

Interop and Smart/Policy Experience At HIMSS25

Connections That Transform Health



Sales Leadership – Rebecca Washler, MBA



Becky currently serves as the Vice President of Sales for the HIMSS Global Conference at Informa Markets. In this role, she leverages her extensive expertise in health information management and healthcare IT to drive sales strategies and foster key partnerships. Becky's leadership ensures the successful execution of one of the largest health IT conferences in the world, focusing on innovative solutions and industry collaboration. Her strategic vision and deep understanding of the healthcare sector make her a pivotal figure in advancing the goals of the HIMSS Global Conference.

Project Lead – Bronwen Huron, BSN, RN, MS, PMP



Bronwen is a highly experienced healthcare professional with a diverse background in clinical nursing, healthcare IT, and product development consulting. She is currently consulting with Informa to redesign and manage a pavilion focused on Interoperability and Connectivity for the Informa conference in 2025.

Bronwen's previous roles include being the showrunner of the HIMSS Interoperability Showcase from 2015 to 2021, a participating sponsor from 2021 to 2023, and a technical project manager in 2024.

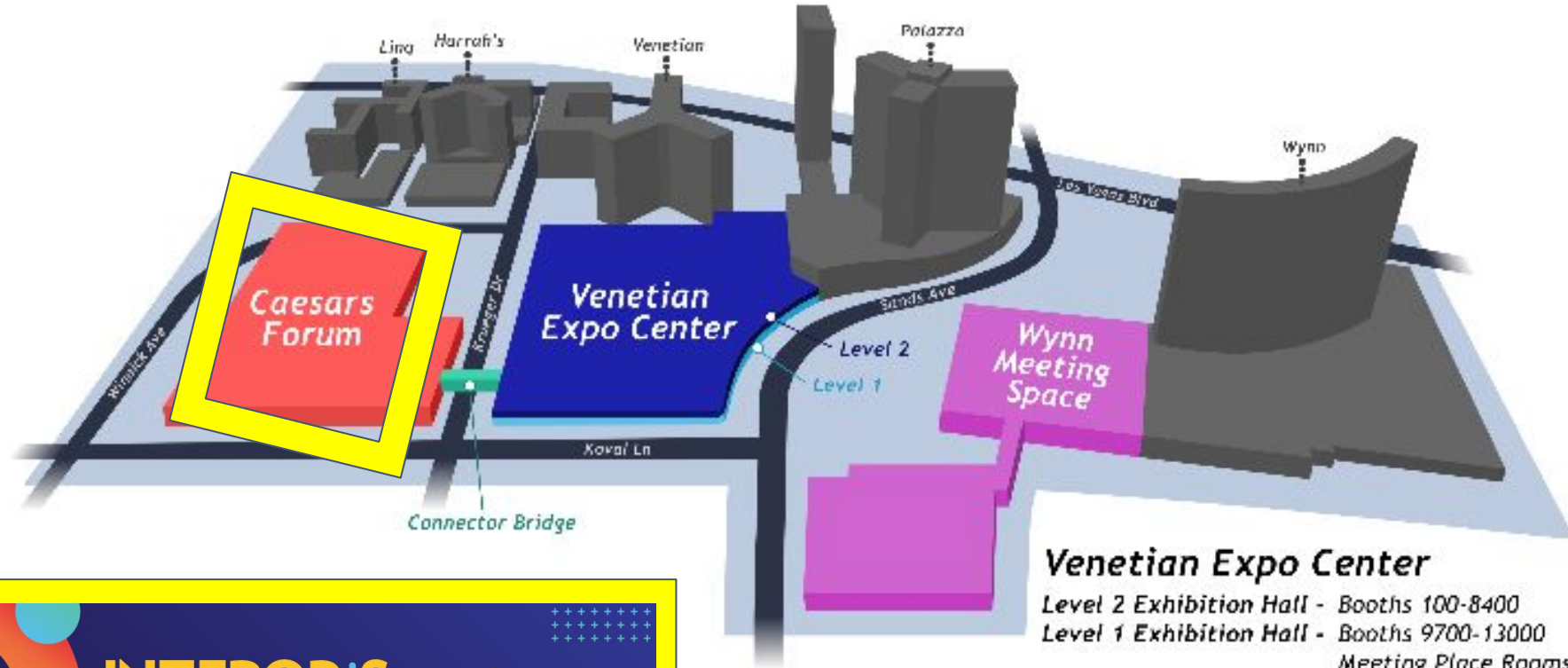


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HIMSS25 Overview

- Global Health Conference Dates:
 - March 3-6, 2025
 - Venetian Expo Center and Caesar's Forum
 - Las Vegas, NV
- Preconference Sessions, Opening Reception
 - Monday, March 3, 2025
- Exhibition Dates:
 - March 4-6, 2025 (Tuesday – Thursday)
 - Tuesday, March 4: 10:00 am - 5:30 pm
 - Wednesday, March 5: 9:45 am - 5:30 pm
 - Thursday, March 6: 9:30 am - 3:00 pm





