



HIMSS21 Booth Selection Webinar

Tuesday, January 21, 2020

A couple 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 right 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.

Webinar Agenda

- HIMSS21 Dates
- HIMSS21 Conference Layout / Themes
- HIMSS21 Booth Selection Opportunities
- Booth cost and deposit requirements
- Booth Selection Timeline
- Top 250 Booth Selection
- On-site Booth Selection
- General Rules for show / Logistics Information
- HIMSS21 Live Floor Plan
- HIMSS21 Booth Wait List
- HIMSS22 – Save the dates!
- HIMSS Corporate Membership
- Questions?

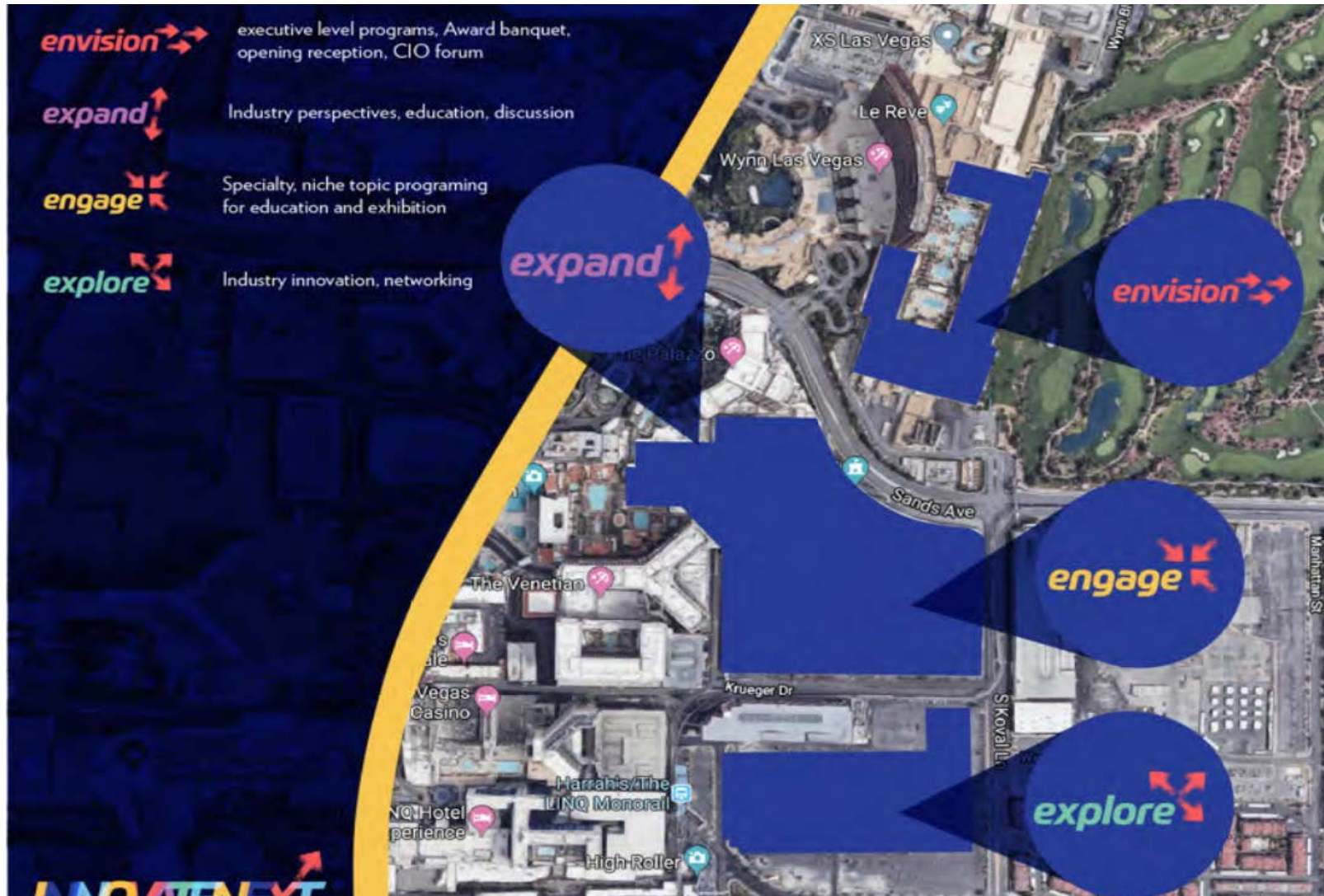


HIMSS21 Dates

- Global Health Conference Dates:
 - **March 1-5, 2021 (Monday – Friday)**
 - Sands Expo and Caesars Forum, Las Vegas, NV
- Preconference Sessions, Opening Reception
 - **Monday, March 1, 2021**
- Exhibition Dates:
 - **March 2-4, 2021 (Tuesday – Thursday)**



