



WHY EXHIBIT AT HIMSS26:

The Ultimate Platform to Set Your Brand Apart

HIMSS26 is more than just an event—it's the largest and most influential health information and technology conference in the world. Whether you're looking to expand into new markets, position your brand as a thought leader, or engage with key decision-makers across the health ecosystem, HIMSS26 offers the unmatched opportunity to make meaningful connections that drive results. If you haven't yet experienced exhibiting at HIMSS, now is the time to discover what sets us apart.

TOP 10 REASONS TO EXHIBIT AT HIMSS26

- 1 Rich Content, Valuable Positioning:** Align your brand and solution with industry-leading content and programming that dives deep into the latest healthcare topics and health IT trends.
- 2 Global Reach, Local Impact:** Showcase your brand on a global stage while making meaningful connections across regions, ensuring a competitive advantage in both established and emerging markets.
- 3 Gain Thought Leadership:** Position yourself as an industry expert by contributing to thought leadership discussions and high-visibility sessions.
- 4 Brand Exposure to a Diverse Audience:** Engage with healthcare providers, payers, government agencies, life sciences, consultants, and tech innovators—your opportunity to expand into new markets and align with top players.
- 5 High Volume of Decision Makers:** Gain access to an audience where 86% are decision-makers actively seeking new solutions and partnerships.
- 6 Industry Legacy and Expertise:** Leverage HIMSS' unparalleled brand equity and 60+ years of leading the health ecosystem to position your company as a trusted leader.
- 7 40:1 Attendee to Exhibitor Ratio:** Maximize ROI by showcasing your solution to 40,000+ Health IT professionals from around the world.
- 8 Align with Industry Leaders:** Establish your company alongside the biggest names in health IT and healthcare, solidifying your place at the top.
- 9 Expansive Networking Opportunities:** From receptions to on-the-floor connections, HIMSS26 provides countless opportunities to forge meaningful relationships with influencers, decision-makers, and innovators.
- 10 Unmatched Brand Equity:** With decades of experience and trust built in the healthcare space, exhibiting at HIMSS26 amplifies your visibility and credibility in the market.

READY TO ELEVATE YOUR BRAND?

Contact our team today to explore how HIMSS26 can help you reach your goals.

Email: salesinfo@himssconference.com