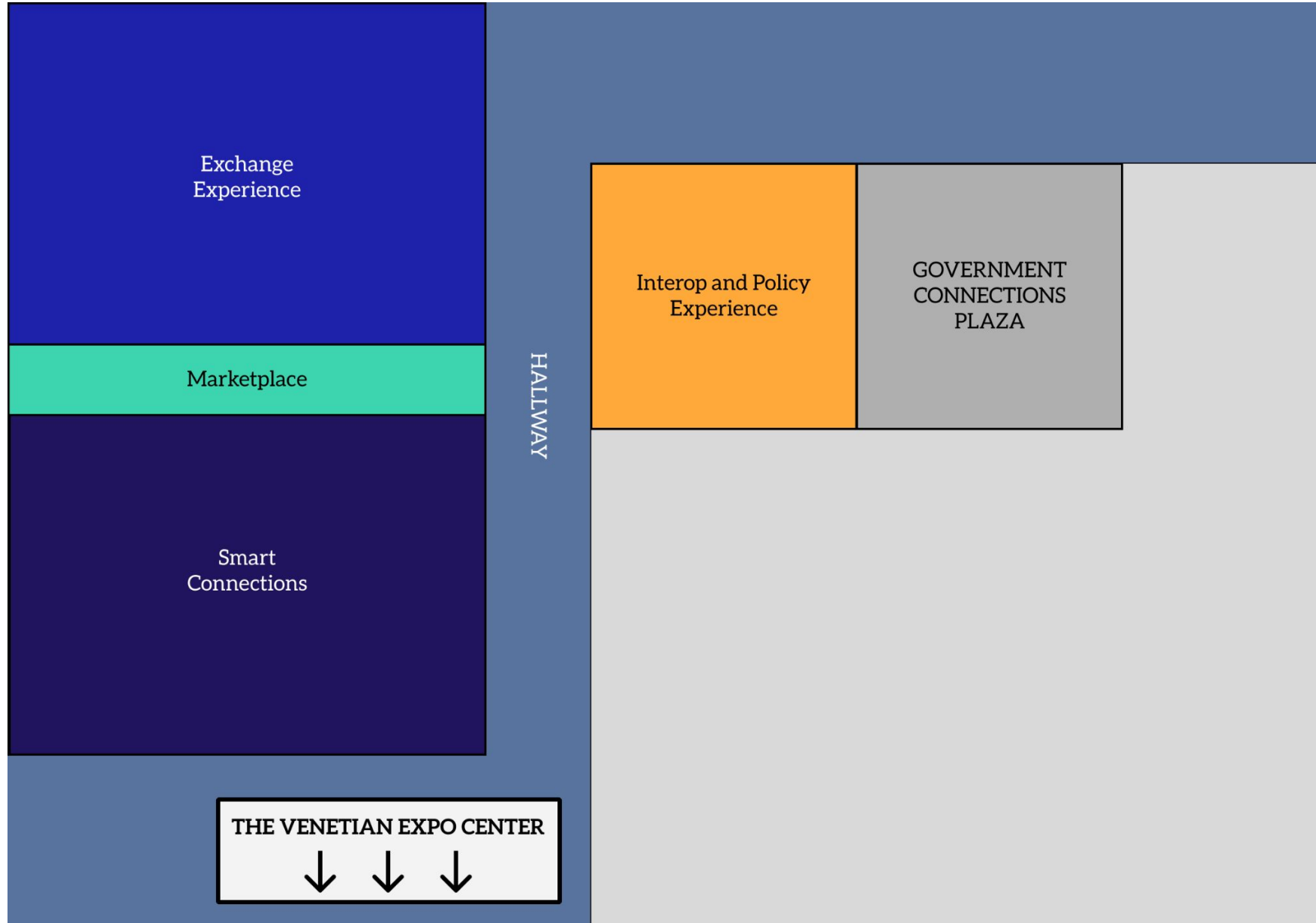
Venetian Expo Center

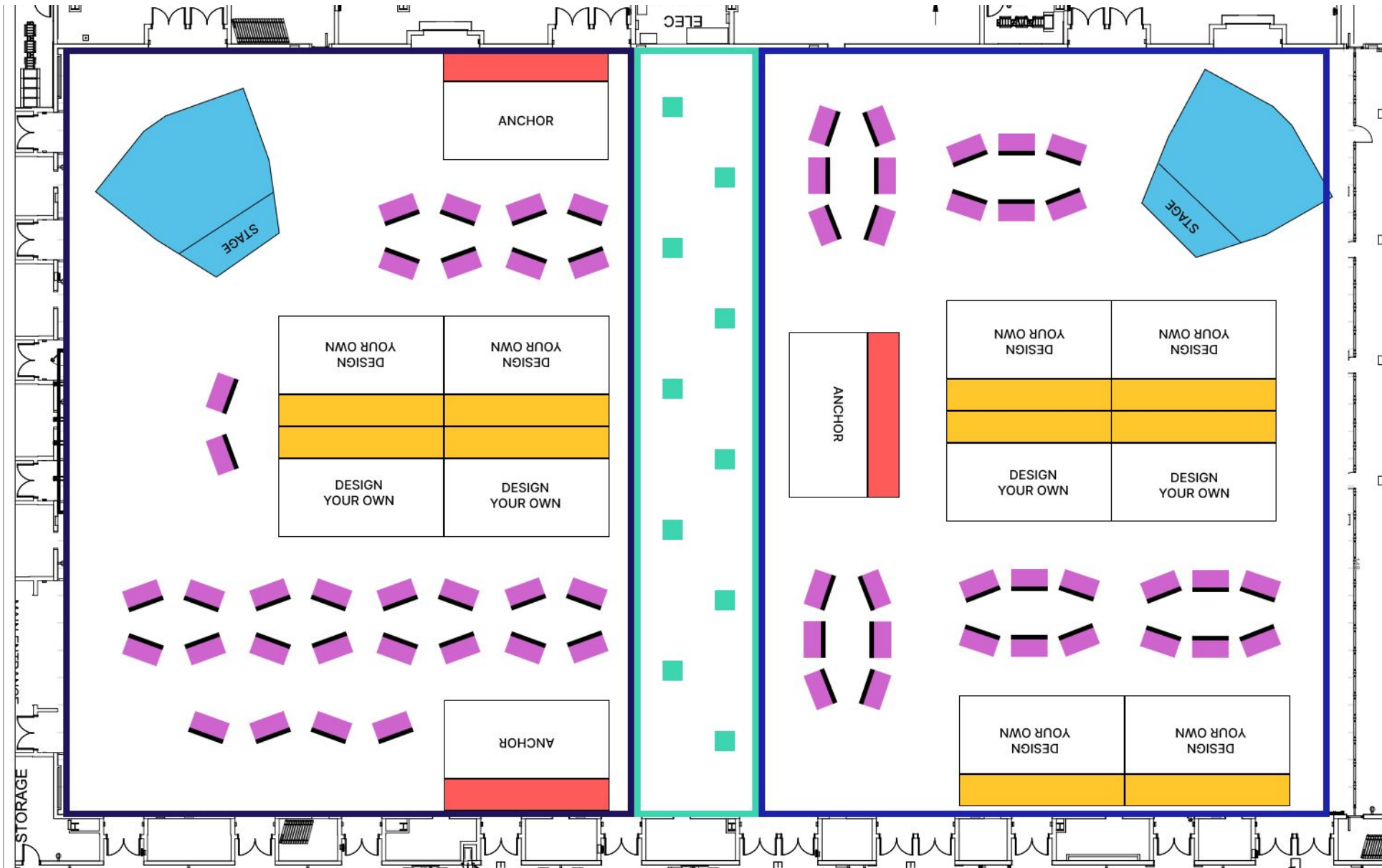
Level 2 Exhibition Hall - Booths 100-8400
 Level 1 Exhibition Hall - Booths 9700-13000
 Meeting Place Rooms
 Vendor Headquarters

