

HIMSS AsiaPac'10 Exposition – Beijing, China

Exhibition Booth Booking

Frequently Asked Questions

1. What is the focus of the [AsiaPac'10 Beijing](#) event?

The HIMSS AsiaPac'10 Exposition will take place in Beijing, China, from the 26th to 28th of May, 2010. This **exhibition-led** event is organised by the Healthcare Information and Management Systems Society (HIMSS), a not-for-profit and nongovernmental, international healthcare membership organisation. The Exposition in 2010 will help healthcare IT stakeholders connect and exchange ideas in order to help advance quality healthcare delivery through the use of IT.

The event is held in association with the China Hospital Information Management Association (CHIMA), a nonprofit national industry and academic association focused on Health IT

The China Hospital Information Network Conference (CHINC'10), organised by CHIMA, will be held in conjunction with HIMSS AsiaPac'10 as a one-day pre-exhibition conference on the 26th of May 2009.

For more information, download the [Exhibitor Prospectus – China](#) to view the programme at a glance.

2. Where will HIMSS AsiaPac'10 Exposition take place?

The event will take place at the Jiuhua Resort and Convention Center, Beijing China

3. What are the dates for HIMSS AsiaPac'10 Exposition?

The event will be held from the 26th to the 28th of May, 2010.

4. Can local solution providers from China participate in this event?

Yes. The event welcomes participation from international companies as well as local Chinese solution providers.

If you are a Chinese company wishing to take part in HIMSS AsiaPac'10 in Beijing, contact:

Yan Yi 闫懿

chima.cio@gmail.com/ chima1995@126.com

Tel: 86-01-65810888

Fax: 86-01-65818188

Mobile: 86-13811824650

MSN: ookazei@hotmail.com

5. Can U.S companies participate in this event?

Yes. For First Time U.S. Exhibitors & Sponsors, contact:

Sheldon Dorenfest

CEO, The Dorenfest Group

Email: sheldon@dorenfest.com

Tel: 312-464-3000

Website : www.dorenfest.com

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6. Where can I view the floorplan and download a brochure?

Please check the prospectus and floorplan for more specific details:

[Exhibitor Prospectus – China](#)
[Floorplan – China](#)

7. What is the cost of exhibit space for 2010?

Exhibit booths are priced by the square foot and are sold in increments of 3M x 3M or 9 square meters. Fees for each 3M x 3M booth are as follows:

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On or before 14 December 2009	On or after 15 December 2009
Space Only USD 2750 Corporate Member Rate USD 3085 Non-Member Rate	Space Only USD 3225 Corporate Member Rate USD 3335 Non-Member Rate
Shell Scheme USD 2930 Corporate Member Rate USD 3225 Non-Member Rate	Shell Scheme USD 3300 Corporate Member Rate USD 3500 Non-Member Rate

Note: There is a USD 400 surcharge for each corner you purchase (i.e. an island has four corners, an end booth has one corner and an inline booth does not have corners.)

Corporate Membership

In order to receive the member rate, new members must be paid in full by 14 December 2009 to receive discounted Corporate Member Rate.

Highly Recommended Exhibit Option

Industry Solutions Track (Includes a 6mx6m exhibition booth)

If you are looking to boost your company's presence on the exhibition floor, why not participate in an Industry Solutions Track?

Companies can participate in a ½ Day Industry Solutions Track which will allow them to create and hold an industry solution track of their choosing. Holding an industry solutions track will position your company as a leader on a subject matter and will reach out to a target audience of industry professionals.

In addition, the Industry Solutions Track Package includes a 6mx6m exhibition booth, providing you with a meeting point where visitors and delegates to drop by and learn more about your products and services - long after your presentation has ended.

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8. Can I hold presentations / product tutorials in the exhibition hall?

Yes. Exhibitors have the opportunity to conduct Product Tutorials on the exhibition floor. Product Tutorials consist of 45 minute case studies that will provide visitors and delegates an insight into the solutions offered by your company's products and services. Exhibitors are encouraged to book early as space is limited.

