



INFORMATICS PROFESSIONALS. LEADING THE WAY.

AMIA 2021 Virtual **Clinical Informatics Conference** MAY 18-20

PARTNERSHIP PROSPECTUS

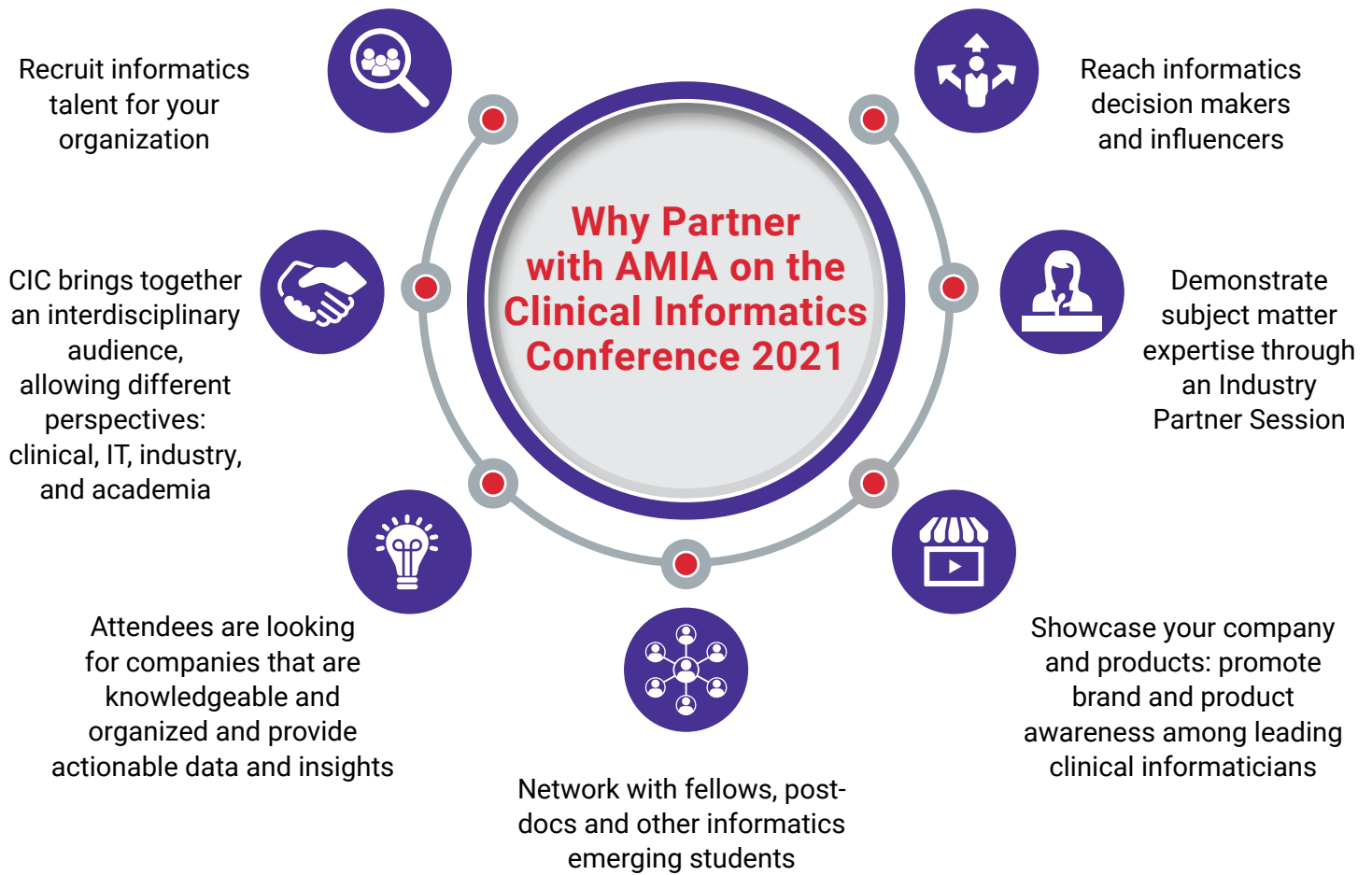


AMIA 2021 Virtual Clinical Informatics Conference | MAY 18-20, 2021

AMIA's Clinical Informatics Conference (CIC) is where clinician informaticists of all disciplines – **physicians, nurses, physician assistants, technicians, HIT developers, data analysts, C-suite executives**, and more – share their innovations in bringing the technology advances out of the lab and into the patient room. The collective goal is to leverage technology in new ways, to advance healthcare delivery, access and outcomes.

