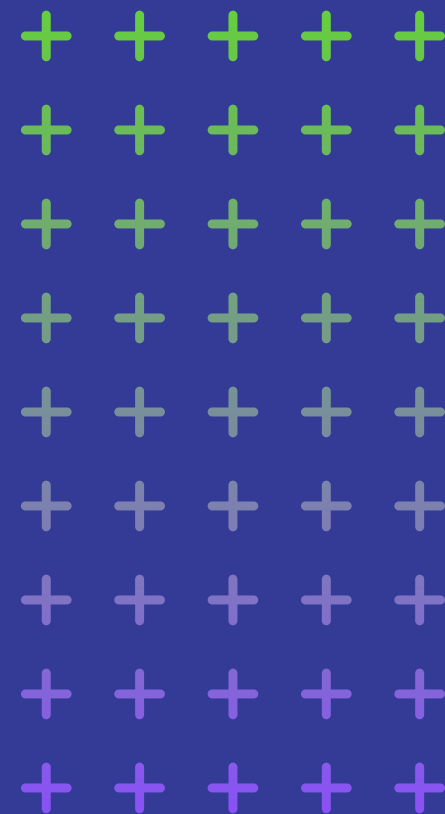


HIMSS[®] 27

April 5-8 | Chicago

EXHIBITOR

Prospectus



10k+
Professional Attendees

70%
Decision Makers/Influencers

31%
C-Suite

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ABOUT HIMSS Global Health Conference & Exhibition

The Healthcare Event That Delivers What Others Can't

HIMSS Global Health Conference & Exhibition stands apart as the industry's most comprehensive platform for healthcare innovation—combining unmatched scale, diversity, and actionable outcomes that drive real business impact.

Unrivalled scale and reach.

With tens of thousands of attendees from across the global healthcare ecosystem, HIMSS Conference delivers access to the broadest, most diverse audience in the industry. Unlike niche events focused on specific segments, HIMSS brings together the entire continuum of care all under one roof. This cross-sector convergence creates unique opportunities for partnerships and solutions that span the healthcare landscape.

Proven ROI and lead generation.

HIMSS isn't just about networking—it's about results. Our exhibitors consistently report

higher-quality leads and stronger conversion rates thanks to our audience of decision-makers who attend with clear purchasing intent and budget authority. With dedicated pavilions, product theaters, and immersive demonstration spaces, your solutions get the visibility and engagement they deserve in an environment designed for serious business outcomes.

End-to-end exhibitor support and customization.

From pre-event strategy sessions to post-event analysis, HIMSS provides personalized guidance and resources that maximize your investment. Our flexible sponsorship packages and branding opportunities allow you to tailor your presence to your specific goals—whether you're launching a new product, establishing thought leadership, or expanding market share.

HIMSS27: Where healthcare innovation meets measurable business impact.

Anchor Exhibitors

carahsoft.

eClinicalWorks

Epic

InterSystems®
Creative data technology

 **Microsoft**

ORACLE
Health

WHY Exhibit?



Access to
Decision-Makers



Lead Generation &
Sales Acceleration



Unmatched
Networking
Opportunities



Brand Visibility &
Market Positioning



Thought
Leadership &
Industry Influence



Showcase
Innovations in
a Targeted
Environment



Competitive
Advantage



Partnership
Opportunities



Exclusive Exposure
to Global Markets

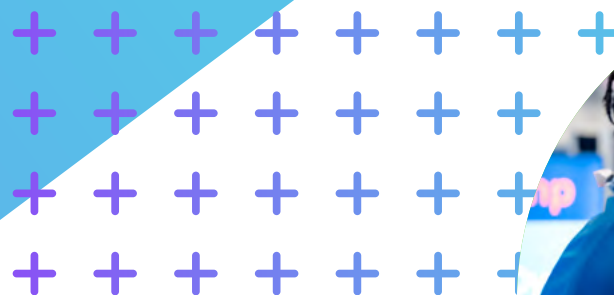
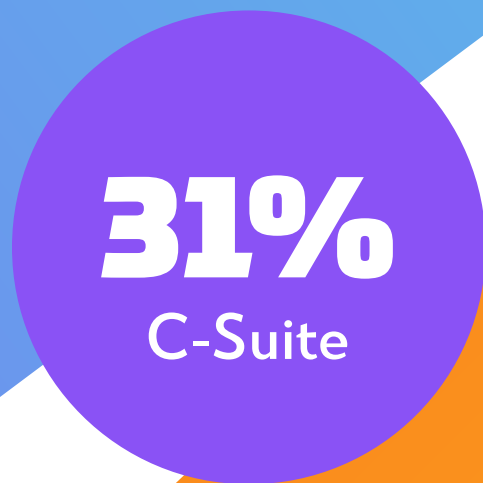


