

**NY HIMSS Chapter  
Vendor Sponsorship Program  
2009**

**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
- +800 NY HIMSS Chapter Members
- Events & Activities that organize membership attendance
- Quarterly Newsletter to our Membership
- Dedicated NY HIMSS Chapter Web Site with Sponsor representation

Planned FY 2009 NY HIMSS Sponsored Events

- Spring 2009
  - Telemedicine Presentation
  - This event is in planning stages and is expected to be an afternoon or early evening seminar featuring several presentations and opportunity to network with leaders in New York on this topic
- Fall 2009
  - Mini-HIMSS – Planned for October 2, 2009
  - 1 day event at The Digital Sandbox in lower Manhattan

**THE NY HIMSS SPONSOR PROGRAM:**

The Sponsor Program will have two offerings:

- Annual Sponsorship
- Event Sponsorship

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**Annual Sponsorship:**

An annual 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 Annual Sponsor the first opportunity for Event based sponsorships of choice. If an event is co-sponsored by the Chapter, it does not constitute that an Annual 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 Annual 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.

Term:

- 1 year – July 1<sup>st</sup> – June 30<sup>th</sup>

Sponsor Benefits:

- The NY Chapter would like to provide a sponsor an opportunity to become an Annual Chapter sponsor. The annual sponsorship will be a calendar year commitment and will receive the following benefits for its dedication to the chapter.
  - Company Logo and Bio on NY HIMSS web site Sponsor Page
  - Company Logo on e-Newsletter
  - 1 Annual Membership to the Chapter
  - Platinum Sponsorship Core Package to all NY HIMSS Chapter Sponsored events (see Event Sponsorship for additional details)

Fee:

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

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**Event Sponsorship:**

The program is divided into 3 tiers, Platinum, Silver and Gold. Each tier has a different offering and is intended to provide diversity so that Sponsors of all sizes may have an opportunity to participate.

Platinum Sponsorship Core Package includes the following:

- Tabletop Exhibit
- Video Wall Advertisement
- Full page advertisement in Sponsor Book
- Listing in all local and national event announcements and program materials
- Receipt of 6 Guest Passes
- Announcement of Sponsorship

*Platinum Sponsor Offerings:*

Welcome Sponsor – Video Wall - \$8,000 – Limit of 1 sponsor

- Logo on Attendee Badges
- Welcome Package – including company bio, service offering and marketing information.

Breakfast Sponsor - \$4,000 – Limit of 1 sponsor per day

- Advertisement within Breakfast Area - -e.g. easel board, banner
- Tabletop within Breakfast Area
- Announcement of Sponsorship

Lunch Sponsor - \$7,500 – Limit of 1 sponsor per day

- Advertisement within Lunch Area – e.g. easel board, banner
- Tabletop within Lunch Area
- Announcement of Sponsorship

Gold Sponsorship includes the following:

- Tabletop Exhibit
- Video Wall Advertisement
- Half Page Advertisement in Sponsor Book
- Listing in all local and national event announcements and program materials
- Receipt of 4 Guest Passes
- Announcement of Sponsorship

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*Gold Sponsors*

Cocktail Reception - \$4,000 – Limit of 2 sponsors

- Advertisement within Cocktail Reception Area
- Tabletop within Cocktail Reception Area
- Announcement of Sponsorship

Morning Break - \$3,500 – Limit of 2 sponsors per day

- Advertisement within Break Area
- Tabletop within Break Area
- Announcement of Sponsorship

Afternoon Break - \$3,500 – Limit of 2 sponsors per day

- Advertisement within Break Area
- Tabletop within Break Area
- Announcement of Sponsorship

Silver Sponsorship includes the following:

- Quarter Page Advertisement in Sponsor Book
- Listing in all local and national event announcements and program materials
- Receipt of 2 Guest passes
- Announcement of Sponsorship

*Silver Sponsors*

Exhibitor Table Top - \$2,200 – Limit of 15 sponsors

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**NEW YORK HIMSS  
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 HIMMS event in the past?	Yes                  No
Description of Product and/or Service Offering:	
Sponsorship	
Membership Type:	
Annual:	\$5,000
Event Name & Date:	
Sponsor Level:	Platinum                  Gold                  Silver
Sponsorship(e.g. Exhibit Table, Breakfast, Cocktail Reception):	
Approval	
Authorizing Signature:	
Print Name:	
Title & Date:	