



Welcome to HITMC 2022!
...Back Together Again

Welcome to HITMC 2
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 Swaay.Health

Swaay.Health LIVE 2024 Sponsorship Prospectus

May 6 - 9, 2024 | Atlanta, GA

We've Evolved! HITMC Swaay.Health

To New and Returning Sponsors,

A lot has changed in the past 12 months...but the core of what we do and who we are remains the same.

In the summer of 2023, the Healthcare and IT Marketing Community (HITMC) rebranded to become *Swaay.Health*. This rebrand coincided with our new focus on the media side of our operation. We went from one article a week on HITMC.com to **one article each day on Swaay.Health + videos to our new YouTube channel + podcasts + social media-only posts.**

The annual HITMC conference is also undergoing changes.

First, the annual conference is now **Swaay.Health LIVE.**

Second, we are putting an emphasis on attendee engagement. There will be more panel discussions, peer learning opportunities (ie: unconferences), and fewer lectures.

Third, **more opportunities for sponsors to meet buyers.** How? In 2024 we will be bringing back the reverse expo that was super-popular last year. We will also be working hard to profile conference sponsors to the entire Swaay.Health community.

We have limited sponsorships available, so don't delay!

See you in Atlanta!

Sincerely,

The Swaay.Health Team: Bonnie, Brittany, Colin, David, Hailey, John, Lizeth



Why Sponsor?

Are you tired of conferences that treat sponsors like after-thoughts? At *Swaay.Health*, we take a different approach. We work hard to ensure our sponsors get **MAXIMUM EXPOSURE not just at our annual event, but THROUGHOUT THE YEAR.**

You have valuable solutions to offer the and we feel it's our job to help you get the word out about them.

Here's why you need to be a sponsor in 2023.

- 1 **Win Business.** Members of the Swaay.Health Community gravitate towards conference sponsors because they know they support the community too. In 2024 our unique "reverse expo" will be returning – an excellent way for sponsors to meet potential customers.
- 2 **Pitch Your Stories.** At Swaay.Health LIVE, you will have the opportunity to pitch stories directly to members of the healthcare media.
- 3 **Value Through the Year.** Being a Swaay.Health LIVE sponsor includes more than just the annual event, you get valuable benefits for the rest of the year too!
- 4 **Generate Buzz.** The ideas, pictures and stories shared at Swaay.Health LIVE extend for months – especially through the dozens of social media influencers that attend. Build awareness of your brand and your solutions.
- 5 **Unique Audience.** Swaay.Health is the only community that attracts passionate marketing professionals from Health IT companies and healthcare providers.

”*Stop thinking about it and sign up for the annual conference. The organizing team is incredibly supportive. Everything is top-notch: event logistics, pre-event marketing, post-event follow-up, the attention to detail for attendees...everything. We have connected with and eventually done business with so many incredible people at Swaay.Health.*

- Chris Slocumb, Clarity Quest
(A Supreme Agency)

Who Attends the Swaay.Health LIVE?

More than 4,000 marketing, PR and communications professionals are members of the Swaay.Health Community. The community has been gathering together at the annual conference for the past 10 years. Swaay.Health LIVE is the only event that brings together marketers from across the healthcare industry.

