



HIMSS16 Webinar Series

Please join us for another year of FREE webinars to our HIMSS16 exhibitors. These webinars are designed to assist you in your planning for HIMSS16. You can register today for any of these webinars as there is no charge to you.

Monthly Logistics and Cost Savings Tips Webinars

Join our monthly HIMSS16 webinar with HIMSS Staff members to answer any of your questions you have. This will be an open webinar where HIMSS will take your questions and you can come and go from the webinar as you please.

Register Today!

Earn 5 points for coming to one of the [Monthly Logistics and Cost Saving Tips Webinar](#) meetings and taking our survey after

[January 7 \(100 sqf and up to 300\)](#)

[February 4 \(all\)](#)

Listen to Past Monthly Webinars:

[November 3 \(1600 sqf booths and greater\)](#)

[December 10 \(400 sqf booths and up to 1500\)](#)

Marketing & Sponsorship Opportunities

Join our Team of Experts and Learn About:

- What can you do NOW! Available marketing, options to differentiate your company from the competition at HIMSS16.
- Solutions to drive lead generation, position your company as a thought leader and branding options to deliver your message to HIMSS16 attendees

Register Today!

[January 5](#)

Past Marketing & Sponsorship webinars

Listen to record webinar from:

[October 15](#)

[November 17](#)

October 13, 2015: Learn how to manage your housing block online

Learn the simple steps involved in adding name assignments, modifying existing reservations, sending and viewing confirmations, and entering unique payment methods to individual group members. We will review key dates and policies, and discuss what happens between onPeak and the hotels in the weeks just prior to HIMSS16 to help you come up with the strategy that works for your company.

[Listen to recording](#)



**November 19, 2015: Learn how to manage your housing block online
(Encore Presentation)**

Learn the simple steps involved in adding name assignments, modifying existing reservations, sending and viewing confirmations, and entering unique payment methods to individual group members. We will review key dates and policies, and discuss what happens between onPeak and the hotels in the weeks just prior to HIMSS16 to help you come up with the strategy that works for your company.

[Listen to recording](#)

November 12, 2015: Exhibitor Registration Process and Lead Retrieval

CompuSystems, our registration company for HIMSS16, will walk you through the process of how to register for your badges. Watch and learn, so you can register for your exhibitor badges without any problems. Also, learn about the new technology with lead retrieval and how it can help your business.

[Listen to Recording](#)

December 8, 2015: Managing Media Relations at HIMSS16

Join this webinar to learn more about working with media who will be at HIMSS16 in Las Vegas. This 60-minute webinar focuses on using the pre-registered media lists, setting up one-on-one interviews with media, dropping materials at the HIMSS News Room and using the Media Interview Room. This webinar includes a panel of 2-3 members of the media who will be at the conference and will share their perspective on the news they look for at the conference.

[Listen to Recording](#)

December 15, 2015: First Time Exhibitor (FTEX): How to Get Off to a Fast Start in the HIMSS Annual Conference

Provide first time exhibitors with information on important HIMSS exhibiting information and practical exhibiting knowledge to inform, manage expectations and increase retention of first time exhibiting companies. **Learn about:**

- The HIMSS Conference
- Your HIMSS exhibit support team
- Understanding the HIMSS attendee
- Navigating the HIMSS Exhibitor Service Kit
- An overview of HIMSS resources available to exhibitors
- The three year FTEX success rule
- Important things FTEX's must pay careful attention to
- Four strategic pillars of a results focused exhibit
- Quick tips for :
 - Tradeshow budgeting and money management
 - Goal setting and planning
 - Creating an effective exhibit

HIMSS[®]16

Annual Conference & Exhibition

FEBRUARY 29 – MARCH 4, 2016
LAS VEGAS

- Marketing to build qualified booth traffic
- Staffing for success
- Lead management and measuring results

[Listen to Recording](#)

January 12, 2016: Sensing and Serving the Needs of the HIMSS Attendee

HIMSS would like to help you better understand the HIMSS Annual Conference audience and more effectively market to and meet their needs at the Annual Conference. **Learn about:**

- An update on the 2015 HIMSS Conference
- Who attends and why they attend
- What they want, expect and need from exhibitors
- Attendee behaviors around the exhibit hall
- What attendee surveys are telling us about exhibitors
- How to profile your ideal attendee within the total show audience
- The importance of pre-show marketing in a show like HIMSS
- What marketing media HIMSS attendees prefer and respond to
- How to execute an integrated marketing campaign that puts your company in the mind and on the agenda of the right attendees

[Register Today!](#)

January 14, 2016: Social Media Webinar

Social media has exploded over the past few years—and so has the multiplicity of tools available to keep professionals connected. HIMSS groups thrive on several social networking sites, including LinkedIn, Facebook and Twitter. Members of these groups expand their business and social contacts through online networking and discussions forums, as well as get real-time updates and news from HIMSS. During this webinar, learn how HIMSS uses social media to convene the health IT community, grow awareness around industry initiatives and events, provide customer service, network, and share news, photos, videos and links. Webinar participants will learn how their organizations can engage with annual conference attendees, speakers and other exhibitors using these social media tools, as well as learn best practices and guidelines for proper usage.

[Register Today!](#)

January 26, 2016: Booth Selection (booth space for HIMSS17)

Join the HIMSS Exhibit Sales team for the HIMSS17 booth selection webinar. During this 1 hour webinar we will discuss the booth selection process for both companies selecting before and during HIMSS16. If you plan on exhibiting at HIMSS17 or have any questions about the booth selection process, we highly encourage you to attend this informative webinar. We will have devoted time for Q&A for you to ask any questions about HIMSS17 or the booth selection process.

[Register Today!](#)