SPONSORSHIP PROSPECTUS

Re-imagined Showcase Delivers!

Showcase events promote uptake of standards-based solutions that improve the potential for health information exchange between systems, providers, and organizations in order to optimize clinical care.

Benefits for Sponsors:
• Market positioning and visibility: e-pushes, articles, flyers & website banners
• Product demonstration in context of interoperability
• Show off adoption of IHE profiles and framework
• Exposure to system IT leaders and developers from major vendors
• Opportunity for In-depth presentation to potential buyers
• Take advantage of HIMSS resources

Engaged Attendees Experience:
• Side-by-Side System Comparison
• Standards concepts assembled in a clinically relevant environment
• Edutainment instead of a heavy sales pitch
• Health Journeys with relevant stories that “stick”

Attendees leave enlightened and ready to make a difference in their hospital, practice or healthcare facility!

Visibility & Marketing Support:
• Free-standing message signs
• Website presence
• Marketing materials
• Onsite guides
• Onsite daily news
• Social media updates
• Success stories and white papers displayed on website and distributed on-site

HIMSS
transforming health through IT™
National Health IT Week
Washington, DC - September 18, 2014

National Health IT Week is a collaborative forum and virtual awareness week that assembles key healthcare constituents dedicated to working together to elevate the necessity of advancing health through the best use of information technology. With a projected 400 partners, NHIT Week brings this important cause to the forefront of the nation's attention through local and regional events hosted by National Health IT Week Partners.

• Features HIMSS Innovation Center Collaborators
• ONC Standards & Interoperability Framework
• Great opportunity for high profile visibility with policy makers

HIMSS Latin America
São Paulo, Brazil - September 18 & 19, 2014

In September, HIMSS will bring a new transformational program to the dynamic region of Latin America. The first annual HIMSS Latin America Conference and Exhibition in Association with ABCIS will deliver best practices to health care professionals and provide for unlimited networking for the best minds in healthcare and technology.

• Unmatched visibility to launch a new initiative
• Gain traction through early adoption of profiles
• Educate policy makers and providers
mHealth Summit
Washington, DC - December 8-10, 2014

The mHealth Summit, the largest event of its kind, convenes a diverse international delegation to explore the limits of mobile and connected health, including every aspect and every audience.

If you have a patient care device, mobile app, or other technology that has made an impact on healthcare by leveraging the power of mobile technology you do not want to miss this opportunity to show your product LIVE in action at the mHealth Technology Showcase!

Set yourself apart as an industry leader! Use cases feature Mobile devices, Health Story Project, the Financial Network of the Future, and the Continua Health Alliance.

HIMSS15
McCormick Place, Chicago, IL - April 12-16 2015

HIMSS Annual Conference is the largest health IT event in the industry. Nearly 38,000 attendees came to Orlando for HIMSS14 — a new conference record! Healthcare professionals, clinicians and executives from around the world gathered to explore the value of health IT through education, networking and solutions.

Show how your system and technology are making a difference in patient care and clinician workflow. The HIMSS Interoperability Showcase™, in partnership with IHE, is a live interactive demonstration where health IT solution providers collaborate to maximize the collective impact of their technologies. The newly re-imagined Showcase will highlight seamless health information exchange in multiple care settings.

• Vignette style demonstrations bring a clinical setting to the audience
• Connected Demonstrations feature “Health Journeys” made up of multiple Use Cases
• Expanding the Financial Network of the Future this year!
• Building on use of RTLS demonstrations
HIMSS Middle East
Riyadh, Saudi Arabia - April 26-27, 2015

The Ministry of Health & HIMSS Middle East Conference will be where key stakeholders and government officials will convene to help determine how new technology will be used in the 40 new hospitals they are building each year, for the next 5 years.

The HIMSS Middle East Interoperability Showcase™ is your opportunity to maximize your company’s position in the Middle East market by allowing Saudi officials to see first hand that your system is among those most easily integrated to improve patient care.

