



INFORMATICS PROFESSIONALS. LEADING THE WAY.

2022 Annual Symposium

November 5–9, 2022 | Washington, DC

Sponsorship, Advertising, & Exhibition Prospectus

Bringing together more than **2,000** health and healthcare informatics professionals and students, AMIA's Annual Symposium is the world's premier meeting for the research and practice of biomedical and health informatics.

The 2022 Annual Symposium will build on more than 45 years of sharing research and insights for leveraging health information and cutting-edge technologies to improve human health. Scientific evidence is the language of trust in healthcare, and this year's theme is **Informatics: Building the Evidence Base**. During recent times of great uncertainty, disruption, and change, it has never been more important to leverage health data and informatics tools, such as analytics, artificial intelligence, and health information technologies for scientific discovery, evidence generation, information management, and care delivery. We encourage rigorous scientific studies that generate high quality evidence to build trust, reproducible methods and public data to foster transparency, and special attention to research ethics, privacy, and security to demonstrate scientific integrity.

From presentations and panels to posters, plenaries, keynotes, exhibitions, roundtables, special events, and networking opportunities — the Annual Symposium makes connecting with the most influential researchers, thinkers, and doers in the informatics community easy.

Join us at the 2022 Annual Symposium to connect with your target audience...

- Chief Medical Informatics Officers
- Chief Medical Officers
- Chief Nurse Informatics Officers
- Chief Nurse Officers
- Clinical and Health Informatics Professionals — Physicians, Nurses, and other Clinicians
- Translational and Clinical Informatics Scientists, Researchers, and Educators
- Biomedical and Health Science Librarians
- Hospital, Academic Medical Center, and Health System Representatives
- Students, Postdocs, and Clinical Informatics Fellows
- Developers and Computer, Artificial Intelligence, and Data Scientists
- Health IT Industry Representatives
- Government Officials and Policymakers

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SPONSORSHIP OPPORTUNITIES

BECOME A SPONSOR. BUILD YOUR BRAND. BUILD YOUR BUSINESS.

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

Sponsorship is a critical, differentiating part of a well-thought-out media and marketing plan. Of all the media you can use, sponsorship is the most personal and allows you to connect in meaningful ways with the audience you're trying to reach. As a sponsor, you can increase your company's visibility and prestige, shape the image of your company, and impress upon the informatics community your company's commitment to advancing the field and supporting their professional home.



Partner with AMIA at the Annual Symposium to...

- Reach informatics decision makers and influencers
- Connect with customers, potential customers, and industry leaders looking for actionable data and insights
- Position your company as a thought leader and offer valuable education
- Showcase your company and its solutions, products, and services
- Strengthen your brand credibility
- Demonstrate your commitment to the field of informatics
- Recruit informatics talent you for your organization
- Network with fellows, postdocs, and other students emerging in informatics
- Support AMIA — the attendees' professional home

Sponsorships allow you strategic placement and prominence at every turn so your investment turns into business success.

They allow you to get noticed and **GET RESULTS.**

MAIN EVENT SPONSORSHIPS

TITLE SPONSORSHIP

Exclusive Opportunity

\$45,000

Set your company apart through this grand show of support that won't be missed by attendees. As the exclusive Title Sponsor, your company will receive the following benefits and exposure.

- **Lunch & Learn Session Sponsorship ***
Contribute and connect. Demonstrate subject matter expertise or share new and exciting research by hosting a 60-minute session — during lunch when there aren't other education sessions being offered. You determine the topic, identify the speaker(s), develop the content, and invite up to 100 attendees of your choice (AMIA assists in developing the invite list). AMIA provides standard audiovisual equipment and recognition on signage at the Lunch & Learn, in the printed Pocket Guide, and in the event's mobile app. As the sponsor, you'll provide attendees with a convenient option for lunch and will cover the food and beverage cost, which is not included in the sponsorship fee. ** May substitute a Corporate Roundtable Sponsorship instead.*
- **Speaking Opportunity**
Your company is invited to speak for up to one minute at the First Timers' Orientation, a special session dedicated for first-time attendees and those interested in learning how to make the most of their time during the conference.
- **Exhibit Booth**
Your 8'x10' booth inside the Exhibit Hall will be a "home base" where attendees know they can find you during the conference. Demonstrate your products, tout the benefits of your solutions, answer questions, and build rapport with attendees.
- **Title Sponsor Message**
Insert your message of up to 60 words into one of the Annual Symposium daily e-newsletters that are sent to attendees each morning of the conference. Your message may include a hyperlink to drive traffic to your website.
- **Pre-Conference Blast Email**
Capture the attendees' attention before they even arrive. Prior to the conference, AMIA will send your dedicated blast email to all pre-registered attendees who have not opted out of receiving messages. Formatted using AMIA's template to add credibility to your message, the blast email may include an image, a logo, 225 words of copy, a hyperlink, and a custom subject line.
- **Social Media Posts**
Get noticed before the conference. Your five (5) sponsored posts on AMIA's LinkedIn site and Twitter feed will capture attention. You provide the graphics, copy, and hashtags. AMIA adds the Annual Symposium hashtag and deploys the posts on your behalf.
- **Recognition**
Your company will benefit from extensive recognition as the Title Sponsor:
 - In the verbal remarks and on screen during the Opening Keynote Session
 - On the walk-in slides at the keynote sessions
 - On prominent signage at the conference
 - In the printed Pocket Guide
 - On each page of the Annual Symposium website
 - On AMIA's splash page and in the Sponsors tab of the event's mobile app
 - In AMIA's Annual Symposium marketing campaign prior to the conference
- **Attendee List**
You'll receive the attendee list one week prior to the conference and a final list after the conference. The list will include the names, titles, company names, and mailing addresses for all attendees who do not opt out at the time of registration.
- **Complimentary Registrations**
Your company will receive seven (7) Full-Conference Registrations to facilitate your company's participation at the conference. Additional registrations may be purchased at the significantly discounted rate of \$785 each.
- **Graphics**
AMIA will provide 2022 Annual Symposium Sponsor graphics for use on your company's website, social media platforms, and electronic communications to help promote your support of the conference.

PREMIER SPONSORSHIP

Four Available

\$30,000

As a prestigious Premier Sponsor, your company will receive the following benefits and exposure.

