

AI at HLTH Zone

Case Study Theater Session Guidelines

Please read all instructions in their entirety before planning your session!

One of your sponsorship benefits is a 20-minute Case Study Presentation **with a client partner**. This is your opportunity to shine on stage with a successful customer story as you present your AI case study. This session time may ONLY be used for a case study with a client presentation, not a sales pitch, thought leadership session, or panel discussion on AI. Please prepare accordingly.

AI Case Study Presentations will be promoted on the HLTH agenda and your recorded session will be added to our HLTH website at [HLTH.com/event-recordings](https://hlth.com/event-recordings).

SESSION FORMAT & STAGE SETUP

Speakers will be provided with a podium and 2 chairs. There will be a confidence monitor and screen for slide presentations. The AI Zone Theater will be located in the center of the AI Zone.

Please refer to the HLTH 2026 Floor Plan linked [HERE](#) for stage location on show floor

NO SALES PITCHES

Your presentation should NOT include a product pitch, direct marketing messages, or a system demonstration. For several years, HLTH has had a robust audience for zone case study presentations because attendees want to see what is working in other organizations like theirs. Having your client speak to their success with your product and share that success through the presentation, their social graphic, and visibility on the agenda will ensure your success in this format.

SPEAKERS

Number	2 Speakers : One (1) executive from your organization + One (1) Client
Level	C-level or senior executive
Diversity	HLTH firmly prioritizes diversity in every session, and we implore you to do the same. This includes all forms of diversity, including but not limited to gender and race. 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 Case Study Presentation.

SESSION TITLE & DESCRIPTION GUIDELINES

Title 90 characters max; we recommend 45 characters for viewability in the app. The title sells the session!

Description No more than 2–3 sentences. Focus on why someone should attend rather than who is speaking.

SPEAKER REGISTRATION

HLTH will register your Case Study Presentation speakers for you using two of your sponsor speaker passes allocated for this session.

STEP-BY-STEP PROCESS

1 Choose Your Session Day and Time

Schedule your Case Study Session for the AI Zone Theaters as soon as possible.

Please note that HLTH 2026 will be held in Las Vegas, which is in the Pacific Time Zone. **All times on the survey below are in Pacific Time.**

👉 Select your day and time by clicking [HERE](#)

**Time slots are scheduled on a first-come, first-serve basis.*

2 Submit Session Details — Deadline: July 10, 2026

To begin the speaker onboarding process, please submit your speakers information, session title, and session description to be added to the event Agenda at the link below. We will need the speaker's email address to provide them with their registration. If someone will be completing onboarding on the speaker's behalf (e.g., an executive assistant), please let us know before onboarding begins via your session and speaker details form.

👉 Submit your session and speaker details by clicking [HERE](#)

Your speaking session will not appear publicly on the HLTH Agenda until we receive your complete session details (Session Name, Session Description) and Speaker onboarding has been completed.

3 Complete Speaker Portal — Deadline: Friday, July 17, 2026

Speakers or the Speaker Rep will receive an email with a link to log into the Speaker Portal from aizone@hlth.com. Using their email to log in, they will submit their headshot, title, bio, and other profile details. The information submitted will be used to create the speaker's profile on the event website, in the event agenda, and for their registration.

The preliminary agenda will be launched to the public on Wednesday, July 22, 2026. Speaker Portal information not submitted before the deadline may not be included. Late submissions may not be promoted. Please note that the Speaker Onboarding Portal is separate from the Map Your Show Sponsor Portal.

4 Submit Speaker Slides — Deadline: Friday, November 6, 2026

Once the Speaker Portal information has been submitted, both the speaker and administrative contact will receive an email from HLTH 2026 <noreply@preseria.com> with instructions on how to submit presentation slides.

Format Requirements:

- All presentations must be created using the [AI at HLTH Presentation Template](#). Do not create your slides directly in the original file provided- click download template.
- File formats accepted:
 - PowerPoint (.pptx) — Do not use .ppt, .pps, or other formats. Ensure your file does not have automatic slide advance timings.
 - Google Slides — Instead of using the upload portal, email us the publicly accessible link to your presentation. We will send you a confirmation email.
- Presentations should be formatted for widescreen (16:9).
- If you have media/video as part of your slides, please also upload a separate copy of just the media file in .mp4 format.
- The session computer will have the standard font sets included in Mac OS, Windows 10, as well as PowerPoint and Keynote. Please refrain from using custom or purchased fonts, as these will not be available and may impact how your presentation looks.
- Slides will run from the production room behind the theater. No laptops may be used for presentations.

Editing Slides After Submission:

If you wish to modify your presentation after uploading, please edit the document on your own computer, log back in, and upload your new version using the same filename. If you have more than one presentation, when you log in to the Preseria website, you will find links corresponding to the times for all of your presentations. Please be sure that you upload the correct file to the corresponding time slot, or it will not be available at the time you are scheduled to present.

Questions about slides can be directed to jennifer@clarityexperiences.com

Speaker Marketing Graphic:

Please help your speakers promote the event on social media. Their personalized co-marketing graphics will become available a few weeks after you submit their onboarding materials via HLTH ID. You'll be able to access them by logging into the speaker's profile within HLTH ID. 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 speakers to arrive at the AI at 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 are necessary. We 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 Zone Theaters approximately 15 minutes ahead of their session start time. Please refer to your detailed calendar invite for stage location.*

POST EVENT

- Session Recording: Sessions are recorded and made available to registrants to watch on demand within the event app approximately 3 weeks after the session ends. 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.

CONTACT

If you have questions please contact us at the addresses below or email AIZone@HLTH.com

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