



HIMSS09 Interoperability Showcase Vendor Guidelines for Leadership Level Version 2.2_January 28, 2009

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

Dear HIMSS09 Interoperability Showcase Leadership Level Participant:

Thank you joining us as a Leadership 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>

HIMSS09 Leadership Level Benefits include...

HIMSS09 Interoperability Showcase Theatre Guidelines & Deadlines

As a Leadership 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.

Replay your Interoperability Showcase story! Another Leadership benefit and at no extra cost, HIMSS will schedule a WebEx session to record your presentation prior to or after the HIMSS09 conference to capture your audio & PowerPoint presentation. This presentation will be made available to your company and will also be used in two other HIMSS Virtual Conferences scheduled to occur June 9-10, 2009 and again later in 2009. To learn more about the HIMSS Virtual Conferences visit www.himssvirtual.org

Content & Focus: The purpose of the Showcase is to highlight the leading vendors that deliver interoperable healthcare products & services. The Showcase is not the place to sell products; that is the purpose of your booth on the HIMSS general exhibit floor. The Showcase highlights your company's activities surrounding interoperability, not product specific information. Most organizations give a PowerPoint presentation and examples of presentations from past Showcases are available at www.interoperabilityshowcase.org/himss09/himss09_mkit.asp

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

Interoperability Showcase Theater Deadlines: To ensure presentations focus on interoperability and not product sales, staff will review all presentations and indicate if there are questions or request to edit content. Presentations not approved by HIMSS Showcase staff following the deadlines below will not be allowed for presentation in the Showcase Theater.

- Showcase Theater Draft - 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 Leadership Level White Paper & Info Piece

As a Leadership participant, your company can provide one (1) white paper and one (1) general information piece to Showcase visitors. These are not to be sales collateral; these must focus on a case study or information regarding your company's interoperability activities. **White Papers and Information Pieces that have not been approved by Showcase staff will not be permitted in the Showcase.**

White Paper and General Information Document deadlines: White Paper and Information Piece deadlines are listed below and follow the same pattern as the Showcase Theatre Presentations listed above.

- White Paper & Info Piece Draft - Deadline to be received by HIMSS is Feb. 25, 2009 by 6:00pm CT.**
 - Please send to ihe@himss.org.
- HIMSS Revision Deadline: March 4, 2009 by 6:00pm CT.**
 - HIMSS staff to return your presentation with any questions or requested changes by March 4.
- White Paper & Information Piece Draft Final Version – Deadline to be received by HIMSS is March 18 by 6pmCT**
 - Please send to ihe@himss.org.

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.

Distributed Demonstration (DD) Details

Another benefit available only to Leadership Level is participation in the Distributed Demonstration (Demo) which is a unique opportunity to have a live link between your HIMSS Exhibit Floor booth and your Showcase activity. In brief, participating in the Distributed Demo means that your company provides a stand-alone workstation in your exhibit floor booth dedicated connected to the Interoperability Showcase allowing your company to have a 2-way direct link between your Showcase station and your vendor booth on the HIMSS conference floor.

iNOC Consulting (company providing HIMSS09 Annual Conference networking services) will coordinate network configuration including address assignment, routing and connectivity between the Showcase and vendor booths.

Showcase Provides:

- Each Distributed Demo participant will receive one 100 Base T drop in the Showcase area
- iNOC services to connect Showcase and vendor booth

Showcase Participant must:

- Order your network drop to your own booth via the standard HIMSS Exhibition booth channels
- Provide Network IP addresses assigned to you from the HIMSS Exhibition network group
- Provide Hubs for fan-out to your systems in your vendor booth

Next Steps: Matt Barth of iNOC Consulting will coordinate network configuration (address assignment, routing) including connectivity between the Interoperability Showcase and vendor booths. As noted:

- You will receive one 100 Base T drop in the Showcase area.
- You should bring hubs for fan-out to your systems.
- You are responsible for ordering your network drop to your own booth via the standard HIMSS Exhibition booth channels.

Note: If you plan on participating in the Leadership Level Distributed Demo, please order a public TCP/IP address (not private address) from McCormick Place when you place your order.

Matt will need to know this address in advance in order to connect your exhibit booth into the IHE network. Matt Barth will work with all Distributed Demo participants and will make sure that there is connectivity from your booth on the show floor to the showcase. If you have any questions regarding the network you should contact Matt at mbarth@inoc.com.

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 Leadership 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 to ensure that there is enough room for everyone at their stations. Laptops must 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.

Preparing your team: We will send more information and ideas to prepare your team for the Showcase in February.

Showcase Registration:

The HIMSS09 Interoperability Showcase Leadership package includes:

- One Full Conference registration and
- Two 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.
- Full Conference registration badge must be picked up onsite at Attendee 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 Interoperability 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