



Society for Simulation in Healthcare

JANUARY 10 – 14, 2025 | ORLANDO, FL

25<sup>TH</sup> ANNIVERSARY

# LOOKING BACK REACHING FORWARD



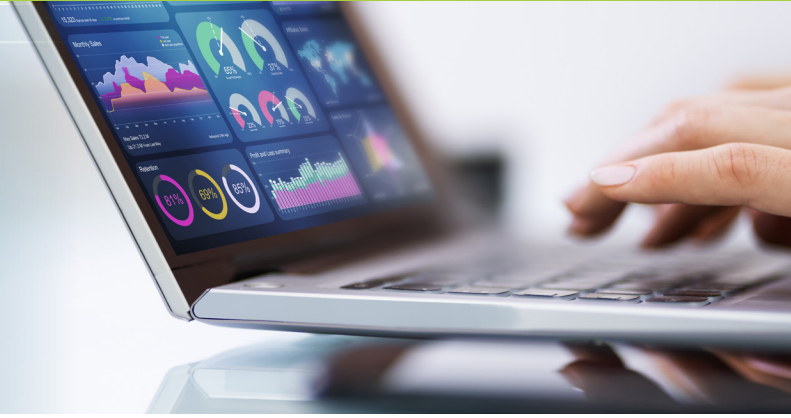
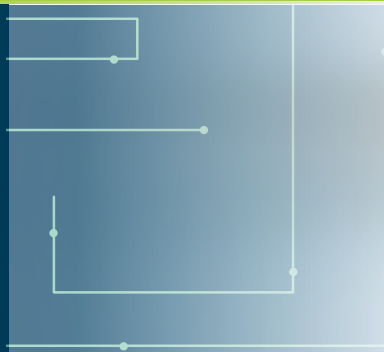
## SPONSORSHIP OPPORTUNITIES

IMSH2025.ORG | #IMSH2025  



# MARKETING OPPORTUNITIES AT-A-GLANCE

IMSH2025.org



## 360 TITLE SPONSORSHIPS (YEAR-ROUND)



- PRESIDENTIAL SPONSORSHIP ..... \$75,000
- PLATINUM SPONSORSHIP ..... \$40,000
- GOLD SPONSORSHIP ..... \$20,000

## ONSITE BRAND AWARENESS

- KEYNOTE PLENARY SESSIONS ..... \$45,000 for Saturday, Monday, or Tuesday (Exclusive) or \$15,000 each (up to 3)
- IMSH Press Box ..... \$25,000 (Exclusive)
- WIFI PACKAGE ..... \$20,000 (Exclusive)

### New This Year –

- INNOVATION PACKAGE ..... \$25,000
  - WHAT'S NEW IN SIM SHOWCASE
  - START-UP CENTRAL
  - SSH SIMVENTORS: TECHNOLOGY EXPERIENTIAL AREA
- ATTENDEE BOOK BAGS ..... \$15,000
- MOBILE APP ..... \$15,000

## NETWORKING OPPORTUNITIES

- DIAMOND BALL ..... \$50,000 (Exclusive)
- SSH CENTRAL ..... \$15,000 (Exclusive)
- CHARGING STATIONS ..... \$15,000 each (limited quantity)
- INTERNATIONAL RECEPTION ..... \$10,000 (Exclusive)/ \$5,000 (Supporter)

## HEALTH & WELLNESS

**Combine all 3 for \$30,000!**

- 5K FUN RUN/WALK ..... \$15,000
- WATER BOTTLES ..... \$10,000
- HYDRATION STATIONS ..... \$10,000

## ADVERTISING

- COMMERCIALS ..... \$8,000 (limited availability)
- IMSH SHOW DAILY MAGAZINE ..... \$1,800+
- BOOK BAG INSERTS ... \$3,500 (limited quantity)
- IMSH WEBSITE BANNER ADS ..... \$1,500
- MOBILE APP PUSH NOTIFICATIONS ..... \$1,000 each

## CONTACT:

Olivia Fleenor | Meetings & Exhibits Coordinator  
Direct Office: (202) 718-8431 | SSH Main Office: (866) 730-6127  
Email: ofleenor@ssih.org