- **Corporate Roundtable Sponsorship**
Bring your expertise to the table. This opportunity will enable you to connect with your target audience in a focus group-style setting, which allows for a deep-dive discussion on your topic(s) of choice. Select up to 25 attendees to participate in your Corporate Roundtable; AMIA will assist you in developing the invite list. AMIA provides standard audiovisual equipment and recognition on signage at the Corporate Roundtable, in the printed Pocket Guide, and in the event's mobile app. As the sponsor, you'll provide attendees with a convenient option for breakfast or lunch and will cover the food and beverage cost, which is not included in the sponsorship fee.
- **Exhibit Booth**
Your 8'x10' booth inside the Exhibit Hall will be a "home base" where attendees know they can find you during the conference. Demonstrate your products, tout the benefits of your solutions, answer questions, and build rapport with attendees.
- **Social Media Posts**
Get noticed before the conference. Your three (3) sponsored posts on AMIA's LinkedIn site and Twitter feed will capture attention. You provide the graphics, copy, and hashtags. AMIA adds the Annual Symposium hashtag and deploys the posts on your behalf.
- **Recognition**
Your company will benefit from extensive recognition as a Premier Sponsor:
 - On the walk-in slides at the keynote sessions
 - On prominent signage at the conference
 - In the printed Pocket Guide
 - On the Home page and Sponsors page of the Annual Symposium website
 - In the Sponsors tab of the event's mobile app
 - In AMIA's Annual Symposium marketing campaign prior to the conference
- **Attendee List**
You'll receive the attendee list one week prior to the conference *and* a final list of attendees after the conference. The list will include the names, titles, company names, and mailing addresses for all attendees who do not opt out at the time of registration.
- **Complimentary Registrations**
Your company will receive five (5) Full-Conference Registrations to facilitate your company's participation at the conference. Additional registrations may be purchased at the significantly discounted rate of \$785 each.
- **Graphics**
AMIA will provide 2022 Annual Symposium Sponsor graphics for use on your company's website, social media platforms, and electronic communications to help promote your support of the conference.



MAJOR SPONSORSHIP

Multiple Available

\$20,000

As a Major Sponsor, your company will receive the following benefits and exposure.

- **Coffee Break Sponsorship (pending availability)**
Give attendees the fuel they need to power through the long conference day. During the 30-minute break, attendees will enjoy coffee and a snack and spend time networking with peers — and with you. As a sponsor, your company will be recognized on custom-printed napkins, on signage, and in all coffee break promotions. Activate your sponsorship even more by providing branded coffee cups or another giveaway item to attendees (the sponsor is responsible for all costs associated with cups or giveaway items). Choose from Monday or Tuesday morning inside the Exhibit Hall or from Saturday morning or afternoon, Sunday morning, or Wednesday morning in the hotel's pre-function area. The coffee breaks days and times are available on a first-come, first-served basis.
- **Exhibit Booth**
Your 8'x10' booth inside the Exhibit Hall will be a "home base" where attendees know they can find you during the conference. Demonstrate your products, tout the benefits of your solutions, answer questions, and build rapport with attendees.
- **Social Media Post**
Get noticed before the conference. Your one (1) sponsored post on AMIA's LinkedIn site and Twitter feed will capture attention. You provide the graphics, copy, and hashtags. AMIA adds the Annual Symposium hashtag and deploys the post on your behalf.
- **Recognition**
Your company will benefit from extensive recognition as a Major Sponsor:
 - On the walk-in slides at the keynote sessions
 - On prominent signage at the conference
 - In the printed Pocket Guide
 - On the Home page and Sponsors page of the Annual Symposium website
 - In the Sponsors tab of the event's mobile app
 - In AMIA's Annual Symposium marketing campaign prior to the conference
- **Attendee List**
You'll receive the attendee list one week prior to the conference *OR* a final list of attendees after the conference. The list will include the names, titles, company names, and mailing addresses for all attendees who do not opt out at the time of registration.
- **Complimentary Registrations**
Your company will receive three (3) Full-Conference Registrations to facilitate your company's participation at the conference. Additional registrations may be purchased at the significantly discounted rate of \$785 each.
- **Graphics**
AMIA will provide 2022 Annual Symposium Sponsor graphics for use on your company's website, social media platforms, and electronic communications to help promote your support of the conference.

EDUCATION SPONSORSHIPS

EVENING SYMPOSIUM SPONSORSHIP

Two Available

\$15,000 each

Position your company as an innovative thought leader by delivering valuable education and hosting a fun event! At 7:00–9:00 p.m. on Tuesday after most conference activities for the day have ended, an Evening Symposium is the ideal time to attract attendees and strengthen your brand. Your company can use the two-hour block any way it likes. Ideas include — but are not limited to — educational presentations, Q&A, networking reception, roundtable discussions, a combination of these things, or something else entirely. It is highly encouraged to offer food and beverage to boost attendance (the sponsor covers the cost). The room would be set with roundtables to accommodate up to 200 attendees and standard audiovisual equipment, and AMIA would promote the symposium as part of the Annual Symposium educational program, list it in the Pocket Guide, and include it in the conference's mobile app's My Planner feature. In addition, your company would receive recognition on signage at the symposium, and on the Sponsors page of the Annual Symposium website, and in the Sponsors tab of the conference's mobile app. Plus, you'll receive two complimentary registrations to the conference.

LUNCH & LEARN SPONSORSHIP

Multiple Available

\$13,500 each

This is your chance to gain exposure and deliver valuable educational content — during lunch when there aren't other education sessions being offered. For your one-hour Lunch & Learn at 12:15–1:15 p.m. on Monday or Tuesday, you determine the topic, identify the speaker(s), develop the content, and invite up to 100 attendees of your choice (AMIA assists in developing the invite list). AMIA provides standard audiovisual equipment, and the sponsor covers the additional cost of food and beverage (not included in the sponsorship fee). As the Lunch & Learn Sponsor, your company will receive recognition on signage at the Lunch & Learn, in the printed Pocket Guide, on the Sponsors page of the Annual Symposium website, and in the Sponsors tab of the conference's mobile app. Plus, your company will receive two complimentary registrations to the conference.

