

17th IFHIMA Congress 2013

Exhibit and Sponsorship Prospectus

**HEALTH INFORMATION MANAGEMENT:
MAKING A WORLD OF DIFFERENCE**

CONGRESS: MAY 13 – 15, 2013

EXHIBITION: MAY 13 – 14, 2013

PALAIS DES CONGRÈS

MONTRÉAL, QUÉBEC, CANADA

WWW.IFHIMACONGRESS2013.COM



Welcome to IFHIMA Congress 2013

Canada is proud to host the most significant gathering of organizations and health care professionals focused on emerging trends in Health Information Management (HIM). The International Federation of Health Information Management Associations (IFHIMA – formerly known as IFHRO), along with the Canadian Health Information Management Association (CHIMA), invites YOU to join us at the [17th IFHIMA – International Health Information Management Congress](#) May 13 – 15, 2013 at the Palais des congrès de Montréal, Québec, Canada.

IFHIMA supports national associations and HIM professionals to implement and improve health information and systems. IFHIMA was established in 1968 as a forum to bring together national organizations committed to improve the use of HIM in their countries. In addition, IFHIMA is affiliated with the World Health Organization (WHO).

The International Congress is held every three years (Seoul 2007, Milan 2010). The 17th International Congress will be held in Montréal, May 13 – 15, 2013 proudly hosted by the CHIMA. This prestigious meeting will bring together member and non-member countries, and individuals to share knowledge in a full, interactive program of educational sessions and networking opportunities. An international attendance of approximately 1200 delegates is anticipated from approximately 19 countries.

On behalf of the IFHIMA 2013 organizers, we assure you that every effort will be made to ensure your complete success. Please review the details outlined in this prospectus and we look forward to assisting you with your plans to participate in 2013.



Gail Crook,
CEO & Registrar, CHIMA

A handwritten signature in black ink that reads "Gail Crook".



Margaret Skura,
President, IFHIMA

A handwritten signature in black ink that reads "Margaret A. Skura".

Exhibitor Overview



Providing an outstanding international faculty and held in the world-class city of Montréal, the IFHIMA Congress offers the most current information on emerging trends and research in HIM. The cutting-edge program covers key topics including Data Management and Integration, Electronic Health Records, Clinical Coding (standards/classifications), Privacy & Confidentiality, Meeting the HIM Needs of Developing Countries, EHR Technology and much more.

The Congress combines keynote speakers, workshops, podium and poster presentations in a program designed to promote dialogue and debate. In addition to the sessions, delegates have ample opportunity to interact with recognized international experts and peers. The sessions are interspersed with networking opportunities and central positioning for sponsors is provided with breaks and a reception in the Exhibit Hall.

Why Sponsor/Exhibit at the IFHIMA 2013 Congress?

By sponsoring/exhibiting at the 17th IFHIMA Congress, your company will gain access to more than a thousand Health Information Management and other Health Care professionals worldwide with an interest in the field. This presents the opportunity for companies to promote products and services to a highly qualified and focused audience and to network with their clients.

- Excellent ROI with targeted HIM and Health Care professionals
- Ample networking opportunities with direct access to Key Opinion Leaders
- Establish strategic partnerships
- Position your company as an industry leader
- Demonstrate innovative products and services
- Expand loyalty and build opportunities with existing clients
- Increase credibility through your participation



Sponsorship Opportunities

The following outline provides a guideline of sponsorship levels and benefits for review. Each sponsorship is custom designed to meet the specific goals of sponsors.

BONUS! Payment can be scheduled from 2011 – 2013.

Presenting Sponsor: \$25,000 plus

(limited number available)

As the IFHIMA 2013 Congress Presenting Sponsor, you will have the spotlight 24/7. Whenever and wherever the IFHIMA 2013 Congress is promoted, your organization will be promoted as the Presenting Sponsor.

