HIMSS27 Unveiled
Online Preview Event

Thursday, November 12, 2026

Sponsorship Opportunities

The HIMSS27 Virtual Advantage

Healthcare's most celebrated event will now deliver a dynamic and comprehensive virtual experience.

In anticipation of HIMSS27, healthcare leaders will gather virtually November 12 to explore critical strategies for navigating today's complex healthcare landscape, giving you early access to healthcare decision-makers and IT professionals. Attendees will discover actionable insights that go beyond basic digital health adoption, focusing on transformation as a strategic imperative for organizational resilience and enhanced patient care.

Position your solutions where healthcare's most influential buyers are previewing trends before HIMSS27.

Your ROI Opportunity

- Highly focused audience actively evaluating new solutions
- Pre-HIMSS27 engagement with prospects
- Expanded reach beyond confirmed HIMSS27 registrants

Strategic Sponsorship Benefits

Early Market Access

Secure exclusive access to key decision-makers months before HIMSS27, building unstoppable pipeline momentum

Cost-Effective Reach

Engage global healthcare professionals without additional travel expenses

Digital Strategy

Amplify your in-person investment with digital touchpoints that strengthen relationships and improve conversion rates

Qualified Leads

Gain valuable qualified connections leading up to HIMSS27

Why Virtual Works

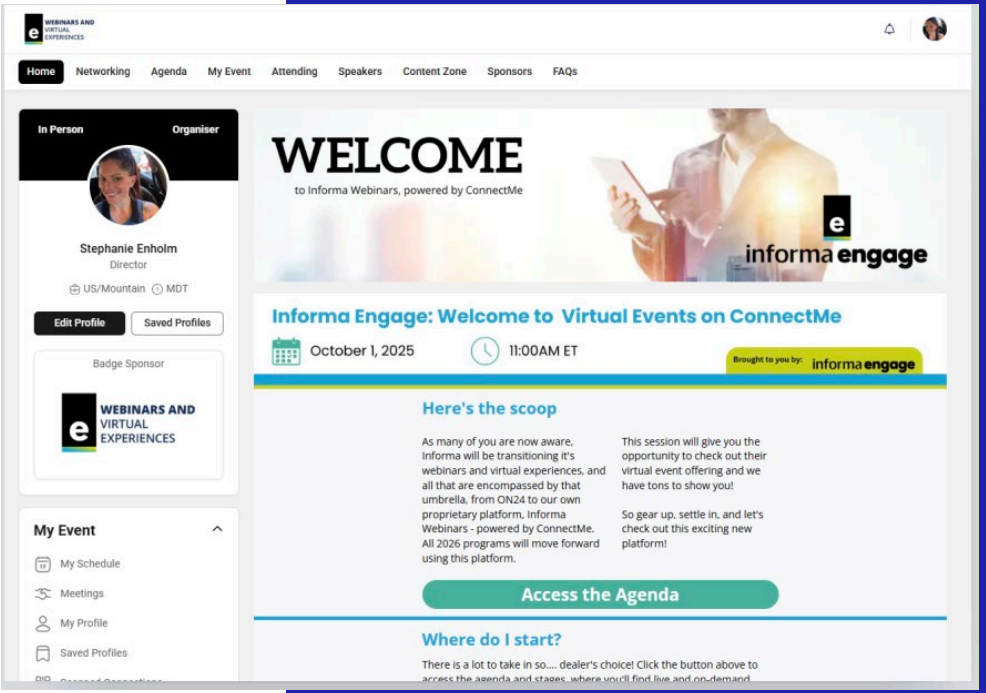
The impact of a face-to-face event with the ease and economy of the web.

Virtual events are one of the most powerful and cost-effective ways to reach your target audience and fill your sales pipeline.

Showcase thought leadership, share perspective, and reinforce relationships with business technology decision makers.