INDUSTRY PARTNER SESSION SPONSORSHIP

Eight Available

\$12,000 each

Position your company as an industry leader and a credible resource. For this 90-minute session, you determine the topic, identify the speaker(s), and develop the content. Held concurrently with other, non-sponsored Annual Symposium educational sessions, this is a great opportunity to share new research or address a hot topic in the industry. AMIA provides standard audiovisual equipment and promotes the session as part of the Annual Symposium educational program, lists it in the Pocket Guide, and includes it in the Annual Symposium mobile app's My Planner feature. In addition, your company would receive recognition on signage at the session, and on the Sponsors page of the Annual Symposium website, and in the Sponsors tab of the conference's mobile app. Plus, you'll receive two complimentary registrations to the conference.

STUDENT EDUCATION SERIES SPONSORSHIP

Exclusive Opportunity

\$5,500

It's no secret that informatics students are eager for additional learning opportunities outside of their formal education settings. This series of three educational sessions is geared toward informatics students and will cover topics of interest to them. Students represent the future of informatics — and your future customers. Don't miss this chance to impress them during this early point in their informatics journeys. As the sponsor, your company will have the opportunity to speak for up to one minute at the beginning of each session. Your company will also receive recognition on screen and on signage at the sessions, in the program schedule where the sessions are listed, in the printed Pocket Guide, on the Sponsors page of the Annual Symposium website, in the Sponsors tab of the conference's mobile app. Plus, your company will receive one complimentary registration to the conference.

CORPORATE ROUNDTABLE SPONSORSHIP

Multiple Available

\$12,000 each

Bring your expertise to the table. Held at 7:00–8:30 a.m., 12:00–1:30 p.m., or 5:00–6:30 p.m. on Monday or Tuesday, this opportunity will enable you to connect with your target audience in a focus group-style setting, which allows for a deep-dive discussion on your topic(s) of choice. Select up to 25 attendees to participate in your 90-minute Corporate Roundtable; AMIA will assist you in developing the invite list. AMIA provides standard audiovisual equipment, and the sponsor covers the additional cost of food and beverage (not included in the sponsorship fee). Your company will receive recognition on signage at the Corporate Roundtable, in the printed Pocket Guide, on the Sponsors page of the Annual Symposium website, and in the Sponsors tab of the conference's mobile app. Plus, your company will receive two complimentary registrations to the conference.

KEYNOTE SESSION SPONSORSHIP

Two Available

\$10,000 each

AMIA delivers top-notch education to the informatics community's decision-makers and end-users by identifying relevant topics and engaging speakers for the well-attended Opening Keynote Session (Sunday, 1:30–3:00 p.m.) and Closing Keynote Session (Wednesday, 12:30–1:30 p.m.). Partner with AMIA to bring this high-quality education to the attendees. At the beginning of your selected keynote session, your company will receive verbal recognition by an AMIA leader and logo recognition on screen. In addition, your company will receive recognition on signage at the keynote session, in the program schedule where the keynote session is listed, in the printed Pocket Guide, on the Sponsors page of the Annual Symposium website, in the Sponsors tab of the conference's mobile app. Plus, your company will receive two complimentary registrations to the conference.

POSTER SESSION SPONSORSHIP

Two Available (must be an exhibitor to sponsor)

\$5,500 each



Help orchestrate engagement and networking among the informatics community by supporting an educational poster session inside the Exhibit Hall. Held at 5:00–6:30 p.m. on both Monday and Tuesday evenings, the poster sessions will showcase different posters each day. You'll have the opportunity to network with attendees while supporting their education and the advancement of the field. As a Poster Session Sponsor, your company will be recognized in promotions for the poster sessions, on signage at the entrance to the poster gallery area, in the printed Pocket Guide, on the Sponsors page of the Annual Symposium website, and in the Sponsors tab of the conference's mobile app. Plus, your company will receive one complimentary registration to the conference to facilitate networking.

SPECIAL EVENT SPONSORSHIPS

AMIA AWARDS & LEAD GALA SPONSORSHIP

Exclusive Opportunity

\$15,000

To be held at the historical National Press Club in the heart of Washington, DC, the AMIA Awards & LEAD Gala is the place to be on Sunday night! At this special event, we will recognize and celebrate the amazing talent within the AMIA informatics community, honoring those who have demonstrated outstanding leadership, innovation, and professional achievement in informatics. The program will include the presentation of the AMIA 2022 Signature Awards and Leadership Awards and recognition for the Doctoral Dissertation Awardees, the ACMI class of 2022, and the LEAD Fund award recipients. The event is open to AMIA members, invited guests, and all Annual Symposium attendees. Attendees will enjoy passed wine at the beginning of the event followed by a plated dinner with wine served tableside.

The gala is a ticketed event that benefits the AMIA Leadership Education and Award Donation (LEAD) Fund, which is building the foundation for investing in the future generation of diverse and high-impact leaders who will ensure that the benefit of biomedical and health informatics innovation and practice is realized at a national and international level. The AMIA LEAD Fund helps promote diversity in our membership; support trainee engagement in AMIA events; develop a future generation of AMIA leaders through awards and recognition programs; and allow current informatics professionals to "pay it forward" and help grow the community and advance the field.

As the exclusive sponsor, your company will be verbally recognized by an AMIA leader and will have up to two minutes to address the attendees at the beginning of the awards presentation. Your company will be recognized on screen, on signage, on custom-printed cocktail napkins, in promotions for the gala, in the printed Pocket Guide, on the Sponsors page of the Annual Symposium website, and in the Sponsors tab of the conference's mobile app. You will also have the opportunity to distribute company collateral or a giveaway item at the gala and further activate your sponsorship. Plus, your company will receive four complimentary tickets to the gala and two complimentary registrations to the conference.



WELCOME RECEPTION SPONSORSHIP

Exclusive Opportunity (must be an exhibitor or sponsor)

\$15,000

This highly anticipated reception at 5:00–7:00 p.m. on Sunday evening inside the Exhibit Hall is the official kick-off of the conference — and your prime opportunity to get noticed. In addition to being recognized on all promotions for the Welcome Reception, your company’s logo will appear on signage and on the cocktail napkins at the hors d’oeuvres stations and cash bars. AMIA will help drive traffic toward your company’s booth by placing an hors d’oeuvres station in the general area of your booth, and your booth will be prominently marked on the Exhibit Hall floor map. Your company will also be recognized in the printed Pocket Guide, on the Sponsors page of the Annual Symposium website, and in the Sponsors tab of the conference’s mobile app. Plus, you’ll receive two complimentary registrations to the conference.



