



2026 Amplify Informatics Conference

May 18–21, 2026 | Denver, CO

Sponsorship, Exhibition, & Marketing Prospectus

AMIA's Amplify Informatics Conference is where clinical and translational informatics converge to shape the future of healthcare. For the first time, AMIA brings together its former premier spring events—the Clinical Informatics Conference and the Informatics Summit—into one powerful, interdisciplinary experience. This is more than a schedule shift; it's a strategic evolution.

Better and stronger together, the new Amplify Informatics Conference gives you access to a broader network, richer collaboration, and the full spectrum of informatics insight—all in a single, dynamic gathering.

Informatics can no longer afford to be siloed. Our challenges—from navigating healthcare transformation to responding to policy shifts—require community, shared learning, and sharpened skills to demonstrate the real-world impact of informatics. This is the event where science meets application, and where every attendee has a stake in shaping what comes next in how informatics guides patient care and impacts health across the world.

The Amplify Informatics Conference is designed for those who work at the intersection of data, technology, and healthcare innovation, and believe in building a better health system with better outcomes. Translational Bioinformatics, Clinical Research Informatics, AI & Data Science, and Clinical Informatics each represent a cornerstone of the program—now brought together to spark deeper connections, stronger insights, and broader impact.

Join us at the 2026 Amplify Informatics Conference to connect with your target audience...

- Health system and academic medical center executives and leaders — CMIOs, CMOs, CNIOs, CNOs
- Clinical and operational informaticians — Physicians, Nurses, and other Clinicians
- Translational informatics scientists
- Applied informatics researchers
- Data scientists, health IT strategists, and analytics leaders
- Students, trainees, and early-career professionals
- Policy, education, public health, and industry partners shaping the digital health landscape
- Health IT industry representatives



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**NEW
in
2026**

Amplify Informatics Conference sponsors, exhibitors, and advertisers will each have a **dedicated, content-rich landing page** on AMIA's website. Don't miss this opportunity to publish valuable content tailored for the informatics community.

Your landing page may include:

- Organization description, detailed copy, and graphics
- Specific calls to action
- Links to white papers, articles, and press releases
- Links to your organization's home page and social media platforms
- Lead capture mechanism that sends user inquiries directly to your inbox

Repetition is key.

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

Design your plan to include multiple touchpoints with your target audience.



