
HIMSS10 Annual Conference & Exhibition: March 1-4, 2010
HIMSS10 Interoperability Showcase: March 1-3, 2010

Vendor Guidelines for Supporter Level - October 1, 2009 - Version 1A

Preparing for the Showcase - Next Steps between today and March 1, 2010

Dear HIMSS10 Interoperability Showcase Supporter Level Participant:

Thank you for joining us as a Supporter participant at the HIMSS10 Interoperability Showcase; we are excited to have your organization involved. This document contains important information including deadlines and deliverables for Showcase participants.

Your organization is responsible to review this information and follow the guidelines.

NOTICE: Failure to meet the requirements and deadlines contained in this document may result in exclusion from the HIMSS10 marketing collateral or participation in the activities on the Interoperability Showcase Exhibit floor.

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HIMSS10 Marketing & Technical Communication Updates-

HIMSS10 Marketing & Technical Communication Updates: To ensure consistent and easy one-stop communication and posting of new information / documents please check the HIMSS10 Interoperability Website regularly at: www.interoperabilityshowcase.org/HIMSS10.

HIMSS10 Interoperability Showcase Google Group List serves: Each participating organization must identify a primary marketing contact and a primary technical contact for each system that is expected to participate in the Showcase. If the same technical person is applicable for all registered systems please note this, however, it is preferred that an individual familiar with each unique system be provided versus a general technical management resource. Unless otherwise specified, we assume the primary contacts will be the same people identified in your HIMSS10 Online Registration Survey which your company / organization should have completed after the original Showcase contract was signed.

NOTE: If your organization has not yet completed the HIMSS10 Online Registration Survey, please do so immediately online at: <http://surveys.himss.org/checkbox/Survey.aspx?s=1f26acc5542b4573be9433f518efaec0>.

All participating organizations are responsible for staying apprised of the many Showcase details. We have found that using the Google Group List serves is easier and cuts down on the number of emails. Please bookmark the Google Group List serves below for future reference. If your organization will be unable to utilize Google Groups, please inform Showcase staff immediately at: interoperabilityshowcase@himss.org or call +1-312-915-9213.

The primary marketing contact(s) are requested to join the following Google Group List serves:

- HIMSS10 Marketing Contacts-
 - List serve email: himss10marketingcontacts@googlegroups.com
 - Website: <http://groups.google.com/group/himss10marketingcontacts>

- *Optional* List serve: HIMSS Interoperability Showcase News
 - List serve email: HIMSSshowcasenews@googlegroups.com
 - Website: <http://groups.google.com/group/HIMSSshowcasenews>

If you have additional questions, please contact the Showcase Team at: interoperabilityshowcase@himss.org.

HIMSS10 Marketing & Technical Communication Updates-

Sign-up for Showcase Google Group List serves

Sign-up for the Google Group List serves: Please visit the Interoperability Showcase Website at <http://www.interoperabilityshowcase.org/himss10/googleGroups.asp> to subscribe to the list serves listed below. Enter your email address into the corresponding boxes posted on this page. This will automatically subscribe you to the list serve.

- HIMSS10 Supporter Level Contacts
- HIMSS10 Marketing Contacts
- HIMSS10 Technical Contacts
- IHE 2010 N.A. Connectathon
- HIMSS Interoperability Showcase News

Alternate Method to Sign-up: Send an email to interoperabilityshowcase@himss.org with “Subscribe” in the subject line and list the Google Group List serves you would like to be added to for HIMSS10. The Showcase team will subscribe you to the list serves noted in your email.

Create a Google Group Account: Register for an account using your work email or create a Gmail account by visiting: <https://www.google.com/accounts/ManageAccount>

Updates in Contact Information: If you need to change, add or delete any of your identified Showcase points of contact, please send these updates to interoperabilityshowcase@himss.org with “Update Contact Information” in the subject line. This will ensure that the appropriate individuals are kept apprised of all Showcase information, dates, and deliverables.

If your organization is unable to join these Google Groups for some reason, please contact the Showcase Team at: interoperabilityshowcase@himss.org.

FAQs:

How can I change my Google Group email delivery settings?

1. Go to the Google Group list serve home page as listed on Page 2 of this document.
2. Click on the link, “Edit My Membership,” found on the right hand side of the home page.
3. Choose one of the following settings for email delivery: Standard (Option 3- “email”), Abridged, or Digest form.
4. Click “Save these settings” when complete.

HIMSS10 Interoperability Showcase Marketing Tool Kit:

Make sure your HIMSS10 Showcase team is using the free marketing tools provided by HIMSS. To learn more about Showcase logos, press release copy, and more attend the HIMSS10 Interoperability Showcase Free Informational Marketing Webinars on October 30, 2009 and / or December 14, 2009. Advanced registration is required. Please use the links below to register prior to the event.