HIMSS21 Conference Layout



Wynn: *Envision*

Executive Programs

CIO Forum

Awards Gala

Opening Reception

Venetian/Sands: *Engage/Inform*

Keynotes

13 of 17 Education Tracks

Exhibition Space (350,000 nsf)/Anchors)

Healthcare of the Future Pavilion

International Pavilions

Pre Conference Sessions

Networking

Caesars: *Explore*

Strategic Theme Destinations:

4 of 17 Education Tracks

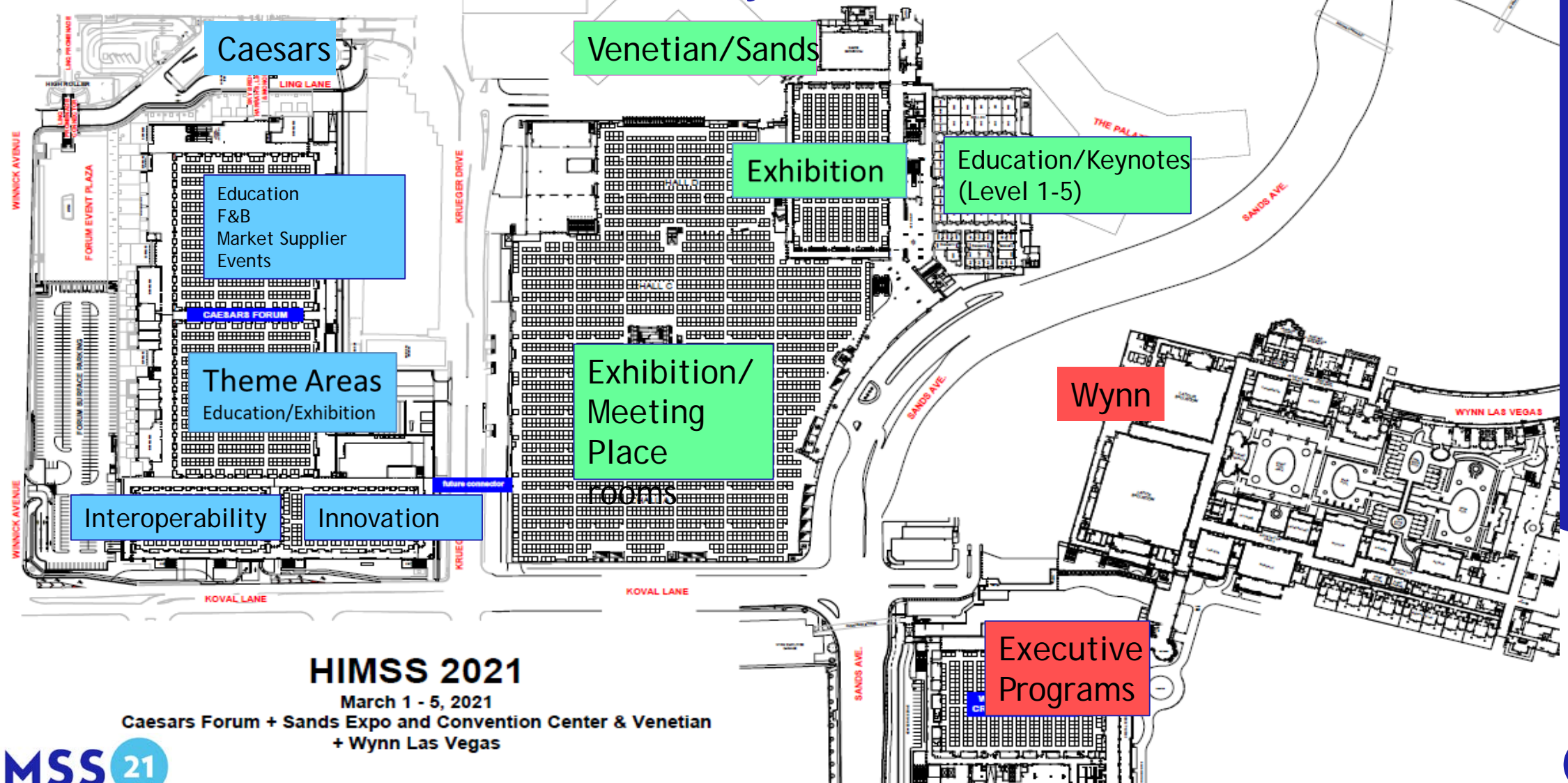
Exhibition Space (100,000 nft/Anchors)