MAIN EVENT SPONSORSHIPS

TITLE SPONSORSHIP

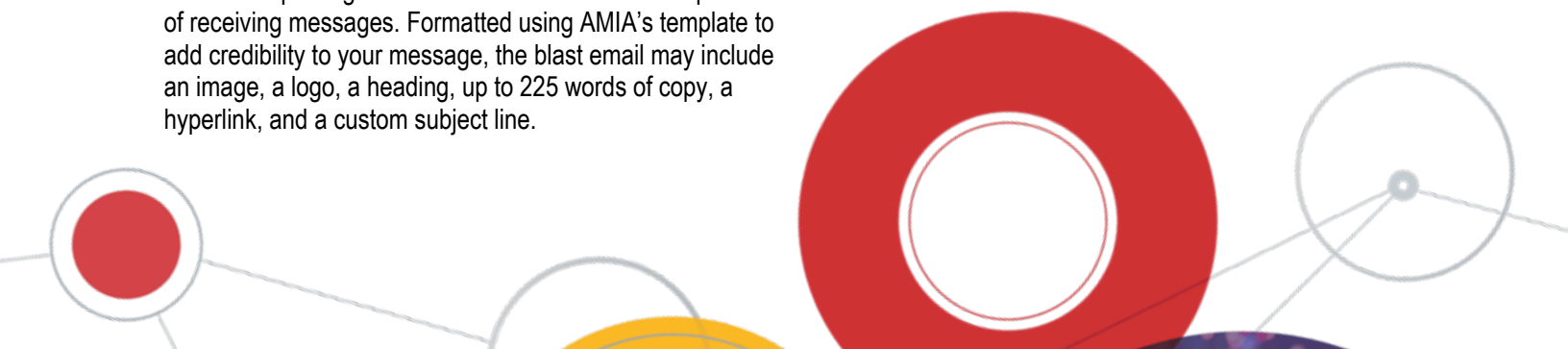
Exclusive Opportunity

\$37,000 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 a thought leader and a credible resource. For this 75-minute session, you determine the topic, identify the speaker(s), and develop the content. Held concurrently with non-sponsored scientific sessions, this is a great opportunity to showcase your solutions, present use cases, share new research, or address a hot topic in informatics. AMIA provides standard audiovisual equipment and promotes the session as part of the conference's educational program, lists it in the online program, and includes it in the mobile app. ** May substitute an Industry Roundtable Sponsorship, pending availability.*
- **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. As the Title Sponsor, your exhibition table will have a special callout in AMIA's pre-conference promotions.
- **Speaking Opportunity**
Your company is invited to speak for up to 1 minute at the Amplify Informatics Conference Orientation, a special session dedicated for first-time attendees and anyone 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 Amplify Informatics Daily E-newsletters that are sent to attendees each morning of the conference. Your message may include a hyperlink to your company's content-rich landing page on AMIA's website (recommended) or 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, a heading, up to 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 and X sites will capture the attention of pre-registered attendees and a wider audience. You provide graphics, copy, and hashtags. AMIA adds the Amplify Informatics hashtag, schedules the posts, 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 pre-session slides at the keynote sessions
 - On prominent signage at the conference
 - On signage at the sponsored Industry Partner Session
 - In the online program
 - On most pages of the 2026 Amplify Informatics website
Recognition will be omitted from certain pages where it is not permitted per the ACCME Standards for Integrity and Independence in Accredited Continuing Education.
 - In the Sponsors and Exhibitors sections of the event's mobile app
 - In AMIA's Amplify Informatics 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 of being included at the time of registration. The list will not include email addresses.
- **Complimentary Registrations**
Your company will receive seven (7) Full-Conference Registrations to facilitate your company's participation at the conference.



PREMIER SPONSORSHIP

Four Available

\$27,000 at cost

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

■ Industry 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 60-minute discussion on your topic(s) of choice. Select up to 30 attendees to participate in your Industry 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 Industry Roundtable, in the online program, 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.

** May substitute an Industry Partner Session Sponsorship, pending availability.*

■ 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. As a Premier Sponsor, your exhibition table will have a special callout in AMIA's pre-conference promotions.

■ Social Media Posts

Get noticed before the conference. Your two (2) sponsored posts on AMIA's LinkedIn and X sites will capture the attention of pre-registered attendees and a wider audience. You provide graphics, copy, and hashtags. AMIA adds the Amplify Informatics hashtag, schedules the posts, and deploys the posts on your behalf.

■ Recognition

Your company will benefit from extensive recognition as a Premier Sponsor:

- On the rotating pre-session slides at the keynote sessions
- On prominent signage at the conference
- In the online program
- On the Home page and Sponsors page of the 2026 Amplify Informatics website
- In the Sponsors and Exhibitors sections of the event's mobile app
- In AMIA's Amplify Informatics 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 of being on the list at the time of registration. The list will not include email addresses.

■ Complimentary Registrations

Your company will receive five (5) Full-Conference Registrations to facilitate your company's participation at the conference.



