

**NY HIMSS Chapter
Vendor Sponsorship Program
FY 2011 - 2012**

OBJECTIVE:

In order to deliver the activities and initiatives of the NY HIMSS Chapter, we rely on the support of our sponsors. We are committed to providing a venue and a platform for sponsors to increase visibility, value, potential and accessibility to the NY HIMSS Chapter in return for financial support so that the Chapter may bring information, education and networking activities to its membership.

NY HIMSS CHAPTER OFFERING:

NY HIMSS Chapter offers the following to the sponsor community.

- +200 Hospitals in New York State
- +1100 NY HIMSS Chapter Members
- Events & Activities that organize membership attendance
- Quarterly Newsletter to our Membership
- Dedicated NY HIMSS Chapter Web Site with Sponsor representation

THE NY HIMSS SPONSOR PROGRAM:

The Sponsor Program offers the following:

- Premier Sponsor
- Executive Sponsor
- Ala Cart Offerings

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Premier Sponsorship:

A Premier sponsorship will be an opportunity for a sponsor to engage with the Chapter for a full fiscal year (July-June). This will allow the sponsoring organization the opportunity to be involved in all NY HIMSS* sponsored events. This will also afford the Premier Sponsor the first opportunity for Event based sponsorships of choice.

Term:

- 1 year – July 1st – June 30th

Sponsor Benefits:

- Company Logo and Bio on NY HIMSS web site Sponsor Page
- Company Logo on e-Newsletter
- 1 Annual Membership to the Chapter
- 1 Exhibition table top at our annual Chapter conference
- Receipt of 4 guest passes to each sponsored event
- Company logo placement on sponsorship posters and materials at each chapter sponsored event
- Verbal announcement of sponsorship at each event
- Opportunity to introduce key note speakers
- 1 sponsored webinar offered to our members

Fee:

- A one-time cost of \$5,000 due with submission of application

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Executive Sponsorship

An Executive sponsorship will be an opportunity for a sponsor to engage with the Chapter for a full fiscal year (July-June). This will allow the sponsoring organization the opportunity to be involved in all NY HIMSS* sponsored events.

- Company Logo and Bio on NY HIMSS web site Sponsor Page
- Company Logo on e-Newsletter
- 1 Annual Membership to the Chapter
- 1 Exhibition table top at our annual Chapter conference
- Receipt of 2 guest passes to each sponsored event
- Company logo placement on sponsorship posters and materials at each chapter sponsored event

Fee:

- A one-time cost of \$3,500 due with submission of application

* If an event is co-sponsored by the Chapter, it does not constitute that a Premier Sponsor has the privilege of sponsoring that event. It will be a decision of the NY HIMSS Board and the other Co-Sponsoring organizations to determine if sponsor privileges will be extended to an Premier Sponsor. In the event, that the cooperating Boards do not agree to extend privilege to an Annual Sponsor to participate, the Sponsor may have an opportunity to become a Sponsor through the Event Sponsorship program for that specific Event. That will be a coordinated effort with the Program Committee responsible for that unique Event.

Ala Cart Sponsorship:

There are many Ala Cart type sponsorships that may be selected in addition to the sponsorship options previously described or in-place of a sponsorship. The number of sponsors for each offering is limited.

- Lunch Sponsor - \$2,500
- Exhibitor Table Top - \$1,500
- Speaker/Session - \$1,000
- Breakfast Sponsor - \$1,000
- Morning Break - \$1,000
- Afternoon Break - \$1,000

Ala Cart sponsorship includes:

- Quarter Page Advertisement in Sponsor Book
- Receipt of 1 Guest pass
- Announcement of Sponsorship

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Webinar Events - \$1,000

The NY Chapter welcomes sponsors already planned webinar offerings or those sponsors interested in hosting a specific webinar event for our membership. Guidelines for hosting a webinar event include but are not limited to:

- Content must be approved by the chapter board prior to publication
- Content should not be marketing, sales, service or product offering focused, rather it should be product / service and company neutral, offering educational insights consistent with the chapter mission

Website Posting - \$300

From time to time, companies may ask us to make available white papers or other content within our website or newsletters. Sponsors may wish to participate in this offering.

Guidelines for this event type include but are not limited to:

- Content publisher / sponsor must be a HIMSS member
- Content must be approved by the chapter board prior to publication
- Content should not be marketing, sales, service or product offering focused, rather it should be product / service and company neutral, offering educational insights consistent with the chapter mission

For any questions regarding this program, please contact New York HIMSS 2011 - 2012 Sponsor Chair:

Christopher Harris
617 437 2088 Office
chrharris@deloitte.com

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SPONSORSHIP APPLICATION

Organization Information	
Company Name:	
Company Address, City, State, Zip Code:	
Website address:	
Contact Information	
Contact Information:	
Name:	
Title:	
Address:	
E-mail Address:	
Phone Number:	
Type of Organization	Vendor Consulting Other:
Have you sponsored a NY HIMSS event in the past?	Yes No
Description of Product and/or Service Offering:	
Sponsorship	
Membership Type:	
Sponsorship Type:	Premier Executive Ala Cart
Description of Sponsorship Type:	
Event Name & Date:	
Total Fee:	Please make checks payable to New York Chapter HIMSS
Approval	
Authorizing Signature:	
Print Name:	
Title & Date:	

PLEASE RETURN SIGNED FORM AND CHECK TO:

NY HIMSS C/O
Ted Perkins
444 East 86th Street #27C
New York, NY 10028-6469
Telephone 212 570 1085
Email ted@tedperkins.com