

The background image shows a conference room with a large presentation screen at the front. The screen displays a slide titled "HLS OPTIMIZE MARKETING TO SHORTEN THE FUNNEL" with a bulleted list. An audience is seated in the foreground, facing the screen. The entire image has a blue overlay.

HITExpo 2018

COLLABORATION THAT WORKS

Sponsorship Prospectus

May 30 – June 1, 2018 | New Orleans Marriott

COLLABORATE WITH HEALTH IT INFLUENCERS & DECISION MAKERS

HITExpo is brought to you by HealthcareScene.com. With more than **50,000 active subscribers**, HealthcareScene.com provides a steady stream of useful news, opinions as well as best practices to key Health IT influencers and decision makers at more than **30,000 organizations**.

What is HITExpo?

This Inaugural event will bring together end-users, vendors, providers, educational institutions and thought-leaders in a collaborative manner. HITExpo is specifically designed to get people and organizations working together using technology to improve healthcare. This is one sponsorship opportunity you don't want to miss!

Why HITExpo?

We believe healthcare needs a new event that is focused on truly moving-the-needle rather than on fancy booths and endless platitudes. HITExpo grew out of more than a thousand conversations with established vendors, hospital CIOs, start-ups, and industry experts. The common thread? "Let's get together to share and get stuff done!". And thus HITExpo was born.

When?

May 30 – June 1, 2018

Where?

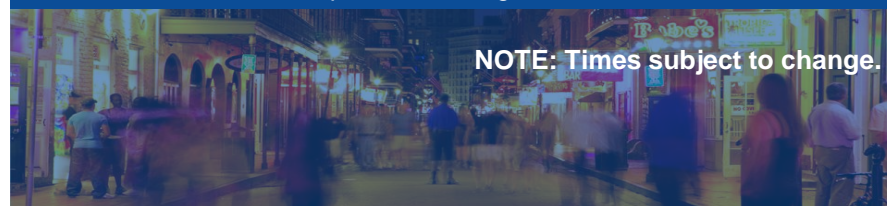
New Orleans Marriott

COLLABORATE TOGETHER.

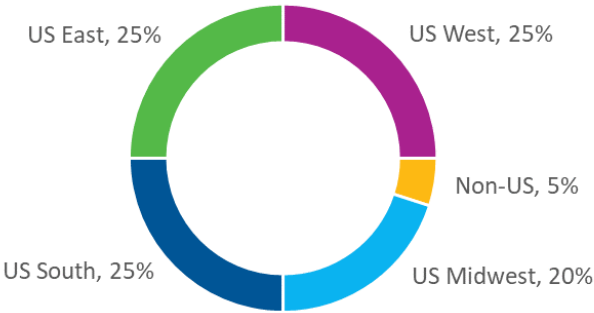
Sponsor Agenda

Wed May 30	9:00 – 2:30pm	User Group Meetings
	1:00 – 3:30pm	Exhibitor Setup
	3:30 – 5:00pm	Pre-Conference Meet-up
	7:00 – 9:30pm	Opening Reception
Thurs May 31	8:00 – 9:00am	Breakfast (exhibits open)
	9:00 – 10:30am	Opening & Keynote (exhibits closed)
	10:30 – 10:45am	Networking Break (exhibits open)
	10:45 – 12:20am	Sessions (exhibits closed)
	12:20 – 1:30pm	Lunch (exhibits open)
	1:30 – 3:05pm	Sessions (exhibits closed)
	3:05 – 3:20pm	Networking Break (exhibits open)
	3:20 – 4:45pm	Sessions (exhibits closed)
	4:45 – 5:45pm	Exhibitor Reception (exhibits open)
	7:30 – 9:30pm	Evening Social Event
Fri June 1	8:00 – 9:00am	Breakfast (exhibits optional)
	9:00 – 10:00am	Sessions (exhibits closed)
	10:00 – 10:15am	Networking Break (exhibits open)
	10:15 – 11:50am	Sessions (exhibits closed)
	11:50 – 1:00pm	Lunch (exhibits open)
	1:00 – 2:45pm	Exhibitor Tear-down
	2:45 – 3:30pm	Closing Session

