



Corporate Partnership Program

Partnering together to advance informatics and transform healthcare.



AMIA

The American Medical Informatics Association (AMIA) is the professional home for more than 6,400 informatics professionals, representing health system and hospital leaders, frontline clinicians, researchers, public health experts, educators, and more. These individuals bring meaning to data, manage information, discover health insights, and generate new knowledge across the research and healthcare enterprise.



AMIA. Driving the future of informatics.



VISION

We envision a world where AMIA members advance informatics education, science, and practice.



MISSION

Advance the informatics profession.



VALUES

Scientific integrity. AMIA is the home to professionals focused on data-driven, evidence-based, and intellectually rigorous solutions to improve the health system we all need.

Impact. AMIA promotes activities that directly impact the health and healthcare of people and populations, informed by applied research and practice.

Inclusivity and Collaboration. AMIA is committed to encouraging and enabling collaborations across all dimensions, and all perspectives of its members and the profession.

AMIA. Leading the way in transforming healthcare.

AMIA's programs and services are designed to:

- advance the science and profession of informatics
- assure that health information technology is used most effectively to promote health and health care
- provide opportunities for informatics education, training, certification, networking, and professional development
- support the informatics community through advocacy and public policy reform



Strategically partnering with AMIA will not only help focus your company's marketing. It will allow your company to contribute to something *bigger*.

Partnering means engaging in AMIA to...

- support its mission and goals
- enhance the association's initiatives
- improve member benefits
- advance the field of informatics

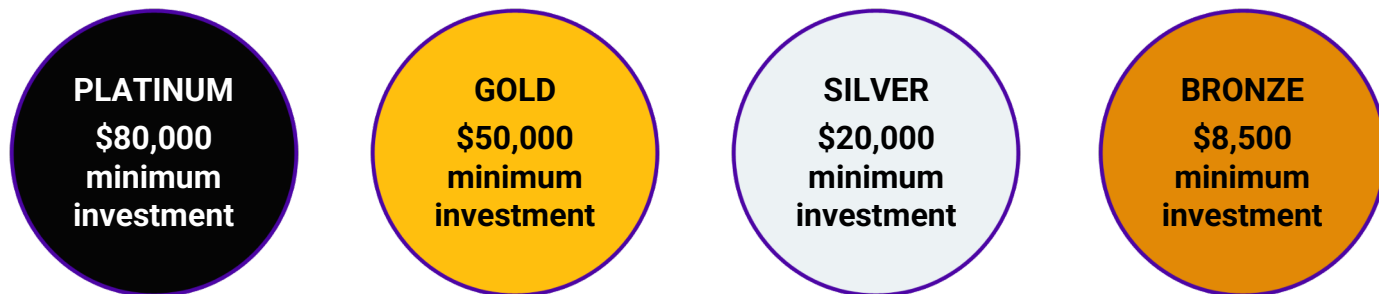
Partnering means building your brand while...

- reinforcing your company's position as an industry leader and a credible resource
- building rapport with AMIA's members and supporting their professional home
- breaking the industry sales barrier and building your business

Corporate Partnership Program

Four Partnership Levels

AMIA offers four Corporate Partnership levels – **Platinum, Gold, Silver, and Bronze** – to elevate and promote organizations that make certain minimum annual investments in the association.



No Partnership Dues – Just Custom-Built Partnerships

All partnerships are **custom-built** to meet your organization's needs, help you reach your goals, and make the most of your available resources. The minimum investments are achieved by combining various components, not by paying dues.

Corporate Partnership Program

Required Component

Membership in AMIA is critical for your company to fully engage in the association and its communities, keep your company's representatives informed, and access the online membership directory. Each Corporate Partnership requires at least two (2) AMIA Professional Memberships valued at \$400 each. The total dollar value of the memberships counts toward the minimum investment for the partnership.

Optional Components

Together, we build your strategic partnership plan based on your goals and preferences. The dollars your company spends in any of these areas count toward your company's total investment, allowing your company to reach the minimum investment required at your selected Corporate Partnership level.



Core Benefits: Platinum, Gold, Silver

Corporate Partners — at the Platinum, Gold, and Silver levels — receive valuable core benefits throughout the year.

- **Access to AMIA Leadership**

Invitation to the Corporate Partners Breakfast with the Board

During the Annual Symposium, meet with AMIA leadership to provide feedback, hear updates about the association, offer insights on the field of informatics, and discuss how partnering together will help your company and AMIA achieve common goals. Platinum Partners each receive two invitations, and Gold and Silver Partners each receive one invitation.

