

HIMSS | HEALTH 2.0

European Health Conference & Exhibition

Be a Changemaker

MAY 26-28, 2020
HELSINKI, FINLAND

**MEET THE
DIGITAL LEADERS**

*Sponsorship &
Exhibition Prospectus*

HIMSS | HEALTH 2.0

European Health Conference & Exhibition

*Your
visibility
guaranteed*

ONSITE
AND ONLINE!

*“To be honest, you
set a new digital
health conference
standard”*

—ALEXANDER SCHACHINGER,
DIGITAL HEALTH ANALYST,
GERMANY

Be where your customers are

The most influential digital health conference in Europe will be returning to Helsinki, Finland on **26-28 May 2020** for three days of the latest innovation, exciting learning and unmatched networking opportunities.

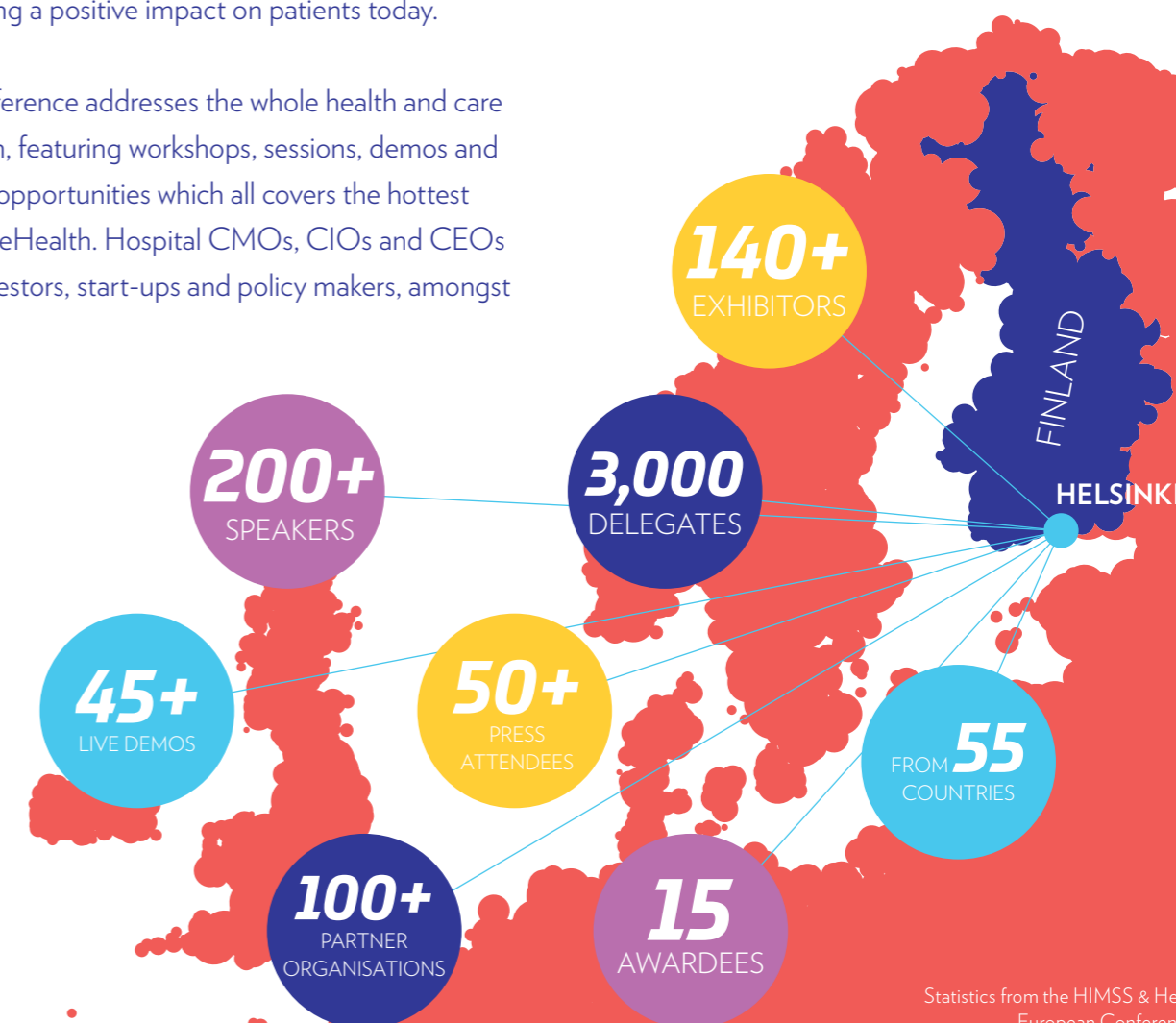
The conference will welcome over **3,000 healthcare** leaders and more than **200 speakers** from the entire ecosystem under the same roof, gathering the best of both worlds: the HIMSS expertise and thought leadership and the Health 2.0 network of entrepreneurs and investors. Together, in addition to engaging with each other, hearing about real best practices and learning new skills, delegates will get a unique chance to see some of the technologies that are making a positive impact on patients today.

