

HIMSS 23

WWW.HIMSS.ORG/EVENT-HIMSS-APAC • #HIMSS23APAC

HEALTH + TECH
THAT CONNECTS THAT CARES

HIMSS23 APAC
MEDIA
POWERUPS

JAKARTA

18-21 SEPTEMBER

Use our media services to power up your media gameplan:



Amplify Your Reach

- Reach the targeted HIMSS APAC audience and engaged users surrounding HIMSS23 APAC content
- Leverage our diverse media channels, including eDMs, HIMSS TV, HIMSS Conversations, to extend your brand's visibility
- Gain increased exposure with decision-makers in the healthcare and technology space



Enhance Credibility and Thought Leadership

- Associate your brand with HIMSS, gaining credibility among your target audiences
- Showcase your expertise and thought leadership through exclusive interviews, sponsored content, and topic spotlights
- Position your company as an industry leader and influencer, capturing the attention of key stakeholders



Maximise ROI with Targeted Advertising

- Choose from a range of targeted advertising options, including ad banners, ad placements, and sponsored content, tailored to your specific goals and budget
- Directly engage with your target audience through strategic placements in HIMSS Media channels
- Increase brand awareness and drive traffic to your website

Give your content the attention it deserves

CONNECT WITH A COMMUNITY THAT'S TRULY INTO HEALTHCARE AND TECHNOLOGY

Engage with an active, reachable
membership through digital content,
events and thought leadership



Reach an audience around the world



1.8m

Known
reachable
audience



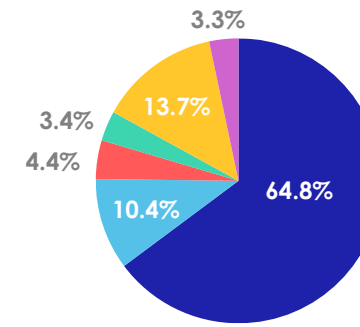
4 M

Page views
per quarter



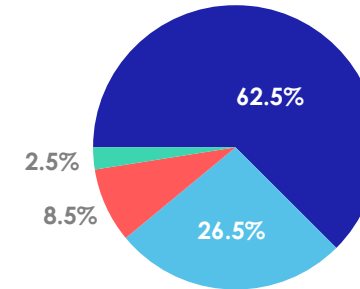
75K

Face-to-face
event attendees
annually



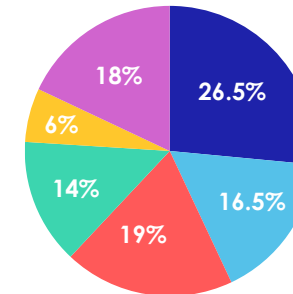
WORKSITE

- Hospitals & Health Systems
- Consulting Firms
- Government
- Academic Institution
- Solutions Providers
- Other



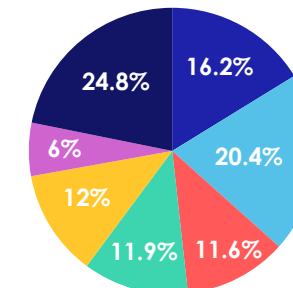
GEOGRAPHIC LOCATION

- US/Canada
- APAC
- EMEA
- LATAM



JOB FUNCTION

- Information Technology
- Clinical Leadership
- Operations
- Admin & Management
- Product, Sales, Marketing
- Other



JOB LEVEL

- Senior Management
- C-Suite/Exec
- Manager
- IT & Finance
- Clinicians
- Educators
- Other

HIMSS22 APAC Campaigns drove visibility and engagement

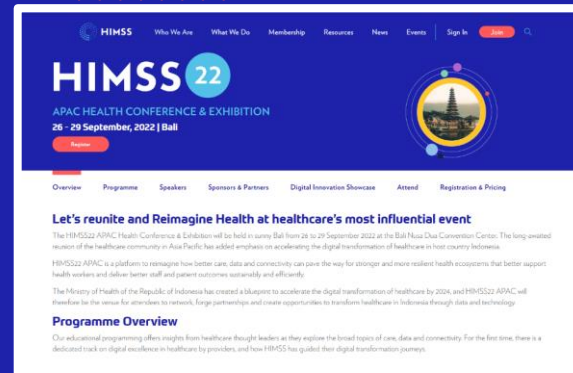
Google Ads

927k
impressions



Websites

132k
page views



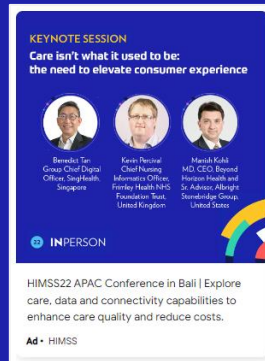
Emails

120k
subscribers



Social Media

2.3m
impressions



HIMSS23 APAC Email Campaigns

GET YOUR MESSAGE TO THE RIGHT CROWD,
THE HIMSS CONFERENCE DEMOGRAPHIC IS
AN AUDIENCE THAT IS TRULY RELEVANT
AND ENGAGED

PROGRAM ELEMENTS:

