



HIMSS09 Interoperability Showcase Vendor Guidelines for Implementer Level
Version 2.1_ January 28, 2009

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

Dear HIMSS09 Implementer Level Participant:

Thank you joining us as an Implementer Level participant at the HIMSS09 Interoperability Showcase; we are excited to have your company 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>

Connected Demonstration Preparation

Virtual Connectathon Testing

- **Dates:** January 26 – February 9 (approximate, may run longer if needed)
 - **Purpose:** Testing prior to actual Connectathon event on 23-27 February 2009 for PIX/PDQ transactions
- Questions?** The Showcase Technical Lead from your company should already be involved and aware of this activity. If not, contact Connectathon Technical Project Manager Steve Moore at moores@mir.wustl.edu

Virtual Showcase Testing

- **Dates:** February 2 – February 13 and March 2 – 13 March (with option of March 16 – 20 March)
 - **Purpose:** Testing prior to the actual Showcase event on 4-8 April 2009
- Questions?** The Showcase Technical Lead from your company should already be involved and aware of this activity. If not, have them contact Showcase Technical Project Manager John Donnelly at +1-908-693-7162 jtdonnelly@intepro.biz. Further materials regarding this testing activity will be distributed during the week of January 26 and be posted at www.interoperabilityshowcase.org.

HIMSS09 Interoperability Showcase Set-Up Days & Times

- Showcase staff from your organization must be available at the times listed below. **No Exceptions.**
- Please report to the HIMSS09 Interoperability Showcase (IS) Booth # 7750 - McCormick Place – North Hall.

Friday, April 3, 2009

8:00 am – 12:00pm.....System setup which includes:

- Installing and powering up the system and all components such as monitor, keyboard, mouse, etc.
- Requesting holes to be drilled in the pod tabletop for required computer cabling (drilling services will be provided by Freeman Exhibition staff on site) and all other individual application system validation.
- Validating network connectivity to your system in the Showcase. **If your system is not running properly, you must stay for the entire timeframe.** ACT managers will walk each demonstration script through scenario steps to verify and smooth the demonstration flow .

1:00pm – 6:30 pm.....Initial interoperability test runs—all systems **must** be operational & staffed during this period

- First test run-through with ACT managers is Friday, April 3, 2009 from 1:00-3:00pm.
- At 3:00pm a status check will be run and subsequent test sequences run again from 3:30-6:30pm.
- **If your system is not running properly, you must stay for the entire timeframe.** ACT managers will walk each demonstration script through scenario steps to verify and smooth the demonstration flow.

6:30 pm – overnight.....Repair work to systems as needed

Saturday, April 4, 2009

9:00 am - 11:00 am.....Validation with ACT managers to resolve final issues

11:00 am - 4:00 pm.....Test runs with docent rehearsal: Docents (Showcase tour guides) will use printed materials to walk through scenarios and validate that all systems are ready and identify any docent documentation adjustments.

Sunday, April 5, 2009

10:00 amParticipants onsite and systems started up & final validation that all systems are operational

11:00am -12:00pm.....Special media tour; closed to the public but full media before Showcase & Exhibit floor open at 2:00pmCT on Sunday. Your station must be staffed for the media tour or your company will not be covered in the media tour information.

HIMSS09 Showcase and Exhibit Floor Hours

Mandatory Staff Attendance at Showcase Booth: Please use the schedule information this document to coordinate your HIMSS Exhibit Floor staff and Showcase staff to ensure full coverage. The dates and times below require staff to be on-site at your booth at all times. If your Showcase station is not staffed, your company will not be included on a tour. You will negatively affect your interoperability partners if your staff is not present. Not only will your company not be included on a tour but if your station is not staffed changes will be made to eliminate your system from future tours during the rest of the showcase. **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. We request these to ensure that there is enough room for everyone at all stations. 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 company name so that you can take them home with you.

Showcase Registration and Badges:

- The HIMSS09 Showcase Implementer package includes two (2) Exhibitor badges.
- Registration for all 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. **Vendors requiring a larger space for their computers than can be accommodated by this storage area must inform John Donnelly (jtdonnelly@intepro.biz) to ensure that this requirement is considered as part of the assignment of systems to the showcase pods.**

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