

EXPO.health Interactive Event Series

Why are we doing this?

The cancellation of in-person healthcare conferences has created a big gap in everyone's marketing plans. To replace the opportunities to gain new leads and interact with prospects, most companies have turned to online events

But how do you stand out from the sea of webinars and panel discussions that have sprouted up overnight?

Healthcare IT Today has come up with an event that blends the best of several formats from other mediums. Disney+ was tremendously successful with their live chat session with Lin Manuel when *Hamilton* was streamed. *The Bachelor*, *Survivor* and *The Walking Dead* have popular post-show panel discussions. And call-in programs on talk radio continue to be very popular.

We've combined all these elements into a single Interactive Healthcare Event.

What is the Interactive Event?

Each Interactive Event in the series has the same 4-part format:

1. Keynote - 30min
 - The keynote speaker will pre-record at 20-30min presentation on a given topic
 - On the day of the event, the recording will be played
 - While the recording is playing, the keynote speaker will field questions and provide additional commentary via the online-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.
 - *Healthcare IT Today* will host
 - Participants can ask each other questions or offer commentary
3. Call-in Show - 30min
 - We will "open the phone lines" and bring members of the audience on-camera to ask a question of the panel which includes the keynote speaker and **sponsor representatives**
4. Virtual Reality After-Party
 - Everyone is invited to join the "after party" which will be a unique virtual reality meetup where people can connect with attendees and speakers in a virtual world

What are the sponsor benefits?

As with all our programs, we want to ensure each sponsor receives tremendous value for their investment. For that reason, we have limited the number of sponsors for each Interactive Event to 3 maximum.

Each sponsor will receive the following benefits:

- Pre-event
 - Logo Included in all promotional emails (32,000 email subscribers)
 - Logo Included on registration landing page
 - Company mentioned in the articles about the event as a sponsor
 - At least 5 tweets mentioning sponsorship specifically (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 “brought to you buy” message read by the event host at the start**
 - **1 company representative on the post-keynote chat session and the call-in program (live)**
 - Logo will appear on the welcome splash screen prior to keynote
 - Shout out at the end of the event
- Post-event
 - Attendee list with full contact info (name, title, organization, email)
 - Inclusion in the thank you email, that includes:
 - Your logo
 - List of 3 problems you solve
 - URL Link (webpage or other)
 - ...designed to be similar to leaving a brochure on the chairs of a keynote
 - Logo included on the landing page where people can watch the Event recording
 - Post-event summary article (written by you, published to *Healthcare IT Today*)
 - Shared rights to the video of panel discussion and call-in show

What Is the cost?

All of the above benefits are included in the sponsorship.

- \$3,500 (limit 3 sponsors per Event)
- \$8,500 exclusive sponsorship of an Event