The conference addresses the whole health and care spectrum, featuring workshops, sessions, demos and pitching opportunities which all covers the hottest topics in eHealth. Hospital CMOs, CIOs and CEOs meet investors, start-ups and policy makers, amongst

many others. The joint mission is to bring the right people together to improve citizens' healthcare through information and technology.

Key topics which will be discussed include: productive and healthy ageing, prevention and wellbeing, community-based care, data analytics for improved clinical and financial outcomes, physician burnout, mental health and so much more. See our preliminary programme: www.himss europeconference.eu

Supported by a network of over **150 health and care partner organisations** and more than **150 leading exhibitors** to ensure clinicians and patient advocates are a key element of the discussion.



Sponsoring & Exhibiting

Sponsorship Levels

Presidential SPONSORSHIP	Platinum SPONSORSHIP	Premium SPONSORSHIP
Choose this to position your company as the innovation leader in Europe	Choose this to make a focused impact aligned to your goals	Choose this to make an introductory presence in key segments
€ 110.000	€ 66.000	€ 44.000

Benefits

EXHIBITION SPACE (CHOOSE ONE OPTION)

	36m ²	18m ²	12m ²
Space only to build your own booth - OR -			
Turnkey kiosk solution ¹	-	8m ²	6m ²

SESSIONS & WORKSHOPS: THOUGHT-LEADERSHIP & BEST-PRACTICE

	Presidential	Platinum	Premium
Impress everyone with an exclusive keynote speech (20 minutes)	•		
Share your know-how as a participant or moderator of a panel discussion in a workshop	•		
Demonstrate your solution benefits in a customer presentation in a session (15 minutes)	•	•	•
Host your own, exclusive workshop on a topic of your choice (1 hour)		•	

BRANDING & AWARENESS

	Presidential	Platinum	Premium
Onsite, Mobile App & Website	•	•	•
Photo coverage of your company booth & speaking sessions (incl. usage rights)	•	•	
Co-Branded lectern with the organiser's logo(s) on one of the keynotes	•		
Receive opt-in delegate list two weeks prior to the event ²	•	•	
Your logo on the conference lanyards	•		

CONTENT & COMMUNICATIONS

	Presidential	Platinum	Premium
Content Campaign to promote your event presence through HIMSS Media - incl. content production and dissemination through social media	3 months - incl. 2 content pieces	1 month - incl. 1 content piece	1 month - incl. 1 content piece
Publish one whitepaper on the HIMSS Europe website	•	•	

ONSITE PRESENCE

	Presidential	Platinum	Premium
Complimentary conference passes for your staff or customers (non-vendor); additional tickets can be purchased at discounted rate	12	10	8
Meet your customers and partners in your exclusive meeting room during the two day conference	•		
Onsite support by dedicated HIMSS staff member	•		
VIP delegate seats at plenary keynote	25		
Seat on the Programme Advisory Committee	•		

1) Includes: backdrop, counter and two chairs 2) Delegate list will include job profile, worksite and country demographics only, in accordance with GDPR legislations.

Exhibition Space only

Early bird rates
(UNTIL 31 JANUARY 2020)

Space Only: €500 per m²

Late Exhibition Fee

Space Only: €550 per m²

- 4 sqm - minimum
- 1 ticket is included in Exhibition Space Only

10% DISCOUNT
FOR HIMSS EUROPE CORPORATE MEMBERS



Get in touch:

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Content Extension Opportunities: Fuel your marketing campaigns

WEBINAR: LEAD GENERATION PRE OR POST EVENT € 10.000

- Up to three speakers
- Moderation by HIMSS representative
- Content support from HIMSS
- 1 month webinar promotion

CONTENT CAMPAIGN 3 months € 15.000

- Curation and production of 2 pieces of content by HIMSS editors
- Tried and tested formats for maximum audience engagement
- Amplification through the HIMSS media and social networks



WORKSHOP: YOUR EXCLUSIVE EDUCATION SESSION € 15.000

Pick a topic of your choice and host your unique workshop. Benefit from the exclusive use of a meeting room for one hour. Supported by a 1 month content campaign including content production and amplification through the HIMSS media and social networks.

