Agenda

• Overview
• General Information for All
• Marketplace Participant Specific Information (28-35)
• Connected Demonstration Specific Information (35-49)
• Premier Sponsor Specific Information (49-56)
Introductions

Bronwen Huron
Manager, Interoperability Initiatives
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Introductions

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Introductions

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Chris Lindhop
Lindop.chris@gmail.com
Introductions

Shelley Melanson
Graphic Designer
Overview
What is the Interoperability Showcase?

HIMSS Interoperability Showcase – a premier 34,000-square-foot exhibition that displays, in real time, the exchange and use of data through interoperability profiles and standards with live products currently in the marketplace.
HIMSS17 Interop Showcase Impact

- 19 Connected demonstrations: 117 systems representing 66 organizations
- 21 VIP or specialty tours, including the Dutch Minister of Health and the Nursing and Physician communities.
- 35 vendor whitepapers and 8 vendor blogs developed
- 22 education sessions with over 1,500 attendees
- 1.9M reached through social media
- Over 10,000 visitors were scanned entering the Interoperability Showcase
- 7,482 of those were unique (Demographics available on our website)
- At any given time during exhibit hours, on average 1,400 individual devices spent 20-60 minutes in the Showcase, 1,300 individual devices spent over an hour!
General Information for All
Location

- Venetian Ballroom Hall G
Layout: Booth # 11955, Hall G

- Use Case Vignettes
- Marketplace
- Discovery Center
- Welcome Desk
- Theatre
- Meeting Rooms
Exhibit Hours

- Booth Number: # 11955, Hall G
- Exhibit Hall Hours:
  - Monday, March 5, 6:00pm-8:00pm (opening reception)
  - Tuesday March 6, 9:30 am – 6:00 pm
  - Wednesday, March 7, 9:30 am – 6:00 pm*
  - Thursday, March 8, 9:30 am – 4:00 pm

- Some connected demonstrations are requested to be available outside of normal hours on our second day- We will know more in January and your TPM will keep you up to date
Community Hours

Community Hours are a way for community members to experience the Interoperability Showcase together.

• Meet with others in a community in one of the largest pavilions on the exhibit floor.
• Engage with demonstrations that are impactful to your life.
• Ask questions of experts and developers in the field.
• Share perspectives and lessons learned to improve health.
Schedules

• Community Hours start at the top of the hour.
• All Live Connected Demonstrations start once an hour either at 15 past the hour or 45 past the hour.
  • Walk ups are welcome!
• Education Sessions start at 30 past the hour. There is always something about to start in the Interoperability Showcase!
Shared Folder

• We will be using a shared folder to coordinate your participation. This will be where
  – You can submit deliverables
  – View UC Documentation
  – See use case assignments
  – Update contact sheet

• I will be sending an invite to all emails in our contact sheet after this call. If you need another email added to this folder please contact Bronwen (bhuron@himss.org)
Please be sure that your team information is in our contact sheet.

This is what our team uses to contact you so please be sure that it is up to date.

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<tr>
<th>Level</th>
<th>Company</th>
<th>Type of Contact</th>
<th>First Name</th>
<th>Last Name</th>
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Exhibitor Profile

• Be sure that you have access to your **Exhibitor Profile**
• This is where you
  – Update your company description and logo that will appear on the conference website.
  – You can also submit items for the press in this portal.
Exhibitor Profile

• Be sure that you have access to your Exhibitor Profile
• In order to access this area
  – You must have the password that was given to you when you signed the contract
  – Your account must be paid in full
• If you have any trouble accessing the site please contact me (bhuron@himss.org)
Registration

• Exhibitor registration can be found [here](#).
  – It is the same password as your exhibitor profile.
  – To understand the difference between the badges please see our [website](#).
    • You can also purchase additional badges and lead scanners* for the marketplace here.
  – Your account must be paid in full to gain access to this area.

• *Lead scanners are not allowed in the Use Case demonstrations.
Logos

• Be sure that you check our website to ensure that we are using the correct logo.

• Be sure that your logo in eps format is in our shared folder. This will be used in print.
Housing

• Housing is open for all exhibitors.
• Please use OnPeak to make all housing selections
### Sponsor Resources

Please check our [sponsor resources](#) for deadlines and descriptions.

