

HIMSS Global Conference & Exhibition

March 9–13, 2020 | Orlando, FL

HIMSS Interoperability Showcase™ *Connections that transform health*

Investment opportunities from \$6,700 - \$60,000

Hall E, Booth 8300 - *New location on the main exhibit floor!*

The HIMSS Interoperability Showcase™ is an exhibition space that displays, in real time, the exchange and use of data through interoperability profiles and standards with live products currently in the marketplace. Thousands of stakeholders witness seamless, secure, interoperable health information exchange via Connected Demonstrations, the Education Theater and Marketplace.

Fast Facts from HIMSS19:

- > Nearly **11,000 visitors** attended, making it the highest trafficked area on the exhibit floor.
- > Visitors spent an average of **40 minutes** at the exhibit.
- > Attendees gave the exhibit the **highest satisfaction rating** on the exhibit floor.

Get your name in
front of 43,000+
decision makers
and influencers
from 90+ countries.

PARTICIPATION AND THOUGHT LEADERSHIP OPPORTUNITIES:

Premier Sponsor – Limited Availability! **\$54,000 - \$60,000**

Share your commitment to standards-based interoperability, demonstrate up to six technologies (e.g. platforms, systems, APIs, etc.) that deliver in multiple environments and create a unique story that leverages solutions to address the complex care ecosystem.

- > One (1) one-hour education session in the Interoperability Showcase Theater
- > Success story presentation on a HIMSS Interoperability & HIE Community webinar
- > Co-sponsorship of networking events hosted in the Showcase exhibit space.
- > Hosted customer VIP Showcase tour
- > Choice of Marketplace kiosk or meeting room
- > *Includes all additional Connected Demonstration level benefits*

Connected Demonstration **\$10,350 - \$11,500**

The Connected Demonstrations are the backbone of the HIMSS Interoperability Showcase. Including 6-8 organizations, these live collaborations leverage interoperability standards to exchange information, creating a storyline of a patient, caregiver or provider that contextualizes the value of the demonstration. HIMSS provides a technical project manager to support the project implementation, facilitate communication and meet deadlines.

- > Participation in a turnkey, shared demonstration area with custom graphics
 - o Additional system demonstrations available at discounted rate
- > Onsite distribution of one (1) success story or white paper
- > Invitation to author an interoperability-themed blog post
- > Inclusion in attendee print and electronic onsite materials
- > Post-conference list of scanned exhibit attendees with contact information
- > Press release templates access
- > Exhibitor/Client Badges - 4
- > Full Conference Badges - 1
- > Priority Points - 3

Marketplace **\$6,700 - \$7,500**

This active area within the Interoperability Showcase facilitates business discussions, product demonstrations, solution offerings and lead generation.

- > Turnkey kiosk with logo/graphics on graphic panel
- > Electrical, Internet, monitor and stools
- > Exhibitor/Client Badges - 2
- > Priority Points - 1



"If everyone who visited could take one thing learned from the Interoperability Showcase and implement it, a year from now, the delivery of health would be improved for all individuals."

- HIMSS19 attendee

MANDATORY REQUIREMENTS TO PARTICIPATE IN A CONNECTED DEMONSTRATION:

For Premier Sponsors and Connected Demonstration participants

- > Use an interoperability standard to exchange information (such as HL7 FHIR®, IHE Profile*, DICOM, IEEE, Continua, etc.)
- > Attend a two-day face-to-face in Cleveland, OH in January 2020 to ensure that demonstrations are sound and to identify any concerns.
- > Participate in weekly planning calls.
- > Attend set-up for two days prior to HIMSS Global Conference and during all exhibit hours.

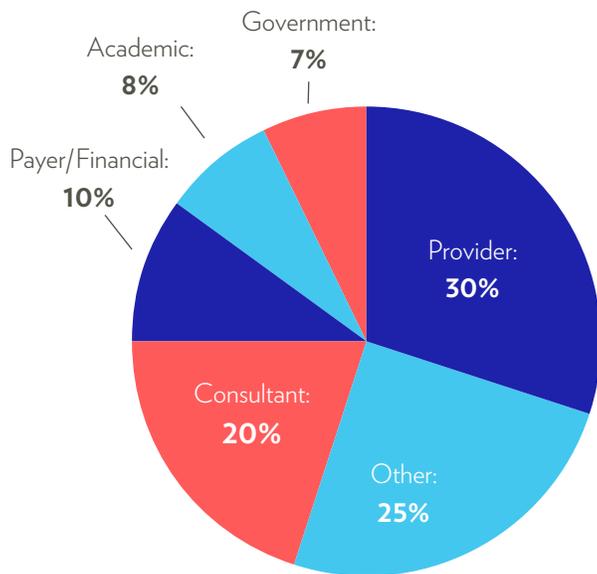
**If you are demonstrating an IHE profile you must register, attend and successfully pass the IHE Connectathon. Separate fee required.*



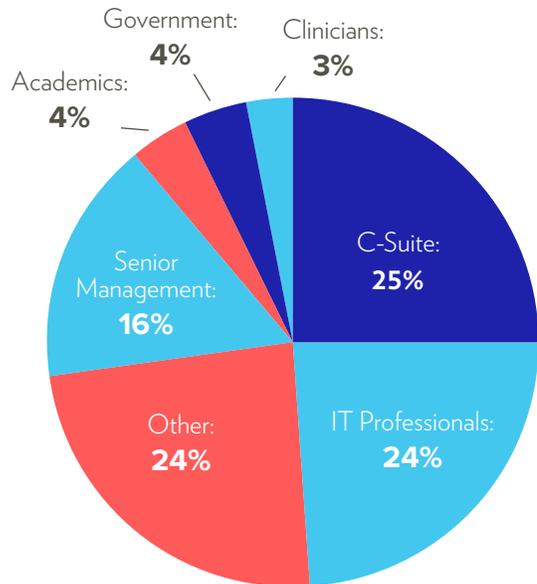
HIMSS19 INTEROPERABILITY SHOWCASE

VISITORS BY THE NUMBERS

VISITORS BY WORKSITE



VISITORS BY PROFESSIONAL TITLE



For more information or to reserve your package, contact salesinfo@himss.org.