



An Affiliate of AHIMA

Dear Prospective FHIMA 2010 Convention Exhibitor:

New and Exciting Changes this year!

The Florida Health Information Management Association Annual Convention will be held at the BRAND NEW Hilton Bonnet Creek Resort in Orlando, **July 12-15, 2010**. We would like to extend an invitation to you to actively participate at the convention by exhibiting your product or service and sponsoring an event during the convention!

NEW THIS YEAR! We have revised our agenda to include a FULL DAY of Exhibit Hall hours on Wednesday and ADDED morning Exhibit Hall hours on THURSDAY! Coding professionals have been invited to attend coding sessions on Wednesday (traditionally held on Thursday) which now means they can visit the Exhibit Hall!

HIMSS/IT audience targeted! This year we are adding an IT track on Thursday. We are extending an invitation to our convention to the Florida chapters of HIMSS! The Exhibit Hall will be open in the morning on Thursday, giving you an opportunity to interact with facility IT professionals!

Expected Audience:

Estimated attendance: over 400 attendees. Attendees range from HIM professionals representing HIM management, Privacy and Security Officers, as well as coding and transcription professionals in all health care settings such as: hospitals, clinics, ambulatory care centers, extended care facilities, insurance companies, HMO's, hospices, physician offices and government agencies will be attending this convention. In addition, IT professionals!

Exhibit Hours: *Set-up: Monday, July 12th Booth set up begins after 2:00 p.m.*

	Exhibit Hall Hours
Tuesday, July 13 th	9:30am – 12 Noon & 2:00pm – 4:00pm
Wednesday, July 14 th	9:30am – 4:00pm There will be a special Exhibitor Lunch in the Exhibit Hall with attendees. This is a dedicated lunch with attendees with no educational sessions scheduled during this time.
NEW! Thursday, July 15th	9:30am – 12 Noon

Booth Specifics:

8'x10' table equipped with 2 chairs, wastepaper basket, carpet and vendor sign with booth number.

Booth Pricing:

We've added Exhibit Hall hours and invited HIMSS members but there is **NO booth price increase this year!**

Booths reserved and payment postmarked by April 23, 2010 are \$725 per booth. Booths reserved and payment postmarked after April 23, 2010 are \$775 per booth.

Booths will be assigned on a first come, first served basis for Letters of Agreement accompanied by payment in full. FHIMA Corporate partners booth assignment will be prioritized according to level. Upon receipt of your signed Letter of Agreement and payment, you will receive a confirmation email with your booth assignment(s). If you have any questions, please contact me at 813-792-9550.

I look forward to seeing you at our exciting FHIMA Annual Convention in July 2010!

Sincerely,

Carolyn Glavan, MS, RHIA
FHIMA Executive Director
7510 Ehrlich Road
Tampa, FL 33625
Phone: (813) 792-9550 Fax: (813) 792-9442
Email: info@fhima.org

**FLORIDA HEALTH INFORMATION MANAGEMENT ASSOCIATION
2010 ANNUAL CONVENTION AND EXHIBITS
Hilton Orlando Bonnet Creek Resort
July 12-15, 2010**

*****NOTE: Exhibit Hall times will be:
Tuesday 7/13 9:30am-4:00pm; Wednesday 7/14 9:30am-4:00pm; Thursday 9:30am-12 Noon**

LETTER OF AGREEMENT FOR EXHIBIT SPACE

COMPANY INFORMATION:

COMPANY NAME: _____

COMPANY CONTACT PERSON: _____

COMPANY ADDRESS: _____

CITY: _____ STATE: _____ ZIPCODE: _____

TELEPHONE: _____ FAX: _____

E-MAIL: _____

INFORMATION FOR CONVENTION PROGRAM:

(This is the information that will be listed in the program)

CONTACT PERSON AT SHOW: _____

CONTACT PERSON ADDRESS: _____

CITY: _____ STATE: _____ ZIPCODE: _____

TELEPHONE: _____ FAX: _____

E-MAIL: _____

SERVICE/PRODUCT DESCRIPTION

Please check all those that apply:

- | | | |
|----------------------------------------------------------|-------------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> Clinical Data/Software Systems | <input type="checkbox"/> Coding Services | <input type="checkbox"/> Consulting Services |
| <input type="checkbox"/> Data Storage/Secure Destruction | <input type="checkbox"/> Dictation Systems | <input type="checkbox"/> Document Imaging/Microfilm |
| <input type="checkbox"/> Education/Training | <input type="checkbox"/> Filing/Shelving | <input type="checkbox"/> Record Management |
| <input type="checkbox"/> Recruiting/Staffing | <input type="checkbox"/> Release of Information | <input type="checkbox"/> Transcription Services |
| <input type="checkbox"/> Other: _____ | | |

FHIMA 2010 Annual Convention Exhibit Space Agreement – page 2

Please review the enclosed floor plan and indicate your selections.

BOOTH SELECTION

*****NOTE: Exhibit Hall times will be:**

Tuesday 7/13 9:30am-4:00pm; Wednesday 7/14 9:30am-4:00pm; Thursday 9:30am-12 Noon

Early Bird \$725 – Exhibit booth rental rate is \$725 per 8’x 10’ booth if payment is received/postmarked by Friday, April 23, 2010.

Regular Fee \$775 – Exhibit booth rental rate if payment is received/ postmarked **after** Friday, April 23, 2010.

Number of booths needed: _____ (Please review the enclosed floor plan and indicate your selections)

1st Choice Booth # _____ 2nd Choice Booth # _____ 3rd Choice Booth # _____

List competitors you wish **NOT** to be near when exhibit space assignments are made:

1. _____ 2. _____
3. _____ 4. _____

FHIMA makes every attempt to assign exhibitors to their booth preference and not near competitors. However, FHIMA reserves the right to assign booths according to exhibit hall space availability.

NAME BADGES

Please list the participants that will require name badges: **(Please type or print clearly)**

1. _____ 2. _____
3. _____ 4. _____
5. _____ 6. _____

If there are any changes to name badges for your booth after you submit your application, please submit changes to info@fhima.org.

CORPORATE SPONSORSHIP OPPORTUNITIES

SPONSORSHIP TYPES	PRICE	QUANTITY	TOTAL
FHIMA ANNUAL CONVENTION (July 2010)			
Booth (\$725 Early Bird cost postmarked prior to 4/23/10 \$775 after 4/23/10)	\$725 (early) \$775 (after 4/23/10)		
Ad in Annual Convention Program:			
Full page (7.5" x 10" — no bleeds – vertical)	\$275		
Half page (7.5" x 4.75" - vertical)	\$150		
Speaker Sponsorships:			
Keynote Speaker at Annual Convention	\$1000		
Session Speaker Sponsorships	\$200		
Breaks and Luncheons:			
Pre-Conference Board Dinner	\$700		
Coffee at New Member Orientation during convention	\$250		
Membership Breaks (Tuesday)	\$500		
Membership Breaks (Wednesday)	\$500		
Membership Breaks (Thursday)	\$500		
Membership Luncheon and Awards Presentation (Tuesday)	\$1000		
Thursday Luncheon (IT /HIMSS and HIM Track Day)	\$1000		
Other Sponsorship Opportunities:			
President’s Reception (Tuesday evening – networking social event – all attendees invited)	\$7000(full) \$3500 (partial)		
Scholarships for students in the HIM profession	\$250/\$500		
Leadership Reception for incoming Regional Presidents, Board and Committee members	\$500		
CD of speaker handouts (sponsors production of handouts on CD) (includes company listing in convention program book under “Sponsorships”)	\$500		
NEW! Convention Advertisement Printed Mailing - Opportunity limited to 4 sponsors! This is the postal mailing that is sent early Spring to over HIM 4,300 individuals with convention information.	Deadline for selecting this sponsorship is 2/12/10		
One half page ad – ad size -7.5" x 4.75" – vertical AD FILE DUE TO FHIMA on 2/19/10	\$500		
NEW! Online Convention Registration Advertisement Opportunity limited to 4 sponsors! Your ad will appear on the convention pages on the FHIMA website! As individuals navigate through the convention information pages online, your advertisement will be displayed.			
130x70 Banner Ad (single slot – non scrolling with link to your website)	\$500		
WEBSITE BANNERS - (on all navigation pages- includes link to vendor website)			
1 Year 130x70 Banner Ad (single slot – non scrolling)	\$600		
1 Year 125x125 Banner Ad (single slot – non scrolling)	\$800		
1 Year 468 x 80 Banner Ad for one year (rotating banner at top)	\$1200		
<i>Note: Vendor responsible for banner ad design and costs for design</i>			