MAJOR SPONSORSHIP

Four Available

\$15,000 at cost

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

- **Choice of one of the following (pending availability; full descriptions on page :**
 - **Breakfast Sponsorship** — Help attendees kick-start their day by providing breakfast. On each morning of the conference, attendees will enjoy a 60-minute continental breakfast and time for networking. Use this sponsorship to gain exposure and build rapport with the attendees. As a breakfast sponsor, your company will be recognized on custom-printed napkins, on signage at the breakfast, in the conference's mobile app, and in the breakfast promotions. Activate your sponsorship even more by providing a giveaway item to attendees or enhancing the food/beverage options. The breakfast days are available on a first-come, first-served basis.
 - **Coffee Break Sponsorship** — Give attendees the fuel they need to power through the long conference day. During the 60-minute break, attendees will enjoy coffee and a snack. Coffee will be served for the first 30 minutes, allowing for 30 minutes of dedicated networking time. As a sponsor, your company will be recognized on custom-printed napkins, on signage at the coffee break, in the conference's mobile app, 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 break days and times are available on a first-come, first-served basis.
 - **Poster Session Reception Sponsorship** — Help orchestrate engagement and networking among the informatics community by supporting an educational poster session and networking reception. Held in the 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 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 online program, and in the conference's mobile app.
- **Social Media Post**
Get noticed before the conference. Your one (1) sponsored post on AMIA's LinkedIn and X sites will capture the attention of pre-registered attendees and a wider audience. You provide the graphics, copy, and hashtags. AMIA adds the Amplify Informatics hashtag, schedules the posts, and deploys the posts on your behalf.
- **Recognition**
Your company will benefit from extensive recognition as a Major Sponsor:
 - On the rotating pre-session slides at the keynote sessions
 - On prominent signage at the conference
 - In the online program
 - On the Home page and Sponsors page of the 2026 Amplify Informatics website
 - In the Sponsors section of the event's mobile app
 - In AMIA's marketing campaign prior to the conference
- **Attendee List**
You'll receive the attendee list one week prior to the conference. The list will include the names, titles, company names, and mailing addresses for all attendees who do not opt out of being on the list at the time of registration. The list will not include email addresses.
- **Complimentary Registrations**
Your company will receive three (3) Full-Conference Registrations to facilitate your company's participation at the conference.



THOUGHT LEADERSHIP SPONSORSHIPS

INDUSTRY PARTNER SESSION SPONSORSHIP

Eight Available

\$12,500 each | partner discounts apply

Position your company as an industry thought leader and a credible resource. For this 75-minute session, you determine the topic, identify the speaker(s), and develop the in-depth content. Held concurrently with non-sponsored scientific sessions, this is a great opportunity to showcase your solutions, present use cases or client success stories, share new research, or address a hot topic in the industry. AMIA provides standard audiovisual equipment and promotes the session as part of the educational program in the online program and in the conference's mobile app. In addition, your company would receive recognition on signage at the session, on the Sponsors page of the Amplify Informatics website, and in the Sponsors section of the mobile app. Plus, you'll receive two complimentary registrations for the conference.

INDUSTRY ROUNDTABLE SPONSORSHIP

Six Available

\$12,500 each (30 participants)

\$15,000 each (65 Participants)

