

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

'07 | 22-25 October 2007
Vienna, Austria

Dear Exhibitor,

It is our pleasure to welcome you to the second World of Health IT Conference & Exhibition, one of the most significant events in the world for healthcare IT and management systems professionals.

Thanks to all of you who were with us for The World of Health IT 2006. Last year, The World of Health IT was visited by 1,751 attendees. Of these, 62% were high level decision makers, 61% had been in the healthcare IT field for over 5 years and 40% stated that their main work focus was Clinical Systems and Infrastructure.

We hope your experience at The World of Health IT 2007 Conference & Exhibition helps you establish new relationships, strengthen existing ones, and most importantly, meet your company's overall marketing and sales goals.

In addition to selling your product and services on the show floor, attending the education sessions at The World of Health IT will give you the opportunity to learn more about timely healthcare IT trends and issues. We feature compelling healthcare IT leaders and practitioners as keynote speakers, best practices and real-world case studies, as well as open forums for debate and discussion.

Please be sure to read and make note of all of the parts of this manual that apply to your participation at The World of Health IT Conference & Exhibition. In particular, take note of Section 2 which discusses all of the marketing opportunities we offer to assist your lead generation while at The World of Health IT. It will help save you time and money! Don't hesitate to contact us if there is anything we can do to assist you. And once again...WELCOME!



Sincerely,



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