







# Generating Leads, Creating Connections, and Strengthening Loyalty are Top Drivers for Sponsoring a HIMSS Event

Please rate the following benefits from events in order of importance:

|   | Extremely Important  | Very Important   | Important  | Unimportant  |
|---|--|--|--|--|
| Brand and/or product awareness                                | <br>37%   | <br>40%   | <br>23%   | 0%   |
| Speaking opportunities  | <br>23% | <br>50% | <br>17% | <br>10% |
| Generating qualified sales leads                              | <br>63% | <br>19% | <br>11% | <br>7%  |
| Creating connections with key individuals and decision makers | <br>50% | <br>33% | <br>17% | 0%   |
| Strengthening loyalty with key buyers                         | <br>46% | <br>25% | <br>25% | <br>4%  |

Source: TechValidate survey of 31 Sponsors of HIMSS Events

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TechValidate  
by SurveyMonkey