



HIMSS24 Booth Selection Informational Webinar

Tuesday, March 14, 2023

Reminders



Your line was muted when you joined the call

If you have any questions throughout the presentation, please save until Q&A time as we may answer later in the presentation. During Q&A time, please use the chat box in the bottom of your screen.

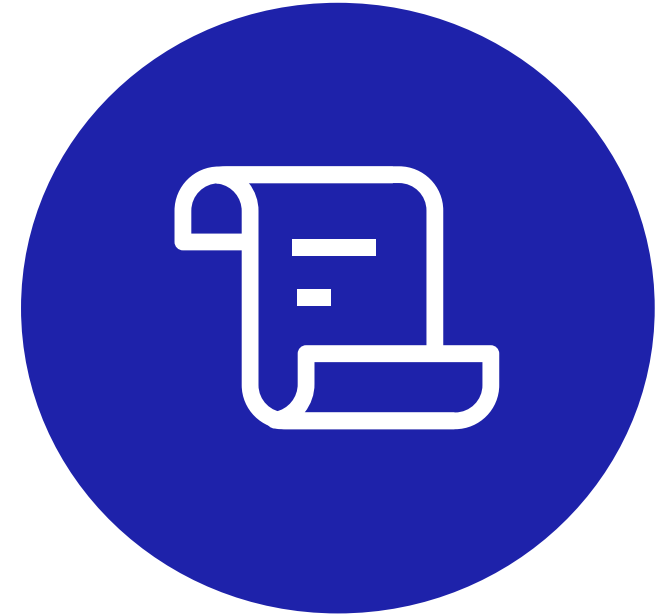


This webinar will be recorded

The recording and slides will be sent to all attendees via email within a few hours after the presentation. Please utilize the links throughout the slides for additional information.

Today we will cover:

- HIMSS24 Dates
- Booth Selection Timeline
- HIMSS24 Booth Selection Opportunities
- Fees and Deposit Requirements
- Appointment Information/Process
- Floor Plan and Logistics
- HIMSS24 Floor Plan/Layout
- Additional Booth Selection Information & Resources
- HIMSS Global Conference and Exhibition Premier Conference Supporter Program
- HIMSS Corporate Membership Program
- Questions



HIMSS24 Dates

- Global Health Conference Dates:
 - **March 11-15, 2024 (Monday – Friday)**
Orange County Convention Center
Orlando, FL
- Preconference Sessions, Opening Reception
 - **Monday, March 11, 2024**
- Exhibition Dates:
 - **March 12-14, 2024 (Tuesday – Thursday)**



HIMSS24 Booth Selection Timeline

Important Dates

March 17, 2023	Anchor Selection Begins
March 27 - April 7, 2023	Top 250 companies select virtually before HIMSS23
April 17-20, 2023	Onsite Booth Selection at McCormick Place Again this year, we will be located on the show floor! South Building, Hall A, Booth 5231 (adjacent to the Cybersecurity Command Center)

Note:

- Booth selection appointment times are scheduled in exhibitor priority point order.
- Booth selection order is based on points as of March 1, 2023.

Booth Selection Opportunities

HIMSS24 Booth Selection Opportunities

The following are available to select during your HIMSS24 Booth Selection Appointment:

Standard Booth Space - Zone 1 and Premium Zone

- Space begins at 10'x10'
- (5) badges per 10'x10' booth
- Listing in HIMSS printed onsite guide, website, mobile app

Vendor Headquarters - 10'x20'

- Must have an exhibit space to purchase
- Meeting room structure with locking door - does not include ceiling
- Carpeted floors
- Priority Points - 2

Meeting Place Rooms - 10'x20' and 20'x20' options

- Meeting room structure with ceiling, carpet and locking door
- Conference table and 8 boardroom style chairs
- 42" monitor, Electrical, Internet line (shared T1 line)
- Exhibitor/Client Badges - 10 (you determine the mix)
- Priority Points - 5 (9 points for 20'x20' option)

Professional Development Campus

- Turnkey kiosk with your branding - You provide graphics, HIMSS to install and remove
- One (1) Chair and Wastebasket
- Electrical and Internet hardline
- HIMSS Exhibitor/Client Badges - 2 (You Determine Mix)
- HIMSS priority points - 1

Meeting Pods - NEW for HIMSS24!

