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

HIMSS europe
transforming healthcare through IT™

European Commission
Information Society

EuroRec

COCIR

A Decade for eHealth
EHTEL
EUROPEAN HEALTH TELEMATICS ASSOCIATION

EFMI European Federation for Medical Informatics

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.
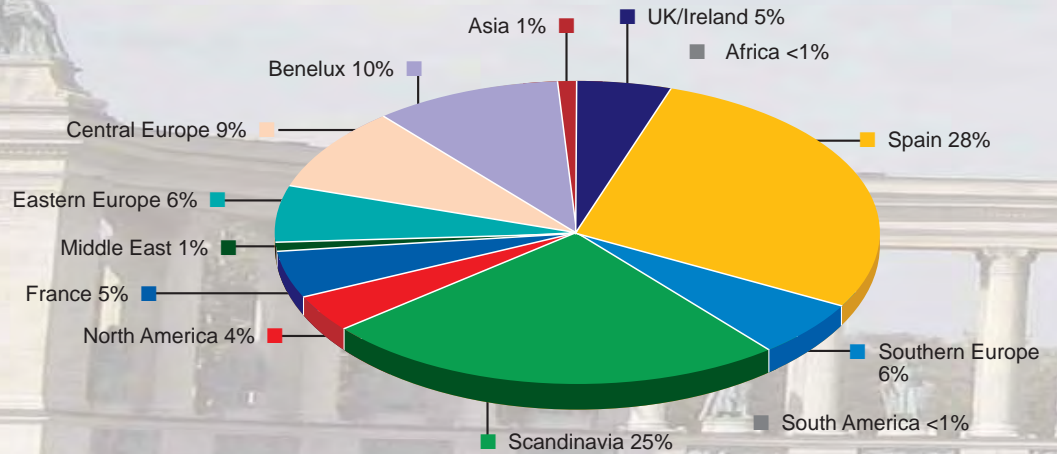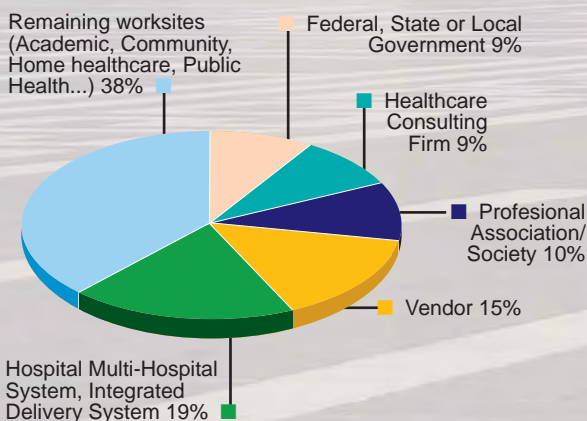
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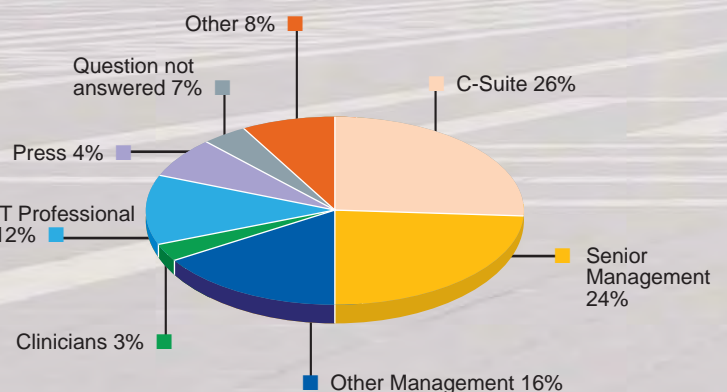
Key Figures

3200 Attendees

96 Exhibitors

150 Journalists

Country Report

Asia 1%
UK/Ireland 5%
Africa <1%
Benelux 10%
Central Europe 9%
Spain 28%
Eastern Europe 6%
Middle East 1%
France 5%
North America 4%
Southern Europe 6%
South America <1%
Scandinavia 25%

Worksite

Remaining worksites (Academic, Community, Home healthcare, Public Health...) 38%
Federal, State or Local Government 9%
Healthcare Consulting Firm 9%
Profesional Association/ Society 10%
Vendor 15%
Hospital Multi-Hospital System, Integrated Delivery System 19%

Professionals

Other 8%
Question not answered 7%
C-Suite 26%
Press 4%
IT Professional 12%
Senior Management 24%
Clinicians 3%
Other Management 16%

Interoperability Showcase™

HIMSS Interoperability Showcases™ are unique events where vendors and organizations come together to demonstrate standards-based health IT applications built using Integrating the Healthcare Enterprise (IHE) profiles or other interoperability standards recognized and promoted by national HIT initiatives in IHE regions such as Smart Open Services for European Patients, which aims to enable a summary of a patient's electronic medical record to be shared across European country borders. If your company has built products using IHE Profiles or is considering it and your market includes Europe do not miss this opportunity to reach hundreds of health care executives, health ministers, and clinicians. The Interoperability Showcase had a visitor increase of 160% at WoHIT 2010 compared to 2008.