**MAJOR DEADLINES**

Please find a list of major deadlines for participating sponsors. Your specific use case may have additional deadlines. Please work with your technical project manager (TPM) to clarify these deadlines. Please treat many of these as the last moment you can turn this deliverable in. Feel free to submit content earlier to bishopford@himss.org. Please review the list of links below for more information on each deliverable.

<table>
<thead>
<tr>
<th>Date</th>
<th>Item</th>
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<tr>
<td>ASAP</td>
<td>Review the Participation Timeline. This will help you understand the overall project milestones.</td>
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<tr>
<td>ASAP</td>
<td>Submit Logo in PNG and EPS Format: Google Drive</td>
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<tr>
<td>ASAP</td>
<td>Completion of the Participant Interest and Goals Survey</td>
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<tr>
<td>ASAP</td>
<td>Complete Contact List: Google Drive</td>
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<tr>
<td>ASAP</td>
<td>Register for Monthly Planning Call</td>
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<tr>
<td>ASAP</td>
<td>Select your use case by submitting your selection to Phil DePalo and Bronwen Huron</td>
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<tr>
<td>9/9/17</td>
<td>Demonstrating an IHE Profile? Registration for the IHE Connectathon opens today</td>
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<tr>
<td>10/1/17</td>
<td>Complete exhibitor profile online for maximum exposure</td>
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<tr>
<td>10/6/17</td>
<td>Connectathon System Registration Closed (IHE Profile Demonstrators must be registered for the IHE Connectathon)</td>
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<tr>
<td>11/6/17</td>
<td>All connected and premier sponsors must attend the January Face to Face Day Badge registration opens today</td>
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<td>12/4/17</td>
<td>Premier education session titles due</td>
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<tr>
<td>1/3/18</td>
<td>Premier education session speaker information and description due</td>
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Whitepaper/Success Stories

• Only type of handout allowed in the Showcase
• Will be posted on our website, shared on social media, and posted on HIMSS.org as an interoperability resource.
  – Must focus on Interoperability
  – Cannot be a sales piece (Content focused)
  – Can be of any length
• Details on how to submit can be found on the website
Blogs

• Blogging is a benefit for all participants of the Interoperability Showcase.
• The HIMSS Blog was named one of 2017’s top Health IT blogs
• More details can be found on our website.
Deadlines for all

- ASAP Submit Logo in PNG and EPS Format
- ASAP Complete Contact List: Google Drive
- ASAP Complete exhibitor profile online for maximum exposure
- 1/22/18 Guest blog due
- 2/6/18 Deadline for Whitepaper Submission
Marketing Toolkit

• You will be receiving a Marketing toolkit specifically for your participation in the Interoperability Showcase.

• We hope you use it to promote your participation.

• This will be available later this month and will be sent out in email and available on our website [here](mailto:).
Marketplace Participant
Marketplace kiosks include

- Countertop with lockable storage
- 24” monitor (participating company will need to bring a laptop to hook into the monitor)
- 1 Bar Stool
- Electrical (15amps)
- Shared Internet connection (hard wire internet line)
Kiosk Selection Process

• Due to growing demand we have rearranged the kiosk on the Interoperability Showcase layout.

• I will be in contact with each of you to select your kiosk once we have our final layout.

• You will be contacted in the order in which you signed your contract.
Kiosk Graphic

• Instructions and specs for your graphic can be found on our [website](#).

• Deadlines to submit graphics is January 12, 2018
Marketplace Details

• Set Up
  – Participating exhibitors may move into the MarketPlace kiosk on Monday March 5 at 9am. Kiosk must be completely set by 4pm on Monday.