partner discounts apply

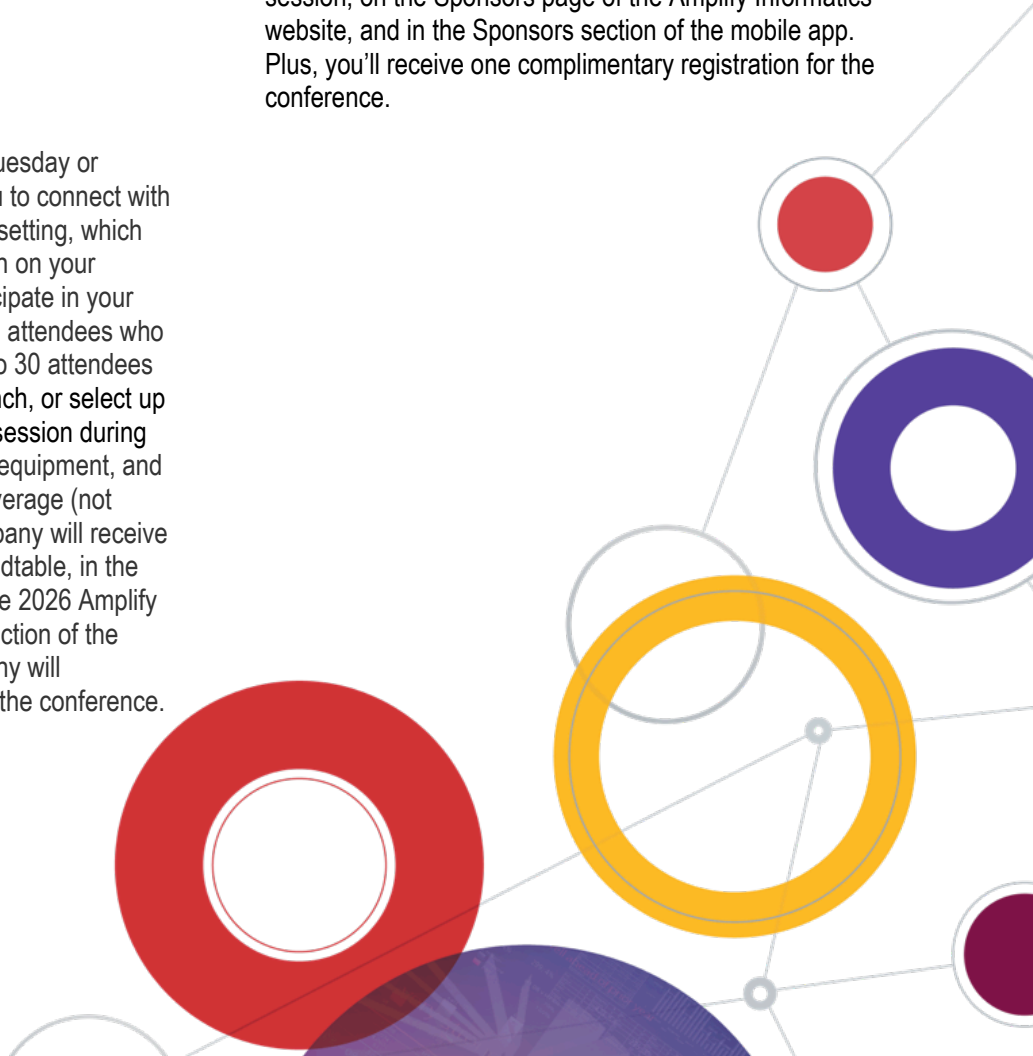
Bring your expertise to the table. Held on Tuesday or Wednesday, this opportunity will enable you to connect with your target audience in a focus group-style setting, which allows for a 60-minute, deep-dive discussion on your topic(s) of choice. Select attendees to participate in your Industry Roundtable from a list of interested attendees who pre-register for your roundtable. Select up to 30 attendees and hold the session during breakfast or lunch, or select up to 65 attendees to participate and hold the session during lunch. 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 Industry Roundtable, in the online program, on the Sponsors page of the 2026 Amplify Informatics website, and in the Sponsors section of the conference's mobile app. Plus, your company will receive two complimentary registrations for the conference.

INDUSTRY INSIGHT SESSION SPONSORSHIP

Nine Available

\$4,000 each | partner discounts apply

Build brand awareness and position your company as an innovative partner in informatics. At this quick, 30-minute session (20 presentation/10 Q&A), you'll have the opportunity to share your company's forward-thinking and thought-provoking "insights" with attendees. Pique their interest by sharing an innovative solution to a pressing problem in healthcare, ground-breaking research, or your company's novel ideas on relevant topics. (Think: Where is health informatics headed? What does the future of healthcare look like? What's coming in the world of AI?) Nine concurrent Industry Insight Sessions will be held in a dedicated time block early in the conference schedule, and ample time for networking immediately follows. For the most success, pair this sponsorship with an Exhibition Table so that attendees can find you after the session to continue the conversation. AMIA provides standard audiovisual equipment and promotes the session in the online program and in the conference's mobile app. Your company would receive recognition on signage at the session, on the Sponsors page of the Amplify Informatics website, and in the Sponsors section of the mobile app. Plus, you'll receive one complimentary registration for the conference.