You will also receive the highest possible sponsorship package, which includes the following:

- Recognized as “IFHIMA, hosted by CHIMA presented by XYZ”
- Up to four exhibit spaces at the Exhibit Hall entrance (20 ft x 20 ft island)
- Exclusive sponsor of a plenary, unopposed session or full day track

- One hour product showcase (in a private meeting room prior to the opening of the exhibit floor)
- Access to advance and post-conference delegate list
- Presenting sponsor acknowledgement in all print and electronic promotion
- Presenting sponsor acknowledgement on the delegate bags
- Logo on Congress website until end of 2013
- Advertising in the CHIMA, IFHIMA and AHIMA e-newsletters
- Acknowledgement from podium at opening Plenary
- Acknowledgement with on-site signage and opportunity for additional banners
- Opportunity for insertion in delegate bags
- Acknowledgement at Welcome Reception in the Exhibit Hall
- Four full complimentary conference registrations



Sponsorship Opportunities

Platinum Sponsor: \$15,000 (limited number available)

- Up to four exhibit spaces (20 ft x 20 ft island) in primary location (1st choice after presenting)
- Exclusive sponsor of a full day track
- One hour product showcase (in a private meeting room prior to the opening of the exhibit floor)
- Access to advance and post-conference delegate list
- Platinum acknowledgement in all print and electronic promotions
- Platinum acknowledgement on Congress website until end of 2013
- Platinum acknowledgement from the podium and with on-site signage
- Opportunity for insertion in delegate bags
- Acknowledgement at Welcome Reception in the Exhibit Hall
- Four full complimentary conference registrations

Gold Sponsor: \$10,000

- Two exhibit spaces (20 ft x 10 ft) in primary location (1st choice after Platinum)
- Exclusive sponsor of a half day track or workshop
- Access to the pre-registration and post-conference delegate list
- Gold acknowledgement in all print and electronic promotion
- Gold acknowledgement on Congress website until end of 2013
- Gold acknowledgement from the podium and with on-site signage
- Acknowledgement at Welcome Reception in the Exhibit Hall
- Two full complimentary conference registrations



Sponsorship Opportunities

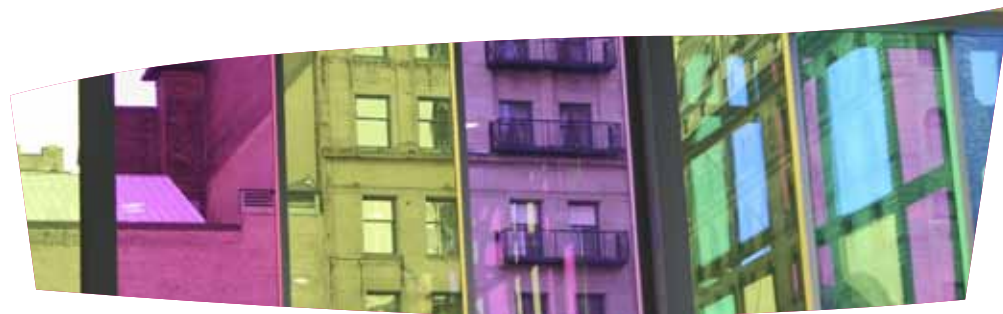
Silver Sponsor: \$7,500

- 10 ft x 10 ft exhibit space in primary location
- Exclusive sponsor of one session or function
- Silver sponsor acknowledgement in all print and electronic promotion
- Logo acknowledgement on Congress website until end of 2013
- Silver sponsor acknowledgement from podium and signage
- Invitation to Welcome Reception in the Exhibit Hall
- Two full complimentary conference registrations

Bronze Sponsor: \$5,000

- 10 ft x 10 ft exhibit space
- Exclusive sponsor of a nutrition break
- Logo acknowledgement on all promotional materials
- Logo acknowledgement on Congress website until the end of 2013
- Acknowledgement of Bronze sponsorship on signage
- Invitation to Welcome Reception in the Exhibit Hall
- One full complimentary conference registration

Exhibitor Opportunities:



What's Included in the Standard Booth Package:

The Exhibit Hall is located in the centre of the Congress and will be a lively hub for delegates.

- Draped display exhibit, will consist of:
 - 8 ft high back rail, draped
 - 3 ft high side rail, draped
- The Exhibit Hall is fully carpeted
- On-site program listing (including company description and two product category listings)
- One full complimentary conference registration
- Two complimentary badges for exhibitor personnel for each 10 ft x 10 ft space reserved. (no access to sessions)

The Standard Booth Package does not include hydro and internet requirements. These are an extra cost from the venue and on receipt of exhibitor contract, full details and contact information will be forwarded.

Additional Exhibitor Personnel badges can be purchased at a reduced rate and buffet lunch costs are extra and can be ordered with exhibit contract.

