



2026 Marketing Prospectus

WHAT IS AMIA?

The American Medical Informatics Association (AMIA) is a community committed to the vision of a world where informatics transforms health care and is the professional home for the informaticians of today and the driver for the future of informatics. Its 6,400-plus members in more than 65 countries are subject matter experts in the science and practice of informatics as it relates to clinical care, research, education, and policy.

Individual members include health system and hospital leaders; clinical and health informatics professionals (physicians, nurses, dentists, pharmacists, and other clinicians); translational and clinical informatics scientists, researchers, and educators; biomedical and health science librarians; advanced students pursuing careers in informatics; developers, computer, artificial intelligence, and data scientists; government officials and policymakers; consultants and industry professionals. In addition, AMIA serves organizational members, including health systems, industry partners, and academic institutions.

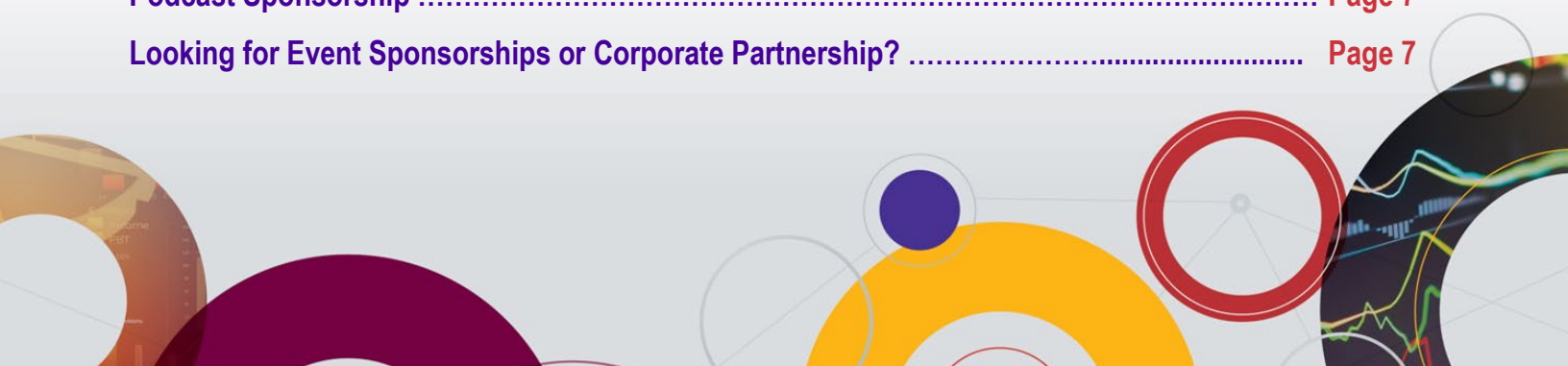
AMIA supports its members and the field through education, training, accreditation, certification, and advocacy and provides extensive opportunities for networking and collaboration.

DID YOU KNOW?

It takes multiple exposures to a single marketing message for a consumer to be motivated to act. Make sure your message is the one AMIA's members see time and time again. AMIA's marketing and advertising opportunities are designed to put your company or organization front and center with the best and brightest in informatics, and AMIA can help you craft a strategic advertising plan that will make the most of your available resources. All advertising opportunities are available on a first-come, first-served basis.

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YEAR-ROUND MARKETING & ADVERTISING

AMIA offers multiple sponsorships and advertising opportunities throughout the year to help you build your brand, tell your story, showcase your solutions and services, recruit new employees or students, and impress upon AMIA's membership your commitment to them, to their professional development, and to the field of informatics.