TARGET AUDIENCE SPONSORSHIPS

HEALTH SYSTEMS RECEPTION SPONSORSHIP

Exclusive Opportunity

\$15,000 | partner discounts apply

Held on Tuesday evening, this invite-only reception for c-suite executives and core health system leaders is the place to be to reach your target audience. As the exclusive sponsor, you'll have the opportunity to network and impress upon the attendees your company's commitment to advancing informatics and improving health care. The reception will feature hors d'oeuvres and a cash bar, and you'll receive 100 complimentary drinks to give to attendees. Your company will receive recognition on signage and custom napkins at the reception, in the online program, on the Sponsors page of the Amplify Informatics website, and in the conference's mobile app. Plus, your company will receive two complimentary registrations for the conference. Activate your sponsorship even more by enhancing the reception menu/beverage options or by providing branded giveaway items (sponsor is responsible for costs associated with further activation).

FAMIA INDUCTION CEREMONY & RECEPTION SPONSORSHIP

Exclusive Opportunity

\$10,000 | partner discounts apply

Individuals who earn the merit-based Fellow of AMIA (FAMIA) designation are recognized for their professional accomplishments and contributions to the field of informatics. These individuals have applied their informatics skills and knowledge to their practice — be that in a clinical setting, a public or population health capacity, or in clinical research — and meet specific eligibility criteria. Each year, a new class of fellows is inducted at a ceremony and celebrated at a special reception. In 2026, AMIA's new class of fellows and their guests will be invited to attend the induction ceremony and reception on Wednesday evening. Attendees will enjoy light food and beverage, and each inductee will receive a complimentary drink ticket. As the exclusive sponsor of both the ceremony and the reception, your company will receive recognition in the ceremony's welcome remarks, on screen at the ceremony, on signage at both events, on custom napkins at the reception, in the online program, on the Sponsors page of the Amplify Informatics website, and in the conference's mobile app. Plus, your company will receive two complimentary registrations for the conference.

ACIF RETREAT SPONSORSHIP

Exclusive Opportunity

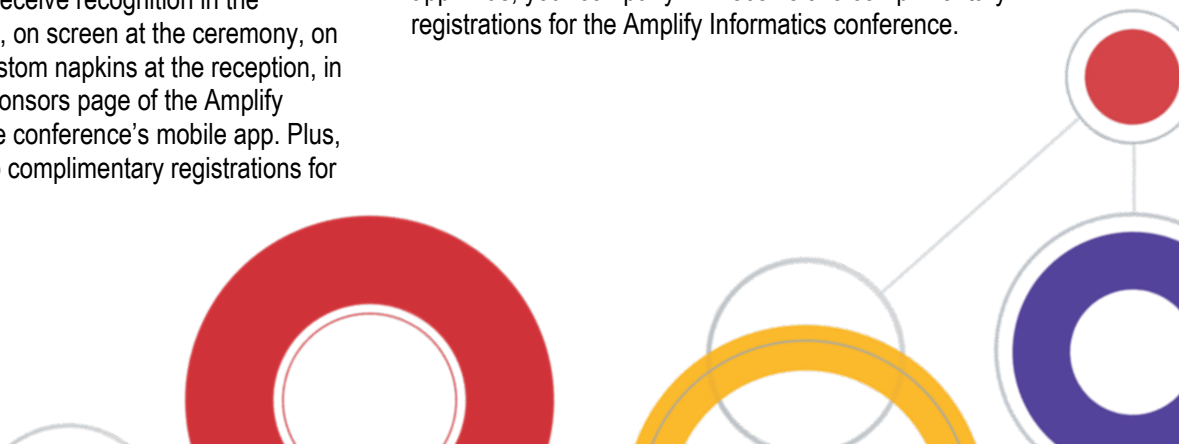
\$12,500 | partner discounts apply

AMIA Clinical Informatics Fellows (ACIF) is the home within AMIA for clinical informatics fellows nationwide. As a community, ACIF endeavors to provide all clinical informatics fellows with the necessary support and resources to cultivate success and leadership for all of its members.

