

INFORMATICS PROFESSIONALS. LEADING THE WAY.

AMIA 2021 ANNUAL SYMPOSIUM

OCTOBER 30 – NOVEMBER 3, 2021

PARTNERSHIP PROSPECTUS

SAN DIEGO, CALIFORNIA

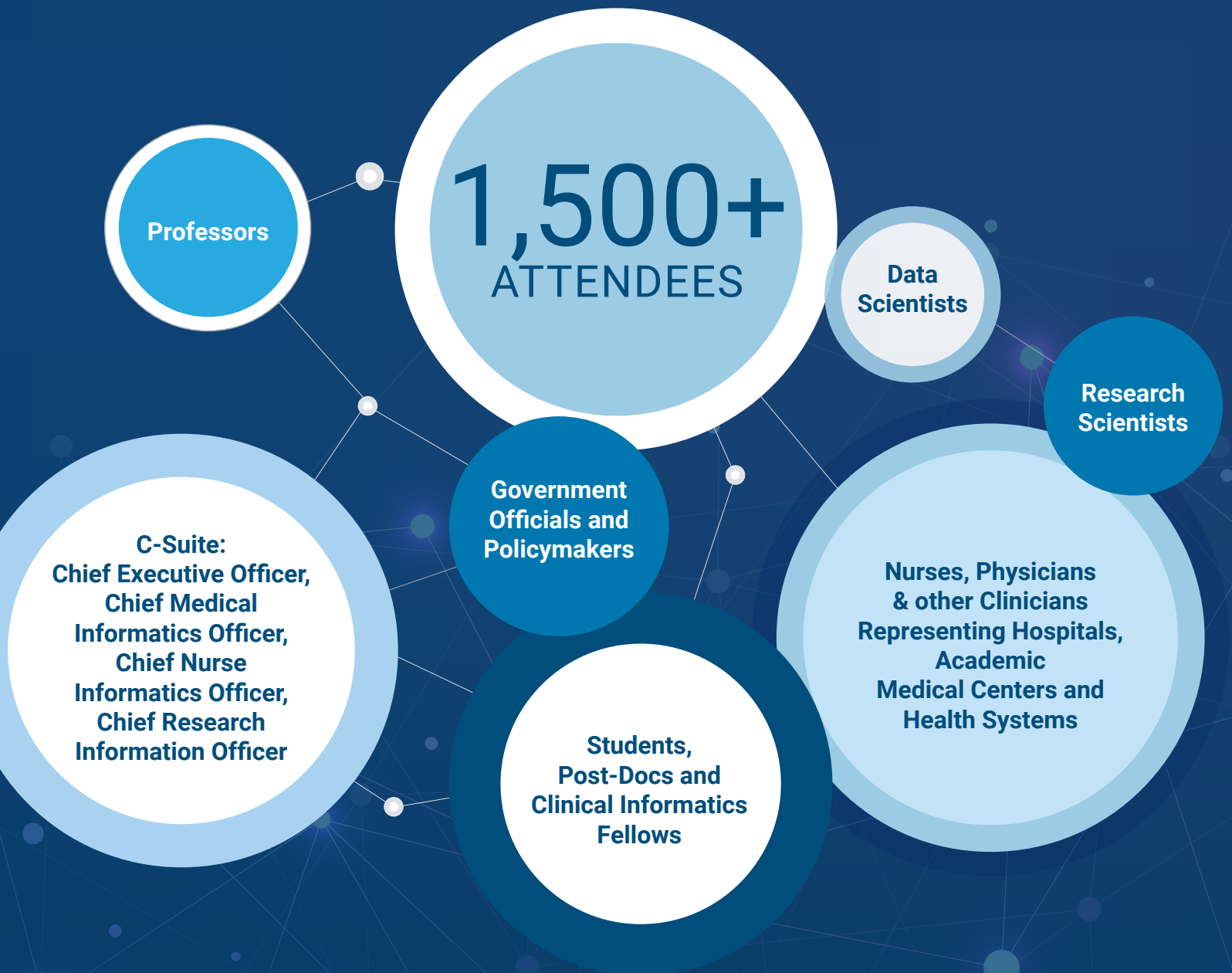


AMIA 2021 Annual Symposium

SAN DIEGO, CALIFORNIA
OCTOBER 30 – NOVEMBER 3

AMIA is recognized across the world of health and healthcare as the leading organization serving informatics professionals and students. More than 1,500 attendees from diverse backgrounds will come together at the Annual Symposium and share their commitment to transforming health through informatics.

The AMIA Annual Symposium makes connecting with informatics learners, educators, decision-makers and influencers easy and personal.