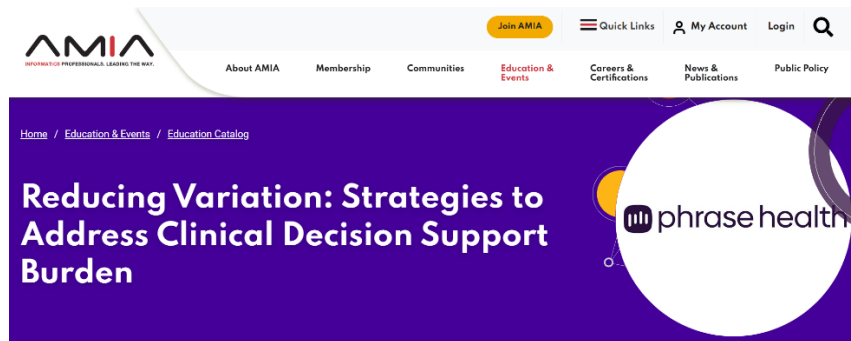
INDUSTRY PARTNER WEBINAR

Multiple Available

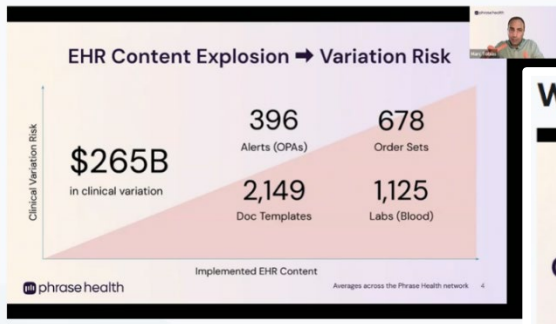
\$5,000 | AMIA partner discounts apply

Position your company as a thought leader, provide a valuable educational opportunity, and reach the informatics community — all from the comfort of your office (or home). For your one-hour webinar, you will determine the topic(s), identify the speaker(s), and develop the content. AMIA promotes the webinar to the association's members through our bi-weekly e-newsletter (AMIA eNews), on social media, and via a dedicated email blast. The webinar is free for all participants and open to anyone, so we encourage you to promote the webinar through your own marketing channels.

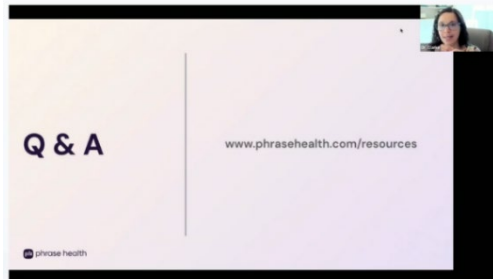
Specific webinar dates are mutually determined by AMIA and the sponsors, and Industry Partner Webinar Sponsorships are available on a first-come, first-served basis. The webinar's title, description, and speaker information must be submitted at least eight weeks before the scheduled webinar date.



Watch the Recording



Watch the Recording



AMIA MEMBER BLAST EMAIL

Multiple Available

\$6,000

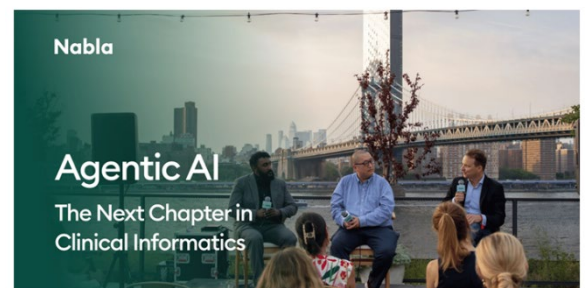
Send your customized, dedicated message to AMIA's membership via e-mail. Your company provides the content, and AMIA builds the e-mail blast using its standard blast email template. AMIA's logo and branding will catch the attendees' attention and add credibility to your message. You'll have the opportunity to provide:

- Email subject line
- A heading and copy up to 200 words
- Preview text up to 70 characters
- One URL address for a hyperlink
- One image for the top of the email
- Logo for the bottom of the email

Your blast e-mail will be sent to all members who do not opt out of receiving messages from AMIA. Content must not conflict with AMIA's mission, brand, or values, and AMIA reserves the right to request edits and/or deny the use of the submitted content. Emails promoting events that occur within 30 days of AMIA's in-person conferences, job/employment opportunities, or competing journals are not permitted.



SPONSORED CONTENT



Agentic AI: The Next Chapter in Clinical Informatics

Agentic AI is quickly becoming one of the most discussed topics in clinical informatics. But what does it mean for health systems, and how should leaders start preparing?

At the recent **Ambient AI Rounds: NYC Edition**, Nabla CEO Alex LeBrun captured the heart of the challenge:

"For the last 50 years, IT has largely added burden to clinicians. With AI, we have a chance to go back to the joy of care."

AMIA eNEWS

This biweekly e-newsletter is the source of all AMIA-related information and features member news and highlights, educational offerings, and AMIA updates. This member benefit is delivered every other Thursday to all members.

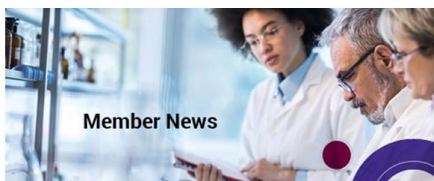


Dear Dina, here is your latest edition of e-News!

Still Time to Register for Annual Symposium!