Networking Events

Market Suppliers Special Events

Chapter Events

HIMSS21 Conference Layout



HIMSS21 Strategic Education and Exhibition Themes

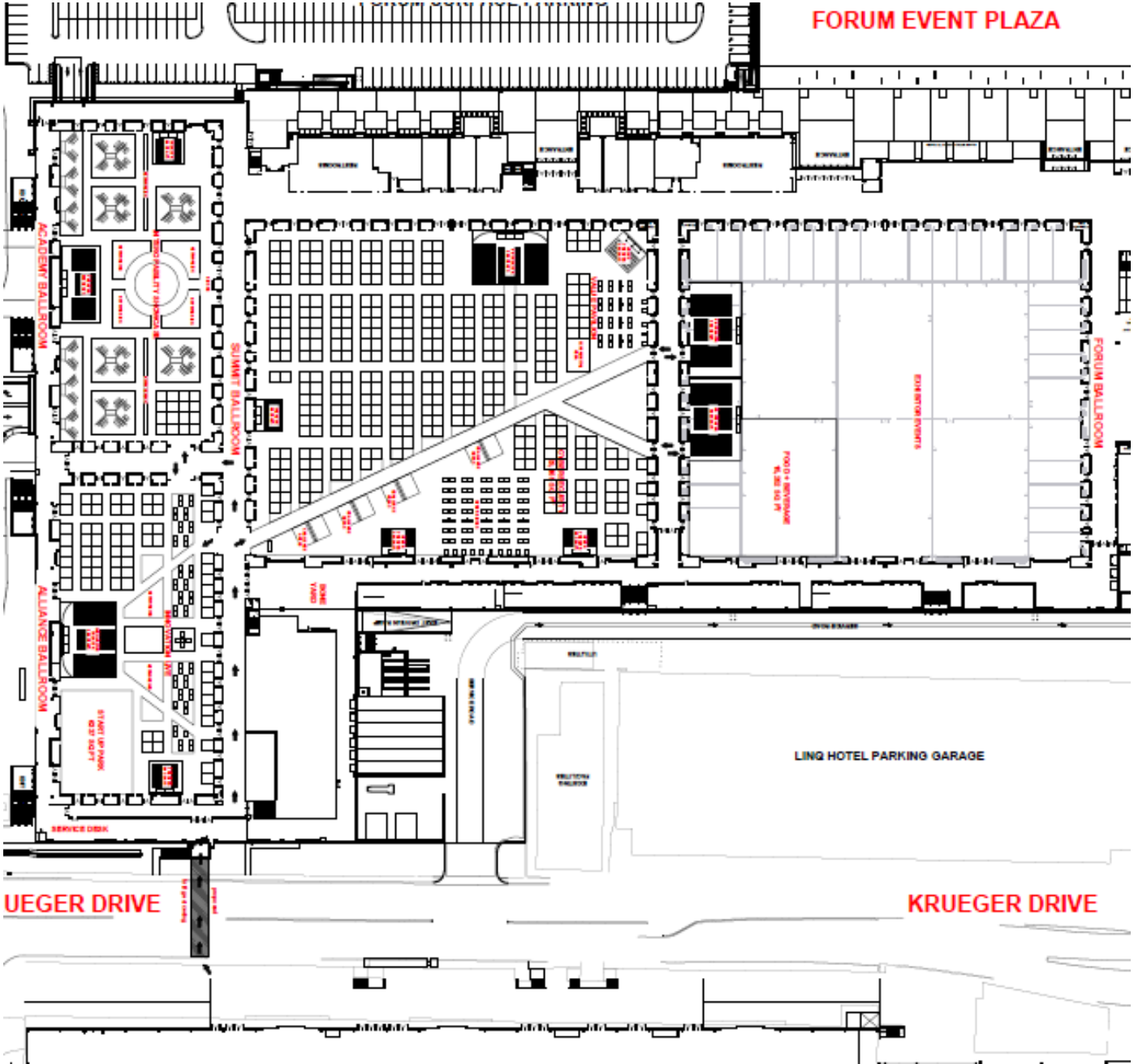
- Innovation
- Digital Transformation
- Value
- Accelerating Interoperability
- Cybersecurity
- Federal Health
- Workforce Development