SOCIAL EVENT SPONSORSHIP

Exclusive Opportunity

\$15,000

They’ve been asking. Now’s your chance to deliver. AMIA’s members have consistently provided feedback indicating that the Annual Symposium should include fun, social activities. The Social Event on Monday night is sure to knock their socks off!

This is your chance to truly “wow” the crowd. First, attendees will travel on a journey through the imagination, as America’s most-requested corporate hypnotist and guru, Tom DeLuca, weaves together the lighthearted fun of a comedy show with a gripping hypnosis performance and motivational message of a corporate keynote. DeLuca excels at increasing the camaraderie of a group through gentle humor, interaction, and harnessing the power of imagination. Next, the revelry will continue at a reception, where attendees will enjoy an assortment of desserts and a complimentary drink ticket for the bar. Utterly impressed with DeLuca’s performance, attendees will be talking about it at the reception — and long after it ends. Make sure your company’s brand is associated with their positive, memorable experience.

As the exclusive sponsor, your company will be verbally recognized by an AMIA leader and will have up to one minute to address the attendees at the beginning of the show. Your company will be recognized on screen, on signage, on custom-printed cocktail napkins, in promotions for the social event, in the printed Pocket Guide, on the Sponsors page of the Annual Symposium website, and in the Sponsors tab of the conference’s mobile app. You may also distribute company collateral or a giveaway item at the social event. Plus, your company will receive four complimentary tickets to the social event and two complimentary registrations to the conference.

When it comes to sponsorships, creativity is king. You are encouraged to further activate this sponsorship to create an even more memorable experience for attendees. Contact AMIA to brainstorm ideas to weave your creativity and brand into the Social Event.

Celebrated by Fortune 500 corporations across the country as well as The Wall Street Journal, the New York Post, Rolling Stone, the Los Angeles Times, the Chicago Tribune, Dateline, Good Morning America, and more — DeLuca turns hypnosis into an artform. His captivating, amazing, and energizing Corporate Hypnosis Show should not be missed!

Your ability to relax our firm’s staff, from our Analysts to our Partners, was truly a remarkable feat! You are truly a class act.

— Brian Johnston, Principal
Deloitte Consulting LLP

As a motivational speaker for such as American Express Co., Tom DeLuca, using hypnosis, seeks to bolster the confidence of executives and salespeople.

— Wall Street Journal

If every man, woman, and child were issued a ticket to a Tom DeLuca show, the world would be a happier place, even if just for one magical night.

— First Night / Asheville, NC

His approach is to forgo the gimmickry to reveal the fun and wonder hidden in the attics of his volunteers’ minds. There are moments of joy and happiness on stage.

— Rolling Stone

Incredible show! Everyone marveled at the hypnotic antics of our friends; they have not stopped talking about it and we doubt they ever will.

— Dana Marie Buchanan, MD,
Gala Auction Committee Chair
American Heart Association

ACMI RECEPTION SPONSORSHIP

Exclusive Opportunity

\$10,000



The American College of Medical Informatics (ACMI) is a college of nominated and elected fellows who have made significant and sustained contributions to the field of biomedical and health informatics and have achieved national recognition. The Fellows of ACMI are the *movers and shakers* of informatics. These are the very individuals who established the scientific discipline and the esteemed professionals who are driving biomedical research agendas through leading institutions around the world. Position *your* company as an industry leader with this very influential group by sponsoring their networking reception at the Annual Symposium.

ACMI Fellows and their guests will enjoy heavy hors d'oeuvres and will each receive a complimentary drink ticket. As the exclusive sponsor, your company will be able to name the featured drink that will be offered at the bar, and your company will be recognized on signage and custom cocktail napkins. You may distribute company collateral or a giveaway item at the reception and further activate your sponsorship with any ideas being pre-approved by AMIA. Your company will also be recognized in promotions for the reception, in the printed Pocket Guide, on the Sponsors page of the Annual Symposium website, and in the Sponsors tab of the conference's mobile app. Plus, your company will receive two complimentary tickets to the reception and two complimentary registrations to the conference.

WOMEN IN AMIA NETWORKING EVENT (W.I.N.E.) RECEPTION SPONSORSHIP

Exclusive Opportunity

\$9,000

With the goal of improving health and healthcare, Women in AMIA is a group committed to encouraging women to participate in AMIA activities, creating new opportunities within AMIA, helping women reach their professional goals and advance their careers, and promoting equal opportunity for and treatment of women in informatics. Held at 5:30–7:00 p.m. on Saturday during the Annual Symposium, the Women in AMIA's annual W.I.N.E. Reception will be open to anyone who identifies as a woman. Attendees will network, enjoy light hors d'oeuvres, and will each receive one complimentary ticket for wine at the bar. Show support and help celebrate their leadership in the field by sponsoring the reception.



As the exclusive sponsor, your company will be recognized in promotions for the reception, on custom napkins and signage at the reception, in the printed Pocket Guide, on the Sponsors page of the Annual Symposium website, and in the Sponsors tab of the conference's mobile app. Plus, your company will receive the opportunity to send three company representatives (who identify as women) to the reception as well as one complimentary registration to the conference.

HEADSHOTS STUDIO SPONSORSHIP

Exclusive Opportunity (must be an exhibitor to sponsor)

\$8,500



Every professional needs a good headshot. Inside the Exhibit Hall, a professional photographer will capture the attendees' headshots, which will be accessible to them for free downloading. The Headshots Studio will be open 5:00–7:00 p.m. on Sunday during the Welcome Reception and 10:00 a.m.–2:00 p.m. on both Monday and Tuesday. As the exclusive sponsor, you'll be able to meet and greet attendees as they wait their turns to strike a pose, and you'll have the opportunity to distribute company collateral or a giveaway item at the Headshots Studio. Your company will receive recognition in the promotions for the Headshots Studio, on signage, in the printed Pocket Guide, on the Sponsors page of the Annual Symposium website, and in the Sponsors tab of the conference's mobile app. Plus, you will receive a complimentary registration to the conference.