The ACIF Retreat brings together fellows from ACGME-accredited clinical informatics fellowship programs across the United States. The objectives of the retreat are to: provide practice-based individual and small group exercises in various aspects of clinical informatics and physician leadership based on ACGME program requirements; expose the fellows to informatics scenarios and issues that they may not get to experience during the two years of their training; and facilitate networking for fellows nationally to encourage cross-program communications and collaborations. The ACIF Retreats were envisioned and have been led by Dr. Bruce Levy, program director for the Geisinger Clinical Informatics Fellowship, since 2016. Rotating faculty from multiple different clinical informatics fellowship programs contribute content to the retreat.

Scheduled as a pre-Amplify Informatics event on Sunday from 9:00 a.m.–5:00 p.m., the ACIF Retreat is your chance to connect with the clinical informatics fellows — the emerging leaders of the field. During the retreat, attendees will enjoy two coffee breaks and a networking lunch. Registration for the retreat is complimentary to ACIF members attending Amplify Informatics.

As the exclusive sponsor, your company will have the opportunity to address the attendees for up to two minutes at the beginning of the retreat, distribute company collateral and giveaway items, and network with the clinical informatics fellows. Your company will receive recognition on screen, on signage, and on custom cocktail napkins at the retreat, as well as in the online program, on the Sponsors page of the Amplify Informatics website, and in the conference's mobile app. Plus, your company will receive two complimentary registrations for the Amplify Informatics conference.



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

Exclusive Opportunity

\$12,500 | partner discounts apply

Women in AMIA (WIA) 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. **Hosted by WIA, this event is open to all attendees, members, AMIA leaders, and interested volunteers who identify as part of, or are allies of, the Women in AMIA community.** Held on Tuesday evening, W.I.N.E. will feature light hors d'oeuvres and a cash bar, and you'll receive 100 complimentary drink tickets to give to attendees. Show support and help celebrate their leadership in the field by sponsoring the reception. As the exclusive sponsor, your company will be recognized on custom napkins and signage at the reception, in the online program, on the Sponsors page of the Amplify Informatics website, and in the Sponsors section of the conference's mobile app. Plus, your company will receive two complimentary registrations for the conference.

EMPOWERMENT, ENGAGEMENT, and REPRESENTATION (E2R) COMMUNITY NETWORKING RECEPTION SPONSORSHIP

Exclusive Opportunity

\$7,500 | partner discounts apply

AMIA believes that a thriving health and biomedical informatics community must reflect the full spectrum of human experience. We are committed to fostering a professional environment where diversity is welcomed, people are respected, opportunities are accessible, and every individual feels a genuine sense of belonging. On Tuesday evening, the Empowerment, Engagement, and Representation Community Networking Reception is your chance to support diversity and healthcare equity in AMIA and in informatics. As the exclusive sponsor, your company will have the opportunity to network with the attendees and distribute company collateral and giveaway items. Attendees will enjoy hors d'oeuvres and a cash bar, and you'll receive 100 complimentary drink tickets to give to attendees. In addition, your company will be recognized on custom napkins, in the online program, on the Sponsors page of the Amplify Informatics website, and in the Sponsors section of the conference's mobile app. Plus, your company will receive one complimentary registration for the conference.



BRAND BUILDING SPONSORSHIPS

BREAKFAST SPONSORSHIP

Four Available

\$7,500 each | partner discounts apply

Help attendees kick-start their day by providing breakfast. On each morning of the conference, attendees will enjoy a 60-minute continental breakfast and time for networking. Use this sponsorship to gain exposure and build relationships with the attendees. As a sponsor, your company will be recognized on custom-printed napkins, on signage, in the breakfast promotions, in the online program, on the Sponsors page of the Amplify Informatics website, and in the Sponsors section 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 for the conference. Choose from the breakfasts on Monday, Tuesday, Wednesday, or Thursday.

COFFEE BREAK SPONSORSHIP

Four Available

\$7,500 each | partner discounts apply

Give attendees the fuel they need to power through the long conference day. During the 60-minute break, attendees will enjoy coffee and a snack. Coffee will be served for the first 30 minutes, allowing for 30 minutes of dedicated networking. As a sponsor, your company will be recognized on custom-printed napkins, on signage, in the coffee break promotions, in the online program, on the Sponsors page of the Amplify Informatics website, and in the Sponsors section of the conference's mobile app. Activate your sponsorship even more by providing branded coffee cups or other giveaway items to attendees (the sponsor is responsible for costs associated with cups or giveaway items). Your company will receive one complimentary registration for the conference. Choose from the breaks on Monday (during Workshops), Tuesday, Wednesday, or Thursday morning. On Thursday, the break is 30 minutes.

