



# *International Anchor Exhibitor Program*

HIMSS21  
March 1-5, 2021  
Las Vegas

# *Objectives*

- Enhance Global company presence throughout show floor
- Provide international organizations (trade commissions) the opportunity to include companies within their country to exhibit in one location on the show floor
- Provide international organizations the ability to choose pavilion in premium space waiving the exhibitor priority point process

# *Requirements*

- Organization must represent multiple companies
- Must be 54 sqm (600 sq ft ) or larger
- Contract to be signed by May 29 and payment of 50% due by May 29, 2020 and 100% due by Sept 4, 2020

# Benefits

## Pre-show

- One complimentary 20-min speaking opportunity within Global Pavilion during conference
- Availability to choose space for HIMSS21 (Jan 31)- prior to HIMSS21 onsite booth selection
- Complimentary vendor headquarter at the Sands/ Caesars
- Booth flagged on interactive exhibition floor map
- Company logo and booth number recognition in main lobby of Sands and Caesars
- Receive HIMSS press release highlighting the HIMSS21 exhibition with recognition-of anchor exhibitors
- 75 additional priority points
- Logo recognition with link to company website on Global Conference exhibition anchor exhibitor 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 deeper breakdown of titles and worksite
- Complimentary enhanced listing within exhibitor search on conference website
- Receive Corporate Member discount rate on exhibition space

## Onsite

- Article about anchor exhibitors in the Show Daily- content is editorial and therefore the subject matter is selected by the editor of the show dailies
- Logo and booth number recognition on lobby electronic entrance units
- Company and booth number highlighted on wayfinders 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

## Post Show

- Deeper detailed demographics on Global Conference attendees

# Stand Pricing – stand alone booth

International Anchor Program (if contract is signed Feb 1 – Mar 13)		
Area	Corporate Member Pricing On-Site	Non Corporate Member Pricing On-Site
Premium Zone*	\$36 per square foot	\$44 per square foot
Zone 1*	\$35 per square foot	\$42 per square foot
* All zones have a \$725 fee per corner (if applicable) ** Above rates do not include \$425 booth fee assessed per company		

International Anchor Program (if contract is signed after Mar 13)		
Area	Corporate Member Pricing On-Site	Non Corporate Member Pricing On-Site
Premium Zone*	\$37 per square foot	\$44 per square foot
Zone 1*	\$36 per square foot	\$44 per square foot
* All zones have a \$725 fee per corner (if applicable) ** Above rates do not include \$425 booth fee assessed per company		

# *Turnkey Package – Global Pavilion participation*

Turnkey package within Global Pavilion:

- 2mx2m shell scheme (or greater)
  - Includes electrical, hard wire internet line, a 24” monitor, graphic production for 4 inside panels of stand and front panel of counter, 2 stools, counter, nightly vacuuming, 200 lbs show site crated materials, waste can
  - Exhibitor will be responsible for the following: shipping to and from convention center, source to run monitor, unpacking and repacking materials sent to show site, designing graphics for booth, lead retrieval device
- One twenty minute speaking session in global pavilion theater
- Complimentary marketing on website, print, and mobile app
- HIMSS will market booth and booth number when promoting International presence (website, print, mobile app)
- 5 exhibitor badges

# *Payment Schedule*

- Standard deposit requirements for International Anchors will be modified per the below schedule.
- Payment Schedule
  - May 29, 2020: 50% due
  - September 5, 2020: 100% due

# *Payment Information*

- Pay by credit card on the MapYourShow portal
- Wire/ACH Transfer:
  - Bank Name: JP Morgan Chase Bank
  - Address: 10 S. Dearborn, Chicago, IL 60603
  - Swift Code: CHASUS33
  - ABA #: 021000021 - (WIRES) & 071000013- (ACH)
  - Account Number: 5300097217
  - Account Name: Healthcare Information Management Systems Society
- Check made out to:
  - HIMSS
  - 6923 Eagle Way
  - Chicago, IL 60678-1692
- Pay by credit card using the [HIMSS Credit Card Authorization Form](#) and fax to the HIMSS secure fax line listed on the form. For security purposes, please do not email the credit card form



# *Marketing Packages - additional fee will apply*

- 3 twenty (20) minute speaking sessions (one per exhibition day within Global Pavilion)
- 2 international reception passes
- Featured in all international marketing material (print & electronic) onsite and prior to conference
  - Interview with HIMSS Media, information will be present within the global article within the show daily (onsite daily newspaper)
  - Country or main sponsor logo present on electronic signage within exhibition hall
  - Enhanced Listing on website for main country sponsor
  - Country or main sponsor logo on Global Pavilion meter board located in Sands Expo
- Blog posting on HIMSS.org
- Targeted Banner Ad Placement in Onsite HIMSS Global Conference Newsletter
- Print Advertising in all Show Dailies and Resource Guide
- HIMSS.TV Video and Live/Post Show Syndication
- Invitation to all networking reception taking place within Global Pavilion