

HIMSS10 Organizational Benefits, Deliverables & Deadlines:

Showcase Success Story / White Paper; & Showcase Theater Deadlines

HIMSS10 Interoperability Showcase Organizational Level White Paper / Success Story: Organizational participants may provide one white paper / success story to Showcase visitors. These are not to be sales collateral, and must focus on a case study or information regarding your company's interoperability activities. White Paper / Success Stories that have not been approved by Showcase staff will not be permitted in the Showcase. View approved examples of past Showcase Success stories in the marketing tool kit, set to be posted online in early November 2009. See more details about the Marketing Tool Kit on Page 4 of this document.

1. **White Paper Success Story DRAFT: Deadline to be received by HIMSS is December 9, 2009 by 11:59 pm CT.**
 - Please send to interoperabilityshowcase@himss.org with the subject line "Success Story Draft."
2. **HIMSS Review:** HIMSS staff to return white paper drafts 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.
3. **White Paper Success Story FINAL: Deadline to be received by HIMSS is January 27, 2010 by 11:59 pm CT.**
 - Please send to interoperabilityshowcase@himss.org with the subject line "White Paper Success Story Final."

Success Story Handouts: May be no larger than 8.5 x 11 inches to fit into a 9 x 12 inch acrylic holder. There's no page limit, but handouts must be bound (e.g., stapled, bound) so that each handout fits neatly into the holders.

Showcase Theatre Guidelines & Deadlines: As an Organizational participant, one of your benefits is telling your interoperability story at 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.

Content & Focus: The purpose of the Showcase is to highlight the vendors, organizations and agencies that build, deliver and/or support standards-based interoperable healthcare products & services. The Showcase is not the place to sell products. If your organization offers products for sale, we ask that you please hold such discussions off the Showcase floor. The Showcase highlights 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/himss10/ParticipantsResources.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, 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/himss10/ParticipantsResources.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 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 with the subject line "Showcase Theater Final."

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

- One kiosk and two chairs; Electricity and internet access; Company signage

Showcase Participants must supply the following Items:

- **Monitors:** Bring your own monitors or rent them at the conference
 - Monitor rental order form available at:
<http://vendor.himss.org/himss10/docs/ServiceManual/SEC12AVW.pdf>
 - We recommend **monitors no less than 21 inches and monitors over 24 inches are not permitted.** The HIMSS 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.
- **Laptop & Extension cord:**
 - Most Organizations provide their own laptop to display information about their organization; laptop rentals are available at <http://vendor.himss.org/himss10/docs/ServiceManual/SEC12AVW.pdf>
CHECK LINK FOR LAPTOP
 - Bring an extra extension cord and clearly mark so that you can take them home with you.

Access to Video Production Services: The Showcase has contracted with Pegasus Productions, to capture digital Showcase footage. Pegasus is also taking special orders for additional filming and production by Showcase participants. Since Pegasus will already be on-site capturing Showcase footage, this is a tremendous opportunity for Showcase participants to retain Pegasus to capture additional digital footage for an annual report, websites, podcasts and other uses. Contact Shelley Melanson at Pegasus Productions - shelley@pegamail.com or +1-561-745-0525 for more information including rates and suggestions for maximizing digital footage as a powerful visual messaging tool.

Badge Scanner Rental: Is available to rent through

<http://vendor.himss.org/himss10/docs/ServiceManual/SEC12AVW.pdf>