

eHealth[®]
week europe
Organised by **Himss**
europe


WoHiT
Conference & Exhibition
Connecting Leaders in Technology and Healthcare

EXHIBITOR PROSPECTUS

BUDAPEST *10 – 13 May 2011*

WoHiT Organising Committee



www.worldofhealthit.org

eHealth Week 2010 *demographics*

The first ever collaboration between the European Commission's High Level Ministerial Conference and the World of Health IT Conference & Exhibition turned out to be an immense success. Throughout the week, the conference was hailed as the largest pan-European eHealth conference, and by many; the best.

eHealth week 2010 gathered 3200 delegates – an increase of more than 50% from the previous year, 96 exhibitors and was visited by an astounding 150 international journalists. Press articles appeared on a daily basis across Europe and TV & Radio stations were broadcasting live from the event. VIP's included the Vice President of the European Commission and Commissioner for the Digital Agenda, Neelie Kroes and Commissioner for Health and Consumer Policy, John Dalli. The conference also hosted Ministers of Health and State Secretaries from the 27 member states and a number of high level key note speakers.



STATISTICS

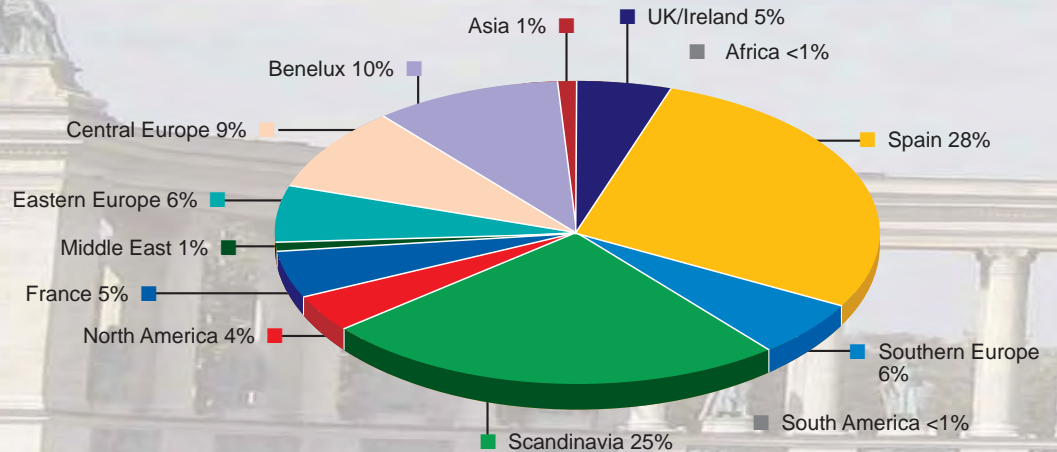
Key Figures

3200 Attendees

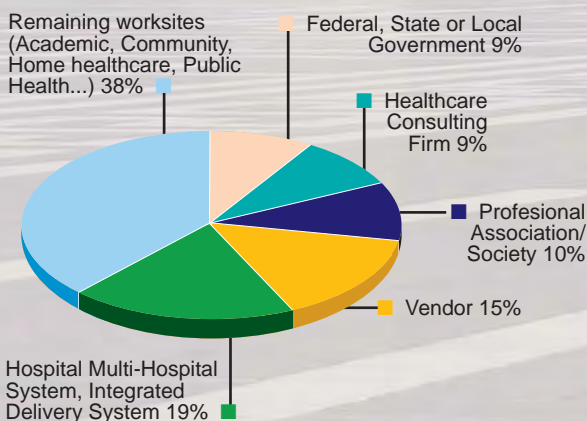
96 Exhibitors

150 Journalists

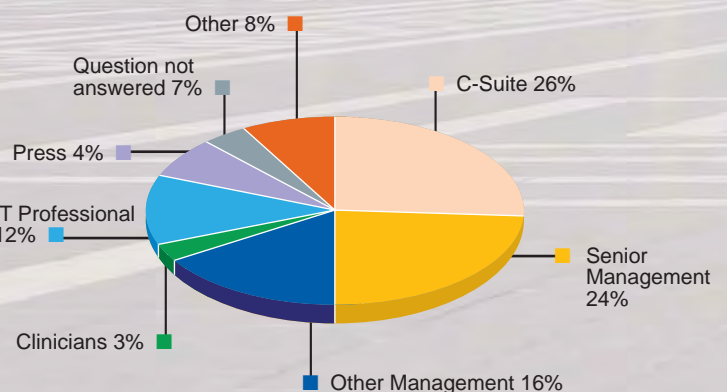
Country Report



Worksite



Professionals



Interoperability Showcase™

The Interoperability Showcase is a dynamic event that demonstrates realistic, clinically-accurate examples of today's complex healthcare environment. At WoHIT 2010, the Interoperability Showcase had an 160% increase of visitors of compared to 2008.