The Conference will bring together regional key decision and policy makers including:

- Healthcare Providers
- Health IT Organizations
- Standards Organizations
- Physicians
- Pharmacists

eHealth Week 2015
HIMSS Europe World of Health IT Conference and Exhibition
Riga, Latvia - May 11-13, 2015

Touted as the nation’s premier forum highlighting the Integrating the Healthcare Enterprise’s (IHE) common framework, the HIMSS Interoperability Showcase™ brings vendors and decision-makers together in a “seeing is believing” interactive environment where attendees can become the patient in a clinical use case scenario and watch their health data move from system to system.

- Over 2000 international delegates & 75 exhibitors
- Global decision makers from public and private healthcare sectors clinicians, hospital and IT managers and VIP guests.
AAMI
Denver, CO - June 6-8, 2015

AAMI 2015 Expo is where you’ll discover new technologies that can improve your facility’s healthcare delivery and increase your own productivity and professional knowledge.

• Meet with over 200 exhibiting companies, including many of the world’s leading medical device manufacturers and service providers

• Get a first-hand look at state-of-the-art technology, including wireless telemetry, monitoring devices, equipment management software, imaging equipment, and much more

• Demonstrate your cutting-edge medical equipment in an interactive Technology Showcase using standards-based IHE PCD Profiles

HIMSS Innovation Center
Cleveland, OH - Open Year Round!

The HIMSS Innovation Center is a permanent demonstration and testing site open year-round to show how interoperable technologies improve the quality and efficiency of care for patients and communities.

With dozens of prominent industry events booked through 2015, HIMSS Innovation Center foot traffic is set to exceed 100,000 visitors!

• Center of Excellence for Interoperability Testing
• Support Rapid Integration of Standards / HIEs
• Level Playing Field for All Stakeholders
• Workflow and Security Integration
• Improve Usability of Open Source Testing Platforms
• Enable Regulatory Compliance
SPONSORSHIP LEVELS

Supporter Level

• Attendee Tours: Connect with attendees as they explore the showcase

• High-impact Logo Placement: Conference signage, resource guide, website, Daily Insider, and exhibitor spotlight in the showcase

• Technology Included: All signage, internet, electricity, monitor, keyboard and mouse

• Two Passes: Two exhibitor/client badges

Implementer Level

• Implementer Level: Receive all of the benefits of the Supporter level plus inclusion in the Connected Demonstration for higher visibility

• Connected Use-Case Participation: Your solutions will be used in a connected environment to present a use-case alongside other industry solutions

• Attendee Tours: Connect with attendees as they view the use case demonstrations

Leadership Level

• Leadership Level: Receive all of the benefits of the Supporter and Implementer Levels plus Thought Leadership benefits, lead generation, and more registrations

• Education Session: 30 minute presentation in the Showcase Theater included in the conference agenda

• Featured Success Story: Distribution of your success story or white paper and on the Showcase website

• Attendee List: Receive the full list of all visitors to the Interoperability Showcase™

• Eight complimentary conference passes - five exhibitor/client badges plus three full conference badges
Interoperability Showcase™

New! Take advantage of **BIG DISCOUNTS** when you participate in multiple showcases and leverage these benefits:

- Pioneer the HIMSS Innovation Center Interoperability Accelerator!
- Cut technical prep time for demos in half!
- Provide all marketing materials ONCE for year round use until you update!

**Global Leader**
Sponsor all Showcases at the Leadership level – 25% OFF

**Global Implementer**
Sponsor all Showcases at the Implementer level – 20% OFF

**Domestic Leader or Implementer**
Sponsor all U.S. based Showcases at the Leadership or Implementer level – 10% OFF

**Global Supporter**
Sponsor all Showcases at the Supporter level – 5% OFF

**Extended Deadline:**
Discounted packages will only be available through October 1st, 2014.

**SPONSORSHIP PRICING - USD**

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<th>Event</th>
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*HIMSS 15 Interoperability Showcase™ - each participant, whether Leadership or Implementer level, will have one system in the Connected Demonstration. Additional systems may be added at the Leadership level for an additional fee.*
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