ATTENDEES AREAS OF EXPERTISE INCLUDES:

CLINICAL DECISION SUPPORT

HEALTH IT

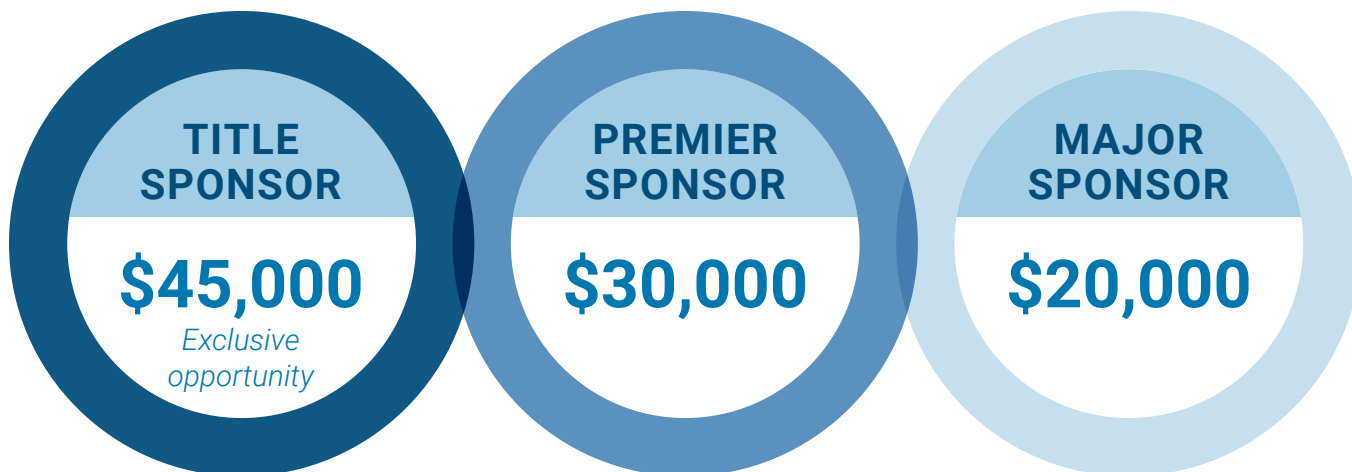
EDUCATION

BIOINFORMATICS

RESEARCH














PATIENT SAFETY

Sponsorship Package Opportunities*:



**Customized opportunities can be created based on interests and budget*

Package Opportunities:

	 TITLE SPONSOR \$45,000	 PREMIER SPONSOR \$30,000	 MAJOR SPONSOR \$20,000
# of Full Conference Registrations	10	5	3
Corporate Roundtable	1 (90 minute conversation with 25 conference attendees)	1 (90 minute conversation with 25 conference attendees)	—
Exhibit Table (6' counter-height table with 2 chairs and wastebasket)	1	1	1
Sponsored posts on the AMIA LinkedIn and Twitter feed. Sponsored tweet(s) deployed by AMIA on sponsor's behalf; distribution at the discretion of AMIA. Sponsor will provide content (copy/hashtags/graphic) for AMIA deployment; copy must include AMIA Annual Symposium hashtag	5	3	1
Top-billing recognition on AMIA Annual Symposium website with hot link to company website		—	—
Sponsor recognition prominently positioned throughout duration of Annual Symposium			
Attendee list* (*Attendee may choose to opt-out of list at the time of registration)	Includes contact name/ company/city/state/ email. Sent 1 week prior to event and 1 week after event	Includes contact name and company. Sent 1 week prior to event or 1 week after event	Includes contact name and company. Sent 1 week prior to event or 1 week after event
Sponsor recognition on signage at Annual Symposium			
Sponsor recognition in Annual Symposium Onsite Pocket Guide (must sign sponsorship contract by Aug. 31)			

Additional Sponsorship Opportunities:

Receptions at Annual Symposium:

AWARDS GALA (\$25,000):

Be the exclusive sponsor of the Annual Symposium Awards and LEAD Gala which recognizes and celebrates the talent within the AMIA community and the incoming class of ACMI Fellows.

- Sponsorship recognition on signage at the event
- (10) Tickets to the Awards Gala
- Sponsorship recognition in Welcome remarks by AMIA leader(s)
- Sponsorship recognition in promotions of Awards Gala
- Opportunity to address attendees at beginning of Gala
- Opportunity to provide company material/gift for attendees

WELCOME RECEPTION (\$15,000):

Be the exclusive sponsor of the reception that kicks off the 2021 Annual Symposium.