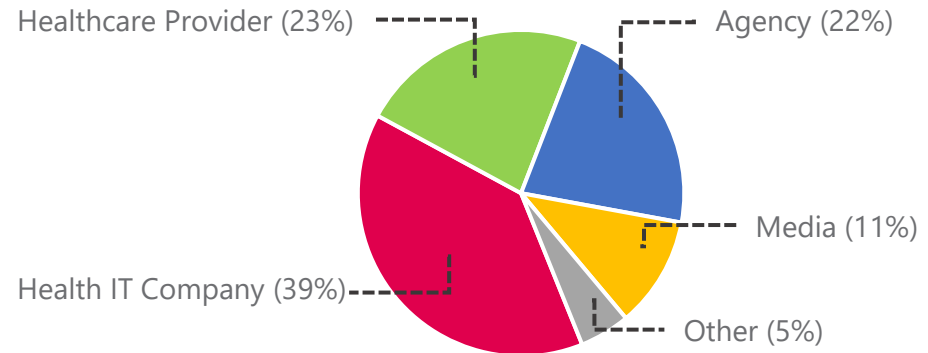
Sample Organizations

Hartford HealthCare	AHA
Northwell Health	MGMA
Cerner	CorroHealth
Greenway Health	Renown Health
Clearsense	Signature Health
Lawrence General Hospital	MIT Health
Lexington Medical Center	DirectTrust
Health Gorilla	DrFirst
Sequoia Project	FinThrive
Interlace Health	Kyruus
New Hope Fertility Center	MEDITECH
UConn Health	Redox
Veterans Administration	Vigilanz

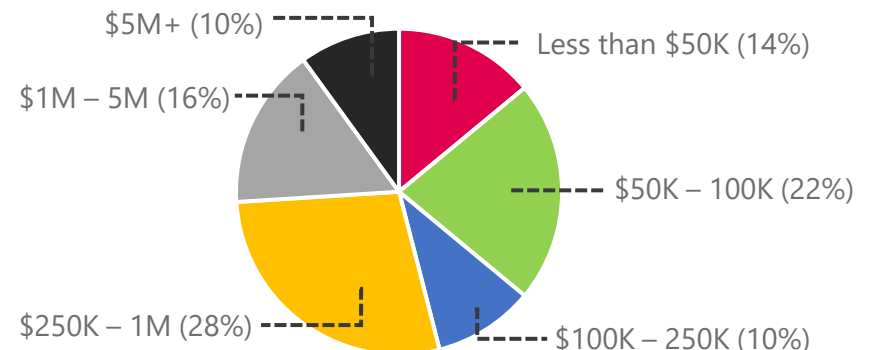
Sample Titles

Associate Publisher	Field Marketing Manager
Brand Ambassador	Marketing Manager
CEO	Patient Engagement Director
Chief Marketing Officer	PR & Media Relations Manager
Communications Manager	Principal
Creative Director	Product Marketing Director
Director of Marketing	Social Media Manager
Editor in Chief	VP Content Strategy
Event Manager	VP Marketing

Attendees by Organization Type



Attendees by Budget Control



Swaay.Health Reverse Expo!

Swaay.Health LIVE 2024 brings back the highly popular and effective REVERSE EXPO! In 2023, it led to valuable connections and new business. Gold and Platinum sponsors gain exclusive 60-minute expo access. Here's how it works:

- 1 **Organizations will be manning “booths”.** Over 15 representatives from health IT companies, healthcare providers, nonprofits, and associations will be set-up at booths ready to engage with sponsors..
- 2 **Walk up and start a conversation.** Sponsors can walk up to the people in booths and engage them in conversation.
- 3 **5 minutes to explore potential fit.** You'll have 5 minutes to introduce yourselves, listen to what the company/organization's needs are, discuss what you do, talk about the problems you solve, and explore potential compatibility. Even if it's not a match, you'll establish a valuable personal connection.
- 4 **Follow up afterwards.** Follow up via email or later in the conference with the people you found a potential fit with.

Be **FRIENDLY** and engaging

Have your **ELEVATOR PITCH** ready

LISTEN actively to what the person is saying about their marketing needs and goals

Don't use slides or demonstrate your solution. Have a **CONVERSATION**

You can't force a fit. If there is nothing, **THANK THEM** and move to the next booth.