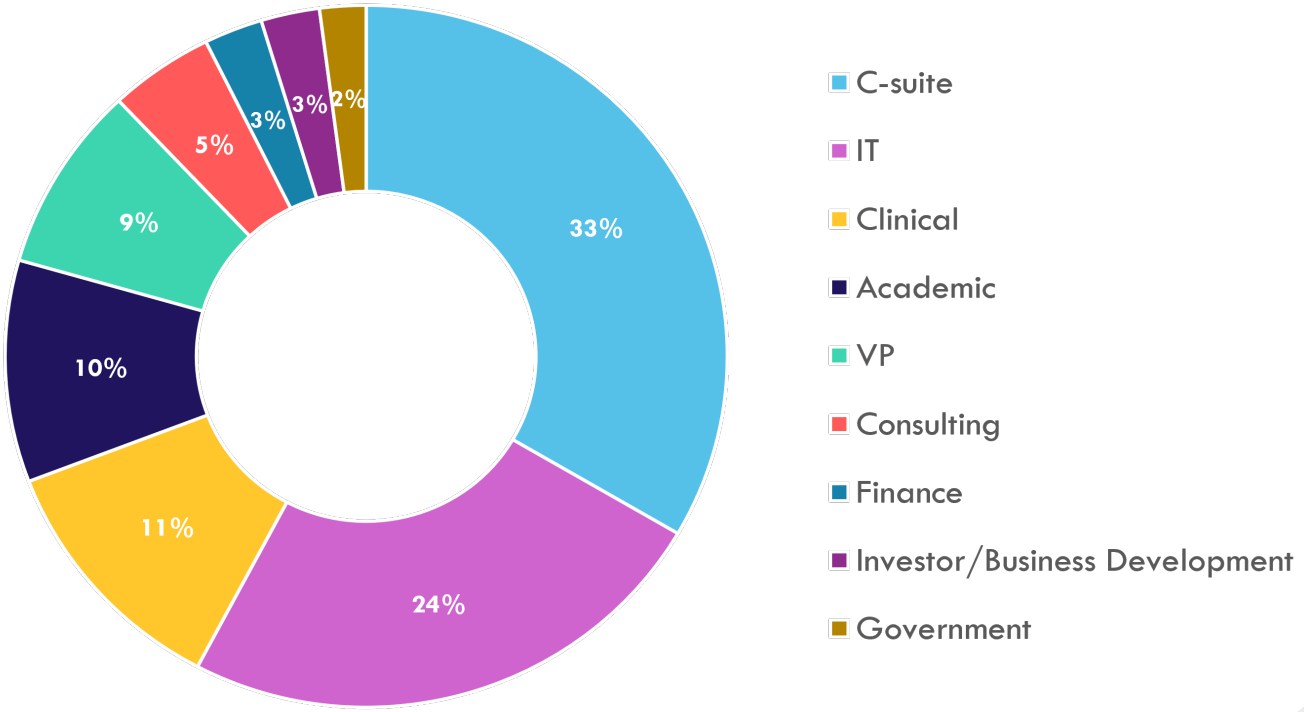
Program Highlights

- Single-day web-based event
- Conference hall with keynote and technical sessions
- Ability to archive for later replay
- Multiple sponsorship levels available
- Information zones with several options (chat, downloads, etc.)
- Sponsors receive registration information with robust reporting
  on attendees, including demographics

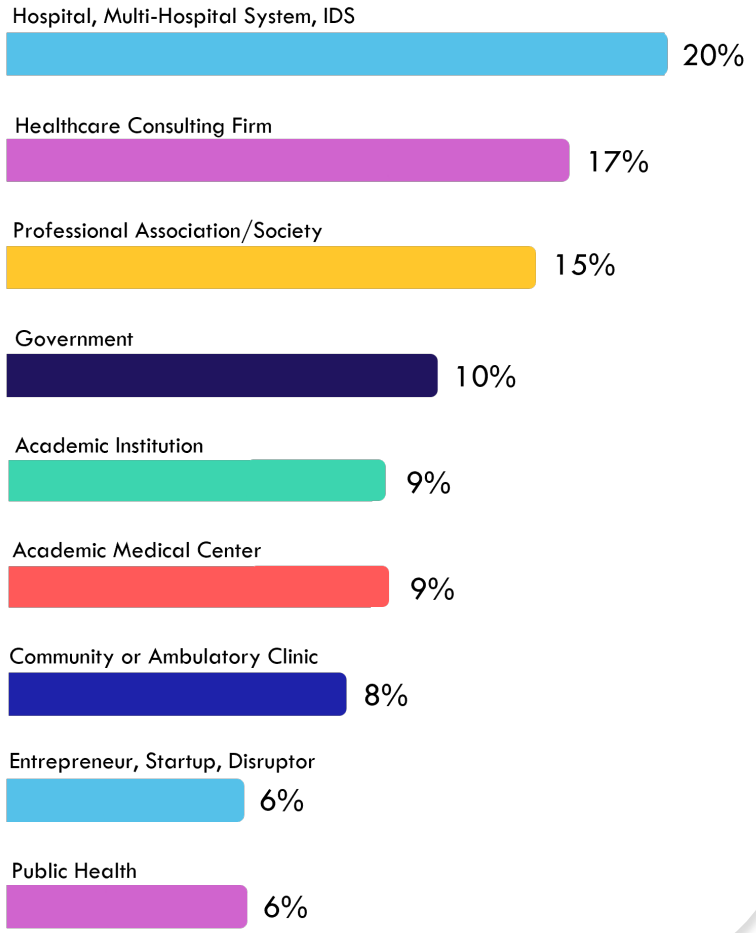


HIMSS27 Virtual Preview Prospective Attendees

Top Professional Titles



Top Worksites



90% of attendees rated the event as "Excellent" or "Good"

HIMSS 27

What This Virtual Event Delivers

Healthcare's Boldest Leaders Share What Actually Works

The Challenge: Legacy systems, workforce crises, ungoverned AI, administrative waste, and cybersecurity gaps are converging. The question isn't whether to transform—it's how to execute successfully.

