2024 Informatics Summit
March 18–21, 2024 │ Boston, MA

The Informatics Summit brings together approximately 700 researchers, academicians, data scientists, software developers and analysts, industry professionals, and innovative thinkers. It's also a premier opportunity for students who are pursuing a master's or PhD to present research, network with peers, and volunteer for leadership and scientific review.

AMIA 2024 Informatics Summit attendees will experience content dedicated to translational bioinformatics, precision medicine, clinical research informatics, data science, and artificial intelligence (AI) — all in one integrated conference. They will learn state-of-the-art informatics approaches, theories, and methods; see cutting-edge work in translational informatics and clinical data science from inception to implementation; explore research-related initiatives emerging from national and international informatics, AI, and health data science research collaborations; and engage in valuable networking opportunities.

The purposefully crafted conference environment provides a more intimate gathering for attendees to discuss the topics related to the highlighted themes:

- Harnessing the Power of Large Language Models in Health Data Science
- Real-World Evidence in Informsatics: Bridging the Gap Between Research and Practice
- Integrating Multi-Modal Health Data to Enhace the Power of Informatics
- Proactive Machine Learning in Biomedical Applications: The Power of Generative AI and Reinforcement Learning
- Fairness and Disparity in Biomedical Informatics: Addressing Inequities Through Innovation
- Implementation Science and Deployment in Informatics: From Theory to Practice
- Telehealth, Wearable Devices, and Patient-Generated Health Data: The New Frontiers of Informatics
- Citizen Science and Democratizing AI and Informatics for Healthcare

Join us at the 2024 Informatics Summit to connect with your target audience...

- Clinical and Translational Investigators
- Bioinformaticians, Statistical Geneticists, and Molecular Biologists
- Health Data and AI Scientists
- Computational Biologists
- Genomics Researchers
- Public Health Geneticists
- Clinical and Public Health Informaticians

- EHR and Patient Registry Designers and Developers
- Educators and Students, Postdocs, and Fellows
- Government Officials and Policymakers
- Health IT Industry Representatives
- Hospital, Academic Medical Center, and Health System Representatives

INFORMATICS SUMMIT
MAIN EVENT SPONSORSHIPS

TITLE SPONSORSHIP
Exclusive Opportunity
$35,000 at cost

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.

- **Industry Partner Session Sponsorship ***
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 Informatics Summit 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 Informatics Summit educational program, lists it in the Program Guide, and includes it in the Informatics Summit mobile app's My Planner feature. *May substitute a Lunch & Learn Sponsorship or a Corporate Roundtable Sponsorship instead.*

- **Exhibition Table**
Positioned in a high-traffic area in the main conference space, your 6-foot tabletop exhibition space will be a "home base" where attendees know they can find you during the conference.

- **Speaking Opportunity**
Your company is invited to speak for up to 1 minute at the First Timers' Orientation, a special session dedicated for first-time attendees and those interested in learning about AMIA and about how to make the most of their time during the conference.

- **Title Sponsor Daily E-Newsletter Message**
Insert your message of up to 60 words into one of the Informatics Summit 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 four (4) sponsored posts 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 Informatics Summit 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
  - On signage at your company's Industry Partner Session
  - In the printed Program Guide
  - On each page of the 2024 Informatics Summit website
  - On AMIA's splash page and in the Sponsors tab of the event's mobile app
  - In AMIA's Informatics Summit 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 early-bird member rate of $1,040 each.

PREMIER SPONSORSHIP
Four Available
$25,000 at cost

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 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.

- **Social Media Posts**
  Get noticed before the conference. Your two (2) 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 Informatics Summit hashtag and deploys the posts on your behalf.

