

Healthcare IT Marketing and PR Conference

Where you learn how to cut through the noise

Sponsor Packages



Presented by:



April 5-7, 2017
Las Vegas, NV

www.HealthITMarketingConference.com

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Where you learn how to cut through the noise

We're really excited to announce the 4th Annual [Health IT Marketing and PR Conference \(HITMC\)](#) . As we proved in the first three HITMC, we brought together some of the [leading minds](#) from inside and outside healthcare. This three day event will teach some of the latest trends, techniques, and tools in social media marketing, event public relations, blogging, search engine optimization (SEO), content marketing, influencing ratings, PR best practices, and much much more.

The following is the conference schedule-at-a-glance:

Wednesday

3:00 PM – Casual networking with attendees

7:00 PM – Networking Meetup

Thursday

8:00 AM – 5:30 PM – Conference Program

7:00 PM – Evening Reception

Friday

8:00 AM – 5:00 PM – Conference Program

5:00 PM – HITMC Foundation Dinner

There are many opportunities to learn, network and make new friends, and sponsorships are now available! Plus, check out our new [HITMC Marketplace](#) along with our HITMC Genius Bar, event signage, Live Stream, mobile app, and Fireside Chat options.

Who should attend: Anyone directly involved in marketing their products or services to healthcare organizations, medical practices, physicians or hospitals (IT, software, device, EHR, other services).

Who should sponsor: Any organization that sells products or services to healthcare IT/software/device/services/products/EHR companies and whose target buyer is the marketing or PR executive within those organizations.

Get in early and save the dates!

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Contact John Lynn for sponsorship
reservations & info: john@HITMC.com
(702) 514-0201



Keynote Sponsor

Price: \$10,000 (Limit 2)

- 7 minute sponsor introduction of company and Keynote Speaker
- Dedicated email intro of Keynote speaker and sponsor to the full HITMC email list
- Opportunity to place item on attendee chairs before the keynote session
- 5 passes to the event
- Featured Listing in HITMC Marketplace for Attendees
- Exclusive listing on Program Agenda by Keynote Speaker
- Listing on Conference website under Keynote Sponsors with link to your site
- Company featured on mobile app next to Keynote Speaker
- Blog post and listing on HITMC.com
- Company profile on conference website with link to your site
- Priority consideration for speaker/panelist
- Inclusion in Signage at the event
- Handout in Conference Bag
- Social media promotion of the keynote sponsorship
- Healthcare IT Marketing & PR LinkedIn Group promotion prior to event
- Event Attendee List: Attendee List (attendee name, title, organization, phone, email, address) will be provided approximately a month prior to the event, with a complete post-event list sent immediately following the event.

Platinum Sponsor

Price: \$7,500 (Limit 8)

- 4 passes to the event
- 3 minute on stage company profile
- Host a #HITMC Twitter chat (First come, First serve scheduling)
- Blog post and listing on HITMC.com
- Featured Listing in HITMC Marketplace for Attendees
- Sponsorship Recognition at the start and end of the event
- Priority consideration for speaker/panelist
- Listing on Conference website under Platinum Sponsors with link to your site
- Mention in email to attendees about sponsors
- Company profile on conference website with link to your site
- Inclusion in Signage at the event
- Handout in Conference Bag
- Healthcare IT Marketing & PR LinkedIn Group promotion prior to event
- Social media mention of your company and company Twitter handle before and during the event with a link to your conference website profile
- Event Attendee List: Attendee List (attendee name, title, organization, phone, email, address) will be provided approximately a month prior to the event, with a complete post-event list sent immediately following the event.

Gold Sponsor

Price: \$5,000 (Limit 5)

- 2 passes to the event
- Blog post and listing on HITMC.com
- Featured Listing in HITMC Marketplace for Attendees
- Priority consideration for speaker/panelist
- Listing on Conference website under Gold Sponsors with link to your site
- Mention in email to attendees about sponsors
- Company profile on conference website with link to your site
- Inclusion in Signage at the event
- Handout in Conference Bag
- Healthcare IT Marketing & PR LinkedIn Group promotion prior to event
- Event Attendee List: Attendee List (attendee name, title, organization, phone, email, address) will be provided approximately a month prior to the event, with a complete post-event list sent immediately following the event.

Silver Sponsor

Price: \$3,500

- 2 passes to the event
- Priority consideration for speaker/panelist
- Listing in HITMC Marketplace for Attendees
- Listing on Conference website under Silver Sponsors with link to your site
- Listing on HITMC.com
- Mention in email to attendees about sponsors
- Inclusion in Signage at the event
- Handout in Conference Bag
- Healthcare IT Marketing & PR LinkedIn Group promotion prior to event
- Event Attendee List: Attendee List (attendee name, title, organization, phone, email, address) will be provided approximately a month prior to the event, with a complete post-event list sent immediately following the event.