# INDUSTRY FOCUS

## Sponsorship Levels

BENEFITS	PRESIDENTIAL	PLATINUM	GOLD
Priority logo placement on sponsorship signange at SimOps 2024	●	●	●
Priority logo placement on sponsorship signage at IMSH 2025	●	●	●
Logo rotating on screen during opening of (4) plenary sessions at IMSH 2025	●	●	●
Logo on opening slides during Best Practice Workshops	●	●	●
Logo in all 3 issues of Show Daily during IMSH 2025	●	●	●
Logo acknowledging sponsorship on all email communications related to SimOps 2024	●	●	●
Logo acknowledging sponsorship on all email communications related to IMSH 2025	●	●	●
First Right of Refusal for subsequent year	●	●	●
Complimentary Half Page Ad in all 3 issues of IMSH 2025 Show Daily	●	●	
Reserved table for 10 at the IMSH 2025 Diamond Ball	●	●	
Opportunity to host a pre-recorded virtual learning lab included in the IMSH Delivers 2025 collection	●	●	
Complimentary podcast interview slot at IMSH 2025	●	●	
Complimentary ad in Simulation Spotlight	●	●	
Exclusive Spot on the IMSH Media Tour	●	●	
Stage presence opportunity to introduce SSH President on opening plenary stage at IMSH 2025	●		
Stage presence opportunity to introduce Planning Committee on opening keynote stage at SimOps 2024	●		
First priority selection for IMSH 2025 booth location	●		
Complimentary table top exhibit space at SimOps 2024	2	1	
Complimentary premium 10x10 booth units at IMSH 2025	2	1	
Complimentary article in Simulation Spotlight	2	1	
Complimentary app push notification at IMSH 2025	2	1	
Additional complimentary staff badges	5	5	
Complimentary meeting space/show office at IMSH	20X30	20x20	
Advertisement in IMSH 2025 on-site program guide	Full Page	Full Page	Half Page
Drink tickets to the Grand Opening Reception in the Exhibit Hall at IMSH 2025	50	25	10
Additional Priority Points	50	20	10
Comped tickets to the IMSH 2025 Diamond Ball	10	10	5
Full conference registrations to SimOps 2024	10	8	5
Full conference registrations to IMSH 2025	10	8	5

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# ON-SITE BRAND AWARENESS

IMSH2025.org



## **\$50,000** **DIAMOND BALL – Exclusive**

The elegant, black tie event is IMSH's premier social event recognizing Fellows of the SSH Academy, SSH Accreditation and the ten-year anniversary celebration of the SSH Certification program.

- branding (signage, recognition in the program, etc.) of the reception
- stage presence opportunity for your designated company representative
- (2) reserved tables
- 20 ball tickets

*The IMSH Diamond Ball consistently draws an average of 700+ guests from a variety of Simulation backgrounds*

## **\$15,000** **SSH CENTRAL – Exclusive**

SSH Central is the highly visible “front door” entry for all IMSH attendees – a central gathering spot.

- Acknowledgement, company information and booth number on hard wall support column(s) and signage within Central
- Opportunity to offer lemonade and iced tea on first full day (Saturday) with up to 3 company representatives in Central welcoming attendees

## **\$25,000** **IMSH Press Box – Exclusive**

Premiered at IMSH 2022 with rave reviews from exhibitors and other industry thought leaders. Recorded and then distributed via SSH's official YouTube Channel, SSH social media (LinkedIn, Facebook, Twitter, and Instagram), the IMSH Pressbox is the place for breaking news, potential product announcements, and industry trend analysis.

- Logo prominently displayed on the front of the broadcast stage (and all other signage) as attendees are drawn to the bright lights and excited sounds of live interviews and podcasts at IMSH!

## **\$25,000** **INNOVATION PACKAGE**

**NEW THIS YEAR!**

- WHAT'S NEW IN SIM SHOWCASE
- START-UP CENTRAL
- SSH SIMVENTORS: TECHNOLOGY EXPERIENTIAL AREA

The SSH SimVentors: Technology Experiential Area will provide an interactive arena in which IMSH attendees can try on, test drive, and simulate for themselves the many new and exciting technologies our industry partners have to offer.

- Sponsor's name, logo, and booth # on area banner
- Sponsor logo on all pre-IMSH communications related to this event
- Sponsor logo on landing pages on mobile app and microsite that pertains to this event

## \$20,000 WIFI PACKAGE – *Exclusive*

As the sponsor of the wireless attendee internet service in the Convention Center, your company will receive maximum exposure when attendees utilize WiFi during the meeting.