Platinum Sponsorship \$20,000 (4 Available)

PRE-CONFERENCE

- Included in: attendee emails, social media & Swaay.Health site
- At least 2 social posts highlighting Platinum Sponsors
- At least 4 social posts for attendees to stop by your booth (or read the article)
- 1 email to registered attendees prior to event (email provided by you, approved & distributed by us)
- 3 months Display Ad on Swaay.Health site (subject to availability)
- Sponsored Article published on Swaay.Health site

POST-CONFERENCE

- Attendee list (name, title, organization, email, address)
- Included in post-event emails and social media posts
- 1 email to registered attendees following the event (email provided by you, approved & distributed by us)

THROUGHOUT 2024

- 1 *Healthcare IT Today* 3-in-1 Interview package (video+podcast+article) featuring you or your client
- 1 *Swaay.Health* 3-in-1 Interview package featuring you or your client
- 3 months Display Ad on Swaay.Health
- Listed as a sponsor for all virtual Swaay.Health Events in 2024

DAY-OF

- 6 full conference passes for staff or clients (your choice)
- 2 Reverse Expo passes
- Guaranteed speaking session
- Logo projected during main session entry & exit
- Logo on event signage throughout the venue (larger sized)
- 1 piece of collateral included in attendee Welcome Bag
- 1 promotional item included in attendee Welcome Bag
- 1 min video shown to attendees at opening session
- Recognition (thank you & shout-out) by conference emcee at opening & closing sessions
- Tent card on lunch tables (logo + conversation starter)
- Introducing the topic + speaker for 2 breakout sessions
- Choice of unclaimed Add-on Sponsorships – WiFi, Social Event, Lanyard (order determined by signature date)
- Choice of:
 - 6' exhibitor table (tablecloth & banner only, no booths)
 - Sponsored Article on Swaay.Health + 3months Display Ad



Gold Sponsorship \$5,500 (20 Available)

PRE-CONFERENCE

- Included in: attendee emails, social media & Swaay.Health site
- At least 2 social posts highlighting Gold Sponsors
- At least 2 social posts for attendees to stop by your booth (or read the article)
- Sponsored Article published on Swaay.Health site

POST-CONFERENCE

- Attendee list (name, title, organization, email, address)
- Included in post-event emails and social media posts

THROUGHOUT 2024

- 1 *Swaay.Health* 3-in-1 Interview package featuring you or your client
- 3 months Display Ad on Swaay.Health
- Listed as a sponsor for all virtual Swaay.Health Events in 2024

DAY-OF

- 3 full conference passes for staff or clients (your choice)
- 1 Reverse Expo pass
- Logo projected during main session entry & exit
- Logo on event signage throughout the venue
- 1 piece of collateral included in attendee Welcome Bag
- 1 promotional item included in attendee Welcome Bag
- Choice of:
 - 6' exhibitor table (tablecloth & banner only, no booths)
 - Sponsored Article on Swaay.Health + 3months Display Ad

”
One of the best things about Swaay.Health (formerly HITMC) is the community. The conference is intimate, and it allows you to not just network, but to truly build relationships of substance with colleagues. The relationships we have built have lasted for years and led to many opportunities of mutual benefit.

Mark Mohr, StudioNorth

Silver Sponsorship \$3,500 (unlimited availability)

PRE-CONFERENCE

- Included in: attendee emails, social media & Swaay.Health site
- At least 2 social posts highlighting Silver Sponsors

POST-CONFERENCE

- Attendee list (name, title, organization, email, address)
- Included in post-event emails and social media posts

THROUGHOUT 2022

- 1 *Swaay.Health* Sponsored Article package

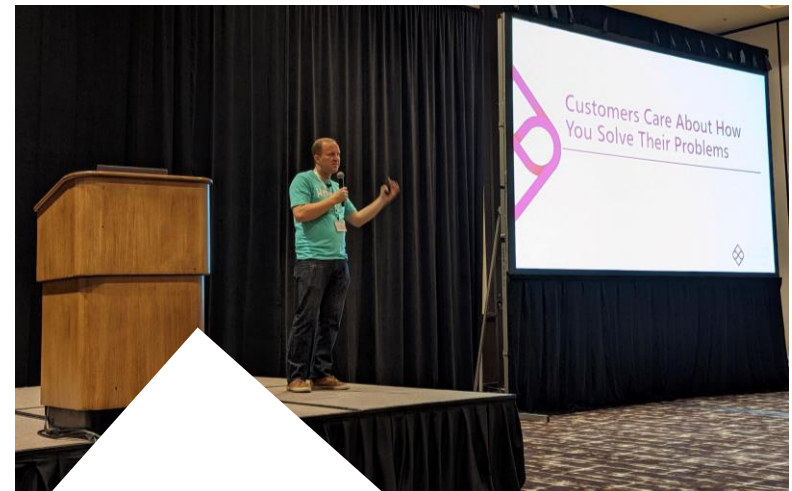
DAY-OF

- 2 conference passes for staff or clients (your choice)
- Logo projected during main session entry & exit
- Logo on event signage throughout the venue
- 1 piece of collateral included in attendee Welcome Bag
- 1 promotional item included in attendee Welcome Bag