Experience the best [education](#) and [networking](#) opportunities in informatics Nov 19 in Atlanta. Connect with leading experts, experience informatics education selected by the Scientific Program Committee in Spotlight Sessions, and advance your career through Career Connection Ignite Talks at the 2025 Annual Symposium.

We've extended the hotel deadline! [Book your hotel](#) by October 31 to lock in a



Member News

Christopher Longhurst Named CEO of Seattle Children's

Christopher Longhurst, MD, MS, longtime AMIA member and ACMI Fellow, named the next Chief Executive Officer of Seattle Children's, effective January 1, 2025.



Educational Opportunities

Careers at Epic: Health IT Innovation with the Patient at the Heart

Presented by the Industry Partnership Council
Wednesday, December 10 | 1:00 – 2:00 p.m. EST

AMIA eNEWS – BANNER AD

Two Available per Issue | Rates Vary

Your prominent banner ad will link to a content-rich landing page on AMIA's website.* You provide the content, which may include: a call to action; your organization's description and detailed copy; graphics; links to whitepapers, articles, or press releases; links to your website's home page and social media sites; etc. The landing page may also include a lead capture feature that sends user inquiries directly to your inbox. For each banner ad, update the landing page content so that the ad's call to action is highly visible at the top of the page.

PAID ADVERTISEMENT

First Position Banner Ad | Ad appears not later than the 4th item on scroll
\$450 per ad/issue

Second Position Banner Ad | Ad appears not later than the 7th item on scroll
\$375 per ad/issue

* For an additional \$175 per ad, your ad will link directly to your website or another URL of your choice. This option must be selected when the advertising placement is purchased.

PAID ADVERTISEMENT

AMIA eNEWS – INDUSTRY NEWS MESSAGE

Three Available per Issue | \$250 per message

Your message — a title and up to 60 words of copy — will appear in the Industry News section of the e-newsletter and will link to a content-rich landing page on AMIA's website.* You provide the content, which may include: a call to action; your organization's description and detailed copy; links to whitepapers, articles, or press releases; links to your website's home page and social media sites; and a lead capture feature that sends user inquiries directly to your inbox. For each Industry News Message, update the landing page so that the message's call to action is highly visible at the top of the page.

* For an additional \$100 per message, your Industry News Message will link directly to your website or another URL of your choice. This option must be selected when the advertising placement is purchased.

Industry News

John Snow Labs Achieves New State-of-the-Art Medical LLM Accuracy Benchmarks Outperforming GPT-4.5 and Claude Sonnet 3.7

John Snow Labs' Medical LLM establishes new accuracy benchmarks, outperforming GPT-4.5 and Claude Sonnet 3.7 in clinical information extraction and biomedical question answering, in a blind evaluation by practicing medical doctors. It delivers higher factuality and relevance at just 1% of GPT-4.5's cost and 20% of Claude's. Multiple LLM sizes are available for private deployments and on major cloud providers.



Repetition is key.

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

Build your strategy to reach your target audience through multiple exposures.

EVENT-FOCUSED ADVERTISING

AMIA's educational and networking events scheduled throughout 2026 provide you with event-related advertising opportunities that ensure AMIA's members will see your message time and time again. From our pre-conference emails to our event-specific daily e-newsletters and mobile apps, your company can stay top-of-mind among the most influential individuals in informatics.

AMIA 2026 Amplify Informatics Conference | May 18–21, 2026 | Denver, CO

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 health impact.

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.



AMPLIFY – 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. This is an exclusive opportunity. Materials deadline is April 20, 2026.

AMPLIFY – 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.*

AMPLIFY – DAILY E-NEWSLETTERS

Four Available (one each day)

\$1,950 each | \$6,250 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; your organization's description and detailed copy; graphics; links to your website's home page, 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.*

AMPLIFY – DIGITAL MAGAZINE

Coming Soon!

NEW!

Opportunities in our all-new digital conference magazine are coming soon! This magazine will include vital information pertaining to the conference and valuable content and resources. Don't miss your chance for your content to be included!



AMIA 2026 Annual Symposium | November 7–11, 2026 | Dallas, TX

Attracting 2,300-plus attendees, AMIA's Annual Symposium is the world's premier meeting for the research and practice of biomedical and health informatics. AMIA's community of professionals, students, academic institutions, corporate members, government representatives, and non-profit partners gather to participate in more than 600 presentations, panels, posters, plenaries, keynotes, exhibitions, roundtables, showcases, special events, and networking opportunities.

