![AMIA - INFORMATICS PROFESSIONALS. LEADING THE WAY.]

2024 Annual Symposium
November 9–13, 2024 │ San Francisco, California

Sponsorship, Advertising, & Exhibition Prospectus

Bringing together more than **2,300** health and healthcare informatics professionals and students as well as academic, corporate, government, and nonprofit partners, AMIA's Annual Symposium is the world's premier meeting for the research and practice of biomedical and health informatics.

The 2024 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. 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 2024 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 company and a team of people 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 from a list of attendees who express interest in the session. AMIA provides standard audiovisual equipment and recognition on signage at the Lunch & Learn, in the printed Program Guide, and in the event's mobile app. As the sponsor, you'll provide attendees with a convenient option for lunch (usually a simple, boxed-style lunch) and will cover the food and beverage cost, which is not included in the sponsorship fee.
  * May substitute an Industry Partner Session or a Corporate Roundtable instead.

- **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.

- **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.

- **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 X (formerly Twitter) will capture the attention of pre-registered attendees a wider audience. 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 rotating walk-in slides at the keynote sessions
  - On prominent signage at the conference
  - In the printed Program Guide
  - On each page of the Annual Symposium website
  - In the Annual Symposium 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 discounted rate of $900 each.

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 90-minute discussion on your topic(s) of choice. Select up to 30 attendees to participate in your Corporate Roundtable from a list of pre-registered attendees who express interest in your roundtable. AMIA provides standard audiovisual equipment and recognition on signage at the Corporate Roundtable, in the printed Program 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 X (formerly Twitter) will capture attention the attention of pre-registered attendees and a wider audience. 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 rotating walk-in slides at the keynote sessions
  - On prominent signage at the conference
  - In the printed Program Guide
  - On the Home page and Sponsors page of the Annual Symposium website
  - In the Annual Symposium 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 discounted rate of $900 each.

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 though 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 the coffee break promotions. Activate your sponsorship even more by providing branded coffee cups or other giveaway items to attendees (the sponsor is responsible for all costs associated with cups or other 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 break 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 X (formerly Twitter) will capture the attention of pre-registered attendees and a wider audience. 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 rotating walk-in slides at the keynote sessions
  - On prominent signage at the conference
  - In the printed Program Guide
  - On the Home page and Sponsors page of the Annual Symposium website
  - In the Annual Symposium 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 discounted rate of $900 each.

EDUCATION SPONSORSHIPS

LUNCH & LEARN SPONSORSHIP
Two Available
$13,500 each │ partner discounts apply

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 60-minute Lunch & Learn on Monday or Tuesday, you determine the topic, identify the speaker(s), and develop the content. Up to 100 people may attend, and registration will be first-come, first-served. AMIA provides standard audiovisual equipment, and the sponsor covers the cost of food and beverage (usually a simple, boxed-style lunch; 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 Program Guide, on the Sponsors page of the Annual Symposium website, and in the Annual Symposium mobile app. Plus, your company will receive two complimentary registrations to the conference.

INDUSTRY PARTNER SESSION SPONSORSHIP
Eight Available
$12,500 each │ partner discounts apply

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 Program Guide, and includes it in the Annual Symposium mobile app. In addition, your company will receive recognition on signage at the session, and on the Sponsors page of the Annual Symposium website, and in the Annual Symposium mobile app. Plus, you'll receive two complimentary registrations to the conference.

CORPORATE ROUNDTABLE SPONSORSHIP
Eight Available
$12,000 each │ partner discounts apply

Bring your expertise to the table. Held at 7:00–8:30 a.m. or 12:10–1:40 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 30 attendees to participate in your 90-minute Corporate Roundtable from a list of pre-registered attendees who express interest in your roundtable. AMIA provides standard audiovisual equipment, and the sponsor covers the 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 Program Guide, on the Sponsors page of the Annual Symposium website, and in the Annual Symposium mobile app. Plus, your company will receive two complimentary registrations to the conference.