CORPORATE LEVEL CATEGORIES – Corporate partnership levels are based upon total dollars contributed. Additional tickets/registrations purchased do NOT go toward Corporate Level. Use guide below to determine if you have achieved Corporate Level Partnership.

SILVER Partner: \$900 - \$1099 GOLD Partner: \$1100 - \$1999 PLATINUM Partner: Greater than \$2000

Please refer to Corporate Partner Guidelines for more information and benefits to Corporate Partnership.

**** FHIMA reserves the right to reallocate funds as deemed appropriate ****

CONVENTION ADVERTISEMENT OPPORTUNITIES

**** See Sponsorship Opportunities, page 3, to select an ad options ****

NEW ADVERTISING OPPORTUNITIES!!

<p>NEW! Convention Advertisement Printed Mailing - <i>Opportunity limited to 4 sponsors! This is the postal mailing that is sent early Spring to over HIM 4,300 individuals with convention information. Deadline for selecting this sponsorship is 2/12/10. Ad file is due to FHIMA on 2/19/10.</i></p> <ul style="list-style-type: none"> • One half page ad – size limit = 7.5" x 4.75" – vertical 	<p>\$500</p>
<p>NEW! Online Convention Registration Advertisement <i>Opportunity limited to 4 sponsors. Your ad will appear on the convention pages on the FHIMA website! As individuals navigate through the convention information pages online, your advertisement will be displayed.</i></p> <ul style="list-style-type: none"> • 130x70 Banner Ad (single slot – non scrolling) 	<p>\$500</p>

CONVENTION PROGRAM ADVERTISEMENTS INFORMATION

<p>Convention Program (Printed Program) Ad Sizes All printed convention program advertisements must be received prior to June 4, 2010.</p>	<p>Unit Price</p>
<p>Full page (7.5" x 10" — no bleeds)</p>	<p>\$275.00</p>
<p>Half page (7.5" x 4.75")</p>	<p>\$150.00</p>

All electronic files should be emailed to: info@fhima.org

Advertiser is responsible for any additional costs involved in ad set-up. Advertisements must be submitted in electronic format. The electronic file can be either .tif file or .eps file or .pdf extensions. **Please keep in mind that the program is printed in black and white.** Ads must read vertical on page.

PAYMENT INFORMATION

Booth Fee	\$
Total of Sponsorships and Ads <i>(from page 3)</i>	\$
Additional Tickets/Registrations purchased <i>(from page 6)</i> <i>Tickets/registrations are not applied to corporate sponsorship levels</i>	\$
TOTAL Amount Due	\$

Booth space will be assigned after a complete application/contract AND payment is received.

Check (Payable to: FHIMA) Visa MasterCard American Express

Card # : _____

Expiration Date: _____

Billing ZIP CODE: _____

Cardholder Name (PRINT): _____

Cardholder Signature: _____

CANCELLATION POLICY

Cancellations received prior to May 14, 2010 will receive a 50 % refund of your total **booth** payment.
No refunds of any kind will be made after May 14, 2010.

AGREEMENT

The exhibitor agrees to release and hold harmless the Florida Health Information Management Association, its officers, representatives, agents and directors from all liability whatsoever for any loss, damage, or injury resulting directly or indirectly from any cause whatsoever in connection with the FHIMA Annual Convention and execution of this agreement.

