



# *HIMSS22 Booth Selection Informational Webinar*

Thursday, May 13, 2021

# 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:*

- HIMSS22 Dates
- Booth Selection Timeline
- Top 250 Booth Selection
- On-site Booth Selection
- HIMSS22 Themes
- HIMSS22 Booth Selection Opportunities
- Booth cost and deposit requirements
- General Rules for show / Logistics Information
- HIMSS22 Floor Plan/Layout
- HIMSS22 Booth Wait List
- HIMSS23 – Save the dates!
- HIMSS Corporate Membership
- Questions



# *HIMSS22 Dates*

- Global Health Conference Dates:
  - **March 14-18, 2022 (Monday – Friday)**  
Orange County Convention Center, Orlando, FL
- Preconference Sessions, Opening Reception
  - **Monday, March 14, 2022**
- Exhibition Dates:
  - **March 15-17, 2022 (Tuesday – Thursday)**



# HIMSS22 Booth Selection Timeline

## Important Dates

May 17, 2021	Anchor Selection Begins
June 7-22, 2021	Top 250 companies select virtually before HIMSS21
August 9-12, 2021	Onsite Booth Selection at Sands* Level 1, Room 304 <i>*Both onsite and virtual appointment options will be available</i>

### Note:

- Booth selection appointment times are scheduled in exhibitor priority point order.
- Booth selection order is based on points as of May 1, 2021.

*You are allowed to secure a booth size of your choice within HIMSS exhibitor rules and regulations. The HIMSS Sales Team will work with you to configure a desirable available location and size.*

# *Top 250 Booth Selection Appointments*

- If you are selecting in the top 250, emails will be sent the week of May 24, 2021 with appointment times and Zoom information
- Appointments times are ordered based on HIMSS priority points as of May 1, 2021
- All Top 250 appointments are **CENTRAL TIME**
- All companies receive the same Zoom appointment link (Zoom 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, August 12, 2021.
- 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.
- Additional information can be found here: [HIMSS22 Top 250 Booth Selection Information](#)

# *Onsite Booth Selection Appointments*

- Appointments times are ordered based on HIMSS priority points as of May 1<sup>st</sup>, 2021
- Booth Selection will take place in room Sands Expo, Room 304
- 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, August 12, 2021.
- Once you arrive to the room, there will be instructions on where to go next

# *Onsite Booth Selection Operation Hours*

- **Location:** Sands Expo, Room 304
- **Hours:**
  - Monday, August 9: 1:00 PM – 5:00 PM
  - Tuesday, August 10: 2:00 PM – 5:00 PM
  - Wednesday, August 11: 8:00 AM – 5:00 PM
  - Thursday, August 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 July 26, 2021).

[HIMSS22 Onsite Booth Selection Information](#)

# *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 HIMSS21

**OR**

- Come to the HIMSS22 booth selection room onsite during booth selection hours

- My appointment is onsite and I cannot make the assigned time – help!

- Stop by the HIMSS22 booth selectin room anytime after your scheduled appointment, during booth selection hours

- I can't attend HIMSS22 onsite booth selection

- You can select your time to have a virtual appointment during the booth selection RSVP survey.

# *HIMSS22 Strategic Education and Exhibition Themes*

- Innovation
- Digital Transformation
- Value
- Accelerating Interoperability
- Cybersecurity
- Federal Health
- Workforce Development
- Pandemic Response
- Consumer
- Patient Engagement
- Social Determinants of Health



HIMSS22 Calls  
for Proposal  
Open 8.23.21  
Close 9.20.21

# *Booth Selection Opportunities*

# *HIMSS22 Booth Selection Opportunities*

The following are available to select during your HIMSS22 Booth Selection Appointment:

- Standard Booth Space
  - 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

# HIMSS22 Booth Space Cost and Deposit

HIMSS22 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/Innovation Live/Consumerism & Patient Engagement/Value	\$6,900 - \$35,000	\$7,700 - \$38,000
Interoperability Showcase <i>Connected &amp; Premier Opportunities will be available at this time</i>	\$10,650 - \$59,000	\$11,850 - \$65,000
University Row	\$2,300	\$2,500
StartUp Park	\$2,800 - \$3,300	\$3,100 - 3,600

# *HIMSS22 Booth Space Cost and Deposit*

- **Onsite deposit:** Applies to booths selected between May 1 and August 12, 2021.