The 2011 Interoperability Showcase will include details of each company's participation, including all IHE Actors and Integration profiles successfully tested, and will be highlighted in all promotional materials. There will be a dedicated demonstration area with individual kiosk for all participants, a showcase theatre and speaking opportunities and a round table education session outlining how IHE and interoperability works.



Participation benefits and costs:

Leadership Level – €6,000

- Participation in round table session in education programme
- Speaking opportunity in the Showcase Theater (presentations must be submitted for review by HIMSS Europe)
- Logo on marketing materials, exhibit floor graphics, conference onsite guide, and website
- Recognition on flyer distributed in the Showcase
- Full participation in the Interoperability Showcase
- One complimentary full conference badge
- Two complimentary exhibitor badges
- Featured workstation for VIP/Focused Showcase tour(s)
- Participate in planning the Interoperability Showcase
- Commitment to meet IHE requirements, test your products at the Connectathon (required)

Implementer Level – €3,800

- Logo on marketing materials, exhibit floor graphics, conference onsite guide, and website
- Full participation in the Interoperability Showcase
- Recognition on flyer distributed in the Showcase
- Two complimentary exhibitor badges
- Featured workstation for VIP/Focused Showcase tour(s)
- Participate in planning the Interoperability Showcase
- Commitment to meet IHE requirements, test your products at the Connectathon (required)

Sponsored by:



Organisational Level – €2,700

- Logo on marketing materials, exhibit floor graphics, conference onsite guide, and website
- Recognition on flyer distributed in the Showcase
- Two complimentary exhibitor badges
- Participation in the Interoperability Showcase exhibit and one educational session in the Showcase
- Theatre – share news about your organisation's work in this large venue
- One workstation branded for the organisation, initiative or government agency [unless otherwise specified in application]

Supporter Level – €1,700

- Logo on marketing materials, exhibit floor graphics, conference onsite guide, and website
- Recognition on flyer distributed in the Showcase

Attendance and testing of your products at the Connectathon is required for participation in the Interoperability Showcase. For complete requirements and terms of participation please contact us.

More *opportunities*

Enhance your visibility by organising one of the following:

- Product launch
- Client Reception/Dinner
- Private meeting
- Delegation/Group Sales Management

We will tailor the event to be aligned with your objectives and assist you in implementing it with the best communication tools and state of the art logistics.



Exhibition Cost

Cost of Exhibit Space for 2011

Exhibit booths are priced by the sqm and are sold in increments of 3m x 3m or 9 sqm.

For contracts received on or before 8 October 2010:

Space Only

€2,050 Member Rate

€2,250 Non-Member Rate

Shell Scheme

€2,425 Member Rate

€2,650 Non-Member Rate

* Additional 400 per every corner side of booth

For Contracts received on or after 9 October 2010:

Space Only

€2,350 Member Rate

€2,500 Non-Member Rate

Shell Scheme

€2,800 Member Rate

€3,000 Non-Member Rate

* Additional 400 per every corner side of booth

Exhibitor Benefits:

- Exhibitors are entitled to:
- 2 complimentary exhibitor badges
- One complimentary full conference badge
- Dedicated exhibition hall hours
- Product or company description in the Onsite Conference Guide
- Participate in targeted pre-show marketing opportunities
- Opportunity to host a private function during the conference
- First chance to reserve booth space for WoHIT 2012
- 1 exhibitor Priority Point for each 3m x 3m booth reserved
- Product or Company Description in the Exhibitors: Online Buyer's Guide



For all exhibiting and sponsor opportunities and questions, please contact:

Sean Roberts

Sales Manager, HIMSS Europe

Phone: +32-2793-7636 | Email: sroberts@himss.org

www.worldofhealthit.org

World of Health IT Interoperability Showcase: 10-13 May 2011 Budapest, Hungary Demonstration Application

Please fax completed applications to +32 2 793 7631

Please provide company/organisation information as it should appear in the World of Health IT Interoperability Showcase promotional materials:

I. Company/Organisation Information

Company/Organisation: _____

Address: _____

Phone: _____ Fax: _____

URL: _____

II. Contact Information

List the primary contacts who should receive information regarding the promotion, administrative and technical aspects of the Showcase demonstration:

Marketing/Administrative Contact Name: _____

Title: _____

Address: _____

Tel: _____ Fax: _____ Mobile: _____

E-mail: _____

Technical Contact Name: _____

Title: _____

Address: _____

Tel: _____ Fax: _____ Mobile: _____

E-mail: _____

III. Describe Your Software Application (Implementer and Leadership Level Only)

1. Please identify the primary focus area(s) for your products/systems that will be featured in the Showcase and Demonstration:

Multiple Enterprises: ___ Infrastructure ___ EHR/EMR ___ PHR

Single Enterprise: ___ Cardiology ___ Radiology ___ Laboratory ___ HIS



2. Attendance and successful testing of your products at a previous IHE Connectathon is required for participation in the Interoperability Showcase. Your product development staff is required to enter the technical specifications (IHE integration profiles and actors) on the Connectathon application for the products/systems that you would like included in the World of Health IT Interoperability Showcase Demonstration ("Interoperability Showcase").

3. System Description: **Please identify each system that you will demonstrate in the Interoperability Showcase and provide a brief description of your system functionalities:**

System Name (as used in the Connectathon Registration Tool - Web Application)	Description of the System	Company Product Name of Application

IV. Terms of Participation

HIMSS Europe, IHE, and its World of Health IT partners support the exhibition process with necessary facilities and staff and to publicize the Interoperability Showcase demonstration, events and participants through communications and marketing the World of Health IT 10-13 May 2011, Budapest, Hungary. In consideration, participating companies are required to adhere to the following rules of participation:

1. General

- a. Prospective participants will take direction from the Showcase Technical Project Manager and Interoperability Showcase Planning Committee as necessary and appropriate in the testing and exhibition process.
- b. Participants failing, in the judgment of the Interoperability Showcase Planning Committee, to promptly correct any violation of the Terms of Participation or failing to comply with directives from the Showcase Technical Project Manager and Interoperability Showcase Planning Committee will be excluded from further participation in the demonstration process, without any refund of application fees.

2. Application, Fees and Entitlements

- a. **Application:** Prospective participants must submit a signed application for the Interoperability Showcase by closing date of application: **7 February 2011**. The application must include:
 - The number of technical software applications and the composition (IHE Actors and Integration Profiles) of each software application/system to be demonstrated.
 - Names and contact information of each of the marketing and technical representatives. These representatives will be responsible for establishing communication with all parties needing to be informed about Interoperability Showcase deadlines, events, policies and other key information.
- b. **Fees:** Payment in full for all fees for participation, indicated below, are due with application submission, and at the latest by **7 March 2011**. Any participant failing to remit the payment in full will not be included in publications and promotional materials associated with the Interoperability Showcase. Participation fees are not refundable.
- c. **Entitlements:**
 - **Exhibition and Promotional Effort:** Each participating company/organisation will be listed in the promotional materials produced for the Interoperability Showcase. This information will be provided to attendees of the World of Health IT via printed documents, signage, multimedia presentations and the website.
 - Relevant details of each company's successful participation in the Interoperability Showcase, including all IHE Actors and Integration profiles successfully tested, will be highlighted in promotional materials for Interoperability Showcase.
 - All marketing materials of participating or sponsoring companies referring to IHE or incorporating IHE logos require prior review and approval by HIMSS Europe Marketing.

- **Supporter Level**
 - Logo on marketing materials, exhibit floor graphics, conference resource guide, pocket guide and website
 - Recognition on flyer distributed in the Showcase.
- **Implementer Level** – Benefits include Supporter level benefits plus:
 - Full participation in the Interoperability Showcase
 - Two complimentary exhibitor passes
 - Commitment to meet IHE requirements, test your products at the Connectathon (required).
 - Featured workstation for VIP/Focused Showcase tour(s)
 - Participate in planning the Interoperability Showcase
- **Leadership Level** – Benefits include Supporter and Implementer level plus:
 - Participation in round table session in education programme
 - Speaking opportunity in the Showcase Theater (presentations must be submitted for review by HIMSS Europe)
 - Full participation in the Interoperability Showcase
 - One complimentary full conference badge
 - Two complimentary exhibitor badges
 - Featured workstation for VIP/Focused Showcase tour(s)
 - Participate in planning the Interoperability Showcase
 - Commitment to meet IHE requirements, test your products at the Connectathon (required)
- **Organisational Level** – Benefits include Supporter level benefits plus:
 - Participation in the Interoperability Showcase exhibit and one educational session in the Showcase
 - Theater – share news about your organisation’s work in this large venue
 - Two complimentary exhibitor passes, fully transferable
 - One workstation branded for the organisation, initiative or government agency [unless otherwise specified in application]