”

There are no other conferences like this one. We have a niche buyer and a niche market. As a sponsor, this conference helps us focus on them.

Beth Friedman, FINN Partners



Add-on Sponsorships

SOCIAL EVENT SPONSOR

- Logo on TVs inside venue and at entrance to the social event
- Logo on conference website & electronic program as Social Event Sponsor

\$3,500 | Limit 1

WELCOME BAG SPONSOR

- Logo on Welcome Bags (black logo on white craft bags)
- Logo on conference website & electronic program as Welcome Bag Sponsor

\$2,000 | Limit 1

INSTAGRAM STATION SPONSOR

- Logo on Instagram station
- Logo on conference website & electronic program as Station Sponsor

\$2,000 | Limit 1

WIFI SPONSOR

- Logo on back of badge alongside WiFi information
- Logo on conference website & electronic program as WiFi Sponsor

\$3,500 | Limit 1

LANYARD SPONSOR

- Logo on conference lanyard
- Logo on conference website & electronic program as Lanyard Sponsor

\$2,500 | Limit 1



Swaay.Health 2024 Sponsorship Highlights (not comprehensive)	Platinum	Gold	Silver
Pre-Conference			
Included in: attendee emails, social media & Swaay.Health site	✓	✓	✓
Sponsored Article published on Swaay.Health	✓	✓	
Display Ad on Swaay.Health (subject to availability)	3 months		
Email to registered attendees prior to the event	✓		
Day-of			
Conference passes for staff or clients	6	3	2
Reverse Expo passes	2	1	
Logo on event signage throughout venue	Enlarged logo	✓	✓
Logo projected during main session entry & exit	✓	✓	✓
1 piece of collateral & 1 promotional item included in attendee Welcome Bag	✓	✓	✓
6ft exhibitor table – OR – Sponsored Article + 3 months Display Ad	✓	✓	
Guaranteed speaking session	✓		
1min video shown to attendees at opening session	✓		
Tent card on lunch table (logo + quote/conversation starter)	✓		
Introducing the topic + speaker for 2 breakout sessions	✓		
Post-Conference			
Conference attendee list (name, title, org, email, address)	✓	✓	✓
Included in post-conference emails & social media	✓	✓	✓
Email to registered attendees following the event	✓		
Throughout 2023			
3-in-1 Interview package (video+podcast+article) featuring you or your client on Healthcare IT Today	✓	✓	
3-in-1 Interview package featuring you or your client on Swaay.Health	✓	✓	
Listed as a sponsor for virtual Swaay.Health Events for all of 2024	3	1	
Display Ad on Swaay.Health	3 months	3 months	
Price	\$20,000	\$5,500	\$3,500
Sponsorship Limit	4	20	No Limit

Past Sponsors

Swaay.Health LIVE sponsors come in all shapes and sizes. Some are solo professionals that are specialized while others are software vendors with technology platforms designed for marketers. In the past we have had Marketing Automation companies, consultants, PR agencies, healthcare media, technology providers, printers, and film production companies as sponsors.

If you sell to healthcare marketing professionals you need to be at Swaay.Health LIVE 2024!



We're Here to Help You Succeed

Let us help you choose and optimize your Swaay.Health LIVE sponsorship in 2024. Email or call us to set up a meeting where we can learn more about your customer acquisition goals and match you to the right sponsorship package.

Email us at SwaayHealth2024@Swaay.Health

Keep up to date on the latest conference and community news at <http://www.healthitmarketingconference.com/>

