



HIMSS10 INTEROPERABILITY SHOWCASE CONTRACT TERMS AND AGREEMENT

HIMSS10 Conference and Exhibition • March 1-3, 2010
Georgia World Congress Center • Atlanta, GA, USA

Please return signed copy with payment to HIMSS and retain a copy for your records. Make checks payable to: HIMSS, 6923 Eagle Way, Chicago, IL USA 60678-1692.

Applications with credit card payments may be faxed to: +1-312-915-9209, Attn: Finance. HIMSS Federal Tax ID# is 36-3906745. The terms and conditions on the reverse side of this document and all rules and regulations as outlined in the exhibitor service kit, to follow, are an integral and binding part of this agreement.

Please list the Company name as it should appear in all conference materials. The primary contact person will receive all communications related to the Annual Conference. Please notify HIMSS should any of this information change by contacting InteroperabilityShowcase@himss.org.

Form with fields for Primary Contact Person, Title, Company, Address, City, State, Zip Code, Country, Phone, Fax, Email Address, and Web Address.

INTEROPERABILITY SHOWCASE FEE SCHEDULE:

Initial Here: _____ I understand and agree to the payment schedule as noted below and that my space will be released if any of the payment deadlines are missed and financial penalties may apply. This Contract is not fully executed until accepted by HIMSS.

Applications require a 100% payment at time of contract submission.

Table with 2 columns: Fee Level and Amount. Rows include Leadership Level (\$18,500), Implementer Level (\$9,000), Organizational Participant (\$6,500), and Supporter Level (\$3,500).

Applications must be submitted by September 30, 2009 with 100% payment based on participation level.

AUTHORIZING SIGNATURES

We hereby apply to participate in the Interoperability Showcase at the HIMSS10 Conference and Exhibition March 1-3, 2010. We have read, understand and accept the terms and conditions outlined in this document and agree to abide by all requirements, restrictions, and obligations outlined in the Contract Terms and Conditions that are incorporated herein. Upon acceptance by HIMSS, the terms of this agreement are binding.

Authorized Person for Exhibiting Company

Print Name & Title

Signature

Date

By signing this contract, your organization, its employees, representatives and agents agree to receive communication via telephone, facsimile, email and regular mail from HIMSS show producers and organizers, their employees, representatives and agents that is directly related to your organization's participation in this exhibition.

Authorized Signature for HIMSS – HIMSS Office Use Only

METHOD OF PAYMENT

Purchase orders are not an accepted form of payment.

- Enclosed is a check made payable to HIMSS
Yes, I hereby authorize HIMSS to charge the credit card listed below for any applicable balance(s) due, on the dues date(s) specified elsewhere on this contract, unless I have given HIMSS prior written notice of the cancellation of the contract.
No, I do not authorize HIMSS to charge the credit for subsequent payments.

Please charge my credit card

- Visa MasterCard
American Express Discover

Please print the name that appears on the card

Card Number

Expiration Date

Authorized Card Holder Signature

Terms & Conditions

HIMSS agrees to support the exhibition process with necessary facilities and staff and to publicize the Interoperability Showcase demonstration, events and participants through communications and marketing the HIMSS10 Conference and Exhibition, March 1-3, 2010 in Chicago, Illinois USA. In turn, participating companies are required to adhere to the following rules of participation:

1. General

Participants will take direction from the IHE Technical Project Manager and Interoperability Showcase Planning Committee as necessary and appropriate in the testing and exhibition process. Participants failing, in the judgment of the Interoperability Showcase Planning Committee, to promptly correct any violation of the Terms of Participation or failing to comply with directives from the IHE Technical Project Manager and Interoperability Showcase Planning Committee will be excluded from further participation in the demonstration process, without any refund of application fees.