Cost: USD 700 (for both members and non-members)

For more information on how you can participate in a Product Tutorial, contact:

Steven Yeo

Vice President and Executive Director

HIMSS Asia Pacific

Phone: +65-98485259 / Email: syeo@himss.org

HIMSS Asia Pac has selected Dorenfest and CHIMA as channel partners for HIMSS AsiaPac'10 Exposition. As our sales channel partner, they will be working very closely with HIMSS AsiaPac to sell exhibit space and corporate sponsorships at the Beijing, China event. You may contact them to learn more about these events and to contract for exhibit and sponsorship arrangements.

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For interested first-time local exhibitors and sponsors from Taiwan, please contact:

Joy Wang

Tel: 886-2-2392-6960 ext.204

Fax: 886-2-2393-0667

Email: joy@aceforum.com.tw

9. I am looking for other unique marketing opportunities that will take my brand's presence beyond the exhibition floor. What are my options?

HIMSS offers multiple ways to increase your company profile and reinforce your marketing message – all of which equate to a successful show for you and your company:

- Listing in Event Guide – includes company profile along with relevant product and services
- Exhibitors Product and Services Directory accessible to HIMSS Members and other interested parties throughout the year

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- Assistance with securing venues for client events
- Sponsorships
- Attendee mailing lists
- And so much more...

Highly Recommended Sponsorship Options

Here are just some of the more popular and highly recommended sponsorship options available to you. For a full listing of options please click here to download the [Exhibitor Prospectus – China](#)

Lunch

USD 20,000

Lunch will be provided for all paying delegates for 2 days. Sponsor these lunches and reinforce your brand awareness amongst industry peers. Benefits include having your logo seen on prominent locations at the lunch venue and a 10 minute presentation slot at this lunch.

Welcome Dinner

USD 50,000 – exclusive

USD 20,000 non-exclusive

This even marks the opening of the expo and will reinforce your brand's presence with more than 1000 delegates. Sponsors also get a 10 minute presentation slot at this dinner.

Download a copy of the exhibitor prospectus for sponsorship details:

[Exhibitor Prospectus – China](#)

***HIMSS welcomes the opportunity to develop customised options to meet your marketing needs.
To discuss custom options please contact:***

Mr. Steven Yeo

Vice President and Executive Director, HIMSS Asia Pacific

Phone: +65-98485259 / Email: syeo@himss.org

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10. What do I receive with the exhibit booth?

Exhibitors receive many benefits from participating in the AsiaPac'10 Exposition.

Each 3M x 3M booth space includes:

- Two Complimentary Exhibitor Badges
- One Complimentary Guest Badge
- Dedicated Exhibit Hall Hours
- Access to Conference Education Sessions
- Opportunity to host a private function during the conference
- Product or Company Description in the Exhibitors' Product & Service Directory
- Product or Company Description in the conference Resource Guide
- Opportunity to participate in many targeted pre-show marketing opportunities
- First chance to reserve booth space for AsiaPac'11 events

11. Can I expand or relocate my booth if a better location becomes available?

Absolutely. We are happy to relocate you to the booth space you desire as long as it is available.

12. Will there be an IHE – Interoperability Showcase at HIMSS AsiaPac'10 Beijing? What are the fees for participation?

Yes. The Interoperability Showcase at HIMSS AsiaPac'10 in Beijing will feature cutting-edge technology and standards that create an interactive environment where attendees experience interoperability of health IT systems. Attendees will be able to create their electronic health record and access it across multiple healthcare settings within the Showcase. Clinical scenarios will be enabled by the standards based on Integrating the Healthcare Enterprise (IHE) framework.

By participating in the Showcase, you will experience:

- Multiple vendors demonstrating health information technology (IT) systems
- Educational sessions in the Showcase theatre
- Delegations, tours and media events
- Clinical scenarios demonstrating interoperability across multiple products, systems and enterprises

Costs for participation will be announced end-July 2009.

For more information on the IHE Interoperability Showcase visit:
<http://www.interoperabilityshowcase.org/about/index.asp>

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13. What should I do if I have questions after booth selection?

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