COFFEE BREAK SPONSORSHIP

Six Available

\$6,500 each

Give attendees the fuel they need to power through the long conference day. During the 30-minute break, attendees will enjoy coffee and a snack and spend time networking with peers — and with you. As a sponsor, your company will be recognized on custom-printed napkins, on signage, in all coffee break promotions, in the printed Pocket Guide, on the Sponsors page of the Annual Symposium website, and in the Sponsors tab of the conference's mobile app. Activate your sponsorship even more by providing branded coffee cups or another giveaway item to attendees (the sponsor is responsible for costs associated with cups or giveaway items). Choose from Monday or Tuesday morning inside the Exhibit Hall* or Saturday morning or afternoon, Sunday morning, or Wednesday morning in the hotel's pre-function area.



Want even more exposure?
The Coffee Break Sponsorship is included in the Annual Symposium Major Sponsorship.



* The Monday and Tuesday morning Coffee Break Sponsors must also be exhibitors. Several coffee stations will be set up inside the Exhibit Hall, and one station will be positioned by the sponsor's booth.

CAREER CENTER SPONSORSHIP

Multiple Available

Prices Vary

Attendees will catapult their careers forward when they...



PROGRAM & AUXILIARY MEETING SPONSORSHIPS

LIEAF CONFERENCE SPONSORSHIP

Exclusive Opportunity

\$6,500

The Linking Informatics and Education Academic Forum (LIEAF) Conference provides an opportunity for AMIA Academic Forum Members to learn state-of-the-art approaches and best practices in education, research, and training. It's also a chance for them to build, support, and strengthen the academic informatics community. The meeting is designed for faculty and staff who are committed to their own professional growth and the growth of their program. LIEAF also serves multidisciplinary, inter-professional informatics professionals at all levels of academic informatics.

To be held 9:00–11:30 a.m. on both Monday and Tuesday during the Annual Symposium, the LIEAF Conference will be organized around four topic areas: Collaborations and Interprofessional Education; Curriculum and Program Management; Professional Development and Training, and Strategies for Teaching and Learning.

As the exclusive sponsor of the LIEAF Conference, your company will be verbally recognized by an AMIA leader at the beginning of the conference, and you will have the opportunity to address the audience for up to two minutes. Your company will may also distribute company collateral or a giveaway item and further activate the sponsorship with all ideas being pre-approved by AMIA. Plus, your company will be recognized in promotions for the LIEAF Conference, on signage, in the printed Pocket Guide, on the Sponsors page of the Annual Symposium website, and in the Sponsors tab of the conference's mobile app. In addition, your company will receive one complimentary registration to the Annual Symposium to facilitate networking throughout the main conference.

WOMEN IN AMIA FIRST LOOK PROGRAM SPONSORSHIP

Exclusive Opportunity

\$6,500

Now in its sixth year, the Women in AMIA First Look Program is designed to expose women in science, technology, engineering, and mathematics (STEM) programs at undergraduate institutions to the field of informatics through attendance at the Annual Symposium. The First Look Program also equips students with resources for internship and post-graduate career “next steps” in informatics by helping them make connections with industry and educational professionals at the conference. To help foster engagement in the Women in AMIA community, each student participant is assigned a mentor and is invited to attend educational and networking activities during the conference. The students will attend an Introduction to Informatics educational session as well as a special lunch where mentors will share their informatics stories and facilitate small-group interaction. The mentors will also escort the students to the Exhibit Hall, where they will learn about graduate-level education programs and the broad spectrum of innovative technology, products, and services available to informaticians today.

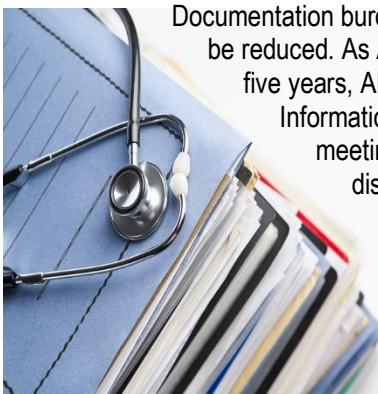
The First Look Program student participants will be local to the Washington DC metropolitan area and will each receive complimentary registration to the Annual Symposium, a stipend for meals and incidentals during the conference, and a complimentary 3-year membership in AMIA. As the exclusive First Look Program Sponsor, you will have the opportunity to speak for up to one minute at the beginning of the First Look Program educational session. Your company will be recognized in the program’s promotions, in any communications to the selected students, on signage at the educational session, in the printed Pocket Guide, on the Sponsors page of the Annual Symposium website, on the AMIA First Look Program website, and in the Sponsors tab of the conference’s mobile app. Plus, your company will receive one complimentary registration to the Annual Symposium.



DOCUMENTATION BURDEN REDUCTION MEETING GRANTS

Multiple Available

\$5,000 each



Documentation burden — a critical issue affecting the quality of health and healthcare all over the world — must be reduced. As AMIA spearheads 25x5 in an effort to reduce documentation burden by 75% over the next five years, AMIA is partnering with the American Medical Association (AMA), the Alliance for Nursing Informatics (ANI), and the Association of Medical Directors of Information Systems (AMDIS) to host a meeting in which 25x5 next steps and key topics related to documentation burden reduction will be discussed. Guests from the Office of the National Coordinator of Health IT (ONC), Centers for Medicare and Medicaid Services (CMS), Health and Human Services (HHS), the Office of the Surgeon General, the Electronic Health Records Vendors Association (EHRVA), the National Library of Medicine (NLM), Health Level Seven International (HL7), and other high-profile groups will be invited to participate. Through these partnerships and advocacy among these invited groups, discovered solutions may be spread across the U.S. health system.

AMIA seeks unrestricted grants to support this meeting. While this is a closed meeting and grant providers are not permitted to attend, your company’s support will *not* go un-noticed. As a grant provider, your company will receive recognition in meeting-related communications, in the invitations, and at the beginning of the meeting when an AMIA leader verbally acknowledges your company and reads a brief statement that you supply. Your support is critical for AMIA and the partnering organizations to make headway in this area. We need your company to step up to the plate.

AMIA PATIENT & COMMUNITY SCHOLARS PROGRAM SPONSORSHIP

Multiple Available

\$3,500 each (per scholar)

Spearheaded by AMIA’s Consumer Health Informatics Working Group (CHI-WG), the AMIA Patient and Community Scholars Program is designed to foster collaboration among informatics researchers/practitioners and patient/community representatives; formalize and infuse the voice of patient and community members into AMIA activities in pursuit of better technology, data, and ultimately health; enhance diversity, equity, and inclusion; and expand the public’s awareness and understanding of the importance of informatics.

