

Interop and Smart/Policy Experience At HIMSS25

Connections That Transform Health



HIMSS25 Overview

- **Global Health Conference Dates:**
 - March 3-6, 2025
 - Venetian Expo Center and Caesar's Forum
 - Las Vegas, NV
- **Pre-Conference 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



Introducing the Interop and Smart Experience Pavillion

Formally known as the Interop Showcase

This event is designed to provide attendees with immersive experiences through two main components:

- **Exchange Experience**
 - Showcases how products adhere to interoperability profiles and health standards through live data exchange demonstrations in connected user stories.
- **Smart Experience**
 - Place your smart innovative technology into our product showcase with designated areas representing Hospital of the Future, Smart Home, and beyond.



Why a pavilion at HIMSS25 - Context is Key

- **Meet your audience where they already are!**

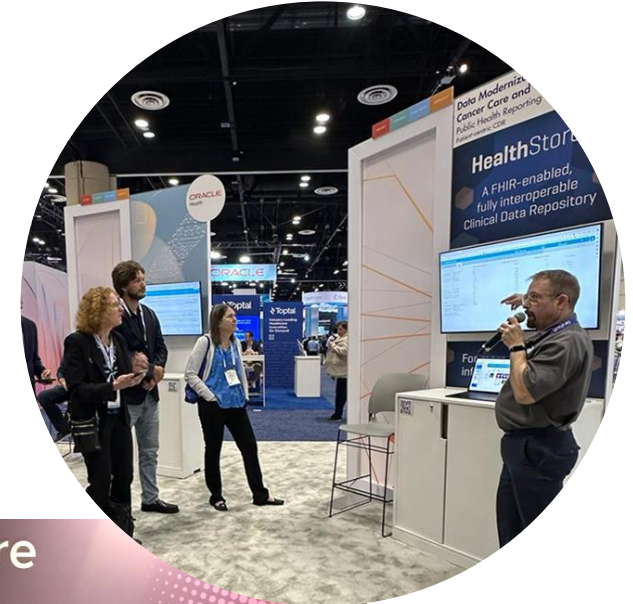
Titles	
VP	3.11%
Government/Public Sector	5.17%
Education	5.65%
Healthcare	7.03%
Technology	7.34%
Director	11.13%
Manager	11.23%
C-Suite	16.37%
Other	33.00%
Ex/Attendee	
Exhibitor	30.48%
Attendee	69.52%

Worksite	
Category	Percentage
Pharmacy	1%
Financial, Legal, Investment Firm	2%
Professional Assn/Society	3%
Outpatient Care	3%
Information Exchange	3%
Academic Education Institution	3.53%
Pharma / Life Sciences	5%
Payer, Health Plan	5%
Public Health	6%
Entrepreneur, Startup, Disruptor	9%
Market Supplier	11%
Government	13%
Consulting	15%
Hospital	21%

- **High Engagement:** It's a priority for 1 out of 4 conference attendees.
- **Significant Foot Traffic:** Attracts nearly 8,000 visitors, making it the most visited area on the exhibition floor.
- **In-Depth Exploration:** Visitors spend an average of 40 minutes engaging with the exhibits.

Why a pavilion at HIMSS25 - Context is Key

- Marketing together is smarter.
- Pavilions give you context and meaning.



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



- Bronwen is a highly experienced healthcare professional with a background in clinical nursing, healthcare IT, and product development consulting.
- She is consulting with Informa to redesign and manage a pavilion focused on Interoperability and Connectivity for HIMSS25.
- Previous roles include showrunner of the HIMSS Interoperability Showcase from 2015 to 2021 and technical project manager in 2024.



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New Features and Updates- Its easier than ever to participate

New Leadership Team

- **Fresh Perspectives:** A new team is steering the event, bringing innovative ideas and improvements to the overall experience.
- **Enhanced Coordination:** Expect more streamlined communication and organization under the new leadership.

No Connectathon Requirements

- **Easier Participation:** Organizations can now participate in demonstrations without the prerequisite of attending a Connectathon event.
- **Lower Barriers to Entry:** This change makes it more accessible for a wider range of companies to showcase their solutions.

Speaking Opportunities Included

- **All Participation Levels:** Every exhibitor, regardless of their participation tier, will have the opportunity to speak.
- **Share Expertise:** This allows companies to present their insights, case studies, and innovations to a broad audience.