Future-Ready Workforce Development

Proven frameworks for building resilient teams that thrive as healthcare evolves.

Integrated Transformation Strategies

C-suite executives reveal how they're orchestrating digital, workforce, and financial transformations simultaneously—without breaking their organizations.

AI Implementation Reality

Unfiltered insights on agentic AI deployments—what's working, what failed, and lessons learned from the cutting edge.

Administrative Efficiency Breakthroughs

Leaders share how they're eliminating millions in waste through interoperability and intelligent automation that delivers real ROI.

Cybersecurity That Drives Strategy

CISOs demonstrate how to translate technical threats into business-critical conversations that earn board-level investment.

Battle-tested strategies. Hard-won lessons. Actionable blueprints.

Created for Leaders

This preview is designed for **visionary executives, IT professionals, clinical leaders, and strategic decision-makers** who are driving digital transformation in their organizations.

If you're responsible for evaluating, implementing, or optimizing healthcare technology solutions, this is your opportunity to get ahead of the curve.

Perfect for:

- **Technology & Innovation Executives** leading digital strategy and transformation initiatives
- **IT & Informatics Professionals** implementing and managing healthcare technology systems
- **Clinical Leaders** championing technology adoption to improve patient care and outcomes
- **Strategic Decision-Makers** evaluating solutions and planning for the future of healthcare delivery

Panel Discussions

Editorial Keynote

Opening Keynote: Three Fronts, One Leadership Agenda: Mastering Digital, People, and Financial Transformation

The Rising Cost of Healthcare

It's Not Expensive Care—It's Expensive Friction: The Billions We Waste on Administrative Chaos

The Future of Health

The Future of Healthcare Work Is Now: Automate, Flex, Predict, Learn

AI (choose one)

AI Without Guardrails: Why Your Compliance Framework Is Already Obsolete

Agentic AI Trailblazers: Peer Conversations on What's Working and What's Not

Cybersecurity (choose one)

The Ransomware Inside Your Building: Why Medical Devices Are Your Biggest Security Blind Spot

A Cybersecurity Seat at the Strategy Table: How Privacy and Security Leaders Earned It

Agenda At-A-Glance*

11:00 – 11:30 AM	**Opening Keynote**
11:30 – 11:45 AM	**Fireside Chat** (Platinum)
11:45 AM – 12:00 PM	**Break** – run spotlight videos – Platinum and Premier *(3 spots total; premier will pick their time based on contract signing)*
12:00 – 12:45 PM	**Panel #1** (1 sponsor, 1-2 editorial + moderator) **The Rising Cost of Healthcare Session**
12:45 – 1:00 PM	**Break** – run spotlight videos *(premier who picked this spot + keynote)*
1:00 – 1:45 PM	**Panel #2** (1 sponsor, 1-2 editorial + moderator) **The Future of Health Session**
1:45 – 2:00 PM	**Break** – run spotlight videos
2:00 – 2:45 PM	**Panel #3** (1 sponsor, 1-2 editorial speakers + moderator) **AI Session**
2:45 – 3:00 PM	**Break** – run spotlight videos
3:00 – 3:45 PM	**Panel #4** (1 sponsor, 1-2 editorial speakers + moderator) **Cybersecurity**

*All times are EST

Sponsorship Packages

Sponsorships At-A-Glance

	Platinum (Up to 2) $27,500	Premier (Limit 4) $17,500	Gold (Multiple Available) $7,500
Editorial Keynote Session • Logo and Banner ad displayed during Keynote	✓	—	—
Post-Keynote Fireside Chat • Exclusive 15-minute speaking opportunity immediately following the selected opening or closing keynote	✓	—	—
Panel Session (pre-recorded) • Participation in a 45-minute panel discussion with two industry experts and (limit of 1 sponsor speaker per panel)	—	✓	—
Demo Session • 15-minute pre-recorded demo session posted to Shared Zone • Sponsor responsible for content • Specs: H264, Mp4, or link hosted on YouTube, 500k-700k bit	—	—	✓
Topical Zone • Shared Zone with gated assets including white papers, executive briefs, research papers, case studies, etc.		up to 6	up to 4
Spotlight Video • 5-minute video • Sponsor responsible for content • Specs: H264, MP4, or link hosted on YouTube, 500k-700k bit	✓	✓	—
Dedicated Zone • Exclusive branded Zone with up to 12 gated assets including white papers, executive briefs, research papers, case studies, etc.	✓	—	—
Leads	Min. of 600+	Min. of 350+	Min. of 175+
Branding & Banner Ads • 300x80 Ads (in rotation with other sponsor ads) in Lobby • Branding throughout event including in Lobby Homepage, Zones and Auditorium	Three (3)	One (1)	One (1)