This program supports patient and community scholars who have an interest in and potential to contribute to relevant informatics, data, and research topics. Through a nomination and selection process, the patient and community scholars will be invited to attend the Annual Symposium and the CHI-WG pre-symposium workshop on co-designing informatics solutions with patient and community members. Additionally, the CHI-WG will host an orientation for the selected individuals and assign a “buddy” to each one to help them navigate the conference and make the most of their time.

Each sponsorship provides one selected individual with complimentary registration to the conference as well as a stipend for travel and lodging. As the sponsor, your company will have the opportunity to connect with the selected individual at the Patient & Community Scholars Orientation. Your company will also receive recognition in the program’s promotions, the pre-conference communications to the selected individual, on the CHI-WG webpage, on the Sponsors page of the Annual Symposium website, in the Pocket Guide, and in the Sponsors tab of the conference’s mobile app. Sponsor Annual Symposium Registration not included.

HOTEL MEETING SPACE

Limited space available on a first-come, first-served basis.

Prices Vary

Fees listed are per room for a specified time on one day only. Premium space in the hotel, if desired, will have an additional cost. If your organization qualifies as multiple types, the lowest applicable fee will apply.

Organization Type	Before 5:00 p.m.	After 5:00 p.m.
Non-Profit Organizations *	\$375	\$1,125
AMIA Academic Forum Members	\$375	\$1,125
AMIA Corporate Members	\$450	\$1,350
Annual Symposium Exhibitors	\$550	\$1,650
Other Organizations	\$2,500	\$7,500



Use this meeting space to hold client meetings, conduct internal business meetings or staff training, offer team-building events, or other types of programs and events in conjunction with the 2022 Annual Symposium. When your company utilizes AMIA’s contracted meeting space at the Washington Hilton Hotel, you avoid the requirement to meet a food and beverage minimum — a significant benefit and potential cost savings to you. Sponsors are responsible for covering all costs for food and beverage, special room set-up (if different from the room’s pre-set configuration), and audiovisual equipment and labor. Details including the intended use of the space; the expected number of people; and the desired date, time, room set, and audiovisual equipment are required when requesting space. Limited space is available on a first-come, first-served basis.



All organizations wanting to hold internal or external meetings in conjunction with the Annual Symposium must obtain pre-approval from the AMIA and purchase space. Education sessions for attendees will not be permitted to take place in these meeting rooms. AMIA will not promote any activities held in these meeting rooms, and the meeting



rooms will not be listed in the printed Pocket Guide.

* Proof of non-profit status will be required.

WORKING GROUP EVENT SPONSORSHIP

Multiple Available

Prices Vary

AMIA is home to **nearly two dozen Working Groups**, which are open to all AMIA members and serve as networks in which current members can exchange information on a particular area of special interest in biomedical and health informatics. Working Groups provide a way for members old and new to collaborate, meet new colleagues, and become involved in the development of positions, issues, white papers, programs, and other activities that benefit the informatics community.

Most of AMIA's Working Groups convene in conjunction with the Annual Symposium. From business meetings to receptions and other types of events, the Working Groups' gatherings are a great opportunity for you to connect with current and prospective clients in specific areas of informatics. Sponsorship fees and benefits vary depending on the type of event.

- **Nursing Informatics Working Group (NIWG)** — one of the most active membership groups within AMIA — brings together over 400 nurses from all fields and backgrounds to facilitate leadership, networking, education and conference presentations, collaboration, and collegial development. In addition, NIWG serves as the United States' representative to the International Medical Informatics Association (IMIA) Nursing Informatics Special Interest Group. NIWG also serves as an organizing member of the Alliance for Nursing Informatics, which represents more than 30 informatics organizations around the globe.

NIWG BUSINESS MEETING & RECEPTION SPONSORSHIP

Exclusive Opportunity

\$12,500

During AMIA's 2022 Annual Symposium, the NIWG Business Meeting & Networking Reception will provide nurse informaticians the chance to work toward NIWG's goals, share ideas, and network face-to-face — something we've all be craving throughout the pandemic. Attendees will enjoy wine and light hors d'oeuvres during the reception (each attendee will receive one drink ticket). As the exclusive NIWG Business Meeting & Networking Reception Sponsor, your company will have the opportunity to address the attendees for up to 5 minutes at the beginning of the meeting, distribute company collateral or a giveaway item, and network with the nurses. In addition, your company will receive recognition on custom cocktail napkins, on signage at the reception, in the printed Annual Symposium Pocket Guide, on the "Sponsors" page of the Annual Symposium website, and in the "Sponsors" tab of the Annual Symposium mobile app. The sponsor's conference registrations are not included and must be purchased separately.

NIWG BREAKFAST SPONSORSHIP

Exclusive Opportunity

\$10,000

During AMIA's 2022 Annual Symposium, the NIWG Breakfast will attract more than 100 nurses — who are hungry (for information) and want to start the day off right! As the exclusive NIWG Breakfast Sponsor, your company will have the opportunity to address the attendees for up to 5 minutes at the beginning of the breakfast, distribute company collateral or a giveaway item, and network with the nurses. In addition, your company will receive recognition on signage at the breakfast, in the printed Annual Symposium Pocket Guide, on the "Sponsors" page of the Annual Symposium website, and in the "Sponsors" tab of the Annual Symposium mobile app. The sponsorship provides attendees with a continental breakfast; upgrades may be selected for an additional cost. The sponsor's conference registrations are not included and must be purchased separately.

Contact AMIA to learn more about the other Working Groups and their activities at the Annual Symposium.



LEAD FUND DONATION

Donate Today

Every Dollar Counts

AMIA is a community committed to the vision of a world where informatics transforms people's care. Over the last 35 years, the use of informatics has grown exponentially to improve health and to make better healthcare decisions. Everyday millions of people benefit from informaticians' ability to accelerate healthcare's transformation by collecting, analyzing, and applying data directly to care decisions. Data produced throughout health and healthcare is the driving force of informatics and its ability to innovate critical advancements that directly benefit people. AMIA's members are critical to discovering these insights, which is why AMIA is committed to being the professional home for the informaticians of today and the driver of informatics' future.

