

MAKE AN IMPACT THIS CONFERENCE SEASON

STAND OUT FROM YOUR COMPETITORS & GET NOTICED!

Get ready to **grab the spotlight** and achieve your marketing goals during the busy conference season... even if you are not exhibiting!

Partnering with *Healthcare IT Today* will **generate more attention** for your product, brand, customers, and partnerships. Our editorial and promotional packages will ensure you get **maximum value and tangible results** from your conference investment.

Here are our special conference packages:

- 3-in-1 Interview Package
- Pre-event Story
- Session Capture + Promotion
- Product Quick-Hit

Plus - All of our packages have **GUARANTEED RESULTS!**

That's right, if we don't live up to what we promised to deliver, we'll work with you at no cost until we do.

"The team at Healthcare IT Today is incredibly easy to work with, and a true partner. They collaborated with us on the questions for our interview, which ensured everything went smoothly during the recording. The video, podcast and article they produced were outstanding. I will be working with them again as a media partner!"

Kathryn A. Wickenhauser
Chief Strategy Officer at DirectTrust

CONFERENCE PACKAGES

Not sure what package you need?

This chart can help you choose the right package or combination of packages:

MARKETING GOAL				
	3-IN-1 INTERVIEW	PRE-EVENT STORY	SESSION CAPTURE	PRODUCT QUICK-HIT
CREATE AN ASSET THAT SALES WILL LOVE SENDING TO FUTURE PROSPECTS	✓	✓	✓	✓
CREATE CONTENT FOR FUTURE MARKETING CAMPAIGNS	✓		✓	✓
HIGHLIGHT A CUSTOMER CASE STUDY	✓	✓	✓	
SHOWCASE YOUR THOUGHT LEADERSHIP	✓	✓	✓	
DEMONSTRATE A NEW PRODUCT OR PRODUCT FEATURE		✓		✓
MAKE A SPLASH AS A NON-EXHIBITOR OR NON-SPEAKER	✓	✓		
SPOTLIGHT A COMPANY EXECUTIVE OR SUBJECT MATTER EXPERT	✓	✓	✓	
DRIVE PEOPLE TO YOUR BOOTH		✓		

If you don't see what you need in our standard packages, please reach out. We have collaborated with companies in other ways including:

- [Moderating panels](#)
- [Emceeding breakfast sessions](#)
- [Guest speaking at onsite company meetings](#)
- [Panelist at sessions](#)

3-IN-1 INTERVIEW

Interested in **sharing a customer story? Establishing someone as a thoughtleader? Showcasing your latest product?** Our 3-in-1 interview package is what you need! We take a single interview and turn it into a **podcast, a video on our YouTube channel, and an article.** We promote all three via our newsletter & social channels.

WHAT'S INCLUDED?

- Collaboration on questions and topic
- 10-30 min interview, max 3 people, filmed at our onsite studio
- **1 Video**
 - ▶ Edited & formatted video posted to our YouTube channel
 - ▶ 3 video clips (20-90 seconds) taken from interview for social promotion
 - ▶ Shared rights to the edited video and video clips
- **1 Article**, featuring the video and transcript
 - ▶ Written by Healthcare IT Today (introducing the topic and encouraging readers to watch the video which is embedded in the article)
 - ▶ Link to your homepage
- **1 Podcast**
 - ▶ Audio turned into an episode of our *Interviews Podcast*
- Video, Article, and Podcast will each be shared:
 - ▶ At least 2 times in our daily newsletter over 6 months
 - ▶ At least 4 times via our social media channels over 6 months

OUR GUARANTEE

- 16 emails | 736,000 total sends
- 30 social shares | 400,000 total followers
- 350 article reads
- 2,500 video views
- 100 podcast listens

PACKAGE PRICE

- \$4,200

EXAMPLES

- [A Look at the Hospital Room of the Future at Tampa General Hospital](#)
- [NextGen Investing in Mobile App, Cybersecurity, and Mirth...yes Mirth!](#)
- [Fast Epic EHR and Oracle ERP Deployments at SBH Health System](#)
- [Cybersecurity Investment in Fundamental Tools and Training Is Key to Securing Your Healthcare Organization](#)



PRE-EVENT STORY

An article highlighting your **news, announcement, or participation** at a conference is a great way to get attention prior to the event.

WHAT'S INCLUDED?

- 1 article published on *Healthcare IT Today*
 - ▷ 500-1500 words
 - ▷ Written by you, published by us
 - ▷ Max 3 links back to your website
 - ▷ No limit on links to external references or articles
- Article is shared:
 - ▷ 6 times in our daily newsletter over 6 months
 - ▷ 6 times via our social media channels over 6 months
- Mention and link (if appropriate) to your booth location or presentations at the upcoming conference (max 3)