SYMPOSIUM – MOBILE APP

Exclusive Opportunity

\$6,500

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 three push notifications that will be sent to attendees during the conference; the push notifications should be conference-related in some way and can link to a session or event within the Annual Symposium schedule, if desired. Sponsor will be recognized in mobile app promotions, which may include launch communications, Annual Symposium Daily E-newsletter reminders, and onsite signage. This is an exclusive opportunity. Materials deadline is September 30, 2026.

SYMPOSIUM – PRE-CONFERENCE BLAST EMAIL

Three Available

\$3,500 each

Send your customized, dedicated message to Annual Symposium 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.

NEW!

SYMPOSIUM – DIGITAL MAGAZINE Coming Soon!

Opportunities in our all-new digital conference magazine are coming soon! This magazine will include vital information pertaining to the conference and valuable content and resources. Don't miss your chance for your company's content to be included!

SYMPOSIUM – DAILY E-NEWSLETTERS

Four Available (one each day)

\$3,000 each | \$10,500 for All 5 Days

Distributed to attendees each morning during the Annual Symposium, 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 Annual Symposium 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 42–57%, depending on the day (based on the 2025 event), this is the perfect opportunity to reach this audience. Materials deadline is September 30, 2026.

SYMPOSIUM – POST-EVENT E-NEWSLETTER

Exclusive Opportunity

\$4,500

Distributed to all Annual Symposium attendees after the Annual Symposium, the e-newsletter recaps the conference, includes special highlights, and provides vital information to attendees on how to claim their education credits and access the content online. Plus, you'll expand your reach beyond the conference attendees because a separate version of the e-newsletter is sent to AMIA members who missed the Annual Symposium. Appearing in both versions of the e-newsletter, your highly visible banner ad* can link to a content-rich landing page** on AMIA's website (recommended) or, for an additional \$500 fee, your company's website. In 2025, the open rates were 40.6% (attendee version) and 18.1% (non-attendee version). This is an exclusive opportunity; the e-newsletter accommodates only one ad. Materials deadline is September 30, 2026.

* 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.

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

PODCAST SPONSORSHIP

FOR YOUR INFORMATICS PODCAST SPONSORSHIP

Exclusive Opportunity – 12 months

\$15,000

The *For Your Informatics Podcast* explores the limitless world of medical informatics and showcases talented individuals at all career stages to reveal the diverse realm of biomedical and health informatics professions.

Originating in 2018 as a Women in AMIA community initiative, the podcast was developed to share opportunities for women, promote equal opportunity and treatment of women in biomedical informatics, and increase the number of women in the biomedical informatics pipeline. Recognizing that women are not the only underrepresented group in AMIA/biomedical informatics and that the podcast content is valuable to everyone, the podcast continues to be produced with the hope of capturing the interest of *all humans* in the world.

With forty-eight episodes already released, the podcast covers a broad range of topics, ranging from “*Leadership at the Intersection of Data, AI, and Health Innovation*” to “*Generation AI: Training Informaticians for Ethical and Informed Use of AI in Healthcare*,” “*Climate Health in Informatics*,” “*Consumer Health Informatics and Mental Health*,” and more.

Since its inception, the podcasts have been downloaded nearly 35,000 times from 105 different platforms in 96 different countries. The podcast is promoted in the AMIA eNews e-newsletter and the AMIA Learning Link e-newsletter, on the AMIA website and on AMIA Connect (member platform), and on LinkedIn, X, Bluesky, Instagram, and Facebook.

As the podcast sponsor for a 12-month timeframe, your company will be recognized at the beginning, middle, and end of each episode in the 2026 calendar year. In the middle of each episode, your company will be featured as a commercial break. For one of the episodes, your company will determine the topic and speaker and will work with the Women in AMIA to produce the podcast. Plus, your company will be recognized in promotions for the podcast across the various channels.



LOOKING FOR MORE?

Event sponsorships are available at AMIA’s in-person conferences — **Amplify Informatics Conference** (May 18–21, 2026, Denver, CO) and **Annual Symposium** (November 7–11, 2026, Dallas, TX). Contact AMIA to secure these strategic opportunities.

AMIA offers **strategic corporate partnership and membership packages** that will not only help focus your company’s marketing, but will allow your company to contribute to something bigger. Partnering means reinforcing your company’s position as an industry leader by engaging in AMIA to support its mission and goals, enhancing industry initiatives and educational opportunities, and improving member benefits. Partnering means advancing the field of informatics. This corporate partnership and membership program is designed to make the most of your available resources and help your company **get noticed**. Contact AMIA to become a partner today.

Build your brand with AMIA. Strategize to meet your goals.

All opportunities are available on a first-come, first-served basis.
Don’t miss your chance to reach your target audience.

Contact AMIA

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