

32nd Annual Plenary & **Working Group MEETING**

Sept. 29 – Oct. 5, 2018
Baltimore, Maryland



Sponsorship Opportunities

Recognition of HL7 sponsors reaches thousands of HL7 members and health IT professionals worldwide. Your brand will also be showcased first hand to approximately 450 technical and management personnel from leading providers, vendors and government organizations.

HL7 sponsors help provide a meaningful learning experience for those who regularly attend our meetings, and we appreciate your continued support of our vision and mission. Thank you for considering sponsorship of the upcoming 32nd Annual Plenary & Working Group Meeting.

To discuss how sponsorship can help meet your objectives, please contact patricia@hl7.org.

Diamond Sponsor | Four Available
\$10,000 Member Price | \$12,500 Non-member Price

Pre-Event

- Recognition on email marketing promotions and event webpage
- Opportunity to present a pre-event educational webinar
 - HL7 will promote webinar to attendees
 - Sponsor can host webinar
- Opportunity to provide an HL7 case study or whitepaper (prefer by Friday, Sept. 27)
 - HL7 will distribute via social media 3x during week of WGM
 - Content must be approved by HL7
 - Will be posted to HL7.org for 12 months
- Three complimentary registrations
 - Includes daily fees for Monday – Friday
 - Excludes any paid tutorials and the FHIR Connectathon
 - Pre-registration is required (by September 7)

New! - On-Site Options – Choose 1 of the 4 options below

- **Host Hotel Key Cards:** Logo on host hotel key cards provided to attendees upon check-in beginning September 29. [Is there any signage in hotel lobby with this recognition?]

- FHIR Experience: Recognition as Premier Sponsor (exclusive) Oct. 3-4 on signage, on-site guide, and during opening remarks.
- Connectathon: Recognition as Premier Sponsor (exclusive) on September 29-30 signage, on-site guide, and during opening remarks.
- Lunch (select one day): Recognition as Lunch Sponsor (available days are Monday, Tuesday, Wednesday). Includes opportunity to place a brochure or give-away at lunch tables

On-Site

- Recognition from podium during opening session
- Opportunity to display a pull-up banner in sponsor area during the event
 - Sponsor is responsible for providing the banner, and shipping/logistics
- Opportunity to place up to two items (brochure or giveaways) on official sponsors' table (shared)
- Name and logo in marketing brochure and on-site guide (contingent on meeting print deadlines)

Post-Event

- Recognition and thank you in post-event email to attendees
- First renewal opportunity for 2019 Plenary & Working Group Meeting sponsorship

Gold Sponsor Four Available \$7,500 Member Price \$10,000 Non-member Price

Pre-Event

- Recognition on email marketing promotions
- Recognition on event webpage
- Opportunity to present a pre-event educational webinar or case study/white paper (prefer by Friday, September 27)
 - HL7 will promote webinar to attendees
 - Sponsor can host webinar
 - HL7 will distribute via social media 3x during week of WGM
 - Content must be approved by HL7
 - Case study/white paper will be posted to HL7.org for 12 months
- Two complimentary registrations
 - Includes daily fees for Monday – Friday
 - Excludes any paid tutorials and the FHIR Connectathon
 - Pre-registration is required (by September 10)

On-site

- Name and logo in marketing brochure and on-site guide (contingent on meeting print deadlines)
- Recognition from the podium during the opening session
- Opportunity to display a pull-up banner in the sponsor area during the event (sponsor must supply)
- Opportunity to place up to two items (brochure or giveaway) on official sponsors' table (shared) during the event

Post-event

- Recognition and thankyou in post-event email to attendees
 - First renewal opportunity for 2019 Plenary & Working Group Meeting sponsorship
-

Silver Sponsor | Six Available
\$5,000 Member Price | \$5,750 Non-member Price

Pre-Event

- Recognition on email marketing promotions
- Recognition in online marketing brochure
- Recognition on event webpage
- One complimentary registration
 - Includes daily fees for Monday – Friday
 - Excludes any paid tutorials and the FHIR Connectathon
 - Pre-registration is required (by September 10)

On-site

- Recognition in on-site guide distributed to all attendees (contingent on meeting print deadlines)
- Recognition from the podium during the opening session
- Opportunity to display a pull-up banner in the sponsor area during the event (sponsor must supply)
- Opportunity to place up to two items (brochure or giveaway) on official sponsors' table (shared) during the event

Post-Event

- Recognition and thankyou in post-event email to attendees
 - First renewal opportunity for 2019 Plenary & Working Group Meeting sponsorship
-

Bronze Lanyard Sponsorship | One Available

\$3,200 Member Price | \$3,700

Pre-Event

- Recognition on email marketing promotions
- Recognition on event webpage
- Recognition in online marketing brochure
- One complimentary registration
 - Includes daily fees for Monday – Friday
 - Excludes any paid tutorials and the FHIR Connectathon
 - Pre-registration is required (by September 10)

On-site

- Logo on lanyards provided to all attendees September 29-October 5
- Recognition in on-site guide (contingent on meeting print deadlines)
- Recognition from podium during the opening session
- Opportunity to display a pull-up banner in the sponsor area during the event (sponsor must supply and manage logistics)
- Opportunity to place one item (brochure or giveaway) on official sponsors' table (shared) during the event

Post-Event

- Recognition and thank you in post-event email to attendees
 - First renewal opportunity for 33rd Annual Plenary & Working Group Meeting sponsorship
-

Supporting Sponsor | Six Available
\$2,500 Member Price | \$2,800 Non-member Price

Pre-Event

- Recognition on email marketing promotions
- Recognition in online marketing brochure
- Recognition on event webpage
- One complimentary registration
 - Includes daily fees for Monday – Friday
 - Excludes any paid tutorials and the FHIR Connectathon
 - Pre-registration is required (by September 10)

On-site

- Recognition in on-site guide distributed to all attendees (contingent on meeting print deadlines)
- Recognition from the podium during the opening session
- Opportunity to place one item (brochure or giveaway) on official sponsors' table (shared) during the event

Post-Event

- Recognition and thank you in post-event email to attendees
 - First renewal opportunity for 2019 Plenary & Working Group Meeting sponsorship
-

Banners Opportunities

We are also pleased to announce a new sponsorship opportunity for all HL7 members.

- All organizations that purchase a sponsorship of \$3,000 and above are invited to display their banner near to the sponsor table at no additional cost.

- Add a banner for \$500 to sponsorships of less than \$3,000.
- Organizational members who do not wish to purchase a sponsorship may purchase the opportunity to display their corporate banner for \$1,500.

Please note the following regarding sponsor banners:

1. The banners must be free-standing, professionally developed banners with a maximum height of two meters and maximum width of one meter.
2. Banner placement will be near the sponsors' shared table and near the registration area (subject to space availability). HL7 reserves the right to move the banners to locations that do not impede traffic.
3. Opportunity is limited to the first five (5) sponsors on a first come, first served basis.

**Please note that all sponsorships are filled on a first come, first serve basis.*