• Staffing
  – Marketplace kiosks need to be staffed by at minimum 1 staff member during exhibit hours and during the opening reception (Monday 6pm-8pm, Tuesday 9:30am-6:00pm, Wednesday 9:30am-6:00pm and Thursday 9:30am-4pm)

• Lead Scanning
  – The Marketplace is the only location in the Showcase that lead scanning is allowed by participants. You can purchase your lead scanners in the registration portal.
Discovery Center
Discovery Center

- Provide hands on experiences for attendees
- Receive a 30-minute presentation that is promoted via Interoperability Showcase resources and website
- 3 hour access to turnkey counter-top exhibit areas conducive to offering product demonstrations
- Invitation to post a blog distributed to HIMSS’ Interoperability stakeholder communities
- Post your success story use cases or white papers
- Limited opportunities exist
- Investment: $3,465 member / $3,850 non-member

http://www.interoperabilityshowcase.org/las-vegas/2018/participate
Connected Demonstration
What is physically included

• Graphics
• 32” monitor
• Internet
• Carpet
• Chair
• Electric
• Laptop stand
Use Case Calls

• Will be starting soon. All participants should have received notification from their TPM to select a time for their weekly calls. If you did not get contacted please reach out to Phil (drphil@consultology.us)

• Use Case calls will be once a week for 1 hour. Work as a team to accomplish goals. There should always be at least one representative from each organization on each call.

• You can find the most up to date listing of use cases, participants, and the TPM assigned in our Use Case Assignments sheet.
Use Case Call Etiquette

• Be respectful of each other
• Be respectful of your technical project manager
• Be flexible
• Have a concern?
  – Contact your TPM or Phil (drphil@consultology.us) or Bronwen
Use Case Deadlines

• Your TPM will help keep you on track.
• First marketing items to tackle in your use case will be your
  – UC title
  – Demographics
  – Wall Graphics
• These are determined as a group and are discussed on your weekly call in addition to your technical needs.
Use Case Documentation

• In our shared folder there are folders for each use case.
  – Here you will find your shared documentation for the use case and where you will put information for the other participants.
  – This year we will be documenting your story and technical exchanges in more detail to better support conversations around value at conference.
  – This documentation will be shared with attendees and posted online after the conference.
Face to Face

- For all participants in connected demonstration it is required to attend a Face to Face event in Cleveland, OH.

- The Face to Face allows all of our vendors the opportunity to not only work with each other but also with our technical project managers and graphic designer in person at a critical time before conference.

- During the day and a half, you are able to meet with our whole planning staff to solve any problems you have. Each use case will meet and perform a run through of their demonstration as if they were at conference.

- This allows us to work through any concerns or problems with enough time in advance to troubleshoot and create solutions. What this creates is a smooth move in process at conference, and ensures a quality demonstration.

More information on our website
Face to Face

• CLEVELAND, OH
  – January 18 10am-5pm
  – January 19 9am-12pm

• Location: We will be located at the Huntington Cleveland Convention Center, in Cleveland OH. Our good friends at IHE USA allow us to use some of their space during the IHE USA Connectathon. This kindness allows us a space that has enough wireless and power to run your demonstration as if we were at conference.

• Hotel: Information on how to book your hotel can be found on the IHE website. Please book through the IHE USA block before the reservations cutoff date - Friday, December 29, 2017
  More information on our website
Face to Face Registration

• **Badge Registration**: If you are **not** participating in the IHE Connectathon you need to register for a day pass badge to access their floor.
  - Visit IHE USA’s website to register for your participant badges online here: [www.iheusa.org/badge-registration](http://www.iheusa.org/badge-registration).
  - When prompted select
    - Single Day Registration
    - Thursday and Friday only
    - Interoperability Showcase Only Testing
  - Pricing goes up December 1 so complete this today.
Travel

• In addition to the Face to Face you are required to be at the HIMSS Conference (2) days prior to the start if exhibit hours. In order to have successful demonstrations we need to have enough time to set up and practice before we go live to the public with our demonstrations. It is important that you arrive on time and are prepared as each demonstration depends on all of their participants.

• Below are the hours you need to be onsite at the HIMSS Interoperability Showcase for set up
  – March 4 and 5, 9:00am - 6:00pm
Equipment Needed for Set Up

• HIMSS Provides:
  • 32” Monitor with HDMI port only
  • Laptop Stand
  • Chair
  • Branding

• Participant Provides:
  • Necessary equipment for demonstration – including but not limited to cables, laptop and other equipment
  • Cables and equipment to connect to provided electric, wired network, and monitor
  • If wireless internet is required, HIMSS strongly encourages vendors to bring equipment with 5GHz Wi-Fi network hardware to achieve the highest level of performance and superior demonstrations.
VIP OPPORTUNITIES, TOURS, AND LIVE STREAMING EVENTS

• There will be a number of VIP and Community tours before and during conference exhibit hours. The Showcase Planning team will inform you of these events as soon as they are confirmed. If you are interested in scheduling a community tour for your company, clients, or executives please let bpitchford@himmss.org know and we will get them scheduled.