- 10'x10' semi-private meeting space
- Low wall structure with company logo
- Table with 4 chairs
- Electrical and Internet line (shared T1 line)
- Carpeted floors
- Exhibitor/Client Badges - 5 (you determine the mix)
- Priority Points - 2



Meeting Pod example

HIMSS24 Booth Selection Opportunities

The following pavilions are topic-focused and offer turnkey exhibit and thought leadership opportunities to reach your desired audience.

Cybersecurity Command Center

Compliance & Privacy	Application Security	Threat Management	User Authentication	Risk Management
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Patient Engagement 365

Digital Health and Wellness	Patient-Provider Platforms and Portals	Personal Health Devices and Wearables	Public Health
Behavioral Health	Remote Patient Monitoring	Telehealth	Virtual Care

Participation Options

Turnkey Kiosk	10' x10' Turnkey Package	20' x20' Turnkey Package
<ul style="list-style-type: none"> • Turnkey kiosk (Counter with lockable storage, monitor, keyboard, mouse, (2) stools, production of exhibitor branded graphic panel) • Electrical and shared hardwire internet connection • 20-minute thought leadership speaking session • Lead scanning through CompuLead App • Digital Display Signature Package • Five (5) exhibitor/client badges; Five (5) priority points 	<ul style="list-style-type: none"> • Structure (choice of pre-designed layout) with logo/graphics and furnishings • Electrical, internet hardline, monitor, keyboard, mouse, chairs and carpeting. • 20-minute thought leadership speaking session • Company name or logo listed in marketing/communications • Lead scanning through CompuLead App • Digital Display Signature Package • Five (5) exhibitor/client badges; Seven (7) priority points 	<ul style="list-style-type: none"> • Structure (choice of pre-designed layout) with logo/graphics and furnishings • Electrical, internet hardline, monitor(s), keyboard, mouse, carpeting • 20-minute thought leadership speaking session • Company name or logo listed in marketing/communications • Lead scanning through CompuLead App • Digital Display Signature Package • 20 exhibitor/client badges; 16 priority points

HIMSS24 Selection Opportunities to Come

The following will be available in Q2 to select:

- Additional Specialty Pavilion Areas
 - Start Up
 - Interoperability Showcase reimagined
 - New Sponsorships
 - And more!



HIMSS24 Selection Opportunities to Come

New for HIMSS24 – Exhibition Main Stage Session

- Benefits Include:
 - One (1) 30-minute thought leadership session on exhibition floor
 - Session information will be listed in printed onsite guide, HIMSS24 website and mobile app
 - Sessions will be video and audio recorded
 - Sponsor will receive raw footage
 - Area includes:
 - Confidence monitor, microphone, laptop
 - Seating for 175
 - Exhibitor/Client Badges – 5
 - Full Conference Badges – 2
 - Priority Points - 5

Limit of one (1) session per company

*Must be an exhibitor



Fees and Deposit Requirements

HIMSS24 Booth Space Cost and Deposit

HIMSS24 Exhibition Space Pricing

Area	Corporate Member Pricing	Non-Corporate Member Pricing
Standard Booth Space - Premium Zone	\$39 per square foot	\$47 per square foot
Standard Booth Space - Zone 1	\$38 per square foot	\$46 per square foot
Single 10'x10' Booth Space (100 sq ft) - either zone	\$5,200	\$6,000
<ul style="list-style-type: none"> With the exception of a single 10x10 booth, all zones have a \$825 fee per corner (if applicable) 		
Meeting Place (10'x20')	\$17,500	\$20,000
Meeting Place (20'x20')	\$29,500	\$34,500
NEW FOR HIMSS24! Meeting Pods (10'x10')	\$12,500	\$14,000
Vendor Headquarters (10'x20') <i>Must have an exhibit space to purchase</i>	\$7,600	\$8,300
Cybersecurity Command Center <i>(excludes overall sponsorship)</i>	\$12,500 - \$42,500	\$13,200 - \$45,500
Patient Engagement 365 Pavilion <i>(excludes overall sponsorship)</i>	\$12,500 - \$42,500	\$13,200 - \$45,500
Professional Development Campus <i>(excludes overall sponsorship)</i>	\$2,300	\$2,500

HIMSS24 Booth Space Cost and Deposit

- **Onsite deposit:** Applies to booths selected between March 17 and April 20, 2023.

