



AMIA 2022 Clinical Informatics Conference

MAY 24–26 | HOUSTON, TX



**SPONSORSHIP &
ADVERTISING
PROSPECTUS**



AMIA 2022 Clinical Informatics Conference

MAY 24–26, 2022
HOUSTON, TX

AMIA's Clinical Informatics Conference (CIC) is making a mark on healthcare. More than 600 clinician informaticists of all disciplines — physicians, nurses, HIT developers, data analysts, C-suite executives, and more — will gather to share their experiences and innovations in bringing the technology advances out of the lab and into the patient room. CIC's workshops, presentations, poster sessions, and networking events give attendees the practical tools they need to leverage technology in new ways to advance healthcare delivery, access, and outcomes.

600+
ATTENDEES

Chief Medical
Informatics
Officers

Chief
Nurse
Officers

Chief Nurse
Informatics
Officers

Health IT
Industry
Representatives

Chief
Medical
Officers

Hospital,
Academic Medical
Center, and Health
System
Representatives

Students,
Postdocs
and Clinical
Informatics
Fellows

Physicians,
Nurses, and
other
Clinicians

Doctors of Medicine
who are board-
certified in clinical
informatics



**TITLE
SPONSOR****\$35,000****EXCLUSIVE OPPORTUNITY**

Set your company apart from all others participating in CIC 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 *

Contribute and connect. Demonstrate subject matter expertise or share new and exciting research by hosting a 60-minute session during the conference. You determine the topic, identify the speaker(s), and develop the content. AMIA promotes your session as part of the conference program in the printed pocket guide, in the event's mobile app, and on signage at the session room. The session is held concurrent with other sessions and is open to all attendees.

EXHIBIT TABLE *

Positioned in a high-traffic area just outside the education session rooms, your 6-foot table will be a "home base" where attendees know they can find you on Tuesday and Wednesday.

SOCIAL MEDIA POSTS

Get noticed before the conference. Your three (3) sponsored posts on AMIA's LinkedIn site and Twitter feed will capture attention. You provide the graphics, copy, and hashtags. AMIA adds the CIC hashtag and deploys the posts on your behalf.

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, company names, titles, and email addresses for all attendees who do not opt out at the time of registration.

RECOGNITION

Your company will benefit from extensive recognition as the Title Sponsor on the walk-in slides at the three keynote sessions, on signage at the conference, in the printed CIC Pocket Guide (if commitment is made by April 22), in AMIA's promotional emails for the conference, on each page of the CIC website, and on the splash page and in the "Sponsors" tab of the CIC mobile app.

COMPLIMENTARY REGISTRATIONS

Your company will receive seven (7) full conference registrations to facilitate your company's participation at the conference.

GRAPHICS

AMIA will provide 2022 CIC Sponsor graphics for use on your company's website, social media platforms, and electronic communications to help promote your support of the conference.

**Sponsorship
commitment must be
made by April 12
to include this benefit.*



**PREMIER
SPONSOR**

\$25,000

TWO AVAILABLE

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

INDUSTRY PARTNER SESSION *

Contribute and connect. Demonstrate subject matter expertise or share new and exciting research by hosting a 60-minute session during the conference. You determine the topic, identify the speaker(s), and develop the content. AMIA promotes your session as part of the conference program in the printed pocket guide, in the event's mobile app, and on signage at the session room. The session is held concurrent with other sessions and is open to all attendees.

SOCIAL MEDIA POSTS

Get noticed before the conference. Your two (2) sponsored posts on AMIA's LinkedIn site and Twitter feed will capture attention. You provide the graphics, copy, and hashtags. AMIA adds the CIC hashtag and deploys the posts on your behalf.

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, company names, and titles for all attendees who do not opt out at the time of registration.

RECOGNITION

Your company will benefit from extensive recognition as a Premier Sponsor on the walk-in slides at the three keynote sessions, on signage at the conference, in the printed CIC Pocket Guide (if commitment is made by April 22), on the homepage of the CIC website with a link to your website, and in the "Sponsors" tab of the CIC mobile app.

COMPLIMENTARY REGISTRATIONS

Your company will receive five (5) full conference registrations to facilitate your company's participation at the conference.

GRAPHICS

AMIA will provide 2022 CIC Sponsor graphics for use on your company's website, social media platforms, and electronic communications to help promote your support of the conference.

