

CONFERENCE HIGHLIGHTS

Innovation with shared vision.

HIMSS[®]08

ANNUAL CONFERENCE & EXHIBITION
FEBRUARY 24-28, 2008 / ORLANDO

- 29,179 attendees – 33% increase over '07
- 41% increase in attendance from target companies, such as Critical Access Hospitals
- Increase in CIO attendance by 30% from 2007
- 33% increase in professional attendees from 2007

HIMSS08, held at the Orange County Convention Center in Orlando, February 24-28, was record breaking with 29,179 attendees and 942 exhibitors coming together to facilitate change, share innovation... and move the industry forward.



HimSS[®]08

HIMSS08 draws record attendance in Orlando.

Top industry speakers presented more than 300 educational sessions, thought-provoking keynotes addressed compelling issues, and connections were made among a diverse mix of healthcare professionals.

Speakers...More than Keynotes

The exciting line-up of keynote and industry speakers drew standing room only crowds with their compelling presentations. A best-selling author, cutting-edge CEOs, government and elite thought-leaders took on the hottest of industry topics.

Education...More than Learning

From the Pre-Conference Workshops and Symposia to the 300+ educational sessions to the e-sessions – the learning never stopped at HIMSS08...and neither did the professional development. Taught by recognized healthcare leaders, HIMSS08 provided the most in-depth education program offered in the industry.

Exhibits...Surpassed Expectations

The exhibit floor spanned more than 407,000 square feet filled with 942 exhibiting companies – and 252 first-time HIMSS08 exhibitors. But the numbers don't really tell the success story here – the real-world solutions do. Attendees could learn the latest about EHRs, medication management systems, ambulatory care, e-prescribing, clinical data sharing and so much more. At the must-see Interoperability Showcase, attendees could track their own EHR, and the Product Pavilion featured IT solutions for system implementations.

Networking...More than Meeting People

At HIMSS, we have taken networking to a whole new level. It's more than just meeting people, it's meeting the right people for knowledge sharing, best practices, career connections...and relaxing! In particular, HIMSS08 attendees enjoyed the many networking events such as the Opening Reception, the 5K Run, Awards Banquet, Universal Studios Night, New Member Breakfast, Chapter Luncheons...and more. One attendee said it all, "You can network all over HIMSS08...even walking to the bus!"

*Eric Schmidt, PhD,
CEO of Google.*

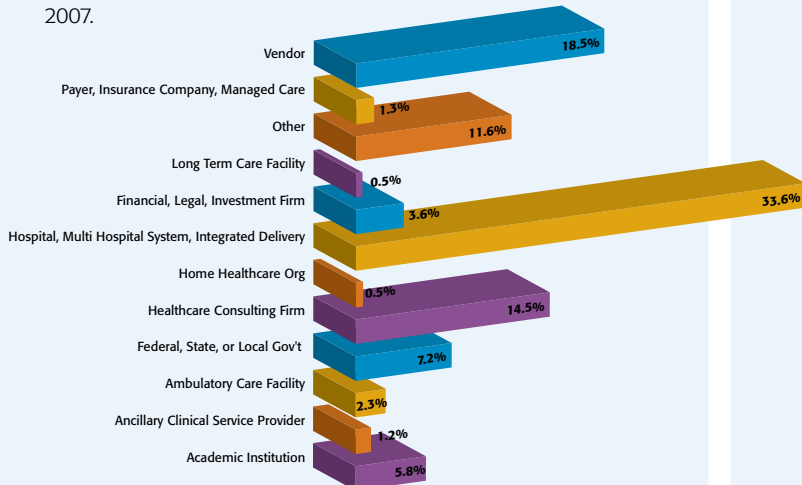


The Stats Speak for Themselves

Critical target audience groups are trending upwards.