Sands / Venetian

↑ ↑
SKYBRIDGE TO CAESARS
FORUM, LEVEL 2



Caesars Forum



HIMSS21 Booth Selection Opportunities

The following are available to select during your HIMSS21 Booth Selection Appointment:

- Standard Booth Space (including space at the Venetian and Caesars)
 - Space begins at 10'x10'
 - (5) badges per 10'x10' booth
 - Listing in HIMSS printed onsite guides, website, mobile app
- Meeting Place Rooms
 - Meeting room structure with ceiling, carpet and locking door
 - Conference table and 8 boardroom style chairs
 - 42" monitor, Electrical, Internet line (shared T1 line)
 - Cleaning
 - Exhibitor/Client Badges – 10 (you determine the mix)
 - Priority Points - 4
- Vendor Headquarters
 - Must have an exhibit space to purchase
 - Meeting room structure with locking door – does not include ceiling
 - Carpeted floors
 - Priority Points - 2

HIMSS21 Booth Selection Opportunities

The following are available to select during your HIMSS21 Booth Selection Appointment:

- Specialty Pavilions Packages

Cybersecurity Command Center

Kiosk with Speaking Session*

- Turnkey kiosk (24" monitor, keyboard, mouse, chair, electrical, internet, graphic and logo placement on kiosk) -HIMSS to install and remove kiosk
- Graphics for kiosk: Participant to provide graphics, HIMSS to install, remove and produce
- 20 Minute speaking session
- Exhibitor/Client Badges - 5
- HIMSS Priority Points - 2

Challenge Participation

- Kiosk with speaking session benefits plus:
- Design/sponsor a challenge
- 15x20 Challenge Space to include:
 - Structure (choice of pre-designed layout)
 - Electrical, Internet, AV
- Listing in HIMSS Onsite Pocket Guide, Onsite Resource Guide, Global Conference Website, and mobile app.
- Company name or logo listed in communications promoting the Cybersecurity Command Center
- Exhibitor/Client Badges - 7
- Full Conference Badges - 3
- HIMSS Priority Points - 8

*Kiosk without speaking session and standard 10'x10' booth space also available

HIMSS21 Booth Selection Opportunities

The following are available to select during your HIMSS21 Booth Selection Appointment:

- Specialty Pavilions Packages

Interoperability Showcase

Connected Demonstration

- (1) Participation in a connected demonstration showcasing the technology (e.g. platforms, systems, APIs, etc.). of choice.
 - Presented within a shared area with custom graphics - only bring your equipment.
 - On-site amenities include: internet, electric, carpet, chair,
- Connected levels are invited to include partners at the cost of an additional technology.*
- Scheduled tours with a variety of stakeholders.
- Log of attendee visitors to the HIMSS21 Interoperability Showcase - list includes: name, title, organization, professional title, worksite, city and state.**
- Recognition on www.himssconference.org and HIMSS media channels.
- (4) exhibitor/client badges (organization determines the mix)
- (1) full conference badge

Premier Participation - *Limited Availability!*

- All Connected Level Benefits
- Demonstrate up to 7 kinds of technologies (e.g. platforms, systems, APIs, etc.).
 - If organization chooses to place all technologies in one demonstration, they must have two other technologies join from other organizations. Must be contracted before August 30, 2020.
- Present to HIMSS Global Conference attendees in a (1) hour education session anchored around the interoperability topic of your choice located within the HIMSS Interoperability Showcase Theater. Session will be promoted in the onsite program with prominent organization branding.**
- Host a customer VIP Interoperability Showcase Tour to demonstrate your value to stakeholders.
- List of scanned attendees with contact information to the HIMSS21 Interoperability Showcase
- 14 exhibitor/client badges (organization determines the mix)
- 6 full conference badges

*Marketplace exhibit opportunities will be available Spring 2020

HIMSS21 Booth Selection Opportunities

The following are available to select during your HIMSS21 Booth Selection Appointment:

- University Row
 - Turnkey kiosk with your branding - You provide graphics, HIMSS to install and remove
 - 1 Chair, Wastebasket, Electrical
 - Listing in HIMSS Conference Materials if contracted by deadline date
 - 2 Client/Exhibitor Badges (You Determine Mix)
 - HIMSS priority points – 1
- Hospitality Suites
 - Located at the Venetian/Palazzo/Wynn.
 - Includes 5 nights (Sunday, 2/28, arrival; Friday, 3/5, departure; Saturday arrival can be added for \$500)
 - Required \$4,000 food and beverage minimum

HIMSS21 Booth Selection Opportunities

Hospitality Suites:

HIMSS21 Partners will have the opportunity to have hospitality suites at WYNN, Venetian and Palazzo Hotels



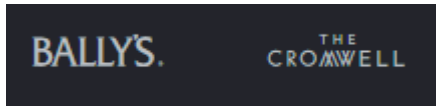
HIMSS21 Booth Selection Opportunities

Hosting a special event? Let HIMSS help!

