

Interop and Smart 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



Sales Leadership – Rebecca Washler, MBA



- Vice President of Sales for the HIMSS Global Conference at Informa Markets
- Expertise in health information management and healthcare IT
- Drives sales strategies and fosters key partnerships
- Leads the successful execution of a major global health IT conference
- Focuses on innovative solutions and industry collaboration
- Strategic vision and deep understanding of the healthcare sector
- Plays a pivotal role 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 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.



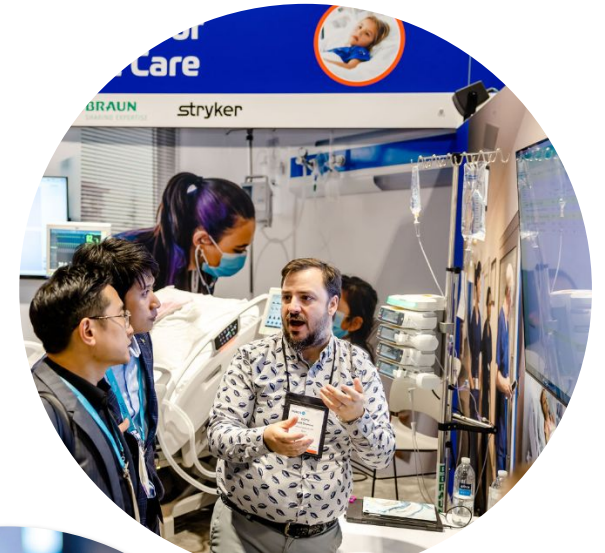
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Introducing the Interop and Smart Experience Pavillion

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.



Where your target audience already plans to go!

Worksite	
Hospital	21%
Consulting	15%
Government	13%
Market Supplier	11%
Entrepreneur, Start Up	9%
Public Health	6%
Payer	5%
Education Institution	6%
Information Exchange	3%
Outpatient Care	3%
Professional Assn/Society	3%
Financial, Legal, Investment Firm	2%
Pharmacy	1%

Exhibitor/Attendee	
Attendee	70%
Exhibitor	30%
Titles	
Business Development	25%
C-Suite	16%
VP	4%
Director	11%
Manager	11%
Technology	7%
Healthcare	7%
Education	6%
Government/Public Sector	5%
General/Non Management/ HR	4%
Other	4%

- **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.

Be a part of the experience

- Pavilions create a more focused and intimate space, making it easier to engage directly with your target audience.
- Pavilions prime your audience, making your presence more memorable and giving you the opportunity to lead the conversation and demonstrate your impact.
- Attendees are drawn to key locations, planning to network and learn in these designated areas.