CIC features workshops and presentations that provide attendees with practical tools they can bring to their home institution to continue the goal of achieving the quadruple aim. The conference's unbiased, evidence and importantly experience-based content is sure to help each of us foster and build a true learning health system.





Sponsorship Package Opportunities*:



*Customized opportunities can be created based on interests and budget

Package Opportunities:

	 TITLE SPONSOR \$35,000	 PREMIER SPONSOR \$25,000	 MAJOR SPONSOR \$15,000
# of Full Conference Registrations	10	5	2
Thought-Leader connection with CIC attendees	Industry Partner 60-minute Education Session	Industry Partner 60-minute Education Session	Focus Group Discussion (limited to 25 attendees)
# of Exhibit Booth inside Exhibit Hall Includes ability to interact with attendees and schedule meetings	1	1	1
# of 30-sec. sponsor-produced video displayed on Lobby page of Virtual Event	1	—	—
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
Top-billing recognition in CIC Virtual Event Platform		—	—
Sponsor recognition throughout duration of CIC marketing campaign			
Company profile in Virtual Exhibit Hall.			
Social media banners will be created and shared with recognition as an AMIA CIC 2021 sponsor. AMIA will display banners on our social media sites before, during and immediately following AMIA CIC 2021			
Sponsor recognition on CIC event page of AMIA web site			

Additional Sponsorship Opportunities:

INDUSTRY PARTNER SESSION (\$10,000):

Demonstrate thought leadership to CIC attendees. A (60) minute session designed by company, including content and speaker selection. Industry Partner Sessions are not part of the CIC educational programming presented by AMIA and thus are not eligible for CME. There are a limited number of sessions available. The session is promoted by AMIA via listing in the CIC schedule.

- (2) Full Conference Registrations

KEYNOTE SESSION (\$8,500):

Position your company in front of the decision-makers and end-users of the informatics community through the sponsorship of a Keynote presenter either at the opening or closing of the event.

- (2) Full Conference Registrations
- Opening Keynote:
 - **Christine Sinsky, MD** is Vice President of Professional Satisfaction at the American Medical Association. Dr. Sinsky has worked to improve opportunities for joy, purpose and meaning in work. Publications on “The Quadruple Aim”, “Joy in Practice”, “Texting while Doctoring” and “Creating a Manageable Cockpit for Clinicians” have contributed to the national conversation. She has also contributed to research regarding the prevalence, drivers and solutions to burnout among physicians.
- Closing Keynote:
 - **Jack Li, MD, PhD**, is a pioneer of artificial intelligence (AI) in medicine, medical informatics research and a practicing dermatologist. He has been the principal investigator of many national

and international projects related to translational biomedical informatics, patient safety, and AI.



POSTER SESSION (\$7,500):

Help orchestrate engagement and networking among the informatics community at the CIC by supporting the educational poster session. Sponsor name and logo will be included in the online poster gallery and a thank you email will be sent (by AMIA) on behalf of sponsor to all AMIA Virtual Clinical Informatics Conference 2021 Poster Presenters.

- (2) Full Conference Registrations

INFORMATICS FOCUS GROUP (\$6,000):

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 (60) minute session.

- Invite up to 25 multi-disciplinary informatics subject matter experts to attend (invitees must be registered for CIC)
- (1) Full Conference Registration

AMIA BOARD GIFT BOX (3 Available – \$5,000):

A great opportunity to connect with and get your company in front AMIA Board members in advance of CIC. Sponsor will select item(s) for Board members and work with AMIA on distribution.

- (1) Full Conference Registration
- Company logo on selected item(s)

NETWORKING EVENT SPONSOR (\$3,000 each):

Be the exclusive sponsor of a networking event at AMIA CIC 2021. Event sponsors will be clearly identified on the event website:

- (1) Full Conference Registration
- Sponsor exclusivity to a single event
- Event-specific logo placement and recognition on event page
- Slide identifying your company as the event sponsor
- Splash screen branded messaging (sponsor provided)

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Additional Sponsorship Opportunities:

EXHIBIT BOOTH

(Corporate/Non-Academic Member: \$1,500 /
AMIA Current Academic Forum Member: \$1,000)

In this age, one-on-one relationships with clients are more important than ever. Company profile in Virtual Exhibit Hall. Includes ability to interact with attendees and schedule meetings.

- (1) Full Conference Registration

DAILY NEWSLETTER EMAIL SPONSOR

(3 Available – choose your day Tuesday,
Wednesday, Thursday – \$1,500 each):

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.

- (1) Full Conference Registration



What will my virtual booth look like?

- Exhibitor Listing – Company Name, Address, Description, Booth Number, Email Exhibitor Button, Sales Contacts
- Social Media Links
- Website URL
- Company Logo
- Video Links
- Unlimited Product Categories – Choose categories that attendees can search for

