

**NY HIMSS Chapter  
Vendor Sponsorship Program  
FY 2017-18**

**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
- +2,000 NY HIMSS Chapter Members
- A growing number of higher education student members and informatics focused events
- Events & Activities that organize membership attendance
- Quarterly Newsletter to our Membership
- Dedicated NY HIMSS Chapter Web Site with Sponsor representation
- A vibrant advocacy group advancing the use of HIT in support of health reform initiatives across local, state and federal governments

**THE NYS HIMSS SPONSOR PROGRAM:**

**Premier Sponsorship:**

A Premier sponsorship will be an opportunity for a sponsor to engage with the Chapter for a full fiscal year (July 1<sup>st</sup>–June 30<sup>th</sup>). 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.

**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

**BENEFITS:** Ability to post up to three (3) company events on NYS HIMSS online calendar of events

Ability to post a whitepaper on the NYS HIMSS website with Executive Board approval

Fee: A one-time cost of \$6,000 due with submission of application

[Apply Here](https://form.jotform.com/70210851215140) or visit <https://form.jotform.com/70210851215140>

### **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.

#### 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 3 guest passes to each sponsored event
- Company logo placement on sponsorship posters and materials at each chapter sponsored event

***BENEFIT*** : Ability to post up to three (3) company events on NYS HIMSS online calendar of events

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

[Apply Here](https://form.jotform.com/70210851215140) or visit <https://form.jotform.com/70210851215140>

### **Associate Sponsorship:**

An Associate 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.

#### Sponsor Benefits:

- Company Logo and Bio on NY HIMSS web site Sponsor Page
- Company Logo on e-Newsletter
- 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 \$2,750 due with submission of application

[Apply Here](https://form.jotform.com/70210851215140) or visit <https://form.jotform.com/70210851215140>

\* If an event is co-sponsored by the Chapter, it does not constitute that a Sponsor has the privilege of sponsoring that event. It will be a decision of the NYS HIMSS Board and the other Co-Sponsoring organizations to determine if sponsor privileges will be extended. In the event, that the cooperating Boards do not agree to extend privilege to the Sponsor to participate, the Sponsor may have an opportunity to become a Sponsor through the defined 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.

They will vary based upon the events.

- Exhibitor Table Top for full day conference - \$2,500
- Exhibitor Table Top for half day conference - \$1,500
- Speaker/Session - \$1,500
- Breakfast Sponsor - \$1,500
- Lunch Sponsor - \$2,500
- Morning Break - \$1,000
- Afternoon Break - \$1,000
- Reception Sponsor - \$3,000
- Lanyard Sponsor - \$500 (Vendor to supply own lanyard)
- Webinar Sponsor - \$250
- Website Posting - \$300 (based upon Board Approval)

Ala Cart sponsorship includes:

- Includes advertisement in Sponsor/Program Book
- Receipt of 1 Guest pass to that event (table, breakfast, lunch & network sponsors only)
- Announcement of Sponsorship

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.

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 Sponsor Chair:

Anthony M. Ferrante  
[amfjo48@yahoo.com](mailto:amfjo48@yahoo.com)  
cell: 201-390-2042