Platinum Sponsor

Editorial Keynote Session	• Logo and Banner ad displayed during Keynote
Post-Keynote Fireside Chat	• Exclusive 15-minute speaking opportunity immediately following the selected opening or closing keynote
Spotlight Video	• 5-minute video • Sponsor responsible for content • Specs: H264, MP4, or link hosted on YouTube, 500k-700k bit
Dedicated Zone	• Exclusive branded Zone with up to 12 gated assets including white papers, executive briefs, research papers, case studies, etc.
Leads**	• Min. of 600+ leads with reporting on: o Fireside Chat and Keynote attendees o Attendees who downloaded sponsor's gated assets ***Lead reporting includes registration, live attendance, time on site, session interactions, and downloads. Additional registrants may be added to supplement listed actions.*
Branding & Banner Ads	• Three (3) 300x80 Ads (in rotation with other sponsor ads) in Lobby • Branding throughout event including in Lobby Homepage, Zones and Auditorium

*Following the Opening Keynote

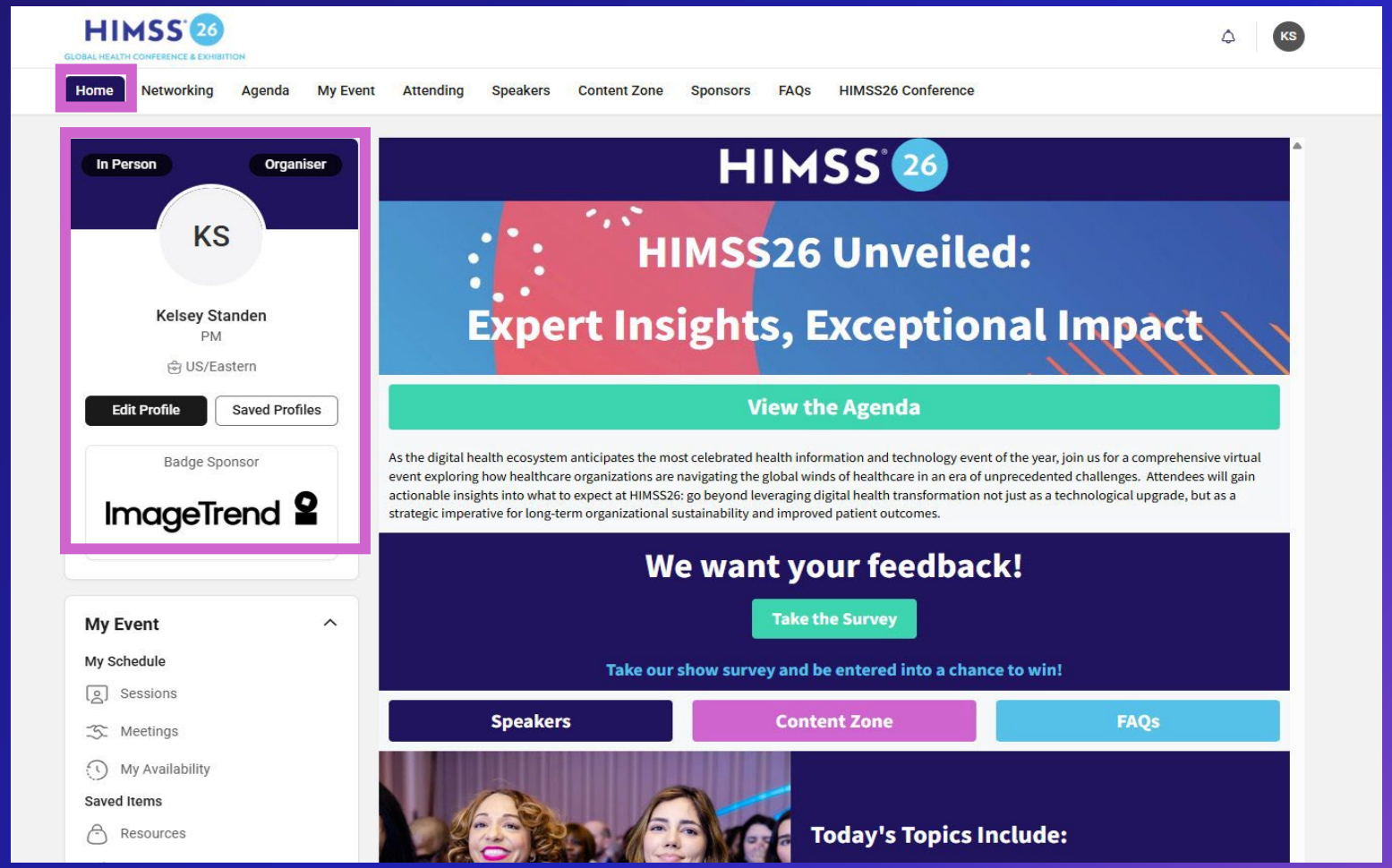
Premier Sponsor

Panel Session (pre-recorded)	• Participation in a 45-minute panel discussion with two industry experts and (limit of 1 sponsor speaker per panel)
Topical Zone	• Shared Zone with up to 6 gated assets including white papers, executive briefs, research papers, case studies, etc.
Spotlight Video	• 5-minute video • Sponsor responsible for content • Specs: H264, MP4, or link hosted on YouTube, 500k-700k bit
Leads**	• Min. of 350+ leads with reporting on: o Sponsor's Panel Session + Spotlight Video attendees o Attendees who downloaded sponsor's gated assets ***Lead reporting includes registration, live attendance, time on site, session interactions, and downloads. Additional registrants may be added to supplement listed actions.*
Branding & Banner Ads	• One (1) 300x80 Ads (in rotation with other sponsor ads) in Lobby • Branding throughout event including in Lobby Homepage, Zones and Auditorium

