

Interactive Series

EXPO. HEALTH

Collaboration. Innovation. Community.

Sponsorship Prospectus

May, June, September & November 2021



Embracing Virtual

We would love nothing more than to get together in-person with our Health IT peers in 2021, but while we wait for things to open back up, we've decided to hold a series of virtual events.

**We're excited to announce the:
2021 EXPO.health Virtual Interactive Series!**

Being part of this Virtual Series is your chance to:

- Win business
- Generate buzz
- Build important healthcare relationships
- Increase awareness with a tight-knit community that likes to do business with each other

There are 4 events in the series: May, June, September, and November.

We hope you'll join us!

Sincerely,

EXPO.health Team

”
EXPO.health's focus on practical innovation is truly refreshing and a needed counter-balance to the other Health IT conferences. The time to come together in meaningful ways and solve for some of healthcare's most pressing issues is now.

- Rasu Shrestha
EVP and Chief Strategy Officer
Atrium Health



Unique Format

How do you stand out from the sea of webinars and online conferences?

We have created an event that blends successful formats from other mediums. Disney+ was tremendously successful with their live chat session with Lin Manuel when *Hamilton* was streamed. *Survivor* and *The Walking Dead* have popular post-show panel discussions.

We have combined all these elements into the EXPO.health Interactive Series.

Each Interactive Event in the series has the same format:

1. Keynote - 45min

- After a short introduction, a pre-recording of the keynote speaker will be played
- During the playback, the keynote speaker will field questions and provide commentary via the chat feature

2. Post-Keynote Discussion - 30min

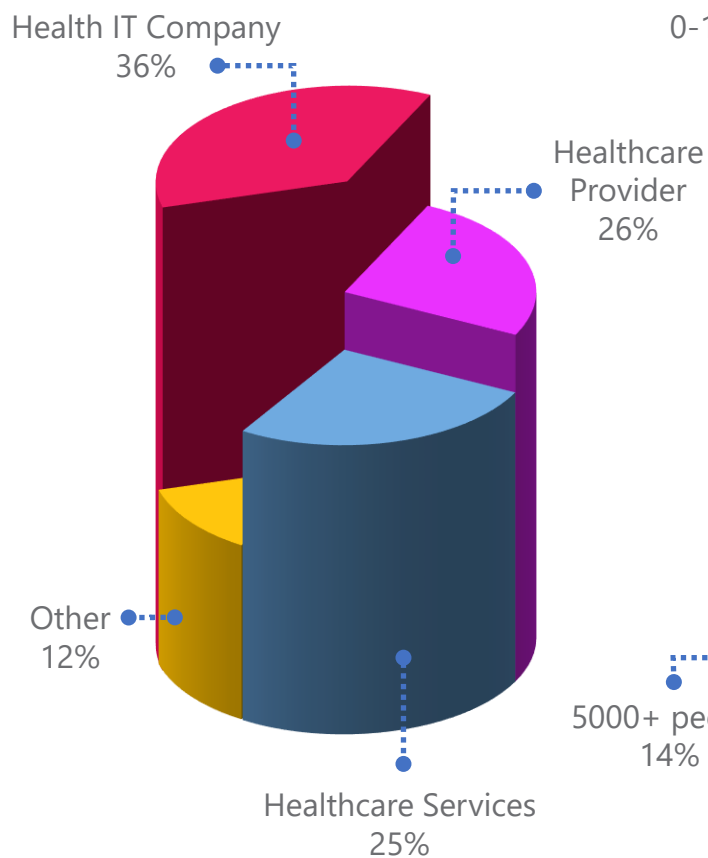
- The keynote speaker, along with sponsor representatives will go live “on-air” to have a panel discussion about the just-seen presentation.

3. Attendee Networking - 15min

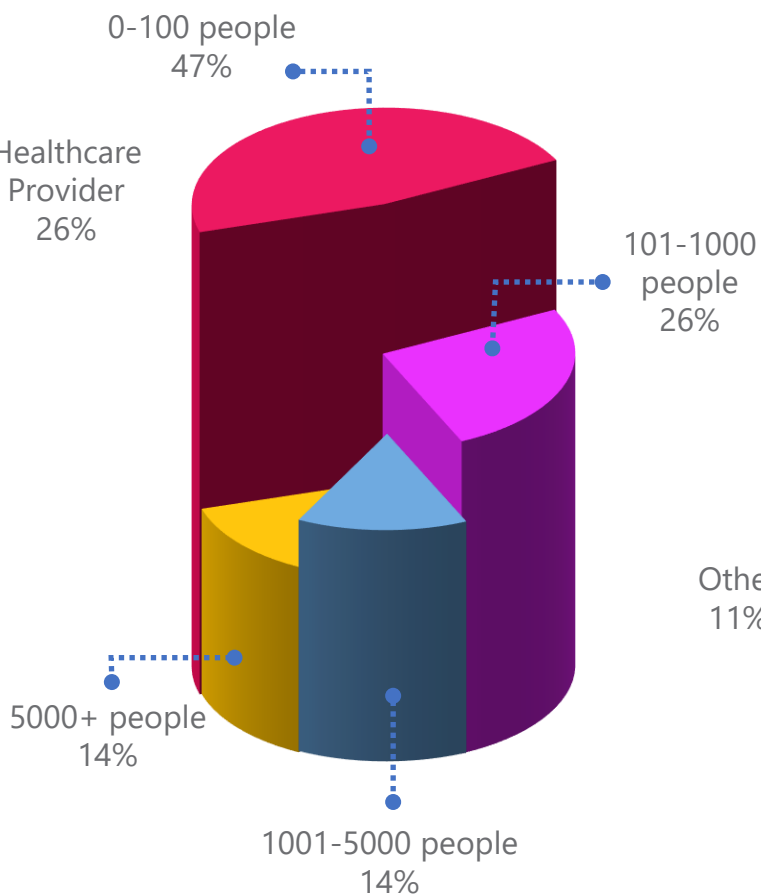
- Using a unique “virtual table” format, attendees can gather in small groups to have a discussion or sit down with people they know for a quick conversation.