The WoHIT2011 Interoperability Showcase will feature IHE-based products such as EHRs, PHRs and Medical Devices in a venue that simulates data exchange between care settings such as clinics, hospitals,patient homes, and many others. Attendees will be able to create their electronic health record and access it across multiple healthcare settings within the Showcase thereby not just hearing about interoperability, but getting the *experience* of a fully interoperable continuum of care. There will be a dedicated connected demonstration area with an individual kiosk for each participants, speaking opportunities and a round table education session that will highlight how IHE is impacting health system interoperability.

Sponsored by:

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 an Approved IHE Connectathon

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)

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 an Approved IHE Connectathon is required for participation in a HIMSS Global Interoperability Showcase. For complete requirements and terms of participation please contact us.

WoHIT11 - HIMSS Interoperability Showcase Application
10 – 13 May - 2011– Budapest, Hungary
Please fax completed application to +32 2 793 7631

Provide company/organization information as it should appear in the WoHIT'11 HIMSS Europe Interoperability Showcase promotional materials:

I. Company/Organization Information

Company/Organization: _____

Address: _____

City _____ State/Province/Other _____Country_____

Phone: _____Fax: _____

URL: _____

II. Contact Information

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

Primary Marketing/Administrative Contact

Name_____Title: _____

Address: _____

City _____ State/Province/Other _____Country_____

Phone: _____ Fax: _____ Mobile: _____

Email: _____

Primary Technical Contact

Name_____Title: _____

Address: _____

City _____ State/Province/Other _____Country_____

Phone: _____ Fax: _____ Mobile: _____

Email: _____

Primary Financial Contact

Name_____Title: _____

Title: _____

Address: _____

City _____ State/Province/Other _____Country_____

Phone: _____ Fax: _____ Mobile: _____

Email: _____

III. System Description(s)

All participants in the HIMSS Interoperability Showcase™ connected demonstration using IHE Integration Profiles must complete the following required steps.

1. Pass IHE Connectathon Testing
Participation in a HIMSS Interoperability Showcase requires that each Actor / Profile pair to have successfully passed an IHE-sanctioned Connectathon within 12 months by demonstrating interoperability with designated partners in a number of test configurations. Some limited special exceptions may be made at the discretion of Sandy Vance, HIMSS, Director, Global Interoperability Showcases; any such special permission will be confirmed in writing via email sent from Sandy Vance or other approved HIMSS Interoperability Showcase staff.

2. Submit IHE Connectathon success logs
Success logs for each IHE actor to be tested, using test tools provided by the Connectathon Technical Project Manager, to verify that their software supports the transactions defined by IHE must be provided to the Showcase Technical Project Manager or Showcase Staff. These data are generated during the IHE Connectathon conducted by the prospective participant using the IHE Test Simulators, Test Plan and Test Data Set. Failure to submit these data may disqualify an applicant from participating in the WoHIT11 Interoperability Showcase. There will be no refund of the Showcase participation fee to organizations thus disqualified.

Accepted IHE Connectathons prior to the WoHIT11 Interoperability Showcase are:
- 2011 IHE North American Connectathon held 17-21 January, 2011 in Chicago, IL
- 2011 IHE Europe Connectathon 11-15- April, 2010 in Pisa, Italy

IHE Connectathon Test Logs must be provided interoperabilityshowcase@himss.org at a date specified by the WoHIT11 Project Team.

3. List systems interested to demonstrate:
>   For each system that you are interested to demonstrate at the WoHIT11 Interoperability Showcase, we ask you to provide:
- System names(s) and brief description(s)
- IHE Profile(s)and associated actor(s)
- Test venue: Identify the IHE Connectathon event at which your system(s) has been or will be tested for these Profiles / Actors

System 1: Product/System Name:_____

   Version & Release _____

   Brief description of what this product does: _____

   _____

   List IHE Actor and IHE Integration Profile Pair:_____

   _____

   Has this Profile / Pair been tested at an IHE Connectathon?
   □ Yes   □ No   □ Will be □ Uncertain

   If "Yes," please indicate Connectathon location and year: _____

System 2: Product/System Name:_____

   Version & Release _____

   Brief description of what this product does: _____

   _____

   List IHE Actor and IHE Integration Profile Pair:_____

   _____

   Has this Profile / Pair been tested at an IHE Connectathon?
   □ Yes   □ No   □ Will be □ Uncertain