KEYNOTE SESSION SPONSORSHIP
Two Available
$10,000 each │ partner discounts apply

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 on Sunday and Closing Keynote Session on Wednesday. For your sponsored keynote session, AMIA will identify the topic and the speaker, and your company will gain exposure for partnering 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 Program Guide, on the Sponsors page of the Annual Symposium website, in the Annual Symposium mobile app. Plus, your company will receive two complimentary registrations to the conference.

POSTER SESSION SPONSORSHIP
Two Available
$5,500 each │ $10,000 for both │ partner discounts apply

Help orchestrate engagement and networking among the informatics community by supporting an educational poster session inside the Exhibit Hall. Held 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 poster gallery area, in the printed Program Guide, on the Sponsors page of the Annual Symposium website, and in the Annual Symposium mobile app. Plus, your company will receive one complimentary registration to the conference.

SPECIAL EVENT SPONSORSHIPS

WELCOME RECEPTION SPONSORSHIP
Exclusive Opportunity (must be an exhibitor to sponsor)
$15,000 │ partner discounts apply

This highly anticipated reception 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 Program Guide, on the Sponsors page of the Annual Symposium website, and in the Annual Symposium mobile app. Plus, you'll receive two complimentary registrations to the conference.

ACMI INDUCTION & DINNER SPONSORSHIP
Exclusive Opportunity

$15,000 │ partner discounts apply

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 celebratory dinner at the Annual Symposium.

On Sunday evening during the Annual Symposium, the Fellows of ACMI and their guests will gather for a sit-down dinner to induct and celebrate the new class of ACMI fellows. A cash bar will be available for attendees. As the exclusive sponsor, your company will have the opportunity to address the audience for two minutes at the beginning of the induction ceremony and to distribute company collateral or a giveaway item at the dinner. Your company will be recognized on signage at the dinner and custom-printed cocktail napkins at the cash bar, and your company will be recognized in promotions for the dinner, in the conference's printed Program Guide, on the Sponsors page of the Annual Symposium website, and in the Annual Symposium mobile app. Plus, your company will receive two complimentary tickets to the dinner and two complimentary registrations to the Annual Symposium conference.

AMIA LEAD FUND FUNDRAISER SPONSORSHIP
Exclusive Opportunity

COMING SOON!

FHIR® APP COMPETITION SPONSORSHIP
Exclusive Opportunity
$13,500 │ partner discounts apply

The HL7 Fast Healthcare Interoperability Resources (FHIR®) Standard is a method for accessing information in health information technology systems. As patients move around the healthcare ecosystem, their electronic health records must be available, discoverable, and understandable. FHIR® makes that possible and is based on over 30 years of work by HL7 on healthcare data exchange and information modeling standards. *FHIR® is the registered trademark of Health Level Seven International.*

AMIA and HL7 are partnering again to bring an exciting application competition to the AMIA 2024 Annual Symposium. The FHIR® App Competition is intended to highlight the best and most innovative practical software applications that use FHIR®. Importantly, AMIA and its partners are committed to helping make a larger audience aware of the competitors' software and thus broaden adoption. The call for submissions will begin in Spring 2024, and all submissions will be due in Summer 2024. Notifications will be sent in late Summer/early Fall 2024, and the selected applicants will have the opportunity to present during the FHIR® App Competition at the 2024 Annual Symposium. The exact dates will be determined by AMIA. Winners will be announced and will receive cash prizes, the amount of which will be determined by AMIA.

This is your chance to position your company as an industry leader and as an advocate for new technology and change. As the exclusive sponsor, your company will receive verbal recognition by an AMIA leader at the beginning of the FHIR® App Competition ("session") at the 2024 Annual Symposium as well as an opportunity to address the attendees for up to one (1) minute at the beginning of the session. Your company may also distribute company collateral and/or giveaway items to attendees at the session. Your company will be recognized on signage at the session, in the printed Program Guide, on the Sponsors page of the Annual Symposium website, and in the Annual Symposium mobile app. In addition, your company will be recognized on the FHIR® App Competition page of the 2024 Annual Symposium website, in any promotions for the FHIR® App Competition, in the call(s) for submissions, in the notifications to the accepted presenters, and in any public communications to the winners or about the winners.