Proven ROI

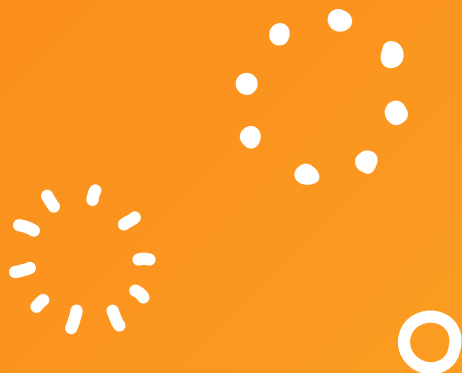
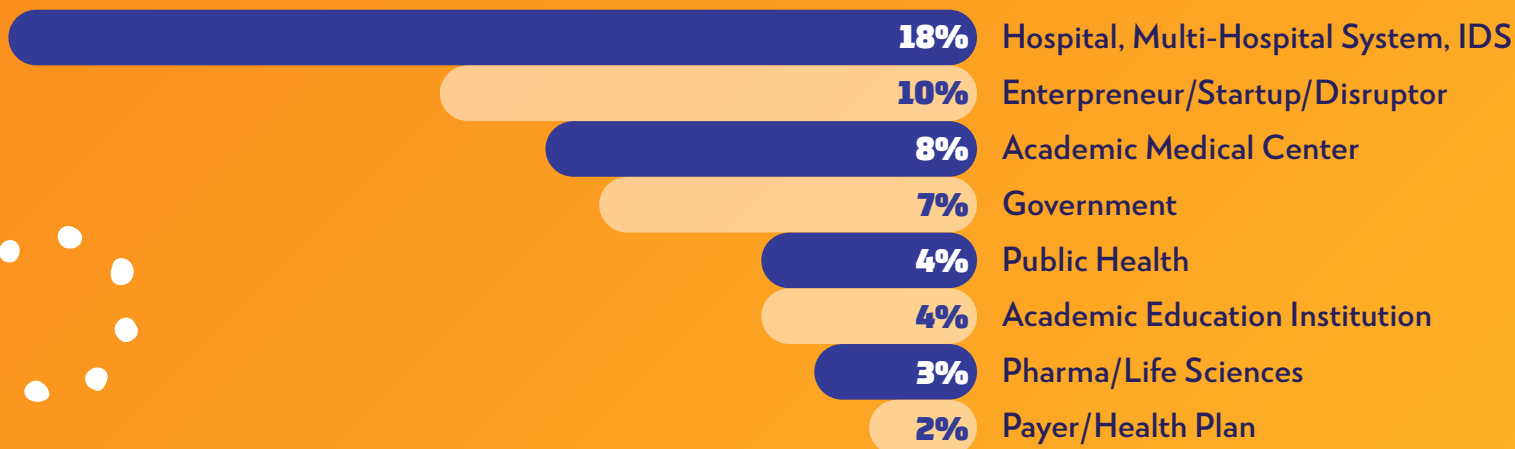
SECURE YOUR SPACE TODAY
and position your company at the
forefront of healthcare innovation!