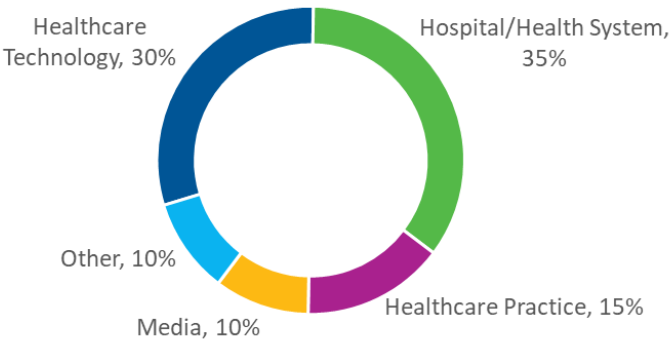
NOTE: Times subject to change.



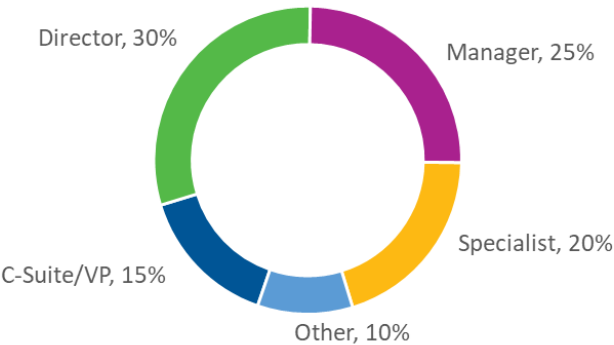
Attendees by Region



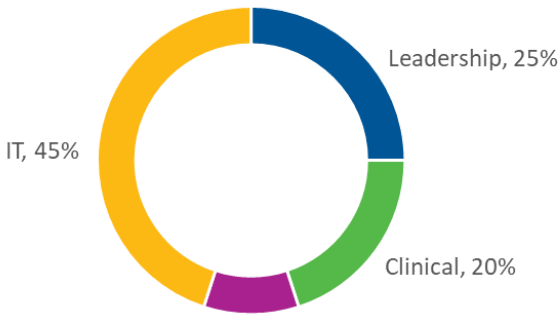
Attendees by Organization Type



Attendees by Title



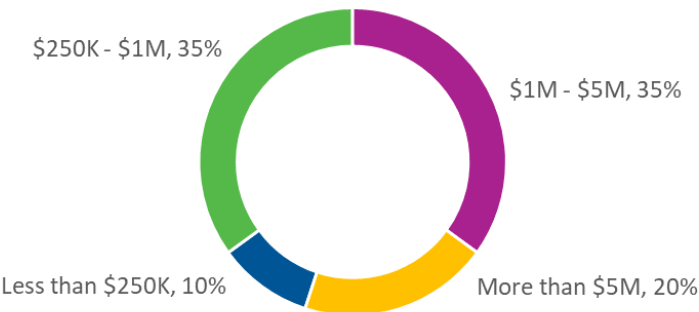
Attendees by Role



Attendees Active on Social Media



IT Budget Influence





MORE SIGNAL, LESS NOISE

There is a lot of noise at the typical healthcare conference, which is frustrating to attendees. This is also frustrating for sponsors who feel they have to shout to get attendees to notice them. HITExpo is designed to be extremely valuable for both attendees and sponsors. The goal is to foster true collaboration, help forge lasting relationships and generate meaningful partnerships during the event.

WHY SPONSOR?

