



2024 Clinical Informatics Conference

May 21–23, 2024 | Minneapolis, MN

Sponsorship, Advertising, & Exhibition Prospectus

AMIA's Clinical Informatics Conference (CIC) is making a mark on healthcare. More than 700 clinician informaticists of all disciplines — physicians, nurses, HIT developers, data analysts, C-suite executives, and more — will gather in Minneapolis to share their experiences and innovations.

With its keynote sessions, scientific sessions, poster sessions, workshops, and networking events, CIC is designed to impact healthcare delivery systems by offering all attendees — whether they are novice, intermediate, or advanced in clinical informatics — practical tools they can take back to their care settings and localize. Practitioners of applied clinical informatics will learn to reduce clinical documentation burden, lower costs, improve patient outcomes and safety, and operationalize high-quality and impactful services in the following realms:

- Informatics-Driven Value-Based Healthcare
- Usability, Efficiency, and User Experience
- Clinical Decision Support, Analytics, and Outcomes
- Innovative Infrastructures, Methods, Data Sets and Technologies
- Leadership, Advocacy, and Policy
- Digital Equity
- Medication Safety
- Artificial Intelligence
- Documentation Burden and Clinician Wellbeing
- Multi-disciplinary Data Analytics

Health care and public health teams across care settings for both evidence- and experience-based clinical informatics projects that impact the quality, safety, and experience of health care and public health in the future will present at CIC. And, in 2024, special topical areas include:

- AI and Care Outcomes
- Industry and Commercial Partnership
- Innovation in Driving Digital Equity
- Documentation Burden, Clinician Wellbeing and Care Outcomes
- Leadership Governance

Join us at the 2024 CIC to connect with your target audience...

- Chief Medical Informatics Officers
- Chief Medical Officers
- Chief Nurse Informatics Officers
- Chief Nurse Officers
- Clinical and Health Informatics Professionals — Physicians, Nurses, and other Clinicians
- Translational and Clinical Informatics Scientists, Researchers, and Educators
- Biomedical and Health Science Librarians
- Hospital, Academic Medical Center, and Health System Representatives
- Students, Postdocs, and Clinical Informatics Fellows
- Developers and Computer, Artificial Intelligence, and Data Scientists
- Health IT Industry Representatives
- Government Officials and Policymakers

CLINICAL INFORMATICS CONFERENCE

MAIN EVENT SPONSORSHIPS

TITLE SPONSORSHIP

Exclusive Opportunity

\$35,000 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 an industry leader and a credible resource. For this 60-minute session, you determine the topic, identify the speaker(s), and develop the content. Held concurrently with other, non-sponsored CIC educational sessions, this is a great opportunity to share new research or address a hot topic in the industry. AMIA provides standard audiovisual equipment and promotes the session as part of the CIC educational program, lists it in the Program Guide, and includes it in the CIC mobile app's My Planner feature. * *May substitute a Lunch & Learn Sponsorship or Corporate 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.
- **Speaking Opportunity**
Your company is invited to speak for up to 1 minute at the First Timers' Orientation, a special session dedicated for first-time attendees and those 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 CIC Daily E-newsletters that are sent to attendees each morning of the conference. Your message may include a hyperlink to drive traffic 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, 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 site and X (formerly Twitter) will capture the attention of pre-registered attendees and a wider audience. You provide the graphics, copy, and hashtags. AMIA adds the CIC hashtag 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 walk-in slides at the keynote sessions
 - On prominent signage at the conference
 - On signage at the Industry Partner Session
 - In the printed Program Guide
 - On each page of the 2024 CIC website
 - On AMIA's splash page and in the Sponsors tab of the event's mobile app
 - In AMIA's CIC 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 at the time of registration.
- **Complimentary Registrations**
Your company will receive seven (7) Full-Conference Registrations to facilitate your company's participation at the conference. Additional registrations may be purchased at the significantly discounted rate of \$875 each.

PREMIER SPONSORSHIP

Two Available

\$25,000 at cost

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

- **Corporate 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 Corporate 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 Corporate Roundtable, in the printed Program Guide, 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.