- (2) Full conference registrations
- Sponsor recognition on signage at event
- Sponsor recognition in promotions of Welcome Reception
- Opportunity to provide company material/gifts for attendees
- Opportunity to address attendees at beginning of reception

AMIA 2021 ANNUAL SYMPOSIUM LIVE STREAM (\$20,000):

The Annual Symposium will have a virtual component which is comprised of the Opening and Closing Keynotes and (11) scientific sessions. As the exclusive sponsor of the Live Stream:

- (2) Full conference registrations
- Sponsor recognition on promotions of Live Stream
- Sponsor recognition placed on slide and displayed in between sessions during Live Stream

ACMI RECEPTION (\$10,000):

Be the exclusive sponsor of the reception for the American College of Medical Informatics.

- (2) Full conference registrations
- Sponsor recognition on signage at event
- Sponsor recognition in promotions of ACMI Reception
- Opportunity to provide company material/gifts for attendees
- Opportunity to address attendees at beginning of reception

WOMEN IN AMIA W.I.N.E. RECEPTION (\$5,000 – INDIVIDUAL, \$7,500 – EXCLUSIVE):

Support the Women in AMIA and sponsor the Women in Informatics Networking Event.

- (1) Full conference registration
- Sponsor recognition on signage at event
- Sponsor recognition in promotions of W.I.N.E. Reception
- Opportunity to provide company material/gifts for attendees
- Opportunity to address attendees at beginning of reception

CORPORATE ROUNDTABLE (\$12,000):

A unique way to engage and collaborate with the niche audience you want to connect with and obtain feedback from. Customize and host an invitation-only (90) minute session.

- Invite up to 25 multi-disciplinary informatics subject matter experts to attend
- (2) Full conference registrations

Additional Sponsorship Opportunities:

KEYNOTE SESSION (\$10,000/KEYNOTE):

Position your company in front of the 1,500+ decision-makers and end-users of the informatics community as top industry speakers provide an overview of what's happening in the industry.



- (2) Full conference registrations
- **Opening Keynote:**
 - **Eric Topol** is the Founder and Director of the Scripps Research Translational Institute, Professor, Molecular Medicine, and Executive Vice-President of Scripps Research. As a researcher, he has published more than 1,200 peer-reviewed articles, with more than 310,000 citations, elected to the National Academy of Medicine, and is one of the top 10 most cited researchers in medicine. His principal scientific focus has been on the genomic and digital tools to individualize medicine.
- **Closing Keynote:**
 - **Irene Dankwa-Mullan, MD, MPH** is a nationally recognized physician, researcher and industry thought leader working at the intersection of healthcare, health equity, public health, informatics, data science and applied artificial intelligence. She serves as the Chief Health Equity Officer and Deputy Chief Health Officer at IBM Watson Health, IBM Corporation and a member of the IBM Industry Academy, comprised of eminent and industry visionaries to help shape the global IBM agenda. As Chief Health Equity Officer, she works across business market segments to promote a culture of health equity, social justice, ethical AI, diversity and inclusion, and to promote technology for social good. Her responsibilities as Deputy Chief Health Officer includes leadership for evaluation research and implementation science and promoting opportunities to advance the science of AI and advanced analytics.

ELEVATOR WRAP (\$8,000/ELEVATOR):

Company logo prominently displayed on the outside doors of those elevators used to get to and from Annual Symposium meeting space.

- Full door wrap with company logo
- (1) Full conference registration

COLUMN CLING (\$7,000/COLUMN):

Receive continuous impressions through company exposure on a column in a high-traffic area of the conference.

- 8' column cling with company name and logo
- (1) Full conference registration
- Sponsor company to provide copy displayed on column (subject to AMIA approval)

HOTEL KEYCARDS (\$7,000):

Company logo placed on hotel keycards attendees receive at check-in.

- (1) Full conference registration

POSTER SESSION (\$5,000/SESSION):

Help orchestrate engagement and networking among the informatics community by supporting the educational poster session. Sponsor name and logo will be recognized on signage at entrance to poster gallery.

- (1) Full conference registration



AMIA BOARD GIFT BOX (\$5,000):

A great opportunity to connect with and get your company in front of AMIA Board members in advance of Annual Symposium. Sponsor will purchase the gift box and the gift box will be distributed at the Board meeting.

- (1) Full conference registration
- Company logo on selected item(s)

AMIA WORKING GROUP BUSINESS MEETING (\$5,000/WORKING GROUP):

AMIA Working Groups 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.

AMIA Working Groups conduct business meetings at Annual Symposium. Through sponsorship of a working group, you have the ability to connect with potential clients in specific areas of informatics.

- (1) Full conference registration
- Logo placement and sponsor recognition on onsite signage at business meeting
- Opportunity to address working group at beginning of business meeting

LIEAF MEETING (\$5,000):

Be the exclusive sponsor of AMIA's Academic Forum's newest meeting: Linking Informatics and Education Academic Forum. LIEAF convenes on the Friday before Annual Symposium and will showcase novel ideas and trends in health informatics education.

