

**eHealth**  
week



**HIMSS**  
europe

7 – 9 May 2012 | Copenhagen



# EXHIBITOR PROSPECTUS

[www.worldofhealthit.org](http://www.worldofhealthit.org)

[www.ehealthweek.org](http://www.ehealthweek.org)

# COPENHAGEN 7 – 9 MAY

## NEW FOR 2012

eHealth week 2012 will be the 10th anniversary of the High Level Ministerial eHealth conference and the 6th edition of the World of Health IT Conference & Exhibition and promises to be the largest conference. The event, now hailed as the largest annual pan-European eHealth conference, not only brings industry partners and providers from across Europe, but also important government and regional decision makers. If you want to reach these audiences across Europe, and not just from one local market, then eHealth week/WoHIT 2012 is the place you want to be seen.

**eHealth week 2012 is on its way of becoming historic in terms of scope and audiences.**

### **SATELLITE SYMPOSIA:**

Maximum number: 3

**Industry Partners: €18,000 (200-400ppl max)**

**Non-profit Agencies: €10,000 (200-400ppl max)**

eHealth Week will offer the opportunity to host a satellite symposium during the conference on Monday, 7 May 2012. This includes: a (2) two hour room for rental in the convention center, standard technical equipment and furniture, a coffee break station, inclusion of Symposia details and company name in final onsite programme, and on the website. We will also send an exclusive epush on the symposia to the HIMSS Europe Database as well as all registered attendees. All satellite symposiums are organised by the sponsor and responsible for developing content and speaker management fees, hotel and travel (Session content must be approved by HIMSS). Sponsors may publish their own programme, abstracts and/or proceedings.

### **STAKEHOLDER PARTNER WORKSHOP:**

**Industry Partners: €9,500 (50-200ppl max)**

**Non-profit Agencies: €6,000 (50-200ppl max)**

eHealth Week will offer the opportunity for partners to host a key stakeholder meeting/workshop during the conference on Monday, 7 May 2012. This sponsorship includes: a (2) two hour room for rental in the convention center, standard technical equipment and furniture, a coffee break station (max 75ppl, additional costs for larger programmes), inclusion of workshop details and company name in final onsite programme, and on the website. We will also send an exclusive epush featuring all workshops to the HIMSS Europe Database as well as all registered attendees. All workshops are organised by the partner organisation / sponsor and responsible for developing content and speaker management fees, hotel and travel (Session content must be approved by HIMSS). Partners may publish their own programme, abstracts and/or proceedings.

### **CONFERENCE BAG INSERT:**

**€4,500**

Have your company information inserted to all attendees in the onsite conference bag. Includes promotional insert to be included in all conference bags.

### **DELUXE MEDIA PACKAGE:**

**€9,500**

Tired of always struggling last minute for the media and attendees attention? Why not put your worries aside and get in the front line from the very beginning? Sign up for the HIMSS Deluxe Media Package and we will ensure that your name will be on all attendees mind before, during and after the conference. The package includes: Pre or post conference attendee mailing list, One epush before the conference and a pre or post conference webinar. Both of these will be sent to the HIMSS Europe database and all registered attendees. (All content must come from sponsor for epush and webinar).

### **CLIENT RECEPTION:**

**€8,000**

Host a special reception during eHealth Week and raise your visibility during the conference. We will send out a special invitation for your event to the eHealth week delegate list and our database. We will provide a meeting room for 1.5 hours for the private 50 person max reception held at a hotel next to the Bella Center. The reception includes: canapés and beverages, logistics, signage and acknowledgement/listing on the website under "networking events" and in the Conference and Exhibition onsite guide.

### **VIDEO MESSAGE PANELS:**

**€5,000**

Reinforce your brand and message at eHealth Week by having a video presentation displayed on a flat screen monitor placed in a high traffic area of the exhibition floor. Throughout the week you will be able to showcase new product launches, broadcast key spokesperson interviews, and promote corporate videos to thousands of delegates.