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**
  - September 10, 2021: Remaining balance: 50% due
  - December 10, 2021: Remaining balance: 100% due

# HIMSS22 Booth Selection Opportunities

The following are available to select during your HIMSS22 Booth Selection Appointment:

## Cybersecurity Command Center/Innovation/Consumerism & Patient Engagement/Value

### 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

### Turnkey Exhibit Booth 10 x 10 or 20 x 20

#### Turnkey 10 x 10 exhibit booth with logo/graphics on sign

- Electrical with Multi-Strip, shared internet hardline, 42" monitor, keyboard, mouse, chairs, and pavilion carpeting (exhibitor to provide computer to run content)
- 20-minute thought leadership speaking session\*
- Company name or logo listed in promotional communication
- HIMSS Exhibitor/Client Badges - 5 (you determine the mix)
- HIMSS Priority Points - 5

#### Turnkey 20 x 20 Exhibit Booth

- Structure (choice of pre-designed layout) with logo / graphics (Client to provide; HIMSS to produce)
- Electrical with Multi-Strip, shared internet hardline, monitor(s), keyboard, mouse, chairs, and pavilion carpeting (exhibitor to provide computer to run content)
- 20-minute thought leadership speaking session\*
- Company name or logo listed in promotional communication
- HIMSS Exhibitor/Client Badges - 20 (you determine the mix)
- HIMSS Priority Points - 11

\*Kiosk/turnkey booths without speaking session and standard 10'x10' booth space also available

# HIMSS22 Booth Selection Opportunities

The following are available to select during your HIMSS22 Booth Selection Appointment:

University Row	StartUp Park
<ul style="list-style-type: none"><li>• Turnkey kiosk with your branding - You provide graphics, HIMSS to install and remove</li><li>• 1 Chair, Wastebasket, Electrical</li><li>• Listing in HIMSS Conference Materials if contracted by deadline date</li><li>• 2 Client/Exhibitor Badges (You Determine Mix)</li><li>• HIMSS priority points - 1</li></ul>	<ul style="list-style-type: none"><li>• Kiosk to exhibit</li><li>• Logo/graphics on sign by exhibition space</li><li>• Electrical, Internet, 1 chair</li><li>• HIMSS Exhibitor/Client Badges - 2 (You Determine Mix)</li><li>• HIMSS Priority Points - 1</li></ul>

# HIMSS22 Booth Selection Opportunities

The following are available to select during your HIMSS22 Booth Selection Appointment:

## 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 HIMSS22 Interoperability Showcase - list includes: name, title, organization, professional title, worksite, city and state.\*\*
- Recognition on [www.himssconference.org](http://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 HIMSS22 Interoperability Showcase
- 14 exhibitor/client badges (organization determines the mix)
- 6 full conference badges

# Interoperability Showcase Continued: Exhibition

<b>Benefits</b>	<b>Sponsor Level – Marketplace kiosk</b>	
	Investment: \$6,700 member / \$7,500 non-member; \$4,950 add on member / \$5,500 add on non-member	
	<ul style="list-style-type: none"> <li>● Independently show how your organization makes an impact in the industry.</li> <li>● This active area within the Interoperability Showcase facilitates business discussions, sharing of product demonstrations and solution offerings, and lead generation.</li> <li>● Low lift on participating organizations</li> <li>● Easier way to highlight something such as a project or service, and allows for broader exposure within the interoperability ecosystem</li> </ul>	
	<ul style="list-style-type: none"> <li>● Kiosk include:                             <ul style="list-style-type: none"> <li>○ Countertop with lockable storage</li> <li>○ 32" monitor (participating company will need to bring a laptop to hook into the monitor)</li> <li>○ (1) Bar Stool</li> <li>○ Electrical (5 amps) with multi-strip</li> <li>○ Shared Internet connection (hard wire internet line)</li> <li>○ Graphic panel</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Inclusion in on-site attendee print and electronic materials.</li> <li>● Located in a high traffic area within the Interoperability Showcase outside of our 200 person education theater.</li> <li>● One (1) case study or white paper from your station within your demonstration and considered for publication on a HIMSS website. To be considered for HIMSS website, content must be original and comply with HIMSS guidelines and editorial direction.</li> <li>● (2) exhibitor/client badges (you determine the mix)</li> </ul>