- (1) Full conference registration
- Sponsor recognition on signage at event
- Sponsor recognition in promotions of LIEAF meeting
- Opportunity to provide company material/gifts for attendees
- Opportunity to address attendees at beginning of meeting
- Sponsor company is subject to approval by Academic Forum Executive Committee

NETWORKING EVENT (\$5,000 EACH):

Be the exclusive sponsor of a networking event.

- (1) Full conference registration
- Sponsor exclusivity to a single networking event
- Logo placement and sponsor recognition on onsite signage at event

BRANDED HAND SANITIZER (\$5,000):

As Symposium attendees meet and greet each other, help keep hands germ-free. Hand sanitizer will be handed to each attendee upon check-in at AMIA Registration desk.

- (1) Full conference registration
- Sponsor logo on hand sanitizer bottle



EXHIBIT TABLE

- Commercial/Non-Academic Forum Member:.. \$2,500**
- AMIA Corporate Member: \$2,000**
- Current AMIA Academic Forum Member: . . . \$1,250**

In this age, one-on-one relationships with clients are more important than ever.

- 6’ counter-height table placed in high traffic area
- Includes (2) chairs and a wastebasket
- Includes (2) exhibit-only registrations that provide access to: Morning and Afternoon Breaks, Welcome Reception, Opening and Closing Keynotes
 - For access to education sessions, conference registration must be purchased (discount rate is provided)
- Includes AMIA-produced meter board with exhibit company’s logo



EXHIBIT HOURS

- *Sunday, October 31 5:00 p.m. - 7:00 p.m.**
(Welcome Reception)
- Monday, November 1 10:00 a.m. – 10:30 a.m.**
12:00 p.m. – 1:45 p.m.
3:15 p.m. – 3:30 p.m.
5:00 p.m. – 6:30 p.m.
- Tuesday, November 2 10:00 a.m. – 10:30 a.m.**
12:00 p.m. – 1:45 p.m.
3:15 p.m. – 3:30 p.m.
5:00 p.m. – 6:30 p.m.

EXHIBIT SET-UP

- Monday, November 1 7:00 a.m. – 8:30 a.m.**

EXHIBIT DISMANTLING

- Tuesday, November 2 6:31 p.m. – 10:00 p.m.**
- Wednesday, November 3 7:00 a.m. – 8:30 a.m.**

Dismantling must not start prior to the close of the exhibit area on Tuesday, November 2 at 6:30 p.m. and must be completed by 8:30 a.m. on Wednesday, November 3.

ONSITE EXHIBITOR REGISTRATION

- Sunday, October 31 9:00 a.m. – 5:00 p.m.**
- Monday, November 1 9:00 a.m. – 5:00 p.m.**
- Tuesday, November 2 9:00 a.m. – 5:00 p.m.**

NEW FOR 2021

* The Welcome Reception will be held in an outdoor space at the San Diego Hilton Bayfront to accommodate AMIA’s Conferencing Policies for Public Health and Safety. Exhibitors are welcome and encouraged to attend the Welcome Reception. AMIA asks that exhibitors do not leave any personal belongings at their table top in Indigo Foyer.



If interested in becoming an AMIA 2021 Annual Symposium Partner, please contact Kris Wolcott, Director of Industry Partnerships, at **301-657-1291 x133** or **kwolcott@amia.org**.

DAILY CONFERENCE NEWSLETTER

(\$3,000/DAY):

(3) AVAILABLE – CHOOSE YOUR DAY SUNDAY (10/31), MONDAY (11/1), TUESDAY (11/2)

AMIA will send out to registered attendees a daily email in which your logo will be prominently positioned. Each day's email will include the day's agenda, providing helpful information to attendees. In addition, your logo will also be prominently displayed in the "We Missed You" email which is distributed to all AMIA members who have not registered for Annual Symposium.

WOMEN IN AMIA FIRST LOOK PROGRAM

(\$1,500/STUDENT):

Women in AMIA invite undergraduate women with an interest in informatics and/or science, technology, math, engineering (STEM) to apply for the First Look Program. The objectives of the Program are to:

1. Provide underrepresented undergraduate students with an interest in informatics and/or STEM an opportunity to learn about the field of informatics by attending AMIA 2021 Annual Symposium
2. Introduce and engage students in the Women in AMIA community by interacting with women in informatics through assigned mentored guides and both formal and informal networking receptions at Annual Symposium
3. Equip students with resources for internship and post-graduate career next-steps in informatics by networking and making connections with industry and educational professionals at Annual Symposium

As a sponsor, you will support a First Look student's:

- Registration to Annual Symposium
- 3-year membership in AMIA
- Meal and travel allowance for Annual Symposium

Sponsor will receive:

- Sponsor recognition on First Look Program promotions
- Opportunity to join Women in AMIA representatives and First Look students at lunch event during Annual Symposium

