logo and sponsor listing in conference resource guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site
- Pocket guides distributed in high-traffic, public areas

Additional Benefits:

- Exhibit points – 16
- Conference registrations – 4
- Exhibitor guest passes – 4
- Exhibit registrations – 8

Wi-Fi Sponsorship

\$40,000

Wi-Fi is the next big thing. It's a powerful technology attendees want to use. Position your company as a supporter of this latest advancement by sponsoring convenient Wi-Fi Internet access.

Marketing Advantages:

- Company logo appears on splash page when attendees log on
- HIMSS distributes registration information packets to attendees acknowledging your sponsorship
- Acknowledgement in promotional materials and in on-site graphics
- Sponsor recognition in food courts where tables are placed for laptop use
- Attendee access to the Wi-Fi service in designated areas
- Attendees with non-Wi-Fi-enabled laptops will be able to purchase cards to access this service
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide

Additional Benefits:

- Exhibit points – 16
- Conference registrations – 4
- Exhibitor guest passes – 4
- Exhibit registrations – 8

Literature & Resource Sponsorships

Conference Badge Holders

\$40,000

Every attendee wears one. Badge holders have zippered pockets, convenient for carrying business cards, pens, a hotel room key card and money – an ideal item for high logo visibility.

Marketing Advantages:

- Company logo placed on front of badge holder
- 30 complimentary badge holders
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site
- Logo recognition in on-site distribution area

Additional Benefits:

- Exhibit points – 16
- Conference registrations – 4
- Exhibitor guest passes – 4
- Exhibit registrations – 8

Proceedings on CD-ROM

\$30,000

Long after the conference is over, this resource tool is kept and used. Each attendee receives this CD-ROM package, and it is distributed to additional individuals after the show.

Marketing Advantages:

- Logo on the back cover of the CD-ROM package
- Inside cover insert with logo and message
- Logo placed on CD-ROM as sponsor
- Web link on CD-ROM opening pages
- Logo and sponsor listing in conference resource guide
- Recognition as sponsor in conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site

Additional Benefits:

- Exhibit points – 14
- Conference registrations – 3
- Exhibitor guest passes – 3
- Exhibit registrations – 7

Conference Brochure

\$25,000

This extensive brochure mailed in late fall is the most complete source of conference information available prior to the meeting. Reserve this opportunity to place your message in front of attendees as they plan for the conference.

Marketing Advantages:

- Logo on back cover of the brochure
- One full-page ad
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site

Additional Benefits:

- Exhibit points – 10
- Conference registrations – 2
- Exhibitor guest passes – 2
- Exhibit registrations – 5

HIMSS Surf the Net/Cyber Café

\$20,000

Attendees need a place to connect laptops, send and receive e-mails or print out important documents. Maximize your sponsorship budget with this popular business amenity.

Marketing Advantages:

- Signage in café
- Logo on café screen savers
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo displayed in prominent areas on-site
- Logo on HIMSS08 Web site with hyperlink to your home page

Additional Benefits:

- Exhibit points – 10
- Conference registrations – 2
- Exhibitor guest passes – 2
- Exhibit registrations – 5

Promotional Sponsorships

HIMSS Connect

\$20,000

Help attendees connect with their peers before and after the conference.

Marketing Benefits:

- Listing as sponsor with logo in the conference resource guide
- Recognition as sponsor in the conference pocket guide
- Logo on HIMSS08 Annual Conference Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site

Additional Benefits:

- Exhibit Points – 10
- Conference Registrations – 2
- Exhibitor Guest Passes – 2
- Exhibit Registrations – 5

International Reception

\$5,000

Welcome international delegates to the HIMSS 2007 Annual Conference.

Marketing Benefits:

- Logo placed prominently at event
- Listing as sponsor with logo in the conference resource guide
- Recognition as sponsor in the conference pocket guide
- Logo on HIMSS08 Annual Conference Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site

Additional Benefits:

- Exhibit Points – 2
- Exhibit Registrations – 1

Hotel Key Cards

\$12,500 (choose from three hotels)

This unique sponsorship puts your logo right on the attendees' hotel room key cards. Sponsorship limited to one of three hotels.

Marketing Advantages:

- Company logo placed on front of key card
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site

Additional Benefits:

- Exhibit points – 16
- Conference registrations – 4
- Exhibitor guest passes – 4
- Exhibit registrations – 8

Healthcare IT News' HIMSS Preview Supplement

\$40,000

Become the exclusive sponsor of the HIMSS Preview – a special pre-show supplement to the January edition of *Healthcare IT News*. Approximately 35,000 copies will be distributed to select *Healthcare IT News* subscribers and all pre-registered HIMSS attendees. Exclusive publication sponsorship delivers unmatched brand awareness.