AUTHORIZED SIGNATURE: _____ DATE: _____

Submit your signed contract with your payment to:

FHIMA
7510 Ehrlich Road
Tampa, Florida 33625
Fax: (813) 792-9442

If you have any questions, please contact:
Carolyn Glavan, MS, RHIA at (813) 792-9550 or info@fhima.org

ADDITIONAL MEAL TICKETS AND REGISTRATIONS

- Each booth purchased **includes 2 tickets** to the **Exhibitor Lunch on Wednesday**. You may purchase additional lunch tickets for Wednesday below.
- Each booth will receive **2 tickets to the Tuesday evening President’s Reception** should the event occur. You may purchase additional reception tickets below.
- You may purchase tickets to the Tuesday Membership Luncheon (tickets NOT included with booth) and the lunch on Thursday (tickets NOT included with booth).
- Each exhibitor is also eligible to purchase **2 convention registrations** at ½ off the registration price. Registration prices listed below are ½ off the registration price.

Tickets/Registrations	Price	Quantity	Total Price
Membership Luncheon Ticket (Tues., July 13)	\$49.00		
Additional Exhibit Hall lunch ticket (Weds., July 14)	\$40.00		
Thursday Lunch ticket (Thursday, July 15)	\$40.00		
President’s Reception additional ticket *if event is scheduled	\$30.00		
Full Convention Registration: 7/13-7/15 Credentialed AHIMA Member	\$175.00		
One Day Convention Registration <i>Circle One:</i> 7/13 or 7/14 or 7/15 Credentialed AHIMA Member	\$75.00		
Full Convention Registration 7/13-7/15 Non-Credentialed AHIMA Member	\$200.00		
One Day Convention Registration <i>Circle One:</i> 7/13 or 7/14 or 7/15 Non-Credentialed AHIMA Member	\$100.00		
TOTAL			\$

NOTE: If purchasing a Convention Registration above, attendee must complete a Registration Form.

Registration must be done online at www.fhima.org. Registration form will be available online mid-March. You will receive a discount code via email to use when registering.



An Affiliate of the American Health Information Management Association

FHIMA CORPORATE SPONSORSHIP LEVEL GUIDELINES

FHIMA “Corporate Sponsorship” program allows vendors flexibility with their sponsorship. Instead of “purchasing” a corporate membership, FHIMA has designed a contribution selection program. The amount of sponsorship dollars spent by a vendor places them in one of three FHIMA sponsorship categories: Platinum, Gold and Silver. Corporate sponsor levels are based on total dollars contributed and are listed below. The Platinum level is the highest sponsorship level and includes all of the Silver and Gold level benefits followed by the Gold level and then the Silver level. Corporate Partnership status and benefits runs for one year July 1 through June 30.

Silver Partnership – Sponsorship Contributions: \$900-\$1099

Includes:

- Recognition in the FHIMA Annual Convention Program
- Premium choice of booth space at Annual Convention.
- Partnership registration rates at state sponsored educational programs, including the Annual Convention.
- Name tag ribbon at Annual Convention identifying as a Corporate Partner.
- Special recognition through listing on the Vendor Showcase page on FHIMA web site. Includes Company name, Contact name, email address with link.

Note: vendors will be alphabetically categorized by Corporate sponsorship with Platinum being listed first followed by Gold, Silver and General Partners).

Gold Partnership – Contributions: \$1100-\$1999

Includes:

- Recognition in the FHIMA Annual Convention Program
- Premium choice of booth space at Annual Convention.
- Partnership registration rates at state sponsored educational programs, including the Annual Convention.
- Name tag ribbon at Annual Convention identifying as a Corporate Partner.
- Special recognition through listing on the Vendor Showcase page on FHIMA web site. Includes Company name, Contact name, email address with link, **company logo image, website URL with link.**

Note: vendors will be alphabetically categorized by Corporate sponsorship with Platinum being listed first followed by Gold, Silver and General Partners).