New Features and Updates- Its easier than ever to participate

Improved Wayfinding and Scheduling

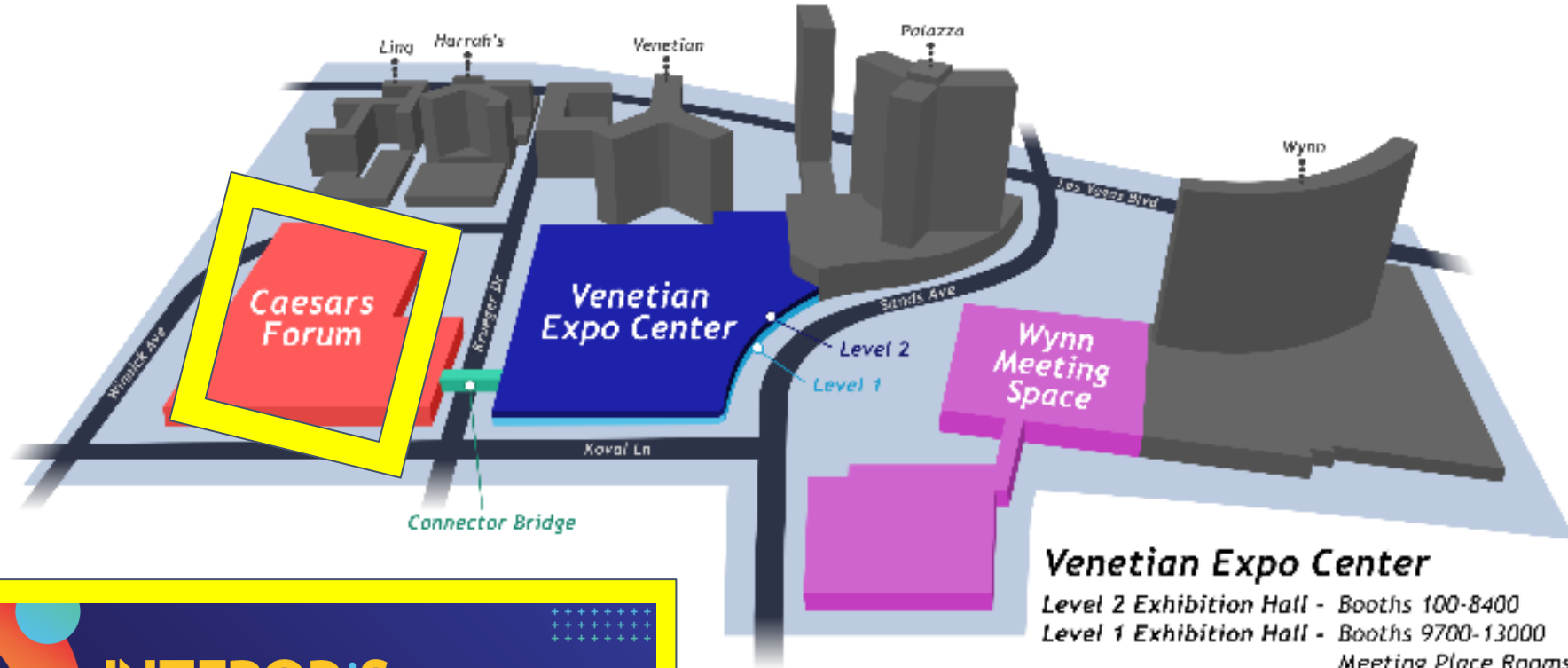
- **Enhanced Navigation:** Upgrades have been made to help attendees more easily find exhibits and navigate the event space.
- **Better Scheduling Tools:** Improved systems for scheduling ensure attendees can plan their visits effectively and not miss key demonstrations or talks.

Improved Attendee Matching

- **Better Engagement:** Promotion to attendees based on hot topics that cover a cross section of participants.
- **Follow-Up Opportunities:** Exhibitors can more effectively follow up with interested parties, maximizing the event's networking potential.

Multiple Pricing Levels for Demonstrations

- **Connected and Non-Connected Demonstrations:** Whether you're showcasing integrated solutions or standalone products, there's a pricing level that fits your needs.



