

# healthcare innovation

SUMMIT SERIES

*Where Innovation & Technology Meet*

**2024 Sponsorship Prospectus**

# TABLE OF CONTENTS

- About Us
- Company History
- 2024 Schedule
- Who Attends
- What's New in 2024
- Sponsorship Packages
- A La Carte Offerings
- The Process
- Our Team
- Contact Us



# ABOUT US

In its 16th year, the Healthcare Innovation Summit series is the longest running regional event series in the healthcare + healthcare technology space.

The Healthcare Innovation Summit series is committed to bringing hospital & healthcare leaders together through intimate programs to foster collaboration and the sharing of ideas.

A Healthcare Innovation Summit is not a trade show but a gathering of C-Level, VPs, and Directors from a region along with a robust nationwide speaker faculty and the best solution providers.



# COMPANY HISTORY

**2009**

Institute for Health Technology Transformation (iHT2) is formed as an educational organization focused on bringing together healthcare technology leaders across the country through intimate live events. Original founders & partners: Todd Brockman, Waco Hoover, Robert Jagers, and Matthew Raynor build iHT2 to a following of over 50,000 healthcare executives and produce more than 15 in-person events per year.

**2013**

iHT2 is sold to the Vendome Group and rebranded as the Health IT Summit Series presented by Healthcare Informatics

**2018**

Endeavor Business Media acquires Healthcare Informatics and the Health IT Summits and rebrands everything to Healthcare Innovation & the Healthcare Innovation Summit Series

**2023**

Original partner Matthew Raynor rejoins the Healthcare Innovation Summit Series full-time to re-design the programs to one-day in-person events with three goals: produce the finest quality events, feature the most visionary minds innovating healthcare, and allow for healthcare buyers and sellers to come together to network, share ideas, and collaborate so real business can get done

# THE SCHEDULE

Each Summit will bring out hospital & health system IT & clinical decision makers from that region of the country. Typically from within 200 miles of the venue.

- **Washington DC**

May 2, 2024

Ritz Carlton -

Tyson's Corner

- **Nashville, TN**

September 30, 2024

Loews Vanderbilt Hotel

- **Denver, CO**

June 12, 2024

Grand Hyatt Denver

- **Houston, TX**

October 10, 2024

Blossom Hotel Houston

- **San Diego, CA**

July 23, 2024

Hyatt Regency La Jolla

- **Philadelphia, PA**

November 7, 2024

The Bellevue Hotel

# WHO ATTENDS

The Healthcare Innovation Summits limit the number of vendor sponsors to ensure an 80% attendee to 20% sponsor ratio. Here is a snapshot of organizations who have historically attended the cities we will be at in 2024.

- **Washington DC**

Inova Health System, Johns Hopkins Medicine, MedStar, Virginia Hospital Center, Nemours Children's , Children's National Health System, Department of Veteran's Affairs, Nicklaus Children's Hospital, University of Maryland Medical System, Mary Washington Healthcare, George Washington University Hospital, Adventist

- **Denver, CO**

Banner Health, Centura Health, Children's Hospital Colorado, Community Hospital, Craig Hospital, Denver Health, HCA, Intermountain Healthcare, Kaiser Permanente, Peak Vista, Rose Medical Center, UCHHealth, Yuma District Hospital

- **San Diego, CA**

Scripps Health, UC San Diego Health, San Diego Health Connect, Sharp HealthCare, Adventist Health, Kaiser Permanente, UCLA Health, Sr. Joseph Healthcare, Cedars Sinai, Rady Children's, Palomar Health, Wellpath, Beverly Hospital, Cottage Health, Dignity Health, Blue Cross Blue Shield CA

- **Houston, TX**

Houston Methodist, HCA Healthcare, MD Anderson, Memorial Hermann, UT Health, Harris Health System, Kindred Hospital, University of Texas, Texas Children's Hospital,

