

## First Time Exhibitor Quick Reference Guide

Is it your first time exhibiting at the HIMSS Global Conference? We are so glad you're considering exhibiting. HIMSS20 is a large conference (see our HIMSS19 demographics here: <https://www.himssconference.org/exhibition/himss19-highlights>) so we put together this quick guide to cover commonly asked questions about participating at the conference. The HIMSS Sales team can help you find the option that best fits your goals - from start-up companies to well-established companies new to healthcare - we encourage you to reach out with any questions or for additional information.

### 1. Booth Space

HIMSS booth space is available in 10'x10' increments.

**What do you get with booth space?** For each 10'x10' booth space, 5 exhibitor badges are included in the price. HIMSS exhibitor badges get you access to the exhibit hall floor, general education sessions, and keynote sessions. Optional events like our symposia and Thursday night event are not included (but you can add those on to your badges later for an additional fee). You can purchase additional exhibitor badges for \$225/badge.

**What's NOT included in booth space?** Carpeting (yes, you'll need this), electrical, internet, furnishings, lead scanner, catering, branded materials, shipping, attendee lists, branding, etc. If you want to estimate how much these items will cost, we have a budgeting worksheet [here](#): Or, you can have us take care of the set up with one of our booth furnishing packages here: <https://envision.freeman.com/show/himss-2020/booth-furnishing-packages/booth-furnishing-packages/>

**Deadline?** Space is available on a first-come, first-serve basis. There is no deadline for reserving space, however the earlier you reserve, the more selection you will have. We also have a print deadline in December (exact date TBD), so if you want to be listed in our print materials, sign up by that date.

**Cost?** Booth space cost is based on location and size. There is also a booth listing fee of \$425 for each booth (marketing fee for online and print marketing materials for the conference).

There are two considerations to make around location: premium zone vs. zone 1 and corners. The yellow shaded area on the floorplan is our premium zone. This area is typically higher traffic along entrances and main aisles of the exhibit hall. Premium zone pricing is \$1/square foot more than Zone 1 pricing (Premium Zone is \$47/square foot; Zone 1 is \$46/square foot). If your booth has an open corner, it is located on an aisle. There is a \$725/corner fee for open corners.

Available booth space is blue on the live floorplan (please note that all green shaded areas are not booth space areas but our specialty pavilions): [https://himss20.mapyourshow.com/7\\_0/exhview/index.cfm?hallID=S&CFID=48709807&CFTOKEN=d62d5ecd6e3e8076-FF37F6EA-BDE1-B122-AA8FC4C3581722D4](https://himss20.mapyourshow.com/7_0/exhview/index.cfm?hallID=S&CFID=48709807&CFTOKEN=d62d5ecd6e3e8076-FF37F6EA-BDE1-B122-AA8FC4C3581722D4)

Let's say you want to purchase a 10x10 inline booth space (no corner). The cost would be:

Booth Listing Fee: \$425  
100 Square Feet x \$46 (Zone 1 non-member pricing): \$4,600  
  
Total: \$5,025

Let's say you want to purchase a 10x20 booth in the premium zone with one corner. The cost would be:

Booth Listing Fee: \$425  
Corner Fee x 1 Corner: \$725  
200 square feet x \$47 (Zone 1 non-member pricing): \$9,400  
  
Total: \$10,550

**Payment?** 50% payment is due upon confirming your booth space. The remaining 50% is due September 6, 2019. For all exhibitors signing up for booth space after September 6, 2019, 100% payment is due upon contracting for the booth space.

**Hotel?** All exhibitors must book their hotel rooms with our service provider, OnPeak. OnPeak will reach out to all exhibitors with options within the HIMSS20 hotel block. Please do not work with any other vendors as they are unauthorized and rooms cannot be guaranteed.

## **2. Turnkey Exhibition Options**

The HIMSS20 Exhibition will feature specialty pavilions focused on different topics and solutions, making it easy for attendees to navigate to those areas of interest. The pavilions for HIMSS20 are:

- Consumerism/Patient Engagement
- Cybersecurity Command Center
- Global/International Pavilion
- Healthcare of the Future
- Interoperability Showcase
- Innovation Live
- Value of Health Care

Most of these areas offer turnkey kiosk packages with some of them including twenty (20) minute speaking sessions in the pavilion stage. Details on these options are here:

<https://envision.freeman.com/show/himss-2020/exhibit-options/>

## **3. Meeting Space**

If you need private meeting space at the conference, we do have opportunities for meeting space which you can view here: <https://envision.freeman.com/show/himss-2020/meeting-space-private-event-space-options/>

## **4. Thought Leadership**

HIMSS20 General Education Sessions are selected through an open call for proposals which will be June 10 – July 15, 2019. General education sessions must be non-commercial in nature and our professional development team makes the selections for the conference from the open call.

Sponsored speaking sessions are available. A good option for first time exhibitors are our speaking sessions included in our exhibition options outlined in #2. Additional options can be viewed here (please note you must be an exhibitor to have a sponsored speaking session): <https://envision.freeman.com/show/himss-2020/speaking-sessions-thought-leadership/>  
Our sales team can work with you to learn more about your goals for speaking and which option may work best for you.

#### **5. Exclusive First Time Exhibitor Sponsorship**

As a first time exhibitor, you may purchase a marketing package that includes a number of items to promote your presence at the conference. Details on the package that include exclusive invites to our press party, enhancing your exhibitor listing online prior to the show, and branding onsite can be viewed here: <https://envision.freeman.com/show/himss-2020/first-time-exhibitors/first-time-exhibitors-marketing-package/first-time-exhibitors-marketing-package>

#### **6. Attendee Lists**

HIMSS does not sell or provide any email addresses of attendees to any organization. We do, however, have two options for attendee lists that do not provide individual contact information.

Option 1 for Platinum, Emerald, and Diamond Corporate Members only (see below info on corporate membership) - Individual Name, Title, Organization, City and State, Work Site, Professional Title

Option 2 - Organization Name, City, State (note, this list does not include individual attendee name, only the organization)

#### **What happens once you sign up?**

Our exhibits team is here to help you with any questions about participating at the conference. They will be sending out confirmation letters to all exhibitors in the early fall with access to an online exhibitor portal with helpful checklists, links to order any services, register your staff, and update information on your company for our attendees to see. Our housing vendor, OnPeak, will reach out with options for exhibitor housing in the fall (corporate members will be able to book in late summer/early fall).

#### ***Speaking of Corporate Membership....***

HIMSS Corporate Membership provides discounts on all of the opportunities mentioned above. For booth space, corporate members save \$800 per 100 square feet. There are also a variety of other year-long benefits. View more information here: [HIMSS Corporate Membership](#)

Can't find what you're looking for? All of our opportunities are located here: <https://envision.freeman.com/show/himss-2020/home>

Our team is ready and waiting to help match our opportunities with your goals for the conference. Contact us here: [salesinfo@himss.org](mailto:salesinfo@himss.org)