

## Frequently Asked Questions WHIT08 On-Site Stand Selection

### Where is On-Site Stand Selection being held?

On-Site Stand Selection for WORLD OF HEALTH IT 2008 will be located in booth #2020, in Hall Y, on the exhibit hall floor of WORLD OF HEALTH IT 2007.

### Why should I participate in On-Site Stand Selection?

You will be able to secure the best possible stand locations and immediately begin positioning your organisation for tremendous success at the 2008 Conference. Additionally, you can take full advantage of the marketing opportunities available to confirmed exhibitors as noted below.

### Where is the World of Health IT 2008 being held? What are the dates?

WORLD OF HEALTH IT 2008 will be 3-6 November 2008 at the Bella Centre, Copenhagen Denmark

### What do I need to bring?

We will supply all the necessary paperwork, but ask that you bring a deposit for the exhibit space you select, as follows:

- 9 square meters = €800 deposit required on-site
- 18 – 36 square meters = €1,200 deposit required on-site
- 45 square meters or above = €1,600 deposit required on-site

For each booth selected, you will need a completed and signed contract with appropriate deposit.

EXAMPLE: If Widget Co. reserves a 6M x 6M booth and a 3M x 3M booth for 2008 then (2) contracts and (2) deposits are required for On-site Booth Selection.

### What is the cost of space for 2008?

Exhibit booths are priced by the square foot and are sold in increments of 3M x3M or 9 square meters. Fees for each 3M x 3M booth are as follows:

#### On or Before 16 May 2008

##### Space Only

€1,850 Member Rate

€2,050 Non-Member Rate

##### Shell Scheme

€2,200 Member Rate

€2,400 Non-Member Rate

#### On or after 17 May 2008

##### Space Only

€2,050 Member Rate

€2,250 Non-Member Rate

##### Shell Scheme

€2,400 Member Rate

€2,600 Non-Member Rate

There is a €400 surcharge for each corner you purchase (i.e. an island has four corners, an end booth has one corner and an inline booth does not have corners.)

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### Corporate Membership

In order to receive the member rate, new members must be paid in full by 1 May 2008 to receive discounted rate of €1,850 or €2,220 per 3M x 3M exhibit space. New Members confirming space after 17 May 2008 must be paid in full by 4 August 2008 to receive discounted rate of €2,050 or €2,400 per 3M x 3M space.

### Ample Marketing Opportunities

HIMSS offers multiple ways to increase your company profile and reinforce your marketing message – all of which equate to a successful show for you and your company:

- Listing in Resource Guide – includes company profile along with relevant product and services
- Product and Services Directory accessible to HIMSS Members and other interested parties throughout the year
- Assistance with securing venues for client events
- Sponsorships
- Attendee mailing lists
- And so much more...

### When am I eligible to participate in On-Site Stand Selection for the 2008 Conference?

Every 2007 exhibitor is eligible to participate in the 2008 On-Site Stand Selection. Each exhibitor is assigned a time slot. Included in this packet is the On-Site Stand Selection Schedule, organized both by exhibiting company name and by time/date of appointment. Please refer to the timetable to confirm your appointment time.

### Who from my company should attend On-Site Stand Selection?

We encourage you to send all parties typically involved in the stand selection process. You are welcome to bring your team so that you may consult on the best location for your company.

### How long does the process take?

Please allow 30 minutes to complete the process.

### What do I receive with the exhibit booth?

Exhibitors receive many benefits from participating in the World of Health It 2008 Conference & Exhibition. Each 3M x 3M space includes:

- Two Complimentary Exhibitor Badges
- One Complimentary Guest Badge
- Dedicated Exhibit Hall Hours
- Access to Conference Education Sessions
- Opportunity to host a private function during the conference
- Product or Company Description in the Online Exhibitors' Product & Service Directory
- Product or Company Description in the conference Resource Guide
- Opportunity to participate in many targeted pre-show marketing opportunities
- First chance to reserve booth space for the World of Health IT 2009 Conference & Exhibition



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### **Can I expand or relocate my booth if a better location becomes available?**

We are happy to relocate you to the stand space you desire as long as it is available.

### **What should I do if I have questions after booth selection?**

Contact a member of the Business Development Team.

### **Business Development Account Managers**

Kelly Laidler

+1.312.915.9285

[klaidler@worldofhealthit.org](mailto:klaidler@worldofhealthit.org)

Tia Peterson

+1.312.915.9232

[tpeterson@worldofhealthit.org](mailto:tpeterson@worldofhealthit.org)

Corinne Tanda

+1.312.915.9278

[ctanda@himss.org](mailto:ctanda@himss.org)