- **Nashville, TN**

Vanderbilt University Medical Center, HCA Healthcare, Hashed Health, Veterans Health Administration, Department of Veteran Affairs, Alliance Healthcare Services, Community Health Systems, Tennova Healthcare, Ascension, Premise Health, Mission Health, Atrium Health, Nashville General Hospital, Harrison Memorial Hospital

- **Philadelphia, PA**

Penn Medicine, Penn State Health, Jefferson Health, Maimonides Medical Center, Einstein Health, Temple University Health System, Children's Hospital of Philadelphia, St. Luke's University Health Network, Main Line Health, Allegheny Health Network, ChristianaCare

## More on the Job Titles We See:

The Healthcare Innovation Summits attract IT and clinical decision makers. CIOs, CMIOs, CISOs, CTOs, VPs of IT, Directors of IT, Innovation titles, Data titles, Pop Health, titles, and so many more

# WHAT'S NEW IN 2024

The Healthcare Innovation Summits are constantly innovating (hey it's in our name) to ensure we are delivering the finest in educational programming and the most value for our solution provider partners

- **Exchange Meetings**

All partners will receive a minimum of 5 exchange meetings during each Summit.

- **Video Content**

All partners purchasing a sponsorship package will receive a 5 minute Q&A with the HI Executive Director that will be featured in additional marketing efforts to maximize your investment. Video Content will live on [hcinnovationgroup.com](https://hcinnovationgroup.com)

- **Annual Partner Benefits**

Sponsor all 6 events in 2024 and receive additional benefits including dedicated emails sent to the regional newsletter lists, ticket to each Leadership Dinner, bonus thought leadership, and more

- **Transparent Pricing**

- Sponsor 2 or more Summits - Save 5%
- Sponsor 4 or more Summits - Save 7.5%
- Sponsor All 6 - Save 10%

# SPONSORSHIP PACKAGES

Back by popular demand -  
**MAXIMIZE** your sponsorship while  
stretching your dollars with a  
sponsorship package

## • **The Walter White**

- 15 presentation or panel slot w/ booth + 10 meetings
- Lead Focus Group table during the Power Hour Networking Activity
- 2 minute “commercial” read or delivered during the Summit to increase organic booth traffic
- Dedicated Story published to HI website on your session
- 5 Passes
- Leads with full contact information
- 5 minute Q&A Video Content
- 1 Dedicated Email Blast delivered post event to HI Regional Audience

## • **The Michael Scott**

- 15 presentation or panel slot w/ booth + 7 meetings
- Dedicated Story published to HI website on your session
- 4 Passes
- Leads with full contact information
- 5 minute Q&A Video Content

## • **The Tony Soprano**

- Booth + 5 Meetings
- 3 Passes
- Leads with full contact information
- 5 minute Q&A video content



# A LA CARTE OFFERINGS

- **Private Lunch & Learn**

- **Only 1 available** - Reserve a 1-hour private lunch event. The HI team will confirm 8-12 targets and set-up the event in a private room. The HI team recommends hosting a fireside chat with a HI editor and then hosting a roundtable focus group discussion. Includes exhibit booth with meetings service.

- **15 minute presentation / fireside chat**

- **Only 4 available** - This speaking opportunity will feature your company's SME taking the stage for a 15 minute presentation or fireside chat with a HI Editor. Includes exhibit booth w/ meetings service.

- **Panel Speaking Slot**

- **Only 2 available per panel** - Have your SME join industry experts on a pre-existing panel on the agenda. Your SME will take part in pre-event planning session(s) which are invaluable to making strong and lasting connections. Includes exhibit booth w/ meetings service.

- **Leadership Dinner**

- **Open to 2 non-competing sponsors** - Join the Summit faculty and C-Level attendees for this invite-only dinner to cap off a successful event. Includes exhibit booth w/ meetings service.

# A LA CARTE OFFERINGS

(CONT'D)

## • Program Sponsor

- **Only 1 available - Be the Face of the Event** - This sponsorship includes opening remarks to kick-off the program and the opportunity to introduce key sessions throughout the program. Sponsor's logo will be on all attendee badges and receive special recognition at the event. Includes exhibit booth w/ meetings service

## • Booth w/ Meetings

- Network with attendees and speakers during dedicated break times throughout the Summit. Booths are located inside the session room to maximize organic booth traffic. Includes standard meetings service of 5 meetings.