**Sponsorship
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to include this benefit.*



FOUR AVAILABLE

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

COFFEE BREAK SPONSORSHIP *

Give attendees the fuel they need to power through the long conference day. Conveniently located in the high-traffic space between the session rooms, attendees will be able to enjoy their coffee and spend time networking during the 30-minute break. Select from Tuesday, Wednesday (morning or afternoon), or Thursday; the coffee breaks are available on a first-come, first-served basis. As a sponsor, your company will be recognized on custom-printed napkins, on signage, in all coffee break promotions, and in the printed Pocket Guide. 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 giveaway items).

SOCIAL MEDIA POST

Get noticed before the conference. Your one (1) sponsored post on AMIA's LinkedIn site and Twitter feed will capture attention. You provide the graphics, copy, and hashtags. AMIA adds the CIC hashtag and deploys the post on your behalf.

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, company names, and titles for all attendees who do not opt out at the time of registration.

RECOGNITION

Your company will benefit from extensive recognition as a Major Sponsor on the walk-in slides at the three keynote sessions, on signage at the conference, in the printed CIC Pocket Guide (if commitment is made by April 22), on the homepage of the CIC website with a link to your website, and in the "Sponsors" tab of the CIC mobile app.

COMPLIMENTARY REGISTRATIONS

Your company will receive two (2) full conference registrations to facilitate your company's participation at the conference.

GRAPHICS

AMIA will provide 2022 CIC Sponsor graphics for use on your company's website, social media platforms, and electronic communications to help promote your support of the conference.

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Additional Sponsorship Opportunities:

LUNCH & LEARN SPONSORSHIP

\$15,000

EXCLUSIVE OPPORTUNITY

☐ **Wednesday** 12:30–1:30 p.m.

This is your chance to deliver valuable educational content – during lunch when there aren't other sessions being offered. You determine the topic, identify the speaker(s), develop the content, and invite up to 100 attendees of your choice (AMIA assists in developing the invite list). AMIA provides standard audiovisual equipment, and the sponsor covers the additional cost of food and beverage (not included in the sponsorship fee). As the Lunch & Learn Sponsor, your company will receive recognition on signage at the Lunch & Learn, in the printed CIC Pocket Guide (if commitment is made by April 22), on the "Sponsors" page of the CIC website, and in the "Sponsors" tab of the CIC mobile app. Plus, your company will receive two complimentary registrations to the conference.

ACIF RETREAT & PINA RECEPTION SPONSORSHIP

\$12,500

EXCLUSIVE OPPORTUNITY

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. Physicians in AMIA (PINA) is the professional home for physicians in AMIA and works to provide a coordinated, actionable, empowered, unified voice with a focus on addressing the physician's professional needs development and advancement in areas such as career support throughout the lifespan, certifications, and building internal and external strategic relationships.

In 2022, ACIF and PINA are joining forces to host a career-focused retreat and reception to foster networking between the two groups. As the clinical informatics fellows are on the career track to become chief medical informatics officers and the like, this event is an opportunity for them to learn from and mix-and-mingle with individuals already in that role. Scheduled on Monday as a pre-CIC event, the ACIF Retreat & PINA Reception is your chance to connect with the fellows and physicians – the emerging leaders of the field and the best and brightest leading the field today. During the reception, attendees will enjoy light hors d'oeuvres and will each receive a complimentary drink ticket.

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 or a giveaway item, and network with the fellows and physicians. Your company will also receive recognition on screen at the retreat, on signage at the retreat and reception, on custom cocktail napkins at the reception, in the printed CIC Pocket Guide (if commitment is made by April 22), on the "Sponsors" page of the CIC website, and in the "Sponsors" tab of the CIC mobile app. Plus, your company will receive two complimentary registrations to the conference.



Additional Sponsorship Opportunities:

CORPORATE ROUNDTABLE SPONSORSHIP

\$12,000 EACH

TWO AVAILABLE

☐ **Tuesday** 12:30–1:30 p.m.

☐ **Thursday** 12:15–1:15 p.m.