WOMEN IN AMIA NETWORKING EVENT (WINE) SPONSORSHIP
Exclusive Opportunity
$12,500 │ partner discounts apply

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 on Saturday evening during the Annual Symposium, the Women in AMIA's annual WINE 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 (while ticket supplies last). 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 Program Guide, on the Sponsors page of the Annual Symposium website, and in the Annual Symposium mobile app. Plus, your company will receive two complimentary registrations to the conference.

HEADSHOTS STUDIO SPONSORSHIP
Exclusive Opportunity
$10,000 │ partner discounts apply

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. 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 Program 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 one complimentary registration to the conference.

COFFEE BREAK SPONSORSHIP
Six Available
$6,500 each │ partner discounts apply

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

Give attendees the fuel they need to power though 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 Program 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.

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

AMIA WORKING GROUP EVENT SPONSORSHIP
Multiple Available
Prices Vary

AMIA is home to **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
$12,750

During the AMIA 2024 Annual Symposium, the NIWG Business Meeting & Reception will provide nurse informaticians the chance to work toward NIWG's goals, share ideas, and network face-to-face. 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 & 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 throughout the event. In addition, your company will receive recognition on custom cocktail napkins, on signage at the reception, in the printed Annual Symposium Program Guide, on the "Sponsors" page of the Annual Symposium website, and in the Annual Symposium mobile app. Plus, you'll receive two complimentary registrations to the Annual Symposium.

NIWG SUNDAY EVENT & BREAKFAST SPONSORSHIP
Exclusive Opportunity
$12,750

On Sunday morning during the AMIA 2024 Annual Symposium, the NIWG special event will attract more than 100 nurses who are hungry for information — and for breakfast, which will be provided. As the exclusive NIWG Sunday Event Sponsor, your company will have the opportunity to address the attendees for up to 5 minutes at the beginning of the breakfast event, distribute company collateral or giveaway items, and network with the nurses. In addition, your company will receive recognition on signage at the Sunday Event, in the printed Annual Symposium Program Guide, on the "Sponsors" page of the Annual Symposium website, and in the Annual Symposium mobile app. The sponsorship provides attendees with a continental breakfast; menu upgrades may be selected by the sponsor for an additional cost. Plus, you'll receive two complimentary registrations to the Annual Symposium.

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

AMIA
Diversity, Equity and Inclusion

DIVERSITY, EQUITY & INCLUSION (DEI) CAREER MENTORING EVENT SPONSORSHIP
Exclusive Opportunity
$13,500 │ partner discounts apply

During the Annual Symposium, the DEI Mentoring Event will provide an opportunity for informaticists to engage with one another in a safe space and discuss a host of topics pertaining to diversity, equity, and inclusion and career development. This inclusive career mentoring event is a chance for individuals to make connections and build relationships with others who can advise them along their career paths. Bringing together individuals for career mentoring conversations in a small group setting, the event will offer a variety of mentor-facilitated discussions on DEI-focused topics. Mentees will engage in an icebreaker event and then rotate among the tables to participate in two 30-minute conversations.

In 2023, discussion topics included: LGBTQIA+ informaticians; BIPOC informaticians; diverse abilities informaticians; navigating the challenges of intersectionality between identities (i.e., BIPOC women, LGBTQIA+ and with limited physical abilities); navigating the challenges of bias in the workplace – how to navigate and thrive while also working to address systemic racism and discrimination; career transitions between academia and industry; early career DEI opportunities and challenges; mid-career career DEI opportunities and challenges; and women in AMIA intersectionality. The 2024 event may repeat some topics and include new ones.

As the exclusive sponsor of the DEI Mentoring Event, your company can help shape the event and identify additional discussion topics or key outcomes. At the event, your company will have the opportunity to address the audience for up to two (2) minutes, and you'll have the chance to network with the attendees and distribute company collateral or giveaway items. In addition, your company will receive recognition on signage at the event, in the printed Annual Symposium Program Guide, on the "Sponsors" page of the Annual Symposium website, and in the Annual Symposium mobile app. Plus, your company will receive two complimentary registrations to the conference.