## • Cocktail Reception

- **Only 1 available** - Be the exclusive sponsor of the cocktail reception. Receive complimentary drink tickets that attendees must pick up from your booth in order to participate in the cocktail reception. This guarantees incredible organic booth traffic! Includes exhibit booth w/ meetings service

## • Meetings Service Upgrade

- **Sold as a package of three** - Add 3 meetings to your existing package of 5 to maximize the attendees your team gets to sit down and meet with

**Booth Spaces are 30 ft round tables with 2 chairs**

# THE PROCESS

The fun starts the moment you sign up as a sponsor and lasts far beyond the event

## 1 Sign Up As a Sponsor

Select a sponsorship Package or an a la carte offering

## 2 Provide Materials

Company Logo + 50-100 word company description. If your team has a speaking session we'll need speaker's headshot, bio, session title, one paragraph description, and learning bullet points

## 3 Provide Targets

All Summit partners are encouraged to provide a list of hospitals/organizations along with job titles that they would like to see at the event. Partners are also provided with a link to register their own team and 5 guest passes for eligible hospital executives

## 4 Receive Attendee List to Prioritize Meetings

10 days before the event you will be sent the attendee list for meeting selections. The HI Summit team will pair your company with interested attendees based on attendee registration data and will also pair you with attendees you highlight

## 5 Crush It!

The HI Summit team will work with your team on-site to absolutely crush it! However we can help - we will!

# OUR TEAM

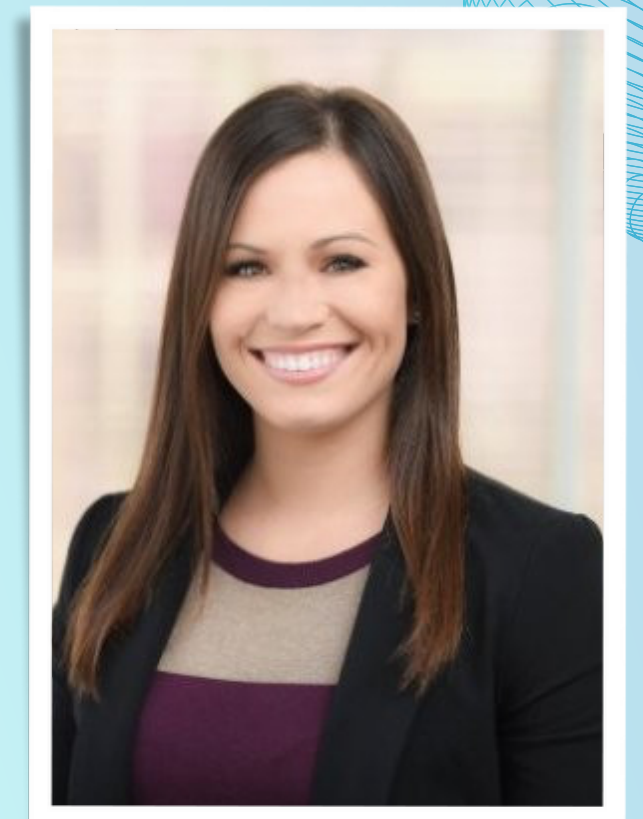
Meet the Healthcare Innovation Team



**MATTHEW RAYNOR**  
EXECUTIVE DIRECTOR



**MARK HAGLAND**  
EDITOR-IN-CHIEF &  
CONFERENCE CHAIR



**CASIE MCALLISTER**  
DIRECTOR OF  
PROGRAMMING

**LET'S  
CRUSH IT  
TOGETHER!**



Matthew Raynor  
Executive Director  
[mraynor@endeavorb2b.com](mailto:mraynor@endeavorb2b.com)  
561-801-6576

[www.HISummits.com](http://www.HISummits.com)