

HIMSS12 INTEROPERABILITY SHOWCASE™ HEALTHCARE BUSINESS COMMUNITY



February 20 – 24, 2012 | Venetian Palazzo Sands Expo Center | Las Vegas, NV

Call for HIMSS12 Interoperability Showcase Participants

Where you can demonstrate your organization's leadership in interoperability!



The Interoperability Showcase has become the largest attraction for HIMSS Annual Conference and Exhibition Attendees with over 4,000 attendees taking part in use case demonstrations at HIMSS11.

Why you need to be there

The next 3-5 years will be game changers for healthcare providers who anticipate decreasing reimbursement from third party payors even as consumer-based payments explode...revenue cycle challenges are becoming severe. New technology is mandatory for optimizing fiscal performance. Fortunately, a powerful platform is evolving to address the most pressing business needs of today's healthcare enterprise, involving strong infrastructure partnerships between HIT firms and financial institutions.

This new platform will offer a powerful portfolio of services that are mission critical – helping providers navigate 5010, ICD10, bundled payments within ACOs, operating rules, HIX and more! That's why the HIMSS12 Interoperability Showcase™ Healthcare Business Community will top the healthcare provider's list as the number one place to find practical solutions that meet critical needs— offering real world case studies.

Be there to demonstrate your interoperability solutions to thousands of healthcare business users and decision makers! You will present your solutions in a dynamic, real-time live health information data exchange. Attendees will be able to see your technology solutions applied to today's complex healthcare environment to achieve the seamless and secure transfer of patient financial data in order to build the Healthcare Financial Network of the Future. The future starts NOW!

Build your future success on last year's success

Last year, **more than 4,000 attendees** visited the showcase which offered **60 educational sessions** including Federal Health Architecture / Office of the National Coordinator (FHA-ONC), CAQH/CORE, OASIS, Continua, IHE and others. This year, the showcase is expanding thanks to industry demand. This allows you to:

- ✦ Present your company's success story in the most respected venue of its kind – the Interoperability Showcase Theater
- ✦ Demonstrate your company's commitment to promote standards-based health IT interoperability
- ✦ Generate thousands of qualified leads
- ✦ Leverage HIMSS Interoperability Showcase Marketing Toolkit

Space in the HIMSS12 Interoperability Showcase is Limited!

For more information please visit www.interoperabilityshowcase.org/himss12
or contact the HIMSS Sales Team:

Kelly Laidler
Senior Director of Sales
Email: klaidler@himss.org
Phone: +1-312-915-9285

Tia Diaz-Peterson
Senior Manager of Sales
Email: tpeterson@himss.org
Phone: +1-312-915-9232

Becky Washler
Senior Manager of New Accounts
Email: bwashler@himss.org
Phone: +1-319-393-3117



HIMSS12 HEALTHCARE BANKING COMMUNITY PARTICIPATION OPTIONS

Choose a level that suits your needs.

Take advantage of this strategic opportunity to gain visibility and credibility for your products, connect with key audiences, and demonstrate your industry leadership in the **Healthcare Financial Network of the Future!**

INNOVATION AT WORK

Together we will build the Healthcare Financial Network of the Future!

- **Position** your organization as a proponent of interoperability!
- **Participate** in cross—company integration testing
- **Demonstrate & Share** how your products decrease costs with simplified processes



PRODUCT EXPOSURE

Enjoy Extensive Marketing Outreach!

- Use the HIMSS Interoperability Showcase Marketing Toolkit to ensure maximum exposure as a Showcase Participant
- Encourage interest from Healthcare stakeholders, public policy decision makers and the industry
- Enjoy increased interest from industry, national, and local press before, during, and after the event.
- Schedule special tours of VIPs, press, international delegates and government agency representatives.

Leadership Level \$18,500 - Demonstrate interoperability leadership and enjoy maximum visibility.

- High profile speaking engagement in the *Interoperability Showcase Leadership Theater*
- ¹One printed *Interoperability White Paper or Success Story* placed in distribution racks and online.
- Premium visibility during VIP Tours: Connect with top leaders from government and industry including members from the U.S. Congress and state legislators, Ministry of Health delegations from nations worldwide and more
- Lead Generation—Receive a list of attendees with contact information gathered from thousands of showcase attendees.
- Your company will be promoted as an Interoperability Showcase participant in the HIMSS12 Resource Guide, HIMSS12 Pocket Guide, *HIMSS Daily Insider*, *Conference Signage*, and on HIMSS12 and Interoperability Showcase websites
- Showcase your systems in the Showcase *Connected Demonstration* Healthcare Business Community Use Case Tour participation
- Complimentary Badges (valued at over \$3,500) including Two exhibitor badges and Three client badges

Implementer Level \$9,500 - Gain in-depth experience and industry visibility.

- Included in the standard *Connected Demonstration Area* VIP tours available to HIMSS12 attendees
- ¹One printed IHE *Interoperability White Paper or Success Story* placed in distribution racks and online
- Your company will be promoted as an Interoperability Showcase participant in the HIMSS12 Resource Guide, HIMSS12 Pocket Guide, *HIMSS Daily Insider*, *Conference Signage*, and on HIMSS12 and Interoperability Showcase websites
- Showcase your systems in the Showcase *Connected Demonstration* Healthcare Business Community Use Case Tour participation
- Complimentary Badges including two exhibitor badges

Supporter Level - \$5,500 – Show Your Support for Healthcare Interoperability

- Kiosk inside the Interoperability Showcase placed near the Organizational Participants. Note: the Supporter Level kiosks will not be part of the VIP or standard tours. We recommend you promote this area along with your overall HIMSS12 participation
- Your company will be promoted as an Interoperability Showcase participant in the HIMSS12 Resource Guide, HIMSS12 Pocket Guide, *HIMSS Daily Insider*, *Conference Signage*, and on HIMSS12 and Interoperability Showcase websites

Organizational Level \$6,500 - Non-Profit Organizations and Government Only

- One high profile speaking engagement in the *Interoperability Showcase Leadership Theater*
- ¹One printed IHE *Interoperability White Paper or Success Story* placed in distribution racks and online Lead Generation
- Your company will be promoted as an Interoperability Showcase participant in the HIMSS12 Resource Guide, HIMSS12 Pocket Guide, *HIMSS Daily Insider*, *Conference Signage*, and on HIMSS12 and Interoperability Showcase websites
- Complimentary Badges including two exhibitor badges

¹HIMSS has final content approval

²All systems must participate in and pass HIMSS Interoperability Showcase™ Testing