

## 2020-2021 Sponsorship Programs

Dear Valued Sponsors:

With over 2,000 members, Maryland is one of the largest and most active HIMSS chapters in the nation. Sponsorships provide a venue to learn, meet new people, and showcase your company's products and services to Health IT professionals and leaders from health organizations across Maryland. There are a variety of sponsorship opportunities available for the upcoming 2020-2021 season. Our Sponsorship Year follows our Fiscal Year, which is from July 1st through June 30th.

We're excited to share specific enhancements incorporating a virtual engagement with HIMSS members this year. We anticipate a mixture of virtual networking, educational, and advocacy opportunities. In order to provide timely and relevant topics to our membership, we will plan and publish our calendar of events quarterly. Each quarter we hope to offer 1-2 events and cover Health IT and Health Policy topics as well as a possible career track event.

Our first quarter calendar of Events is:

- August 19th: Summer Kick-off Social Event: On-line Trivia Night
- September 11th: Artificial Intelligence for Healthcare: Case Studies
- October 8th: Telehealth Innovations and Lessons Learned

Sponsorship Opportunities:

- Premium Plus Sponsor Program
- Premium Sponsor Program
- Corporate Sponsor Program
- MD HIMSS 10th Annual Golf Event (a la carte option)

All sponsorships are on a first come, first serve basis. Payment is due within 30 days of invoice or the sponsorship will become available to other vendors. Payment plan options are available. Sponsor is responsible for providing logos and additional information requested by MD HIMSS.

Please look at the sponsorship opportunities on the following pages and reach out to us if you would like to purchase a sponsorship or if you have any questions.

Sincerely,

Marianne Berger, Chair Sponsor Engagement  
410-812-8283 (cell)  
[Marianne.berger@umm.edu](mailto:Marianne.berger@umm.edu)

# Premium Plus Sponsor Program – \$5,000

**Number of Sponsors: 4**

**The 2020-2021 Premium Plus Sponsorship includes:**

- Sponsor Banner Message stream on MDHIMSS website with link back to your Corporate Website for fiscal year.
- Your company logo on the program material for all open registration membership events as a Premium Plus Level Sponsor
- Access to event attendee list.
- The ability to introduce yourself and a speaker at an Event with slide content with advance approval by Education and Advocacy Committee.
- The ability to place TWO (2) sponsor white papers on website with push to all MD HIMSS social media platforms.
- The ability to participate in an exclusive virtual Vendor & Provider organization RoundTable discussion. This is a forum were vendor partners are able to participate in a Question & Answer session with Maryland Health System IT executives.
- Eight (8) free vendor passes to open registration membership events. (Four if in person)
  
- **Email Campaign (\$1000 value)** –We will announce your event, focus group or webinar to over 2,000 Maryland HIMSS HIT professionals with TWO email blasts using information and web links you provide. Content must be appropriate and approved by Maryland HIMSS and contain no more than 200 words. The sponsor is responsible for registration and logistics for their event.
  
- **Hole Sponsor (\$1,750 value)** – A Hole Sponsorship at our 10th Annual Golf Tournament on May 10, 2021. This includes:
  - A Golf twosome, lunch and dinner (2) Players
  - Signage at one of our holes
  - Inclusion in the event program (Logo)
  - Sign recognition at golf registration
  - Ability to place table and (1) greeter at your hole

NOTE: Option for limited number (2) to upgrade Golf sponsorship to Foursome with this Package

## Premium Sponsor Program – \$3,500

**Number of Sponsors: 8**

**The 2020-2021 Premium Sponsorship includes:**

- On the MD HIMSS website, inclusion in a Sponsorship Directory with your company logo, link to your Corporate Website and contact information.
- Your company logo on the program material for all open registration membership events as a Premium Level Sponsor
- The ability to place ONE (1) sponsor white paper on website with push to all MD HIMSS social media platforms.
- Access to event attendee list.
- The ability to participate in an exclusive Virtual Vendor & Provider organization RoundTable discussion. This is a forum where vendor partners are able to participate in a Question & Answer session with Maryland Health System IT executives.
- Eight (8) free vendor passes to open registration membership events. (Four if in person)
- **Email Campaign (\$1000 value)** –We will announce your event, focus group or webinar to over 2,000 Maryland HIMSS HIT professionals with ONE email blast using information and web links you provide. Content must be appropriate and approved by Maryland HIMSS and contain no more than 200 words. The sponsor is responsible for registration and logistics for their event.
- **Hole Sponsor (\$1,750 value)** – A Hole Sponsorship at our 10th Annual Golf Tournament on May 10, 2021. This includes:
  - A Golf twosome, lunch and dinner (2) Players
  - Signage at one of our holes
  - Inclusion in the event program (Logo)
  - Sign recognition at golf registration
  - Ability to place table and (1) greeter at your hole

# Corporate Sponsor Program - \$1,750

**Number of Sponsors: 12**

**The 2020-2021 Corporate Sponsorship includes:**

- On the MD HIMSS website, inclusion in a Sponsorship Directory with your company logo, link to your Corporate Website and contact information.
- Your company logo on the program material for all open registration membership events as a Corporate Level Sponsor.
- The ability to participate in an exclusive virtual Vendor & Provider organization RoundTable discussion. This is a forum where vendor partners are able to participate in a Question & Answer session with Maryland Health System IT executives.
- Access to event attendee list.
- Four (4) free vendor passes to open registration membership events. (Two if in person)

**NOTE:**

- Additional sponsorship opportunities may become available throughout the course of the year. Existing MD HIMSS sponsors will be provided the first rights to any NEW sponsorship options.
- Golf Event Sponsorship Opportunities available upon request. Golf Event scheduled for 5/10/2021.