

HealthIT Expo 2018 Sponsorship Matrix

| SPONSOR BENEFITS | Diamond | Platinum | Gold | Silver | Bronze | Supporter | Innovation Center* | |
|---|--------------------------------|---------------------------|--------------------|----------------|----------------|----------------|--------------------|----------|
| Pre-Expo | | | | | | | | |
| Name & logo included in pre-conference emails & social media | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Name, logo and link on Expo website (sponsor section) | With brief profile | With brief profile | With brief profile | ✓ | ✓ | ✓ | ✓ | |
| Listing in Expo Marketplace for attendees | Featured | Featured | Featured | ✓ | ✓ | | ✓ | |
| Eligible for Sponsorship Add-ons | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| Blog post on HealthcareScene property (subject to approval) | ✓ | ✓ | ✓ | | | | | |
| Email to attendees with sponsor message (subject to approval) | 1 Pre-Expo & 1 Post-Expo | 1 Pre-Expo or 1 Post-Expo | | | | | | |
| Day-of | | | | | | | | |
| Complimentary full access Expo registrations | 5 + 10 Client | 3 + 5 Client | 2 + 3 Client | 2 + 1 Client | 1 | 1 | 3 | |
| Logo on event signage throughout venue | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Name & link in conference mobile app | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| One piece of collateral included in attendee welcome packet | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | |
| One promotional item included in attendee welcome packet | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| Priority consideration for speaker/panelist | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| Logo projected during session entry & exit | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| Ad in Expo Program | Inside Front or Back Page | Full Page | Half Page | | | | | |
| On-stage | 7 min keynote intro & overview | 3 min company video | | | | | | |
| Recognition at Opening and Closing Sessions | ✓ | ✓ | | | | | | |
| Item on attendee chairs prior to keynote | ✓ | | | | | | | |
| Post-Expo | | | | | | | | |
| Name & logo included in post-conference emails & social media | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | |
| Access to attendee list (name, title, org, phone, email, address) | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | |
| Choose one of the following: | | | | | | | | |
| Exhibitor table (6') | Included | Choice of 1 | Choice of 1 | Included | | | Lunch table | |
| Interview with sponsor posted to HealthcareScene property | Included | | | | | | | Included |
| Additional company blog post on HealthcareScene property | Included | | | | | | | |
| Price | \$12,500 | \$9,000 | \$6,000 | \$4,000 | \$2,500 | \$1,500 | \$4,000 | |
| Sponsorship Limit | 2 | 8 | 10 | No Limit | No Limit | No Limit | No Limit | |

*Sponsorship available exclusively to Health Innovation Centers (affiliated with a provider or educational institution)

HealthIT Expo 2018 Add-on Sponsorships

*The following Add-on sponsorship packages are available to Diamond, Platinum, Gold and Silver sponsors

| ADDITIONAL SPONSOR BENEFITS* | Conference Bag Sponsorship | Wifi Sponsorship | Mobile App Sponsorship | Lanyard Sponsorship | Networking Event Sponsorship | Meal Sponsorship | Break Sponsorship |
|---|--------------------------------|--|----------------------------------|------------------------------------|-------------------------------|--------------------------------------|-------------------------------|
| Pre-Expo | | | | | | | |
| Sponsor name, logo and link on Expo website (sponsor section) | As conference bag sponsor | As conference WiFi sponsor | As conference mobile app sponsor | As conference lanyard sponsor | As networking event sponsor | As breakfast or lunch sponsor | As break sponsor |
| Day-of | | | | | | | |
| Exclusive company branding | Sponsor logo on conference bag | Sponsor name beside WiFi info on badge | Sponsor logo in mobile app | Sponsor name on conference lanyard | Sponsor logo on event signage | Sponsor logo on meal & table signage | Sponsor logo on break signage |
| Sponsor name included in Expo program in special category | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Exhibitor table (6') | ✓ | ✓ | ✓ | | | | |
| Price | Price: \$3,000 | Price: \$2,000 | Price: \$2,000 | Price: \$2,000 | Price: \$1,000 | Price: \$750 | Price: \$500 |
| Sponsorship Limit | 1 | 1 | 1 | 1 | 1 | 4 | 4 |

HealthIT Expo 2018 User/Focus Group Meeting Packages

Why spend upwards of \$100,000 holding your own user conference, when you can leverage the investment we've already made in meeting facilities & logistics. Hold your User Group Meeting or conduct your Focus Group Session the day before HealthIT Expo for a fraction of the cost. Plus, your users will benefit from top notch content and community at HealthIT Expo.

Hurry, space is limited!

| USER/FOCUS GROUP PACKAGE | 51-100 People | 11-50 People | 0-10 People |
|--|------------------------|------------------------|-----------------------|
| Pre-Expo | | | |
| User Group Meeting name, company name and logo included on Expo website (optional) | ✓ | ✓ | ✓ |
| Dedicated registration page (registrant information sent to company) | ✓ | ✓ | ✓ |
| Discounted Expo passes for clients that attend User Group Meeting | ✓ | ✓ | ✓ |
| Credit towards Expo sponsorships packages (Silver level or above) | \$2,500 | \$1,500 | \$500 |
| Day-of | | | |
| Dedicated meeting space | ✓ | ✓ | ✓ |
| Registration desk for attendee check in | ✓ | ✓ | ✓ |
| Printed name badges for staff and attendees | ✓ | ✓ | ✓ |
| HealthITExpo Welcome Gift | ✓ | ✓ | ✓ |
| Lunch and breaks provided (combined) | ✓ | ✓ | ✓ |
| Meeting and way-finding signage | ✓ | ✓ | ✓ |
| Tweets during meeting (Healthcare Scene account) | At least 7 | At least 5 | At least 3 |
| Price | Price: \$30,000 | Price: \$15,000 | Price: \$2,500 |