Marketing Advantages:

- Exclusivity – only one company is featured in the HIMSS Preview supplement
- Two tabloid page advertisements, or one tabloid page and two junior page advertisements
- Editorial feature promoting sponsor's products and services exhibited at the conference
- Logo prominently positioned on supplement cover
- Sponsor acknowledgement in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Company logo displayed in prominent areas on-site

Additional Benefits:

- Exhibit points – 14
- Conference registrations – 3
- Exhibitor guest passes – 3
- Exhibit registrations – 7

Promotional Sponsorships

Exhibit Floor Trolley

\$25,000

Feature your logo on top of the trolley that continually circulates the length of the exhibit hall and conveniently transports attendees across the show floor.

Marketing Advantages:

- Marketing message placed on top of trolley that continuously travels the length of the exhibit hall
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site

Additional Benefits:

- Exhibit points – 10
- Conference registrations – 2
- Exhibitor guest passes – 2
- Exhibit registrations – 5

Branding Packages

\$13,000 – \$14,000

Purchase a branding package to maximize your visibility. By purchasing a package, you enjoy savings of over 20%.

Message Visibility Package

\$13,000

- Message Panel
- Exhibit Hall Banner (for turnkey banner cost increases by \$4,000)
- Bus Wrap

Additional Benefits

Exhibit Points – 5

Electronic Visibility Package

\$14,000

- Web Page Sponsorship
- Navigational System
- Countdown email

Additional Benefits:

Exhibit Points – 6

Marketing Benefits:

- Listing as sponsor with logo in the conference resource guide
- Recognition as sponsor in the conference pocket guide
- Logo on HIMSS08 Annual Conference Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site

Lead Retrieval Card

\$20,000

Attendees use lead-tracking cards over and over to request more information in the educational sessions, message center and exhibit floor. Place your marketing message on this high-visibility promotional item.

Marketing Advantages:

- Logo placed on lead retrieval card given to every attendee
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site

Additional Benefits:

- Exhibit points – 10
- Conference registrations – 2
- Exhibitor guest passes – 2
- Exhibit registrations – 5

The Networker/Card Holder

\$20,000

A must-have for any career-minded professional, this useful promotional item distributed to all attendees features a business card holder, a daily planner and an expense log.

Marketing Advantages:

- Company logo placed on front of Networker
- 20 complimentary holders
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site

Additional Benefits:

- Exhibit points – 10
- Conference registrations – 2
- Exhibitor guest passes – 2
- Exhibit registrations – 5

Promotional Sponsorships

CIO Executive Center

\$15,000

Display your company's promotional material in this exclusive business center used by almost 1,000 CIOs. This targeted sponsorship reaches the very highest level of decision makers.

Marketing Advantages:

- Logo placed on signage at entrance of CIO Executive Center
- Acknowledgement of sponsorship and logo on invitations
- Table dedicated to your marketing materials
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site

Additional Benefits:

- Exhibit points – 6
- Conference registrations – 1
- Exhibitor guest passes – 1
- Exhibit registrations – 3

Conference Pens

\$10,000

Place your logo literally at the fingertips of every attendee. Every time they use a pen, they'll think of your company.

Marketing Advantages:

- Company logo placed prominently on pen
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site

Additional Benefits:

- Exhibit points – 4
- Conference registrations – 1
- Exhibitor guest passes – 1
- Exhibit registrations – 2

Consultants' Corner

\$10,000

Get your message to provider and vendor consultants. Your logo and marketing materials will be distributed in the Consultants' Corner, which includes a complete business center, as well as breakfast and panel discussion exclusively for consultants.

Marketing Advantages:

- Logo placed on signage at Consultants' Corner entrance
- Acknowledgement of sponsorship on invitations
- Table dedicated to your marketing materials
- A graphic thanking sponsor placed in breakfast area
- Sponsor will introduce speakers during the breakfast
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site

Additional Benefits:

- Exhibit points – 4
- Conference registrations – 1
- Exhibitor guest passes – 1
- Exhibit registrations – 2

Exhibitor Lounge

\$10,000

Does your target market include other exhibitors? This sponsorship is the best way to reach them, by getting your company's message in front of these prospects and decision makers.

Marketing Advantages:

- Company logo and messaging placed prominently in exhibitor lounge
- Area for literature distribution
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site

Additional Benefits:

- Exhibit points – 4
- Conference registrations – 1
- Exhibitor guest passes – 1
- Exhibit registrations – 2

Promotional Sponsorships

Press Room

\$10,000

Put your name in front of the media – sponsor the HIMSS newsroom. Receive preferential media kit display in the newsroom and an article (200 words) with photo in the Monday issue of the *HIMSS Daily Insider*.

Marketing Advantages:

- Preferential press briefing time slot for a one-on-one meeting with the media
- Logo in newsroom and on newsroom signage
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site

Additional Benefits:

- Exhibit points – 6
- Conference registrations – 1
- Exhibitor guest passes – 1
- Exhibit registrations – 3

Printer Stations

\$10,000

Attendees print thousands of session handout copies during the conference. Ensure your marketing message is seen by sponsoring this essential equipment.