- **Social Media Posts**

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

- **Recognition**

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

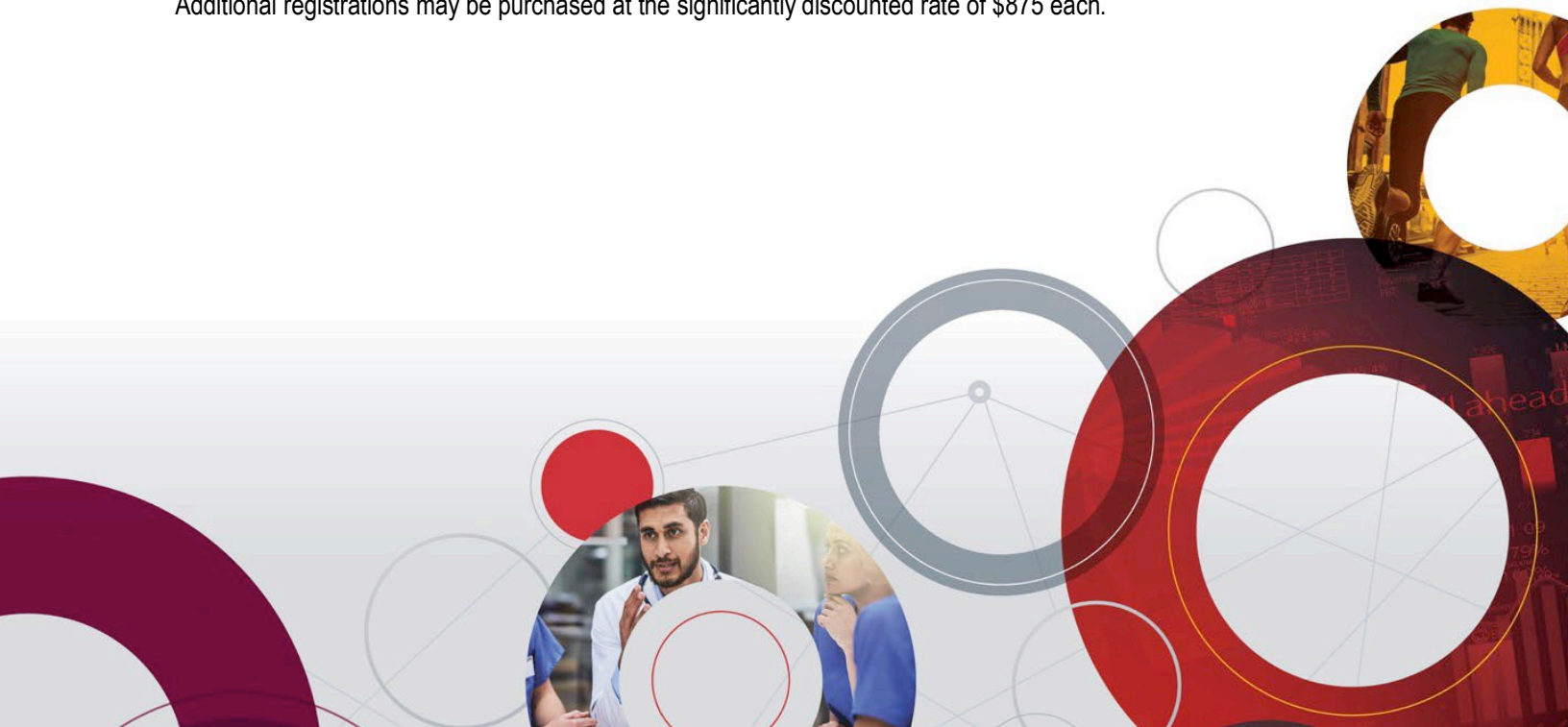
- On the rotating walk-in slides at the keynote sessions
- On prominent signage at the conference
- In the printed Program Guide
- On the Home page and Sponsors page of the CIC website
- In the Sponsors tab of the event's mobile app
- In AMIA's CIC marketing campaign prior to the conference

- **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 at the time of registration.

- **Complimentary Registrations**

Your company will receive five (5) Full-Conference Registrations to facilitate your company's participation at the conference. Additional registrations may be purchased at the significantly discounted rate of \$875 each.



MAJOR SPONSORSHIP

Four Available

\$15,000 at cost

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. During the 30-minute break, attendees will enjoy coffee and a snack and spend time networking with peers — and with you. As a sponsor, your company will be recognized on custom-printed napkins, on signage, 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.
- **Social Media Post**
Get noticed before the conference. Your one (1) sponsored post on AMIA's LinkedIn site and X (formerly Twitter) will capture the attention of pre-registered attendees and a wider audience. You provide the graphics, copy, and hashtags. AMIA adds the CIC hashtag and deploys the post on your behalf.
- **Recognition**
Your company will benefit from extensive recognition as a Major Sponsor:
 - On the rotating walk-in slides at the keynote sessions
 - On prominent signage at the conference
 - In the printed Program Guide
 - On the Home page and Sponsors page of the CIC website
 - In the Sponsors tab of the event's mobile app
 - In AMIA's CIC marketing campaign prior to the conference
- **Attendee List**
You'll receive the attendee list one week prior to the conference *OR* 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 at the time of registration.
- **Complimentary Registrations**
Your company will receive three (3) Full-Conference Registrations to facilitate your company's participation at the conference. Additional registrations may be purchased at the significantly discounted rate of \$875 each.