# Interoperability Showcase Continued: Thought Leadership

<b>Benefits</b>	<b>Sponsor Level – Spotlight Theater</b>
	<b>Investment: \$3,900 member / \$4,200 non-member</b>
	<ul style="list-style-type: none"><li>● Dynamic opportunity to share thought leadership and case studies to HIMSS Global Conference attendees in a (1) 20-minute session anchored around the interoperability topic of your choice located within the HIMSS Interoperability Showcase Spotlight Theater [located within the Interoperability Showcase specialty pavilion].</li><li>● Session will be promoted in the onsite program with prominent organization branding.</li><li>● HIMSS staff member to provide key criteria and slide template, and review each presentation to ensure appropriateness of content.</li><li>● Shared presentation area with custom graphics - only bring your presentation.</li><li>● 4- Exhibitor/Client badges- you chose the mix.</li><li>● 1- Priority Point.</li></ul>

# *HIMSS22 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

# *HIMSS22 Booth Wait List*

- Must have a booth at HIMSS22 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 May 1, 2021
- You will be removed from the booth wait list after one successful move
- Wait list will end December 10, 2021
- Exhibitor is responsible for the price difference with a booth move
- [HIMSS22 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 [salesinfo@himss.org](mailto:salesinfo@himss.org)

# *HIMSS22 Sponsorships*

- Sponsorship renewal discussions can begin during booth selection; connect with your sales manager.
- If you contracted a sponsorship for HIMSS21, designated (*not all*) sponsorships will be eligible for **first rights of refusal** for HIMSS22.
  - First rights of refusal will launch August 2<sup>nd</sup>,2021 and must be contracted by Sept.10<sup>th</sup>, 2021.
  - Your HIMSS Sales Manager will reach out with additional information when/if available.
- August 2,2021 is the target date to open all HIMSS22 sponsorship sales except those reserved for first rights of refusal.