2. Application, Fees and Entitlements

a. Application: Prospective participants must submit a signed application for both the Interoperability Showcase and Connectathon **by September 30, 2009**. The applications must include:

- The number of technical software applications and the composition (IHE Actors and Integration Profiles) of each software application/system to be demonstrated.
- A non-refundable 100% payment, required at the time of application submission.
- Names and contact information of marketing, financial, and technical representatives. These representatives will be responsible for establishing communication with all parties needing to be informed about Interoperability Showcase deadlines, events, policies and other key information.

b. Fees: A non-refundable 100% payment is required at the time of application submission (**no later than September 30, 2009**). Any participant failing to remit 100% payment with the contract by September 30, 2009 will not be included in the publications and promotional materials associated with the Interoperability Showcase.

c. Cancellation: Companies cancelling after September 30, 2009 will be charged a fee equal to 100% of the total cost of their contracted participation level.

d. Entitlements:

Exhibition and Promotional Effort: Only participating company/organization that meets the September 30, 2009 payment deadline will be listed in the promotional materials produced for the 2010 Interoperability Showcase. This information will be provided to attendees of the HIMSS10 Conference and Exhibition via printed documents, signage, multimedia presentations and the Web site.

- Some of these materials will remain available throughout the 2009-2010 calendar year (approximately) and may be distributed at gatherings sponsored by other relevant medical professional associations.
- Relevant details (determined by HIMSS) of each company's successful participation, including all IHE Actors and Integration profiles successfully tested will be highlighted in promotional materials.
- All marketing materials of participating or sponsoring companies referring to IHE or incorporating IHE logos require prior review and approval by HIMSS.

Leadership Level - \$18,500

Benefits include Supporter *and* Implementer level *plus* the following exclusive benefits:

- Distributed Demo Participation: Limited to Leadership level only.
 - Access to the HIMSS RHIO / HIE network from your exhibitor booth
 - Receive promotional marketing materials for the designated workstation in your booth
 - Showcase literature will guide attendees to your conference floor exhibit booth
- Special advertising opportunities as follows:
 - *HIMSS Insider*: Logo and URL recognition in a separate highlighted section of the *HIMSS Daily Insider* distributed to all U.S. HIMSS Annual Conference participants during one day of the Conference
 - Logo prominently displayed at HIMSS10 on signage throughout the exhibit hall floor
 - www.interoperabilityshowcase.org: Web banner advertising placement
 - Multiple card packs: Leadership Level will have logo and URL placement in card packs sent to thousands of targeted U.S. HIMSS Annual Conference prospects
- IHE Showcase Theater:

- High-profile, pre-scheduled and well-advertised educational speaking opportunity inside Showcase Theater- 30 minutes
- New Video recording of Leadership Level Showcase Theater Presentation for organization's internal marketing purposes
- Plus, HIMSS10 Showcase footage and one-on-one interview captured on a CD/DVD and online for download
- **NOTE:** Theater presentations must be submitted for review by HIMSS on or before January 6, 2010
- HIMSS Virtual conferences extends your firm's participation in future marketing outreach worldwide
 - Inclusion of your firm's IHE Showcase Theater presentation recorded for replay
 - White Paper Success Story will be featured at future HIMSS Virtual Conferences
- Access to IHE Showcase attendee contact list – made available only to Leadership Level
- Three full conference badges – fully transferable (Valued at over \$3,000)
- VIP Tours will feature Leadership Level pod stations – average of 10+ tours throughout the week

Implementer Level - \$9,000

Benefits include Supporter level benefits plus:

- Full participation in the Interoperability Showcase Connected Demonstration
- Implementers included in all standard tours – average of 20+ tours throughout the week
- Two exhibitor badges for exhibit staff only (Valued at \$2,000)
- New Literature Distribution: Implementers can place one printed Whitepaper IHE Success Story related to interoperability in the Showcase
 - **NOTE:** White Paper Success Story must be submitted for review by HIMSS on or before January 6, 2010.