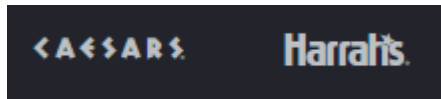
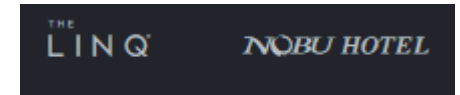
HIMSS has close partnerships with many of the hotels/special event venues in Las Vegas.

If you are looking for restaurants to host a private dinner parties, concert/event tickets, night clubs, outdoor plaza area for concerts, special event venues, let us know, we can help.

For the first time, there will be special event space at Caesars Forum for partners to use for special events – the space will go fast, so don't delay.



THE VENETIAN® RESORT



Please contact Elli Riley at eriley@himss.org for more information on special event ideas and venue throughout Vegas

HIMSS21 Booth Space Cost and Deposit

HIMSS21 Booth Pricing

Area	Corporate Member Pricing	Non Corporate Member Pricing
Premium Zone*	\$37 per square foot	\$45 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		
Vendor Headquarter	\$7,000	\$7,700
Meeting Place (10'x20')	\$12,000	\$14,400
Meeting Place (20'x20')	\$20,300	\$24,300
Cybersecurity Command Center	\$6,900 - \$31,000	\$7,700 - \$34,000
Interoperability Showcase <i>Connected & Premier Opportunities will be available at this time</i>	\$10,650 - \$59,000	\$11,850 - \$65,000
University Row	\$2,300	\$2,500
Hospitality Suites	\$4,500 (\$4,000 F&B minimum)	\$5,000 (\$4,000 F&B minimum)

HIMSS21 Booth Space Cost and Deposit

- **Onsite deposit:** Applies to booths selected between January 1 and March 12, 2020

Total Rented Space (includes Booths, Meeting Place Rooms, Vendor Headquarters)	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**
 - May 29, 2020: Remaining balance: 50% due
 - September 4, 2020: Remaining balance: 100% due

HIMSS21 Booth Payment Methods

- 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: 5300097195
 - 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
- Finance secured fax line: 312-915-9209

HIMSS21 Booth Selection Timeline

Important Dates

January 15, 2020	Anchor Selection Begins
February 3-20, 2020	Top 250 companies select before HIMSS20 via WebEx
March 9-12, 2020	Onsite Booth Selection at Orange County Convention Center Level 1, Room 101B

Note:

- Booth selection appointment times are scheduled in exhibitor priority point order.
- Points for booth selection will be calculated as of December 31, 2019.

Top 250 Booth Selection Appointments

- If you are selecting in the top 250, emails will be sent out the week of January 20 with appointment times and webex information
- Appointments times are ordered based on HIMSS priority points as of December 2019
- All Top 250 appointments are **CENTRAL TIME**
- All companies receive the same WebEx information so we ask that you call in during your appointment timeframe only
- Please be prepared 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, March 12, 2020.
- Please be on time and stick to the schedule, as we have back to back appointments scheduled for the entire day – if a booth is not decided during the scheduled meeting, HIMSS will have to move onto the next person
- Additional information can be found here: [HIMSS21 Top 250 Booth Selection Information](#)

Onsite Booth Selection Appointments

- Appointments times are ordered based on HIMSS priority points as of December 31, 2019
- Booth Selection will take place in room 101B, Level 1, of the Orange County Convention 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, March 12
- Once you arrive to the room, there will be instructions on where to go next

Onsite Booth Selection Operation Hours

- **Hours:**
 - Monday, March 9: 1:00 PM – 5:00 PM
 - Tuesday, March 10: 2:00 PM – 5:00 PM
 - Wednesday, March 11: 8:00 AM – 5:00 PM
 - Thursday, March 12: 8:00 AM – 3:00 PM

Please refer to schedule posted for your exact appointment date and time (schedule will be posted the week of January 20).

[HIMSS21 Onsite Booth Selection Information](#)

What if I can't make my appointment?