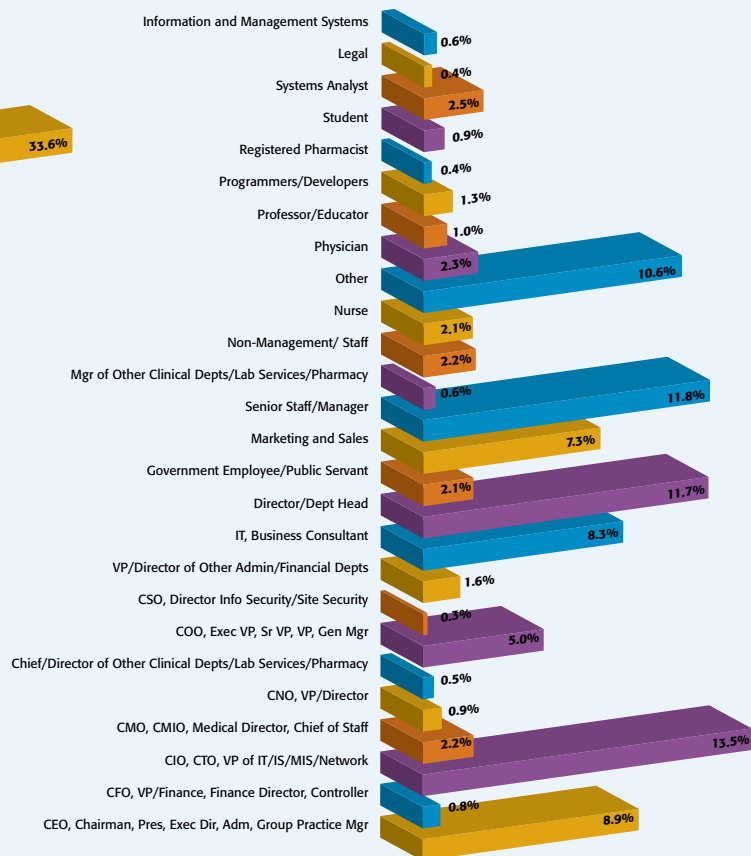
WORK SITE

Substantial increase in attendees from the Hospital, Multi-Hospital System and Integrated Delivery—33% in 2008 compared to 28% in 2007.



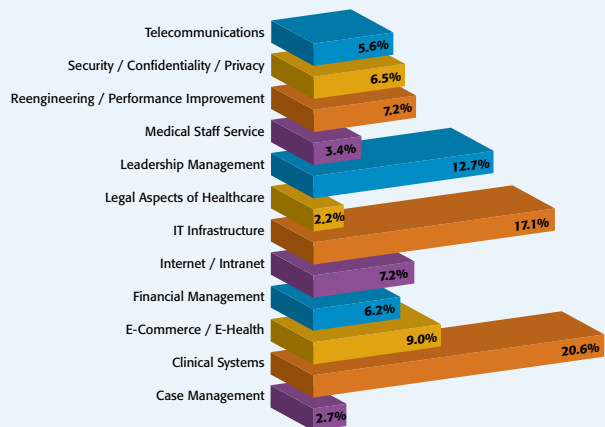
PROFESSIONAL LEVEL

C-level attendees are trending upwards from past years.



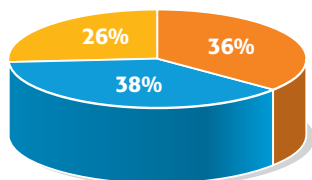
WORK FOCUS

Attendees from target principal work focus increased such as Clinical Systems; IT Infrastructure; e-Commerce/e-Health; and Leadership Management.



PURCHASING AUTHORITY

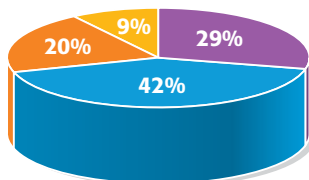
More than 70% of attendees have decision making authority – up from 55% in 2007.



Decision Influencer
Unspecified
Decision Maker

DEPARTMENTAL BUDGET

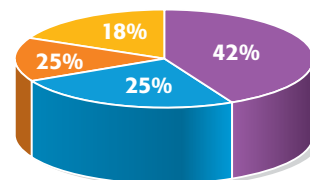
Demographics show increase across the board with size of departmental budget up from 2007.



\$10 million to \$50 million
Greater than \$50 million
Less than \$1 million
\$1.1 to \$10 million

ORGANIZATIONAL BUDGET

Substantial increase in organizational budgets with greater than \$1B to spend; and \$500m to \$1 Billion; and \$101M to \$500M.



\$500 million to \$1 billion
More than \$1 billion
less than \$100 million
\$101 to \$500 million

SAVE THE DATE

HIMSS[®]09

Annual Conference & Exhibition

APRIL 4-8, 2009 / CHICAGO

www.himssconference.org

Visit www.himss.org
to find out about these HIMSS events:

HIMSS
AsiaPac08
Conference & Exhibition
20-23 MAY 2008 / HONG KONG
In association with CHIK Services

HIMSS
SUMMIT08
June 9-10 | Washington, DC

HIMSS
Virtual Conference & Expo
November 19-20

WHIT
Conference & Exhibition
Connecting Leaders in Technology and Healthcare
NOVEMBER 4-6, 2008 | COPENHAGEN

The Media Spotlight— Worldwide Media Coverage

Strategic placement of national, local and trade coverage created headlines across the country before, during and after HIMSS08.

More than 195 placements reaching an estimated audience of nearly 200,506,078 have been tracked from the HIMSS 2008 Annual Conference & Exhibition.

Some 129 reporters from around the world attended. Mentions of HIMSS08 appeared in:

- National media outlets, including *Associated Press*, *Bloomberg*, *Reuters* and the *Wall Street Journal*
- Orlando media outlets, including *WOFL-TV* [FOX - Orlando] and multiple stories in *Florida Today* and the *Orlando Sentinel*
- Trade media outlets with in-depth coverage in *Modern Healthcare* and several other trade publications

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