DIVERSITY, EQUITY & INCLUSION (DEI) NETWOKING RECEPTION SPONSORSHIP
Exclusive Opportunity
$12,500 │ partner discounts apply

During the Annual Symposium, the DEI Networking Reception is your chance to support diversity, equity, and inclusion and the DEI Committee's efforts in this area. Attendees will enjoy light hors d'oeuvres and will each receive one complimentary drink ticket for the cash bar. As the exclusive DEI Networking Reception Sponsor, your company will have the opportunity to network with the attendees and distribute company collateral or a giveaway item. In addition, your company will receive recognition on custom cocktail napkins, on signage at the reception, in the printed Annual Symposium Program Guide, on the Sponsors page of the Annual Symposium website, and in the Annual Symposium mobile app. Plus, your company will receive two complimentary registrations to the conference.

LGBTQIA+/QuINE (Queer in AMIA) NETWORKING RECEPTION SPONSORSHIP
Exclusive Opportunity
$12,500 │ partner discounts apply

During the Annual Symposium, the LGBTQIA+/QuINE Networking Reception* is your chance to support this group within AMIA and express your company's goals for diversity, equity, and inclusion. Attendees will enjoy light hors d'oeuvres and will each receive one complimentary drink ticket for the cash bar. As the exclusive sponsor, your company will have the opportunity to network with the attendees and distribute company collateral or a giveaway item. In addition, your company will receive recognition on custom cocktail napkins, on signage at the reception, in the printed Annual Symposium Program Guide, on the Sponsors page of the Annual Symposium website, and in the Annual Symposium mobile app. Plus, your company will receive two complimentary registrations to the conference.

* This event will be held at an off-site location. Details pending.

PROGRAM & AUXILIARY MEETING SPONSORSHIPS

LIEAF CONFERENCE SPONSORSHIP
Exclusive Opportunity
$7,500 │ partner discounts apply

To be held on both Monday and Tuesday during the Annual Symposium, 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, but the LIEAF Conference also serves multidisciplinary, inter-professional informatics professionals at all levels of academic informatics and is open to all Annual Symposium attendees. 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 one minute at the beginning of the conference. Your company may also distribute company collateral or a giveaway item to attendees. Plus, your company will be recognized in promotions for the LIEAF Conference, on signage, in the printed Program Guide, on the Sponsors page of the Annual Symposium website, and in the Annual Symposium 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
$11,000 │ partner discounts apply

Now in its eighth 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. The Women in AMIA and the Diversity, Equity and Inclusion committees have joined forces to expand and strengthen the AMIA First Look Program by making eligibility more inclusive and extending invitations to more students studying at Minority Serving Institutions (MSIs).

To help foster engagement in the Women in AMIA community, each student participant will be assigned a mentor and will be 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.
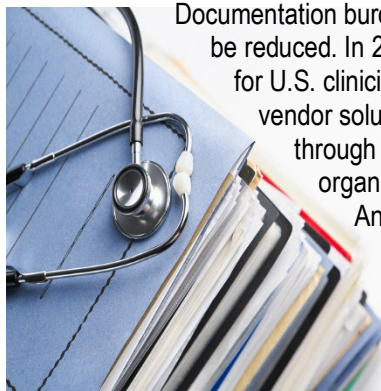
The First Look Program student participants will be local to the San Francisco area and will each receive complimentary registration to the Annual Symposium, a stipend for meals and incidentals during the conference, and a complimentary 1-year student membership in AMIA. As the exclusive First Look Program Sponsor, you will have the opportunity to speak for up to two minutes 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 Program Guide, on the Sponsors page of the Annual Symposium website, on the AMIA First Look Program website, and in the Annual Symposium mobile app. Plus, your company will receive one complimentary registration to the Annual Symposium.

