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## Informa Markets and HIMSS Join Forces to Expand the HIMSS Global Health Conference & Exhibition



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Informa Markets and the Healthcare Information and Management Systems Society (HIMSS) are proud to announce a landmark partnership to propel the growth and evolution of the [HIMSS Global Health Conference and Exhibition](#). Informa Markets will take on management of the HIMSS Exhibition, while HIMSS will continue to oversee developing expert content and programming.

Recognized as the most influential healthcare technology event of the year, the HIMSS Global Health Conference and Exhibition brings together the global health ecosystem to network, discover, learn and innovate. As one of the largest healthcare events in North America, it draws 40,000 health professionals, technology leaders, providers and governmental organizations from around the world. Informa Markets is the world's leading exhibition organizer, connecting communities across diverse sectors ranging from Fashion to Engineering, Health and Wellness to Construction, and more, with a portfolio encompassing over 450 brands.

This partnership will bring together the scale, expertise and resources of the world's leading exhibitions organizer with the unparalleled thought leadership that HIMSS has established in the health tech community. Participants will continue to benefit from HIMSS' excellence in curating content and programming that showcases the latest advancements and innovations in health information and technology, while drawing on Informa Markets' unrivaled expertise in delivering world-class event experiences. With a strong presence in the Healthcare and Medtech space through brands such as FIME, Arab Health and IME, Informa Markets is an ideal partner to elevate the HIMSS Exhibition to new heights. Under Informa Markets' leadership, the 2024 version of the HIMSS Conference and Exhibition will provide fresh opportunities and enhance the customer experience for HIMSS members, featuring improved digital features, enhanced registration processes, marketing tools and cutting-edge product discover applications.

"The HIMSS 2023 Global Health Conference and Exhibition was an outstanding success. We are determined to continuously advance this conference and exhibition, delivering ever greater value to everyone who attends: speakers, sponsors, exhibitors and healthcare professionals," said Hal Wolf, President & CEO of HIMSS. "With the remarkable growth that the Global Conference has reached, it's the right time to partner with North America's leading exhibitions organizer, Informa Markets, who shares our vision to make the HIMSS Global Health Conference and Exhibition the best it can be for the entire ecosystem.

After a successful 2023 conference hosted in Chicago, the 2024 HIMSS Global Health Conference and Exhibition will move to Orlando, where Informa's South Florida Ventures team has recently added Art Miami, the Miami International Boat Show and Premiere Beauty to its rapidly growing luxury lifestyle portfolio in the region, under the leadership of Ken McAvoy.

"We are thrilled to expand our work connecting the healthcare community with the addition of the HIMSS Global Health Conference and Exhibition," said Ken McAvoy, President, South Florida Ventures at Informa Markets. "Drawing on our extensive experience in organizing some of the largest and most successful events in the U.S., combined with HIMSS' unparalleled expertise in the digital health space, we are excited to collaborate and leverage our resources to deliver even greater benefits and value to the HIMSS community and its members."

The highly anticipated 2024 HIMSS Global Health Conference and Exhibition, the inaugural edition under this new partnership, will take place in Orlando, FL, on March 11-15. Expect a groundbreaking event that will shape the future of healthcare technology.

**Source:** [HIMSS](#)

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