By the NUMBERS

Top 5 Visitor Roles

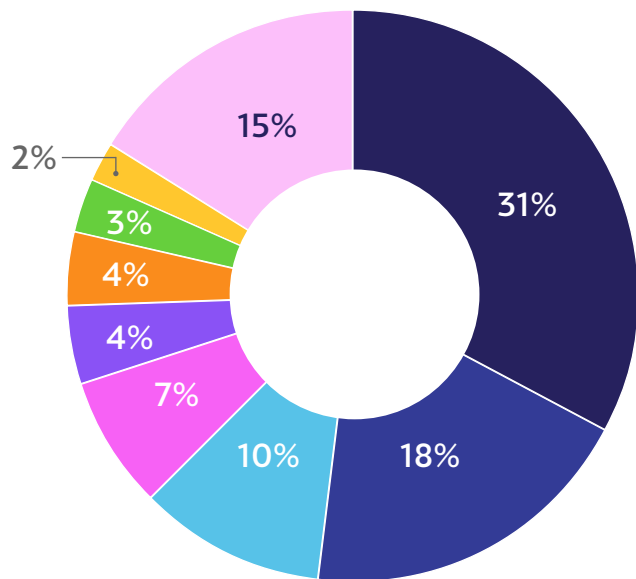


Top Visitor Worksites



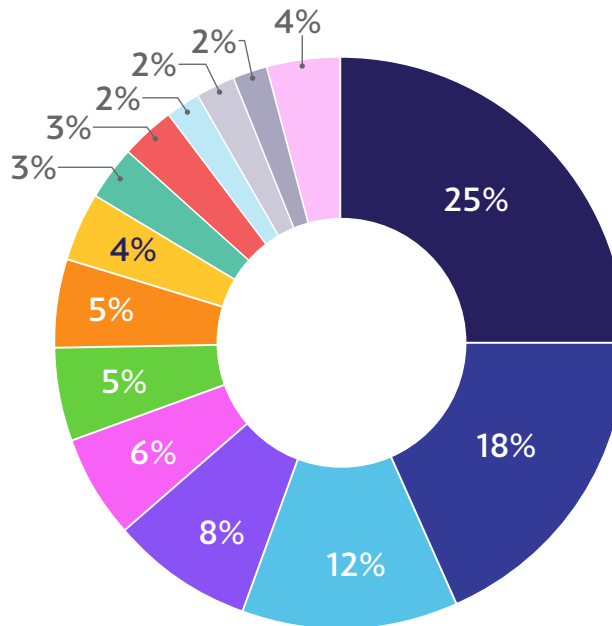
Registration

Professional Title Breakdown



- C-Suite
- Information Management
- Entrepreneur/Investment/Business Development
- Consultant
- Academic
- Financial
- Government
- Press
- All Other

C-Suite Breakdown



- CEO, Chairman, Pres, Exec Dir, Adm, Group Practice Mgr
- CIO, VP of IT/IS
- Chief/ Executive Director/ VP/ Digital Health/ Innovation
- CTO
- CMIO, CNIO, CCIO
- VP of other IT/IS Department
- COO, Gen Mgr
- CMO, Medical Director, Chief of Staff
- Chief AI Officer
- CSO, CISO, VP, Director Info Security/Site Security
- CDO/CDHO
- Chief/ Executive Director/ VP/ Pharma/ BioTech
- CFO, VP/Finance, Controller
- Other





BOOTH Space

Booth space starts at 10'x10' (100 sq ft) and includes 5 badges per 10'x10' space, access to Lead Insights, listing on the HIMSS27 website and mobile app.

BOOTH SIZE	CORPORATE MEMBER	NON-MEMBER
10'x10'	\$7,800	\$8,500
10'x 20'	\$14,200	\$15,100
10'x 30'	\$20,600	\$22,200
20'x 20'	\$27,400	\$29,700
20' x 30'	\$40,200	\$43,900
20' x 40'	\$49,500	\$54,600
30' x 30'	\$55,400	\$61,200
30' x 40'	\$73,100	\$81,000
30' x 50'	\$90,800	\$100,800
40' x 40'	\$93,700	\$104,400
30' X 60'	\$105,100	\$117,200

Additional booth size pricing available upon request.

70%
Decision Makers/
Influencers

~170

Average Leads
Per Company

10k+

Professional
Attendees

900+

Exhibiting
Companies

24k

Registrations

Topic-Focused **PAVILIONS** Overview

Interoperability

Connect directly with healthcare decision-makers actively seeking integration partners. Showcase your technology in action and demonstrate how your innovations create intuitive care environments that reduce clinician burden while empowering patients.

- Standards
- Smart Technology

Cybersecurity Command Center

The Cybersecurity Command Center offers you the chance to position yourself as a thought leader in the cybersecurity discussion as attendees explore the latest products and services.

- Compliance & Privacy
- Application Security
- Threat Management
- User Authentication
- Risk Management
- End-to-End Protection

Patient Connection & Wellness

The Patient Connection & Wellness Pavilion is where cutting-edge technology meets the human side of healthcare. Discover how virtual health, remote patient monitoring, wearables, and health apps are revolutionizing care delivery and making healthcare more accessible and convenient.

