

HIMSS ASIAPAC12 INTEROPERABILITY SHOWCASE™

17-19 September 2012 \ Marina Bay Sands, Singapore



DEMONSTRATE YOUR ORGANIZATION'S LEADERSHIP IN INTEROPERABILITY

HIMSS Interoperability Showcases™ are unique events that demonstrate the power and availability of standards-based health IT solutions by producing clinical use cases that allow the attendee to create a patient record and watch it move from system to system across a continuum of care. Working in close collaboration with select partners such as Integrating the Healthcare Enterprise International™ (IHE) and the HIMSS Interoperability Showcase helps health IT vendors showcase their success at using standards-based Interoperability solutions to improve patient care.



With a focus at HIMSS AsiaPac 12 on the 'Continuum of Care' of information flow for homecare and acute care, the 2012 Interoperability Showcases™ will provide an important opportunity for participants to come together with purchasers of clinical technologies to show that interoperable clinical solutions are not far off in the future – the power of standards-based interoperable solutions is available today. HIMSS is developing a world-wide following of clinicians, technicians, and key decision makers that come to see and experience technologies in person in a HIMSS Showcase use case tour.



The 2012 Interoperability Showcase™ will feature details of each company's participation, including IHE Actors and Integration profiles successfully tested at the IHE Connectathons around the world. There will be a dedicated demonstration area with individual kiosk for each participant, a showcase theater, and speaking opportunities for Leadership level participants. In addition to presentation time in the Showcase Theater, Leadership participants will become part of the Industry Leaders Panel which will be part of the conference's educational track on Interoperability.

INTEROPERABILITY SHOWCASE™ BENEFITS

Position your organization as a leading proponent of interoperability

Participate in cross-vendor integration and IHE Profile testing

Demonstrate & share how your products decrease costs with simplified interface installation

- Promote the Interoperability Showcase™ to HIMSS Asia Pac12 attendees
- Access the valuable HIMSS Interoperability Showcase Marketing Toolkit to help build interest in your product's interoperability through the AsiaPacific region.
- Encourage interest from healthcare IT stakeholders, public policy decision-makers and the Industry
- Enjoy prominently placed signage with your logo at the well known Interoperability Showcase
- As a Leadership participant, present your interoperability success story from the Showcase Theater where hundreds of attendees gather for education
- Your organization will stand out as a leader in interoperability on the HIMSS AsiaPac12 and Interoperability Showcase websites!
- Enjoy increased interest from industry, national and local press before, during and after the event
- VIP, press, international delegates, and government representatives will take notice of your involvement of this initiative during their special tours!

PARTICIPATION OPTIONS

CHOOSE A LEVEL THAT
SUITS YOUR NEEDS.

INNOVATION AT WORK

THAT'S WHAT THE
INTEROPERABILITY
SHOWCASE™ IS ABOUT.

Leadership Level SGD15,000*

- Interoperability Industry Leader Panel participation
- Speaking opportunity in the Showcase Theater (presentations must be submitted for review by HIMSS Interoperability Showcase™ Management)
- Logo on marketing materials, exhibit floor graphics, conference on site guide, and website
- Demonstrate up to two systems in an Interoperability Showcase Use Case Tour
- Distribution of one success story or white paper from the Showcase floor
- Inclusion on Interoperability Showcase print collateral and marketing materials
- One complimentary full conference badge
- Two complimentary exhibitor badges

Implementer Level SGD7,500*

- Logo on marketing materials, exhibit floor graphics, conference on site guide, and website
- Participation in an Interoperability Showcase Use Case Tour*
- Inclusion on Interoperability Showcase print collateral and marketing materials
- Two complimentary exhibitor badges

Supporter Level SGD3,500*

- Logo on marketing materials, exhibit floor graphics, conference on site guide, and website
- Inclusion on Interoperability Showcase print collateral and marketing materials

If your company has implemented IHE or is considering it, don't miss this opportunity to reach AsiaPacific health care executives and clinicians at the 2012 Interoperability Showcase™

To participate in the AsiaPac12 HIMSS Interoperability Showcase™ please contact Sandy Vance at svance@himss.org or Gabriel Sim at gsm@himss.org or +65 9299 0802 today!

COMPLETE YOUR APPLICATION TODAY!

www.InteroperabilityShowcase.org/AsiaPac12

*All prices are subject to 7% GST.

**Participation in an Interoperability Showcase™ Use Case Tour is contingent upon successful participation in both internet and on site Showcase testing. Companies may be removed from an Interoperability Showcase Use Case™ Tour in the event that they are unable to complete the transactions necessary in their role. All attempts will be made by HIMSS Interoperability Showcase Management to ensure participant success.

Touted as the premier forum highlighting the Integrating the Healthcare Enterprise's (IHE) common framework, the HIMSS Interoperability Showcase™ brings vendors and decision-makers together in a "seeing is believing" interactive environment where attendees can 'become the patient' in a clinical use case scenario and watch their health data move from system to system.

The HIMSS Interoperability Showcase™ features cutting-edge technology and standards taking on real-world scenarios that simulate how information is seamlessly shared along the entire healthcare provider network – from enterprise-wide to the region.

By participating in the Interoperability Showcases™, your company takes center stage. This is an unparalleled opportunity to demonstrate your technology to thousands of healthcare IT professionals from across the region.

FOR MORE INFORMATION PLEASE CONTACT US

Sandra L. Vance, MHA

Director, Global Interoperability Showcases
HIMSS

T: +1 312.915.9276 E: svance@himss.org

Gabriel Sim

Sales Director
HIMSS Asia Pacific

T: +65 9299 0802 E: gsm@himss.org



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