



Keeping Health Information HUMAN

HEALTH INFORMATION PROFESSIONALS WEEK

April 18–24, 2021

Sponsor Prospectus

This year’s theme emphasizes or reminds that as health information professionals we keep health information human, and when health information stays human, it stays relevant.

Health information professionals make a difference. Show your support for the impact these professionals have on the industry.

REACH YOUR AUDIENCE

- ✓ **E-mail Reach:** 100,000+ health information managers, directors, technicians, privacy officers, educators, consultants, and more.
- ✓ **Web Reach:** 19,000 Pageviews per month

Brand Reach

\$4,000 | 5 available

- ✓ Daily activity supporter week-of event
- ✓ Includes logo on schedule and 50 words to acknowledge profession in day-of promotional email
- ✓ Logo visibility on the website
- ✓ Announcement of sponsorship on social media

Brand Experience

\$4,500 | 1 available

- ✓ Special event supporter: Cooking Night
- ✓ Pre-recorded welcome and appreciation video (30 seconds max)
- ✓ Logo visibility on the website
- ✓ Announcement of support on social media

Thought Leadership

\$5,000 | 1 available

- ✓ HI-focused whitepaper featured on HIP Week and social media
- ✓ Includes promotion of whitepaper on hipweek.org and social media
- ✓ Logo visibility on the website
- ✓ Announcement of support on social media

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