### **eHEALTH WEEK WEB e-PUSH:**

**€2,000**

Send a special email to the HIMSS Europe database and all registered attendees for eHealth Week. Great opportunity to promote a product launch, special dinner invitation, or raffle in your booth. (all content must come from sponsor)



# CONFERENCE SPONSORSHIP OPPORTUNITIES



## DIAMOND SPONSOR: €75,000

Maximum number: 3

### Diamond Sponsor Benefits:

- Industry Programme Session: 45 minute session in main education program (session content must be approved by HIMSS).
- Private 72sqm VIP Hospitality Lounge in the convention center. The room can be used for private meetings, press conferences, receptions, etc. signage included. Set up and F&B not included.
- 18 sqm floor space in the Exhibition area (including 4 exhibitor badges and 2 client badges).
- One full page advertisement in Conference & Exhibition Onsite Guide.
- 6 additional complimentary exhibitor registration passes.
- Company logo in all marketing materials and onsite signage.
- Company logo on conference bags distributed to conference attendees.
- Conference web banner Ad on WoHIT website.
- Pre and post show attendee list rental.

## GOLD SPONSOR: €45,000

Maximum number: 6

### Gold Sponsor Benefits:

- 9 sqm floor space in the Exhibition area (including 2 exhibitor badges and 1 client badge).
- 1/2 page advertisement in Conference & Exhibition Onsite Guide.
- 4 additional complimentary exhibitor registration passes.
- Company logo in all marketing materials and on site signage
- Company logo on conference bags distributed to conference attendees (logo will be smaller than the Diamond sponsor logos).
- Conference web banner Ad on WoHIT website.
- Pre and post show attendee list rental.

# SPEAKING OPPORTUNITIES



## SATELLITE SYMPOSIA:

Maximum number: 3

**Industry Partners: €18,000 (200-400ppl max)**

**Non-profit Agencies: €10,000 (200-400ppl max)**

eHealth Week will offer the opportunity to host a satellite symposium during the conference on Monday, 7 May 2012. This includes: a (2) two hour room for rental in the convention center, standard technical equipment and furniture, a coffee break station, inclusion of Symposia details and company name in final onsite programme, and on the website. We will also send an exclusive epush on the symposia to the HIMSS Europe Database as well as all registered attendees. All satellite symposia are organised by the sponsor and responsible for developing content and speaker management fees, registration, hotel and travel (Session content must be approved by HIMSS). Sponsors may publish their own programme, abstracts and/or proceedings.

## INDUSTRY PROGRAMME SESSION: €13,500

Maximum number: 3

45 minute speaking opportunity in main education session room, logo and description will be listed in onsite guide & WoHIT website, and company name/logo plus title will be on the onsite signage outside room (Session content must be approved by HIMSS). Includes standard technical equipment and furniture.

## STAKEHOLDER PARTNER WORKSHOP:

**Industry Partners: €9,500 (50-200ppl max)**

**Non-profit Agencies: €6,000 (50-200ppl max)**

eHealth Week will offer the opportunity for partners to host a key stakeholder meeting/workshop during the conference on Monday, 7 May 2012. This sponsorship includes: a (2) two hour room for rental in the convention center, standard technical equipment and furniture, a coffee break station (max 75ppl, additional costs for larger programmes), inclusion of workshop details and company name in final onsite programme, and on the website. We will also send an exclusive epush on all workshops to the HIMSS Europe Database as well as all registered attendees. All workshops are organised by the partner organisation / sponsor and responsible for developing content and speaker management fees, registration, hotel and travel (Session content must be approved by HIMSS). Partners may publish their own programme, abstracts and/or proceedings.

## EXHIBITION THEATRE SESSION: €2,750

Maximum number: 8

**WoHIT Exhibitors / Sponsors and HIMSS Europe Corporate members only**

The conference programme will include a 2-day track dedicated to WoHIT exhibitors and sponsors, providing them the opportunity to showcase industry solutions on the exhibition show floor. The sessions will take place during exhibition opening hours. Each presentation will last for 45 minutes.