- Digital Health and Wellness
- Remote Patient Monitoring
- Patient-Provider Platforms and Portals
- Telehealth
- Personal Health Devices and Wearables
- Behavioral Healthcare
- Virtual Care

Artificial Intelligence

Share your cutting-edge solutions and approaches that are revolutionizing the future of healthcare.

- Artificial Intelligence / Machine Learning
- Robotics
- AR/VR
- RPA

Business Operations Pavilion

Modern and efficient business operations are critical to the success of provider organizations. Solutions featured here include:

- Claims Processing
- Revenue Cycle Management
- Consulting
- IT Infrastructure

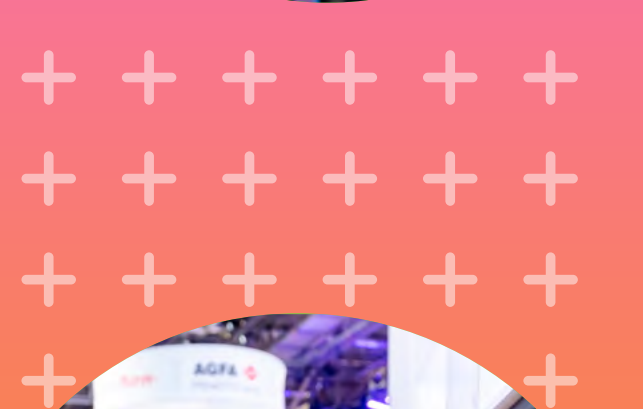


Topic-Focused Pavilion Turnkey Packages

Each package includes structure and furnishings, graphic production and installation, electrical, monitor(s), keyboard, mouse, internet, badges and option for 20-minute speaking session.

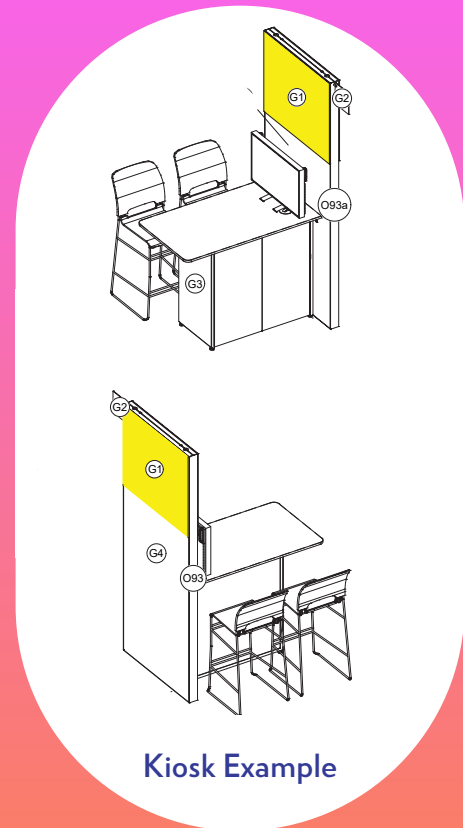
BOOTH SIZE	CORPORATE MEMBER	NON-MEMBER
Kiosk Only	\$12,700	\$13,200
Kiosk + Speaking	\$21,300	\$22,200
Turnkey 10'x10' Only	\$23,700	\$24,100
Turnkey 10'x10' + Speaking	\$32,200	\$33,100
Turnkey 10'x20' Only	\$40,100	\$41,100
Turnkey 10'x20' + Speaking	\$48,600	\$50,100
Turnkey 20'x20' Only	\$62,450	\$62,950
Turnkey 20'x20' + Speaking	\$70,950	\$71,950
Interoperability Design Your Own	\$83,090	\$83,590
Interoperability Marketplace Kiosk Only	\$12,700	\$13,200
Interoperability Marketplace Kiosk + Speaking	\$21,300	\$22,200

Speaking Session availability is limited.





10'x10' Example



Kiosk Example



10'x20' Example



20'x20' Example



FEATURED

Exhibit Areas

First-Time Exhibitor

The First-Time Exhibitor space is designed for new exhibitors looking to make their mark at HIMSS27. This area provides a unique opportunity to showcase innovative products and solutions while connecting with industry leaders and potential partners.



Start Up Park

Start Up Park is a vibrant space dedicated to emerging companies and innovative startups in the healthcare industry. This area provides a unique platform for new ideas and solutions, allowing startups to showcase their cutting-edge technologies and engage with potential partners and investors.