Bring your expertise to the table. This opportunity will enable you to connect with your target audience in a focus group-style setting, which allows for a deep dive discussion on your topic(s) of choice. Select up to 25 attendees to participate in your Corporate Roundtable; AMIA will assist you in developing the invite list. AMIA provides standard audiovisual equipment, and 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 CIC Pocket Guide (if commitment is made by April 22), on the “Sponsors” page of the CIC website, and in the “Sponsors” tab of the CIC mobile app. Plus, your company will receive two complimentary registrations to the conference.

WIFI SPONSORSHIP

\$10,000

EXCLUSIVE OPPORTUNITY

Get noticed by helping attendees stay connected during the conference. As the WiFi Sponsor, you’ll be able to name the network name and create the password — a great opportunity to pique the attendees’ interest with the name of a new product or service. Plus, you’ll receive recognition on WiFi-related signage at the conference, in the WiFi instructions in the printed CIC Pocket Guide (if commitment is made by April 22), on the “Sponsors” page of the CIC website, and in the “Sponsors” tab of the CIC mobile app. Plus, your company will receive two complimentary registrations to the conference.



KEYNOTE SESSION SPONSORSHIP

\$8,500 EACH

THREE AVAILABLE

☐ **Opening Keynote on Tuesday** 1:45–3:00 p.m.

☐ **Morning Keynote on Wednesday** 8:00–9:15 a.m.

☐ **Closing Keynote on Thursday** 8:00–9:15 a.m.

Position your company as an industry leader at AMIA’s well-attended CIC keynote sessions. Your company will receive verbal and visual recognition at the beginning of your selected keynote session. In addition, your company will receive recognition in the program schedule where the keynote session is listed, on signage at the keynote session, in the printed CIC Pocket Guide (if commitment is made by April 22), on the “Sponsors” page of the CIC website, in the “Sponsors” tab of the CIC mobile app. Plus, your company will receive one complimentary registration to the conference.

FAMIA INDUCTION CEREMONY & RECEPTION SPONSORSHIP

\$8,500

EXCLUSIVE OPPORTUNITY

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 2022, AMIA’s new class of fellows and their guests will be invited to attend the induction ceremony at 12:45–1:45p.m. on Wednesday during CIC and to the reception, scheduled for 5:30–6:30p.m. that evening. Attendees will enjoy light hors d’oeuvres and will each 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 printed CIC Pocket Guide (if commitment is made by April 22), on the “Sponsors” page of the CIC website, and in the “Sponsors” tab of the CIC mobile app. Plus, your company will receive one complimentary registration to the conference.

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

\$7,500

EXCLUSIVE OPPORTUNITY

With the ultimate goal of improving health and healthcare, Women in AMIA is a group committed to encouraging women to participate in AMIA activities, creating new opportunities within AMIA, helping women reach their professional goals and advance their careers, and promoting equal opportunity for and treatment of women in informatics. Held at 6:15–7:15 p.m. on Tuesday during CIC, Women in AMIA will be hosting its annual W.I.N.E. Reception, where attendees network and enjoy light hors d'oeuvres and wine. 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 printed CIC Pocket Guide (if commitment is made by April 22), on the "Sponsors" page of the CIC website, and in the "Sponsors" tab of the CIC mobile app. Plus, your company will receive one complimentary registration to the conference.

POSTER SESSION & RECEPTION SPONSORSHIP

\$6,000 EACH OR \$10,000 FOR BOTH DAYS

TWO AVAILABLE

☐ **Tuesday** 5:15–6:15 p.m.

☐ **Wednesday** 4:30–5:30 p.m.

At CIC, help orchestrate engagement and networking among the informatics community by supporting an educational poster session and reception. During this educational and social event, attendees will enjoy light hors d'oeuvres and a cash bar. As a Poster Session & Reception Sponsor, your company will be recognized on custom napkins and signage at the reception, in the printed CIC Pocket Guide (if commitment is made by April 22), on the "Sponsors" page of the CIC website, and in the "Sponsors" tab of the CIC mobile app. Plus, your company will receive one complimentary registration to the conference.

CONTINENTAL BREAKFAST SPONSORSHIP

\$6,000 EACH OR \$15,000 FOR ALL 3 DAYS

THREE AVAILABLE

☐ **Tuesday** 7:00–8:00 a.m.

☐ **Wednesday** 7:00–8:00 a.m.

☐ **Thursday** 7:00–8:00 a.m.

