



HIMSS09 Interoperability Showcase Guidelines Document for Organizational Level Participants Version 2.1_January 28, 2009

Preparing for the Showcase - Next Steps between today and April 3, 2009

Dear HIMSS09 Interoperability Showcase Organizational Level Participant:

Thank you joining us at the HIMSS09 Interoperability Showcase; we are excited to have your organization join us. This document contains important information, **including upcoming deadlines** about your HIMSS09 Interoperability Showcase participation.

Your organization is responsible to review this information and follow the guidelines.

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HIMSS09 Interoperability Showcase Marketing Tool Kit: Make sure your HIMSS09 Showcase team is using the free marketing tools provided by HIMSS.

- Logos, press release copy, and more.
- **Visit:** http://www.interoperabilityshowcase.com/himss09/himss09_mkit.asp

Scenario/Storyline & Acts/Casts Drafts: The Showcase is comprised of a series of one act scenes that show, by way of realistic stories, how the various products work together across the health care continuum to deliver care. The most current versions of these documents are available at www.interoperabilityshowcase.org in the Marketing and Technical Toolkits.

Showcase Participant Workshop: In October 2008, HIMSS held a mandatory in-person workshop to help prepare technical staff for the Showcase. All sessions were captured visit the link below to review material covered.
<http://www.interoperabilityshowcase.org/himss09/index.asp>

HIMSS09 Organizational Level Benefits include...

HIMSS09 Interoperability Showcase Theatre Guidelines & Deadlines

As an Organizational participant, one of your benefits is telling your interoperability story. Your organization has one (1) 30-minute slot, so we recommend your presentation be no longer than 20-25 minutes leaving time for questions.

Content & Focus: The purpose of the Showcase is to highlight the leading Organizations and Vendors that deliver and support interoperable healthcare products & services. The Showcase highlights your organization's activities surrounding interoperability, not product specific information. Most organizations give a PowerPoint presentation; examples of presentations from past Showcases will be posted at www.interoperabilityshowcase.org/himss09/himss09_mkit.asp

Showcase Theater Schedule: Your Showcase Theater time assignment will be sent by February 13, 2009.

Interoperability Showcase Theater Deadlines: Showcase staff must review and approve all presentations. Presentations not approved by Showcase staff following the deadlines below will not be allowed in the Showcase Theater.

- Showcase Theater Draft #1- Deadline to be received by HIMSS is Feb 18, 2009 by 6:00 pm CT.**
 - Please send draft to ihe@himss.org.
- HIMSS Revisions Deadline: February 25, 2009 by 6:00pm CT.**
 - HIMSS staff to return your presentation with any questions or requested changes.
- Showcase Theater Final -Deadline to be received by HIMSS staff is March 11, 2009 by 6:00pm CT**
 - Please send to ihe@himss.org.

HIMSS09 Interoperability Showcase Set-Up Days & Times for Organizations

Organizations have kiosks in the HIMSS09 Interoperability Showcase, are located in the Showcase proper but are not in the connected interoperability demonstration. Therefore, Organizations have greater flexibility for set-up and may come into the Showcase to set-up their kiosk, laptop, keyboard and monitors anytime the Showcase is open for set-up at the hours listed below.

Organizations in the Showcase **must** have their kiosk and computers set-up and running **and** been given the **“Ok” by Showcase staff that your kiosk is ready no later than 9:00am Sunday April 4, 2009.**

The Docent (tour guides) will be finalizing their training on Sunday morning April 5, 2009 between 8:00-10:00am and then then the first tour is a special media tour that will run from 11:00am-12:00pm.

Organizational kiosks that are not signed off with an “Ok” by 9:00am on Sunday April 4th, 2009 will not be included in the Sunday Docent training from 9:00-10:00am **or** on the Sunday media tour from 11:00-12:00am **so please have your kiosk set-up and staffed.**No exceptions.