Government Connections Plaza

The Government Connections Plaza offers a platform to engage with top government agencies on pressing healthcare issues such as health equity and patient identity. Explore valuable resources, innovative products, and attend educational sessions that highlight best practices and strategies in public health.

HOSTED BUYER Program

The Hosted Buyer Program at HIMSS27 is your chance to team up with global health heavyweights — VPs, Directors, CIOs, CMIOs — through a tailor-made schedule of 14-minute meetings.

This program is designed to supercharge collaboration. We want you to be the star, showcasing solutions and products that will revolutionize healthcare to a captive audience.

Key Features

- Private Sessions with Providers
- Convenient Scheduling
- Enhanced Brand Visibility
- Buyers with Intent
- Prime Location

Benefits

- Five (5) 14-minute 1:1 provider sessions
- Seamless Management - All aspects of promotion, attendee recruitment, and onsite logistics are handled— including a staffed check-in desk, relaxing lounge and attendee honorarium.
- Conference Badges - Receive two HIMSS Conference Badges.



“ We got to meet people we haven’t met yet as our customers and their willingness to broker warm introductions is exactly what we need.”

~ Hosted Buyer Participant

MEETING PLACE

Rooms



Meeting places are a private space near the show floor. A variety of spaces are available to meet your specific needs.

Benefits include:

- Meeting room structure with ceiling, carpet and locking door
- Conference table and eight boardroom style chairs, two tables and 16 chairs for 20' x 20' Meeting Place
- 42" monitor, electrical, Internet line (shared T1 line)
- Cleaning
- Conference Badges – 10 (20 badges for 20' x 20' Meeting Place)
- Access to Lead Insights

ROOM SIZE	CORPORATE MEMBER	NON-MEMBER
10'x20'	\$31,200	\$31,700
20'x20'	\$44,570	\$45,070

Note: Meeting Place furniture representational only.



MEETING Pods

A turnkey, semi-private meeting space on the exhibition floor. Each 10'x10' pod seats four people and is perfect for scheduled or pop-up meetings throughout the exhibition dates.

Benefits include:

- 10' x 10' semi-private meeting space
- Low wall structure with company logo
- Table with four chairs
- Electrical and Internet line (shared T1 line)
- Carpet
- Conference Badges - 5
- Access to Lead Insights

ROOM SIZE	CORPORATE MEMBER	NON-MEMBER
Meeting Pod 10'x10'	\$10,800	\$11,850
Vendor Headquarters 10'x20'	\$11,100	\$11,600

VENDOR Headquarters

A perfect place for staff breaks or for storing extra booth supplies.

Benefits include:

- 10'x20' hard walled structure (8' high wall) with a lockable door (no ceiling)
- Identification sign with your company logo
- Carpet



Meeting Pod Example

HIMSS26 Sponsoring
exhibitors averaged

74%

more leads than non-sponsors

SPONSORSHIP Opportunities

Stand out at HIMSS27:

Elevate your presence beyond the booth and amplify your impact throughout the entire conference experience. HIMSS27 offers a diverse range of sponsorship opportunities designed to help you achieve your strategic objectives and maximize your return on investment.

This is not an exhaustive list. Contact our sales team for more information.



Custom Sponsorships

Our experienced team is dedicated to bringing your sponsorship vision to life. Whether it's a themed networking event, or a cutting-edge digital experience, we have the creativity and resources to transform your concepts into unforgettable moments at HIMSS27.



Sponsorship Pricing

	CORPORATE MEMBER	NON-MEMBER
Exclusive Sponsorship Opportunities		
Attendee Badge Lanyards	\$42,250	\$42,750
Conference Bags	\$63,000	\$65,000
DJ Booth	\$18,725	\$21,000
Newsletter Takeover	\$24,000	\$24,500
Puppy Park	\$52,250	\$53,250
WiFi Sponsor	\$75,000	\$76,000
1:1 Meetings		
Hosted Buyer Lounge	\$39,000	\$40,000
Hosted Buyer Meetings	\$6,100	\$6,100
Thought Leadership		
Brunch Briefings Premium (Tues/Wed)	\$31,500	\$32,000
Brunch Briefings Standard (Thurs)	\$26,250	\$26,750
Lunch & Learns Premium (Tues/Wed)	\$41,750	\$42,750
Lunch & Learns Standard (Thurs)	\$37,000	\$37,500
Customized Receptions	\$44,000	\$45,000
Exhibition Main Stage Speaking Premium	\$33,750	\$34,250
Exhibition Main Stage Speaking Standard	\$29,000	\$29,500
Executive Summit Perspectives Panel	\$45,000	\$45,500
Executive Summit Insights	\$79,000	\$80,000
Industry Solution Sessions	\$32,750	\$33,250
Preconference Forums (Cyber, AI, Business)	\$22,500 and up	\$23,000 and up
Views From the Top	\$89,000	\$91,000