NATIONAL BURDEN REDUCTION COLLABORATIVE 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. In 2022, AMIA began spearheading the 25x5 initiative in an effort to reduce documentation burden for U.S. clinicians to 25% of current state in five years and optimize electronic health record (EHR) and related vendor solutions by prioritizing and implementing the 25x5 Symposium Calls to Action/Recommendations through partnerships and advocacy with health systems, professional societies, and public/private sector organizations in order to spread these solutions across the U.S. health system. At the 2022 and 2023 Annual Symposium, AMIA and its fellow pacesetters — the Alliance for Nursing Informatics (ANI) and the Association of Medical Directors of Information Systems (AMDIS) — hosted a collaborative meeting in which next steps and key topics related to documentation burden and clinician burden reduction were discussed. In 2023, the thought leaders focused on these key areas: definition and measurement of burden; training, support, and communication – change management; streamlined provider note; reducing clinician documentation beyond notes; patient-generated messages and e-visits; and electronic prior authorization processes. A majority of the agenda was dedicated to discussing the potential of artificial intelligence (AI) technologies to significantly reduce clinician burnout and improve clinician wellbeing by addressing the documentation burden.

The NBRC meeting brings together informatics leaders from organizations collectively representing healthcare stakeholders with national scale and scope, including professional informatics societies, standards organizations, and federal health agencies. In 2023, in attendance were guests from the three pacesetter organizations plus the Office of the National Coordinator of Health IT (ONC), the Office of the Surgeon General, the Joint Commission, Center for Medicare & Medicaid Office of Burden Reduction and Health Informatics (CMS), the Electronic Health Records Association (EHRA), the American Medical Association (AMA), HL7 International, HL7 DaVinci Project, the Healthcare Information and Management Systems Society (HIMSS), KLAS (Arch Collaborative), and the American College of Medical Informatics (ACMI).

At the 2024 Annual Symposium, AMIA and its fellow pacesetters will host another collaborative meeting and seeks unrestricted grants to support it. 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, on screen during the meeting, 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.

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 Program Guide, and in the Annual Symposium mobile app. Sponsor Annual Symposium Registration not included.

HOTEL MEETING SPACE RENTAL
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 *	$400	$1,200
AMIA Academic Forum Members	$400	$1,200
AMIA Corporate Members	$475	$1,425
Annual Symposium Exhibitors	$575	$1,725
Other Organizations	$2,500	$7,500

Use this meeting space to hold client meetings, conduct internal business meetings or staff training, hold interviews, or host other types of programs and events in conjunction with the 2024 Annual Symposium. When your company utilizes AMIA's contracted meeting space, 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 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 Program Guide.

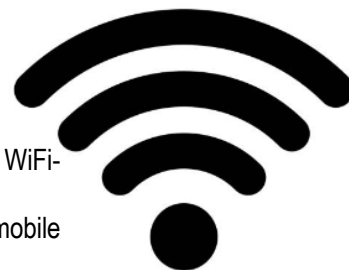
* Proof of non-profit status will be required.

BRAND-BUILDING SPONSORSHIPS

WiFi SPONSORSHIP
Exclusive Opportunity
$11,000 │ partner discounts apply

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 Program 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 │ partner discounts apply

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 6, 2024**.

HAND SANITIZER SPONSORSHIP
Exclusive Opportunity *
$8,000 │ partner discounts apply

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 6, 2024.**

PEN SPONSORSHIP
Exclusive Opportunity *
$5,000 │ partner discounts apply

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 6, 2024.**

*** 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."*

PROGRAM 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. Reservation deadline is September 27, 2024. Materials deadline is October 2, 2024.

Placements & Rates: Back Cover $5,000 │ Inside Back Cover $4,500 │ Inside Full Page $3,750

ANNUAL SYMPOSIUM WEBSITE
Exclusive Opportunity for 3-Month Period
Rates Vary

Prominently display your ad on AMIA's website's main event page for the Annual Symposium and on each of the subpages for the 2024 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 — three sizes optimized for desktops, tablets, and mobile devices — will link directly to your website.

