

# Healthcare IT Marketing and PR Conference

*Where you learn how to cut through the noise*

## Sponsor Packages



Presented by:



**April 6-8, 2016**  
**Atlanta, GA**

[www.HealthITMarketingConference.com](http://www.HealthITMarketingConference.com)

# Healthcare IT Marketing and PR Conference

*Where you learn how to cut through the noise*

We're really excited to announce the 3rd Annual [Health IT Marketing and PR Conference \(HITMC\)](#). As we proved in the first two HITMC, we brought together some of the [leading minds](#) from inside and outside healthcare. This two day event will teach some of the latest trends, techniques, and tools in social media marketing, humor marketing, event public relations, blogging, search engine optimization (SEO), content marketing, influencing ratings, PR best practices, and much much more.

Shortly, we'll be posting a call for speakers that will run through the middle of December.

The following is the conference schedule-at-a-glance:

## Wednesday

3 PM – Casual networking with attendees

## Thursday

8:00 AM – 5:00 PM – Conference Program

7:00 PM – Evening Reception

## Friday

8:00 AM – 3:00 PM – Conference Program

5:00 PM – HITMC Foundation Dinner

There are many opportunities to learn, network and make new friends, and sponsorships are now available! Plus, check out our new HITMC Marketplace along with our HITMC Demo Tables and Fireside Chat options.

**Who should attend:** Anyone directly involved in marketing their products or services to healthcare organizations, medical practices, physicians or hospitals (IT, software, device, EHR, other services).

**Who should sponsor:** Any organization that sells products or services to healthcare IT/software/device/services/products/EHR companies and whose target buyer is the marketing or PR executive within those organizations.

Get in early and save the dates!

**Contact John Lynn for sponsorship  
reservations and information:**

[john@HITMC.com](mailto:john@HITMC.com)

**(702) 514-0201**



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## Keynote Sponsor

*Price: \$10,000-20,000 (Limit 2, Price depends on Cost of Keynote Speaker Sponsored)*

- 7 minute sponsor introduction of company and Keynote Speaker
- Dedicated email intro of Keynote speaker and sponsor to the full HITMC email list
- 5 passes to the event
- Featured Listing in HITMC Marketplace for Attendees
- Exclusive listing on Program Agenda by Keynote Speaker
- Listing on Conference website under Keynote Sponsors with link to your site
- Blog post and listing on HITMC.com
- Company profile on conference website with link to your site
- Priority consideration for speaker/panelist
- Inclusion in Signage at the event
- Handout in Conference Bag
- Social media promotion of the keynote sponsorship
- Healthcare IT Marketing & PR LinkedIn Group promotion prior to event
- Event Attendee List: Attendee List (attendee name, title, organization, phone, email, address) will be provided approximately a month prior to the event, with a complete post-event list sent immediately following the event.

## Platinum Sponsor

*Price: \$7,500 (Limit 8) **Only 3 Left!!***

- 4 passes to the event
- 3 minute on stage company profile
- Host a #HITMC Twitter chat (First come, First serve scheduling)
- Blog post and listing on HITMC.com
- Featured Listing in HITMC Marketplace for Attendees
- Sponsorship Recognition at the start and end of the event
- Priority consideration for speaker/panelist
- Listing on Conference website under Platinum Sponsors with link to your site
- Mention in email to attendees about sponsors
- Company profile on conference website with link to your site
- Inclusion in Signage at the event
- Handout in Conference Bag
- Healthcare IT Marketing & PR LinkedIn Group promotion prior to event
- Social media mention of your company and company Twitter handle before and during the event with a link to your conference website profile
- Event Attendee List: Attendee List (attendee name, title, organization, phone, email, address) will be provided approximately a month prior to the event, with a complete post-event list sent immediately following the event.

## Gold Sponsor

Price: \$5,000 (Limit 5) **Only 2 Left!!**

- 2 passes to the event
- Blog post and listing on HITMC.com
- Featured Listing in HITMC Marketplace for Attendees
- Priority consideration for speaker/panelist
- Listing on Conference website under Gold Sponsors with link to your site
- Mention in email to attendees about sponsors
- Company profile on conference website with link to your site
- Inclusion in Signage at the event
- Handout in Conference Bag
- Healthcare IT Marketing & PR LinkedIn Group promotion prior to event
- Event Attendee List: Attendee List (attendee name, title, organization, phone, email, address) will be provided approximately a month prior to the event, with a complete post-event list sent immediately following the event.