- **Representation in AMIA**

Seats on the Industry Partnership Council (IPC)

The IPC provides an ethical and objective environment within which corporate partners can identify shared visions and address common issues; suggest and develop informative and engaging programs for the AMIA community; strengthen AMIA's strategic plan; and play a vital role in advocacy and advancing public policy. It is through the IPC that Corporate Partners receive policy briefings and contribute comments to help shape AMIA's official responses to proposed regulations, agency requests for information (RFIs), and other matters of public policy.

Core Benefits: Platinum, Gold, Silver



■ Brand-Building Exposure

Stay top-of-mind with informatics decision-makers and end-users when your company is recognized by Corporate Partnership level:

- on the Corporate Partners page on the AMIA website (logo recognition)
 - Logo links to customizable, dedicated page that may include general copy and graphics; links to links to whitepapers, articles, blogs, or press releases; links to partner's webpage and social media sites; and a lead capture feature that sends user inquiries directly to partner's inbox.
- on prominent signage at AMIA's two in-person conferences (logo recognition)
- on walk-in slides at keynote/plenary sessions at AMIA's two in-person conferences (logo recognition)
- in the Exhibit Hall floor plan(s) or in exhibitor listings (designation by level)

■ Money-Saving Discounts

Stretch your company's marketing dollars farther by receiving substantial discounts:

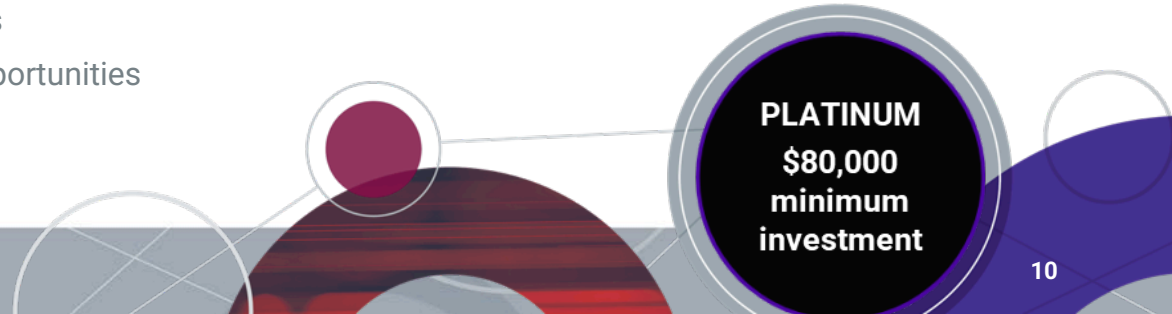
- on designated sponsorship opportunities — Platinum Partners 15% | Gold Partners 10% | Silver Partners 5%
- on exhibition booths, in-person conference registrations, and online informatics education registrations

Platinum Partnership

Benefit from the greatest exposure, the best perks, and the largest discounts on brand-building opportunities.

In addition to the Corporate Partner Core Benefits, Platinum Partners receive:

- 15 Minutes of Fame – You'll have the AMIA Board of Directors' attention for a private presentation or discussion at their meeting at the Annual Symposium
- Platinum Partner Award presented by AMIA leadership at the Opening Keynote Session at the Annual Symposium
- Platinum Partnership announcement in a press release, on AMIA's social media channels, and in AMIA eNews
- Feature in the AMIA Corporate Partner Spotlight carousel on the homepage of AMIA's website throughout the year
- Complimentary Blast Email to AMIA members (partner provides email content)
- Complimentary meeting space for a specified time on one day at the Annual Symposium
- 15% discount on applicable sponsorships
- Benefits associated with the selected opportunities in the customized partnership package