New Features and Updates- Its easier than ever to participate

Improved Attendee Matching: Wayfinding and Scheduling

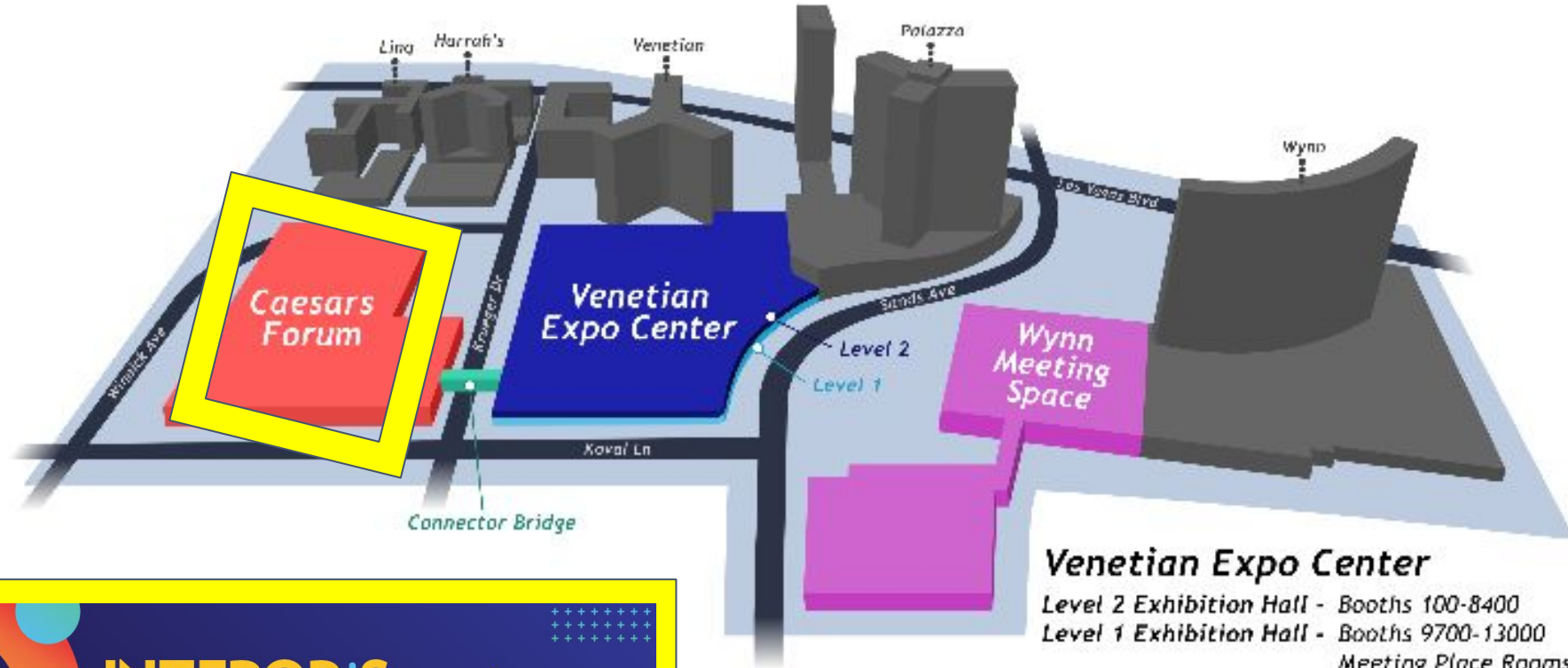
- **Enhanced Navigation:** Upgrades have been made to help attendees more easily find exhibits and navigate the event space.
- **Better Engagement:** Promotion to attendees based on hot topics that cover a cross section of participants.
- **Follow-Up Opportunities:** Exhibitors can more effectively follow 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.
- **Easier Participation:** Organizations can now participate in demonstrations without the prerequisite of attending a Connectathon event.

Speaking Opportunities Included

- **All Participation Levels:** Every exhibitor, regardless of their participation tier, will have the opportunity to speak.



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

Activation of Caesars Forum

Prime co-location with education sessions and key topic areas

- **Selected through the Call for Proposals** process within the Interoperability track and purposefully placed next to the Interop and Smart Experience for focused traffic and influence.
- Collocated with **Privacy and Cybersecurity, Patient Engagement, Start Ups, Investors** and **Policy** at the Caesars Forum, where many sponsorship engagements will take place, including **Brunch Briefings** and **Lunch & Learns**.