Booth Package Costs:

- 10 ft x 10 ft booth: \$2,500
- Corner booth: \$2,750
- Island booth (20 ft x 20 ft): \$11,500
(limited number available)

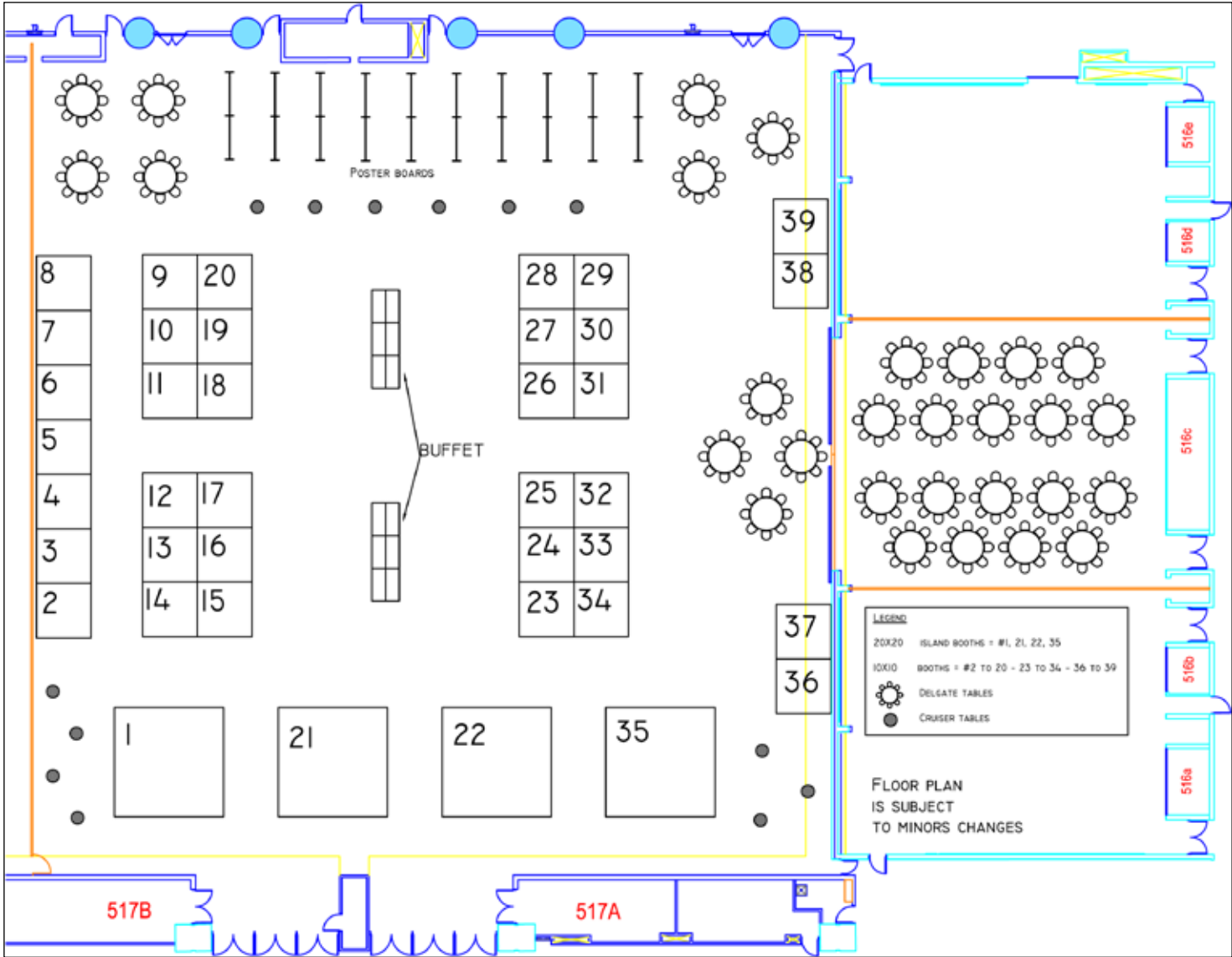
Booth selection will be made on a first-come-first-serve basis so your earliest confirmation will help secure your preferred location.

To finalize your details contact: exhibits@ifhimacongress2013.com or 888-527-3434 or 519-263-5050.

BONUS! Payment can be scheduled from 2011 – 2013.

Note: All rates are in Canadian Funds and all costs are plus applicable taxes.

Exhibitor Floor Plan





Marketing Tools for Success:

There are many extra marketing tools to fully activate your participation at IFHIMA 2013 including the following:

Advance Delegate List (order for \$550)

Know who is coming to the event before you get there. This is a great way to pre-market your company and the products and services you offer.