- **Recognition**
  Your company will benefit from extensive recognition as a Premier Sponsor:
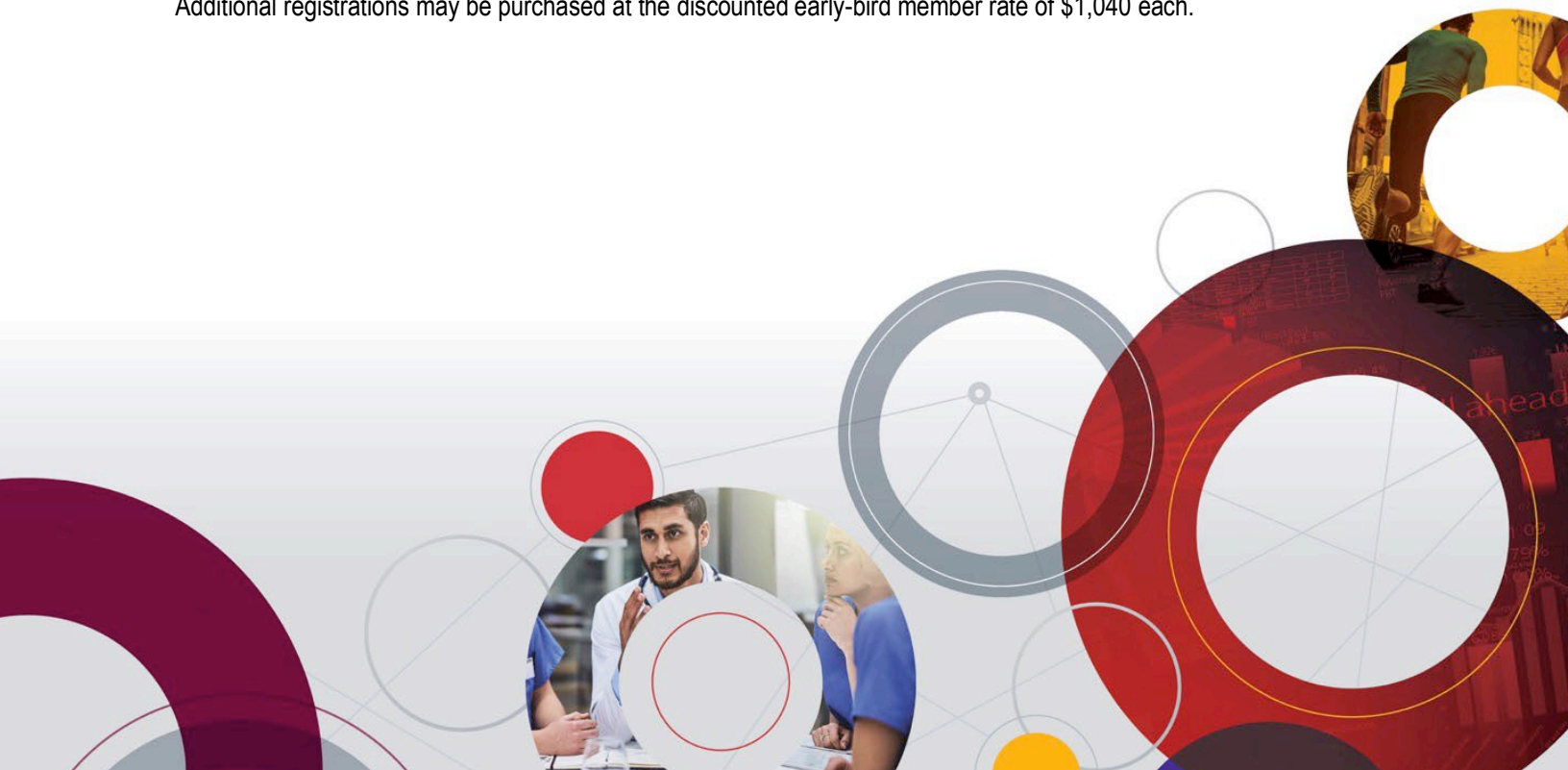   - On the rotating walk-in slides at the keynote sessions
    - On prominent signage at the conference
    - In the printed Program Guide
    - On the Home page and Sponsors page of the Informatics Summit website
    - In the Sponsors tab of the event's mobile app
    - In AMIA's Informatics Summit marketing 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 early-bird member rate of $1,040 each.