Total Rented Space (includes Booths, Meeting Place Rooms, Meeting Pods Vendor Headquarters, Professional Development Campus and Specialty Pavilions)	Deposit Amount
100 sq./ft.	\$ 1,500
200-1,000 sq./ft.	\$ 4,800
1,100-2,500 sq./ft.	\$ 8,500
2,600 sp./ft. or above	\$ 22,500

- **Remaining deposit schedule**
 - June 2, 2023: Remaining balance: 50% due
 - September 1, 2023: Remaining balance: 100% due

Please note that HIMSS charges a 3% fee for any payments of \$5,000 or more paid via credit card **after** April 20, 2023. The fee will be added to the invoice at the time payment is processed.

Priority Points Opportunity!

Pay 50% of your balance due after initial deposit fees are paid and receive
15 priority points!

Pay 100% of your balance due after initial deposit fees are paid and receive
30 priority points!

Signed contract and payment must be received no later than April 20, 2023.
(points will be applied post conference)

[HIMSS Priority Point Information](#)



HIMSS24 Booth Payment Methods

- Pay by credit card on the MapYourShow portal
- Wire/ACH Transfer
- Check made out to:
HIMSS
6923 Eagle Way
Chicago, IL 60678-1692
- Pay by credit card using the HIMSS Credit Card Authorization Form and email to financesupport@himss.org
Please note that HIMSS charges a 3% fee for any payments of \$5,000 or more paid via credit card after April 20, 2023.
The fee will be added to the invoice at the time payment is processed.



Booth Selection Appointment Process

Top 250 Booth Selection Appointments

- If you are selecting in the top 250, emails will be sent the week of March 13, 2023, with appointment times and information.
- Appointments times are ordered based on HIMSS priority points as of March 1, 2023
- All Top 250 appointments are **CENTRAL TIME**
- All companies receive the same appointment link (the same Microsoft Teams meeting will run all day) so we ask you to call in during your appointment timeframe only
- Exhibitors will be required to sign the booth space contract (online) and pay the booth deposit immediately following your selection time. Both steps **MUST** be completed or booth space **WILL** be released on the last day of the onsite booth selection, Thursday, April 20, 2023.
- Please be on time and stick to the schedule as we have back-to-back appointments scheduled for the entire day. If you do not select a booth during the scheduled meeting, HIMSS will move onto the next person.

Onsite Booth Selection Appointments

- Appointments times will be sent out the week of March 20
- Appointment times are Central Time Zone since we will be in Chicago
- Booth Selection will take place at McCormick Place, South Building, Hall A, Booth 5231, adjacent to the Cybersecurity Command Center
- Please look for signage directing you to the room or visit any of our information desks for assistance
- Please show up to appointment 5-10 minutes early to view the floor plan before selecting your space
- Please be prepared to sign the booth space contract (online) and pay the booth deposit. Check or credit card payments accepted.
- Both steps MUST be completed or booth space WILL be released on the last day of booth selection, Thursday, April 20, 2023.
- Once you arrive to the room, there will be instructions on where to go next

Onsite Booth Selection Operation Hours

- **Location:**

McCormick Place
South Building, Hall A, Booth 5231
by the Cybersecurity Command Center

- **Hours:**

- Monday, April 17: 1:00 PM – 5:00 PM
- Tuesday, April 18: 2:00 PM – 5:00 PM
- Wednesday, April 19: 8:00 AM – 5:00 PM
- Thursday, April 20: 8:00 AM – 3:00 PM



What if I can't make my appointment?

- Is your appointment is in the top 250?
 - Please work with your HIMSS sales manager to schedule a time to select your space prior to HIMSS23
 - OR**
 - Come to the HIMSS24 booth selection room onsite during booth selection hours
- My appointment is onsite and I cannot make the assigned time – help!
 - Stop by the HIMSS24 booth selectin room anytime after your scheduled appointment, during booth selection hours
- I can't attend HIMSS24 onsite booth selection
 - Please contact your sales manager or Laura Goodwin for information on alternative appointment options.