Caesars Forum

Exhibition Hall - Booths C100-C1500

NEW **INTEROP+Smart**
 EXPERIENCE PAVILION





SMART EXPERIENCE

MARKETPLACE

EXCHANGE EXPERIENCE

Exchange Experience Vs. Smart Experience

Exchange Experience	Smart Experience
<p>You are interested in participating in live exchanges with a curated group based on similar open standards.</p> <p><i>More effort but a higher value experience.</i></p>	<p>The value of your technology is enhanced by connecting to other technologies and by the ecosystem it exists in.</p>
<p>Exchange Standards-Based Interoperability: HL7, FHIR, DICOM, IHE, etc.</p> <ul style="list-style-type: none"> ● Behavioral Health, Sensitive Data, and Privacy ● Chronic and Long-Term Care Management ● Health Equity, Social Determinants, and Population Health ● Interoperability, Real-Time Data Exchange, and EHR Optimization ● Medical Imaging and Clinical Decision Support ● Patient Engagement, Experience, and Care Coordination ● Pharmacy and Prior Authorization Management ● Telehealth, Remote Monitoring, and Future of Care Delivery ● Value-Based Care and Revenue Cycle Management ● Workflow Optimization and Integration 	<ul style="list-style-type: none"> ● AI, Predictive Analytics, and Advanced Analytics ● Behavioral Health, Sensitive Data, and Privacy ● Business Process Automation and BPM+ ● Clinical Decision Support and HTI-2 ● Cybersecurity and Data Privacy ● Health Equity and Social Determinants of Health (SDOH) ● Hospital of the Future and Smart Devices ● Interoperability and Ecosystem Connectivity ● IoT, Smart Home, and Remote Monitoring ● Patient Engagement and Experience

Attendee Experience Vision- Context is Key

- All demonstrations in the Smart and Exchange areas will have short value based descriptions promoted to attendees.
- “Focus Hours” will be promoted to attendees to add to their schedule.
 - Hospital of the Future and Smart Device
 - Revenue Cycle Management
 - Workflow Optimization and Integration
 - AI and Predictive Analytics
 - Imaging Advanced Analytics
 - Patient Engagement and Experience
 - Real time communication
- The final list will be dependent on participation.

Would you like to be part of a Connected Demonstration?

Connected Demonstrations

Only available in Exchange Experience Section

- Showcase live displays of open standards like HL7, FHIR, and DICOM in action!
- **Demonstrations will be scheduled, promoted, and shared with event attendees.**
- Participants are showcased in curated groups, based on their use of open standards.
- Led by an expert team to create a compelling interoperability story.
- Bring your own story and partners, or participate in a curated demonstration to connect with your specific audience.

Pre-Conference Participant Involvement

- Join weekly calls starting in October to discuss connectivity and develop a collaborative story with the conference team and other members of your group.
- Network with developers and connect with companies in similar environments.

PLEASE NOTE: To ensure Standards Compliance, organizations failing to connect using open standards will be removed from the Connected Demonstrations area and reassigned to a non-connected area. This policy ensures the integrity and reliability of the demonstrations.

Additional Offerings

Interop and Policy Experience

A part of the Governance Pavillion (Invite Only)

Experience the Intersection of Interoperability and Policy

Immerse yourself in the dynamic world of healthcare policy and interoperability. Explore how TEFCA and QHIN organizations are shaping the future of secure information exchange. Join us in witnessing the initiatives transforming healthcare and ensuring trust at every level of data exchange.

Marketplace Participation

Participate in the Marketplace with a standalone kiosk.

—

Kiosks are centrally located in the pavilion.

—

20 minute speaking opportunity included.

Participation Options

Anchor	Design Your Own	Demonstration Station
<p>\$110,000 (Corporate Member)</p> <p>\$121,000 (Non-Member)</p>	<p>\$60,000 (Corporate Member)</p> <p>\$66,000 (Non-Member)</p>	<p>\$15,500 (Corporate Member)</p> <p>\$16,900 (Non-Member)</p>
<p>Multiple speaking opportunities —</p> <p>12' tall large wall for designing your space, suitable for demonstrations, presentations, and discussions —</p> <p>Includes (2) 60-inch monitors OR a small stage —</p> <p>Invite partners at no cost</p>	<p>(2) 20 minute Speaking opportunities —</p> <p>10' tall wall to design a space for demonstrations and discussions —</p> <p>Reinforced wall for mounting products – Can be used for demonstrations or as an area for learning about your organization —</p> <p>Includes (2) 60-inch monitors —</p> <p>Invite partners at no cost</p>	<p>(1) Speaking opportunity —</p> <p>(1) Turnkey station to demonstrate a singular product —</p> <p>Multiple panels available for branding —</p> <p>Reinforced wall for mounting products —</p> <p>Can be bundled</p>

Thought Leadership*
20 minute session
\$8,500

Must be a current HIMSS25 exhibitor.
Subject to availability.