Organizational Set-up Hours

Friday April 3, 2009.....Anytime between 1:00pm – 6:00pmCT

Saturday April 4, 2009.....Anytime between 9:00am – 3:00pmCT

Sunday April 4, 2009

- By 9:00amCT**.....All Organizational kiosks must be set-up and given “Ok” by Showcase staff
- By 10:00amCT**.....Final validation that all systems, Connected & Non-Connected, are operational
- 11:00-12:00amCT**.....Special media tour, closed to the public before Showcase & Exhibit open

HIMSS09 Interoperability Showcase and Exhibit Floor Hours

Mandatory Staff Attendance at Showcase Booth: The dates and times below require staff to be on-site at your kiosk at all times. If your Showcase kiosk is not staffed, your Organization will not be included on a tour. **Note:** There will a few special tours for media and keynotes arranged outside of the hours listed below. We keep these minimal to ensure no conflicts with keynotes and other sessions.

Sunday, April 5, 2009

11:00 – 12:00pmSpecial media tour before Exhibit & Showcase is open. Your station must be staffed.
2:00pm - 6:00pm.....Exhibit and Showcase open.

Monday, April 6, 2009: 10:30am - 1:00pm & 3:00pm - 6:00pm.....Exhibit and Showcase open.

Tuesday, April 7, 2009: 10:30am - 1:00pm & 3:00pm - 6:00pm.....Exhibit and Showcase open.

Wednesday, April 8, 2009: 10:30am - 1:00pmExhibit and Showcase open.

Showcase Station Important Facts & Details

Showcase station materials provided by HIMSS as part of Showcase Registration Fee:

- A station and 2 chairs
- Electricity and internet access
- Signage

Showcase participants must supply the following items:

- **Monitors:** Bring your own monitors or rent them at the conference.
 - Rental order form available at <http://www.interoperabilityshowcase.org/himss09/index.asp>
 - We recommend **monitors no less than 21 inches and monitors over 24 inches are not permitted.** The exhibit floor allows larger monitors, but in the Showcase, to ensure everyone has enough space and that the tours are fair to all, we will not permit any monitors larger than 24 inches.
- **Mouse, keyboard and cables** for these components. Laptops will be placed on a shelf below the counter and the keyboard, mouse and monitor will be at desk level.
- **Extension cords:** Bring extras extension cords and clearly mark with your name so that you can take them home.

Showcase Registration and Badges:

- The HIMSS09 Organizational package includes two (2) Exhibitor badges.
- Registration for these two badges is done through online registration. Extra Exhibit Floor or Full Conference badges may be purchased when you complete your online badge registration.
- A login name and password for badge registration will be sent to the marketing point of contact on your contract in February 2009.
- Showcase Exhibitor badges are to be picked up onsite at Exhibitor registration.

Registration or badge questions? First visit <http://vendor.himss.org/himss09/exhRegistration.aspx>

Hotel: To make hotel reservations for the Showcase, please visit the link below. Housing fills quickly so book today if you have not already done so. Visit <http://www.himssconference.org>

Station Storage Area: There will be an approximate ventilated 2'x2' storage area per station under the pod desk area to accommodate computers. This storage space is not lockable, but will have sliding doors for easy access. **NOTE:** This space is not intended for personal storage or large items.

Remove all valuables: HIMSS will provide overnight security personnel in the Interoperability Showcases exhibit during move-in dates and overnight throughout the week. Chicago is a major city with the inherent security risks of any major metropolitan downtown area. Do not leave valuable items unattended in your booth space. HIMSS is not responsible for lost or stolen items.

HIMSS09 Showcase Shipping Instructions

Ensure that your hired labor is able to start building your exhibit right away! Sending your freight in advance to the warehouse guarantees that it arrives in your booth on your targeted move-in day.

- Materials may be shipped to arrive at the warehouse from March 3 – March 24, 2009.
- Items that arrive after March 24 at the Freeman warehouse will be charged at a premium rate.
- For more information or any shipping questions, please visit the HIMSS09 Exhibitor section of the website at this link first. <http://vendor.himss.org/himss09/exhCL.ASPX>

Advance Warehouse Shipments to Arrive between March 3 - 24, 2009 send to:

HIMSS09 Interoperability Showcase

Company Name/Booth 7750

c/o Freeman

2500 West 35th Street, Chicago IL 60632

____ of ____ pieces

Shipments Direct to Convention Center after March 30, 2009 send to:

HIMSS09 Interoperability Showcase

Company Name/Booth 7750

c/o Freeman

2301 South Lake Shore Drive, Chicago IL 60616

____ of ____ pieces

More info to come as it becomes available.

Watch www.interoperabilityshowcase.org for more information