Bronze Sponsors

Price: \$2,500

- 1 pass to the event
- Listing in HITMC Marketplace for Attendees
- Listing on Conference website under Bronze Sponsors with link to your site
- Listing on HITMC.com
- Mention in email to attendees about sponsors
- Inclusion in Signage at the event
- Handout in Conference Bag
- Healthcare IT Marketing & PR LinkedIn Group promotion prior to event
- Event Attendee List: Attendee List (attendee name, title, organization, phone, email, address) will be provided approximately a month prior to the event, with a complete post-event list sent immediately following the event.

HITMC Sponsors

Price: \$1,500

- Logo on Conference Website
- Listing on HITMC.com
- 1 pass to the event
- Mention in email to attendees about sponsors
- Inclusion in Signage at the event

Networking Sponsorships

Prices:

Wednesday Evening Meetup: \$4,000 (Exclusive)

Thursday or Friday Breakfast: \$2,500 (Exclusive)

Thursday or Friday Lunch: \$4,000 (Exclusive)

Thursday Evening Reception: \$5,000 (Exclusive)

Coffee/Dessert Break: \$2,000 (Exclusive)

Each sponsorship includes:

- Company listed on schedule by the meal/event being sponsored
- On stage mention of company before meal or event
- Sponsored company featured on big screen during meal or event
- Featured listing in HITMC Marketplace for Attendees
- Listing on Conference website under Networking Sponsors with link to your site
- Listing on HITMC.com
- Priority consideration for speaker/panelist
- Mention in email to attendees about sponsors
- 1 pass to the event (2 passes for a sponsorship of \$4,000 or more)
- Inclusion in Signage at the event
- Handout in Conference Bag
- Healthcare IT Marketing & PR LinkedIn Group promotion prior to event
- Event Attendee List: Attendee List (attendee name, title, organization, phone, email, address) will be provided approximately a month prior to the event, with a complete post-event list sent immediately following the event.

Conference Bag Sponsorship

Price: \$6,000 (Exclusive)

- Company Logo on conference bag given to attendees.
- Company listed on Sponsorship page of conference website with link to your site
- Listing on HITMC.com
- Listing in HITMC Marketplace for Attendees
- Mention in email to attendees about sponsors
- 2 passes to the event
- Inclusion in Signage at the event
- Handout in Conference Bag
- Healthcare IT Marketing & PR LinkedIn Group promotion prior to event
- Event Attendee List: Attendee List (attendee name, title, organization, phone, email, address) will be provided approximately a month prior to the event, with a complete post-event list sent immediately following the event.

Wifi Sponsorship

Price: \$5,000 (Exclusive)

- Company logo next to the Wifi password on conference name badge
- Company listed on Sponsorship page of conference website with link to your site
- Listing on HITMC.com
- Listing in HITMC Marketplace for Attendees
- Mention of Wifi Sponsor from the stage when talking about the free Wifi
- Wifi password set to sponsor name
- 1 pass to the event
- Event Attendee List: Attendee List (attendee name, title, organization, phone, email, address) will be provided approximately a month prior to the event, with a complete post-event list sent immediately following the event.

Lanyard Sponsorship

Price: \$3,500 (Exclusive) – **SOLD OUT**

- Company name on Lanyards for the conference
- Company listed on Sponsorship page of conference website with link to your site
- Listing on HITMC.com
- Healthcare IT Marketing & PR LinkedIn Group promotion prior to event
- 1 pass to the event
- Event Attendee List: Attendee List (attendee name, title, organization, phone, email, address) will be provided approximately a month prior to the event, with a complete post-event list sent immediately following the event.

AddOn: Genius Bar

Price: \$2,000 (This add-on must include one of the sponsorships above)

- Table for “genius” representative to interact with Attendees during Genius Bar times
- Featured listing in HITMC Marketplace for Attendees
- Company listed on Genius Bar page of conference website with profile of your “genius” representative
- 1 extra pass to the event
- Event Attendee List: Attendee List (attendee name, title, organization, phone, email, address) will be provided approximately a month prior to the event, with a complete post-event list sent immediately following the event.

AddOn: Fireside Interview

Price: \$4,000 (Limit 4, This add-on must include Silver sponsorship or higher)

- 30 minute “Fireside” interview on stage with Shahid Shah or John Lynn
- Video of the Interview posted on HITMC.com
- Featured listing in HITMC Marketplace for Attendees
- 1 extra pass to the event
- Social media promotion of the Fireside interview before, during and after the interview
- Event Attendee List: Attendee List (attendee name, title, organization, phone, email, address) will be provided approximately a month prior to the event, with a complete post-event list sent immediately following the event.