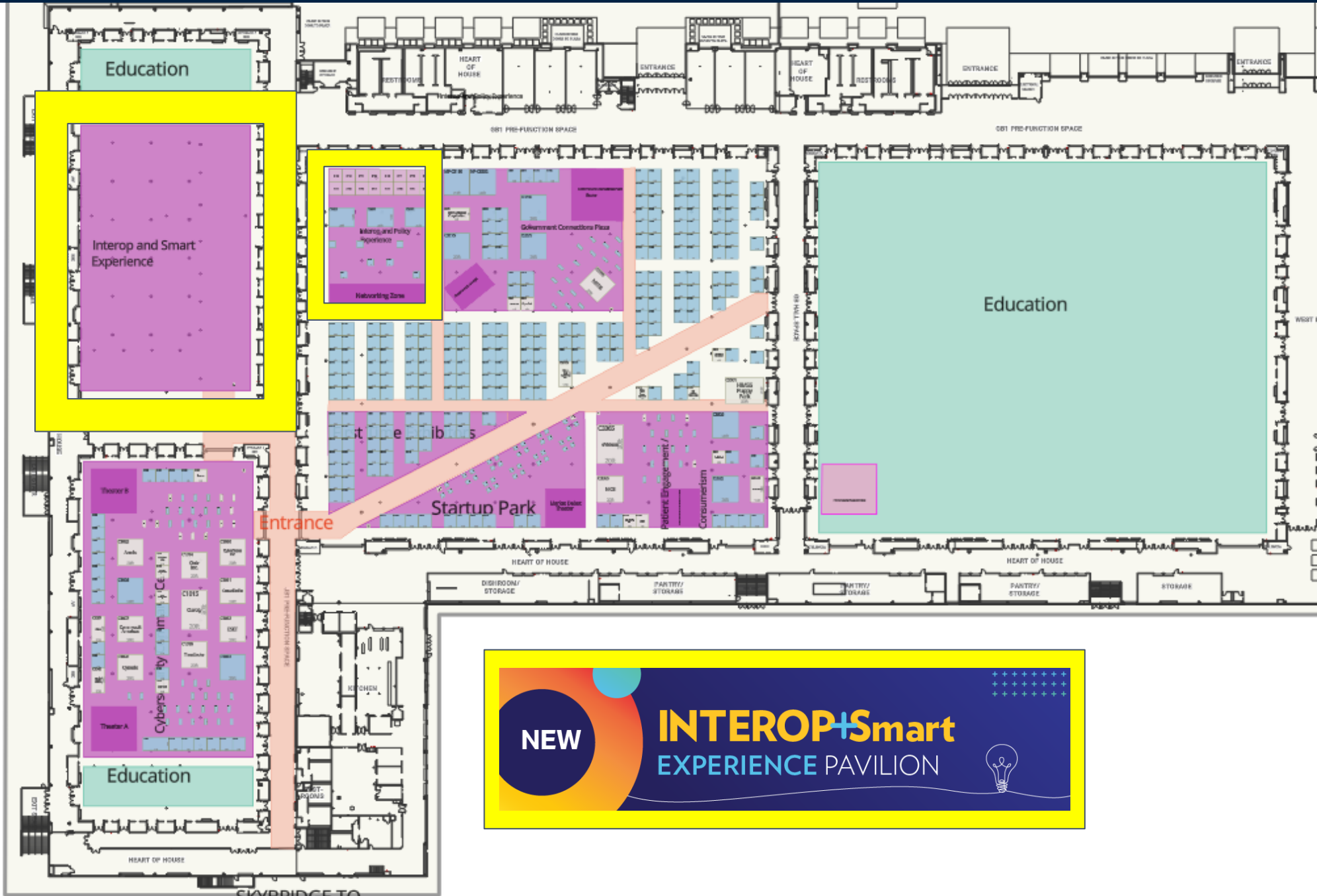
Venetian Expo Center

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

Caesars Forum

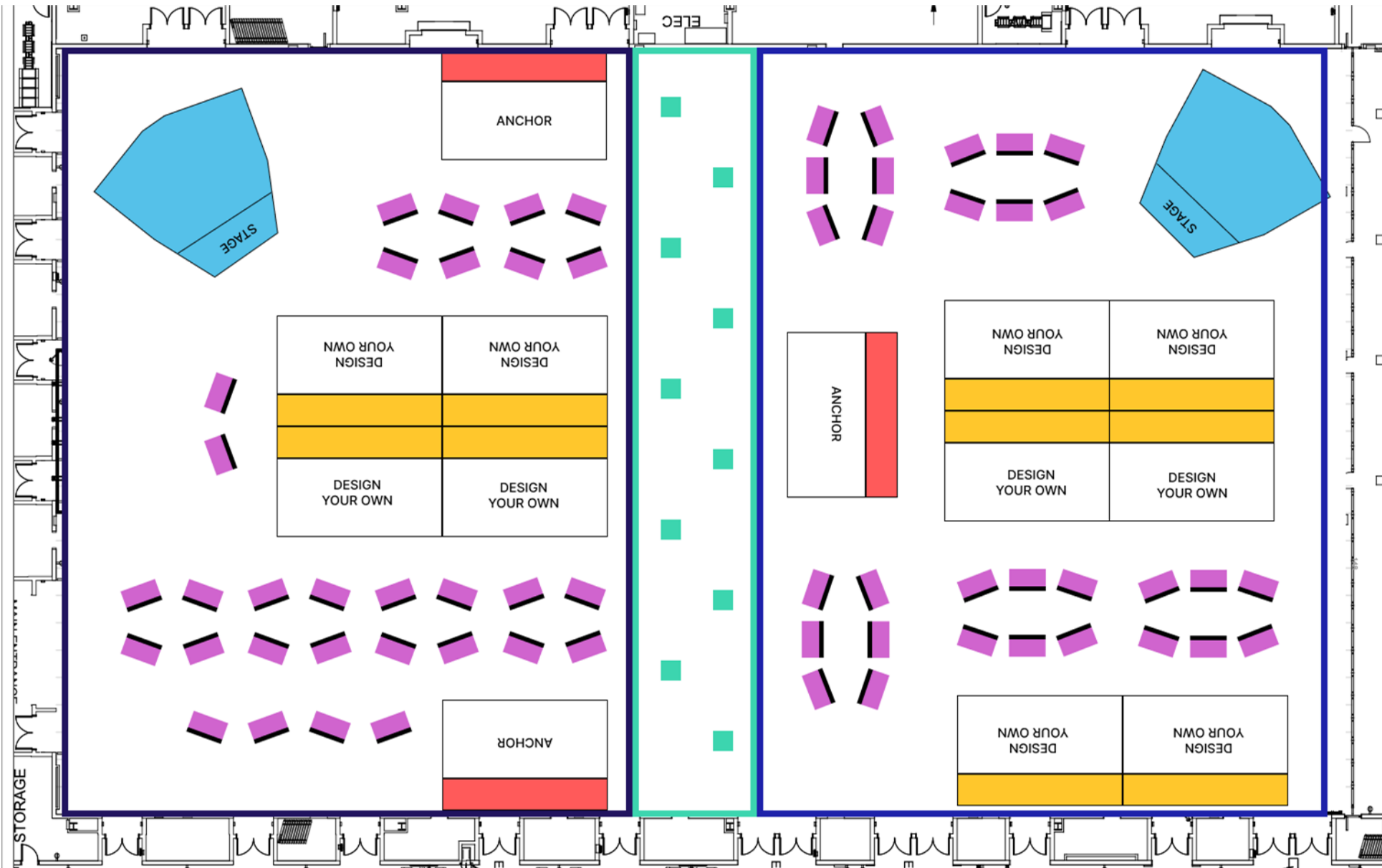
Exhibition Hall - Booths C100-C1500

NEW **INTEROP+Smart**
 EXPERIENCE PAVILION



NEW **INTEROP+Smart**
EXPERIENCE PAVILION

The banner features a dark blue background with a yellow border. On the left, there is a stylized graphic of overlapping orange and blue circles. On the right, there is a white lightbulb icon with a small trail of dots above it.



SMART EXPERIENCE

MARKETPLACE

EXCHANGE EXPERIENCE

Your Exchange Anchor Sponsor

We extend our gratitude to HL7 for being our first Anchor sponsor in the Exchange area. They will be hosting sessions to promote their accelerators like Da Vinci and FAST, among many other initiatives.



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>—</p> <p>12' tall large wall with 20x20sq ft for designing your space, suitable for demonstrations, presentations, and discussions</p> <p>—</p> <p>Includes (2) 60-inch monitors OR a small stage</p> <p>—</p> <p>Invite partners at no cost</p>	<p>(2) 20 minute Speaking opportunities</p> <p>—</p> <p>10' tall wall to design a space for demonstrations and discussions</p> <p>—</p> <p>Reinforced wall for mounting products – Can be used for demonstrations or as an area for learning about your organization</p> <p>—</p> <p>Includes (2) 60-inch monitors</p> <p>—</p> <p>Invite partners at no cost</p>	<p>(1) Speaking opportunity</p> <p>—</p> <p>(1) Turnkey station to demonstrate a singular product</p> <p>—</p> <p>Multiple panels available for branding</p> <p>—</p> <p>Reinforced wall for mounting products</p> <p>—</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.

