



The **World** of **Health IT**

Conference & Exhibition

Connecting Leaders in Technology and Healthcare

www.worldofhealthit.org

'07

22-25 October 2007
Vienna, Austria

Conference Exhibitor Prospectus



European Commission
Information Society and Media

HimSS[®]



World Health
Organization

Put Your Business Where It Needs To Be – with The World of Health IT

The World of Health IT Conference & Exhibition
22-25 October 2007
Austria Center, Vienna

Now in its second year, The World of Health IT Conference & Exhibition is unique to the Europe, Middle East and Africa region (EMEA). This major event is a proven concept that bridges the gap between public policy and the realities of day-to-day implementation by bringing all sectors of the e-Health community together, under one roof.

The inaugural 2006 conference and exhibition featured contributions from the EU Commissioner for Information Society and Media, Viviane Reding, Member of the European Parliament Baroness Nicholson and Per Bätelson, the CEO of Global Health Partner, plus many more.

Meanwhile, top-name exhibitors included AGFA Healthcare, Cisco, Eastman Kodak, Microsoft, Oracle, Panasonic, Philips and Siemens, among dozens of others working with key partners such as the World Health Organisation, Healthcare Information and Management Systems Society and the European Commission.

Through the use of keynote speeches, e-sessions, symposia, networking opportunities and, of course, the exhibition itself, the goal of the event is to successfully unite those key members of the healthcare community tasked with delivering innovative services to EMEA citizens. At its core is the challenge of delivering fact-based solutions in a rapidly changing world.

Once again, this year, the conference and exhibition has been designed for and by the region's healthcare IT community – buyers, vendors, technology users, providers and healthcare regulators - and is therefore specifically targeted to the relevant market.

This market is aware healthcare IT faces several challenges:

- Hospital managers believe a mature software market still needs to develop in Europe and the pace of technological change needs a boost
- Some clinicians feel the industry could make greater efforts to understand users' needs before developing new products
- Vendors and developers need feedback on future innovations from potential users to create new solutions

For the second successive year, the World of Health IT Conference & Exhibition will bring the industry's stakeholders together to exchange information and drive the advancement of healthcare IT.

Given that healthcare IT will account for approximately 5% of the EU Member States' healthcare budget by 2010, we are confident that the World of Health IT Conference and Exhibition will give your company the perfect opportunity to influence highly financed decision makers via this cutting-edge forum.

So put your business where it needs to be, in Vienna 2007.

For more information visit: www.worldofhealthit.org

Austria
Vienna

Market Exposure and Powerful Outreach

As an exhibitor, your company will gain increased visibility and credibility among prospects and customers throughout the healthcare IT industry in EMEA. You will see, and be seen, by the people you want to reach – all under one roof.

Extensive marketing and public relations effort surround this event, to ensure we are attracting the target audience that will positively impact your business. Activities include:

Mail and E-Newsletters

Tens of thousands of professionals from the industry across EMEA receive conference promotional material and a monthly, issues-based, The World of Health IT e-newsletter.

Print Advertising

A print advertising campaign promotes the event in key trade publications that reach your target markets.

Cross-Marketing

The Conference & Exhibition is promoted throughout the region at key industry events to help raise awareness and drive conference attendance.

Public Relations

A public relations campaign around the conference targets key online and print publications across the EMEA region with industry-based editorial articles.

Conference Materials

Your company will be included in conference materials, such as:

- The Onsite Conference Guide, which includes a company profile, along with information about your company's products and services.
- The Exhibitors Product and Services Directory – an online searchable database available throughout the year.

Industry Statistics

This event offers opportunities to develop new business by directly reaching and engaging top executives responsible for healthcare IT purchases. According to information gleaned from "Staggering Stats", published by the Center for Exhibition Industry Research (CEIR), conference participants have incredible buying power:

- Exhibitions are the top source of product/service information among those who make final purchasing decisions.
- Power Buyers walk the aisles of exhibitions around closing time.
- 48% of exhibition-produced leads do not require a sales call to close.
- Exhibitions uncover new prospects that may not have been on your radar screen.
- 75% of exhibition attendees arrive with a planned agenda.

The target audience includes:

- Buyers and users of healthcare information systems and technology
- Clinicians
- Directors and administrators
- Informatics professionals and academicians
- Policy makers and government officials

The World of Health IT Conference & Exhibition 2007 features

- Pre-conference satellite programmes directed towards targeted audiences
- Education sessions about timely healthcare IT trends and issues
- Compelling healthcare IT leaders and practitioners as keynote speakers
- Best practices and practical case studies
- Open forums for debate and discussion
- Panel discussions designed to unite healthcare IT authorities
- Powerful networking, social events and business development opportunities

Schedule/Highlights

Take advantage of the unique sponsorship opportunities offered at the Conference & Exhibition.

Sponsorship Options*

The options noted below are priced to reflect a potential audience of 1,000. Choose from the abundant marketing opportunities and package sponsorships available:

Selected Education Tracks

€7.000

Sponsor an education track and impact attendees who are interested in a specific topic.