Via the AMIA Leadership Education and Award Donation (LEAD) Fund, AMIA is building the foundation for investing in the future generation of diverse and high-impact leaders who will ensure that the benefit of biomedical and health informatics innovation and practice is realized at a national and international level. The AMIA LEAD Fund helps promote diversity in our membership; support trainee engagement in AMIA events; develop a future generation of AMIA leaders through awards/recognition programs; and gives current informatics professionals and opportunity to "pay it forward" and help grow the community and advance the field.

Currently, the LEAD Fund is providing students who are enrolled in formal graduate or post-graduate level training programs in biomedical and health informatics with scholarships to enable them to attend AMIA's conferences, as they would otherwise be unable to attend. Scholarships are provided for all three of AMIA's annual conferences. At the Annual Symposium, awardees are honored at the AMIA Awards & LEAD Gala.

AMIA invites you to support the LEAD Fund — and the students who represent the future of informatics. Make your donation today and be recognized at one of the donor levels. **Every dollar counts.**

Friend	\$10,000+	Supporter	\$1,250–\$2,499	Silver Donor	\$250–\$499
Benefactor	\$5,000–\$9,999	Platinum Donor	\$750–\$1,249	Bronze Donor	\$100–\$249
Partner	\$2,500–\$4,999	Gold Donor	\$500–\$749	Red Donor	\$50–\$99



AMIA LEAD FUND Pay it forward with LEAD
AMIA's Leadership and Education Award Donation Fund

BRAND-BUILDING SPONSORSHIPS

WiFi SPONSORSHIP

Exclusive Opportunity

\$10,000

Get noticed by helping attendees stay connected during the conference. As the WiFi Sponsor, you'll be able to name the network and create the password — a great opportunity to pique the attendees' interest with the name of a new product or solution. Plus, you'll receive recognition on WiFi-related signage at the conference, in the WiFi instructions in the printed Pocket Guide, on the Sponsors page of the Annual Symposium website, and in the Sponsors tab of the conference's mobile app. Plus, your company will receive two complimentary registrations to the conference.



LANYARD SPONSORSHIP

Exclusive Opportunity *

\$9,000



Capture the attention of the attendees as they wear your company's logo throughout the Annual Symposium. At AMIA Registration, each attendee (exhibitors not included) will receive a lanyard with your company's one-color logo and AMIA's logo in a repeating pattern. Plus, your company will receive one complimentary registration to the conference. Sponsorship must be secured by **September 1, 2022**.

HAND SANITIZER SPONSORSHIP

Exclusive Opportunity *

\$7,000

Even before the COVID-19 pandemic, keeping your hands clean at a conference was critical in preventing illness while traveling. Now, it's even more important. These individual, travel-size hand sanitizer bottles with carabiners will allow attendees to keep their hands clean throughout the event — in the session rooms, at receptions and mealtimes, and when they're out and about exploring the nation's capital. As the sponsor, your company's full-color logo will be prominently featured on the 1 oz. bottles. This sponsorship provides 2,500 hand sanitizer bottles, which will be distributed to all attendees at AMIA Registration. Any overage will be available to attendees at strategic conference locations/events, as determined by AMIA. Plus, your company will receive one complimentary registration to the conference. Sponsorship must be secured by **September 1, 2022**.



PEN SPONSORSHIP

Exclusive Opportunity *

\$4,000



Impress all the note-takers and doodlers! With these pens, your company's brand will be in the palms of the attendees' hands. Your company's one-color logo will be printed on every pen, which will also feature AMIA's logo and be distributed at AMIA Registration. Plus, your company will receive one complimentary registration to the conference. Sponsorship must be secured by **September 1, 2022**.

* As AMIA is an ACCME-accredited organization, this sponsorship is only available to eligible companies. Ineligible companies, as defined by ACCME, include "those whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients."

ADVERTISING OPPORTUNITIES

HOTEL KEY CARDS

Exclusive Opportunity

\$12,000

Is your company and its solutions and services the *key* to the attendees' success? Make sure they know! With your company's ad on the hotel key cards, attendees will be reminded of your company each time they enter their rooms during the conference. The custom-printed RFID hotel key cards will be distributed to conference guests staying at the Washington Hilton Hotel. The advertiser is responsible for providing full-color, print-ready artwork for the front of the card. AMIA provides the artwork for the back of the card.

ELEVATOR WRAP

Three Available (1 set of 2 elevators on the Concourse Level and 2 sets of 3 elevators on the Terrace Level)

\$5,500 Concourse Level | \$7,500 Terrace Level (Per Set)

A picture is worth 1,000 words. Use these elevator wraps to grab the attendees' attention and drive them to your company's booth or to another event that your company is sponsoring. Or, if your company is not an exhibitor, take this opportunity to create a strong visual presence, promote your company's products, and drive attendees to your website. The sponsorship on the Concourse Level includes two elevators, and the two sponsorships on the Terrace Level each include three elevators. The advertiser is responsible for providing print-ready artwork.

COLUMN CLING

Nine Available (6 in the Conference Foyer and 3 in the Terrace Foyer)

\$4,000 for 1 column | \$7,000 for 2 columns

Stand out from the crowd by putting your company's graphics on these prominent columns, located in high-traffic areas. Use this opportunity to attract attention and drive attendees to your booth or to your website. Choose from columns in Concourse Foyer (right near AMIA Registration, the keynote sessions, and the educational session rooms) or from columns in the Terrace Foyer (right near the Exhibit Hall and along the path to the educational session rooms on that level). Each column includes all four sides, and the advertiser may select the specific column based on the floor plan. The advertiser is responsible for providing print-ready artwork.

POCKET GUIDE

Multiple Available

Rates Vary

Distributed to all Annual Symposium attendees, this printed program provides quick access to vital information and helps attendees make the most of their time at the event. Make sure *your* company's ad is in the palms of the attendees' hands.

Placements & Rates:

- Back Cover \$5,000
- Inside Back Cover \$4,500
- Inside Full Page \$3,750

Reservation Deadline: September 19, 2022

Materials Deadline: September 22, 2022

ANNUAL SYMPOSIUM WEBSITE

Exclusive Opportunity for 3-Month Period

Rates Vary

Prominently display your ad on the main event page for the Annual Symposium and on each of the subpages for the 2022 Annual Symposium. These pages are heavily visited before *and* after the conference, as the website is used to provide vital information about the call for presentations, the program, special events, the venue, the sponsors, and registration. Your ad will link directly to your website.