   If "Yes," please indicate Connectathon location and year: _____

System 3: Product/System Name:_____

   Version & Release _____

   Brief description of what this product does: _____

   _____

List IHE Actor and IHE Integration Profile Pair:_____

_____

Has this Profile / Pair been tested at an IHE Connectathon?
□ Yes   □ No   □ Will be □ Uncertain

If "Yes," please indicate Connectathon location and year: _____

Remember – <u>each</u> Profile/Pair must pass approved IHE testing prior to any demonstration. Limited special exceptions may be made at the discretion of the Showcase Technical Project Manager and this will be confirmed in writing.

IV. Terms & Conditions

HIMSS agrees to support the exhibition process with necessary facilities and staff and to publicize the Interoperability Showcase demonstration, events and participants through communications and marketing the HIMSS WoHIT11 Interoperability Showcase 10-13 May in Budapest, Hungary.
In turn, participating companies are required to adhere to the following rules of participation:

1. Pass IHE Connectathon Testing
Participation in a HIMSS Interoperability Showcase requires that each Actor / Profile pair to have successfully passed an IHE-sanctioned Connectathon within 12 months by demonstrating interoperability with designated partners in a number of test configurations. Some limited special exceptions may be made at the discretion of Sandy Vance, HIMSS, Director, Global Interoperability Showcases; any such special permission will be confirmed in writing via email sent from Sandy Vance or other approved HIMSS Interoperability Showcase staff.

2. Submit IHE Connectathon success logs
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 must be provided to the Technical Project Manager or Showcase Staff. These data are generated during the IHE Connectathon conducted by the prospective participant using the IHE Test Simulators, Test Plan and Test Data Set. Failure to submit these data may disqualify an applicant from participating in WoHIT11 Interoperability Showcase. There will be no refund of the Showcase participation fee to organizations thus disqualified.

    Accepted IHE Connectathons prior to the WoHIT11 Interoperability Showcase are:
- 2011 IHE North American Connectathon held 17-21 January, 2011 in Chicago, IL
- 2011 IHE Europe Connectathon held 11-15April, 2010 in Pisa, Italy

IHE Connectathon Test Logs must be provided to the WoHIT11 Project Team no later than 1 March 2011 for NA Connectathon 2011 results or 1 May 2011 for European Connectathon 2011 results.

3. Direction
    a. Participants will take direction from the Technical Project Manager and/or Interoperability Showcase Staff members ["Staff"] as necessary and appropriate in planning, testing and exhibition process.
    b. Participants failing, in the judgment of the Showcase Technical Project Manager and/or Staff, to promptly correct any violation of the Terms of Participation or failing to comply with directives from the Showcase Technical Project Manager and/or Staff will be excluded from further participation in the demonstration process, without any refund of application fees.
    c. Participants must successfully complete <u>all</u> pre-Showcase testing requirements as outlined by the Showcase Technical Project Manager and/or Staff. This includes passing an IHE-Sanctioned Connectathon with the technical software applications and the composition (IHE Actors and Integration Profiles) of each software application/system proposed to be demonstrated at the WoHIT'11 Interoperability Showcase or Some limited special exceptions may be made at the discretion of Sandy Vance, HIMSS Director, Global Interoperability Showcases– any such special permission will be confirmed in writing via email from Sandy Vance or other approved Showcase staff.
    d. Participants failing, in the judgment of HIMSS, to successfully demonstrate interoperability at or following the approved IHE Connectathons and in any additional interoperability testing deemed necessary may be excluded from the WoHIT11 Interoperability Showcase. There will be no refund of the application fee to organizations thus disqualified.

    Prior to WoHIT11Interoperability Showcase

      o Submit company/organization logo in .eps format to HIMSS by 1 February 2011.
      o Ship equipment to and from the exhibition and back to their home office at their own expense.

    Onsite at WoHIT11 Interoperability Showcase

- Showcase participants agree to follow and meet the "*WoHIT11 Interoperability Showcase Onsite Set-up, Testing and Hours*" as listed in the "*HIMSS WoHIT11 Interoperability Showcase™ Leadership, Implementer and Organisational Participant Guidelines-* document. Showcase staff reserve the right to update these dates if required.
- During the Showcase: We ask all participants to limit discussions at the WoHIT11 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 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.

    4. 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. In the spirit of collaboration and in keeping 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.

5. Final confirmation of participation and payment of the appropriate fees are **due by 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 HIMSS' Interoperability Showcases™.

