# HITMC 2018

# BUILD RELATIONSHIPS

Sponsorship Prospectus

**April 4-6, 2018** | Marriott New Orleans

Questions?
hitmc18@HITMC.com

## HITMC IS THE BEST PLACE TO CONNECT WITH HEALTHCARE MARKETERS.

More than 2,500 professionals are members of the Healthcare IT Marketing and PR community. For the past 4 years the community has gathered at the annual HITMC Conference.

### What is HITMC?

Now in its fifth year, HITMC is a one-of-a-kind event that brings together marketing executives and business leaders who work in the healthcare industry. The conference is specifically designed to foster relationships between attendees and with sponsors. This is one sponsorship opportunity you don't want to miss.

### Why Sponsor?

1. BUILD RELATIONSHIPS. Connect with existing customers, prospects, potential partners, industry media, healthcare analysts and influential thought leaders.

2. BUILD BUSINESS: Meet with key influencers and decision-makers at some of healthcare's leading technology and provider organizations.

3. BUILD YOUR BRAND: Promote your company to the entire HITMC community and ensure you are top-of-mind in the fast-growing, always changing healthcare market.
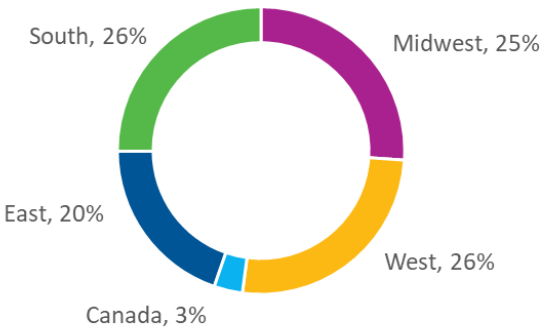
# GET NOTICED.

## Sponsor Agenda

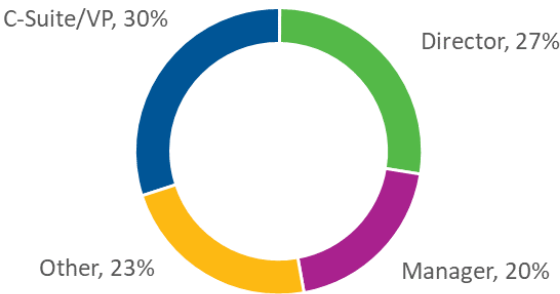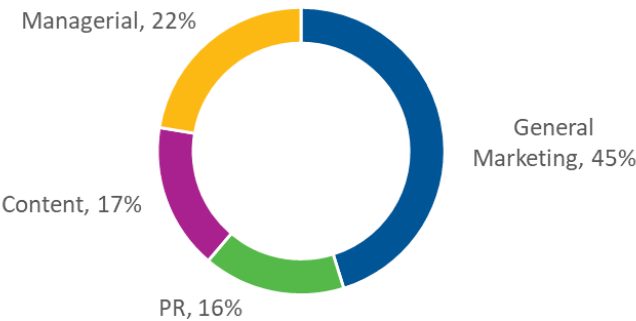| | | |
|---|---|---|
| Wednesday April 4 | 3:00 – 5:00pm | Pre-Conference Reception |
| | 6:00 – 7:00pm | Exhibitor setup (optional) |
| | 7:00 – 9:00pm | Opening Reception |
| Thursday April 5 | 7:00 – 8:00am | Exhibitor setup |
| | 8:00 – 9:00am | Breakfast & Exhibits |
| | 10:30 – 10:45am | Networking Break & Exhibits |
| | 12:20 – 1:30pm | Lunch & Exhibits |
| | 3:05 – 3:20pm | Networking Break & Exhibits |
| | 4:45 – 5:45pm | Reception in Exhibit Area |
| | 7:30 – 9:30pm | Evening Social Event |
| Friday April 6 | 8:00 – 9:00am | Breakfast (exhibits optional) |
| | 10:00 – 10:15am | Networking Break & Exhibits |
| | 11:50 – 1:00pm | Lunch & Exhibits |
| | 2:40 – 3:00pm | Networking Break & Exhibits |
| | 3:00 – 3:50pm | Exhibitor Tear-down |
| | 3:50 – 5:00pm | Closing Session |

**NOTE: Times subject to change.**

# HITMC Attendee Profile

## Attendees by Region



- South, 26%
- Midwest, 25%
- West, 26%
- East, 20%
- Canada, 3%

## Attendees by Organization Type



- Healthcare Technology, 35%
- Agency, 28%
- Healthcare Services, 22%
- Provider, 6%
- Media, 5%
- Other, 4%

## Attendees by Title



- C-Suite/VP, 30%
- Director, 27%
- Manager, 20%
- Other, 23%

## Attendees by Role



- Managerial, 22%
- General Marketing, 45%
- Content, 17%
- PR, 16%
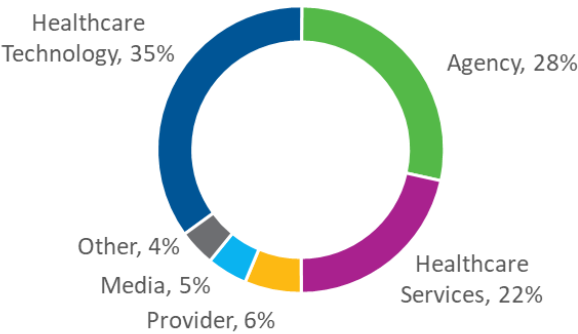
## Attendees Active on Social Media