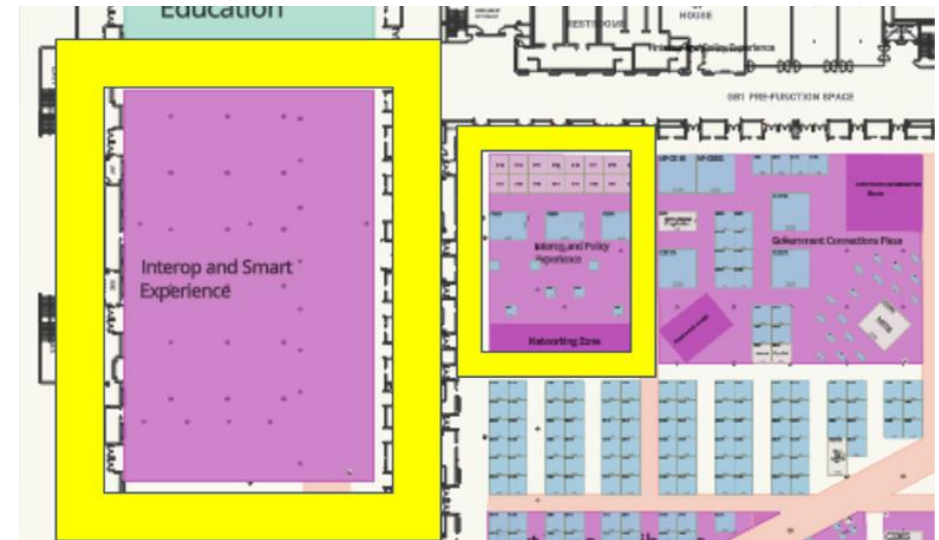
Additional Offerings

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.



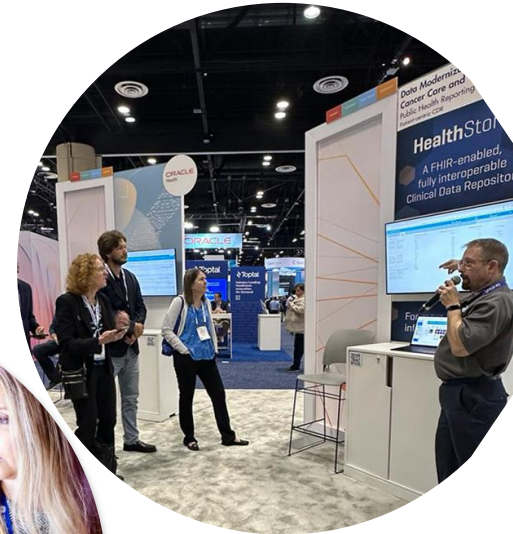
Interop and Smart Experience: Act Quickly!

Immediate Actions

- Sign Up Now (First-Come, First-Served)
 - Roles in Connected Demonstrations
 - Thought Leadership session times
 - Product Showcase in the Smart Experience
 - Limited Anchor opportunities
- [Check out our topics for demonstrations](#)

Key Dates

- Starting November 2024
 - Connected Demonstration: Planning meetings begin with technical reps and project managers



Questions?

Contact your Sales Manager or salesinfo@himssconference.com



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Exchange Experience Vs. Smart Experience Topics

Smart Experience	Exchange Experience
<ul style="list-style-type: none"> ● Telemedicine and Virtual Care ● Wearable Devices and Remote Monitoring ● Sustainability in Healthcare ● Robotics and Automation in Healthcare ● Pharmaceutical Innovation and Supply Chain ● Smart Home ● Hospital of the Future ● Rehab/Post Acute/Long Term Care ● Better Community Care (Ambulatory Care) ● Health and Wellness ● Chronic Care Management Solutions 	<ul style="list-style-type: none"> ● Autoimmune and Rare Diseases ● Cancer and Oncology Research ● Cardiovascular Diseases ● Chronic Kidney Disease (CKD) ● Diabetes Management ● Emergency and Trauma Medicine ● Geriatric Care and Aging ● Health Disparities and Social Determinants ● Infectious Diseases ● Mental Health, Substance Abuse, and Addiction ● Palliative Care and Hospice ● Pediatric Health ● Pharmacy and Prior Authorization Management ● Respiratory Diseases ● Women's Health ● DY0: Design your own story