

# Global 500 Professional Services Company Garners Qualified Leads and Increases Awareness with HIMSS21 Global Conference Digital

## Introduction

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This case study of a Global 500 professional services company is based on an October 2021 survey of HIMSS customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“HIMSS is the leader in healthcare information and technology industry events. If you are not participating in one or more of their events per year, you are missing a big opportunity.”

## Challenges

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The business challenges that led the profiled company to evaluate and ultimately select HIMSS:

- The top purchasing drivers for sponsoring a HIMSS event:
  - Generating qualified sales leads
  - Brand awareness
  - Thought Leadership
  - Introduction of new products to the market

## Use Case

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The type(s) of campaigns executed in their go-to-market strategy with HIMSS by the surveyed company included:

- HIMSS21 Global Conference Digital

Reasons they invested in a HIMSS event sponsorship:

- Quality of audience
- Quality of speakers
- Speaking opportunities
- Return on investment

## Results

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The surveyed company achieved the following results with HIMSS:

- The types of benefits their organization realized from their event:
  - Generation of qualified leads
  - Increased brand and/or product awareness

### Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:  
**Global 500**

Industry:  
**Professional Services**