- Dedicated corporate “splash page” that displays each time attendees access WiFi service.

## \$40,000+ EXCLUSIVE / \$15,000+ EA (UP TO 4): CHARGING HUB

Accessed by attendees during exhibit hall open hours – set up throughout the exhibit hall.

- Company branded attendee charging hub
- Basic artwork included for (2) charging tables
- Basic charging furniture included
- Carpet included

## \$15,000 each or \$45,000 for Saturday, Monday, or Tuesday: KEYNOTE PLENARY SESSIONS – *Exclusive*

- Company logo will be displayed on the screen
- Company name and logo will be displayed on the opening and closing frames of the broadcast, which will be live streamed on the SSH website to simulation professionals around the world.
- Includes acknowledgement and recognition from the plenary stage at the beginning of the session
- The broadcast will be recorded and archived into the SSH Live Learning Center for later viewing.

## \$15,000 ATTENDEE BOOK BAGS



- Company logo appears on the front outside of the book bag given to all IMSH 2025 attendees
  - Includes (1) book bag insert
- \*artwork for inserts must be provided by sponsor

## \$15,000 MOBILE APP

The Mobile App is the go-to resource for IMSH attendees, featuring a personal agenda builder, program guide, ability to view the program schedule, speaker bios, and general information – all from their mobile device

- Company name and logo on the login pages each time the app is opened
- Logo on all pre-IMSH emails related to the mobile app

## \$10,000 EXCLUSIVE / \$5,000 SUPPORTING: INTERNATIONAL RECEPTION

Attended by International members from around world, support the invitation-only SSH International Reception.

- (2) tickets to reception.
- Company name & logo on signage pertaining to this event
- Opportunity to welcome attendees to the reception

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# #SIMFIT25 HEALTH & WELLNESS PACKAGE

IMSH2025.org



Consistently attracting more than 100 participants, the #SimFit25 5K Run/Walk supports the Beverlee Anderson Education Scholarship Fund. The Beverlee Anderson Education Scholarship Fund (BAESF) provides support to attend the annual International Meeting on Simulation in Healthcare (IMSH). This need-based scholarship was created for healthcare simulation professionals who would otherwise be unable to attend IMSH.

**Option to combine sponsorship of all three events for \$30,000!**



## \$15,000: 5K Fun Run/Walk

- Logo on event t-shirt
- SSH provides the T-Shirts, medals, and covers all run expenses
- Results will be posted at sponsor's booth that afternoon during the Grand Opening
- During opening plenary housekeeping announcements, moderator will thank sponsor, report on number of participants, and encourage participants to visit booth # \_\_ to see results of race.
- Opportunity to speak at the start and finish line of the race
- Logo on all pre-IMSH communications related to the Fun Run/Walk



## \$10,000: Water bottles

- Logo on water bottles given to all IMSH 2024 attendees



## \$10,000: Hydration Stations (Water Stations)

Located throughout the convention center meeting space and exhibit hall the entire conference.

- Up to 10 'Wrap' water jug with sponsor name, logo, message (artwork supplied by the sponsor)

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## **\$15,000 COMMERCIALS (Max = 10)**

Highly visible exposure as most attendees begin their days at the opening plenary sessions 5 minutes ahead of plenary. Also played in SSH central.

- Played on loop as attendees enter into the plenary hall on Sunday, Monday, Tuesday, and Wednesday
- Sponsor is responsible for content and production of commercial

## **\$3,500: BOOK BAG INSERTS (max = 5)**

- Company/product information and booth number and location are allowed on the insert. Once insert is approved, sponsor will ship the appropriate quantity to the warehouse and IMSH staff will insert the material into the book bags.

## **\$1,500: IMSH WEBSITE BANNER ADS**

Located on [IMSH2025.org](http://IMSH2025.org) – the official website for IMSH 2025, banner ads linked to your company’s website are available on the Exhibitor List landing page that attendees visit as they plan their exhibit visits.

## **\$1,000/each Mobile App Push Notifications (max = 5)**

Quickest and simplest way to ensure your message gets in front of all IMSH attendees

- One-time app notification of your choice sent to all attendees



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