Gold Sponsor

Demo Session	• 15-minute pre-recorded demo session posted to Shared Zone • Sponsor responsible for content • Specs: H264, Mp4, or link hosted on YouTube, 500k-700k bit
Topical Zone	• Shared Zone with up to 4 gated assets including white papers, executive briefs, research papers, case studies, etc.
Leads**	• Min. of 175+ leads with reporting on: o Sponsor's Demo attendees o Attendees who downloaded sponsor's gated assets ***Lead reporting includes registration, live attendance, time on site, session interactions, and downloads. Additional registrants may be added to supplement listed actions.*
Branding & Banner Ads	• One (1) 300x80 Ads (in rotation with other sponsor ads) in Lobby • Branding throughout event including in Lobby Homepage, Zones and Auditorium

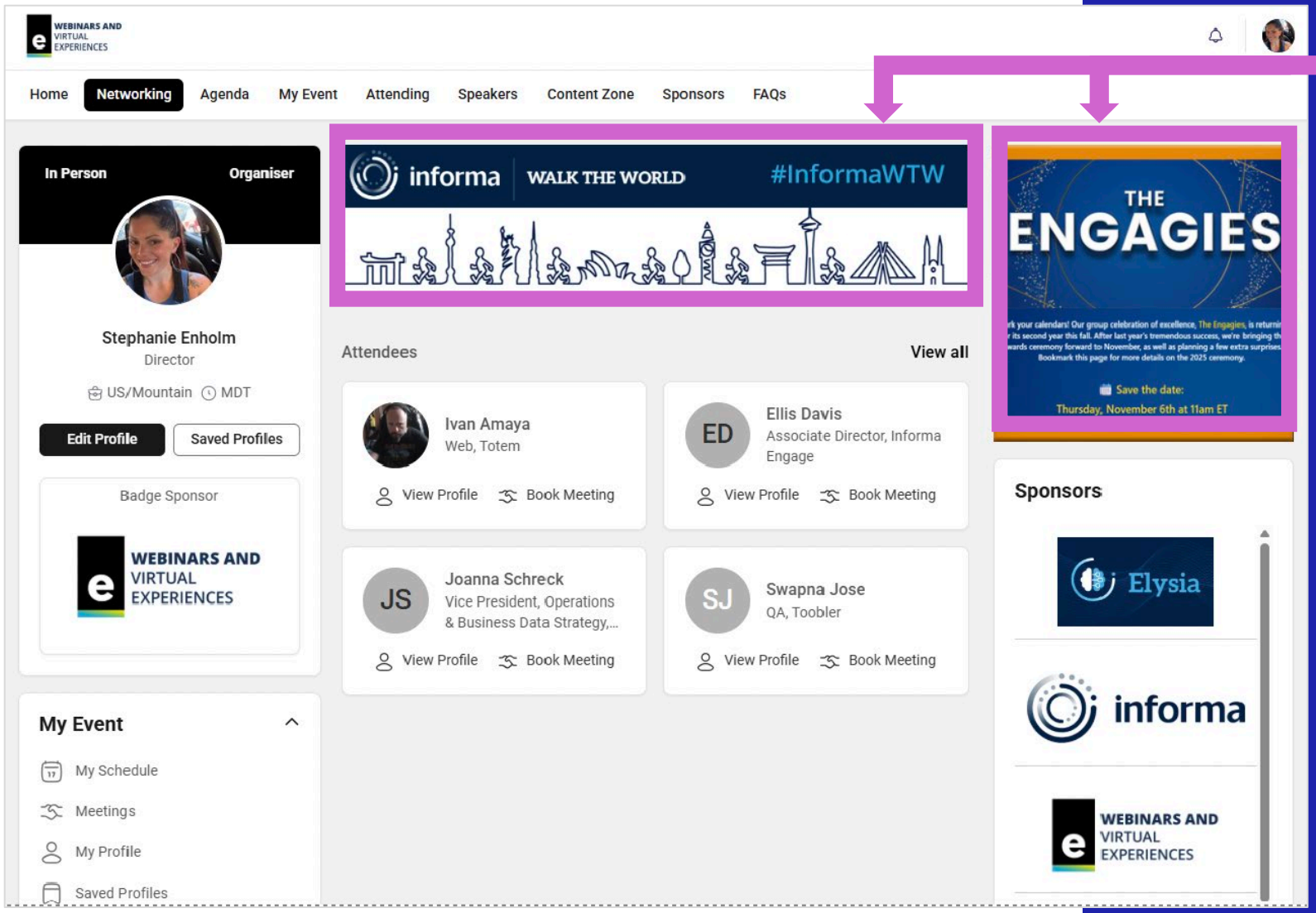
Homepage



BRAND VISIBILITY

Amplify your brand's reach and capture the attention of engaged healthcare professionals as they explore sessions and plan their conference experience.