## Silver Sponsor

Price: \$3,500

- 2 passes to the event
- Priority consideration for speaker/panelist
- Listing in HITMC Marketplace for Attendees
- Listing on Conference website under Silver Sponsors with link to your site
- Listing on HITMC.com
- Mention in email to attendees about sponsors
- Inclusion in Signage at the event
- Handout in Conference Bag
- Healthcare IT Marketing & PR LinkedIn Group promotion prior to event
- Event Attendee List: Attendee List (attendee name, title, organization, phone, email, address) will be provided approximately a month prior to the event, with a complete post-event list sent immediately following the event.

## Bronze Sponsors

Price: \$2,500

- 1 pass to the event
- Listing in HITMC Marketplace for Attendees
- Listing on Conference website under Bronze Sponsors with link to your site
- Listing on HITMC.com
- Mention in email to attendees about sponsors
- Inclusion in Signage at the event
- Handout in Conference Bag
- Healthcare IT Marketing & PR LinkedIn Group promotion prior to event
- Event Attendee List: Attendee List (attendee name, title, organization, phone, email, address) will be provided approximately a month prior to the event, with a complete post-event list sent immediately following the event.

## Small Business Sponsorships

Price: \$1,500

- Logo on Conference Website
- Listing on HITMC.com
- 1 pass to the event
- Mention in email to attendees about sponsors
- Inclusion in Signage at the event

## Networking Sponsorships

Price: \$5,000-\$20,000 (costs to be determined based on the cost of the meal sponsored)

Opportunity to host either **breakfast, lunch, dessert, yoga morning, or evening party/reception**. Each sponsorship will include:

- Company listed on schedule by the meal/event being sponsored
- On stage mention of company before meal or event
- Sponsored company featured on big screen during meal or event
- Featured listing in HITMC Marketplace for Attendees
- Listing on Conference website under Networking Sponsors with link to your site
- Blog post and listing on HITMC.com
- Priority consideration for speaker/panelist
- Mention in email to attendees about sponsors
- 2 passes to the event
- Inclusion in Signage at the event
- Handout in Conference Bag
- Healthcare IT Marketing & PR LinkedIn Group promotion prior to event
- Event Attendee List: Attendee List (attendee name, title, organization, phone, email, address) will be provided approximately a month prior to the event, with a complete post-event list sent immediately following the event.

## Spa Bag Sponsorship

Price: \$6,000 (Limit 1)

- Company Logo on luxurious spa bag given to attendees.
- Company listed on Sponsorship page of conference website with link to your site
- Listing on HITMC.com
- Listing in HITMC Marketplace for Attendees
- Mention in email to attendees about sponsors
- 2 passes to the event
- Inclusion in Signage at the event
- Handout in Conference Bag
- Healthcare IT Marketing & PR LinkedIn Group promotion prior to event
- Event Attendee List: Attendee List (attendee name, title, organization, phone, email, address) will be provided approximately a month prior to the event, with a complete post-event list sent immediately following the event.

## Wifi Sponsorship

Price: \$3,500 (Limit 1) **Sold Out!**

- Company listing next to the Wifi password on conference materials
- Company listed on Sponsorship page of conference website with link to your site
- Listing on HITMC.com
- Listing in HITMC Marketplace for Attendees
- Mention of Wifi Sponsor from the stage when talking about the free Wifi
- Wifi password set to sponsor name
- 1 pass to the event
- Event Attendee List: Attendee List (attendee name, title, organization, phone, email, address) will be provided approximately a month prior to the event, with a complete post-event list sent immediately following the event.

## Lanyard Sponsorship

Price: \$2,500 (Limit 1) **Sold Out!**

- Company name on Lanyards for the conference
- Company listed on Sponsorship page of conference website with link to your site
- Listing on HITMC.com
- Healthcare IT Marketing & PR LinkedIn Group promotion prior to event
- 1 pass to the event
- Event Attendee List: Attendee List (attendee name, title, organization, phone, email, address) will be provided approximately a month prior to the event, with a complete post-event list sent immediately following the event.