Conference Bags

€10.500

Connect with every attendee by sponsoring congress bags, which will be distributed at registration.

2007 Conference Web Home Page

€8.500 exclusive or 3 @ €3.000

Reinforce your participation each time attendees go to the conference website to plan their time at the conference.

Conference e-News Updates

€5.000 (5 available)

Align your organisation with leading topics in the industry by sponsoring a preconference electronic update.

Badge Holders

€4.500

Place your company logo on the badge holders—an attendee's must-have item during the week.

Conference Pens

€4.500

Each attendee will receive a pen. Every time they use it to take notes, they will see your company's logo.

"You Are Here" Locators

€4.000 (4 available)

Help direct traffic and drive attendees to your booth by sponsoring the "You Are Here" locators.

Host Sponsor

€20.000 (3 available)

- On-Site graphics at the Austria Center in Vienna
- Verbal acknowledgement during Keynote Session
- Logos presented on slides during walk-in and walk-out time of Keynote Sessions (while additional recognition will be provided for Host Sponsors, all sponsors will also be recognized during this time frame)
- Logo on World of Health IT Web site
- Company logo in the Onsite Conference Guide
- Inclusion in eNewsletter article
- Complimentary Product Tutorial provided for you to present your solutions
- Attendee mailing list

Supporter Sponsor

€8.500 (6 available)

- Complimentary Product Tutorial provided for you to present your solutions
- Logo on Web site
- Special signage at show site
- Recognition of your company in the Onsite Conference Guide

Message Panels

€1.500

Reinforce your brand and message in high-traffic areas on the exhibit floor.

Product Tutorials

€300

Present your solutions in product focused sessions.

**Austrian VAT at 20% not included and will be added to the total.*

Schedule At A Glance**

Sunday, 21 October

Exhibition build-up
12:00 – 17:00

Monday, 22 October

Satellite Programmes
12:00 – 17:00

Exhibition build-up
08:00 – 17:00

Symposium Reception
17:30 – 19:30

Tuesday, 23 October

Keynote Speaker
09:30 – 10:45

Education Sessions
11:00 – 12:00 and
14:00 – 17:00

Exhibition Hours
12:00 – 14:00

Wednesday, 2 October

Keynote Speaker
09:00-10:00

Education Sessions
10:15 – 12:30

Exhibition Hours
12:30-14:30 and 17:00-19:00

Education Sessions & Keynote Speaker
14:30-16:45

Special Networking Reception
19:00 – 21:00

Exhibitor Tear Down
19:00-22:00

Thursday, 25 October

Keynote Speaker
09:00-10:00

Education Sessions
10:15-11:15

Keynote Speaker
11:30-12:30

Exhibitor Tear Down
08:00-17:00

***Dates and times are subject to change*

Exhibitor Benefits and Fees

Exhibitors will receive many benefits from participating in The World of Health IT 2007 Conference & Exhibition.

Each 3m x 3m booth space includes:

- Two complimentary exhibitor badges
- One complimentary guest badge
- Dedicated exhibition hall hours
- Access to conference education sessions
- Product or company description in the Onsite Conference Guide
- Opportunity to participate in targeted pre-show marketing opportunities
- Opportunity to host a private function during the conference
- First chance to reserve booth space for The World of Health IT 2008 Conference & Exhibition

Booth Fees

Exhibit booths are 3m x 3m or multiples thereof.

For contracts received on or before 11 May 2007

Space Only

€1.850 corporate member*

€2.050 non-member*

Shell Scheme

€2.200 corporate member*

€2.400 non-member*

For contracts received on or after 12 May 2007

Space Only

€2.050 corporate member*

€2.250 non-member*

Shell Scheme

€2.400 corporate member*

€2.600 non-member*

Corner Surcharge

A €400* per corner (i.e. an island has four corners, a corner booth has one corner and an inline booth has no corners).

**Austrian VAT of 20% not included in price of exhibit and will be added to the total.*

Critical Deadlines

29 June 2007

On-line service manual available

Product Tutorial applications due

3 August 2007

Onsite Conference Guide information due

"In Conjunction With" program applications due

Note: Published deadline dates are subject to change.

THE FLOOR PLAN – Austria Center Vienna

View the current floor plan at www.worldofhealthit.org. The floor plan lists current confirmed exhibitors and may be navigated by clicking on and dragging the floor plan. Zooming in and out may also help identify the best location for your organisation.

The World of Health IT brings the buyers and the users to you.

You convert them into customers.

More than 1.000 professionals are expected in Vienna for this four-day event. Demonstrate and explain your latest technologies, systems and products to hospital managers and directors, clinicians and nurses, technology users, policy makers and budget holders. In addition to reserving your exhibition space, you may choose from amongst the numerous sponsorship options to gain even greater visibility.

For further information and to secure your place among The World of Health IT exhibitors and sponsors please contact:

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