

Himss[®]
middle east

Health IT Leadership

15 – 17 November 2009 | Muscat, Oman

**Connecting Leaders Across
the Middle East to Advance
Quality Healthcare Through IT**



POWERFUL OUTREACH TO SENIOR HEALTH IT LEADERS

The 2009 Middle East Health IT Leadership Summit will feature over 75 Chief Executive Officers and Chief Information Officers from healthcare institutions from across the Middle East. This is *the* forum where Senior Healthcare IT Executives formulate the decisions of tomorrow.



PROGRAMME AT A GLANCE

SUNDAY, 15 NOVEMBER 2009	
TIME	EVENT
1830 – 2000	Welcome Reception
MONDAY, 16 NOVEMBER 2009	
TIME	EVENT
0900 – 0930	Registration and Breakfast
0930 – 1030	Welcome Address & Opening Keynote
1030 – 1100	Break
1100 – 1215	Education Sessions
1215 – 1330	Networking Lunch
1330 – 1445	Sponsor Focus Groups
1445 – 1515	Break
1515 – 1630	Sponsor Focus Groups
1615 – 1730	Hospitality Functions by Sponsors
1900	Evening Reception and Scenic Dinner Event
TUESDAY, 17 NOVEMBER 2009	
TIME	EVENT
0830 – 0930	Breakfast
0930 – 1045	Plenary: Roundtable Debate
1045 – 1115	Break
1115 – 1215	Education Sessions
1215 – 1330	Buffet Lunch
1330 – 1730	Guided Oman Tours

Maximise your Presence... Heighten Awareness of Your Brand... Engage Your Target Market

\$40,000 (15402 Oman Rials) Chairman's Circle Sponsorship (1 Available)

- Thought Leadership Showcase**
 The Chairman's Circle Sponsor may select a relevant and topical subject to produce a roundtable including industry partners or other thought leaders during the Tuesday, 17 November morning plenary session.
- Two Senior Executive Focus Groups**
 Off-the-record focus groups with senior healthcare IT executives provide a forum to collect valuable input from key procurement decision makers. The content and format is managed entirely by the sponsoring company. To attract attendees to your focus groups HIMSS will provide each provider CXO in attendance one complimentary non-cash gift. Focus groups include all nominal food and beverage expenses.
- Six Complimentary Registrations**
 The Chairman's Circle Sponsor receives six complimentary full-summit registration passes and the discounted \$140 (54 Oman Rials) rate for up to two additional registrations.
- Hospitality Suite and Meeting Room**
 Meet and entertain senior healthcare IT executives and other potential customers and collaborators in a private meeting room and a hospitality suite. Dedicated venues allow the Chairman's Circle Sponsor the opportunity to build relationships and demonstrate leading edge solutions. Set-up and F&B not included.
- Maximum for Visibility**
 The Chairman's Circle Sponsor receives the highest level of visibility including verbal acknowledgement during all plenary keynotes, premier logo placement on all walk-in and walk-out displays during the keynote and premier logo placement on the conference bag, conference agenda, onsite signage and website.
- Expand your Impact with discounts on A La Carte Sponsorships**
 The Chairman's Circle Sponsor receives a 50% discount on Corporate Membership in HIMSS Europe or Asia which allows you to continue your visibility for another year! You will also receive a 35% discount on any other A La Carte Sponsorship Item.
- CXO Invitational Concierge Service**
 The Chairman's Circle Sponsor may identify up to 10 existing or potential CXO customers to receive premier Concierge Service to increase their possibility of attendance and to ensure a smooth delegate experience at both arrival and departure from Muscat airport.
- Pre-Summit Marketing**
 At the request of the Chairman's Circle Sponsor, HIMSS will extend invitations to the Summit to an unlimited number of current or potential CXO-level customers until the Summit has reached capacity. Chairman's Circle invitees will be given preferential registration confirmations.