- 1 **BUILD RELATIONSHIPS.** Connect with existing customers, prospects, potential partners, industry media, healthcare analysts, healthcare peers and influential thought leaders.
- 2 **BUILD BUSINESS:** Meet with key influencers and decision-makers at some of healthcare's leading organizations. Drive awareness of your solutions with members of the press and media.
- 3 **BUILD YOUR REPUTATION:** With HITExpo's focus on meaningful collaboration, you will strengthen your reputation as an organization that Gets-Stuff-Done (GSD) in healthcare – a powerful differentiator.

MOVING BEYOND THE EHR

HITExpo is focused on highlighting technologies that compliment EHRs and help maximize this investment. With that in mind, EHR companies with non-EHR or EHR add-ons are invited to sponsor HITExpo with those solutions.

GET NOTICED.

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.com 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.com property	Included						Included
Additional company blog post on HealthcareScene.com 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 to Innovation Centers or Tech Depts affiliated with a hospital, healthcare system 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

PRE-EXPO

- Name & logo included in attendee acquisition emails
- Name included as HITExpo sponsor on Twitter & LinkedIn
- At least 2 tweets specifically highlighting Diamond Sponsors
- 150-word sponsor profile on HITExpo Conference website along with logo & link to sponsor website
- Listing in HITExpo Marketplace in 1 category (name & logo)
- Eligible for special add-on sponsorships
- 750-word blog post on HealthcareScene.com property (written by Sponsor, approved by HITExpo organizers)
- 1 email to registered attendees, distributed by HITExpo, 10 days prior to event. Message copy & design to be provided by sponsor, approved by HITExpo organizers)
- 4 Tweets encouraging attendees to stop by booth (content & social image to be provided by sponsor)

POST-EXPO

- Name & logo included in attendee thank you/follow-up emails
- Name included in HITExpo “thank you sponsors” Tweets
- Access to conference attendee list (name, title, organization, phone, email & address)
- Twitter promotion of sponsor’s HITExpo roundup/summary
- Additional 750-word blog post on HealthcareScene.com property (written by sponsor, approved by HITExpo organizers)
- 1 email to registered attendees, distributed by HITExpo, following event. Message copy & design to be provided by sponsor, approved by HITExpo organizers

DAY-OF

- 5 full conference passes for staff
- 10 full conference passes for clients
- Logo on event signage throughout venue
- Name & link to sponsor website included in conference mobile app as Diamond Sponsor
- 1 piece of collateral included in attendee welcome packet
- 1 promotional item included in attendee welcome packet
- Priority consideration for conference speakers & panelists
- Name & logo projected during main session entry & exit as Diamond Sponsor
- Full page ad in electronic conference program (PDF). Choice of inside front cover or back page (first-come-first-served). Ad artwork & copy to be provided by sponsor
- 7min in front of HITExpo attendees for a brief sponsor overview & introduce keynote speaker
- Recognition (thank you & shout-out) by conference MC at opening & closing sessions
- 1 item placed on attendee chairs prior to keynote
- 6’ exhibitor table (tablecloth & banner only, no booth)
- Interview (via email) with sponsor representative posted to a HealthcareScene.com property at least 5 days prior to event

**Diamond
Sponsorship**

\$12,500 | 2 Available

PRE-EXPO

- Name & logo included in attendee acquisition emails
- Name included as HITExpo sponsor on Twitter & LinkedIn
- At least 2 tweets specifically highlighting Platinum Sponsors
- 150-word sponsor profile on HITExpo Conference website along with logo & link to sponsor website
- Listing in HITExpo Marketplace in 1 category (name & logo)
- Eligible for special add-on sponsorships
- 750-word blog post on HealthcareScene.com property (written by Sponsor, approved by HITExpo organizers)
- 1 email to registered attendees, distributed by HITExpo, 10 days prior to event. Message copy & design to be provided by sponsor, approved by HITExpo organizers)
- 2 Tweets encouraging attendees to stop by booth (content & social image to be provided by sponsor)