Lobby



BANNER AD SPONSORSHIPS

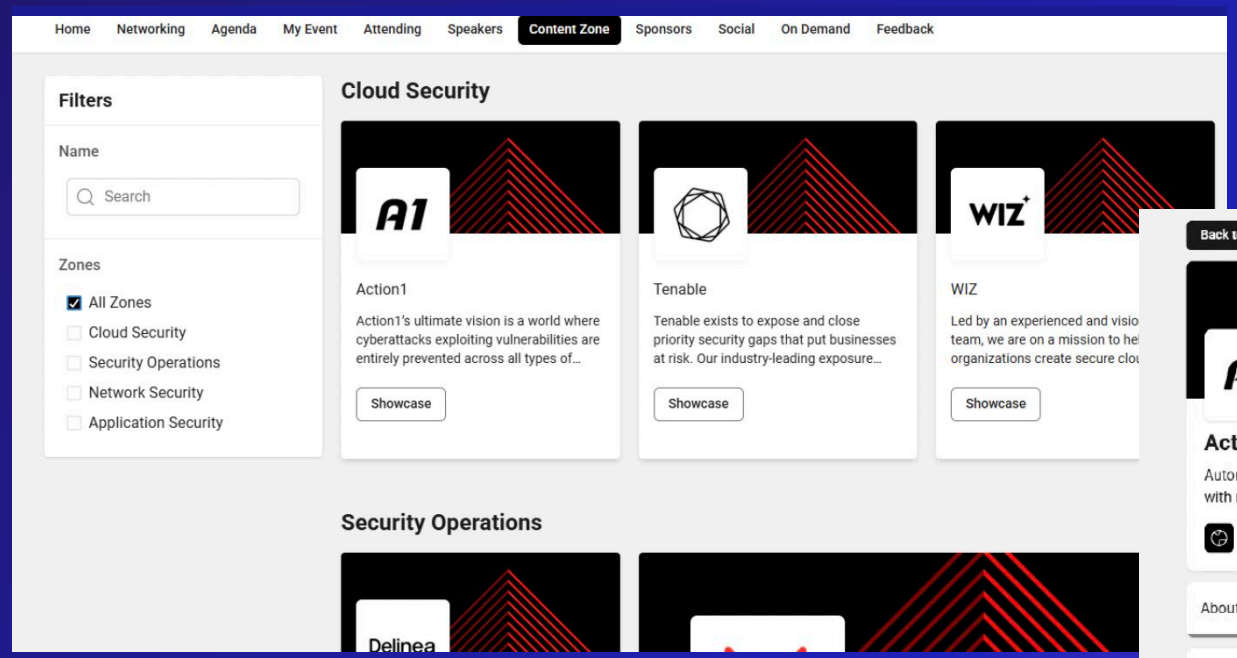
BRAND POSITIONING

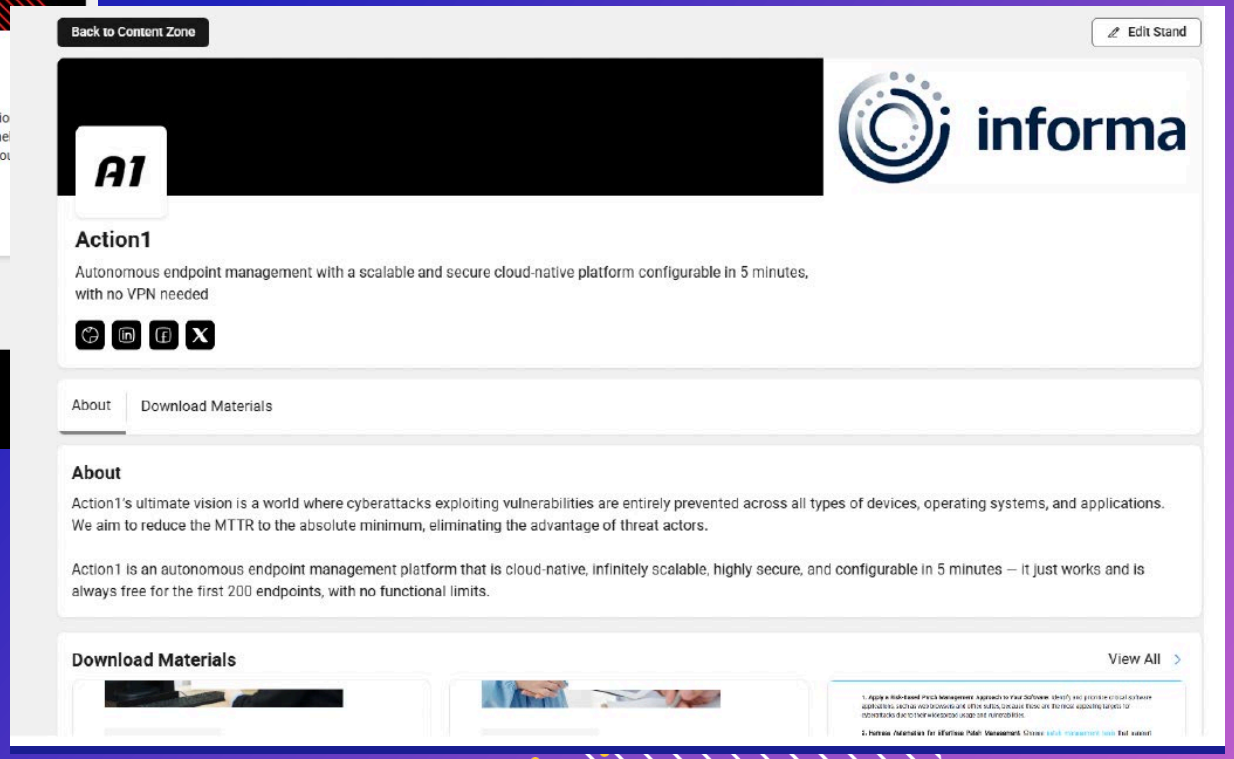
Capture attention and build brand awareness with multi-touchpoint branding.

