



## **Aria Marketing to Represent Leading Healthcare IT Companies at Annual HIMSS Conference**

*Healthcare PR Agency to Provide Onsite Support for Businesses Exhibiting at Largest Health IT Event of the Year*

**Boston, MA – February 25, 2017** – [Aria Marketing](#), an award-winning healthcare public relations and marketing communications agency, today announced that it will be representing over a dozen healthcare technology companies at the [Healthcare Information and Management System Society's \(HIMSS\) Annual Conference](#), taking place from February 19-23 in Orlando. Aria was chosen by companies like CynergisTek, SA Ignite and the Massachusetts eHealth Collaborative to develop and execute integrated communications programs in order to drive brand awareness, support sales initiatives and increase booth traffic at the conference.

Each year, Aria leverages its longstanding relationships with healthcare industry journalists, business media and analysts to secure in-person, strategic meetings for its clients. Aria will also execute integrated communications programs on behalf of its clients that include awareness-building initiatives, thought leadership development, news strategies and robust social media programs.

"HIMSS is Aria's super bowl. We begin preparing for this conference months in advance to ensure our clients capitalize on their tradeshow investment," said Scott Collins, president of Aria Marketing. "As always, we look forward to supporting our clients and are eager to attend the show to learn about the latest and greatest healthcare IT technologies and hear from some of the most knowledgeable thought leaders in the industry."

The HIMSS Annual Conference brings together more than 40,000 health IT professionals, clinicians, executives and vendors from around the world. The conference is the meeting grounds for those intrigued by cutting-edge health IT products and powerful networking opportunities.

If you would like to learn about how Aria Marketing can assist your company with public relations activities, please contact Scott Collins at [scollins@ariamarketing.com](mailto:scollins@ariamarketing.com) to set up time to meet with us at HIMSS17. Also, be sure to follow us [@AriaMarketing](#) to capture all of our activity leading up to and during the show.

### **About Aria Marketing**

Founded in 1999, Aria Marketing is an integrated, healthcare communications agency providing unmatched industry and strategy expertise, thought leadership-driven PR, compelling creative and superior client service. Aria earned its reputation as healthcare's leading thought leadership agency from working with some of the biggest, sharpest and most innovative healthcare organizations, from start-ups to Fortune 500 companies. Its services include: strategic planning, branding and positioning services; public relations; social media; and creative services.

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