Platinum Membership – Contributions: \$2000 and up

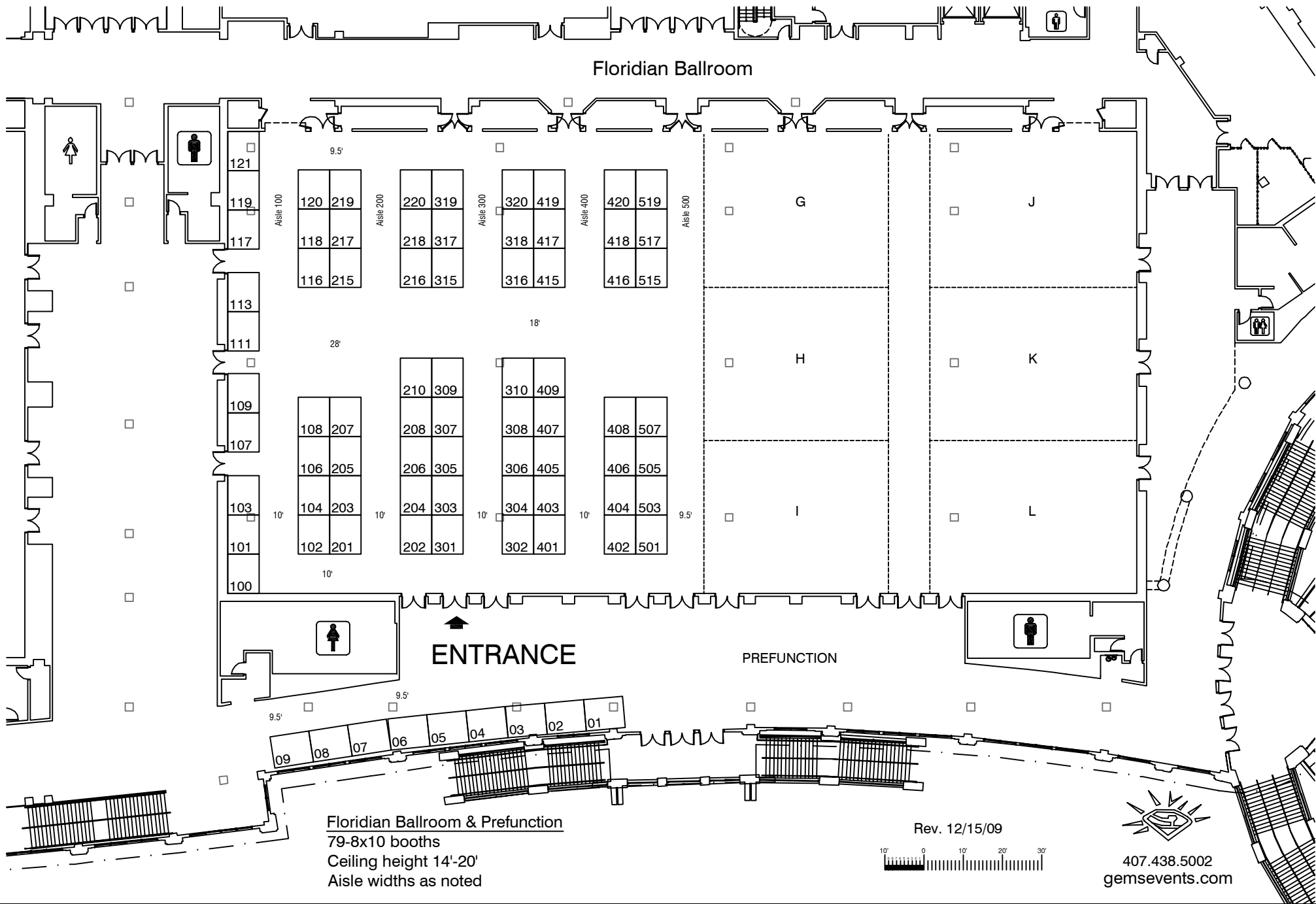
Includes:

- Recognition in the FHIMA Annual Convention Program
- **Platinum members receive First Priority choice of booth space at Annual Convention.**
- Partnership registration rates at state sponsored educational programs, including the Annual Convention.
- Name tag ribbon at Annual Convention identifying as a Corporate Partner.
- Special recognition through listing on the Vendor Showcase page on FHIMA web site. Includes Company name, Contact name, email address with link, website URL with link, **AND company logo with link AND 100 word company description.**

Note: vendors will be alphabetically categorized by Corporate sponsorship with Platinum being listed first followed by Gold, Silver and General Partners).

FHIMA 2010
 Hilton Orlando Bonnet Creek
 Orlando, Florida

Floridian Ballroom



Floridian Ballroom & Prefunction
 79-8x10 booths
 Ceiling height 14'-20'
 Aisle widths as noted

Rev. 12/15/09



407.438.5002
 gemsevents.com