Mobile App Sponsorship

Price: \$4,000 (Exclusive)

- Company Featured Prominently on the Conference Mobile App
- Push notification to all attendees using the mobile app linking to your company page during the conference
- Push notification to all attendees using the mobile app linking to your company page after the conference
- Company listed on Sponsorship page of conference website with link to your site
- Listing on HITMC.com
- Listing in HITMC Marketplace for Attendees
- 1 pass to the event
- Event Attendee List: Attendee List (attendee name, title, organization, phone, email, address) will be provided approximately a month prior to the event, with a complete post-event list sent immediately following the event.

Note: There will be no printed program, so the mobile app will be the main source of information for attendees.

Event Signage Sponsorships

Prices:

Meter Board in Main Hallway: \$1,000

Window in Main Hallway: \$1,500

Doors to Main Room: \$1,500

Tables in Main Room: \$2,000

Water Station: \$1,000

Hotel Key Card Sponsorship: \$2000

Each sponsorship includes:

- Dedicated Signage at Event
- Listing in HITMC Marketplace for Attendees
- Listing on Conference website under Event Sponsors with link to your site
- Listing on HITMC.com
- Mention in email to attendees about sponsors
- Healthcare IT Marketing & PR LinkedIn Group promotion prior to event

Note: Sponsorship does not include the cost of creating the signage.

Live Stream Sponsorship

Price: \$5,000 (Exclusive)

- Company Featured on Live Stream page
- Promotion of Company in Emails to Live Stream Promotions and Signups
- Company listed on Sponsorship page of conference website with link to your site
- Listing on HITMC.com
- Listing in HITMC Marketplace for Attendees
- 2 passes to the event
- Event Attendee List: Attendee List (attendee name, title, organization, phone, email, address) will be provided approximately a month prior to the event, with a complete post-event list sent immediately following the event.

Sponsorship Agreement for Healthcare IT Marketing & PR Conference April, 2016

Company Name: _____

Address: _____

City/State/Zip: _____

Contact Name: _____

Contact Title: _____

Phone Number, Ext.: _____

Email address: _____

Web address: _____

What type of business is your organization? (Ex: PR Agency, Email Marketing company, etc.):

Please select your sponsorship package(s):

- | | | | |
|---|----------|--|---------|
| <input type="checkbox"/> Keynote Speaker | \$10,000 | <input type="checkbox"/> Event Signage Sponsorship | _____ |
| <input type="checkbox"/> Platinum Sponsorship | \$7,500 | <input type="checkbox"/> Live Stream Sponsorship | \$5,000 |
| <input type="checkbox"/> Gold Sponsorship | \$5,000 | <input type="checkbox"/> Bag Sponsorship | \$6,000 |
| <input type="checkbox"/> Silver Sponsorship | \$3,500 | <input type="checkbox"/> WiFi Sponsorship | \$5,000 |
| <input type="checkbox"/> Bronze Sponsorship | \$2,500 | <input type="checkbox"/> Lanyard Sponsorship | \$3,500 |
| <input type="checkbox"/> HITMC Sponsorship | \$1,500 | <input type="checkbox"/> Genius Bar (Add-on) | \$2,000 |
| <input type="checkbox"/> Networking Sponsorship | _____ | <input type="checkbox"/> Fireside Interview (Add-on) | \$4,000 |
| <input type="checkbox"/> Mobile App Sponsorship | \$4,000 | <input type="checkbox"/> Other | _____ |

Total Sponsorship Amount: \$ _____

Applications for sponsorships are processed on a first paid, first granted basis, and are limited in number where specified.

Payment options

Please invoice me (will be sent net 30 days with an option to pay online by credit card).

Check included (make payable to **Healthcare Scene**, mail with this contract to **Healthcare Scene, 1000 N Green Valley Pkwy Suite 440-270, Henderson, NV 89074.**)

Credit Card type: Visa Mastercard American Express

CC number: _____

Name on card: _____

Expiration date: _____ CCV (3 digits on back) _____

Billing Address: Same as contract address

Or, if different:

Street: _____

City/State/Zip: _____

Card holder phone number: _____

Final Considerations

This Agreement constitutes the entire Agreement and any prior agreements, promises, negotiations, or representations relating to the Sponsorship not expressly set forth in this Agreement are of no force or effect. Any addition to this Agreement shall be of no force or effect unless it is in writing and signed by both parties. This Agreement is governed by the laws of the State of Nevada.

WHEREOF, the parties have executed this Agreement by their duly authorized representatives as of the date set forth below:

Sponsor

Signed: _____ Date: _____

Name: _____ Title: _____

Healthcare Scene

Signed: _____ Date: _____

Name: _____ Title: _____

FAX SIGNED CONTRACT PAGES TO: (877) 489-0137

For help with sponsorships, contact
John Lynn
john@HITMC.com
(702) 514-0201
www.HITMC.com
www.healthcarescene.com