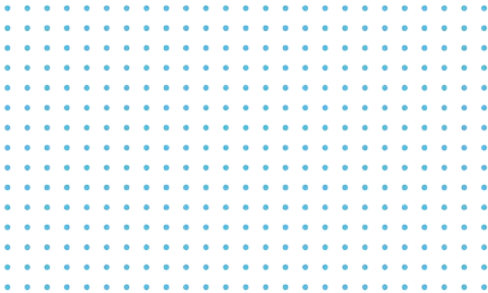
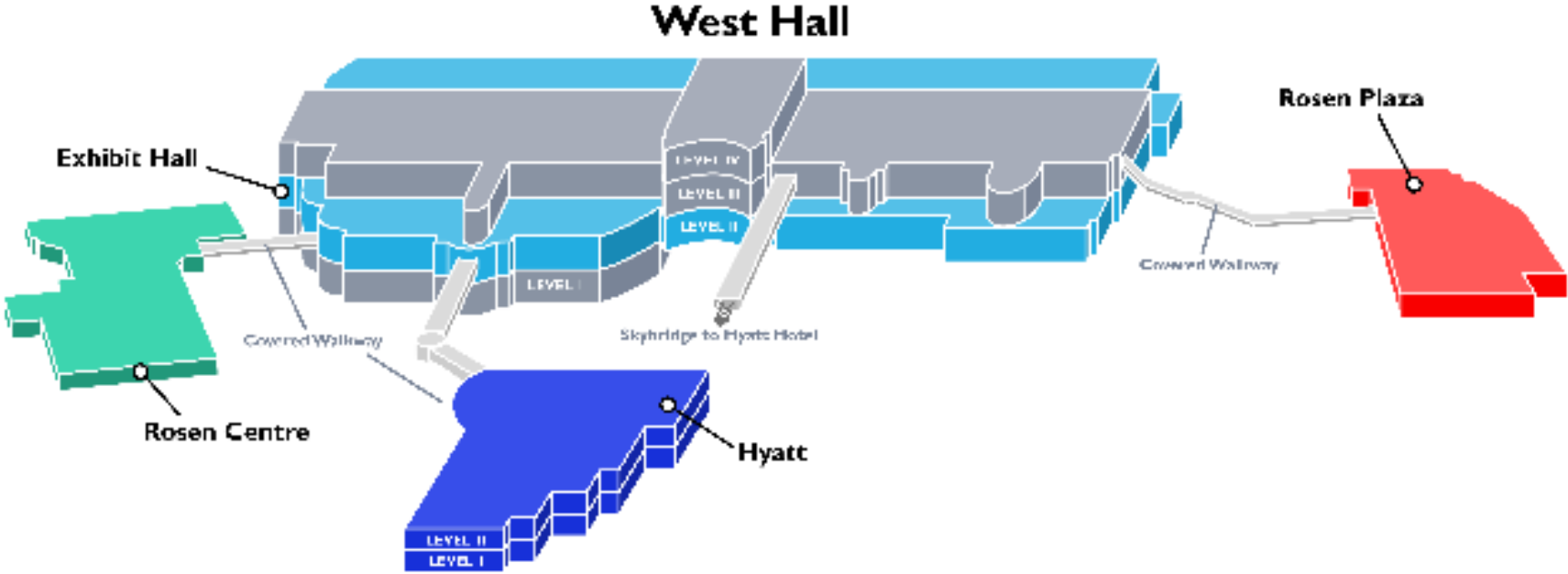
Floor Plan and Logistics

HIMSS24 Floor Plan

- Walk through of floor plan*
- Location of Meeting Place Rooms, Meeting Pods, Vendor Headquarters and Specialty Pavilions Review of zones, corner booths, food concession area, and columns

*HIMSS is in process of setting the floor plan. Please check the floor plan before your booth selection appointment for the most up-to-date version.

HIMSS24 Conference Layout



HIMSS24 Floor Plan



OCCC LEVEL TWO

General Rules of the Show

- You can secure a booth size of your choice within HIMSS exhibitor rules and regulations. The HIMSS sales team will work with you on configuring your desirable available location and size. There are a few islands preset on floorplan, in order to maximize space.
- If booth is along a 20' aisle the 70% rule applies. Example: sq ft along the aisle, there must be a minimum of 70% depth.
- Hall Height is 35 feet (except under skybridge, Hall C) and the maximum height for your booth is 24 feet.
- Skybridge height is 18 feet, flat ceiling with no rigging. Max booth height is 16 feet in those areas. Note floorplan for "hash marks" in Hall C.
- If hanging a sign next to the skybridge, we recommend keeping that sign under 16 feet to maximize visibility.
- Skybridge over Hall C will provide visibility into booths about 30 feet away from both sides. Keep this in mind if you want private meeting areas.