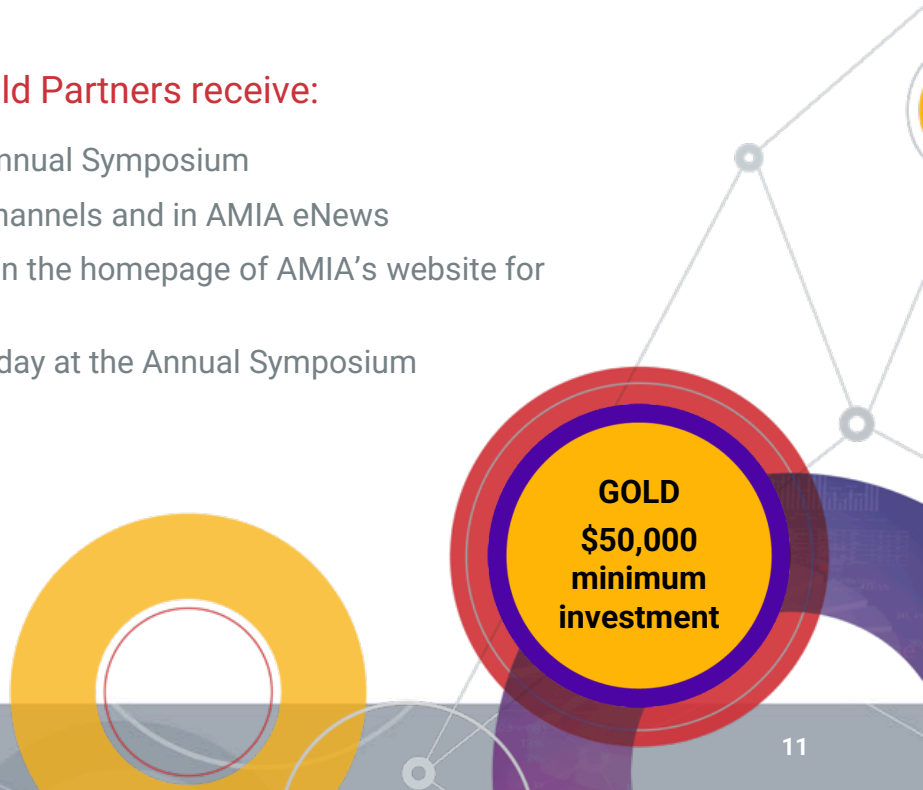
PLATINUM
\$80,000
minimum
investment

Gold Partnership

Benefit from widespread exposure, valuable benefits, and discounts on brand-building opportunities.

In addition to the Corporate Partner Core Benefits, Gold Partners receive:

- Gold Partner Award presented by AMIA leadership at the Annual Symposium
- Gold Partnership announcement on AMIA's social media channels and in AMIA eNews
- Feature in the AMIA Corporate Partner Spotlight carousel on the homepage of AMIA's website for at least three months
- Complimentary meeting space for a specified time on one day at the Annual Symposium
- 10% discount on applicable sponsorships
- Benefits associated with the selected opportunities in the customized partnership package



GOLD
\$50,000
minimum
investment

Silver Partnership

Benefit from the valuable exposure, benefits, and affiliation with AMIA.

In addition to the Corporate Partner Core Benefits, Silver Partners receive:

- Silver Partner Award presented by AMIA leadership at the Annual Symposium
- Silver Partnership announcement on AMIA's social media channels
- 5% discount on applicable sponsorships
- Benefits associated with the selected opportunities in the customized partnership package



SILVER
\$20,000
minimum
investment

AMIA Bronze Corporate Partnership



Bronze Level

AMIA offers this partnership level for organizations that want to participate in the association, receive discounted rates on conference registrations, and benefit from the affiliation with the association.

BRONZE
\$8,500
minimum
investment

Required Component

Each partnership requires two (2) AMIA Professional Memberships valued at \$400 each.

Optional Components

Together, we build your Bronze level plan based on your goals and preferences. The dollars your company spends in any of these areas count toward your company's total investment, allowing your company to reach the \$8,500 minimum investment required to be a corporate partner.

AMIA
Professional
Memberships

Sponsorships

Exhibition
Booth Fees

Advertising
Placements

AMIA
Conference
Registrations

Meeting
Space
Rentals

LEAD Fund
Donations

Online
Informatics
Education
Purchases

Bronze Corporate Partner Benefits

- **Representation in AMIA**

Two Seats on the Industry Partnership Council (IPC)

The IPC provides an ethical and objective environment within which corporate partners can identify shared visions and address common issues; suggest and develop informative and engaging programs for the AMIA community; strengthen AMIA's strategic plan; and play a vital role in advocacy and advancing public policy. It is through the IPC that Corporate Members receive policy briefings and contribute comments to help shape AMIA's official responses to proposed regulations, agency requests for information (RFIs), and other matters of public policy.

- **Recognition**

Stay top-of-mind with informatics decision-makers and end-users when your company is recognized as a Corporate Member:

- On the Corporate Partners page on the AMIA website (logo recognition)
- Customizable, dedicated web page that may include general copy and graphics; links to links to whitepapers, articles, blogs, or press releases; links to partner's webpage and social media sites; and a lead capture feature.

- **Money-Saving Discounts**

Stretch your company's resources farther by receiving substantial discounts on:

- Exhibition booths at AMIA's in-person conferences; registrations for AMIA's in-person conferences; and registrations for AMIA's online informatics education courses



Share Your Story

Repetition is Key

It takes multiple exposures to a single marketing message for a consumer to act.

Make sure your message reaches your target audience enough times throughout the year to make a difference to your bottom line.

Decision Making

When it comes to decisions, 20% are based on rationale, but 80% are based on emotions.

Your customers aren't just looking for great products and services. They're looking for solutions. They're looking for a company and for people they can trust.

Become a Partner

**Build your brand. Break the
industry sales barrier.
Build your business.**

Shape the image of your company.
Impress upon AMIA's members
that your company is supporting
them, their education, and their
professional home. Perception
matters. Make sure your company
is positioned as a leader.





**Get started today.
Contact AMIA.**

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