

AI @ HLTH Zone | Education Theater Session Guidelines

One of the AI @ HLTH Zone sponsorship benefits is a 20-minute recorded Education Thought Leadership Theater Session. The theater presentation will be positioned in the HLTH agenda as AI Education, so keep in mind that this session is not a sales pitch, but a session to share a use case or success story.*

**There is a max of one (1) speaker for this presentation.*

AI @ HLTH Education Presentations will be promoted on the HLTH agenda and recorded for your use post-conference.

Session Schedule Deadline (by 8/22/25): Your session will be scheduled for an AI @ HLTH Theater time slot during your initial kick-off call with the AI @ HLTH team. If your Theater Session was not booked during your kick-off call, please email Jaclyn at Jaclyn@counterpointsol.com to schedule. Time slots are scheduled on a first come first serve basis.

Submit Session Speakers, Title, and Description Information (by 8/22/25): Fill out this [FORM](#) to submit your speaker information, session title, and session description to be added to the event Agenda.

Speakers Submit Materials into HLTH Hub (by 8/29/25): Once a speaker is mutually agreed upon with the AI @ HLTH Team we will need their email address. We will provide them with access to speaker onboarding via the HLTH Hub. They will submit their headshot, title, bio, etc. via the HLTH Hub. If there is someone that will be onboarding the speaker on their behalf (ie: Executive Assistant) please let us know before onboarding begins.**

**Please note that the speaker onboarding via the HLTH Hub is different from the Sponsor Portal.*

***After August 29th, extensions are not guaranteed. Speaker and sponsor inclusion in promotional materials will be considered on a case-by-case basis.*

Speaker Slides (due by 10/10/25): Speakers will need to submit their slides [HERE](#) for approval. All presentations must be created using the HLTH Presentation Template found [HERE](#). Please make sure to download or save a copy of this template. Do not create your slides directly in the original file provided.

Session Format:

- Length: 20 minutes
- Type: Education Thought Leadership Presentation

Stage Setup:

- Speakers will be provided a podium, handheld, or lavalier microphone. There will be a confidence monitor and screens for slide presentations. Here is a link to where the [AI Theaters](#) will be located on our floor plan.

No Sales Pitches:

- Your presentation should NOT include a product pitch, direct marketing messages, or a system demonstration.

Speakers:

- Number: (1) executive from your organization.
- Level: Speaker should be a C-level or senior executive.

- Diversity: HLTH firmly prioritizes diversity on every panel and we implore you to do the same.
- This includes all forms of diversity including but not limited to gender and racial. Please consider this important tenet of our mission while you are selecting a speaker.
- New Voices:
 - We are committed to featuring new voices that foster a diverse range of perspectives and ideas. For this reason, we strongly discourage repeating speakers from previous years. We ask you to explore putting forth other executives instead of people that have already spoken at HLTH.
 - If your company has an executive speaking on another stage during the event, we urge you to consider a different C-level or senior company executive, partner, or customer for your AI @ HLTH Education Presentation.

Session Title & Description Guidelines:

- Title: 90 characters max, but we recommend 45 characters for viewability in the app. The title sells the session!
- Description: No more than 2-3 sentences. It is not necessary to include information on who is speaking, but rather why someone should attend the session.

Speaker Registration:

- Speaker: HLTH will register the sponsoring organizations' speaker using (1) sponsor pass allocated for this speaking role.

Additional Information:**Speaker Marketing Graphic:**

We'd love for your speakers to promote the event on social media. Their personalized co-marketing graphics will become available a few weeks after you submit their onboarding materials via our HLTH Hub. You'll be able to access them by logging into the speaker's profile within the HLTH Hub. Please use our official hashtag #HLTHUSA when posting.

Closer to the Event:

- Preparation: We recommend that all sponsors host a prep-call with their speakers ahead of the event to review content. The HLTH team will send a detailed email ahead of the event with logistical details all speakers should be aware of.

On-Site:

- Arriving at Stage: We ask all AI @ HLTH speakers to arrive at the AI @ HLTH Zone located on the show floor approximately 15 minutes prior to the session start time.
- Dress Code: Business casual or whatever you are most comfortable in! No suits, ties, or heels necessary. However, we do recommend that you refrain from wearing fine prints as it does not always pick up well on camera.
- Speaker Lounge: Speakers have access to our Speaker Lounge during the duration of the conference. The lounge will have dedicated staff with light refreshments and a baggage check.

We kindly ask speakers to limit the number of team members that they bring into the lounge as space is limited. The lounge should not be used as a designated meeting location.

**The Speaker Lounge will not serve as the meeting point for AI Speakers ahead of their sessions. Speakers on this program should report directly to the AI @ HLTH Zone Welcome desk*

approximately 15 minutes ahead of their session start time. Please refer to your detailed calendar invite for the stage location.

Post Event:

- Session Recording: Sessions are recorded and made available to registrants to watch on demand within the event app. We will email your primary contact a link to the recording. We welcome you to post clips on social media and credit HLTH while doing so. We kindly ask that you do not share the full recording anywhere.
- Session Photos: Photographers will be around the event and capturing the majority of sessions, however, due to the size of the event, some sessions may be missed. The HLTH team will be able to share a link to the professional photographs approximately 3 weeks after the event ends. Professional outside photography is not permitted without prior consent from HLTH. If you are looking to make a social media post quickly after the event we recommend having someone in the audience snap a few photos of the session on a camera or smartphone.

For additional information and questions please contact Sandy Vance (sandy@counterpointsol.com) and Jaclyn Carpenter (Jaclyn@counterpointsol.com).