- If your appointment is in the top 250, please work with your HIMSS sales manager to schedule a time to select your space prior to HIMSS20 or you can come to the booth selection room onsite during booth selection hours
- If your appointment is onsite and you cannot make it, feel free to come by the room, anytime after your scheduled appointment, during booth selection hours
- If you can't attend HIMSS21 onsite booth selection, you can select your space beginning Monday, March 16, with your HIMSS sales manager

General Rules of the Show

- In order to maximize exhibit space in Las Vegas, we will be using a set floor plan
- You may only choose existing booths that are on the floor plan
- Any alterations of existing booths on the show floor will not be allowed for HIMSS21
- You may increase your booth size from HIMSS20
- If booth is along the center aisle the 70% rule applies. Example: sq ft along the aisle, there has to be a minimum of 70% depth.

Logistics Information

- Hall A-D ceiling height is 32 feet and the maximum height for your booth or hanging sign is 24'
- Venetian Ballroom ceiling height is 22-28 feet and maximum height for hanging signs or structure is 16'. Ballroom has limited rig points.
- Caesars Forum ceiling height is 22-24 feet and maximum height for hanging signs or structure is 16'. Ballroom has limited rig points.
- Columns can be wrapped if in booth, but need to leave specialty accessories (fire extinguisher medical equipment etc.) exposed.
- Columns range from 2 – 3.5 feet in diameter
- All electrical/networking will be pulled from ceiling

HIMSS21 Floor Plan

- Walk through of floor plan*
 - [HIMSS21 Floor Plan](#)
- Location of Meeting Place Rooms, VHQ's, University Row, Specialty Pavilions for HIMSS21.
- Review of zones, corner booths, 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.

HIMSS21 Booth Selection Information

- Walk through information on website - where to find attachments etc.

[HIMSS21 Booth Selection Information](#)

HIMSS21 Booth Wait List

- Must have a booth at HIMSS21 to be added to the wait list
- Booths on the wait list are for 20'x20' and larger (no 10'x10' or 10'x20' booths)
- Booth moves are done based on priority points
- You will be removed from the booth wait list after one successful move
- Wait list will end September 4, 2020
- Exhibitor is responsible for the price difference with a booth move
- [HIMSS21 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 at lgoodwin@himss.org

HIMSS21 Sponsorships

- Sponsorship renewal discussions can begin during booth selection; be sure to connect with your sales manager
- HIMSS21 sponsorship information will be available in Spring 2020.
- If you contracted a sponsorship for HIMSS20, you may be eligible for first rights of refusal for HIMSS21. Renewal due date will be June 30, 2020. Your sales manager will reach out with additional information when/if available.

HIMSS21 Booth Selection Resources

- Live floor plan link: [HIMSS21 Floor Plan*](#)
- Information about booth selection (including schedule, pricing, payment options): [HIMSS21 Booth Selection Information](#)
- Questions about booth selection? Contact:
 - Laura Goodwin – lgoodwin@himss.org
 - Exhibit Sales – salesinfo@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.

HIMSS22– Save the Dates!

HIMSS22

Orlando, FL

March 14-18

Exhibit Dates: March 15-17

Orange County Convention Center

[View all HIMSS Global Health Conference & Exhibition Future Dates Here](#)

Corporate Membership

Extend your Global Health Conference Investment

HIMSS Global Health Conference & Exhibition Specific Benefit Highlights:

- Complimentary Full Conference registration(s) to the HIMSS Global Health Conference
- Exclusive B2B executive networking opportunity
- Save on HIMSS Global Health Conference exhibit space, sponsorships and meeting place options-\$800 per 10x10 savings
- 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
- More opportunities to earn Priority Points (earlier booth selection appointment for HIMSS22). Pick your booth before hundreds of other companies!
- NEW BENEFIT!!! Gold Corporate Members get 1.5 points per \$3,000 spent

Questions?



More Questions?

Contact lgoodwin@himss.org or your Sales Manager.



Deborah Caruso
Senior Sales Manager
312.915.9505
dcaruso@himss.org



Lisa Currier
Senior Sales Manager
312.915.9249
lcurrier@himss.org



Rebecca Washler
General Manager, HNA Sales
319.294.9215
rwashler@himss.org



Jim Collins
Senior Sales Manager
312.915.9546
jcollins@himss.org



Jessica Daley
Director, Business Development
773.203.8147
jdaley@himss.org



Laura Goodwin
Program Manager
312.915.9215
lgoodwin@himss.org



Carl Lindsay
Associate Manager, Business Development
312.915.9206
clindsay@himss.org

Thank you!