Attendee Profile (2020) Expecting 150-200 attendees in 2021

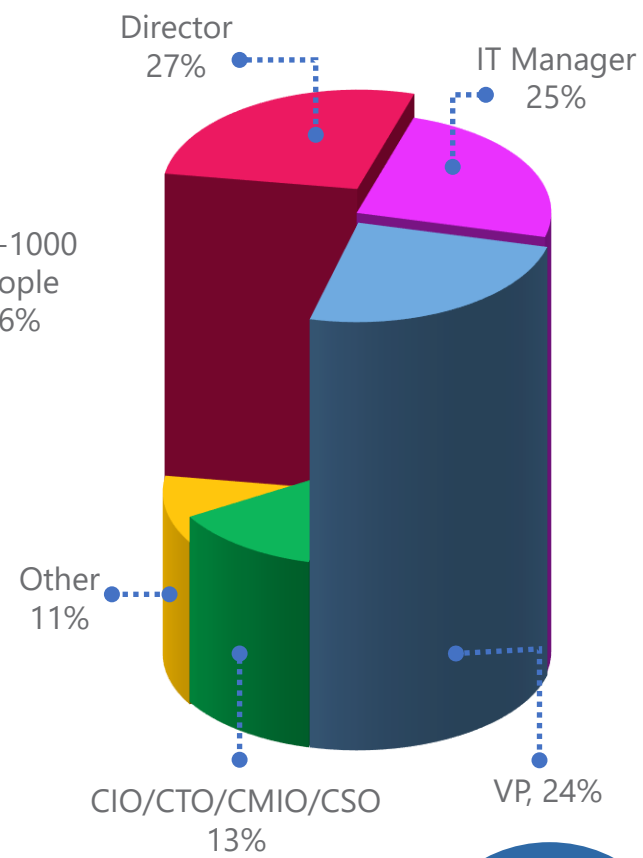
By Organization Type



By Organization Size



By Role



Sponsorships \$3,500 (3 Available) or \$8,500 (exclusive)

PRE-Event

- Logo included in promotional emails (32,000 subscribers)
- Logo includes on registration landing page
- Company mentioned in the article(s) about the event
- At least 5 tweets mentioning Company as a sponsor (100,000 social followers)
- Thought leadership article on the topic of the Interactive Event (written by you, published to *Healthcare IT Today*)

DAY-OF

- A short “brought to you by” message (1min) read by the event host at the start of the event
- 1 Company representative on the post-keynote chat session and the call-in program
- Logo will appear on the welcome screen prior to keynote
- Shout-out at the end of the event

POST-Event

- Name included in EXPO “thank you sponsors” Tweets
- Included in attendee thank you & follow-up emails:
 - Your logo
 - List of 3 problems you solve
 - URL link
- Logo included on the landing page for event recording
- Event summary article (written by you, published to *Healthcare IT Today*)
- Shared rights to video of the panel discussion

Event Dates



Past EXPO.health Sponsors

If you offer a product or service directly to healthcare organizations (hospitals, physician practices) or to Health IT companies, then you need to be part of EXPO.health. Here are just a few of past sponsors.



We're Here to Help You Succeed

Let us help you choose and optimize your EXPO.health sponsorship. Email or call us to set up a meeting where we can learn more about your customer acquisition goals and match you with the best sponsorship package.

Email us at expo@EXPO.health

Keep up to date on the latest conference and community news at <http://www.expo.health/>



EXPO.health Experience Series

Digital Transformation with Ed Marx

Join Ed at this unique interactive event as he engages the audience while sharing the 5 Keys to Developing a Digital Strategy.

October 6th, 1:00 PM- 3:00 PM ET

REGISTRATION OPEN

Carium Smarter technology for all **Lenovo** **SR Health**

Ed Marx was a keynote on a very successful 2020 EXPO.health event