The World of Health IT
Conference & Exhibition
Connecting Leaders in Technology and Healthcare

'07 | 22-25 October 2007
Vienna, Austria

Product Tutorials

DEADLINE: 4 September 2007

Introduction

The Product Tutorials are presentations allowing exhibitors to educate attendees on the solutions provided by their product or service. These 45-minute presentations provide exhibiting companies the opportunity to present educational content to attendees. We *highly recommend* your session be presented in a case study format as it is the format attendees prefer. The Product Tutorial theatre will be located on the exhibition floor and sessions will be scheduled during exhibit hours. Product Tutorials are available exclusively to The World of Health IT exhibitors.

The World of Health IT Will Provide:

- 45-minute presentation timeslot
- The theatre will be equipped with a Plasma screen to hook in your laptop, podium, wired microphone, theatre-style seating for 30 people, and a table to distribute handouts. (Additional audiovisual equipment is available for rental from the official audiovisual contractor.)
- Graphics placed outside each theatre containing session information
- Marketing of your session in the following media:
    - The World of Health IT Website
    - Onsite Guide

Marketing Your Session

Marketing your session to attendees before and during the conference is critical to creating interest in your presentation and building attendance at your session. Below are suggested approaches to marketing your session:

- Promote your session on your corporate website and include your session topic, a brief description, the session speaker, the session date and time, and the session location.
- Send a marketing piece to pre-registered attendees telling them about your session. Each exhibiting company will have the opportunity to purchase the attendee mailing list.
- Mention your session on literature that you have printed to distribute at your booth.

Submissions

The session title, session abstract, and presenter information can be submitted to Christina Luke at cluke@worldofhealthit.org by the participating company beginning 17 August 2007.

The timeline for the Product Tutorial submissions is as follows:

- **7 September 2007:** Deadline to submit presenter information, including credentials, title, and company, as well as the session title and abstract. This information will be included in the onsite brochures that will be given to all attendees and will be placed on our Website. Session information submitted after this date will not be included in onsite materials.
- **19 September 2007:** Presentation guidelines and tips will be e-mailed to presenters and primary contact.

- All applications must be accompanied by full payment. A timeslot will not be assigned until full payment is received. Approved sessions are assigned on a first-come, first-served basis; we will not hold timeslots without application and payment.

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Definition of a Case Study

A case study ***focuses on a specific product*** and provides a detailed review or analysis that captures the background, process, outcomes, successes, failures, and lessons learned. The case study may include qualitative or quantitative data, or both. The case study provides an opportunity to explore a single product in depth, and to strengthen problem-solving and decision-making skills.

Case studies are:

- Educational in nature as opposed to having a sales or marketing angle.
- Provide unbiased data and analysis regarding a particular product.
- Presented by an individual from the client organization who has had experience with the product.
- Informative and assist potential clients in making an educated decision about the product.
- Identify the strengths and weaknesses of a particular product.

Case Study Presentation Guidelines

- Identify a problem or need that the client has.
- Identify the specific product that was put in place to respond to that challenge or need.
- Identify how effective the product was in addressing that challenge or need.
- State client's overall experience with the product.
- Lend credibility to your session by having an *individual from the client organization* that has direct experience with the specific product conduct the presentation.
- Include a 1- or 2-page summary with key information from the actual case study report prepared by the client organization. The case study report contains information that is valuable to potential clients.

Successful Case Study Tips

- Handouts should be distributed to complement your presentation.
- The Product Tutorials are meant to be a forum in which exhibitors can present the benefits of their products in an educational format. Information about third parties (competitors) should be left out of your presentation unless prior written permission is obtained. Comments and statements regarding other companies that could be seen as defamatory or libelous should be left out of presentations. HIMSS does not assume liability for any presentation content.

Interested in participating in the Product Tutorial? Please contact:

Kelly Laidler, +1 312-915-9285, klaidler@worldofhealthit.org
Tia Peterson, +1 312-915-9232, tpeterson@worldofhealthit.org

Logistics and Planning questions? Please contact:

Elli Miller, +1 312-915-9272, emiller@worldofhealthit.org
Christina Luke, +1 312-915-9516, cluke@worldofhealthit.org

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Product Tutorial Application

DEADLINE: **4 September 2007**

Please complete one form for each session. Please PRINT all information except signature.

Exhibiting Company_____

Primary Contact Person_____

Tel_____Fax_____

E-mail_____

Select Preferred Timeslot

(Select **two** timeslots in order of preference. We will do our best to secure a timeslot of your choice. However, **we cannot guarantee you will receive one of your preferred timeslots.** Timeslots are assigned on a first-come, first-served basis, according to when application **and** full payment is received.)

Tuesday, 23 October	**Wednesday, 24 October**
___ 11:45 - 12:30	___ 12:45 - 13:30
___ 12:45 - 13:30	___ 13:45 - 14:30
___ 17:15 -18:00	___ 17:15 - 18:00
___ 18:15 - 19:00	___ 18:15 - 19:00

Price Per Session: €315* per session

*Price includes 20% Austria VAT.

Payment Total: €_____

Methods of Payment:

Please charge my credit card:

☐ **Visa** ☐ **American Express** ☐ **MasterCard**

Please charge this amount €_____

Cardholder Name_____

Credit Card Number_____ Exp. Date_____

Cardholder Signature_____

Please direct wire transfers to HIMSS

For credit to: HIMSS, account no. 32286301, and sort code 609242
EUR IBAN # GB22CHAS60924232286301
JPMorgan Chase Bank London (CHASGB2L)

If you would prefer to pay by cheque, make cheque payable to The World of Health IT and send to The World of Health IT, PO Box 6462, C/O JPMorgan Chase Bank, N.A., Bournemouth BH1 9FH

Cancellation Policy- Please Read

Payment for this session is non-refundable. If your company cancels its booth space, The World of Health IT will cancel your session. If your company cancels its session or the speaker fails to appear for the session, your company will not be able to have a Product Tutorial at The World of Health IT 2008. By submitting this application, you agree to these terms.

Please fax this form to:
HIMSS
Attn: Finance
+1 312-915-9209