\$28,000 (10782 Oman Rials) Leadership Circle Sponsorship (3 Available)

- **One Senior Executive Focus Group**
Off-the-record focus groups with senior healthcare IT executives provide a forum to collect valuable input from key procurement decision makers. The content and format is managed entirely by the sponsoring company. Leadership Circle sponsors receive preferential scheduling and marketing for focus groups. To attract attendees to your focus group HIMSS will provide each provider CXO in attendance one complimentary non-cash gift. Focus groups include all nominal food and beverage expenses. The Sponsor also has the option to add up to one additional focus group on a first come, first served basis.
- **Four Complimentary Registrations**
Leadership Circle Sponsors receive four complimentary full-summit registration passes and the discounted \$140 (54 Oman Rials) rate for up to two additional registrations.
- **Hospitality Suite or Meeting Room**
Meet and entertain senior healthcare IT executives and other potential customers and collaborators in a private meeting room or hospitality suites. Dedicated venues allow Leadership Circle Sponsors the opportunity to build relationships and demonstrate their leading edge solutions.
- **Significant Visibility**
The Leadership Circle Sponsors receives significant visibility including verbal acknowledgement during the opening plenary session, tiered logo placement on all walk-in and walk-out displays during the keynote and tiered logo placement on the conference bag, conference agenda, onsite signage and website.
- **Expand your Impact with discounts on A La Carte Sponsorships**
Receive a 35% discount on Corporate Membership in HIMSS Europe or Asia which allows you to continue your visibility for another year! You also receive a 25% discount on any other A La Carte Sponsorship Item.
- **Pre-Summit Marketing**
At the request of Leadership Circle Sponsors, HIMSS will extend up to 50 invitations to the Summit to your current or potential CXO-level customers until the Summit has reached capacity.

\$14,000 (5390 Oman Rials) Supporter Sponsorship (4 Available)

- **Two Complimentary Registrations**
Supporter Sponsors receive two complimentary full-summit registration passes and the discounted \$140 (54 Oman Rials) rate for up to one additional registration.
- **Conference Visibility**
The Supporter Sponsors receive visibility including verbal acknowledgement during the opening plenary session, tiered logo placement on all walk-in and walk-out displays during the keynote and tiered logo placement on the conference bag, conference agenda, onsite signage and website.
- **Expand your Impact with discounts on A La Carte Sponsorships**
Receive a 20% discount on Corporate Membership in HIMSS Europe or Asia which allows you to continue your visibility for another year! You will also receive a 15% discount on any other A La Carte Sponsorship Item.
- **Pre-Summit Marketing**
At the request of the Supporter Sponsor, HIMSS will extend up to 25 invitations to the Summit to your current or potential customers until the Summit has reached capacity.

Other A La Carte Sponsorship Options

Message Panels (4 available)

\$4,200 (1617 OMR) for Non-Sponsors
\$2,800 (1078 OMR) for Sponsors less applicable discount
Reinforce your brand and message in high-traffic areas!

Focus Groups

\$11,200 (4312 OMR) for Non-Sponsors
\$7,000 (2695 OMR) for Sponsors less applicable discount
Off-the-record focus groups with senior healthcare IT executives provide a forum to collect valuable input from key procurement decision makers. The content and format is managed entirely by the sponsoring company. Leadership Circle sponsors receive preferential scheduling and marketing for focus groups. To attract attendees to your focus group HIMSS will provide each provider CXO in attendance one complimentary non-cash gift. Focus groups include all nominal food and beverage expenses.

Badge Holders (1 available)

\$14,000 (5390 OMR) for Non-Sponsors
\$9,800 (3773 OMR) for Sponsors less applicable discount
Place your company logo on the badge holders – an attendee must have item throughout the Summit.

Summit Pens (1 available)

\$3,500 (1348 OMR) for Non-Sponsors
\$1,400 (539 OMR) for Sponsors less applicable discount
Each attendee will receive a pen. Every time they use it, they will see your company's logo.

Single Registrants

\$2,100 (808 OMR) for Non-Sponsor, Non-Members
\$1,330 (512 OMR) for Non-Sponsor, Individual Members
\$275 (106 OMR) for qualifying healthcare provider CXOs
(must hold the title of Chief Executive Officer, Chief Information Officer, or equivalent).



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For more information about sponsorships opportunities, please contact:

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The Healthcare Information and Management Systems Society (HIMSS) is the healthcare industry's membership organisation exclusively focused on providing global leadership for the optimal use of healthcare information technology (IT) and management systems for the betterment of healthcare. Founded in 1961 with offices in Chicago, Washington, D.C., Brussels, Singapore, and other locations across the United States and Europe, HIMSS today represents over 20,000 individual members and over 350 corporate members – collectively representing organisations employing millions of people. HIMSS frames and leads healthcare public-policy development and the improvement of industry practices through its advocacy, educational and professional development initiatives, which are designed to call attention to information and management systems' contributions to quality patient care.