Repetition is key.

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

Become a **Main Event Sponsor** to reach your target audience through multiple exposures.



EDUCATION SPONSORSHIPS

LUNCH & LEARN SPONSORSHIP

Three Available

\$12,500 each | partner discounts apply

This is your chance to gain exposure and deliver valuable educational content — during lunch when there aren't other education sessions being offered. For your 60-minute Lunch & Learn on Tuesday, Wednesday, or Thursday, you determine the topic, identify the speaker(s), and develop the content. Up to 100 people may attend, and registration will be first-come, first-served. AMIA provides standard audiovisual equipment, and the sponsor covers the cost of food and beverage (usually a simple, boxed-style lunch; 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 Program Guide, on the Sponsors page of the CIC website, and in the Sponsors tab of the conference's mobile app. Plus, your company will receive two complimentary registrations to the conference.

INDUSTRY PARTNER SESSION SPONSORSHIP

Four Available

\$11,500 each | partner discounts apply

Position your company as an industry leader and a credible resource. For this 60-minute session, you determine the topic, identify the speaker(s), and develop the content. Held concurrently with other, non-sponsored CIC educational sessions, this is a great opportunity to share new research or address a hot topic in the industry. AMIA provides standard audiovisual equipment and promotes the session as part of the CIC educational program, lists it in the Program Guide, and includes it in the conference's mobile app's My Planner feature. In addition, your company would receive recognition on signage at the session, and on the Sponsors page of the CIC website, and in the Sponsors tab of the conference's mobile app. Plus, you'll receive two complimentary registrations to the conference.

CORPORATE ROUNDTABLE SPONSORSHIP

Three Available

\$11,000 each | partner discounts apply

Bring your expertise to the table. Held on Wednesday (breakfast or lunch) or Thursday (breakfast), 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 Corporate Roundtable from a list of pre-registered attendees who express interest in your roundtable. 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 Corporate Roundtable, in the printed Program Guide, on the Sponsors page of the CIC website, and in the Sponsors tab of the conference's mobile app. Plus, your company will receive two complimentary registrations to the conference.

KEYNOTE SESSION SPONSORSHIP

Two Available

\$7,500 each | partner discounts apply

AMIA delivers top-notch education to the informatics community's decision-makers and end-users by identifying relevant topics and engaging speakers for the well-attended Opening Keynote Session and Closing Keynote Session. For your sponsored keynote session, AMIA will identify the topic and the speaker, and your company will gain exposure for partnering with AMIA to bring this high-quality education to the attendees. At the beginning of your selected keynote session, your company will receive verbal recognition by an AMIA leader and logo recognition on screen. In addition, your company will receive recognition on signage at the selected keynote session, in the program schedule where the keynote session is listed, in the printed Program Guide, on the Sponsors page of the CIC website, in the Sponsors tab of the conference's mobile app. Plus, your company will receive two complimentary registrations to the conference.

SPECIAL EVENT SPONSORSHIPS

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. In 2018, the ACIF retreat became associated with CIC as its permanent home.

Scheduled as a pre-CIC event on Monday 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. Plans are still underway, but during the retreat, attendees will either enjoy two coffee breaks with light snacks or a networking breakfast or lunch. Registration for the retreat is complimentary to ACIF members attending the CIC.

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 clinical informatics fellows. Your company will also receive recognition on screen at the retreat, on signage at the retreat, on custom cocktail napkins, in the printed Program Guide, on the Sponsors page of the CIC website, and in the Sponsors tab of the. Plus, your company will receive two complimentary registrations to CIC.

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 2024, AMIA's new class of fellows and their guests will be invited to attend the induction ceremony on Wednesday (midday) and to the reception, scheduled for later 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 Program Guide, on the Sponsors page of the CIC website, and in the Sponsors tab of the conference's mobile app. Plus, your company will receive two complimentary registrations to the conference.

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

Exclusive Opportunity

\$10,000 | partner discounts apply

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 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 a complimentary ticket for 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 Program Guide, on the Sponsors page of the CIC website, and in the Sponsors tab of the conference's mobile app. Plus, your company will receive two complimentary registrations to the conference.

