Sponsorship Opportunities

Benefits	🏆 Exclusive Sponsor $7,500	⭐ Premier Sponsor $5,000	🌟 Supporting Sponsor $3,500	🎪 Exhibitor $1,500
Social Media Promotion	Full Year	2 Campaigns/Year	Pre-Conference & During Conference	—
Custom Landing Page on NYHIMA Website	12 Months	6 Months	3 Months	✓
Video Spotlight	3-5 Minutes	3-5 Minutes	3 Minutes	✓
Program	Full Page	Half Page	—	—
Attendee List	✓	✓	✓	✓
Post-event email blast (vendor provided)	✓	—	—	—
Exhibitor Booth Placement	Premium Location	Premium Location	Standard Location	Standard Location
Complimentary Registrations	3 Registrations	3 Registrations	2 Registrations	2 Registrations

Additional Details

Social Media Promotion

- Content supplied by sponsor and must be educational in nature.
- NYHIMA will provide content guidelines and posting parameters.
- Promotion may include email marketing, Facebook posts, LinkedIn posts, and other approved channels.

Video Spotlight

- May be delivered live or as a pre-recorded video during the conference.

Post-Conference Email Blast

- Sponsor provides content; NYHIMA distributes to attendees.

+Add-On Sponsorship Opportunities (Limited Availability)

Monday Evening Event – One only Exclusive

Lunch Sponsor - $4,000

Sponsor Benefits:

- 5-minute address before lunch
- Branded signage on all tables
- Promotional materials at each seat

Breakfast Sponsor - $3,000

Sponsor Benefits:

- Short welcome speech
- Promotional placement during breakfast

Networking Break Sponsor - $500

Sponsor Benefit:

- Logo displayed during beverage breaks

Program Ads

- **Full page ad - $500**
- **Half page ad - $250**
- **Quarter page ad - $125**

Swag Bag Sponsor - $3,500

Sponsor Benefits:

- Company logo on bag
- One item inside

Lanyard Sponsor - $2,500

Sponsor Benefit:

- Company logo on all conference lanyards

Transportation Sponsor - $2,000

Sponsor Benefit:

- Company logo on Transportation signage

Video Spotlight Sponsor - $1,000

Sponsor Benefit:

- Branded video shown during conference break