MAJOR SPONSORSHIP
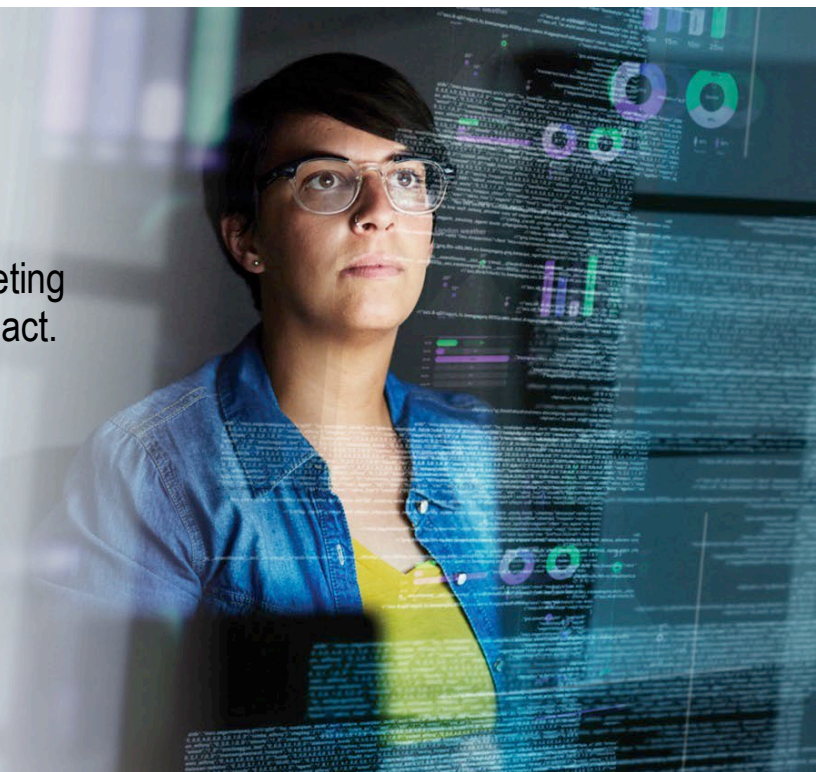**Multiple Available**
$15,000 at cost

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

- **Coffee Break Sponsorship (two breaks on one day)**
  Give attendees the fuel they need to power though the long conference day. On one day, during the morning *and* the afternoon 30-minute breaks, 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 another giveaway item to attendees (the sponsor is responsible for all costs associated with cups or giveaway items). The coffee breaks days and times are available on a first-come, first-served basis.

- **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 Informatics Summit 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 Program Guide
  - On the Home page and Sponsors page of the Informatics Summit website
  - In the Sponsors tab of the event's mobile app
  - In AMIA's Informatics Summit 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 early-bird member rate of $1,040 each.

Repetition is key.

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

Become a **Main Event Sponsor**
to reach your target audience through
multiple exposures.

EDUCATION SPONSORSHIPS

LUNCH & LEARN SPONSORSHIP
Two Available

$12,500 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 one-hour Lunch & Learn at 12:15–1:15 p.m. on Tuesday or Wednesday, 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 additional 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 Informatics Summit 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
Four Available

$11,500 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 Informatics Summit scientific sessions, this is a great opportunity to share new research or address a hot topic in informatics. AMIA provides standard audiovisual equipment and promotes the session as part of the Informatics Summit educational program, lists it in the Program Guide, and includes it in the conference's 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 Informatics Summit website, and in the Sponsors tab of the conference's mobile app. Plus, you'll receive two complimentary registrations to the conference.

CORPORATE ROUNDTABLE SPONSORSHIP
Six Available

$11,000 each │ partner discounts apply

Bring your expertise to the table. Held during lunch at 12:15–1:15 p.m. on Monday, Tuesday, or Wednesday, 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 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 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 Program Guide, on the Sponsors page of the Informatics Summit 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

$7,500 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 and Closing Keynote Session. 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 selected keynote session, in the program schedule where the selected keynote session is listed, in the printed Program Guide, on the Sponsors page of the Informatics Summit website, in the Sponsors tab of the conference's mobile app. Plus, your company will receive two complimentary registrations to the conference.

