

Rise Above the Noise at HIMSS

With 48,000 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 and how to carry that buzz into the months following the big event.

Healthcare IT Today has been an active participant for the past 14 HIMSS Conferences. Over that span, we have organized over a hundred on-site events and helped to amplify the HIMSS-specific marketing programs for hundreds of exhibitors.

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 HIMSS:

Company	1hr Booth Meetup Hosted by Healthcare IT Today at HIMSS	Results from Company's Other Activities at HIMSS
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 HIMSS20@healthcarescene.com and let us help you get more out of your HIMSS investment.



Booth Traffic Enhancers

Meetup at Your Booth **SOLD OUT**

One of the best ways to drive traffic to your booth is to host a meetup anchored by a core group of healthcare influencers. If needed, we can help recruit these influencers and thought-leaders from our extensive network of contacts.

Our meetups have been known to attract HIMSS attendees as well as remote participants who join the discussion online.

Package includes:

- Pre-HIMSS
 - Recruitment of at least 3 key healthcare influencers (optional)
 - 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:

- ~~\$4,000 Meetup only~~ **SOLD OUT**
- ~~\$6,000 Meetup + recruiting up to 3 healthcare thought leaders~~ **SOLD OUT**





Enhanced Booth Photos

One of the best ways to generate awareness and excitement about your HIMSS booth is to have interesting pictures (with captions) shared on social media. With our Enhanced Booth Photo option, we will take several photos in your booth and tweet it out through our social media channels.

Package includes:

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

Requirements:

- Big smiles

Investment:

- **\$150**

Message Amplifier Packages

Dedicated email to Healthcare IT Today Subscribers

A dedicated email to Healthcare IT Today 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 Healthcare IT Today subscribers at least 5 days before HIMSS
- Post-HIMSS Option
 - Input on email content
 - A dedicated email sent to Healthcare IT Today 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 a member 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 our YouTube channel
 - Article on Healthcare IT Today 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:

- If in-booth: an open space in your booth with chairs/stools for video participants

Investment

- **\$2,000**



Live-Tweeting a Session

If you, your partner or your client are presenting at HIMSS20, why not amplify their session by sharing it with a wider audience via social media. A member of our team will come to the presentation, take note of valuable information and in real-time tweet it out to Healthcare Scene's thousands of followers. We will also share photos of the session and use the appropriate hashtags to drive even more engagement.

Package includes:

- Pre-HIMSS
 - Coordination on live-tweeting the session
 - Review the presentation (if available) to better plan the tweets
- During HIMSS
 - Attending the session and sharing the valuable knowledge via live-tweets
 - At least 10 tweets during the session
 - Tagging your company as appropriate in those tweets

Investment

- **\$750**

Podcast Guest Host

The Healthcare IT Today podcast has the fastest growing audiences in our media portfolio. A great way to extend your message beyond HIMSS is to be a guest host of our podcast. This is NOT an interview (which we believe yields lackluster results), instead, a member of your team will be one of the expert hosts alongside one of Healthcare IT Today's regular hosts for the entire podcast episode.

Package includes:

- Pre-HIMSS
 - Collaboration on podcast topic
- During HIMSS
 - 25min recording of podcast episode at your booth or other location
 - Mention of your company as the exclusive sponsor of the episode
- Post-HIMSS
 - Edited version of the podcast posted to where the podcast currently streams
 - Article on Healthcare IT Today with podcast interview embedded
 - Promotion of the podcast to our 100,000 social media followers

Requirements:

- If in-booth: an open space in your booth with chairs/stools to record the podcast

Investment

- **\$3,000**