

Rise Above the Noise at HIMSS

With 47,000 attendees and 1,600+ vendors, it is vital that companies find ways to set themselves apart from all the noise generated around the annual HIMSS conference.

We know what creates positive buzz at HIMSS.

The HealthcareScene.com team has participated at the event for the past 13 years. Over that span we have organized over a hundred on-site events and augmented hundreds of HIMSS-specific marketing programs.

Here is what we can do for you:

- ✓ Drive traffic to your booth
- ✓ Amplify your key messages before, during and after HIMSS
- ✓ Increase awareness of your onsite activities
- ✓ Enrich your social media content to attract the attention of key influencers
- ✓ Extend the halo of your HIMSS announcements well beyond the conference

Just look at the results from one of the programs we ran at HIMSS18:

Company 1	1hr Booth Meetup Hosted by Healthcare Scene at HIMSS18	All Other Company Engagement at HIMSS18
Total Tweets	47	15
Retweets	104	31
Likes	258	40
Social Reach	1,525,000	355,000
Social Engagement (# of Accounts that responded)	50	10
In-person Booth Visitors	30	90
Content Generated (blogs, earned media, etc.)	5	2

Call us today at 416.272.3035 or email us at HIMSS19@healthcarescene.com and let us help you get more out of your HIMSS investment.



Booth Traffic Enhancers

Meetup at Your Booth

One of the best ways to drive traffic to your booth is to host a meetup of healthcare influencers. Our meetups have been known to attract a large number of participants in-person as well as online. We can also help recruit other healthcare thought-leaders and social media influencers to be part of the meetup (they in turn will help spread the word to their networks).

Package includes:

- Pre-HIMSS
 - Recruitment of at least 3 key healthcare influencers (if needed)
 - Inclusion in our blog post highlighting must-be-there meetups
 - Promotion of the meetup to our 100,000 social media followers
- During-HIMSS
 - Promotion of the meetup to our 100,000 social media followers
- Post-HIMSS
 - “Thank you for hosting” to our 100,000 social media followers

Requirements:

- Sound system
 - 3 hand-held microphones
 - Mixing board with audio output
 - At least 1 speaker
- An open space in your booth with chairs/stools for moderator + panelists

Investment:

- **\$2,000** Meetup only
- **\$4,000** Meetup + recruiting up to 3 healthcare thought-leaders



In-booth Interview

For those that have a group demonstration area or mini-stage in their booth, another way we have driven traffic is conducting a live interview of a company executive, thought-leader or customer. We would facilitate the discussion in your booth and would work with you beforehand on the questions as well as logistics.

Package includes:

- Pre-HIMSS
 - Inclusion in our “What’s Happening at HIMSS” blog post
 - Promotion of the interview to our 100,000 social media followers
 - Collaboration on the questions & logistics
- During-HIMSS
 - Promotion of the interview to our 100,000 social media followers
 - A 30min live interview at your booth on stage or in your group demo area
- Post-HIMSS
 - Quote or video posted to our 100,000 social media followers

Requirements:

- Sound system
 - 2 hand-held microphones
 - Mixing board with audio output
 - At least 1 monitor/speaker
- An open space or stage in your booth with chairs

Investment:

- **\$2,000**

Enhanced Booth Selfie

For those that are looking to boost their traffic without m and overall awareness, we offer our popular enhanced booth selfie option. On the first day of HIMSS, we will take a selfie in your booth and tweet it out through our social media channels along with a pre-arranged quote.

Package includes:

- Pre-HIMSS
 - Collaboration on the quote that will accompany the selfie
- During-HIMSS
 - One selfie taken in your booth on Day 1 of HIMSS, posted to our 100,000 social media followers along with the pre-arranged quote

Requirements:

- Big smiles

Investment:

- **\$250**

Message Amplifier Packages

Dedicated email to Healthcare Scene Subscribers

A dedicated email to HealthcareScene.com subscribers is a fantastic way to raise your profile and amplify your HIMSS-specific message. Our subscribers are used to receiving valuable emails from us which means your message will have a higher likelihood of being open and read when delivered under the HealthcareScene.com banner.

**So as not to overwhelm our subscribers, we offer a limited number of dedicated HIMSS emails*

Package includes:

- Pre-HIMSS Option
 - Input on email content
 - A dedicated email sent to HealthcareScene subscribers at least 5 days before HIMSS
- Post-HIMSS Option
 - Input on email content
 - A dedicated email sent to HealthcareScene subscribers following HIMSS (at least 3 days after)

Requirements:

- HTML formatted email that conforms to standard email guidelines

Investment:

- **\$2,000** for 5,000 subscribers
- **\$3,500** for 7,500 subscribers
- **\$6,000** for 15,000 subscribers

Video Interview

Videos are a fantastic way to capture the energy of HIMSS and extend it well past the event. Our professional video team will come to your booth or another location to conduct a 10-15 min interview with members of your executive team, product team, customers or a mixture of all three. To see an example, [click here](#)

Package includes:

- Pre-HIMSS
 - Collaboration on interview logistics and questions
- During HIMSS
 - 10-15 min interview conducted at your booth or other location
- Post-HIMSS
 - Edited version of the interview posted to HealthcareScene YouTube channel
 - Blog post on HealthcareScene property with video interview embedded
 - Promotion of the interview to our 100,000 social media followers
 - Shared rights to the interview for your company's website/YouTube channel

Requirements:

- An open space in your booth with chairs/stools for moderator + panelists

Investment

- \$1,500