Rates per 3-Month Period:

- \$7,000 for 9/1/2022–11/30/2022
- \$5,500 for 6/1/2022–8/31/2022
- \$4,000 for 3/1/2022–5/31/2022
- \$4,000 for 12/1/2022–2/28/2023

MOBILE APP

Exclusive Opportunity

\$8,750 | Corporate Member \$7,875

This useful tool provides conference attendees with valuable details and timely updates, helps them plan and manage their time during the event, and provides the chance to network with fellow attendees. Your highly visible splash page will attract attention, and your banner ad on the main navigation page will help drive traffic to your website, as the ad will link directly there. The splash page will rotate with AMIA's Annual Symposium splash page, and the banner ad will rotate with AMIA's Annual Symposium banner. This is an exclusive opportunity.

In 2021, 96% of the Annual Symposium attendees downloaded and viewed the app, and 72% used the My Planner feature. With utilization so high, your ads won't be missed!

Reservation Deadline: October 11, 2022

Materials Deadline: October 14, 2022

DAILY E-NEWSLETTERS

Four Available (one each day)

\$3,000 each | Bundled Rate for All \$10,000

Distributed to attendees each morning during the Annual Symposium, the Daily E-newsletter features the upcoming highlights of the day, important details and updates, and a recap with photos of the previous day. Your highly visible banner ad will help drive traffic to your website, as the ad will link directly there. Each e-newsletter accommodates one ad. With an average open rate of 48–52%, this is the perfect opportunity to reach this audience. Plus, this e-newsletter is also sent to AMIA's members who didn't register for the event, so your advertising dollars go even farther.

Reservation Deadline: October 18, 2022

Materials Deadline: October 21, 2022

PRE-CONFERENCE BLAST EMAIL

Five Available

\$2,750 each

Send your customized, dedicated message to Annual Symposium attendees via e-mail. Your company provides the content, and AMIA builds the e-mail blast using its template designed for the conference. AMIA's logo and branding will catch the attendees' attention and add credibility to your message. As a blast email advertiser, you'll have the opportunity to provide one image; one logo; copy that does not exceed 225 words including any titles, headings, or references; one URL address for a hyperlink; and the subject line for the e-mail. Your blast e-mail will be sent to all attendees who do not opt out of receiving messages.

EXHIBITION OPPORTUNITIES

In this age, building rapport with clients is more important than ever. The exhibition opportunity at the Annual Symposium provides the chance for you to connect face-to-face and develop relationships with attendees. Serving as your company's **home base**, your booth in the Exhibit Hall will ensure attendees know exactly where to find you. They'll be able to ask their questions, see product demonstrations, and learn about your solutions and services. You'll build your business.

EXHIBIT HALL ACTIVITIES

Welcome Reception

This well-attended event offers unopposed time for exhibitor/attendee interaction. As the official kick-off to the conference, it's your time to shine and welcome attendees.

Coffee Breaks

Attendees will enjoy complimentary coffee and snacks on Monday and Tuesday mornings, which is the perfect time to strike up conversation with them.

Poster Sessions

Attendees gather to review their peers' posters and socialize, and it's an opportunity for you to network as well.

Headshots Studio *

As attendees line up to get their complimentary headshots captured by a professional photographer, you'll benefit from increased traffic in the Exhibit Hall.

EXHIBITION HOURS

Sunday, November 6, 2022

5:00 p.m.–7:00 p.m. (Welcome Reception)

Monday, November 7, 2022

10:00 a.m.–2:00 p.m. | 4:00 p.m.–6:30 p.m.

Tuesday, November 8, 2022

10:00 a.m.–2:00 p.m. | 4:00 p.m.–6:30 p.m.

EXHIBITION INSTALLATION

November 6, 2022

8:00 a.m.–3:00 p.m.

EXHIBITION DISMANTLING

November 8, 2022: 6:31 p.m.–10:00 p.m.

November 9, 2022: 8:00 a.m.–11:00 a.m.

ALL EXHIBITORS RECEIVE

- Pipe and Drape
- Identification Sign
- Two complimentary Exhibit Hall-Only Registrations with every 8' x 10' booth space. Additional Exhibit Hall-Only Registrations are \$300 each.
- Recognition in the printed Pocket Guide
- Recognition on the Exhibitors page of the Annual Symposium website with a hyperlink to the exhibitor's website
- Recognition in the Exhibitors tab of the Annual Symposium Mobile App with company information and a hyperlink to the exhibitor's website.

BOOTH FEES

Exhibitor Type	Booth Fee per 8' x 10' Booth
Commercial Organization / Non-Corporate Member / Other	\$3,150
AMIA Corporate Member **	\$2,000
AMIA Academic Forum Member ***	\$1,575

ADD-ONS | Corner Booth Fee \$200 | Island Booth Fee \$400 | Add-on fees are waived for Corporate Members

EXHIBITOR SERVICE MANUAL | Available 60 days before the conference

* The Headshots Studio will be offered if sponsored.

** AMIA Corporate Member Exhibitors may purchase Full-Conference Registrations for \$785 each. Other exhibitor types do not receive discounted registrations to the conference.

*** AMIA Academic Forum Member Exhibitors receive a complimentary 6-foot table and two chairs with the booth.

LOOKING FOR MORE?

Beyond the Annual Symposium, AMIA offers other ways to engage in the informatics community and reach your target audience. Each year, AMIA holds two other in-person conferences — the **Informatics Summit** and the **Clinical Informatics Conference** — that provide opportunities for you to connect and build rapport with informatics professionals.

Plus, **AMIA's Corporate Membership Program** is designed to help you strategize and make the most of your available resources. Being a corporate member means strategically partnering with AMIA to not only help focus your marketing — but also to contribute to something *bigger*.

Partnering means building your brand while engaging in AMIA, enhancing the association's initiatives, improving member benefits, and advancing the field of informatics. Partnering means positioning your company as an industry leader and a credible resource and showing your support for AMIA's members and their professional development. Make sure your company is perceived as a partner and break the industry sales barrier. If corporate membership is of interest, let's schedule some time to talk.

BUILD YOUR BRAND. BUILD YOUR BUSINESS.

To get started, contact:

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