SPECIAL EVENT SPONSORSHIPS

DIVERSITY EQUITY & INCLUSION (DEI) EVENT SPONSORSHIP — LGBTQIA+ COMMUNITY MEETUP and DEI COMMUNITY SOCIAL
Exclusive Opportunity
$5,500 │ partner discounts apply

On Monday evening at the Informatics Summit, the 90-minute DEI Event is your chance to support diversity, equity, and inclusion in AMIA and in informatics. For the first 30 minutes, the LGBTQIA+ community will be invited for a special meetup dedicated to them. For the remaining 60 minutes, the DEI community will be invited to join the group so that all can network and celebrate. As the exclusive event sponsor, your company will have the opportunity to network with the attendees and distribute company collateral or giveaway items. Attendees will enjoy hors d'oeuvres and a cash bar. In addition, your company will be recognized on custom-printed napkins, in the printed Program Guide, on the Sponsors page of the Informatics Summit website, and in the Sponsors tab of the conference's mobile app. Plus, your company will receive one complimentary registration to the conference.

POSTER SESSION RECEPTION SPONSORSHIP
Two Available
$7,500 each or $12,750 for both │ partner discounts apply

Help orchestrate engagement and networking among the informatics community by supporting an educational poster session and networking reception. Held from 5:00–6:30 p.m. on both Tuesday and Wednesday 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. Attendees will enjoy hors d'oeuvres and a cash bar. As a Poster Session Reception Sponsor, your company will be recognized in promotions for the sponsored poster session, on signage at the entrance to the poster gallery area, on custom-printed napkins for the reception, in the printed Program Guide, on the Sponsors page of the Informatics Summit 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.

COFFEE BREAK SPONSORSHIP
Three Available (sponsorship includes the morning and afternoon break on one day)
$7,500 each │ partner discounts apply

Give attendees the fuel they need to power though the long conference day. During the 30-minute breaks, 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 the coffee break promotions, in the printed Program Guide, on the Sponsors page of the Informatics Summit 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). Your company will receive one complimentary registration to the conference. Choose from the breaks on Monday, Tuesday, or Wednesday.

CONTINENTAL BREAKFAST SPONSORSHIP
Four Available
$7,500 each │ partner discounts apply

Breakfast is the most important meal. Help attendees start the day off right by providing breakfast. From 7:00–8:30 a.m. on each morning of the conference, attendees will enjoy a continental breakfast and spend time networking with peers — and with you. As a sponsor, your company will be recognized on custom-printed napkins, on signage, in the breakfast promotions, in the printed Program Guide, on the Sponsors page of the Informatics Summit website, and in the Sponsors tab of the conference's mobile app. Activate your sponsorship even more by providing a giveaway item to attendees or enhancing the food/beverage options (the sponsor is responsible for costs associated with giveaway items or enhanced food/beverage). Your company will receive one complimentary registration to the conference. Choose from Monday, Tuesday, Wednesday, or Thursday.
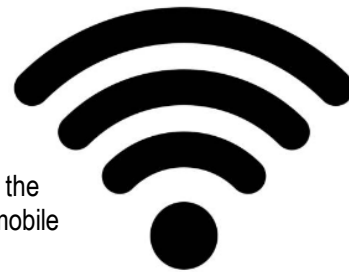
BRAND-BUILDING SPONSORSHIPS

WiFi SPONSORSHIP
Exclusive Opportunity
$7,500 │ 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 Informatics Summit 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 *
$6,500 │ partner discounts apply

Capture the attention of the attendees as they wear your company's logo throughout the Informatics Summit. At AMIA Registration, each attendee will receive a lanyard with your company's one-color logo and AMIA's logo in a repeating pattern. Your company will be recognized as a sponsor in the printed Program Guide, on the Sponsors page of the Informatics Summit website, and in the Sponsors tab of the conference's mobile app. Plus, you'll receive one complimentary registration to the conference. Sponsorship must be secured by **February 1, 2024**.

