

# HealthIT Expo 2019 Sponsorship Matrix

| SPONSOR BENEFITS   | Diamond             | Platinum       | Gold           | Silver         | Bronze         | Innovation Center* |
|--|---------------------|----------------|----------------|----------------|----------------|--------------------|
| <b>Pre-Expo</b>  |                     |                |                |                |                |                    |
| Name and logo included in attendee acquisition emails              | ✓                   | ✓              | ✓              | ✓              | ✓              | ✓                  |
| Name, logo and sponsorship level shared via Twitter & LinkedIn     | ✓                   | ✓              | ✓              | ✓              | ✓              | ✓                  |
| Name, logo, and link on HITExpo website                            | ✓                   | ✓              | ✓              | ✓              | ✓              | ✓                  |
| 150 word company profile on HITExpo website                        | ✓                   | ✓              | ✓              |                |                | ✓                  |
| Thought-leadership blog post on HealthcareScene.com property       | 1                   | 1              |                |                |                | 2                  |
| Email to attendees delivered by HealthcareScene.com                | 1                   | 1              |                |                |                | 1                  |
| <b>Day-of</b>  |                     |                |                |                |                |                    |
| Conference passes for staff or clients                             | 10                  | 7              | 5              | 3              | 1              | 5                  |
| Logo on event signage throughout venue                             | ✓                   | ✓              | ✓              | ✓              | ✓              | ✓                  |
| Logo projected during plenary sessions                             | ✓                   | ✓              | ✓              | ✓              | ✓              | ✓                  |
| 1 piece of collateral included in attendee welcome Bag             | ✓                   | ✓              | ✓              | ✓              | ✓              | ✓                  |
| 1 promotional item included in attendee welcome Bag                | ✓                   | ✓              | ✓              | ✓              |                | ✓                  |
| Priority consideration for speaker/panelist                        | ✓                   | ✓              | ✓              |                |                | ✓                  |
| Ad in conference program   | Front or back cover | ½ page         | ¼ page         |                |                | ¼ page             |
| Recognition by conference MC at opening and closing session        | ✓                   | ✓              |                |                |                |                    |
| Tent card on lunch table (logo + quote/conversation starter)       | ✓                   | ✓              |                |                |                |                    |
| 10min fireside chat on main stage or 5min video shown to attendees | ✓                   |                |                |                |                |                    |
| 2min video shown to attendees on main stage                        |                     | ✓              |                |                |                |                    |
| Exhibitor table (6')   |                     |                |                |                |                |                    |
| Interview with sponsor posted to HealthcareScene.com property      | Choose 1            | Choose 1       | Choose 1       | Choose 1       |                | Choose 1           |
| Sponsored blog post on HealthcareScene.com property                |                     |                |                |                |                |                    |
| <b>Post-Expo</b>   |                     |                |                |                |                |                    |
| Name & logo included in post-conference emails & social media      | ✓                   | ✓              | ✓              | ✓              | ✓              | ✓                  |
| Access to attendee list (name, title, org, phone, email, address)  | ✓                   | ✓              | ✓              | ✓              | ✓              | ✓                  |
| Ad on HealthcareScene.com (336x280)                                | 3 months            | 2 months       |                |                |                |                    |
| Thought-leadership blog post on HealthcareScene.com property       | 1                   |                |                |                |                |                    |
| <b>Price</b>   | <b>\$12,500</b>     | <b>\$9,000</b> | <b>\$6,500</b> | <b>\$4,000</b> | <b>\$2,500</b> | <b>\$4,000</b>     |
| Sponsorship Limit  | 2                   | 8              | 10             | No Limit       | No Limit       | No Limit           |

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

## HealthIT Expo 2019 Add-on Sponsorships

| ADD-ON SPONSOR OPPORTUNITIES   | Lanyard               | WiFi                                       | Welcome Bag           | Professional Headshots        |
|--|-----------------------|--|-----------------------|-------------------------------|
| <b>Pre-Conference</b>  |                       |  |                       |                               |
| Name and logo in attendee acquisition emails as special sponsor                  | ✓                     | ✓  | ✓                     | ✓                             |
| Name, logo and sponsorship level shared via Twitter & LinkedIn                   | ✓                     | ✓  | ✓                     | ✓                             |
| Name, logo, and link on HITExpo website as special sponsor                       | ✓                     | ✓  | ✓                     | ✓                             |
| <b>Day-of</b>  |                       |  |                       |                               |
| Exclusive company branding   | Logo on lanyard*      | Logo next to WiFi info on conference badge | Logo on welcome bag   | Logo on photo station signage |
| Name and logo included in conference program as special sponsor                  | ✓                     | ✓  | ✓                     | ✓                             |
| Special email to attendees with photograph                                       |                       |  |                       | ✓                             |
| <b>Post-Conference</b>   |                       |  |                       |                               |
| Name & logo included in post-conference emails & social media as special sponsor | ✓                     | ✓  | ✓                     | ✓                             |
| <b>Price (must be Silver Sponsor or higher)</b>                                  | <b>Price: \$1,000</b> | <b>Price: \$2,000</b>                      | <b>Price: \$3,000</b> | <b>Price: \$3,000</b>         |
| <b>Sponsorship Limit</b>   | <b>1</b>              | <b>1</b>                                   | <b>1</b>              | <b>1</b>                      |

\* Sponsor may provide their own lanyards

## HealthIT Expo 2019 Focus Group Packages

Why spend tens of thousands of dollars organizing your own focus groups and user meetings? Leverage the investment we've already made in the meeting space – PLUS get the additional draw of the Expo itself to help drive attendance to your event. Hold your focus group or user meeting the day before HealthIT Expo for a fraction of the cost.

Hurry, space is limited!

| FOCUS GROUP PACKAGE                                       | 51-100 Users | 11-50 Users | 2-10 Users     |
|---|--------------|-------------|----------------|
| <b>Pre-Expo</b>   |              |             |                |
| Meeting name and logo included on Expo website (optional) | ✓            | ✓           | ✓              |
| Dedicated registration page                               | ✓            | ✓           | ✓              |
| Discounted Expo passes for clients attendees              | ✓            | ✓           | ✓              |
| Credit towards Expo sponsorships packages                 | \$2,500      | \$1,500     | \$500          |
| <b>Day-of</b>   |              |             |                |
| Dedicated meeting space                                   | ✓            | ✓           | ✓              |
| Registration desk for attendee check in                   | ✓            | ✓           | ✓              |
| Printed name badges for staff and attendees               | ✓            | ✓           | ✓              |
| HITExpo Welcome Gift                                      | ✓            | ✓           | ✓              |
| Lunch provided (combined with other attendees)            | ✓            | ✓           | ✓              |
| Meeting and way-finding signage                           | ✓            | ✓           | ✓              |
| Tweets during meeting (Healthcare Scene account)          | At least 7   | At least 5  | At least 3     |
| Photos of meeting   | ✓            | ✓           | ✓              |
| <b>Price</b>  | Contact us   | Contact us  | Price: \$2,500 |