

# HIMSS10 Leadership Level Benefits, Deliverables & Deadlines- *Showcase Theater Presentation*

**Showcase Theater Guidelines & Deadlines:** As a Leadership participant, one of your benefits is telling your interoperability story. Your organization has a reserved slot at the popular Interoperability Showcase Theater.

**Presentation Length:** Your presentation should be no longer than 15-17 minutes which will allow 5-7 minutes of Q&A from the audience. We have heard from Showcase visitors that most speakers do not allow enough time for feedback & questions, so we are making a point to ensure that there is enough quality time for Q&A as such interaction is a key feature of the Showcase. We also allow for approximately 2-5 minutes for the production team to check mics and other set-up related activities.

**Showcase Theater Presentations Videotaped this year:** All Leadership Showcase Theater presentations will be captured and replayed at a HIMSS Virtual Conference and Expo in 2010 with a link on the Interoperability Showcase website for one year. You may also utilize the video for your own internal marketing purposes. We assume most speakers will use Microsoft PowerPoint to create their presentations, but please let the Showcase team know in advance if some other format is being considered. Contact the Showcase team at [interoperabilityshowcase@himss.org](mailto:interoperabilityshowcase@himss.org).

**Content & Focus:** The purpose of the Showcase is to highlight the leading vendors that deliver standards-based 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 that support product offerings of interoperability standards promoted by IHE and / or the national HIT initiative of the HHS Office of the National Coordinator (ONC), not specific product functionality information. Examples of presentations from past Showcases are available at: [http://www.interoperabilityshowcase.org/himss09/himss09\\_leadership.asp](http://www.interoperabilityshowcase.org/himss09/himss09_leadership.asp)

**Showcase Theater Schedule:** Your Showcase Theater time assignment will be sent in November 2009.

**Interoperability Showcase Theater Deadlines:** To ensure presentations focus on interoperability and not product sales, Showcase staff will review all participant 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. To see examples of past approved Showcase Theater presentations visit: [http://www.interoperabilityshowcase.org/himss09/himss09\\_leadership.asp](http://www.interoperabilityshowcase.org/himss09/himss09_leadership.asp).

## 1. Showcase Theater title:

- **Early due date for advance marketing:** We would like to obtain the Showcase Theater presentation titles by November 2, 2009. The reason we try to get this so early is to maximize advance marketing of the Showcase. We understand that not everyone will be able to provide this level of specificity by November 2, 2009 **so the final deadline to submit your title is December 9, 2009.**
- **Final Due Date:** December 9, 2009 by 11:59pmCT

## 2. Showcase Theater Draft: Deadline to be received by HIMSS is December 9, 2009 by 11:59 pm CT.

- Please send draft to [interoperabilityshowcase@himss.org](mailto:interoperabilityshowcase@himss.org) with the subject line "Showcase Theater Draft."

## 3. HIMSS Review: HIMSS staff to return your presentation with questions or requested changes within two weeks upon receipt of your presentation and no later than December 30, 2009 for those received on the draft deadline.

## 4. Showcase Theater FINAL: Deadline to be received by HIMSS staff is January 27, 2010 by 11:59 pm CT.

- Please send to [interoperabilityshowcase@himss.org](mailto:interoperabilityshowcase@himss.org) with the subject line "Showcase Theater Final."