- Yes, 68%
- No, 32%

## Attendee Tweet Frequency
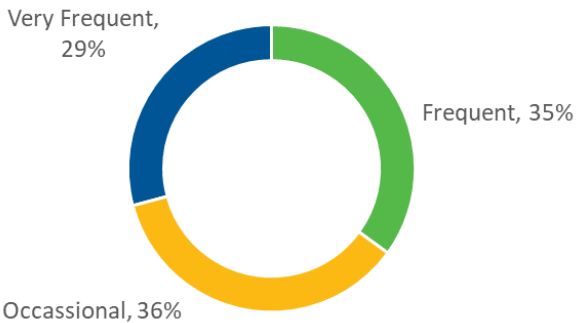


- Very Frequent, 29%
- Frequent, 35%
- Occasional, 36%

# Diamond Sponsorship

## PRE-CONFERENCE

- Name & logo included in attendee acquisition emails
- Name included in HITMC sponsor list on Twitter & LinkedIn
- At least 2 tweets specifically highlighting Diamond Sponsors
- 150-word sponsor profile on HITMC Conference website along with logo & link to sponsor website
- Featured on HITMC Marketplace (name & logo on rotating banner)
- Listing in HITMC Marketplace in 1 category (name & logo)
- Eligible for special add-on sponsorships
- 750-word blog post on the HITMC community website (written by Sponsor, approved by HITMC organizers)
- Single email to registered attendees 10 days prior to event, with sponsor message & specific call to action (email copy & design to be provided by Sponsor, approved & distributed by HITMC)
- 4 Tweets encouraging attendees to stop by booth (content & social image to be provided by Sponsor)

## POST-CONFERENCE

- Name & logo included in attendee thank you/follow-up emails
- Name included in HITMC sponsor list on "thank you sponsors" Tweets
- Access to conference attendee list (name, title, organization, phone, email & address)
- Promotion on Twitter & LinkedIn of Sponsor's HITMC roundup/summary
- Additional 750-word blog post on the HITMC community website (written by Sponsor, approved by HITMC organizers)

## DAY-OF

- 4 full conference passes for staff
- 1 full conference pass for a client attendee
- Logo on event signage throughout the 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 the electronic conference program (PDF). Choice of inside front cover or back page on a first-come-first-served basis. Ad artwork & copy to be provided by Sponsor
- Recognition (thank you & shout-out) by conference MC at opening &closing sessions
- 7mins in front of HITMC attendees for a brief sponsor overview & introduce keynote speaker
- 6' exhibitor table (tablecloth & banner only, no booth)
- Interview (via email) with sponsor representative posted to a HealthcareScene property at least 5 days prior to event

## Diamond Sponsorship

### $10,000 | 2 Available

# Platinum Sponsorship

## PRE-CONFERENCE

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

## POST-CONFERENCE

- Name & logo included in attendee thank you/follow-up emails
- Name included in HITMC sponsor list on "thank you sponsors" Tweets
- Access to conference attendee list (name, title, organization, phone, email & address)
- Promotion on Twitter & LinkedIn of Sponsor's HITMC roundup/summary

## DAY-OF

- 3 full conference passes for staff
- 1 full conference pass for a client attendee
- Logo on event signage throughout the 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 the electronic conference program (PDF). Ad artwork & copy to be provided by Sponsor
- Recognition (thank you & shout-out) by conference MC at opening & closing sessions
- 3min sponsor video to be played to attendees (be creative!)
- 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 property
  - Additional 750-word blog post on the HITMC community website (written by Sponsor, approved by HITMC organizers)

## *Platinum Sponsorship*

### $7,500 | 8 Available

# Gold Sponsorship

## PRE-CONFERENCE

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

## POST-CONFERENCE

- Name & logo included in attendee thank you/follow-up emails
- Name included in HITMC sponsor list on "thank you sponsors" Tweets
- Access to conference attendee list (name, title, organization, phone, email & address)
- Promotion on Twitter & LinkedIn of Sponsor's HITMC roundup/summary

## DAY-OF

- 2 full conference passes for staff
- 1 full conference pass for a client attendee
- Logo on event signage throughout the 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 the 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 property
  - Additional 750-word blog post on the HITMC community website (written by Sponsor, approved by HITMC organizers)

## Gold Sponsorship

**$5,000 | 10 Available**

## PRE-CONFERENCE

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

## DAY-OF

- 2 full conference passes for staff
- Logo on event signage throughout the 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

## POST-CONFERENCE

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

## Silver Sponsorship

### $3,500 | No limit

## PRE-CONFERENCE

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

## DAY-OF

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

## POST-CONFERENCE

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

## Bronze Sponsorship

**$2,500 | No limit**

## PRE-CONFERENCE

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

## DAY-OF

- 1 full conference pass
- Logo on event signage throughout the venue
- Name & link to sponsor website included in conference mobile app as Bronze Sponsor