POST-EXPO

- Name & logo included in attendee thank you/follow-up emails
- Name included in HITExpo “thank you sponsors” Tweets
- Access to conference attendee list (name, title, organization, phone, email & address)
- Twitter promotion of sponsor’s HITExpo roundup/summary
- 1 email to registered attendees, distributed by HITExpo, following event. Message copy & design to be provided by sponsor, approved by HITExpo organizers

DAY-OF

- 3 full conference passes for staff
- 5 full conference passes for clients
- Logo on event signage throughout venue
- Name & link to sponsor website included in conference mobile app as Platinum Sponsor
- 1 piece of collateral included in attendee welcome packet
- 1 promotional item included in attendee welcome packet
- Priority consideration for conference speakers & panelists
- Name & logo projected during main session entry & exit as Platinum Sponsor
- Full page ad in electronic conference program (PDF). Ad artwork & copy to be provided by sponsor
- 3min sponsor video to be played to attendees (be creative!)
- Recognition (thank you & shout-out) by conference MC at opening & closing sessions
- Choice of any 1 of the following:
 - 6’ exhibitor table (tablecloth & banner only, no booth)
 - Interview (via email) with sponsor representative posted to a HealthcareScene.com property
 - Additional 750-word blog post on HealthcareScene.com property (written by sponsor, approved by HITExpo organizers)

**Platinum
Sponsorship**

\$9,000 | 8 Available

PRE-EXPO

- Name & logo included in attendee acquisition emails
- Name included as HITExpo sponsor on Twitter & LinkedIn
- At least 2 tweets specifically highlighting Gold Sponsors
- 150-word sponsor profile on HITExpo Conference website along with logo & link to sponsor website
- Listing in HITExpo Marketplace in 1 category (name & logo)
- Eligible for special add-on sponsorships
- 750-word blog post on HealthcareScene.com property (written by Sponsor, approved by HITExpo organizers)
- 2 Tweets encouraging attendees to stop by booth (content & social image to be provided by sponsor)

POST-EXPO

- Name & logo included in attendee thank you/follow-up emails
- Name included in HITExpo “thank you sponsors” Tweets
- Access to conference attendee list (name, title, organization, phone, email & address)
- Twitter promotion of sponsor’s HITExpo roundup/summary

DAY-OF

- 2 full conference passes for staff
- 3 full conference passes for clients
- Logo on event signage throughout venue
- Name & link to sponsor website included in conference mobile app as Gold Sponsor
- 1 piece of collateral included in attendee welcome packet
- 1 promotional item included in attendee welcome packet
- Priority consideration for conference speakers & panelists
- Name & logo projected during main session entry & exit as Gold Sponsor
- Half page ad in electronic conference program (PDF). Ad artwork & copy to be provided by sponsor
- Choice of any 1 of the following:
 - 6’ exhibitor table (tablecloth & banner only, no booth)
 - Interview (via email) with sponsor representative posted to a HealthcareScene.com property
 - Additional 750-word blog post on HealthcareScene.com property (written by sponsor, approved by HITExpo organizers)

**Gold
Sponsorship**

\$6,000 | 10 Available

PRE-EXPO

- Name & logo included in attendee acquisition emails
- Name included as HITExpo sponsor on Twitter & LinkedIn
- Name, logo & link to sponsor website included on HITExpo Conference website
- Listing in HITExpo Marketplace in 1 category (name & logo)
- Eligible for special add-on sponsorships

POST-EXPO

- Name & logo included in attendee thank you/follow-up emails
- Name included in HITExpo “thank you sponsors” Tweets
- Access to conference attendee list (name, title, organization, phone, email & address)

DAY-OF

- 2 full conference passes for staff
- 1 full conference passes for a client
- Logo on event signage throughout venue
- Name & link to sponsor website included in conference mobile app as Silver Sponsor
- 1 piece of collateral included in attendee welcome packet
- 1 promotional item included in attendee welcome packet
- Priority consideration for conference speakers & panelists
- Name & logo projected during main session entry & exit as Silver Sponsor
- 6' exhibitor table (tablecloth & banner only, no booth)