Column Information

Columns can be wrapped if in booth, but need to leave specialty accessories (fire extinguisher, medical equipment etc.) exposed

COLUMN DIMENSIONS



LARGE COLUMNS - HALLS A & B ONLY
8'-8" x 9'-6", WITH 10" GAP FOR AIRWALL



MEDIUM COLUMNS - HALL C ONLY
5' DIAMETER / 16' CIRCUMFERENCE



SMALL COLUMNS - HALLS C & E, & LOADING DOCKS
3' DIAMETER / 9'-6" CIRCUMFERENCE



= USABLE REG. AREA



= BLDG. SIGN HEADERS AT COLUMNS

* = OVERHEAD LIGHTING

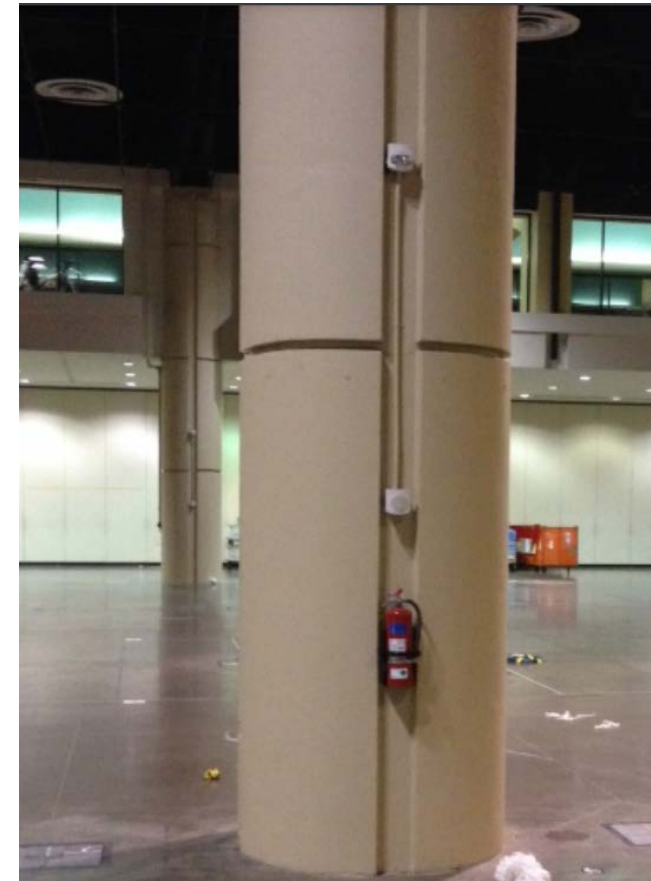
GAS LINE COMES THROUGH A DROP FROM THE CEILING AND IS DONE BY RIGGING



KEEP CLEAR AREA

1	1270	1271	1370	1371	1470
9	1268			1369	1468
7	1266			1367	1466
5	1264	1265	1364	1365	1464
3	1262	1263	1362	1363	1462

4273	4472	4473	4572	4573	4672	4673	4772	4773
4371	4470	4471	4570	4571	4670	4671	4770	4771
		4469	4568	4569	4668			4769
		4467	4566	4567	4666			4767
4368	4464	4465	4564	4565	4664	4665	4764	4765
4363	4462	4463	4562	4563	4662	4663	4762	4763



Orange County Convention Center Column Legend



Additional Booth Selection Information & Resources

HIMSS24 Booth Wait List

- Must have a booth at HIMSS24 to be added to the wait list
- Booths of 20 x 20 or larger can be placed on the wait list.
(10'x10' or 10'x20' booths can not be placed on the wait list but continue to monitor the live floor plan and if you see an open location contact your sales representative)
- Booth moves are done based on priority points as of March 1, 2023
- You will be removed from the booth wait list after one successful move
- Wait list will end August 31, 2023
- Exhibitor is responsible for the price difference with a booth move
- [HIMSS24 Booth Wait List Link](#)
- To be placed on this wait list, please stop by the check-in desk in the booth selection room or contact Laura.Goodwin@himss.org

HIMSS24 Booth Selection Resources

- Live floor plan link: This will be provided with your appointment information
- Information about booth selection (including schedule, pricing, payment options):

[HIMSS24 Booth Selection Information](#)

- Questions about booth selection? Contact your Sales Manager or:
Laura Goodwin – Laura.Goodwin@himss.org