OUR GUARANTEE

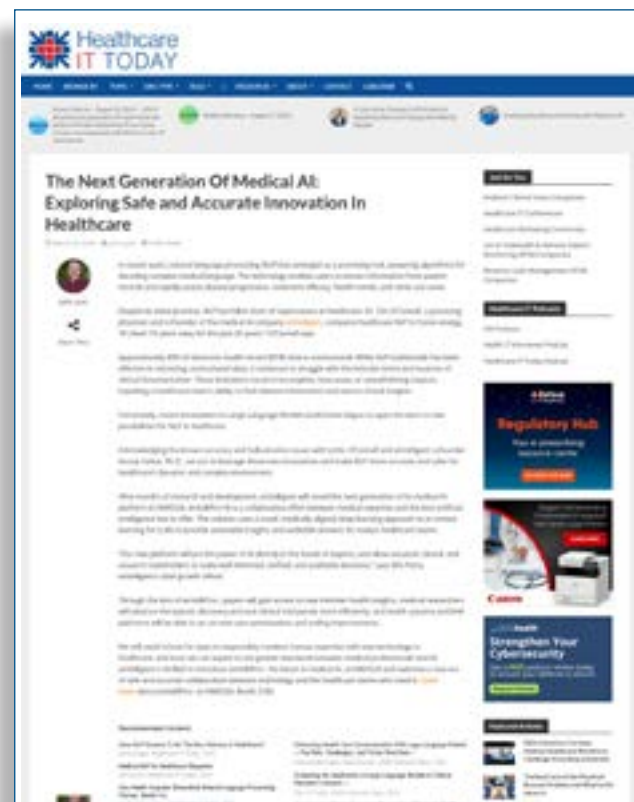
- 6 emails | 276,000 total sends
- 15 social shares | 300,000 total followers
- 350 article reads

PACKAGE PRICE

- \$1,600

EXAMPLES

- [The Next Generation Of Medical AI: Exploring Safe and Accurate Innovation In Healthcare](#)
- [Navigating the Interoperability Maze: 3 Key Challenges for Healthcare Providers and Payers](#)
- [The Digital Front Door in Healthcare Doesn't Work Without Data from Across Systems](#)



SESSION CAPTURE + PROMOTION

Turn a conference presentation into a marketing asset that can be used long after the event is over.

WHAT'S INCLUDED?

- Prior to the event:
 - At least 3 shares of the session date/time/location via our social channels
- Live coverage of 1 session at the event:
 - Up to 45 continuous minutes coverage of a single session at the event (a keynote, a breakout, a lunch & learn, a breakfast, an evening event)
 - At least 10 social shares during the session (photos where appropriate), includes a mix of social platforms
 - Slides and pre-made social images may be included if provided at least 3 days before the session
- After the event:
 - 1 session summary article published on *Healthcare IT Today*
 - 500-1500 words
 - Written by us
 - Max 3 links back to your website
- Article is shared:
 - 6 times in our daily newsletter over 6 months
 - 6 times via our social media channels over 6 months

OUR GUARANTEE

- 6 emails | 276,000 total sends
- 19 social shares | 300,000 total followers
- 350 article reads

PACKAGE PRICE

- \$2,500

EXAMPLES

- [Featured Collaboration at HIMSS24 Between MEDITECH, Google, and Mile Bluff Medical Center](#)
- [Ensuring Precision in Patient Identity: Modern Approaches to Master Data Management](#)
- [Lighting the Way to Efficient Patient Care – How Interoperability and Analytics Change the Nurse Call Paradigm](#)



PRODUCT QUICK-HIT

A 5-10 minute live video of a product walk-through, demo and/or presentation designed to show the capabilities that make your product a must-see in the industry. These demo videos are a great way to highlight key features and/or new products and functionalities that set you apart from the rest.

WHAT'S INCLUDED?

- Collaboration on product details to be highlighted in the video review
- 5-10 minute video of a product walk-through, demo and/or presentation
- 1 Video
 - ▢ Edited & formatted video posted to our YouTube channel
 - ▢ 2 video clips (up to 90 seconds) taken from the video for social promotion
 - ▢ Each clip shared on social at least 4 times
 - ▢ Shared rights to the edited video and video clips
- 1 Article, featuring the video demo
 - ▢ Written by Healthcare IT Today (introducing the product and encouraging readers to watch the video which is embedded in the article)
 - ▢ Link to your product page
- Video and Article will each be shared:
 - ▢ At least 5 times in our daily newsletter over 6 months
 - ▢ At least 4 times via our social media channels over 6 months

OUR GUARANTEE

- 11 emails | 495,000 total sends
- 25 social shares | 325,000 total followers
- 350 article reads
- 2,500 video views

PACKAGE PRICE

- \$3,900

EXAMPLES

- [Nabla Ambient Clinical Voice Demo at HIMSS](#)
- [Easy, Secure Logins for Patient Data with LG Solutions](#)
- [Dealing with the Elephant in the Waiting Room – Clipboards and Paper Forms](#)



EVENT CANCELLATION...

NO WORRIES!

We understand that even the best laid plans can be disrupted. If an event is canceled or if you have to cancel your participation at an event, **don't worry - we've got you covered.**

Together, we will work with you to switch your package to a different event that we are both attending or to a virtual event (within 8 months):

- **3-in-1 Interviews can be recorded via web conference**
- **Session Capture can be applied to a webinar or online session**
- **Pre-Event Stories can be published anytime**
- **Product Quick-Hit can be rescheduled to a different event we are both attending**

Explore the list of conferences and events that the Healthcare IT Today team will be attending this year. Is your event missing? Reach out to us to discuss coverage for your event or user conference.

Find out more here: <https://www.healthcareittoday.com/eventcoverage>

CONTACT US

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Healthcare
IT TODAY

CONFERENCE PACKAGES