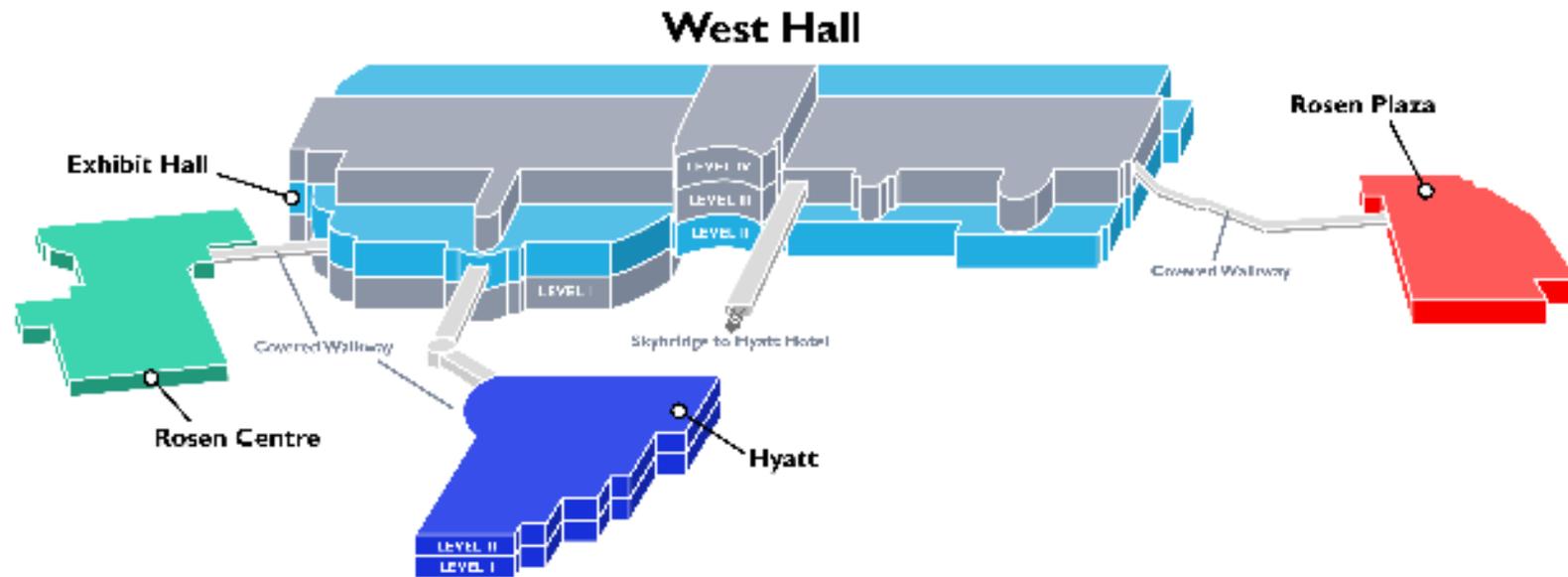
# *Floor Plan and Logistics*

# *HIMSS22 Floor Plan*

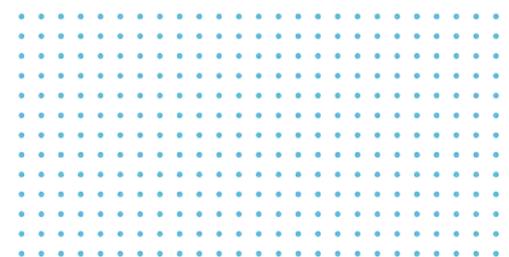
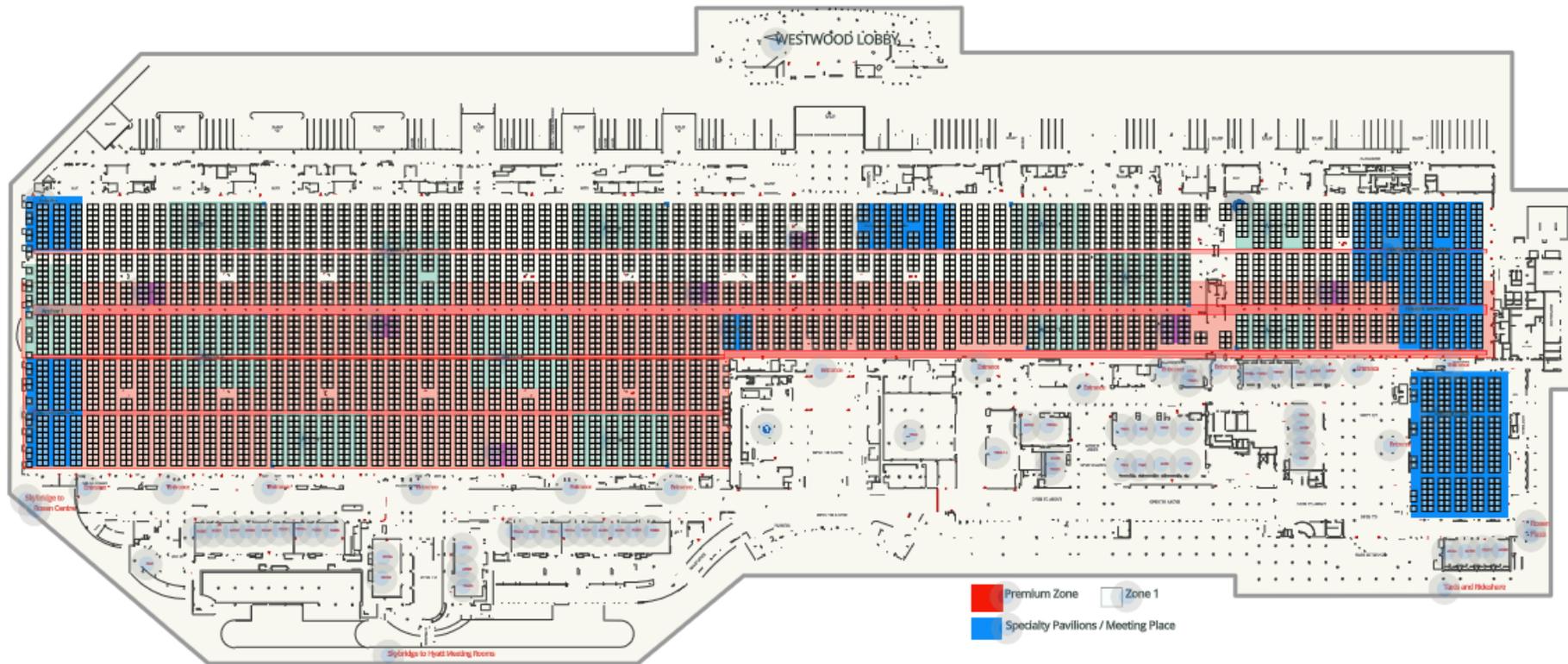
- Walk through of floor plan\*
- Location of Meeting Place Rooms, VHQ's, University Row, Specialty Pavilions for HIMSS22.
- Review of zones, corner booths, and columns