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 on 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 online program, on the Sponsors page of the Amplify Informatics website, and in the Sponsors section of the conference's mobile app. Plus, your company will receive one complimentary registration for the conference. Choose from the reception on Tuesday or Wednesday.

ORIENTATION SPONSORSHIP

Exclusive Opportunity

\$6,000 | partner discounts apply

At the start of the conference, the Amplify Informatics Orientation is your chance to reach attendees and make a positive, lasting impression—before they see other sponsors and exhibitors at the event. Designed as an opportunity for attendees to network, meet new colleagues, and gain a sense of what to expect throughout the conference, the orientation is intended to help attendees maximize their experience at Amplify Informatics. After a brief introduction, attendees will be invited to participate in roundtable discussions with AMIA leadership and “experienced” attendees. While enjoying light snacks, they'll rotate among the tables to participate in discussions on various topics related to the conference and to AMIA. As the sponsor, you'll have the opportunity to network with the attendees and distribute company collateral and giveaway items. Your company will receive recognition in the promotions for the orientation, on signage, on the Sponsors page of the Amplify Informatics website, and in the Sponsors section of the conference's mobile app. Plus, you will receive one complimentary registration for the conference. If appropriate, the sponsor representative may be asked to lead the discussion at one of the roundtables.



BRAND VISIBILITY SPONSORSHIPS

WiFi SPONSORSHIP

Exclusive Opportunity

\$8,000 | partner discounts apply

Amplify your brand 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, on the Sponsors page of the Amplify Informatics website, and the home page and in the Sponsors section of the conference's mobile app. Plus, your company will receive two complimentary registrations for 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 Amplify Informatics Conference. 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 on the Sponsors page of the Amplify Informatics website and in the Sponsors section of the conference's mobile app. Plus, you'll receive two complimentary registrations for the conference. Sponsorship must be secured by **March 2, 2026**.

PEN SPONSORSHIP

Exclusive Opportunity *

\$4,000 | 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 will be distributed at AMIA Registration. Your company will be recognized as a sponsor on the Sponsors page of the Amplify Informatics website and in the Sponsors section of the conference's mobile app. Plus, your company will receive one complimentary registration for the conference. Sponsorship must be secured by **March 2, 2026**.



* 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."

EXHIBITION OPPORTUNITY

TABLETOP EXHIBIT

Twenty Available

\$3,000 Regular | \$2,500 Corporate Partner/Member | \$2,000 Academic Forum Member

Exhibit fee includes one complimentary registration for the conference.

In this age, building rapport with clients is more important than ever. The Tabletop Exhibit at the Amplify Informatics Conference provides the chance for you to connect face-to-face, develop relationships with attendees, and showcase your organization's solutions and services. For well-established and emerging companies alike, this exhibition opportunity maximizes your exposure. And, for academic institutions, this is a chance to promote your programs and recruit students or faculty.

Located in the space where the continental breakfasts and coffee breaks will be held, attendees will know exactly where to find you during the conference. **Exhibition hours will be on Monday afternoon, Tuesday, and Wednesday.** On both days, extended coffee breaks allow for dedicated exhibit hours.

The Tabletop Exhibit comes with a 6-foot skirted table, two chairs, and a wastebasket. Exhibitors may distribute collateral and giveaways and may display tabletop signage and other décor, as well as freestanding signage that fits within the 8-foot-wide space directly behind the table. The exhibition fee does not include power/electricity, audiovisual equipment or lead capture services; these items may be purchased separately through the contracted electrical, audiovisual, and lead capture vendors.