3. Participant Requirements

a. Interoperability Showcase participants are required to:

- Successfully demonstrate interoperability with designated partners in a number of test configurations during the Virtual Testing period.
- Submit success logs for each IHE actor to be tested, using test tools provided by the Technical Project Manager, to verify that their software supports the transactions defined by IHE. These data will be generated during the virtual connectathon conducted by the prospective participant using the IHE Test Simulators, Test Plan and Test Data Set. They must be submitted no later than **28 March 2011**. Failure to submit these data may disqualify an applicant from participating in the Interoperability Showcase. There will be no refund of the Showcase participation fee to organisations thus disqualified.

b. Interoperability Showcase participants will be required, at their own expense, to send at least one representative to the World of Health IT to support each system and are required to:

- Submit company/organisation logo in .eps format to HIMSS Europe by **7 March 2011**
- Arrive and be ready to test their software application(s) at the final staging by **Monday, 9 May 2011**.
- Ship equipment from participant’s home office to the the exhibition and back at their own expense.
- Limit discussions at the Interoperability Showcase to interoperability. While the demonstration cannot proceed without discussing the products, all such discussion should be focused on interoperability, the use of standards and the use of profiles.
- Refrain from company-specific marketing in the Interoperability Showcase demonstration exhibit area. Participants may not invite clients or prospective clients to view their products at the booth, invite reporters or other press representatives to the booth for product-specific discussions.

c. Participants agree that supporting information developed for use within the Interoperability Showcase, including but not limited to specifications, test data and marketing materials are the copyrighted property of IHE and HIMSS Europe. In the spirit of collaboration and in complying with copyright law, no participant may lay claim to the information created for any information used in the Interoperability Showcase without written consent from IHE and HIMSS Europe.

d. Participants failing, in the judgment of IHE, to successfully demonstrate interoperability at or following the Connectathon and in any additional interoperability testing deemed necessary may be excluded from the Interoperability Showcase. There are no refunds of the application fee to organisations thus disqualified.

e. Final confirmation of participation and payment of the all relevant fees are **due 7 March 2011**. Final confirmation of participation indicates approval to be listed as an Interoperability Showcase participant in all relevant documents and communications published for the Interoperability Showcase at the World of Health IT.

V. Specify Level of Involvement

My company/organisation's involvement is specified below :

	Interoperability Showcase Sponsorship	Total=Base + 25% VAT
Supporter	€1,700*	
Organisational	€2,700*	
Implementer	€3,800*	
Leadership	€6,000*	

*: VAT of 25% not included in base price of Interoperability Showcase and must be added to interoperability sponsorship level

Attendance and testing of your products at the Connectathon is required for participation in the Interoperability Showcase.

Signature and Remittance

The undersigned applicant agrees to abide by the Terms of Participation of this application, which are made part of this application by reference and are fully incorporated herein. The undersigned is empowered to enter into agreements on behalf of the applicant company/organisation. This is not a binding agreement until accepted by HIMSS.

Agreed to:

Signature of authorised representative Date

Accepted by:

Healthcare Information and Management Systems Society Date

METHOD OF PAYMENT

- Cheque– make payable to “HIMSS”
 Credit Card Visa MasterCard
 AMEX Discover

Card Number

Expires

Name on card

Signature

FAX: +32 2 793 7631, Attn: Finance

Remit this application with full payment for delivery before 7 March 2011:

Please direct wire transfers to World of Health IT:

Pay to: J.P. Morgan AG, Frankfurt,(CHASDEFX)

For the account of:

JPMorgan Chase Bank, London (CHASGB2L)

account number 6231400604

For further credit to: HIMSS, account no. 32286301

EUR IBAN # GB22CHAS6092432286301

Please direct checks:

HIMSS

PO Box 6462

C/O JPMorgan Chase Bank, N.A.

Bournemouth

BH1 9FH

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