



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 2019 – 2020 season. Our Sponsorship Year follows our Fiscal Year, which is from July 1st through June 30th.

We're excited to share enhancements and "a la carte" sponsorship opportunities in 2019-2020. A brief summary of sponsorship opportunities are outlined below.

Annual Sponsorship Opportunities:

- Elite Sponsor Program
- Premium Plus Sponsor Program
- Premium Sponsor Program
- Corporate Sponsor Program

A La Carte Sponsorship Opportunities:

- Senior Leadership Fall Networking Cocktail Reception Sponsor
- Networking Event Speaker Sponsor
- Educational Event Track Sponsor
- Health IT / Advocacy Day in Annapolis, MD
- MD HIMSS 10th Annual Golf Event

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,
Kyle D. Swarts, Chair Sponsor Engagement
443-852-1990 (cell)
kswarts@trusthealthcare.com



Elite Sponsor Program – \$10,000

Number of Sponsors: 2

The 2019 -2020 Elite Sponsorship includes:

- Your company logo on our MDHIMSS Website with a link to your Corporate Website.
- Your company logo on the program material for the three **Educational Events** and **Evening Networking Event** as an **Elite Level Sponsor**
- Preferred table location at the event in our vendor area for the three **Educational Events** and **Evening Networking Event**.
- Access to event attendee list.
- The ability to lead a 30 minute educational session with a health system partner at **one** of our **Educational Events**. *Note: Case Study content and details need to be approved by MD HIMSS.*
- The ability to participate in our exclusive 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. This will be hosted at one of our Educational or Networking events.
- Six (6) free vendor passes to each of the **Educational Events** and **Evening Networking Event**.

- **Email Campaign (\$1000 value)** –We will announce your event, focus group or webinar to over 2,000 Maryland HIMSS HIT professionals with up to 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.

- **Social Event Sponsorship (\$1000 Value)** - This sponsorship supports a happy hour event offering social networking for members and future members of Maryland HIMSS. The sponsorship includes:
 - 1) Signage and acknowledgment when promoting the event to the entire Maryland chapter membership, potential members database, and some neighboring state's chapter members
 - 2) The opportunity to address the group at the event
 - 3) Promote service at the event with literature
 - 4) Host a raffle to collect attendee information

- **Hole Sponsor (\$3,500 value)** – A Hole Sponsorship at our 10th Annual Golf Tournament on May 11, 2020. This includes:
 - 1) A Golf foursome, lunch and dinner (4) Players
 - 2) Signage at one of our holes
 - 3) Inclusion in the event program (Logo)
 - 4) Sign recognition at golf registration
 - 5) Ability to place table and (2) greeters at your hole



Premium Plus Sponsor Program – \$7,000

Number of Sponsors: 4

The 2019 -2020 Premium Plus Sponsorship includes:

- Your company logo on our MDHIMSS Website with a link to your Corporate Website.
- Your company logo on the program material for the three **Educational Events** and **Evening Networking Event** as a **Premium Plus Level Sponsor**
- Preferred table location at the event in our vendor area for the three **Educational Events** and **Evening Networking Event**.
- Access to event attendee list.
- The ability to present a 10 minute case study at **one** of our **Educational Events**. *Note: Case Study content and details need to be approved by MD HIMSS.*
- The ability to participate in our exclusive 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. This will be hosted at one of our Educational or Networking events.
- Four (4) free vendor passes to each of the **Educational Events** and **Evening Networking Event**.

- **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.

- **Social Event Sponsorship (\$1000 Value)** - This sponsorship supports a happy hour event offering social networking for members and future members of Maryland HIMSS. The sponsorship includes:
 - 1) Signage and acknowledgment when promoting the event to the entire Maryland chapter membership, potential members database, and some neighboring state's chapter members
 - 2) The opportunity to address the group at the event
 - 3) Promote service at the event with literature
 - 4) Host a raffle to collect attendee information

- **Hole Sponsor (\$1,750 value)** – A Hole Sponsorship at our 10th Annual Golf Tournament on May 11, 2020. This includes:
 - 1) A Golf twosome, lunch and dinner (2) Players
 - 2) Signage at one of our holes
 - 3) Inclusion in the event program (Logo)
 - 4) Sign recognition at golf registration
 - 5) Ability to place table and (1) greeter at your hole