Your organization will be listed on signage at the conference, featured on the Exhibitor page of the Amplify Informatics website, and showcased in the Exhibitor section of the conference's mobile app, where you can customize your exhibitor profile. Plus, your company will receive **one complimentary registration for the conference**. All representatives staffing the table are required to register for the conference, and additional registrations may be purchased for \$910 each.

MARKETING OPPORTUNITIES

MOBILE APP

Exclusive Opportunity

\$5,500

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 banner ad on the event's main navigation page will help drive traffic to your website, as the ad will link directly there. This opportunity also includes two push notifications that will be sent to attendees during the conference; the push notifications should be conference-related and can link to an event within the Amplify Informatics schedule, if desired. Sponsor will be recognized in mobile app promotions, which may include launch communications, Amplify Daily E-newsletter reminders, and onsite signage. Materials deadline is April 20, 2026.

PRE-CONFERENCE BLAST EMAIL

Three Available

\$2,500 each

Send your customized, dedicated message to Amplify Informatics 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, a headline, copy up to 200 words, one URL address for a hyperlink, and the subject line and preview text for the e-mail. Your blast e-mail will be sent to all attendees who do not opt out of receiving messages from AMIA.

* Content must not conflict with AMIA's mission, brand, or values. Content promoting events that occur within 30 days of AMIA's in-person conferences, job/employment opportunities, and/or competing journals is not permitted.

DAILY E-NEWSLETTERS

Four Available (one each day)

\$1,950 each | \$6,250 Bundled Rate for All 4 Days

Distributed to attendees each morning during the Amplify Informatics Conference, the Daily E-newsletter features the upcoming highlights of the day as well as important details and updates. Set your company apart from others by being front and center in this digital communication. Your highly visible banner advertisement can link to a content-rich landing page* on AMIA's website (recommended), an event in the Amplify Informatics online program to promote your company's sponsored session/event, or, for an additional \$500 fee per e-newsletter, your company's website. Each e-newsletter accommodates one banner advertisement. With an average open rate of 37–50%, depending on the day (based on the 2025 event), this is the perfect opportunity to reach this audience. Materials deadline is May 4, 2026**.

* Your company's dedicated landing page can feature valuable content tailored for the informatics community — including a specific call to action; general copy; links to web pages, articles, white papers, and press releases; and links to your company's social media platforms. Plus, the landing page can include a lead capture mechanism that sends messages directly to an email box at your organization.

** Materials must not conflict with AMIA's mission, brand, or values. Content promoting events that occur within 30 days of AMIA's in-person conferences, job/employment opportunities, and/or competing journals is not permitted.



DIGITAL MAGAZINE

Full-Page Ad \$1,200 | Half-Page Ad \$600 | Quarter-Page Ad \$400

This digital magazine will include vital information pertaining to the conference and valuable content and resources. The publication will be sent to conference attendees, AMIA members, and prospective members. With such a wide distribution, don't miss the opportunity to include your content! Full-page, half-page, and quarter-page advertisements will link to the URL of your choice.

AUXILIARY MEETINGS

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. 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 *	\$500	\$1,350
AMIA Academic Forum Members	\$500	\$1,350
AMIA Corporate Members	\$575	\$1,575
Amplify Informatics Exhibitors	\$675	\$1,875
Other Organizations	\$2,500	\$7,500

* Proof of non-profit status will be required.

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 2026 Amplify Informatics Conference. When your company utilizes AMIA's contracted meeting space, you avoid the requirement to meet the hotel's food and beverage minimum — a significant benefit and potential cost savings to you. Sponsors are responsible for covering all costs for food and beverage 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.

Organizations wanting to hold meetings or events in conjunction with the Amplify Informatics Conference 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, which will not be listed in the conference program. Attendee email addresses will not be provided.



LOOKING FOR MORE?

Beyond the Amplify Informatics Conference, AMIA offers other ways to engage in the informatics community and reach your target audience. Each year, AMIA holds its flagship conference — the **Annual Symposium** — which provides valuable opportunities for you to connect and build rapport with informatics professionals. **Industry Partner Webinars** and **advertising opportunities** offer ways to connect online without the cost of travel.

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 a thought 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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