• We will also have individuals visiting the showcase who will be live streaming their experience. These will be unscheduled so please be aware of your surroundings during exhibit hours.
Exhibit Hours

- The Interoperability Showcase runs during all exhibit hours and does not shut down during any time. Please ensure that your area is manned during all of these hours and that you have adequate staff to provide breaks.

Hours of Exhibit Hall

- Monday, March 5 6:00pm-8:00pm (Opening Reception)
- Tuesday, March 6 9:30am – 6:00pm
- Wednesday, March 7 9:30am – 6:00pm*
- Thursday, March 8 9:30am - 4:00pm

*some demonstrations may be asked to set up early this day. Your TPM will inform you if you are needed early
Use Case Demonstration Schedule

• Use cases demonstrate once an hour on a schedule
  – Either 15 or 45 minutes past the hour
• This allows visitors to plan their time in the Interoperability Showcase
• This schedule will be published and sent out in late January
  – It will be found on our website, the conference website and the app.
Premier Sponsor
Thank you for your support!
Events

• We will be hosting a number of breakfasts and receptions during exhibit hours.

• In print and at conference you will be promoted as sponsors of these specific events.
Interview

• Our graphic designer will have a videographer on site who will do interviews.
• Later this winter I will reach out to you to get these scheduled.
• You will have access to the questions and the raw footage after conference.
Meeting Place Rooms

• You receive a private meeting place room on the Showcase floor as a part of your package.

• If you would like to exchange this for a Marketplace kiosk please let me know.

• Area includes 4 chairs, electric, table, and a closed door
Education Session

• The Interoperability Showcase Education Theater is a premier location on the exhibit floor with over 100 seats. We had over 1,500 people in our theater last year to learn more from you.

• Your session can be up to (1) hour long. We suggest using half of this time for content and using the remaining half for networking and discussion. We welcome a variety of formats such as presentations as well as panels and Q&A.. Please contact Bronwen Huron if you have any questions or ideas. We are here to support your successful presentation!
Education Session Schedule

- Education Sessions start on the half hour.
- I am reaching out to each organization in the order in which they contracted to select your education session time.
Content

• The Interoperability Showcase utilizes content based marketing. All presentations in the HIMSS Interoperability Showcase must be focused on interoperability and the value of your organization. It cannot be a sales pitch or a demo of a product. If you have questions please reach out to Bronwen (bhuron@himss.org)

• All slide decks must be approved prior to presentation
Deadlines

• **December 4, 2017**: Please provide your Session title. This will be included in print. Please ensure that the logo that appears on [this page](#) is the logo you would like to represent you.

• **January 8, 2018**: Please provide your speaking information including: Speaker name, credentials, email, speaker title, organization and onsite phone number, and bio picture. Please also provide a short description of your presentation to be used on the web and in the app.

• **February 6, 2018**: Speaker Slides must be submitted [here](#).
  
  - Slides must be on the HIMSS18 Interoperability Showcase slide deck. Slides will not be accepted on other deck. This deck will be available in January but will be in 16:9 format.
  
  - Once submitted, these will be reviewed. You will be notified that they have been approved and that copy will be provided to our AV team onsite.

  - Slides will be posted after conference on the [www.himssconference.org](http://www.himssconference.org) site as well as [www.interoperabilityshowcase.org](http://www.interoperabilityshowcase.org)
Onsite Schedule

• Practice Day: Speakers will be able to come to the exhibit hall and practice their sessions Monday, March 5, between: 130pm-4pm.

• Day of presentation: Please meet at our education theater no later than 30 minutes before your session. You have the opportunity to review your slides. There will be **no** a podium but there will be a confidence monitor to assist speakers.

• If you have any concerns on site please do not hesitate to contact bhuron@himss.org or 312-405-7446.
Thank you!

Questions? Email Bhuron@himss.org