**HIMSS is in process of setting the floor plan. Please check the floor plan before your booth selection appointment for the most up-to-date version.*

HIMSS24 Sponsorships

- Sponsorship renewal discussions can begin during booth selection; connect with your sales manager.
- If you contracted a sponsorship for HIMSS24, designated (*not all*) sponsorships will be eligible for **first rights of refusal** for HIMSS24.
- First rights of refusal will launch early July 2023 and must be contracted by August 31, 2023.
- Your HIMSS Sales Manager will reach out with additional information when/if available.
- September 4, 2023 is the target date to open all HIMSS24 sponsorship sales except those reserved for first rights of refusal.

HIMSS25– Save the Dates!

HIMSS25

Las Vegas, NV

March 3-7, 2025

Exhibit Dates: March 4-6, 2025

Sands Expo & Caesars Forum





*HIMSS Global Conference &
Exhibition Premier
Conference Supporter
Program*

NEW for HIMSS24!

Global Conference and Exhibition Premier Conference Supporter Program

Eligibility	Pre-Show Benefits	Onsite Benefits
<ul style="list-style-type: none"> ✓ Global Conference participation (space/sponsorships) with total spend greater than \$150,000 ✓ HIMSS Corporate Member or Organizational Affiliate member in good standing 	<ul style="list-style-type: none"> • First selection of Anchor locations based on priority points* • Early move-in when time/space permits* • Waiving of subletting rule to allow co-exhibitors in booth (additional co-exhibitor listing fee per company applies)* • First choice on hotel selection before HIMSS Corporate Members - based on priority points (if eligibility is achieved by August 2023) • Additional hotel rooms at the Diamond identified hotels • Complimentary Conference attendee list • Logo Recognition on Global Conference Premier Conference Supporter web page • Logo recognition in the exhibition countdown email that is sent to all pre-registered attendees (sent two weeks prior to show) • Pre-show detail of registrants - pre-show deep dive breakdown of titles and worksite • Complimentary enhanced listing (Package 2) within exhibitor search on Conference website • HIMSS to deliver premium conference supporter press releases to credentialed press three weeks prior to global conference 	<ul style="list-style-type: none"> • Complimentary vendor headquarter at the Convention Center* • Company logo and booth number recognition throughout Convention Center • 75 additional priority points • Meet and greet with press in attendance at Global Conference (cocktail reception) • Logo and booth number recognition on exhibition lobby electronic entrance units • Company and booth number highlighted on way finders located throughout the exhibit hall • Company logo and booth number recognition on all printed maps onsite • Daily detail on registration numbers sent directly to your email each day of conference
		<h3 data-bbox="1607 939 2015 986">Post-Show Benefits</h3> <ul style="list-style-type: none"> • Post Show attendee list • Deep dive detailed Global Conference attendee demographics <p data-bbox="1607 1168 2384 1239">*Available to exhibitors with a booth size greater than 4800 square feet</p>

Corporate Membership

Extend your Global Health Conference investment with Corporate Membership



Elevate

Increase opportunities to earn Priority Points (earlier booth selection appointment for HIMSS24). Pick your booth before hundreds of other companies.



Savings

Save on exhibit space, sponsorships and meeting place options-\$800 per 10x10 savings



Access

Receive preferential exhibitor housing selection for future HIMSS Global Health Conferences

Diamond, Emerald, and Platinum members are eligible to purchase the Pre and Post Conference Attendee List

Access to the Corporate Member lounge with semi-private meeting rooms available for sign out



Network

Exclusive B2B executive networking opportunity

Opportunity to sponsor the HIMSS23 Executive Summit



Attend

Complimentary Full Conference registration(s) to the HIMSS Global Health Conference

[HIMSS Corporate Member Benefits](#)



Questions?

Questions?

Contact salesinfo@himss.org
or your Sales Manager



Deborah Caruso

Senior Sales Executive
312.915.9505

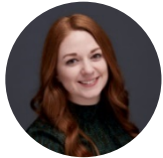
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“It was our first time at HIMSS as a tech healthcare firm, working with the HIMSS team and our marketing team resulted in one of the finest event management experiences I’ve had in a few years. The support personnel was outstanding, questions were promptly handled, and our on-site experience was fantastic.”

— Julie-Lynn Belon,
Event Manager, UST

Thank you!