

## HOW TO GUIDE:

### Maximize Your HIMSS26 Presence with Feathr

Your HIMSS26 success starts now – before you even hit the show floor. With Feathr, you have everything you need to spread the word, invite your network, and drive qualified traffic to your booth.

#### GETTING STARTED

##### 1. Visit Your Partner Dashboard

You should have received your dashboard link via email from our partner, Feathr. New partners will be sent their dashboard links shortly after signing up.



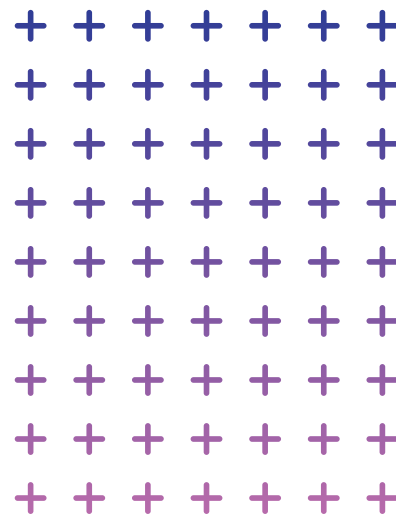
#### Maximize Your Visibility. Drive More Leads.

Welcome to your HIMSS26 Exhibitor Dashboard - your all-in-one toolkit to promote your presence, expand your reach, and drive connection with your audience.

Announce to your prospects and customers that you'll be at HIMSS26 and effortlessly create touchpoints using these ready-made promotional tools.

Inside, you'll find everything you need to:

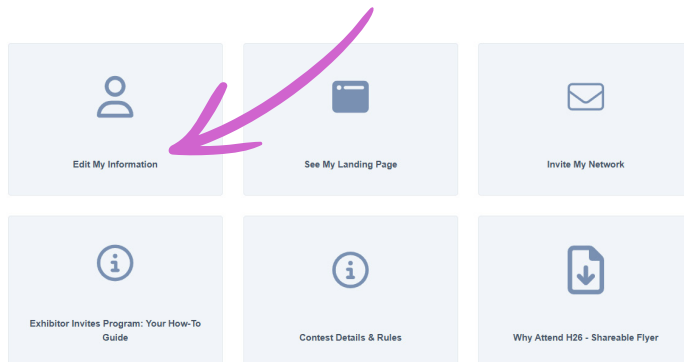
- Share your exclusive promo code
- Launch ready-to-use email and social campaigns
- Track your impact in real time



##### 2. Review and Update Your Information

Click “**Edit My Information**” to review the information we have on file for you, such as Name, Email, Website, and Description.

Some of this information is leveraged to dynamically create your marketing collateral.



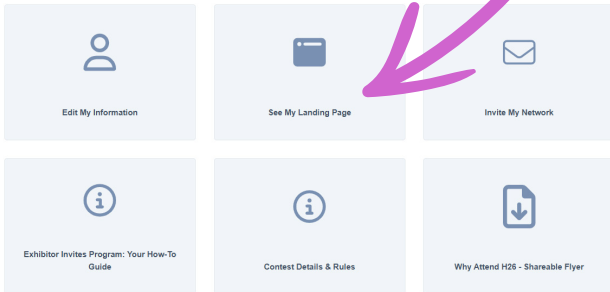
##### 3. Share Your Marketing Collateral

You'll have access to custom collateral, such as landing pages, email invitations, and ads that you can use to promote your presence at HIMSS26.

# Best Practices for Promotion

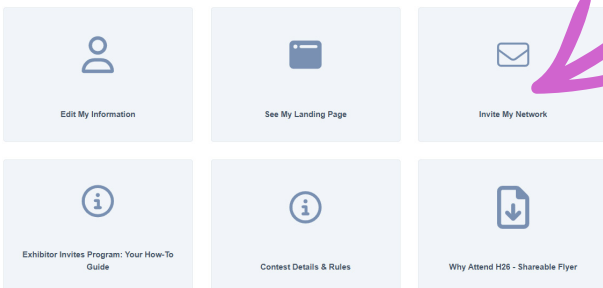
Share your landing page on social networks directly with your key contacts.

Click **"See My Landing Page"** to copy your link or to hit share to post to your preferred social platform.

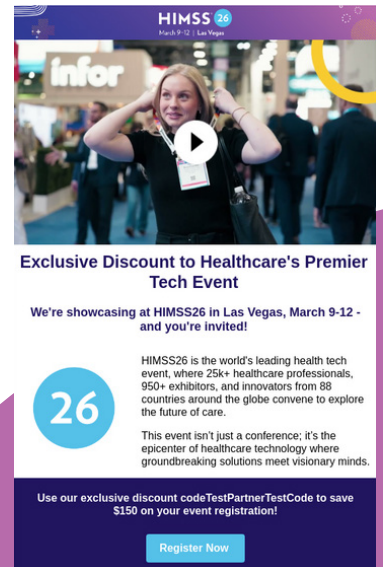
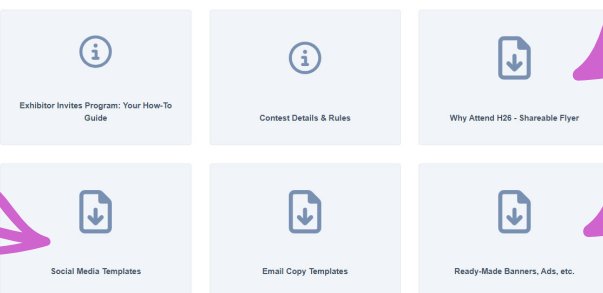


Share your email invitation with customers and prospects on your email list.

Click **"Invite My Network"** and select **"Send invites"** to preview, export, or send your customized HTML email.



Click to download any of the ready-to-use assets available to you, including but not limited to: a shareable flyer, social templates, ads, and more.

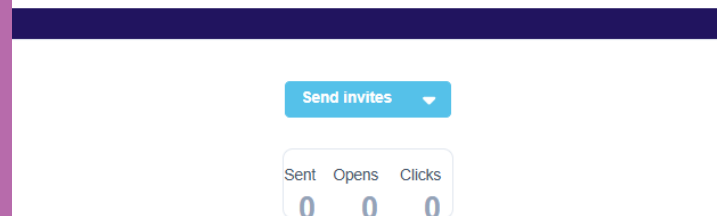


## Join TEST PARTNER at HIMSS26!



**We're excited to be exhibiting this year at HIMSS26!**

Let's meet in **Las Vegas, March 9-12, 2026**. Together, we'll tackle healthcare's biggest challenges head-on.



For further support, please contact [clientservices@feathr.co](mailto:clientservices@feathr.co)  
or [HIMSSCustomerSuccess@informa.com](mailto:HIMSSCustomerSuccess@informa.com).