

HITMC20 Sponsor Matrix	Diamond	Platinum	Gold	Silver	Bronze
Pre-Conference					
Name and logo included in attendee acquisition emails, social media & HITMC site	✓	✓	✓	✓	✓
150 word profile on HITMC marketplace	Featured	✓	✓		
Thought-leadership article published on HITMC website	2	1	1		
Ad on HITMC website	3m display + header	1 month			
Joint email to registered attendees	2	1			
Interview of company representative published on HITMC website	✓				
Day-of					
Conference passes for staff or clients	15	5	3	2	1
Logo on event signage throughout venue	Mega logo	Enlarged logo	✓	✓	✓
1 piece of collateral & 1 promotional item included in attendee Welcome Bag	✓	✓	✓	✓	✓
Guaranteed speaking session (with client + company thought leader)	✓				
Priority consideration for speaker/panelist		✓	✓	✓	
Ad in conference program	Back cover	Full Page Inside	¼ page		
2min video shown to attendees at opening session	✓	✓			
Conference room for private meetings	Branded sign + main hallway	Branded sign + 1 day each sponsor			
Tent card on lunch table (logo + quote/conversation starter)	✓	✓			
Logo incorporated into main stage	✓				
Exclusive branding + message on hotel keycards	✓				
Choice of available Welcome Bag, WiFi, Social Event or Instagram Station sponsorship	✓				
Exclusive sponsorship of keynote speaker	✓				
Fireside chat during keynote on main stage	✓				
Breakout session introductions (3)	✓				
Exhibitor table (6')	✓				
Interview posted to HITMC website or Healthcare IT Today	✓	Choose 1	Choose 1		
Thought-leadership article on HITMC website or Healthcare IT Today	✓				
Post-Conference					
Name & logo included in post-conference emails & social media	✓	✓	✓	✓	✓
Access to attendee list (name, title, org, email, address)	✓	✓	✓	✓	✓
Ad on HITMC website	3 months	1 month			
Joint email to registered attendees	✓				
Thought-leadership article published on HITMC website	2				
Interview of one of your clients published on Healthcare IT Today	3				
Ad on Healthcare IT Today website for three (3) of your clients	2 months				
Price	Price: \$37,500	Price: \$12,500	Price: \$5,500	Price: \$3,900	Price: \$2,500
Sponsorship Limit	1	2	20	No Limit	No Limit

ADD-ON SPONSOR OPPORTUNITIES	Lanyard	Instagram Station	WiFi	Welcome Bag
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 on Instagram station signage	Logo next to WiFi info on conference badge	Large logo on welcome bag
Name and logo included in conference program as special sponsor	✓	✓	✓	✓
Post-Conference				
Name & logo included in post-conference emails & social media as special sponsor	✓	✓	✓	✓
Price (must be Gold Sponsor or higher)	Price: \$2,500	Price: \$2,000	Price: \$2,000	Price: \$2,000
Sponsorship Limit	1	1	1	1

* Sponsor may provide their own lanyards

“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