

# HIMSS NORTH CAROLINA CHAPTER

## SPONSORSHIP PROGRAM

2021-2022

The North Carolina Chapter of the Healthcare Information and Management Systems Society (NC HIMSS) is a volunteer organization whose primary goals are to develop educational and regional networking programs and provide statewide leadership for the advancement and management of healthcare information and technology.

The North Carolina Chapter is a diverse group of 1,700+ healthcare IT professionals from across the state. Chapter members work at hospitals, corporate health systems, consulting firms, vendor organizations, universities, and a wide variety of other organizations. Our members range from senior executives to analysts and students, so sponsorship provides you with exposure to high-level decision makers throughout the state. We have both technical members as well as clinical members.

There are various forms of sponsorship for our events with increased benefits as the value of sponsorship increases. Your sponsorship helps NC HIMSS offer valuable educational programming at a very affordable price and will benefit your business through exposure to our session attendees. NC HIMSS is a 501(c)(6) non-profit organization.

Contact **McRay Simmons** ([mcray.simmons@zones.com](mailto:mcray.simmons@zones.com)) or **Greg Foster** ([greg.foster@centricconsulting.com](mailto:greg.foster@centricconsulting.com)) or complete the sponsor form at [www.nchimss.org](http://www.nchimss.org).

**REGISTER NOW**

### MEMBERSHIP INCLUDES

**100+**

CIO / CMIO / CTO  
COO / CEO

**100+**

Presidents &  
Vice Presidents

**100+**

Director &  
Senior Level  
Positions

**1,600+**

Members

# ANNUAL SPONSORSHIP OPPORTUNITIES

| BENEFITS   | PREMIER (5)<br>\$6,750 ANNUAL<br>CONTRIBUTION<br>(SOLD OUT)   | CORPORATE<br>\$4,500 ANNUAL<br>CONTRIBUTION  | PARTNER<br>\$2,750 ANNUAL<br>CONTRIBUTION  |
|--|---|--|--|
| Conference breakout session slot (pending Board approval of topic and speaker, must be submitted prior to stated deadline) | ✓   |  |  |
| Exhibit space guaranteed at annual conference  | ✓<br>(Prominent location)   | ✓  | ✓  |
| Complimentary admissions to Annual Conference & Dinner Event & Golf Tournament   | ✓<br>4 Conference Passes<br>4 Dinner Event Passes<br>4 Golf Tournament Passes   | ✓<br>3 Conference Passes<br>3 Dinner Event Passes<br>3 Golf Tournament Passes  | ✓<br>2 Conference Passes<br>2 Dinner Event Passes<br>2 Golf Tournament Passes  |
| Opportunity to introduce a session presenter   | ✓   |  |  |
| Opportunity to insert one PowerPoint slide to scroll during breaks   | ✓   | ✓  |  |
| Opportunity for logo and promotional offer (PDF) to be linked to your company description in conference mobile app         | ✓   | ✓  | ✓  |
| Opportunity to have a small exhibit at the Dinner Event  | ✓   | ✓  |  |
| Company will be verbally acknowledged during event   | ✓   | ✓  | ✓  |
| Website advertising  | <ul style="list-style-type: none"> <li>• Rotational slider image (must be healthcare specific) on NC HIMSS homepage</li> <li>• Prominent company logo placement throughout and link on the NC HIMSS website</li> <li>• Company contact information, one-page company description that may include relevant case studies and white papers</li> </ul> | <ul style="list-style-type: none"> <li>• Company logo placement and link on the NC HIMSS website</li> <li>• Company contact information, one-page company description that may include relevant case studies and white papers</li> </ul> | <ul style="list-style-type: none"> <li>• Company logo placement and link on the NC HIMSS website</li> <li>• Company contact information, one-page company description that may include relevant case studies and white papers</li> </ul> |
| Guaranteed spot for one webinar and/or one email blast (content must be approved)  | ✓   |  |  |
| Sponsor recognition and signage at all chapter events  | ✓   | ✓  | ✓  |
| Complimentary registrations at the networking reception at national HIMSS and kick-off reception                           | 2   | 1  | 1  |

*Your sponsorship will be valid until June 30, 2022. The North Carolina Chapter of HIMSS reserves the right to decline any and all sponsorship offers. NC HIMSS Calendar of events and dates are subject to change.*

# ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

|  |   |
|--|---|
| <p><b>SPECIAL EVENT SPONSOR (1)</b><br/>\$8,500</p>  | <ul style="list-style-type: none"> <li>• 4 complimentary admissions to Annual Conference</li> <li>• 4 complimentary golf tournament fees</li> <li>• Table signage during special event</li> <li>• Tabletop space, including 2 chairs and electricity</li> <li>• Provide a 5-minute introduction of company at the event</li> <li>• PowerPoint marketing slide to be shown throughout the conference</li> <li>• Recognition and signage at conference and special event</li> <li>• Contact information, logo, and link on NC HIMSS conference website</li> </ul> |
| <p><b>NAME BADGE SPONSOR (1)</b><br/>\$5,000</p>     | <ul style="list-style-type: none"> <li>• 4 complimentary admissions to Annual Conference</li> <li>• 2 complimentary golf tournament fees</li> <li>• Logo on name badge and/or lanyard distributed at registration to attendees</li> <li>• Recognition and signage at conference</li> <li>• Contact information, logo, and link on NC HIMSS conference website</li> </ul>  |
| <p><b>GOLF RECEPTION SPONSOR (1)</b><br/>\$4,000</p> | <ul style="list-style-type: none"> <li>• 2 complimentary admissions to Annual Conference</li> <li>• 4 complimentary golf tournament fees</li> <li>• Table signage at the golf tournament and at reception</li> <li>• Tabletop space, including 2 chairs at golf registration</li> <li>• Provide a welcome at the reception</li> <li>• PowerPoint marketing slide to be shown throughout the conference</li> <li>• Contact information, logo, and link on NC HIMSS conference website</li> </ul>   |
| <p><b>BAG SPONSOR (1)</b><br/>\$3,500</p>            | <ul style="list-style-type: none"> <li>• 2 complimentary admissions to Annual Conference</li> <li>• Logo on conference bag distributed at registration to attendees</li> <li>• Recognition and signage at conference</li> <li>• 1 promotional piece included in conference bag</li> <li>• Contact information, logo, and link on NC HIMSS conference website</li> </ul>   |
| <p><b>TRACK SPONSOR (3)</b><br/>\$1,500</p>          | <ul style="list-style-type: none"> <li>• 1 complimentary admission to Annual Conference</li> <li>• Signage outside sponsored track room</li> <li>• Introduction of each seminar speaker in that track</li> <li>• Contact information, logo, and link on NC HIMSS conference website</li> </ul>  |
| <p><b>WI-FI SPONSOR (1)</b><br/>\$1,500</p>          | <ul style="list-style-type: none"> <li>• 1 complimentary admission to Annual Conference</li> <li>• Company name used as event wi-fi password</li> <li>• Recognition and signage at conference</li> <li>• Contact information, logo, and link on NC HIMSS conference website</li> </ul>  |

## NC HIMSS TENTATIVE CALENDAR OF EVENTS

- **KICK-OFF NETWORKING RECEPTION**  
September 9, 2021 | Durham, NC
- **ANNUAL CONFERENCE & GOLF TOURNAMENT**  
October 13 – 15, 2021 | Concord, NC
- **DINNER EVENT**  
January 2021 | Location TBD
- **NC & VA HIMSS RECEPTION AT HIMSS22**  
March 2022 | Orlando, FL