DIVERSITY EQUITY & INCLUSION (DEI) EVENT SPONSORSHIP — LGBTQIA+ COMMUNITY MEETUP and DEI COMMUNITY SOCIAL

Exclusive Opportunity

\$5,500 | partner discounts apply

On Tuesday evening at CIC, the 90-minute DEI Event is your chance to support diversity, equity, and inclusion in AMIA and in informatics. For the first 30 minutes, the LGBTQIA+ community will be invited for a special meetup dedicated to them. For the remaining 60 minutes, the DEI community will be invited to join the group so that all can network and celebrate. As the exclusive event sponsor, your company will have the opportunity to network with the attendees and distribute company collateral or giveaway items. Attendees will enjoy hors d'oeuvres and a cash bar. In addition, your company will be recognized on custom-printed napkins, in the printed Program Guide, on the Sponsors page of the CIC website, and in the Sponsors tab of the conference's mobile app. Plus, your company will receive one complimentary registration to the conference.

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 printed Program Guide, on the Sponsors page of the CIC website, and in the Sponsors tab of the conference's mobile app. Plus, your company will receive one complimentary registration to the conference.

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 30-minute break, attendees will enjoy coffee and a snack and spend time networking with peers — and with you. As a sponsor, your company will be recognized on custom-printed napkins, on signage, in the coffee break promotions, in the printed Program Guide, on the Sponsors page of the CIC website, and in the Sponsors tab of the conference's mobile app. Activate your sponsorship even more by providing branded coffee cups or another giveaway item to attendees (the sponsor is responsible for costs associated with cups or giveaway items). Your company will receive one complimentary registration to the conference. Choose from the breaks on Tuesday morning (during Workshops), Wednesday morning, Wednesday afternoon, or Thursday morning.

BREAKFAST SPONSORSHIP

Three 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 printed Program Guide, on the Sponsors page of the CIC website, and in the Sponsors tab 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 to the conference. Choose from the breakfasts on Tuesday (before the Workshops), Wednesday, or Thursday.

BRAND-BUILDING SPONSORSHIPS

WiFi SPONSORSHIP

Exclusive Opportunity

\$7,500 | partner discounts apply

Get noticed 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, in the WiFi instructions in the printed Program Guide, on the Sponsors page of the CIC website, and in the Sponsors tab of the conference's mobile app. Plus, your company will receive two complimentary registrations to 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 CIC. 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 in the printed Program Guide, on the Sponsors page of the CIC website, and in the Sponsors tab of the conference's mobile app. Plus, you'll receive one complimentary registration to the conference. Sponsorship must be secured by **March 23, 2024**.

HAND SANITIZER SPONSORSHIP

Exclusive Opportunity *

\$4,000 | partner discounts apply

Even before the COVID-19 pandemic, keeping your hands clean at a conference was critical in preventing illness while traveling. Now, with Covid, Influenza, and other illnesses circulating, it's even more important. These individual, travel-size hand sanitizer bottles with carabiners will allow attendees to keep their hands clean throughout the event — in the session rooms, at receptions and mealtimes, and when they're out and about exploring the nation's capital. As the sponsor, your company's full-color logo will be prominently featured on the 1 oz. bottles. This sponsorship provides 750 hand sanitizer bottles, which will be distributed to all attendees at AMIA Registration. Any overage will be available to attendees at strategic conference locations/events, as determined by AMIA. Your company will be recognized as a sponsor in the printed Program Guide, on the Sponsors page of the CIC website, and in the Sponsors tab of the conference's mobile app. Plus, your company will receive one complimentary registration to the conference. Sponsorship must be secured by **March 23, 2024**.



PEN SPONSORSHIP

Exclusive Opportunity *

\$3,000 | 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 be distributed at AMIA Registration. Your company will be recognized as a sponsor in the printed Program Guide, on the Sponsors page of the CIC website, and in the Sponsors tab of the conference's mobile app. Plus, your company will receive one complimentary registration to the conference. Sponsorship must be secured by **March 23, 2024**.

* 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."

ADVERTISING OPPORTUNITIES

PROGRAM GUIDE

Multiple Available

Rates Vary, at cost

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.