Premium Sponsor Program – \$4,000

Number of Sponsors: 8

The 2019 -2020 Premium Sponsorship includes:

- Your company logo on our MDHIMSS Website with a link to your Corporate Website.
- Your company logo on the program material for the three **Educational Events** and **Evening Networking Event** as a **Premium Level Sponsor**
- A table at the event in our vendor area for the three **Educational Events** and **Evening Networking Event**.
- Access to event attendee list.
- The ability to participate in our exclusive 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. This will be hosted at one of our Educational or Networking events.
- Four (4) free vendor passes to each of the **Educational Events** and **Evening Networking Event**.
- **Hole Sponsor (\$1,750 value)** – A Hole Sponsorship at our 10th Annual Golf Tournament on May 11, 2020. This includes:
 - 1) A Golf twosome, lunch and dinner (2) Players
 - 2) Signage at one of our holes
 - 3) Inclusion in the event program (Logo)
 - 4) Sign recognition at golf registration
 - 5) Ability to place table and (1) greeter at your hole

Corporate Sponsor Program - \$2,500

Number of Sponsors: 12

The 2019 -2020 Corporate Sponsorship includes:

- Your company logo on our MDHIMSS Website with a link to your Corporate Website.
- Your company logo on the program material for the three **Educational Events** and **Evening Networking Event**.
- A table at the event in our vendor area for the three **Educational Events** and **Evening Networking Event**.
- The ability to participate in our exclusive 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. This will be hosted at one of our Educational or Networking events.
- Access to event attendee list.
- Two (2) free vendor passes to each of the **Educational Events** and **Evening Networking Event**.



A La Carte Event Sponsorship Opportunities:

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. Sponsor is responsible for providing logos and additional information requested by MD HIMSS.

Senior Executive Networking Cocktail Reception Sponsor: \$5,000

Number of Sponsors: 4

This is a single event company sponsorship to support our Senior Executive Networking Reception where MD HIMSS hosts Maryland Health System senior executives from around the state. Company logos and signage will be provided.

Keynote Speaker Sponsor: \$3,000

Number of Sponsors: 3

This is a single per event company sponsorship to support our external speaker to address our Educational and Networking Event attendees. Our events consistently bring over 150+ Maryland Chapter of HIMSS attendees representing every major health system in our state. A member of the sponsoring organization will provide a brief overview of its company and introduce the guest speaker. Company logos and signage will be provided.

Educational Event Presentation Sponsor: \$3,000 per track

Number of Sponsors: 4

This is a one company per track sponsorship opportunity allowing the sponsor to engage a client or national thought leader in a joint 30-minute presentation on relevant cutting edge healthcare IT topics. Educational events consistently bring over 150+ Maryland Chapter of HIMSS members representing every major health system in our state. Case Study content and details need to be approved by MD HIMSS. Company logos and signage will be provided. Suggested topics include but are not limited to:

- Leadership & Professional Development
- Artificial Intelligence & Machine Learning
- Cyber Security
- Population Health & Informatics
- Infrastructure & Data Management
- Clinical Analytics
- Telehealth

Health IT / Advocacy Day in Annapolis, MD: \$5,000

Number of Sponsors: 1

This is a one company sponsorship to support our health information technology legislation day that hosts 150+ healthcare executives from around the state of Maryland. The sponsor will work with the MD HIMSS Advocacy committee in the planning of the event.



MD HIMSS 10th Annual Golf Event:

This is a one company per sponsorship opportunity to support our Annual Golf Event held on May 11, 2020 that hosts 100+ healthcare professionals. Company logos and signage will be provided.

- 10th Anniversary Sponsor \$ 6,000 (4 Some and Car for Hole in One)
- Golf Polo - \$3,500 – (4some Included)
- 19th Hole Sponsor - \$3,500 (4some Included)
- Dinner Sponsor - \$3,500 (4some Included)
- Lunch Sponsor - \$2,000 (2some Included)
- Breakfast Sponsor - \$2,000 (2some Included)
- Hole Sponsor - \$1750 (2some Included, additional participant \$150 ea.)

NOTE: Additional sponsorship opportunities may be available throughout the course of the year. Existing MD HIMSS sponsors will be provided the first rights to any NEW sponsorship options.