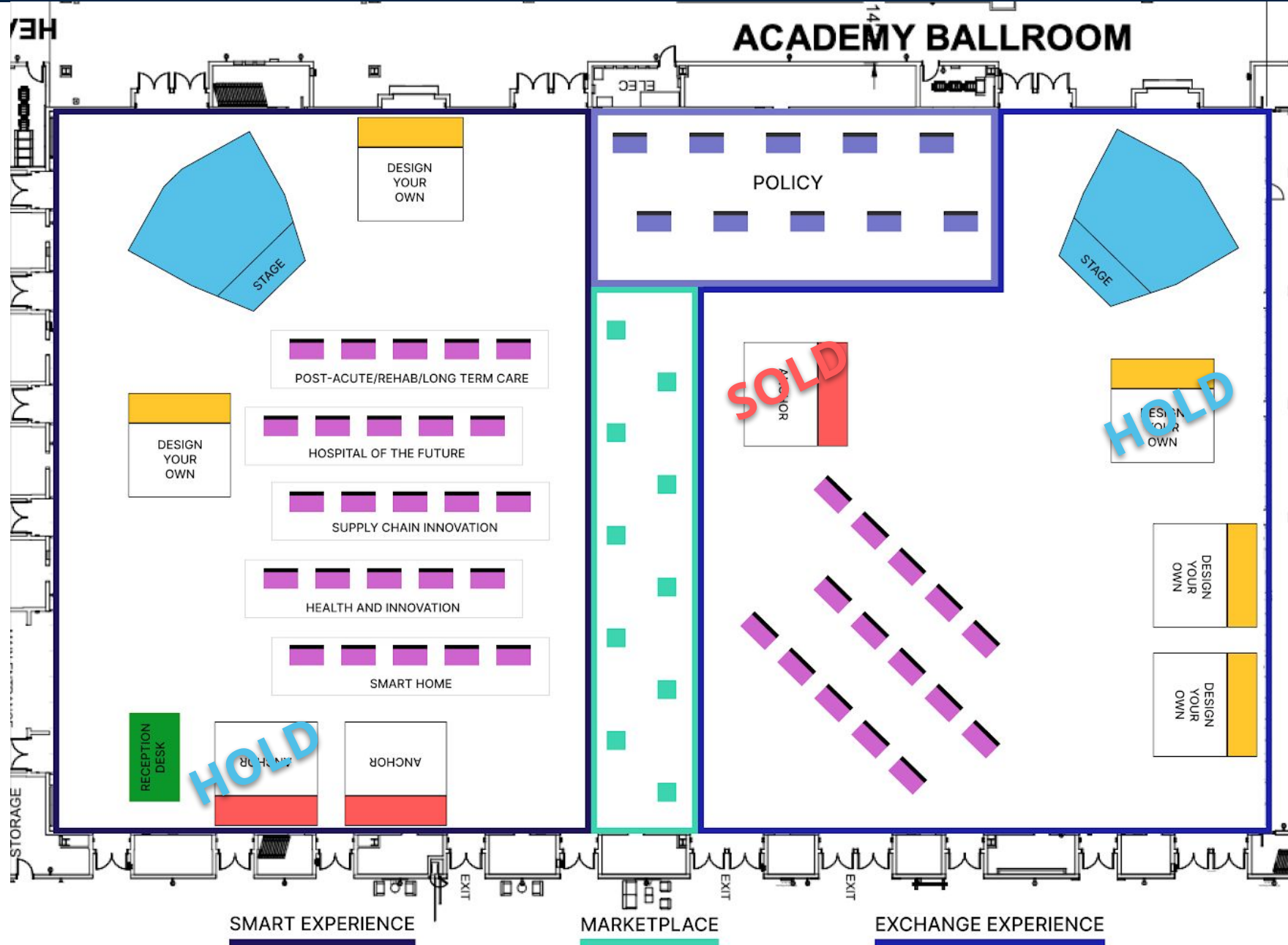
Unmatched foot traffic

- **At HIMSS21**, the Interoperability Showcase in the **same location attracted 3x more foot traffic** than any other exhibit area.

Favorite not to miss attractions for attendees

- **Puppy Park, Massage Chairs, March Madness Sports Bar**, and **Concessions** will all be located right outside our doors.





Your Exchange Anchor Sponsor

We extend our gratitude to HL7 for being our first Anchor sponsor in the Exchange area.



Current sponsor list



Participation Options

Anchor	Design Your Own	Demonstration Station
<p>\$110,000 (Corporate Member) \$121,000 (Non-Member)</p>	<p>\$60,000 (Corporate Member) \$66,000 (Non-Member)</p>	<p>\$15,500 (Corporate Member) \$16,900 (Non-Member)</p>
<p>Multiple speaking opportunities — 12' tall large wall with 20x20sq ft for designing your space, suitable for demonstrations, presentations, and discussions — Includes (2) 60-inch monitors OR a small stage — Invite partners at no cost</p>	<p>(2) 20 minute Speaking opportunities — 10' tall wall to design a space for demonstrations and discussions — Reinforced wall for mounting products – Can be used for demonstrations or as an area for learning about your organization — Includes (2) 60-inch monitors — Invite partners at no cost</p>	<p>(1) Speaking opportunity — (1) Turnkey station to demonstrate a singular product — Multiple panels available for branding — Reinforced wall for mounting products — Can be bundled</p>

Thought Leadership*
20 minute session
\$8,500

Must be a current HIMSS25 exhibitor.
Subject to availability.

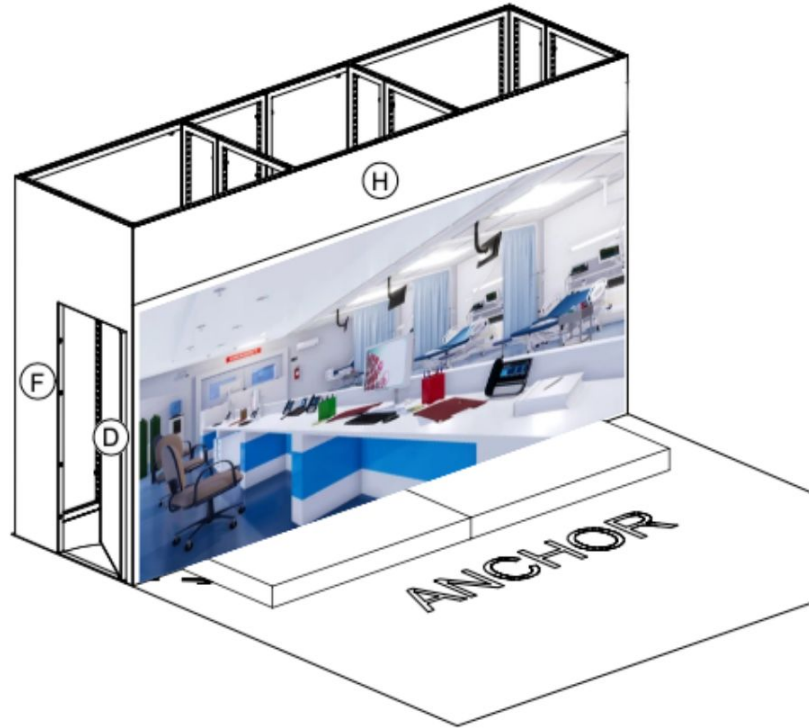
***Available ala cart beginning October 2024**

