

HIMSS Innovation Community Sponsorships

2018 – 2019

Sponsorship Opportunities: 2



transforming health through information and technology™

Community Description

Innovation is fundamentally transforming the healthcare delivery system through the discovery of new solutions, processes and products that challenge existing models.

Our HIMSS Innovation Community is comprised of HIMSS members originating from a health system, provider, market suppliers, academic, and consulting perspective working in various aspects of the health system setting. The HIMSS Innovation Community features a variety of healthcare leaders sharing their experiences and stories of innovation.

HIMSS Community sponsorship is an excellent opportunity to share your thought leadership, and get your brand recognized by this audience.

Investment

- **\$6,000** for Corporate Members
- **\$7,000** for Non-Corporate Members

At a Glance

Community Members: > 9,600

Staff Liaison: Ian Hoffberg,
Manager, Applied Innovation, HIS
ihoffberg@himss.org

Website: [Innovation Community](#)

Additional Community sponsorships may be available for 2018 - 2019!

Please contact your sales representative for additional information, or contact:

salesinfo@himss.org

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Community Profile and Sponsorship Benefits

Community Membership	Over 9,600 as of May 2018
Audience	Include but not limited to IT VPs & Directors, IT managers, students, consultants, vendors, developers, venture capitalists, and entrepreneurs. <i>Note: HIMSS Communities are open to all HIMSS members in good standing.</i>
FY18 Education and Update Meeting Participation	Average of 188 attendees; 376 registered per webinar based on such topics as Artificial Intelligence and Privacy & Security, Davies Award Winners, the changing landscape of healthcare and the role of Innovation, and the culture of Innovation.
Number of Events	Community meetings are held between July 1, 2018 – June 30, 2019.
Event Dates	TBD
Availability	2 – 1 Meeting per Sponsor

Benefit	Detail	Value
Logo / Branding Placement	<ul style="list-style-type: none"> Sponsor logo/branding placement on Community homepage <ul style="list-style-type: none"> Logo linked to Sponsor’s preferred landing page Community home page will have a link to the Sponsor’s “About our sponsor...” paragraph at the bottom of the webpage or as appropriate Sponsor logo and verbal recognition of thank you for all Community calls Logo to be placed on all Community invitations for monthly programming 	Brand Awareness
Thought Leadership Presentation	<p>Sponsor may provide and participate in one (1) Thought Leadership presentation as part of a scheduled Community meeting/call.</p> <ul style="list-style-type: none"> Presentation length = 15 – 20 minutes HIMSS to approve speaker, scheduling and content (must be submitted 6 weeks before scheduled meeting) Presentation must be Thought Leadership-focused rather than promotional in nature HIMSS staff will advise on and work with Sponsor on topic selection and scheduling Sponsor will receive an attendee list for the sponsored presentation from HIMSS staff liaison on the monthly call (Name, Title, Organization and Mailing Address) Sponsor may provide customer/speaker introduction(s) Sponsor may ask one (1) polling question per sponsored meeting as available 	Brand Awareness Thought Leadership Lead Generation
Podcast	Sponsor may provide and participate in one (1) thought leadership podcast as part of the HIMSS Podcast series “Innovation That Sticks”	

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Benefit	Detail	Value
Social Media	Sponsor may provide and participate in one (1) thought leadership tweetchat as part of the HIMSS Innovation Social Media Campaign.	Total # of Impressions: FY17 = 14.3m FY18 = 17.7m



The HIMSS Innovation That Sticks Podcast series focuses on Conversations with innovators who can provide insight to unique and transformative solutions in healthcare through their expertise and experiences. All podcasts are produced by HIMSS Innovation experts and stored on the HIMSS website and are open to HIMSS members and the public.

Sponsorship will provide you with additional Brand Awareness and Thought Leadership opportunities with those interested in Innovation.

Benefit	Detail	Value
“Innovation That Sticks” Podcast Sponsorship	<ul style="list-style-type: none"> • Podcast duration averages 10 – 25 minutes • Podcasts are planned throughout the year <ul style="list-style-type: none"> ○ Sponsor to receive 30-second mid-roll advertising (co-sponsors alternate, each getting 5 – 6 ads) ○ Sponsor to receive 1 podcast where your expert or customer is interviewed. ○ Podcast will be posted on the HIMSS website for 1 year from the original post date ○ Sponsor is responsible for identifying topics and speakers. • HIMSS staff to approve speaker, content and will support scheduling and production. Your logo will be placed on the “Innovation That Sticks” episode landing page on the HIMSS website where podcasts are posted for the duration of the sponsorship 	Brand Awareness Thought Leadership