Silver
Sponsorship

\$4,000 | No limit

Bronze Sponsorship

PRE-EXPO

- Name & logo included in attendee acquisition emails
- Name included as HITExpo sponsor on Twitter & LinkedIn
- Name, logo & link to sponsor website included on HITExpo Conference website
- Listing in HITExpo Marketplace in 1 category (name & logo)

POST-EXPO

- Name & logo included in attendee thank you/follow-up emails
- Name included in HITExpo “thank you sponsors” Tweets
- Access to conference attendee list (name, title, organization, phone, email & address)

DAY-OF

- 1 full conference pass for staff
- Logo on event signage throughout venue
- Name & link to sponsor website included in conference mobile app as Bronze Sponsor
- 1 piece of collateral included in attendee welcome packet

**Bronze
Sponsorship**

\$2,500 | No limit

PRE-EXPO

- Name & logo included in attendee acquisition emails
- Name included as HITExpo sponsor on Twitter & LinkedIn
- Name, logo & link to sponsor website included on HITExpo Conference website

DAY-OF

- 1 full conference pass for staff
- Logo on event signage throughout venue
- Name & link to sponsor website included in conference mobile app as HITExpo Supporter

HITExpo
Supporter

\$1,500 | No limit

PRE-EXPO

- Name & logo included in attendee acquisition emails
- Name included as HITExpo sponsor on Twitter & LinkedIn
- Name, logo & link to sponsor website included on HITExpo Conference website
- Listing in HITExpo Marketplace in 1 category (name & logo)
- Eligible for special add-on sponsorships

POST-EXPO

- Name & logo included in attendee thank you/follow-up emails
- Name included in HITExpo “thank you sponsors” Tweets
- Access to conference attendee list (name, title, organization, phone, email & address)

DAY-OF

- 3 full conference passes for staff
- Logo on event signage throughout venue
- Name & link to sponsor website included in conference mobile app as Innovation Center Sponsor
- 1 piece of collateral included in attendee welcome packet
- 1 promotional item included in attendee welcome packet
- Priority consideration for conference speakers & panelists
- Name & logo projected during main session entry & exit as Innovation Center Sponsor
- Lunch table with reserved seating for attendees sponsor would like to meet
- Interview (via email) with sponsor representative posted to a HealthcareScene property

***This sponsorship is available exclusively to Innovation Centers or Technology Departments affiliated with a hospital, healthcare system or educational institution.**

**Innovation Center
Sponsorship**

\$4,000 | No limit

Unique Opportunity – Host Your Users or a Focus Group at HITExpo!

SAVE \$100,000+

Connecting with your end-users and clients is vital, but hosting your own user conference can cost upwards of \$150,000. Save your money. Host your users at HITExpo and leverage the investment we have already made in meeting facilities and logistics. HITExpo is all about bringing people together to improve healthcare through technology collaboration. This is the perfect setting for you to get closer to your users and clients.

Benefits for you

- ✓ **CLIENT INTIMACY.** Providing the opportunity for your clients to gather together with key members of your staff shows that you truly care about your clients' success.
- ✓ **PRODUCT/SERVICE IDEAS.** Getting together with the users of your products/services will result in new ideas for enhancements that will further differentiate you in the marketplace.
- ✓ **REVENUE.** With your clients in one place, you can show them the exciting new offerings your team has been working on. It's the perfect time to sign up early adopters.
- ✓ **LOOK BIG.** With HITExpo immediately following your user meeting, your event will be part of a larger whole. Your users will see that you are well connected in the healthcare ecosystem.
- ✓ **LESS HEADACHE.** Jump right into the meat of user group planning – the agenda and recruiting attendees. We've already got the venue, meals, signage and registration handled.

