



Lubbock Chapter of HIMSS Sponsorship Opportunities Policy and Procedure

Policy:

- The appearance of advertising or sponsorship is neither a guarantee nor an endorsement by HIMSS of the product, service or company or the claims made for the product in such advertising or sponsorship.
- As a matter of policy, HIMSS will sell advertising space or sponsorships when the inclusion of advertising or sponsorships does not interfere with the mission or objectives of HIMSS or its products and services.
- To maintain the integrity of HIMSS publications, advertising (i.e., promotional material, advertising representatives, companies or manufacturers) will not influence decisions about content or delivery of products and services. Decisions to sell advertising or sponsorships are made independently of specific product and service content.
- All sponsorship and advertising arrangements will be for an annual period.
- HIMSS Chapter will **not sell** member information of any kind. Member information **will not be shared** outside the Chapter Board unless members individual opt-in to sharing their contact information with a specific person/company.

Procedure:

The Lubbock Chapter of HIMSS is the official local chapter of the Healthcare Information and Management Systems Society for areas of western Texas and the panhandle including cities of Amarillo, Lubbock, Midland, Odessa and San Angelo.

As one of the affiliated chapters of HIMSS, an international not-for-profit organization with over 35,000 individual members, 520 corporate members and 120 not-for-profit organizations, we share the mission of transforming healthcare through the effective use of information technology and management systems.

The purpose of our chapter is to provide healthcare and information technology professionals in our region with a forum to promote the exchange of knowledge and experiences, provide timely communication regarding emerging healthcare IT issues, and to assist members and students in their professional growth.

We have over 100 members from healthcare provider organizations, medical schools and universities, technology developers, not-for-profit organizations and government agencies. Our region encompasses west Texas and the panhandle including Amarillo, Lubbock, Midland, Odessa and San Angelo.

The Lubbock Chapter provides educational programs, networking events and activities to provide timely and relevant education, advocacy and information resources for legislators, visibility for the role of healthcare information technology and informatics in our region, and the professional development of Health IT professionals and students in healthcare informatics.

Becoming a sponsor of our Chapter gives your organization a direct and ongoing connection to our membership which represents senior management and upper level professionals from various healthcare providers, hospitals and academic institutions within our region.

Several levels are available and each provides outstanding marketing benefits while supporting our mission to provide educational and networking opportunities for the healthcare in our region.

To become a sponsor or to learn more, please contact the Lubbock HIMSS Sponsorship Chair.

Sponsorship Levels:

PLATINUM SPONSORS - \$1,500

- Four complimentary tickets to each Lubbock Chapter Sponsored Educational and Networking Event
- Featured recognition on the Lubbock Chapter HIMSS Website with your company logo displayed on our sponsorship page complimentary for the length of your sponsorship – www.lubbock.himsschapter.org
- Banner with company logo and sponsorship level displayed at Educational Events.
- Visual and Verbal Recognition of your sponsorship at Educational Events
- Space available to display and distribute promotional materials at Educational Events
- Ability to recommend topics and speakers for Educational Events.
- Verbal recognition of your sponsorship at annual events, such as our Annual Business Meeting.

GOLD SPONSORS - \$1,000

- Two complimentary tickets to each Lubbock Chapter Sponsored Educational and Networking Event
- Recognition on the Lubbock Chapter HIMSS Website with your company logo displayed on our sponsorship page complimentary for the length of your sponsorship – www.lubbock.himsschapter.org
- Verbal Recognition of your sponsorship at Educational Events
- Space available to display and distribute promotional materials at Educational Events
- Verbal recognition of your sponsorship at annual events, such as our Annual Business Meeting.

SILVER SPONSORS - \$500

- One complimentary ticket to each Lubbock Chapter Sponsored Educational and Networking Event
- Recognition on the Lubbock HIMSS Chapter Website with your company logo displayed on our sponsorship page complimentary for the length of your sponsorship – www.lubbock.himsschapter.org
- Verbal Recognition of your sponsorship at Educational Events.
- Verbal recognition of your sponsorship at annual events, such as our Annual Business Meeting.

SINGLE EVENT SPONSORSHIPS < \$500

- Sponsors may underwrite the cost of Educational Events, Annual Events and Forums and Networking Events to provide funding for venues, food and beverage services.
- All topics and speakers are subject to the approval of the HIMSS Lubbock Board of Directors and may not include sales presentations for any specific product or company
- Recognition in outbound emails to our members announcing the event
- Verbal Recognition of your sponsorship at the event
- Space available to display and distribute promotional materials at the sponsored educational event