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.

Participation Options

<h2>Anchor</h2>
<p>\$110,000 (Corporate Member)</p> <p>\$121,000 (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>—</p> <p>Flexible opportunities</p>



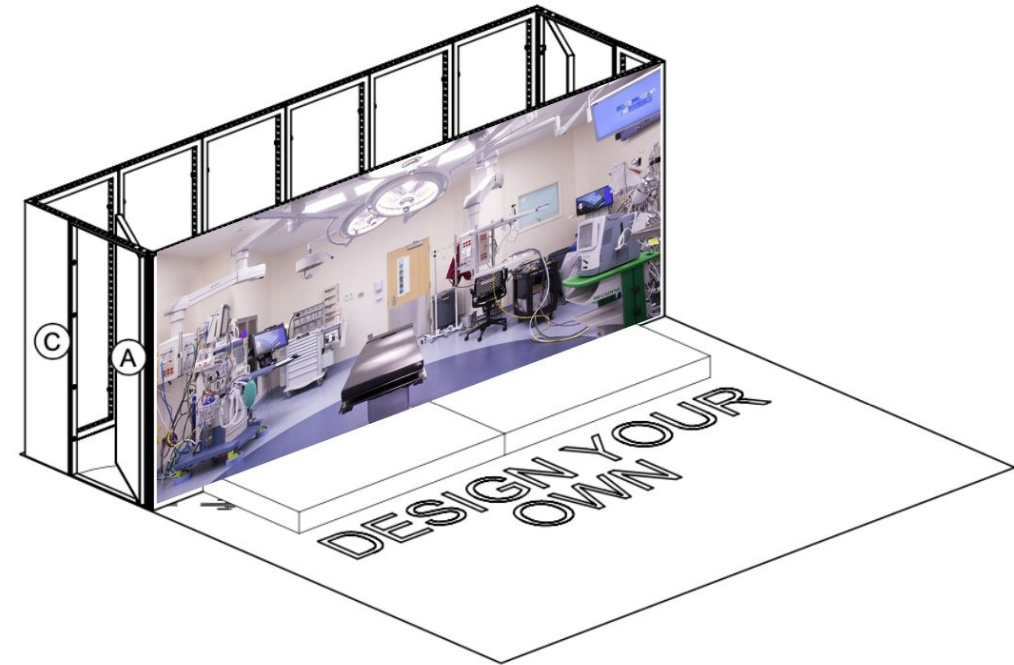
Participation Options

Design Your Own
\$60,000 (Corporate Member)
\$66,000 (Non-Member)
(2) 20 minute Speaking opportunities —
10' tall wall to design a space for demonstrations and discussions —
Reinforced wall for mounting products – Can be used for demonstrations or as an area for learning about your organization —
Includes (2) 60-inch monitors —
Invite partners at no cost

