

# T Health Management TECHNOLOGY

Healthcare Information Systems Solutions since 1980

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INFORMATION

2012

## HIMSS TECH TREK PROGRAM

A multimedia marketing campaign that delivers your message five months before, during and after the big HIMSS show. HIMSS attendees obtain a TECH TREK game card from the HMT booth and visit the Gold Sponsor and at least six Silver Sponsors to qualify for daily drawings of an Apple iPad2.

### **GOLD SPONSOR** Exclusive Premium Position: \$17,500 net

- Two full-page, 4-color ads, one in January 2012, one back-cover position in HMT February issue.
- Prominent position on all TECH TREK contest materials, including January and February HMT TECH TREK promotional house ads.
- Mandatory booth visit by show attendees to qualify for TECH TREK prize drawings.
- Logo and booth number featured multiple times on TECH TREK monitor at HMT's HIMSS booth.
- Gold Sponsor representative draws TECH TREK contest winner at the show.
- Photo of Gold Sponsor booth personnel featured in HMT April issue "Thank You" house ad.

### **SILVER SPONSOR** Limited Availability: \$6,735 net

- One full-page ad in January or February issues. Additional ads for January or February: \$5,135 net.
- Increased traffic flow at HIMSS by contest attendees.
- Logo and booth number on all HIMSS Tech Trek contest materials before, during and after the show.

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## HIMSS TECH TREK SPONSORSHIPS INCLUDE:

### **BEFORE HIMSS:**

- Logo and 30 words of text, booth number and web link in HIMSS TECH TREK Spotlight eNewsletter, sent to 36,000 opt-in subscribers prior to show. Excellent pre-show exposure to let your buyers know what you will be displaying and where to find you.
- January HMT house ad promoting TECH TREK with sponsors' logos and booth numbers.
- February HMT house ad spread of HIMSS TECH TREK Game Piece and show map that includes the sponsors' logos and booth numbers.

### **DURING HIMSS:**

- Bonus distribution of January and February issues.
- Distribution of TECH TREK game cards with sponsors' logos and booth numbers, location show map and 30 words of text with web link.
- TECH TREK multimedia presentation on monitor at the HMT Booth for all three days of show, displaying sponsors' logo and booth number.

### **AFTER HIMSS:**

- HMT TECH TREK link to web page that includes sponsors' logo and 30 words of text for three months.
- Logo and HIMSS photos included in HMT TECH TREK "Thank You" house ad in April Issue.

***Sign Up Early for Best Positioning!***