Content Zone

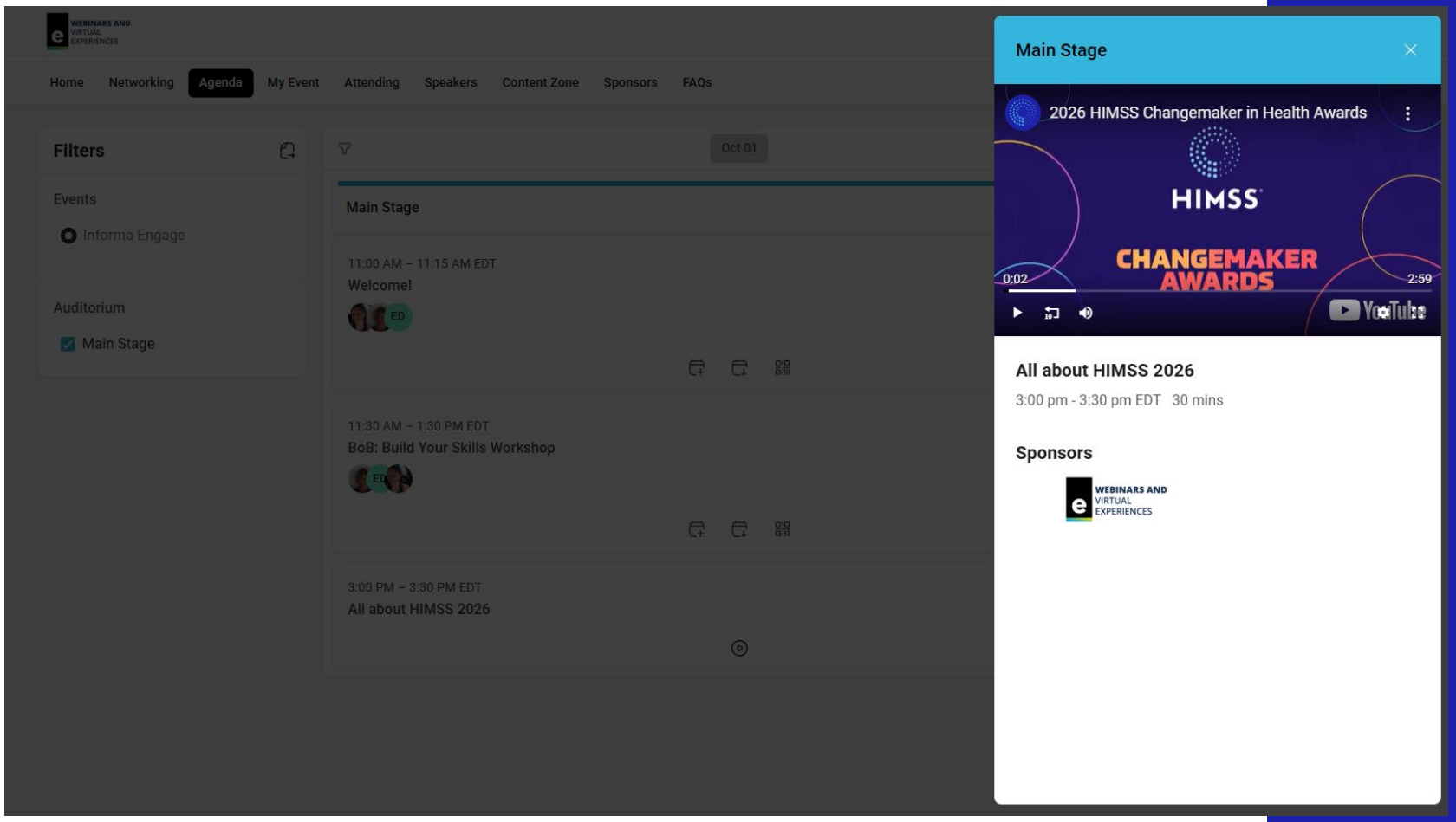
THOUGHT LEADERSHIP

Position your solutions where healthcare leaders consume content. Establish authority while delivering value to an audience actively seeking insights.