Special Offer: Customized Group Demonstration Area

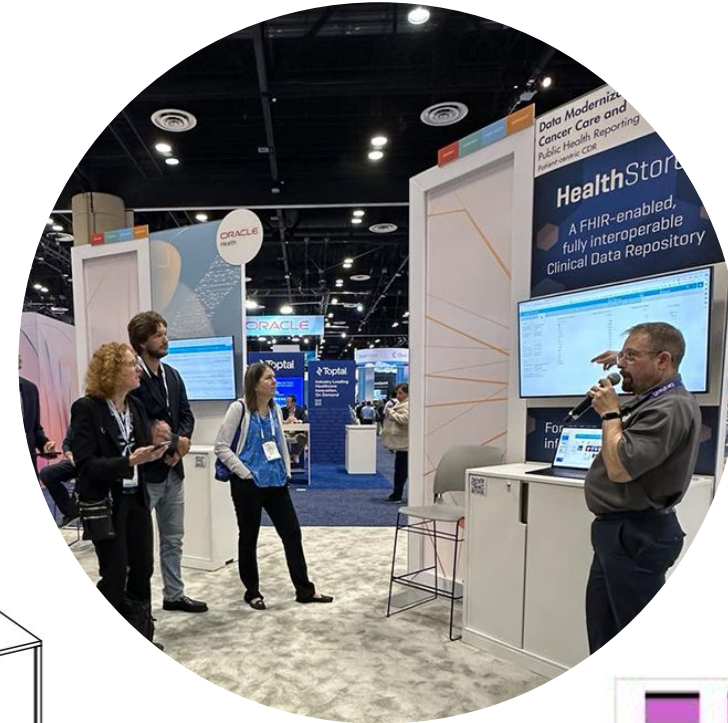
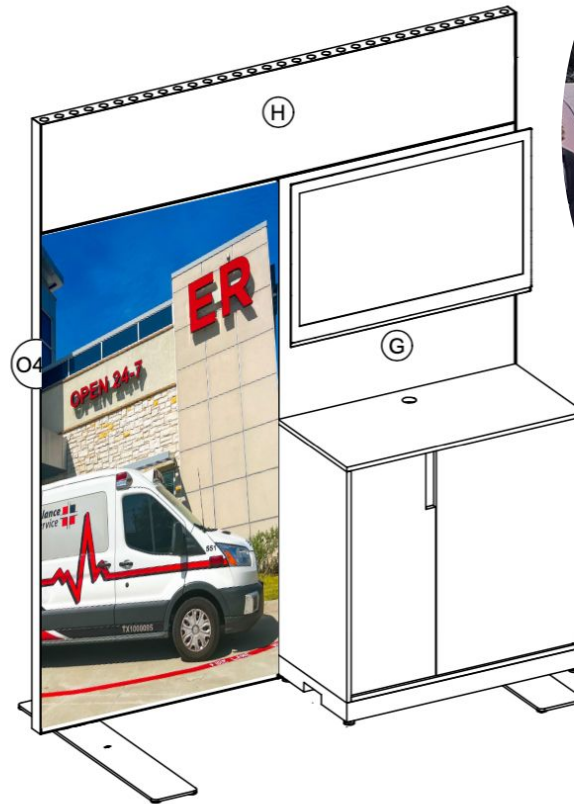
Bring your community workgroups and close partners together! If a group of 4 or more individual Demonstration Station participants agree to waive their individual kiosk benefits, your group can upgrade to a *Design Your Own Demonstration Area*—while supplies last. Don't miss this opportunity to create a collaborative and impactful space tailored to your needs.

Get started by signing up for a Demonstration Station today.



Participation Options

Demonstration Station
<p>\$15,500 (Corporate Member)</p> <p>\$16,900 (Non-Member)</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>



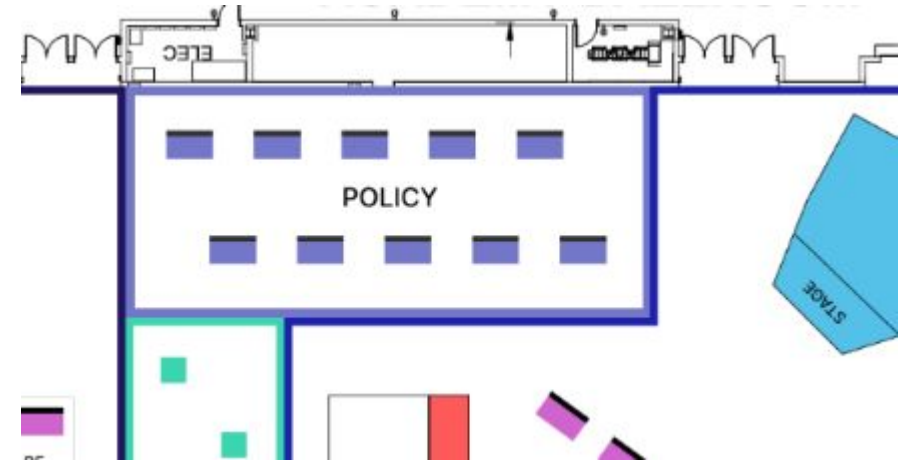
Additional Offerings

Interop and Policy Experience

A part of the Interop and Smart Experience (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 ● DYO: Design your own story