*HITMC Supporter*

**$1,500 | No limit**

| SPONSOR BENEFITS | Diamond | Platinum | Gold | Silver | Bronze | Supporter |
|---|---|---|---|---|---|---|
| **Pre-Conference** | | | | | | |
| Sponsor name & logo in pre-conference emails & social media | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sponsor name, logo & link on conference website | With brief profile | With brief profile | With brief profile | ✓ | ✓ | ✓ |
| Listing in HITMC Marketplace for attendees | Featured | Featured | Featured | ✓ | ✓ | |
| Eligible for Sponsorship Add-ons | ✓ | ✓ | ✓ | ✓ | | |
| Sponsor blog post on HITMC website (subject to approval) | ✓ | ✓ | ✓ | | | |
| Single email to attendees with sponsor message (subject to approval) | ✓ | ✓ | | | | |
| **Day-of** | | | | | | |
| Complimentary conference registrations | 4 + 1 Client | 3 + 1 Client | 2 + 1 Client | 2 | 1 | 1 |
| Sponsor logo on event signage throughout venue | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sponsor name and 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 | ✓ | ✓ | ✓ | ✓ | | |
| Sponsor logo projected during session entry & exit | ✓ | ✓ | ✓ | ✓ | | |
| Ad in Conference Program (PDF not printed) | Inside Front Cover or Back Page | Full Page | Half Page | | | |
| Recognition at Opening and Closing Sessions | ✓ | ✓ | | | | |
| On-stage | 7min keynote intro & overview | 3min company video | | | | |
| Item on attendee chairs prior to keynote | ✓ | | | | | |
| **Post-Conference** | | | | | | |
| Sponsor name and logo in post-conference emails & social media | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Access to conference attendee list (name, title, organization, phone, email, address) | ✓ | ✓ | ✓ | ✓ | ✓ | |
| **Choose one of the following:** | | | | | | |
| Exhibitor table (6') | Included | | | | | |
| Interview with sponsor posted to HealthcareScene property | Included | Choice of 1 | Choice of 1 | | | |
| Additional company blog post on conference website | Included | | | | | |
| **Price** | **Price: $10,000** | **Price: $7,500** | **Price: $5,000** | **Price: $3,500** | **Price: $2,500** | **Price: $1,500** |
| Sponsorship Limit | 2 | 8 | 10 | No Limit | No Limit | No Limit |

# HITMC18 Add-on Sponsorships

*The following Add-on sponsorship packages are available to Diamond, Platinum, Gold and Silver sponsors

| ADD-ON SPONSOR BENEFITS* | Conference Bag Sponsorship | Wifi Sponsorship | Mobile App Sponsorship | Lanyard Sponsorship | Networking Event Sponsorship | Meal Sponsorship | Break Sponsorship |
|---|---|---|---|---|---|---|---|
| **Pre-Conference** | | | | | | | |
| Sponsor name, logo and link on conference 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 | Company logo on conference bag | Company name next to WiFi info on badge | Company logo in mobile app | Company name on conference lanyard | Company logo on event signage | Company logo on meal & table signage | Company logo on break signage |
| Sponsor name included in conference program in special category | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Exhibitor table (6') | ✓ | ✓ | ✓ | | | | |
| **Price** (in addition to minimum Silver Sponsorship) | Price: $3,000 | Price: $2,000 | Price: $2,000 | Price: $1,000 | Price: $1,000 | Price: $750 | Price: $500 |
| Sponsorship Limit | 1 | 1 | 1 | 1 | 1 | 4 | 4 |



**SmartBrief Health** @SBHealthCare · Apr 7
Gearing up for day 2 of #HITMC. Proud to be a **sponsor** of this great event!

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"There are no other conferences like this one. We have a niche buyer and a niche market. As a sponsor this conference helps us focus on them."

Beth Friedman
President
Agency Ten22

## WHO SPONSORS HITMC?

HITMC sponsors come in all shapes and sizes. Some are solo professionals that specialize in an aspect of healthcare marketing. Some are large technology providers that offer solutions to marketers. In the past we have had Marketing Automation companies, consultants, PR agencies, Ad firms, industry media, technology providers, printers, and film production companies as sponsors. If you offer a product or service directly to marketing professionals or if marketers are a key influencer in your buying journey then you need to be a HITMC 2018 sponsor.

HITMC 2017 was our most successful event to date with over 230 registered attendees. It would not have been possible without the help, dedication and support of our sponsors. Below are some of those sponsors.

# We're Here to Help You Succeed

Let us help you choose and optimize your HITMC18 sponsorship. Email or call us to set up a meeting where we can learn more about your customer acquisition goals and match that to the appropriate sponsorship package.

Email us at HITMC18@HITMC.com
Call us at 1-416-272-3035

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

August 1 – Call for Speakers Opens

August 14 – Registration Opens

Fall 17 – Attendee Acquisition Marketing

January – Sponsor Orientation Call #1

February – Sponsor Orientation Call #2

March – Sponsor Orientation Call #3

April 4-6 – HITMC18 Conference