# NETWORKING OPPORTUNITIES

## OPENING RECEPTION & ONSITE HALL BANNER: €9,000

Onsite signage included and acknowledgement in the Conference and Exhibition onsite guide and on the website. Opportunity to label the reception area and post napkins with logo (at own cost). Includes a single sided exhibition hall banner in a prominent location where attendees will be able to see your company logo and message as opening reception sponsor.

## LUNCHEON STATION: €3,500

Onsite signage included and acknowledgement in the Conference and Exhibition onsite guide and the website. Opportunity to label the lunch area and post napkins with logo (at own cost).

## DAY COFFEE BREAK STATION: €2,500

Maximum number: 4 per break

Onsite signage included and acknowledgement in the Conference and Exhibition onsite guide and the website. Opportunity to label the coffee area and post napkins with logo (at own cost).

## CLIENT RECEPTION: €8,000

Host a special reception during eHealth Week and raise your visibility during the conference. We will send out a special invitation for your event to the eHealth week delegate list and our database. We will provide a meeting room for 1.5 hours for the private 50 person max reception held at a hotel next to the Bella Center. The reception includes: canapés and beverages, logistics, signage and acknowledgement / listing on the website under "networking events" and in the Conference and Exhibition onsite guide.

# BRANDING & MESSAGING OPPORTUNITIES

## DELUXE MEDIA PACKAGE: €9,500

Tired of always struggling last minute for the media and attendees attention? Why not put your worries aside and get in the front line from the very beginning? Sign up for the HIMSS Deluxe Media Package and we will ensure that your name will be on all attendees mind before, during and after the conference. The package includes: Pre or post conference attendee mailing list, One epush before the conference and a pre or post conference webinar. Both of these will be sent to the HIMSS Europe database and all registered attendees. (All content must come from sponsor for epush and webinar).

## HOSPITALITY LOUNGE: €7,500

Maximum number: 3

Private 72 sqm hospitality lounge in the convention center. The room can be used for private meetings, press conferences, receptions, etc. Signage is included. Set up and F&B not included.

## VIDEO MESSAGE PANELS: €5,000

Reinforce your brand and message at eHealth Week by having a video presentation displayed on a flat screen monitor placed in a high traffic area of the exhibition floor. Throughout the week you will be able to showcase new product launches, broadcast key spokesperson interviews, and promote corporate videos to thousands of delegates.

## CONFERENCE WEB BANNER AD PAGE: €6,000

Maximum number: 3

Reinforce your visibility each time attendees visit the conference website. A prominent display of your banner ad and logo on the website that will link to your organisation's home page.

## WoHIT WEB PAGE SPONSORSHIP: €4,000

Prominent display of your logo and messaging on heavily trafficked page within the WoHIT website. Logo display links to your website.

## EXHIBITION HALL BANNER: €6,500

Reinforce your participation with a single sided exhibition hall banner in a prominent location where attendees will be able to see your company logo and message.

## ONSITE GUIDE ADVERTISEMENT:

Full page: €5,000

1/2 page: €3,000

Reinforce your company presence with a full or half page advertisement in WoHIT Conference & Exhibition onsite guide.

## CONFERENCE PENS: €6,000

Maximum number: 1

Have your logo on the "fingertips" of every attendee. Includes company logo or website URL placed prominently on pens, and acknowledgement in the Conference and Exhibition onsite guide.

## CONFERENCE LANYARDS: €6,500

Maximum number: 1

Have your logo prominently displayed on every attendee. The sponsor will produce lanyards with the sponsors and the organisers logo. Also includes company logo acknowledgement in the Conference and Exhibition onsite guide.

## CONFERENCE BAG INSERT: €4,500

Have your company information inserted to all attendees in the onsite conference bag. Includes promotional insert to be included in all conference bags.