Placements & Rates:

Back Cover \$3,000 | Inside Back Cover \$2,500 | Inside Full Page \$1,750

Reservation Deadline: April 9, 2024 | Materials Deadline: April 16, 2024

WEBSITE

Exclusive Opportunity

\$4,000 at cost

Prominently display your ad on AMIA's website's main event page for the CIC and on each of the subpages for the 2024 CIC from March 1–May 31, 2024. These pages are heavily visited before *and* after the conference, as the website is used to provide vital information about the call for presentations, the program, special events, the venue, the sponsors, and registration. Your ad will link directly to your website.

Rates:

\$4,000 for 3/1/2024–5/31/2024 | Other timeframes available as well. Inquire for rates.

MOBILE APP

Exclusive Opportunity

\$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 main navigation 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. This is an exclusive opportunity. Materials deadline is May 3, 2024.

DAILY E-NEWSLETTERS

Four Available (one each day)

\$1,950 each | \$5,000 Bundled Rate for All 3 Days

Distributed to attendees each morning during the 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. 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. With an average open rate of 50%, this is the perfect opportunity to reach this audience. Reservation deadline is May 8, 2024. Materials deadline is May 13, 2024.

PRE-CONFERENCE BLAST EMAIL

Three Available

\$2,250 each

Send your customized, dedicated message to Informatics Summit 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; copy that does not to exceed 225 words including any titles, headings, or references; one URL address for a hyperlink; and the subject line for the e-mail. Your blast e-mail will be sent to all attendees who do not opt out of receiving messages from AMIA on behalf of advertisers/sponsors. Reservation deadline is April 12, 2024.

EXHIBITION OPPORTUNITIES

GRAND TABLETOP EXHIBIT (Main Exhibit Area, Full Conference)

Twenty Available

\$2,875 Regular | \$2,375 Corporate Partner/Member | \$1,875 Academic Forum Member

Exhibitors receive one complimentary conference registration.

In this age, building rapport with clients is more important than ever. The Grand Tabletop Exhibit at CIC provides the chance for you to connect face-to-face, develop relationships with attendees, and showcase your products 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 high-traffic area near AMIA registration, the continental breakfasts and coffee breaks, and the educational session rooms, attendees will know exactly where to find you during the conference. **Exhibition hours will be on Tuesday (all day), Wednesday (all day), and Thursday morning — with some time built in when your table doesn't have to be staffed so that you can network with attendees and attend sessions.** The Grand Tabletop Exhibit comes with a 6-foot skirted table, two chairs, and a wastebasket. Exhibitors may display tabletop signage and other décor, as well as freestanding signage that is up to 8 feet wide. The exhibition fee does not include power/electricity or any audiovisual equipment; however, these items may be purchased separately through the contracted audiovisual provider.

Your organization will be listed as an exhibitor in the printed Program Guide, on signage at the conference, on the Exhibitor page of the CIC website, and in the Exhibitor tab of the CIC mobile app. Plus, your company will receive one complimentary registration to the conference. All representatives staffing the table are required to register for the conference, and additional registrations may be purchased for \$875 each.

MICRO TABLETOP EXHIBIT (Poster Session Room, Limited Hours)

Ten Available

\$1,500 – Includes one complimentary conference registration.

This opportunity is designed for startup companies that want to build their brands in the informatics community by gaining some exposure. The Micro Tabletop Exhibit provides time to showcase your products and services, build rapport with informatics leaders and professionals, and enjoy other aspects of the conference.

Located inside the Poster Session room, you'll benefit from the traffic that the posters generate. Attendees visit the posters in the afternoon to peruse the scholarly work. In the evenings, attendees visit the official Poster Session & Reception to converse with the poster authors and network with fellow attendees. **The limited exhibition hours will be on Tuesday 1–5 p.m. and Wednesday 3–6 p.m.** The Micro Tabletop Exhibit comes with a skirted highboy and one stool. Exhibitors may display tabletop signage and one freestanding pull-up banner that is up to 3 feet wide. This opportunity does not include power/electricity or audiovisual equipment.

Your organization will be listed as an exhibitor in the printed Program Guide, on signage at the entrance to the Poster Session room, on the Exhibitor page of the CIC website, and in the Exhibitor tab of the CIC mobile app. Plus, your company will receive one complimentary registration to the conference. All representatives staffing the table are required to register for the conference, and additional registrations may be purchased for \$875 each.

LOOKING FOR MORE?

Beyond the CIC, AMIA offers other ways to engage in the informatics community and reach your target audience. Each year, AMIA holds two other in-person conferences — the **Informatics Summit** and the **Annual Symposium** — that provide opportunities for you to connect and build rapport with informatics professionals.

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 an industry 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:

Dina Santucci

AMIA Vice President of Business Development

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