HAND SANITIZER SPONSORSHIP
Exclusive Opportunity *
$4,000 │ partner discounts apply

Even before the COVID-19 pandemic, keeping your hands clean at a conference was critical in preventing illness while traveling. Now, with Covid, Influenza, and other illnesses circulating, 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 750 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. Your company will be recognized as a sponsor in the printed Program Guide, on the Sponsors page of the Informatics Summit website, and in the Sponsors tab of the conference's mobile app. Plus, your company will receive one complimentary registration to the conference. Sponsorship must be secured by **February 1, 2024.**

PEN SPONSORSHIP
Exclusive Opportunity *
$3,000 │ 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. Your company will be recognized as a sponsor in the printed Program Guide, on the Sponsors page of the Informatics Summit website, and in the Sponsors tab of the conference's mobile app. Plus, your company will receive one complimentary registration to the conference. Sponsorship must be secured by **February 1, 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."

ADVERTISING OPPORTUNITIES

PROGRAM GUIDE
Multiple Available
Rates Vary, at cost

Distributed to all Informatics Summit 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 $3,000 │ Inside Back Cover $2,250 │ Inside Full Page $1,750

Reservation Deadline: February 2, 2024 │ Materials Deadline: February 9, 2024

WEBSITE
Exclusive Opportunity (1/2/2024–3/31/2024)
$4,000 at cost

Prominently display your ad on AMIA's website's main event page for the Informatics Summit and on each of the subpages for the 2024 Informatics Summit from January 2–March 31, 2024. 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.

MOBILE APP
Exclusive Opportunity
$4,500 at cost

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 Informatics Summit splash page, and the banner ad will rotate with AMIA's Informatics Summit banner. This is an exclusive opportunity.

DAILY E-NEWSLETTERS
Four Available (one each day)
$1,750 each │ Bundled Rate for All 4 Days $6,000 at cost

Distributed to attendees each morning during the Informatics Summit, 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 50%, this is the perfect opportunity to reach this audience.

PRE-CONFERENCE BLAST EMAIL
Three Available
$2,250 each at cost

Send your customized, dedicated message to pre-registered Informatics Summit 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/sponsors.

EXHIBITION OPPORTUNITY

TABLETOP EXHIBIT
Ten Available
$3,000 Regular │ $2,500 Corporate Partner/Member │ $2,000 Academic Forum Member

In this age, building rapport with clients is more important than ever. The tabletop exhibition opportunity at the Informatics Summit provides the chance for you to connect face-to-face and develop relationships with attendees. And, for academic institutions, this is a chance to promote your programs and recruit students or faculty.

Located in the high-traffic area near AMIA registration, the continental breakfasts and coffee breaks, and the educational session rooms, attendees will know exactly where to find you during the conference. Exhibition hours will be on Tuesday, Wednesday, and Thursday morning. The tabletop exhibit comes with a 6-foot skirted table, two chairs, and a wastebasket. The tabletop exhibition fee does not include power/electricity or any audiovisual equipment; these items may be purchased separately through the contracted audiovisual provider.

Your organization will be listed as an exhibitor in the printed Informatics Summit Program Guide, on signage at the conference, on the Exhibitor page of the Informatics Summit website, and in the Exhibitor tab of the conference's mobile app. **Plus, your company will receive one complimentary registration to the conference.** All representatives staffing the tabletop exhibition are required to register for the conference, and additional registrations may be purchased for $1,040 each.

LOOKING FOR MORE?

Beyond the Informatics Summit, 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 **Clinical Informatics Conference** and the **Annual Symposium** — that provide opportunities for you to connect and build rapport with informatics professionals.

Plus, **AMIA's Corporate Partnership & Membership Program** is designed to help you strategize and make the most of your available resources. Being among the ranks of corporate partners and members 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 partnership or 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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