Marketing Advantages:

- Logo placed prominently at each printer station
- Logo on screen saver
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site

Additional Benefits:

- Exhibit points – 4
- Conference registrations – 1
- Exhibitor guest passes – 1
- Exhibit registrations – 2

Trolley Stop

\$5,000 each (six available)

The trolley stops right at your logo. These signs – with your company logo and booth number – are in the “can’t miss” main aisle of the exhibit hall.

Marketing Advantages:

- Logo and booth number placed at trolley stop
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site

Additional Benefits:

- Exhibit points – 2
- Exhibit registrations – 1

Message Reinforcement Opportunities

HIMSS08 Web Site Sponsorship

\$30,000 exclusive or \$15,000 for up to three co-sponsors

85% of attendees return multiple times to view updates on exhibitors, educational sessions and business development opportunities. Highlight your company's exposure not only on the HIMSS08 Web pages but throughout the event, as you'll receive prominent recognition at the conference for your sponsorship support.

Marketing Advantages:

- Prominent display of your banner ad and logo on the HIMSS08 Web site. Both linked to your own home page
- Impression tracking and click-through reports
- Ability to change your ad throughout campaign duration
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo displayed in prominent areas on-site

Additional Benefits:

- Exhibit points – 2
- Exhibit registrations – 1

Bus Wraps

\$9,500 (20 buses available)

Stretch your marketing dollar into the community. Your message, in full color, is placed on the sides of buses to provide maximum exposure during the conference. You may select your bus wrap route, but keep in mind this popular sponsorship sells quickly.

Marketing Advantages:

- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site

Additional Benefits:

- Exhibit points – 4
- Conference registrations – 1
- Exhibitor guest passes – 1
- Exhibit registrations – 2

HIMSS08 Web Page Sponsorship

\$5,000 each (12 available)

Sponsoring a specific page allows you to target your audience by linking your organization with a specific event or topic of interest. In the months leading up to the event, the site attracts nearly 300,000 page views. Pages available for sponsorship: Exhibition; Education; Networking Events; and Career.

Marketing Advantages:

- Prominent display of your logo and 15-word message on heavily trafficked page within HIMSS08 Web site
- Impression tracking and click-through reports
- Ability to change your 15-word message during sponsorship
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo displayed in prominent areas on-site

Additional Benefits:

- Exhibit points – 2
- Exhibit registrations – 1

Final Conference e-News Updates

\$6,000 each (five available)

Timing is everything. Just prior to the conference, HIMSS sends out e-mails on every activity, learning opportunity and meeting related to particular topics. Sponsoring an e-mail provides your customers with valuable information.

Marketing Advantages:

- Exclusive – logo placed in Corporate e-News
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo on HIMSS08 Web site with link to your site
- Logo displayed in prominent areas on-site

Additional Benefits:

- Exhibit points – 2
- Exhibit registrations – 1

Message Reinforcement Opportunities

Exhibit Hall Banners

\$5,000 each/\$10,000 turnkey
(multiple locations available)

Grab attendees' attention with banners placed throughout the exhibit hall. They reinforce your message and remind everyone of your booth number and location.

Marketing Advantages:

- Banners placed on exhibit hall walls
- Turnkey package – includes banner production and installation/removal

Additional Benefits:

- Exhibit points – 2 to 4

"You Are Here" Locators

\$5,000 each (six available)

As attendees navigate their way around the convention center throughout the week, they see your logo on these helpful locators placed near each entrance.

Marketing Advantages:

- Logo on "You Are Here" locators placed near each entrance of the exhibit hall
- Logo and sponsor listing in conference resource guide
- Sponsor recognition in conference pocket guide
- Logo on HIMSS08 Web site with hyperlink to your home page
- Logo displayed in prominent areas on-site

Additional Benefits:

- Exhibit points – 2
- Exhibit registrations – 1

Message Panels

\$2,000 each (multiple locations available)

Conveniently placed near high-traffic exhibit hall areas, these one-meter panels remind attendees of your booth number and reinforce your message.

Marketing Advantages:

- Panel with your marketing message placed in an exhibit hall location you select
- Turnkey package – includes panel production and installation/dismantle

Advertising Opportunities

HIMSS Expo Yellow Pages

Distributed at all expo hall entrances and in publication bins at HIMSS08, the Yellow pages has more than 50 category listings covering all the major products and services of HIMSS exhibitors.

HIMSS08 Resource Guide

Advertising in this official conference directory, which is distributed to all attendees and also used as a year-round reference, gives your company extra visibility long after the exhibit hall has closed.

Healthcare IT News, HIMSS07 Show Extra and The HIMSS Daily Insider

Show daily advertising, in both the Show Extra and the *Daily Insider*, puts an invitation to your booth in the hands of your prospects on the mornings of the show.

HIMSS Le Sack

Delivered directly to high-level attendees' hotel rooms at select hotels. Le Sack is the official hotel room distribution system for exhibitor materials at the conference.

**For HIMSS08 updates,
please visit www.HIMSS08.org**

To learn more about the benefits of reaching your target market through print advertising, and for rates, specs and other information, please contact MedTech Publishing Company at 207-688-6270 or info@medtechpublishing.com