In the morning, help attendees kick-start their day with breakfast — and use the time to network and build relationships. As a Breakfast Sponsor, your company will be recognized on custom napkins and signage at the selected breakfast, in the printed CIC Pocket Guide (if commitment is made by April 22), on the "Sponsors" page of the CIC website, and in the "Sponsors" tab of the CIC mobile app. Plus, your company will receive one complimentary registration to the conference.



EXHIBITION OPPORTUNITY

TABLETOP DISPLAY TEN AVAILABLE

- ☐ **COMMERCIAL / NON-ACADEMIC FORUM MEMBER COMPANY RATE:**\$2,000
- ☐ **AMIA CORPORATE MEMBER RATE:**\$1,500
- ☐ **AMIA ACADEMIC FORUM MEMBER RATE:** ..\$1,000

In this age, building rapport with clients is more important than ever. The tabletop exhibition opportunity at CIC provides the chance for you to connect face-to-face and develop relationships with attendees. Located in the high-traffic area outside of the education session rooms, attendees will know exactly where to find you during the conference.

As an exhibitor, your company will receive a 6-foot skirted table and a wastebasket.* Your company will be listed in the printed CIC Pocket Guide (if commitment is made by April 22), on signage at the conference, on the "Exhibitor" page of the CIC website, and in the Exhibitor tab of the CIC mobile app.

SET-UP:

Monday 12:00–3:30 p.m.

EXHIBITION HOURS

Tuesday 7:00 a.m.–5:15 p.m.

Wednesday 7:00 a.m.–4:30 p.m.

TEAR-DOWN

Wednesday 4:30–6:15 p.m.

** The tabletop display does not include power/electricity or complimentary registration to the conference. Registration(s) must be purchased separately (rate based on AMIA membership status and date of registration transaction).*



ADVERTISING OPPORTUNITIES

MOBILE APP EXCLUSIVE OPPORTUNITY

RATE:\$4,500

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 splash page will attract attention, and your banner ad on the home page will help drive traffic to your website, as the ad will link directly there. The splash page will rotate with AMIA's CIC splash page, and the banner ad will rotate with AMIA's CIC banner.

Materials Deadline: May 2, 2022

CIC WEBSITE EXCLUSIVE OPPORTUNITY

RATE:\$3,750

Prominently display your ad on the main event page for the Clinical Informatics Conference and on each of the subpages for the 2022 CIC. Your prominent ad will be positioned at the top of the pages and will link to your website.

Ad Run: March 21, 2022 – May 31, 2022

CIC POCKET GUIDE MULTIPLE OPPORTUNITIES AVAILABLE

PLACEMENTS & RATES:

- ☐ **BACK COVER**\$3,000
- ☐ **INSIDE BACK COVER**\$2,500
- ☐ **INSIDE FULL PAGE**\$1,750

Distributed to all CIC 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: April 22, 2022

Materials Deadline: April 26, 2022

CIC DAILY E-NEWSLETTER

THREE OPPORTUNITIES AVAILABLE

PLACEMENTS & RATES:

- ☐ DAY 1 (TUESDAY, MAY 24)\$1,950*
- ☐ DAY 2 (WEDNESDAY, MAY 25)\$1,950*
- ☐ DAY 3 (THURSDAY, MAY 26)\$1,950*
- ☐ *BUNDLED RATE, ALL 3 DAYS:\$5,000

Distributed to attendees each morning during CIC, the Daily E-newsletter features the upcoming highlights of the day, important details and updates, and a recap with photos of the previous day. With an average open rate of 50%, this is the perfect opportunity to reach this audience. 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.

Reservation Deadline: May 9, 2022

Materials Deadline: May 12, 2022

LOOKING FOR MORE?

Beyond CIC, AMIA offers other in-person conferences such as the Informatics Summit and the Annual Symposium, as well as many other ways to engage in the informatics community. Plus, AMIA has a Corporate Membership Program that is designed to help you strategize and make the most of your available resources.

Being a corporate member means strategically partnering with AMIA to not only help focus your marketing — but also to contribute to something bigger. Partnering means building your brand while engaging in AMIA, enhancing the association's initiatives, improving member benefits, and advancing the field of informatics. Partnering means showing your support for AMIA's members and for their careers and professional development. Partnering means positioning your company as an industry leader and a credible resource. Become a partner and break the industry sales barrier.

If this is of interest, let's schedule some time to talk.