Main Stage

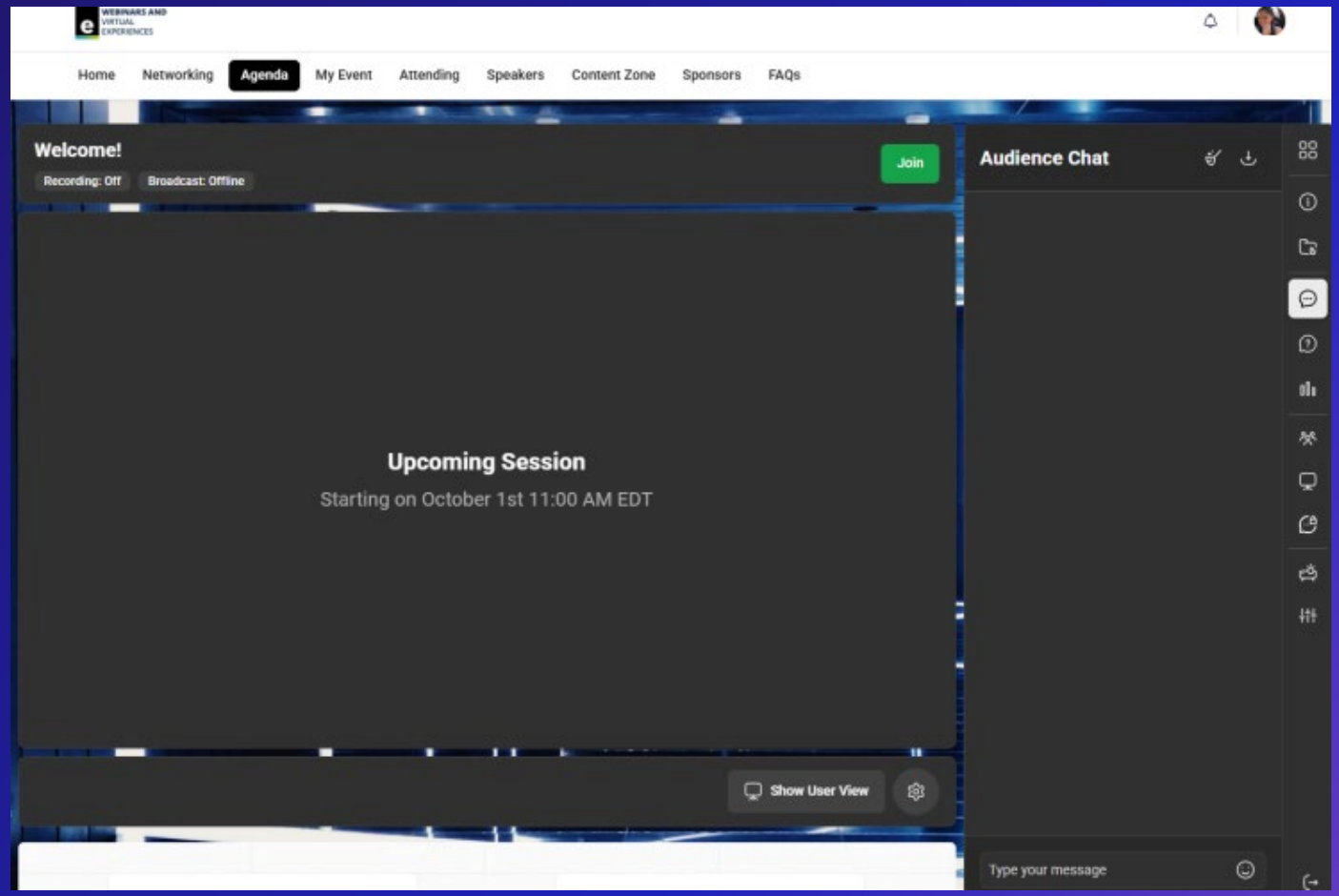


DIRECT ENGAGEMENT

Lead reporting includes registration, live attendance, time on site, session interactions, and downloads.

Drive qualified prospects directly to your sales funnel through interactive sessions. Capture contact information, demonstrate ROI, and convert engaged healthcare leaders into customers.

Chat Areas



REAL-TIME CONVERSION HUB

Chat window automatically appears in the sidebar of the webinar session, and a chat button in the networking section.

Capture prospects at their moment of highest interest through instant messaging. Convert browsing attendees into qualified leads with immediate, personalized engagement that drives sales conversations.

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