EHEALTH SPEAK € 6.000

Get on the spotlight stage and address the visitors of the exhibition during your 15 minute speaking slot.



**10%
DISCOUNT**
FOR HIMSS EUROPE
CORPORATE
MEMBERS



MOBILE APP SPONSOR Exclusive to 1 Sponsor € 20.000

More than 3,000 attendees will download the conference mobile app to navigate the event. Don't miss the opportunity to be at the epicentre of the mobile experience!

DIGITAL SIGNAGE € 4.900

Reinforce your brand and message in high traffic areas.

MAXIMIZE YOUR EXPOSURE
and share of voice

REACH DECISION MAKERS & GAIN CREDIBILITY
through association with the HIMSS brand

SHOWCASE YOUR PARTICIPATION
at this prominent industry event

DEMONSTRATE THOUGHT LEADERSHIP
and highlight your solution

HIMSS TV € 5.000

- Exclusive interview by HIMSS editor shot onsite
- Syndication of video on HIMSS.TV and across HIMSS information brands
- Post-event social media amplification
- Pre-roll advertising on all event clips
- Final edited file and use rights
- Syndication in event wrap-up newsletter





10% DISCOUNT
FOR HIMSS EUROPE CORPORATE MEMBERS



Additional Opportunities



HOSPITALITY SPONSOR
from € 3.000

- Networking Visibility
- Sponsor branded Message Panel
- Logo acknowledgement on website
- Branded napkins with company logo

Cocktail Reception €6,000
Luncheon €5,000
Networking Breakfast €3,000
Coffee Breaks €3,000

THE "GOOD-LIFE" SPONSOR
€ 20.000

Morning run and sustainability sponsor.

- Branded tshirts
- Video from the run
- Post event social media amplification
- Branded water bottles for all conference delegates



Powerful content to fuel your marketing campaigns!

"HIMSS Europe & Health 2.0 Conference is a must for any company or professional with business related to Digital Health and Connected Health. An excellent opportunity for doing business, enjoying top sessions, using its great B2B meetings service, and growing your business."



“The event exceeded my expectations in many ways. I especially liked the cosy exhibition area with place to communicate and explore, in addition to stands.”

Country Pavilion

Country pavilions will allow various stakeholders to connect with external suppliers and subcontractors, forge partnerships, generate business, and learn how to apply best practices.

And while taking advantage of those networking opportunities, country delegations will be able to showcase the state of play of their national health systems, their solutions and/or pilot initiatives.

Government agencies

ICT sector

Benefits

EXHIBITION SPACE

Size of pavilion

32m²

SESSIONS & WORKSHOPS: THOUGHT-LEADERSHIP & BEST-PRACTICE

Feature up to 2 live demos by country pavilion SMEs**

•

Country workshop: Host your own, exclusive workshop

•

eHealth speak

•

CONTENT & COMMUNICATIONS

Content Campaign to promote your event presence through HIMSS Media – incl. content production and dissemination through social media

1 month/incl. 1 content piece

ONSITE PRESENCE

Complimentary passes for your guests (industry & non-vendor); additional tickets can be purchased at discounted rate

10

BRANDING & AWARENESS

Onsite, Mobile App & Website

•

ADDITIONAL BENEFITS

Discount for companies from your country

•

Post 1 whitepaper on HIMSS Europe

•

Customised options available upon request!

COUNTER IN THE STARTUP PAVILION

€ 3.000

- 4 m²
- Logo Visibility: onsite, mobile app & website
- 2 Conference passes

Sponsorship Level

ENHANCED PAVILION PACKAGE

€ 55.000

Start-ups

Micro SMEs

Public health institutions

** Live demos are an integral part of the main educational programme at HIMSS & Health 2.0 Europe Conference. Participation is subject to a live demo interview as well as approved by Programme Coordination Team.

Get in touch:

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Platinum partners:

In collaboration with:

BUSINESS
FINLAND

SITRA



HUS

KUOPIO HEALTH



OULU
HEALTH

TURKU
BUSINESS
REGION

MESUKESKUS