Benefits for your users & clients

- ✓ **NETWORKING.** Your clients get double the value for their money. They can meet face-to-face with your key executives, then learn and network with their peers.
- ✓ **EDUCATION.** This is the perfect opportunity for users to learn best practices directly from product experts and from peers who have done it.
- ✓ **INSPIRATION.** The positive energy and forward-looking nature of user meetings will inspire your users to make improvements to their daily work and to their organizations.
- ✓ **BECOME A PART OF SOMETHING BIGGER.** Attending your meeting (and HITExpo right after) provides the opportunity for personal growth and inspiration to move their organization forward.

CONNECT WITH CLIENTS.

User Group Package (51-100 Users)

Page 15

PRE-EXPO

- Meeting name, organization name & logo on HITExpo website (optional)
- Dedicated registration page (registrant info sent to organization)
- Discounted registration rate for users to attend the HITExpo
- \$2,500 credit towards HITExpo sponsorship package (Silver level or above)

DAY-OF

- Dedicated meeting space
- HITExpo registration desk for attendee check-in
- Printed name badges for staff and users
- HITExpo welcome gift (even if not attending HITExpo)
- Lunch and breaks provided (combined lunch area)
- Way-finding signage
- Meeting signage
- At least 7 tweets during meeting from HealthcareScene.com Twitter account
- Photos of meeting

User/Focus Group
51-100 Users

\$30,000

User Group Package (11-50 Users)

Page 16

PRE-CONFERENCE

- Meeting name, organization name & logo on HITExpo website (optional)
- Dedicated registration page (registrant info sent to organization)
- Discounted registration rate for users to attend HITExpo
- \$1,500 credit towards HITExpo sponsorship package (Silver level or above)

DAY-OF

- Dedicated meeting space
- HITExpo registration desk for attendee check-in
- Printed name badges for staff and users
- HITExpo welcome gift (even if not attending HITExpo)
- Lunch and breaks provided (combined lunch area)
- Way-finding signage
- Meeting signage
- At least 5 tweets during meeting from HealthcareScene.com Twitter account
- Photos of meeting

User/Focus Group
11-50 Users

\$15,000

Focus Group Package (2-10 People)

PRE-CONFERENCE

- Meeting name, organization name & logo on HITExpo website (optional)
- Dedicated registration page (registrant info sent to organization)
- Discounted registration rate for users to attend HITExpo
- \$500 credit towards HITExpo sponsorship package (Silver level or above)

DAY-OF

- Dedicated meeting space
- HITExpo registration desk for attendee check-in
- Printed name badges for staff and users
- HITExpo welcome gift (even if not attending HITExpo)
- Lunch and breaks provided (combined lunch area)
- Way-finding signage
- Meeting signage
- At least 3 tweets during meeting from HealthcareScene.com Twitter account
- Photos of meeting

**User/Focus Group
2-10 Users**

\$2,500

USER/FOCUS GROUP PACKAGE	51-100 Users	11-50 Users	2-10 Users
Pre-Expo			
Meeting name, company name & 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
Photos of meeting	✓	✓	✓
Price	Price: \$30,000	Price: \$15,000	Price: \$2,500

*Turnkey meeting website (customized to your meeting) available for additional cost – please call or email for details

Let us help you choose and optimize your HITExpo18 involvement. Email or call us to set up a meeting where we can learn more about your goals and match you with the appropriate user meeting + sponsorship package. If there isn't an exact match, we'll work with you to create something more customized.

Email Colin@HealthcareScene.com

Call us at 1-416-272-3035

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

September – Registration Opens

October – Call for Speakers

Winter – Attendee Acquisition Marketing

March – Sponsor Orientation Call #1

April – Sponsor Orientation Call #2

May – Sponsor Orientation Call #3

May 30 – HITExpo



The background image shows a conference room with a large presentation screen at the front. The screen displays the text "OPTIMIZE MARKETING TO SHORTEN THE FUNNEL" and a list of bullet points. An audience is seated in the foreground, facing the screen. The entire image is overlaid with a blue gradient.

#HITE expo

HealthIT + Collaboration = Results