## AddOn: Demo Table Sponsorship

Price: \$2,000 (This add-on must include one of the sponsorships above)

- Table for demoing your product to attendees during demo times
- Featured listing in HITMC Marketplace for Attendees
- Company listed on Sponsorship page of conference website with link to your site
- 1 extra pass to the event
- Event Attendee List: Attendee List (attendee name, title, organization, phone, email, address) will be provided approximately a month prior to the event, with a complete post-event list sent immediately following the event.

## AddOn: Fireside Interview

Price: \$5,000 (Limit 4, This add-on must include Silver sponsorship or higher)

- 30 minute "Fireside" interview on stage with Shahid Shah or John Lynn
- Video of the Interview posted on HITMC.com
- Featured listing in HITMC Marketplace for Attendees
- 1 extra pass to the event
- Social media promotion of the Fireside interview before, during and after the interview
- Event Attendee List: Attendee List (attendee name, title, organization, phone, email, address) will be provided approximately a month prior to the event, with a complete post-event list sent immediately following the event.

## Sponsorship Agreement for Healthcare IT Marketing & PR Conference April, 2016

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Title: \_\_\_\_\_

Phone Number, Ext.: \_\_\_\_\_

Email address: \_\_\_\_\_

Web address: \_\_\_\_\_

What type of business is your organization? (Ex: PR Agency, Email Marketing company, etc.):  
\_\_\_\_\_

Please select your sponsorship package(s):

- |   |   |
|---|---|
| <input type="checkbox"/> Keynote Speaker _____              | <input type="checkbox"/> Networking Sponsorship _____           |
| <input type="checkbox"/> Platinum Sponsorship \$7,500       | <input type="checkbox"/> Spa Bag Sponsorship \$5,000            |
| <input type="checkbox"/> Gold Sponsorship \$5,000           | <input type="checkbox"/> <del>WiFi Sponsorship \$3,500</del>    |
| <input type="checkbox"/> Silver Sponsorship \$3,500         | <input type="checkbox"/> <del>Lanyard Sponsorship \$2,500</del> |
| <input type="checkbox"/> Bronze Sponsorship \$2,500         | <input type="checkbox"/> Demo Table (Add-on) \$2,000            |
| <input type="checkbox"/> Small Business Sponsorship \$1,500 | <input type="checkbox"/> Fireside Interview (Add-on) \$4,000    |

**Total Sponsorship Amount:** \$ \_\_\_\_\_

**Applications for sponsorships are processed on a first paid, first granted basis, and are limited in number where specified.**



## Payment options

☐ Check included (make payable to **Healthcare Scene**, mail with this contract to **Healthcare Scene, 1000 N Green Valley Pkwy Suite 440-270, Henderson, NV 89074.**)

☐ Please invoice me (will be sent net 30 days with an option to pay online by credit card).

☐ Credit Card type: ☐ Visa ☐ Mastercard

CC number: \_\_\_\_\_

Name on card: \_\_\_\_\_

Expiration date: \_\_\_\_\_ CCV (3 digits on back) \_\_\_\_\_

Billing Address: ☐ Same as contract address

Or, if different:

Street: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Card holder phone number: \_\_\_\_\_

## Final Considerations

*This Agreement constitutes the entire Agreement and any prior agreements, promises, negotiations, or representations relating to the Sponsorship not expressly set forth in this Agreement are of no force or effect. Any addition to this Agreement shall be of no force or effect unless it is in writing and signed by both parties. This Agreement is governed by the laws of the State of Nevada.*

WHEREOF, the parties have executed this Agreement by their duly authorized representatives as of the date set forth below:

## Sponsor

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

## Healthcare Scene

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

**FAX SIGNED CONTRACT PAGES TO: (877) 489-0137**



For help with sponsorships, contact

John Lynn

[john@HITMC.com](mailto:john@HITMC.com)

(702) 514-0201

[www.HITMC.com](http://www.HITMC.com)

[www.healthcarescene.com](http://www.healthcarescene.com)