

## EXHIBITORS' PRODUCT & SERVICE DIRECTORY & CONFERENCE PUBLICATIONS

### DEADLINE: 4 September 2007

Don't miss these FREE opportunities to gain additional market exposure! Complete your company's profile online by 4 September to be included in The World of Health IT 2007 Conference & Exhibition's Online Exhibitors' Product & Service Directory and all on-site publications. The earlier you submit your information, the more marketing exposure you will receive.

### INSTRUCTIONS

- 1) **Access the form by going online to:**  
[http://www.worldofhealthit.org/for\\_exhibitors/exhibitorLogin.asp](http://www.worldofhealthit.org/for_exhibitors/exhibitorLogin.asp)
- 2) **Enter login information provided on your booth confirmation letter.** A confirmation letter is sent to you with this information upon completion of the exhibit application process. If you need your login information, please e-mail Christina Luke at [cluke@worldofhealthit.org](mailto:cluke@worldofhealthit.org). After logging in, you will be taken to the online form.
- 3) **Proceed to complete the form with the most current information.** The contact information you list will receive sales, product, and service inquiries.
  - **Contact Person**
  - **Address, City, State/ Province, Country**
  - **Tel #**
  - **Fax #**
  - **Website**
  - **Company/Product Description:** This is your opportunity to promote your company and its products and services to attendees. Please limit your description to **50 words (approx. 300 characters) or less**. The World of Health IT reserves the right to revise, edit, modify or delete any company description.
  - **Products and Services Categories:** Focus on the products and services that will be featured at your booth when choosing your categories.

The following items will also be included, however you will not be able to modify them. Please e-mail Christina Luke at [cluke@worldofhealthit.org](mailto:cluke@worldofhealthit.org) if you need adjustments to the following:

- **Company Name**
  - **Booth Number**
  - **Company Logo:** If your logo is not present, or it is present but you wish to have a different one posted, please e-mail the logo to [cluke@worldofhealthit.org](mailto:cluke@worldofhealthit.org). Your logo will then be posted to The World of Health IT Web site.  
Please make sure your logo meets the following specifications. Files that do not meet these specifications will be rejected by the system.
    - a) **Types of files that can be used are: .gif or .jpg only.** Other files such as .pdf, zip, tif, eps, as well as other types of files cannot be accepted.
    - b) **The width of the image should be less than 180 pixels.**
- 4) **Click the "Save" button at the bottom of the form.** Clicking this button will give you a confirmation that says "The changes to your information were saved". All changes to your company listing are real-time. You may update your listing at any time.

**PLEASE READ:** As deadlines approach for the conference materials, The World of Health IT will notify the primary contact person listed in our office records (not the person listed online, if different). **It is the exhibiting company's responsibility to make sure that ALL information in your listing is correct. The World of Health IT assumes no liability for missing or incorrect information in your company listing.** Only companies that are *confirmed exhibitors* will be included in conference materials.

### Questions?

Please contact:

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