

HealthIT Expo 2019 Sponsorship Matrix

SPONSOR BENEFITS	Diamond	Platinum	Gold	Silver	Bronze	Innovation Center*
Pre-Expo						
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
Day-of						
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						
Post-Expo						
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					
Price	\$12,500	\$9,000	\$6,500	\$4,000	\$2,500	\$4,000
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
Pre-Conference				
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	✓	✓	✓	✓
Day-of				
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				✓
Post-Conference				
Name & logo included in post-conference emails & social media as special sponsor	✓	✓	✓	✓
Price (must be Silver Sponsor or higher)	Price: \$1,000	Price: \$2,000	Price: \$3,000	Price: \$3,000
Sponsorship Limit	1	1	1	1

* 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
Pre-Expo			
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
Day-of			
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	✓	✓	✓
Price	Contact us	Contact us	Price: \$2,500