Auxiliary Events

If you are hosting an after-hours event or hospitality suite, IFHIMA needs to review the details and on approval will post the event on the Congress website to assist in your promotion.

Integrated Marketing Options: (Cost TBD)

Maximize your exposure by advertising your exhibit location or sponsored event in the IFHIMA 2013 on-site program. This is a great way to increase visibility of your participation at the Congress.

IFHIMA Congress Logo Usage (Complimentary)

Promote your presence at the congress by using the IFHIMA 2013 Congress logo/brand to place in your company's announcements, website, event calendars and in advertisements in industry publications.

We would be pleased to provide a button or banner of the Congress logo for your promotion or provide custom flyers "Meet us at the IFHIMA 2013" for distribution by your company reps. ***This is a great way to spread the word!***

Hotel Room Literature/Invitation Drop-Offs (Cost determined by hotels)

Promotional material delivered to congress delegates' hotel rooms. (All printed material for the drop off must be provided by your organization) Hotels might charge a room drop off fee; this is to be organized with the hotels ahead of time.



Marketing Tools for Success:

Product Showcase (\$250/1 hour time slot)

Reserve a private meeting room for one hour to showcase your product/service to the congress delegates and existing clients before the exhibit floor opens. This is a fantastic opportunity to demonstrate a product/service, deliver a presentation or case study in a more private and intimate environment.

Welcome Reception in the Exhibit Hall for Networking Opportunities (held prior to opening of the Exhibit Hall)

The Welcome Reception in the Exhibit Hall will be held on the Sunday, May 12, 2013, 7:30 p.m. – 9:00 p.m. This reception kicks off the Congress and provides an excellent networking opportunity for delegates to visit with exhibitors in a relaxed and friendly atmosphere.

Welcome Reception in the Exhibit Hall Drink Tickets (\$175/package of 20)

A great way to greet your primary clients!

At-Show Benefits:

Booth Event Meter Board Listing (Cost TBD)

A great way to promote a special event, product demo or giveaway and to have it listed on the meter board located in front of the Exhibit Hall entrance.

Rent Literature Bins (Cost TBD)

These bins are centrally located and in highly visible areas located throughout the exhibit floor. Companies can place publications or promotional material into the bins which can draw traffic to their booth location.



Marketing Tools for Success:

Post-Show Benefits:

Post-Show Delegate List: \$500 (complimentary for sponsors)

Build on the contacts you made at the IFHIMA 2013 Congress by utilizing the post-show delegate list.

This list will be sent to you after the event to allow for post-show marketing and follow-up.

Company Listing on IFHIMA 2013 Congress Website:

Your company listing will remain posted on the IFHIMA 2013 Congress Website for the remainder of 2013 following the event to ensure that people who want to contact you can do so.



Additional Sponsorship/Marketing Opportunities

The following opportunities are a great way to activate your participation at IFHMA 2013:

- Customized lanyards with company name/logo
- Keynote Speaker Sponsor (opening or closing keynote)
- Delegate bags with company logo
- Delegate bag insert (product samples only/no literature)
- Full or Half Day Track Sponsor
- Cyber Café
- On-site daily newsletter with highlights and photos



Conference Details and Information

Full Conference Dates and Times:

May 13 – 15, 2013

Exhibition Location

Room 516 & 517A

Palais des Congrès de Montréal

159 rue Saint Antoine Ouest, 9e etage

Montréal Québec H2Z 1H2, Canada

Exhibit Hall Hours:

Sunday May 12, 2013* 7:30 p.m. – 9:00 p.m.

Monday May 13, 2013 9:00 a.m. – 5:00 p.m.

Tuesday May 14, 2013 9:00 a.m. – 4:00 p.m.

Exhibitor Installation

Sunday May 12, 2013 8:00 a.m. – 5:00 p.m.

Exhibitor Dismantle

Tuesday May 14, 2013, 5:00 p.m. – 9:00 p.m.

Contact Information:

Tasha Stefanits

519.438.6700 Ext. 100

info@ifhimacongress2013.com

www.echima.ca

www.ifhimacongress2013.com

Note: Times are subject to minor changes

*The exhibit floor will open at 7:30 p.m. on Sunday May 12th, 2013 for the attendee Welcome Reception in the Exhibit Hall, held on the exhibit floor.



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2013