- Use visually appealing banner advertisements and/or compelling call-to-action links to Healthcare IT News

AVAILABLE PLACEMENTS PER ISSUE:

- 728x90 Leaderboard **1 available per issue**
- 300x250 Medium Rectangle **3 available per issue**
- Exclusive! **All ad placements per issue**



MARKETING WITH A MISSION

HIMSS23 Coverage on Healthcare IT News

BE IN THE THICK OF THE ACTION DURING
THE BUILD UP TO, AND DURING HIMSS23 APAC

PROGRAM ELEMENTS:

- Banner advertisement placements across all HIMSS23 APAC coverage pages on Healthcare IT News

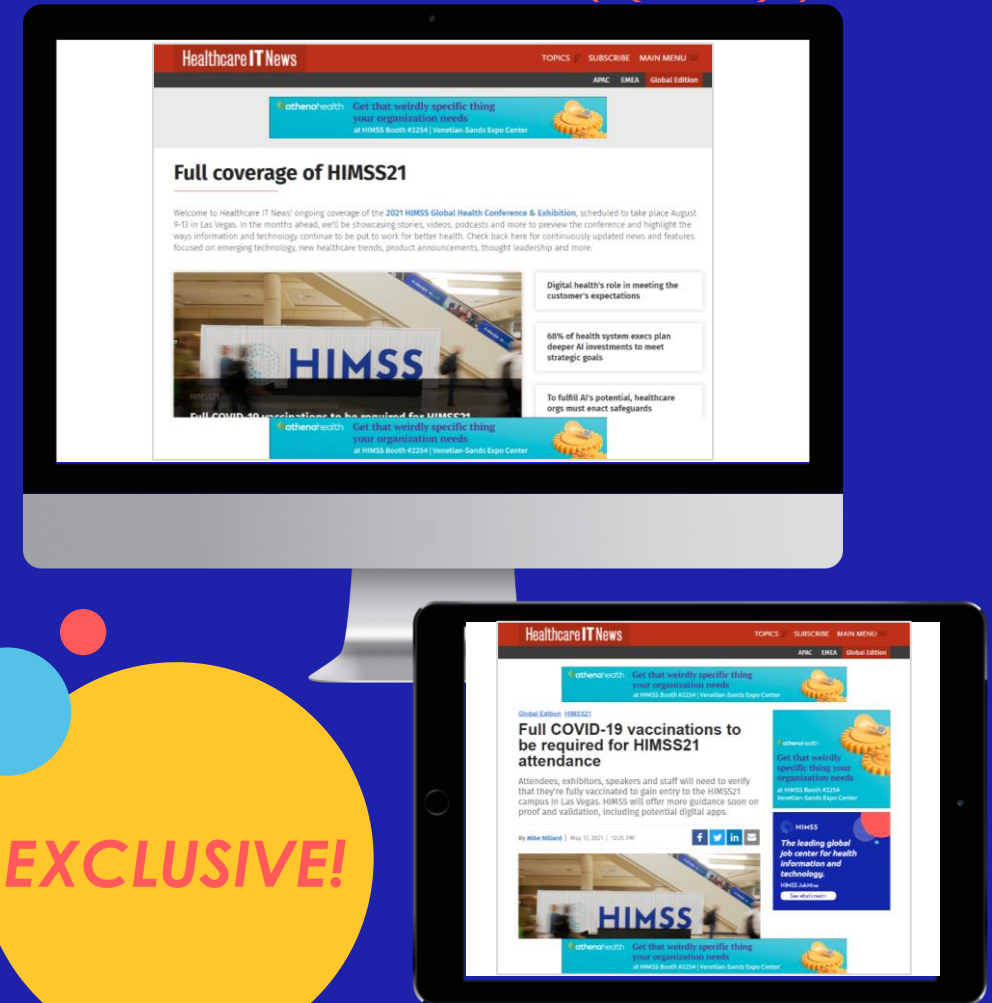
AVAILABLE PLACEMENTS:

- 728x90 Leaderboard
- 300x250 Medium Rectangle

DURATION:

- 3-month program (Aug-Oct 2023)

EXCLUSIVE!