6. **Application, Fees and Entitlements**
    a. Application: Prospective participants must submit a signed application for the WoHIT'11 Interoperability Showcase **by 7 February 2011.** The WoHIT11
    Interoperability Showcase applications must include:
    - The number of technical software applications and the composition (IHE Actors and Integration Profiles) of each software application/system to be demonstrated.
    - A non-refundable 100% payment, required at the time of application submission.
    - Names and contact information of marketing, financial, 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.

    a. Fees: A non-refundable 100% payment is required at the time of application submission (no later than **7 March 2011**). Any participant failing to remit 100% payment with the contract by 30 July 2010 risks exclusion from promotional materials associated with the WoHIT11Interoperability Showcase.

    b. Cancellation: Companies cancelling after **20 August 2010** will be charged a fee equal to 100% of the total cost of their contracted participation level.

    a. Entitlements:
    - Exhibition and Promotional Effort: Participants that meet the **7 March 2011** payment deadline will be listed in the promotional materials produced for the WoHIT11 Interoperability Showcase. This information will be provided to attendees of at the WoHIT11 Conference and Exhibition via printed documents, signage, multimedia presentations and the Web site. Some of these materials will remain available throughout the 2010-2011 calendar years (approximately) and may be distributed at gatherings sponsored by other relevant medical professional associations.
    - Relevant details (determined by HIMSS) of each company's successful participation, including all IHE Actors and Integration profiles successfully tested will be highlighted in promotional materials.
    - All marketing materials of participating or sponsoring companies referring to IHE and/or HIMSS incorporating IHE and/or HIMSS logos require prior review and approval by HIMSS.

Leadership Level: €6,000
Benefits include: Supporter and Implementer level benefits [listed below] ***plus*** the following benefits:
- Participation in featured interoperability roundtable session
- One complimentary full access registration
- Two complimentary exhibition passes
- Showcase Theater: Leadership Level participants have a reserved 25 minute speaking spot in the WoHIT11 Interoperability Showcase Theater (SCT). The Theater is located inside of the Showcase and is a high-profile well-advertised educational opportunity.
    - Presentation focus: Presentation must focus on interoperability and discuss how a site is using IHE Profiles. All presentations must be reviewed and approved by Showcase Staff. Content that has not been reviewed and approved by Showcase Staff is not permitted in the Showcase Theater.
- Deadline: Please submit a draft of your SCT presentation for review by HIMSS staff by 14 March 2011 to interoperabilityshowcase@himss.org with the following information in the subject line: WoHIT2011--SCT--enter name of your company/organization
- Success Story or White paper: Participants may supply one Success Story or White Paper with content that focuses on interoperability and describes an installation that uses IHE Profiles.
- Deadline: Please submit a draft of your Success Story/White Paper for review by HIMSS staff no later than 14 March 2011 to interoperabilityshowcase@himss.org with the following information in the subject line: Korea Showcase2010—WP/SS--enter name of your company/organization.

Implementer - International: €3,800
Benefits include:
- Participation in the Interoperability Showcase Demonstration
- Two complimentary exhibition passes
- Logo to appear in many places for high visibility in "Implementer" category on Showcase marketing and educational materials
- Logo on event resource guide and on www.interoperabilityshowcase.org
- Success Story or White paper: Participants may supply one Success Story or White Paper with content that focuses on interoperability and describes an installation that uses IHE Profiles.
- Deadline: Please submit a draft of your Success Story/White Paper for review by HIMSS staff no later than 14 March 2011 to interoperabilityshowcase@himss.org with the following information in the subject line: WoHIT11—WP/SS--enter name of your company/organization.

Supporter Level: €1,700
Benefits include:
- Show in "Supporter" category on Showcase marketing and educational materials
- Logo on event resource guide and on www.interoperabilityshowcase.org

IV. Specify Level of Involvement

My company/organization's involvement is specified below (check appropriate boxes):

Participation Level	Interoperability Showcase	Total=BAST + 25% VAT
Leadership	€6,000*	
Implementer	€3,800*	
Supporter	€1,700*	
Non-Profit / Agency Special Organisational*	€2,700*	

Attendance and testing of your products at an approved IHE Connectathon is required for participation in the WoHIT11 Interoperability Showcase – application to an IHE-approved Connectathon is completed via a separate application.

Signature and Remittance

Applicants agree 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/organization. This is not a binding agreement until signed by HIMSS.

Agreed to:

_____
Signature of authorized representative   Date

Accepted by:

_____
Healthcare Information and Management Systems Society   Date

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

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

HIMSS regularly sends e-mails describing its products and services. By signing and returning this form, you agree to allow HIMSS to send these promotional e-mails to you. You will have the opportunity to opt out of the e-mail list if you choose.
© 2010 Healthcare Information and Management Systems Society

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