- October 30, 2009 from 10:00 – 11:00 am CT - [Register for the 10/30 Webinar Here!](#)
and / or
- December 14, 2009 from 1:00 – 2:00 pm CT- [Register for the 12/14 Webinar Here!](#)

The Marketing Tool Kit and recording for these webinars will also be posted on-line after October 30, 2009.

Please visit: www.interoperabilityshowcase.org/himss10.

Participant Logos:

To ensure you receive the complete marketing benefits for the HIMSS10 Interoperability Showcase, all FINAL logos must be submitted to the HIMSS sales staff on Wednesday, October 28, 2009 by 11:59 pm CT.

- **Deadline:** October 28, 2009 by 11:59 pm CT
- Send your organization's logo in an EPS format to Andy Fliege at Afliege@himss.org.

NOTE:

- **We can only accept logos in an EPS format. Please plan in advance.**
- **Logos received by HIMSS after October 28, 2009 will not be included in marketing materials and may incur a late fee.**

HIMSS10 Interoperability Showcase Planning Webinars-

HIMSS10 “Getting to Know You” Calls:

Showcase staff will make contact with a marketing and technical representative from **each** organization participating in the Showcase. The purpose of this call is to provide assistance and enough time for Q&A with the overall objective of ensuring that everyone is prepared for all Showcase and Connectathon-related deliverables, due dates, testing requirements and processes.

Duration: October - November 2009

- New Showcase participants can expect calls to last 20 – 30 minutes.
- Calls with experienced Showcase veterans will be brief and have a duration contingent on their questions.

We encourage members of marketing and technical teams to attend. Additional information will be posted on the HIMSS10 Marketing and Technical Contacts Google Groups (details on 3).

HIMSS10 New Showcase Planning Webinar Series:

In lieu of the Showcase kick-off (face-to-face) meeting conducted in the past during October, the Showcase staff will present a series of five (5) Showcase Planning Webinars to serve as “check-points” to ensure all participants are up-to-date with their obligations and preparations for the Showcase. **All sessions are mandatory, registration is required, and attendance will be taken.** Organizations that fail to participate may be excluded from Showcase scenario tours.

- **Dates:** October 2009 through February 2010 – One per month as detailed in the schedule on Page 6.
- **Scheduling:** To accommodate potential schedule conflicts, each mandatory Webinar will be held twice – one on a Thursday and the second on a Friday. All participants must attend one of the two scheduled sessions for each of the five (5) Webinars.
- **Register:** Please use the links listed on the detailed schedule found on Page 6 to register in advance.

HIMSS10 Interoperability Showcase Planning Webinars Schedule– Dates: October 2009 – February 2010

New HIMSS10 Showcase Planning Webinars:

Please note attendance on these webinars is **mandatory**. All Leadership, Implementer, and Supporter Level participants must attend one of the two scheduled sessions for each of the five (5) Webinars. Advanced registration is required. Please review the calendar of HIMSS10 Interoperability Showcase Planning Webinars and click on the link to register for each webinar.

Webinar #1: HIMSS 10 Interoperability Showcase Kick-off Webinar. <u>Mandatory to attend one session on either Thursday or Friday.</u>	Thursday, October 22, 2009 Register for 10/22 Webinar Here! or	Time: 9:00am - 10:30am CT
	Friday, October 23, 2009 Register for the 10/23 Webinar Here!	Time: 11:00am - 12:30pm CT
Webinar #2: HIMSS10 Interoperability Showcase Planning Webinar. <u>Mandatory to attend one session on either Thursday or Friday.</u>	Thursday, November 19, 2009 Register for 11/19 Webinar Here! or	Time: 9:00am - 10:30am CT
	Friday, November 20, 2009 Register for the 11/20 Webinar Here!	Time: 11:00am - 12:30pm CT
Webinar #3: HIMSS10 Interoperability Showcase Planning Webinar. <u>Mandatory to attend one session on either Thursday or Friday.</u>	Thursday, December 17, 2009 Register for the 12/17 Webinar Here! or	Time: 9:00am - 10:30am CT
	Friday December 18, 2009 Register for the 12/18 Webinar Here!	Time: 11:00am - 12:30pm CT
Webinar #4: HIMSS10 Interoperability Showcase Planning Webinar. <u>Mandatory to attend one session on either Thursday or Friday.</u>	Thursday, January 21, 2010 Register for the 1/21 Webinar Here! or	Time: 9:00am - 10:30am CT
	Friday, January 22, 2010 Register for the 1/22 Webinar Here!	Time: 11:00am - 12:30pm CT
Webinar #5: HIMSS10 Interoperability Showcase Planning Webinar. <u>Mandatory to attend one session on either Thursday or Friday.</u>	Thursday, February 4, 2010 Register for the 2/4 Webinar Here! or	Time: 9:00am - 10:30am CT
	Friday, February 5, 2010 Register for the 2/5 Webinar Here!	Time: 11:00am - 12:30pm CT