Organizational Level - \$6,500

Benefits include Supporter level benefits plus:

- Participation in the Interoperability Showcase exhibit
- IHE Showcase Theater:
 - High-profile, pre-scheduled and well-advertised educational speaking opportunity inside Showcase Theater- 30 minutes
 - Literature Distribution: Organizational Level participants can place one printed Whitepaper IHE Success Story related to interoperability in the Showcase
 - **NOTE:** Theater presentations and white paper success story must be submitted for review by HIMSS on or before January 6, 2010.
- Two exhibitor badges for exhibit staff only (Valued at \$2,000)
- One workstation branded for the organization, initiative or federal agency [unless otherwise specified in application]

Supporter Level - \$3,500

Benefits include:

- Organization's logo on marketing materials, exhibit floor graphics, conference resource guide, pocket guide, and Web site
- Recognition on Showcase flyer distributed in the Showcase directing attendees to your booth
- Print and web-based marketing opportunities on the marketing materials including hyperlinks, print materials, HIMSS Daily Insider, and card packs

3. Participant Requirements

a. Interoperability Showcase participants are required to:

- Attend new mandatory HIMSS10 Interoperability Showcase Planning Webinars series. Five webinars to prepare participants for the Showcase beginning October 2009 through February 2010. Dates and times will be announced in September 2009.
- Participate and pass required pre-tests for the Connectathon and Showcase as required by the Technical Project management.
- Register and attend the 2010 North American Connectathon on January 11-15, 2010 in Chicago, IL and pass Connectathon test(s) for the profile(s) being demonstrated
 - Submit application for IHE Connectathon (separate fee required).
 - For fee schedule and other information visit: http://www.ihe.net/north_america/connectathon_2010_participants.cfm
- Ship equipment to and return it from the 2010 Connectathon and Showcase site at your own expense.
- Send at least one technical representative to the Connectathon for each IHE actor or actor grouping they have applied to perform.
- Have software applications configured and operational by **11:00am CST on Saturday, February 28, 2010.**
- **At 11:00am CST on Saturday February 28, 2010** participants will be expected to start testing by sending appropriate messages and documents to actors as designated by the Technical Project Manager or by providing appropriate context connectivity.
- Successfully demonstrate interoperability with designated partners in a number of test configurations at the Connectathon.
- Participating vendors shall respect all other participating vendors and their products. Product bugs and interoperability problems may arise during testing. Participating vendors agree that all such issues will be solved as expediently as possible and in a spirit of cooperation. All such problems shall be kept confidential among the participating vendors.

- Submit success logs for each IHE actor to be tested, using test tools provided by the Technical Project Manager, to verify that their software supports the transactions defined by IHE. These data files will be generated during trials conducted by the prospective participant using the IHE Test Simulators, Test Plan and Test Data Set. Failure to submit these data files may disqualify an applicant from participating in the Interoperability Showcase. There will be no refund of the Showcase participation fee to organizations thus disqualified.
 - Limit discussions at the Interoperability Showcase to interoperability. While the demonstration cannot proceed without discussing the products, all such discussion should be focused on interoperability, the use of standards and the use of profiles.
 - Refrain from company-specific marketing in the Interoperability Showcase demonstration exhibit area. Participants may not invite clients, prospective clients, reporters or other press representatives to view their products or discuss product specifics at their Showcase workstation.
- b.** Interoperability Showcase Distributed demo participants will be required to:
Establish connectivity between Interoperability Showcase and vendor exhibit floor booth by Saturday, February 28, 2010.
- c.** Participants agree that supporting information developed for use within the Interoperability Showcase, including but not limited to specifications, test data and marketing materials are the copyrighted property of IHE and HIMSS. In the spirit of collaboration and in keeping with copyright law, no participant may lay claim to the information created for any information used in the Interoperability Showcase without written consent from IHE and HIMSS.
- d.** Participants failing, in the judgment of HIMSS, to successfully demonstrate interoperability at or following the Connectathon and in any additional interoperability testing deemed necessary may be excluded from the HIMSS10 Interoperability Showcase. There will be no refund of the application fee to organizations thus disqualified.
- e.** Final confirmation of participation and payment of the appropriate fees are due **September 30, 2009**. Final confirmation of participation indicates approval to be listed as an Interoperability Showcase participant in all relevant documents and communications published for the Interoperability Showcase at the HIMSS09 Conference and Exhibition.