	CORPORATE MEMBER	NON-MEMBER
Branding & Traffic Drivers		
Blood Drive	\$5,700	\$6,200
Column Wraps	\$10,000 and up	\$10,500 and up
Daily Email Deals	\$6,550 and up	\$7,050 and up
Enhanced Exhibitor Listing	\$3,675	\$3,675
Escalator Runners/Clings	\$25,000	\$27,500
Executive Summit Keynote Speaker - Opening	\$ 40,000	\$40,500
Executive Summit Keynote Speaker - Closing	\$ 39,000	\$39,500
Executive Summit Continental Breakfast	\$ 14,000	\$14,500
Executive Summit Lunch	\$ 22,750	\$23,250
Executive Summit Light Box	\$7,250	\$7,750
Executive Summit Executive Lounge	\$32,500	\$33,000
Experiential Vending Machine	\$47,000	\$48,000
Lobby Banners	\$16,000	\$18,000
Mobile App Banner Ads	\$12,500	\$13,000
Mobile App Push Notifications	\$6,500	\$7,000
Social Media Spotlight	\$3,900	\$4,400
Social Media Campaign	\$3,300	\$3,500
Stair Clings	\$26,000	\$26,500
Web Advertisements	\$7,750	\$8,250



GE Healthcare

Dell Technologies

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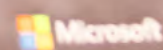
PHILIPS

Images

Documents

Data

We provide the
flexibility to connect
multiple sources



TESTIMONIALS

“HIMSS has proven again that this is the place to be in the industry. The conversations were future-looking, the attendees were engaged and motivated, and exhibitors were revitalized.”

“This is our Super Bowl. It's our opportunity to promote our brand, introduce new services, connect with clients face-to-face with quality personal and strategic connections, research the market, and of course connect with new healthcare organizations seeking to drive greater value from their EHR systems.”

“HIMSS exceeded my expectations. The engagement of attendees and exhibitors was unmatched and we've already signed up for next year with a bigger booth to facilitate even more interactions.”



Conference Timeline

April 5-8, 2027
HIMSS27

April 5, 2027
Pre Conference Sessions
Opening Reception

April 6-8, 2027
Exhibition Hall Open

SAVE THE DATE:

HIMSS28
February 28 – March 2
Orlando, FL

KEY Exhibit Info

Exhibit Hall Hours*

Tuesday, April 6 | 10:00 AM – 5:30 PM

Wednesday, April 7 | 9:30 AM – 5:30 PM

Thursday, April 8 | 9:30 AM – 3:00 PM

90+ Minutes Dedicated Exhibit Hall Time Daily

*Subject to change

CONTACT Info

For more information on how to maximize your HIMSS27 exhibitor experience, contact our Sales team at salesinfo@himssconference.com.

Payment **SCHEDULE**

Contracts signed between March 13 - August 27, 2026:

50% of total due at contract signing.

100% due August 28, 2026.

Contracts signed between August 28, 2026 - April 5, 2027:

100% due at contract signing.



PAYMENT Methods

Check Made Payable to:

Informa Exhibitions U.S. Construction

Pay onsite at HIMSS26 or mail to:

PO Box 411724

Boston, MA 02241-1724

Credit Card:

Pay by credit card by logging into your **Exhibitor Dashboard**; a link will be provided on the invoice

ACH/Wire Instructions:

Bank: **Bank of America**

Account Name: **Informa Exhibitions U.S.**

Construction & Real Estate, Inc.

Address: **100 North Tryon St, Charlotte, NC 28255**

Phone: **800-432-1000**

Swift Code: **BOFAUS3N**

ABA Number: (WIRE: 026009593) or

(ACH: 021000322)

Account Number: **483094322036**

Federal Tax ID# is **80-0961214**

Purchase Order:

Informa accepts Purchase Orders and requires payment in full prior to the start of the Event.