

SPONSOR BENEFITS	Diamond	Platinum	Gold	Silver	Bronze
Pre-Conference					
Name and logo included in attendee acquisition emails	✓	✓	✓	✓	✓
Name, logo and sponsorship level shared via Twitter & LinkedIn	✓	✓	✓	✓	✓
Name, logo, and link on HITMC website	✓	✓	✓	✓	✓
150 word company profile on HITMC website	✓	✓	✓		
Thought-leadership blog post on HITMC website	1	1			
Email to attendees delivered by HITMC website	1	1			
Day-of					
Conference passes for staff or clients	5	4	3	2	1
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		
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 HITMC website or Healthcare Scene property	Choose 1	Choose 1	Choose 1		
Thought-leadership blog post on HITMC website or Healthcare Scene property					
Post-Conference					
Name & logo included in post-conference emails & social media	✓	✓	✓	✓	✓
Access to attendee list (name, title, org, email, address)	✓	✓	✓	✓	✓
Ad on HITMC website (timing based on availability)	3 months	2 months	1 month		
Thought-leadership blog post on HITMC website	1				
Price	Price: \$10,000	Price: \$7,500	Price: \$5,000	Price: \$3,750	Price: \$2,500
Sponsorship Limit	2	5	15	No Limit	No Limit

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	✓	✓	✓	✓
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 Gold 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

HITMC19 Focus Group Opportunities

Why not leverage the HITMC Conference as a draw for holding a focus group session or customer event? It is the perfect opportunity to gather feedback from your clients, end-users and consumers. Contact us and we'll discuss how we can help with:

- Recruiting focus group attendees (patients, providers, HealthIT companies)
- Promotion of your focus group
- A exclusive meeting room on the Wednesday prior to the HITMC Conference
- Lunch and registration for your focus group attendees

“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