## eHEALTH WEEK WEB e-PUSH: €2,000

Send a special email to the HIMSS Europe database and all registered attendees for eHealth Week. Great opportunity to promote a product launch, special dinner invitation, or raffle in your booth. (all content must come from sponsor)

## ATTENDEE MAILING LIST:

Pre-Show list €700

Post-Show list €1000

The attendee mailing list is a great way to promote your presence along with your products and services to all registered World of Health IT attendees. HIMSS will send you a list of current registered attendees pre-show and post-show. This excel list will contain attendee's name, company, title and address, demographics: title and worksite (E-mails and telephone numbers will not be included).

# INTEROPERABILITY SHOWCASE™



The Interoperability Showcase is a dynamic event that demonstrates realistic, clinically-accurate examples of today's complex healthcare environment.

Join HIMSS Europe, IHE, and the World of Health IT as we continue to showcase the collaborative work of users, vendors, organisations, as well as national and regional projects that can benefit implementation in the interoperable healthcare environment.

The 2012 Interoperability Showcase will include relative details of each company's successful participation in the Interoperability Showcase, including all IHE Actors and Integration profiles successfully tested, and will be highlighted in all promotional materials. There will be a dedicated demonstration area with individual kiosk for all participants, a showcase theatre and speaking opportunities and a round table education session outlining how IHE and interoperability works.

## PARTICIPATION BENEFITS AND COSTS:

### Leadership Level – €6,200

- Participation in round table session in education programme
- Speaking opportunity in the Showcase Theater (presentations must be submitted for review by HIMSS Europe)
- Logo on marketing materials, exhibit floor graphics, conference onsite guide, and website
- Recognition on flyer distributed in the Showcase
- Full participation in the Interoperability Showcase
- Three complimentary exhibitor passes
- Featured workstation for VIP/Focused Showcase tour(s)
- Participate in planning the Interoperability Showcase
- Commitment to meet IHE requirements, test your products at a Connectathon (required)

### Implementer Level – €4,000

- Logo on marketing materials, exhibit floor graphics, conference onsite guide, and website
- Full participation in the Interoperability Showcase
- Recognition on flyer distributed in the Showcase
- Two complimentary exhibitor passes
- Featured workstation for VIP/Focused Showcase tour(s)
- Participate in planning the Interoperability Showcase
- Commitment to meet IHE requirements, test your products at a Connectathon (required)

### Organisational Level – €3,000

- Logo on marketing materials, exhibit floor graphics, conference onsite guide, and website
- Recognition on flyer distributed in the Showcase
- Two complimentary exhibitor passes
- Participation in the Interoperability Showcase exhibit and one educational session in the Showcase theatre
- Share news about your organisation's work in this large venue
- One workstation branded for the organisation, initiative or government agency [unless otherwise specified in application]

### Supporter Level – €1,900

- Logo on marketing materials, exhibit floor graphics, conference onsite guide, and website
- Recognition on flyer distributed in the Showcase



**Attendance and testing of your products at a Connectathon is required for participation in the Interoperability Showcase. For complete requirements and terms of participation please contact us.**



European Commission



Denmark



## EXHIBITION COST

### Cost of Exhibit Space for 2012

Exhibit booths are priced by the sqm and are sold in increments of 3Mx3M or 9 sqm.

#### For Space only:

**€3,100** (10% discount for HIMSS Europe Corporate Members)

\* Additional €400 per every corner side of booth

#### For Space and Shell Scheme:

**€3,650** (10% discount for HIMSS Europe Corporate Members)

\* Additional €400 per every corner side of booth

#### Exhibitor Benefits:

- 3 complimentary exhibitor badges
- Dedicated exhibition hall hours
- Product or company description in the Onsite Conference Guide
- Participate in targeted pre-show marketing opportunities
- Opportunity to host a private function during the conference
- First chance to reserve booth space for WoHit 2013
- 1 exhibitor Priority Point for each 3x3 sqm booth reserved
- Product or Company Description in the Exhibitors Online Buyer's Guide

#### Shell Scheme Booths Include:

- carpet
- wall panels
- shell frame
- fascia board with company name
- electricity rail
- one triple socket
- two spotlights



For all exhibiting an sponsor opportunities and questions, please contact:

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