HIMSS23 APAC Topic Spotlight

PROGRAM ELEMENTS:

- Sponsored 4-page editorial summary brief with a custom 5th page Q&A featuring your company's Subject Matter Expert (SME)
- Retain ownership of the Q&A and usage rights
- To be syndicated through HIMSS23 APAC EDM
- Gain access to 25 Targeted Leads

EXCLUSIVE TOPICS [PICK 1]:

- Data & Information
- Personalised Care
- Technology

EXCLUSIVE!



In our Spotlight series, we dive into key topics that will be extensively covered at HIMSS23 APAC.

With the opinions of your subject matter expert fortifying the key takeaways from the Conference, the Spotlight Series positions your brand as a thought leader amongst a focused audience.



Thought Leader Interview

SHOWCASE YOUR EXPERTISE,
EARN CREDIBILITY WHILST INCORPORATING
YOUR PRODUCTS AND SERVICES IN
AN IMPARTIAL AND ENGAGING WAY

PROGRAM ELEMENTS:

- 5-question written interview with sponsor's key executive/subject matter expert
- Interview will be posted on Healthcare IT News pre/post-Conference
- Includes a compelling CTA link to your website



Get movin' with HIMSS TV

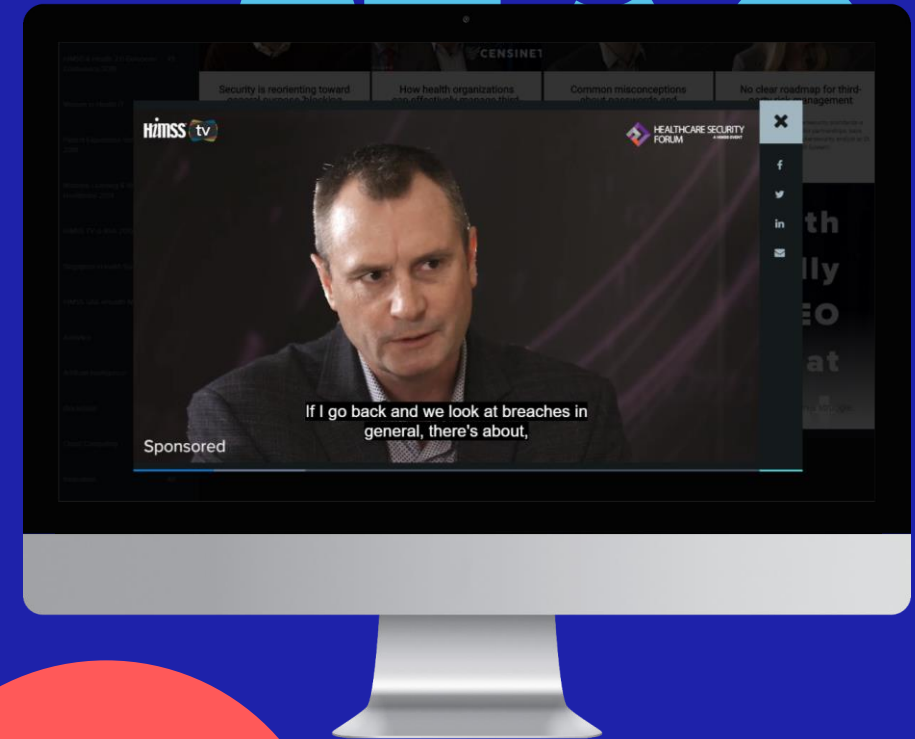
COMMUNICATE YOUR KEY MESSAGES
TO AN EXTENDED HIMSS AUDIENCE
THROUGH A HIMSS TV VIDEO INTERVIEW

BENEFITS:

- Raise awareness of your company within the HIMSS community
- Share your unique value proposition with new decision-makers
- Acquire a professionally-produced video asset for your marketing initiatives

PROGRAM ELEMENTS:

- Engage in a 3-5 minutes 1:1 interview conducted by a HIMSS TV host on location
- Syndicated on himss.tv
- Receive access to final edited video for continued utilisation



*Video length may vary from
length available for this offering

MARKETING WITH A MISSION

HIMSS23 APAC Website Sponsorship

**CAPTURE THE EYEBALLS THAT MAKE THEIR
WAY TO THE CONFERENCE WEBSITE**

PROGRAM ELEMENTS:

- Exclusive sponsorship opportunity to get your message out on the Conference website that garnered over 132K page views in 2022
- A 728x90 display ad will be featured prominently on various pages of the Conference website

DURATION:

- From on-board to end of conference

EXCLUSIVE!



Thank you

JC

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