\*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.

# HIMSS22 Conference Layout



# HIMSS22 Conference Layout

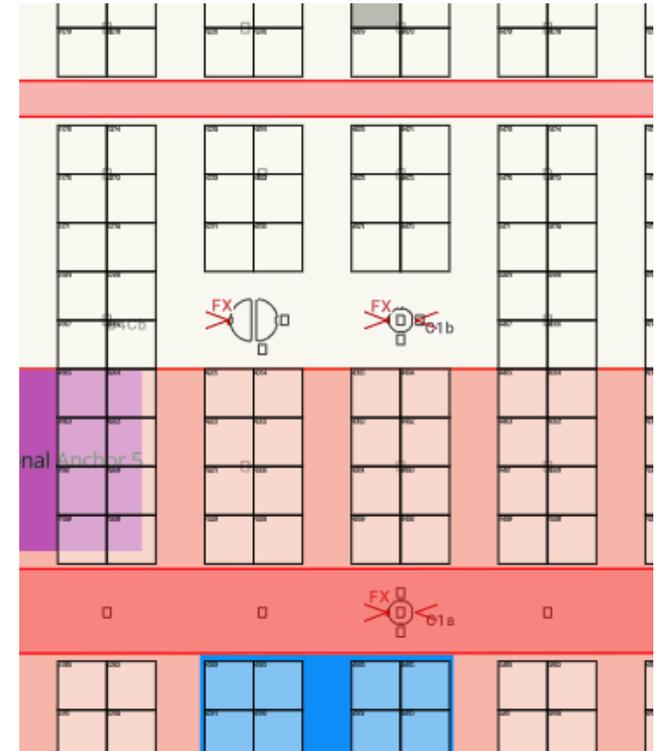


## *General Rules of the Show*

- You are allowed to 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.
- You may increase your booth size from HIMSS20/HIMSS21 for HIMSS22.
- 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 Height is 35 feet (except under bridge) and the maximum height for your booth is 24 feet.
- Bridge 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.
- Columns can be wrapped if in booth, but need to leave specialty accessories (fire extinguisher, medical equipment etc.) exposed
- Big Columns are approx. 6 feet in diameter, small are approx. 2 feet in diameter



## *Logistics Information*

- If hanging a sign next to the bridge, we recommend keeping that sign under 16 feet to maximize visibility
- Bridge 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
- If booth is within the premium zone – 70% rule applies. Example: sq ft along the aisle, there has to be a minimum of 70% depth.

# *HIMSS22 Booth Selection Resources*

- Live floor plan link: HIMSS22 Floor Plan
- Information about booth selection (including schedule, pricing, payment options): [HIMSS22 Booth Selection Information](#)
- Questions about booth selection? Contact your Sales Manager or:  
**Exhibit Sales – [salesinfo@himss.org](mailto: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 Global Conference Digital- COMING SOON!*



# *HIMSS23– Save the Dates!*

HIMSS23

Chicago, IL

April 17-21

Exhibit Dates: April 18-20

McCormick Place



# *Corporate Membership*

# Corporate Membership

Extend your Global Health Conference Investment

## Benefit Highlights:

- Complimentary Full Conference registration(s) to the HIMSS Global Health Conference
- Exclusive B2B executive networking opportunity
- Save on 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

[View all Corporate Membership benefits](#)



*Questions?*

# More Questions?

Contact [salesinfo@himss.org](mailto:salesinfo@himss.org) or your Sales Manager.



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*Thank you!*