

# HIMSS Executive Institute Community Sponsorships

2017 – 2018

Sponsorship Opportunities: 2



**himss** North America

## Community Description

The HIMSS Executive Institute (HEI) is a community of executives at North American-based Davies Award-winning and EMRAM Stage 7 organizations. The Institute brings these executives together to understand, achieve, and promote optimal value from the use of IT in a health setting. These executives share their extensive knowledge and experience to both enhance their own organization's business and clinical outcomes, as well as enable others to join their ranks as transformational leaders. The programming and activities of the HIMSS Executive Institute are created *by* its members *for* its members.

HIMSS Executive Institute Community sponsorship is an excellent opportunity to engage with this exclusive executive-level audience.

## Investment

- **\$10,000** for Corporate Members
- **\$11,000** for Non-Corporate Members

## At a Glance

**Community Members:** 100+

**Staff Liaison:** Kathy Shaw  
(kshaw@himss.org)

**Website:** [HIMSS Executive Institute](http://HIMSSExecutiveInstitute)

*Additional Community sponsorships may be available for 2017 - 2018!*

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

**Laura Goodwin**  
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## Sponsorship Opportunities and Benefits

### *HIMSS Executive Institute Community Education Program Benefits*

Benefit	Detail	Value
<b>Logo / Branding Placement</b>	<ul style="list-style-type: none"> <li>Sponsor logo/branding placement on Community homepage</li> <li>Logo linked to Sponsor's preferred landing page</li> <li>Community home page will have a link to the Sponsor's "About our sponsor..." paragraph at the bottom of the webpage</li> <li>Sponsor logo and verbal recognition of thank you for all HIE Community calls</li> <li>Logo to be placed on all Community invitations</li> </ul>	Brand Awareness
<b>Thought Leadership Presentation</b>	<ul style="list-style-type: none"> <li>Sponsor may provide and attend one (1) Thought Leadership presentation as part of a scheduled Community meeting/call. <ul style="list-style-type: none"> <li>Presentation length = 15 – 20 minutes</li> <li>HIMSS to approve speaker, scheduling and content (must be submitted 2 weeks before scheduled meeting)</li> <li>Presentation must be Thought Leadership-focused rather than promotional in nature</li> <li>HIMSS staff will advise on and work with Sponsor on topic selection and scheduling</li> <li>Sponsor will receive an attendee list for the presentation from HIMSS staff liaison on the sponsored call (Name, Title, Organization and Mailing Address)</li> <li>Sponsor will provide customer/speaker introduction(s)</li> <li>Sponsors may ask one (1) polling question per sponsored meeting as available</li> </ul> </li> </ul>	Brand Awareness  Thought Leadership  Lead Generation

### *HIMSS18 Annual Conference Executive Institute Sponsorship Benefits*

Benefit	Detail	Value
<b>HIMSS Executive Institute Lounge</b>	<ul style="list-style-type: none"> <li>Company logo on Executive Institute Lounge signage</li> <li>Collateral table within the lounge throughout the HIMSS18 conference</li> </ul>	Brand Awareness
<b>HIMSS Executive Institute Engagement at HIMSS18</b>	<ul style="list-style-type: none"> <li>Two (2) invitations for your Executive/Representative to attend the Executive Institute Reception* to be hosted before a HIMSS18 Keynote session (50 Executive Attendees)</li> <li>Opportunity to attend Keynote speaker meet and greet (provided only if a meet and greet is offered)</li> <li>Company logo on signage for the Reception</li> </ul> <p>* Date and Time TBD</p>	Brand Awareness  Industry Connections  Lead Generation