Rates:
$7,000 for 9/1/2024–11/30/2024 │ $5,500 for 6/1/2024–8/31/2024 │ $4,000 for 3/1/2024–5/31/2024 │ $4,000 for 12/1/2022–2/28/2024

MOBILE APP — details coming soon!
Exclusive Opportunity
$8,750

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. In 2024, AMIA is implementing a new mobile app for the conference, and the specific advertising/sponsorship opportunity related to the mobile app is still being developed. Details coming soon!

DAILY E-NEWSLETTERS
Four Available (one each day)
$3,000 each │ $10,000 Bundled Rate for All 4 Days

Distributed to attendees each morning (Saturday through Tuesday) 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 27%, 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 is October 21, 2024. Materials deadline is October 24, 2024.

PRE-CONFERENCE BLAST EMAIL
Five Available
$3,000 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 from AMIA on behalf of advertisers.

EXHIBITION OPPORTUNITY

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 10, 2024
5:00 p.m.–7:00 p.m. (Welcome Reception)

Monday, November 11, 2024
10:00 a.m.–1:00 p.m. │ 3:00 p.m.–6:30 p.m.

Tuesday, November 12, 2024
10:00 a.m.–1:00 p.m. │ 3:00 p.m.–6:30 p.m.

EXHIBITION INSTALLATION

November 10, 2024
8:00 a.m.–3:00 p.m.

EXHIBITION DISMANTLING

November 12, 2024: 6:31 p.m.–10:00 p.m.
November 13, 2024: by request only

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 Program Guide

- Recognition on the Exhibitors page of the Annual Symposium website with a hyperlink to the exhibitor's website
- Recognition in the Annual Symposium Mobile App with company information and a hyperlink to the exhibitor's website.
- Exhibitor Service Kit – available 60 days before

BOOTH FEES

Exhibitor Type	Booth Fee per 8' x 10'
Commercial Organization / Non-Corporate Member / Other	$3,300
AMIA Corporate Partner or Corporate Member **	$2,200
AMIA Academic Forum Member ***	$1,825

* The Headshots Studio will be offered if sponsored.

** AMIA Corporate Partner/Member Exhibitors may purchase Full-Conference Registrations for $900 each. Other exhibitor types do not receive discounted Full-Conference Registrations.

*** AMIA Academic Forum Member Exhibitors receive a complimentary 6-foot table, two chairs, and a wastebasket with the booth. Other exhibitor types may purchase this furniture package and/or other items through the General Service Contractor.

AMIA LEAD FUND DONATION
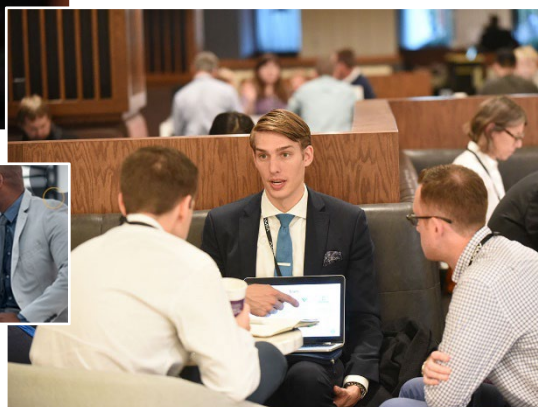### Donate Today
Every Dollar Counts

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 and early career professionals — who have SPC-accepted presentations for which they are the presenter — 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.

AMIA invites you to support the LEAD Fund — and the students and early career professionals 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

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 Partnership & Membership Program** is designed to not only help focus your marketing — but also to help you contribute to something *bigger*. Strategically partnering with AMIA means building your brand while engaging in the association, enhancing the association's initiatives, improving member benefits, and advancing the field of informatics. Partnering means showing your support for AMIA's members and for their careers, their professional development, and their professional home. Perception matters and partnering means positioning your company as an industry leader and a credible resource so that you can break the industry sales barrier.

The Corporate Partnership & Membership Program is designed to help you strategize and make the most of your organization's available resources. If corporate partnership or membership is of interest, let's schedule some time to talk.

BUILD YOUR BRAND. BUILD YOUR BUSINESS.

To get started, contact:

Dina Santucci
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