*Available ala cart beginning October 2024

Marketplace Participation
\$13,400
(Corporate Member)
\$14,200
(Non-Member)

Participate in the Marketplace with a standalone kiosk. Kiosks are centrally located in the pavilion. 20 minute speaking opportunity included.

Smart Connections Opportunities

Smart, impactful connections in healthcare				
Sponsor Level	Anchor	Design your Own	Smart and Networked Technologies	Education Session*
Investment	\$110,000 CM \$121,000 NM	\$60,000 Corporate Member / \$66,000 Non Member	\$15,500 Corporate Member / \$16,900 Non Member	\$8,500 Corporate Member / \$9,400 Non Member
Thought Leadership: Speaking Sessions in the Smart Connections Theater	(2) 45-minute Speaking Sessions	(2) 20-minute Speaking Sessions	(1) 20-minute Speaking Session add-on available +\$2,000	(1) 20-minute Spotlight Theater Speaking Session
Thought Leadership: Onsite Demo Area	Distribute (2) thought leadership pieces (case study and/or white paper)	Distribute (1) thought leadership piece (case study and/or white paper)		
Private Meeting Room	●	●		
Space	12'x20'	10'x20'	Kiosk	
Onsite Wayfinding Materials Inclusion	●	●		
Conference Badges	37	20	5	3
Pavillion Post-Attendee List (Opt-in Only)	●	●		
Additional Notes	(2) Hours are promoted to attendees' daily visiting hours to experience hot topics			

*Requirement: Eligibility for the Lighting Education Session is limited to participants of Interop and Smart Experience. After October 15, if inventory allows, non participating organizations may purchase these a la cart. Session times will be assigned according to the contract date.

Exchange Experience Opportunities

Connected Demonstrations of standard based exchanges focused on user focused stories

Sponsor Level	Anchor	Design your Own**	Connected Experience Demo**	Experience Demo Bundle**	Education Session*
Investment	\$110,000 Corporate Member / \$121,000 Non Member	\$60,000 Corporate Member / \$66,000 Non Member	\$15,500 Corporate Member / \$16,900 Non Member	\$60,000 Member/ \$66,000 Non Member	\$8,500 Corporate Member / \$9,400 Non Member
Thought Leadership: Speaking Sessions in the Smart Connections Theater	(2) 45-minute Speaking Sessions	(2) 20-minute Speaking Sessions	(1) 20-minute Speaking Session add-on available +\$2,000	(1) 20-minute Speaking Sessions	(1) 20-minute Spotlight Theater Speaking Session
Thought Leadership: Onsite Demo Area	Distribute (2) thought leadership pieces (case study and/or white paper)	Distribute (1) thought leadership piece (case study and/or white paper)	Distribute (1) thought leadership piece (case study and/or white paper)	Distribute (6) thought leadership pieces (case study and/or white paper)	
Private Meeting Room	●	●		●	
Space	12'x20'	10'x20'	Kiosk	(6) Kiosks	
Onsite Wayfinding Materials Inclusion	●	●	●	●	
Conference Badges	37	20	5	30	3
Pavillion Post-Attendee List (Opt-in Only)	●	●		●	
Connected Demonstration Development and Promotion		●	●	●	
Additional Notes	(2) Hours are promoted to attendees' daily visiting hours to experience hot topics				

*Requirement: Eligibility for the Lighting Education Session is limited to participants of Interop and Smart Experience. After October 15, if inventory allows, non participating organizations may purchase these a la cart. Session times will be assigned according to the contract date.

**Participation Expectations: Connected Demonstrations will feature live showcases of open standards in action. During the demonstration formation phase, we will rigorously review the standards employed by all participating organizations. If any organization is reported by participants as failing to connect using an open standard, that organization will be promptly removed from the demonstration. Such organizations will be reassigned to a non-connected area. This policy ensures the integrity and reliability of our demonstrations, underscoring our commitment to promoting and adhering to open standards.

Marketplace

Engage with Industry Leaders in Smart and Experience - Thought Leadership

Sponsor Level	Marketplace Kiosk
Investment	\$13,400 Corporate Member \$14,200 Non Member
Thought Leadership: Speaking Sessions in the Smart Connections Theater	One (1) 20-minute Speaking Sessions in Pavillion Theater
Thought Leadership:	Distribute (1) thought leadership piece (case study and/or white paper)
Private Meeting Room	
Space	Kiosk
Onsite Wayfinding Materials Inclusion	
Conference Badges	5
Pavillion Post-Attendee List (Opt-in Only)	

Questions?

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Thank you