



An Affiliate of AHIMA

Dear Prospective FHIMA 2012 Convention Exhibitor:

The Florida Health Information Management Association Annual Convention will be held at the NEW Hilton Orlando, **July 16-19, 2012**. 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!

Expected Audience:

Estimated attendance: over 400 attendees. Attendees range from HIM professionals representing HIM management, Privacy and Security Officers, as well as IT, 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.

Exhibit Hours:

Set-up: Monday, July 16th Booth set up begins after 2:00 p.m.

Exhibit Hall Hours	
Tuesday, July 17 th	9:30am – 12 noon & 2:00pm – 4:00pm
Wednesday, July 18 th	9:30am – 2:00pm 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.

Booth Specifics:

Booth size is 8'x10'. Includes a 6' skirted table equipped with 2 chairs, wastepaper basket, and vendor sign with booth number. Exhibit Hall is carpeted. Electricity and Internet not included but can be ordered separately. You will receive an exhibitor kit to order these additional items.

Booth Pricing:

NO booth price increase! Booths reserved and payment postmarked by April 20, 2012 are \$725 per booth. Booths reserved and payment postmarked *after* April 22, 2012 are \$800 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 2012!

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



Set Sail with the FHIMA 2012 Convention!

**Exhibit at the Florida 2012 Annual Convention
and you will increase your company's
exposure to Florida HIM Professionals!**

July 16-19, 2012 Hilton Orlando



High Attendee Exposure! The FHIMA 2012 show will provide you with many opportunities to meet and network with HIM professionals in our state. Over 450 HIM professionals attend the meeting and these attendees are HIM managers, Privacy and Security officers, IT managers, consultants, coders, etc and are employed in a variety of health care settings such as hospitals, clinics, health care plans, hospice, physician offices and government agencies.



Increased Exposure! We have increased your exposure to attendees! More face to face time with potential clients means more leads! Increased dedicated exhibit hall time, lunch served in the exhibit hall, networking opportunities at the President's reception, and Exhibitor Send off on Weds after lunch which includes exhibitor door prize giveaways during dedicated exhibit hall time.



Exhibitor Sponsorship Exposure! We are offering many sponsorship opportunities that will provide exposure before and during the convention! Sponsor the online registration! Sponsor the President's reception! Want to sponsor something not on our list? The sky is endless in Florida!



Exhibitor Exposure BEFORE the Convention! Exhibitors at the FHIMA 2012 convention will be able to submit a 130x70 logo (will link to their website) and a three sentence company description. Attendees can view your website even before they arrive at the show!



Hot Topics Exposure for our attendees! Our agenda this year features informative, relevant topics for our attendees. In addition, we are offering separate ICD-10 workshops for attendees to meet new AHIMA CE requirements for ICD-10. This is in addition to our informative, jam-packed agenda! And more topics for HIM Managers and Directors!

We will be at the fabulous Hilton Orlando, a BRAND NEW resort located next to the Convention Center. The networking possibilities are endless with an abundance of entertaining venues and options in the surrounding area!

Space is limited! We HAVE SOLD OUT in the past! Don't delay! Complete information can be found on our website www.fhima.org on the homepage under Upcoming Events. Click Here for Exhibitor Packet <http://www.fhima.org/AnnualMeetingExhibitors.htm>



FHIMA 2nd Annual Silent Auction “Bid on Our Future!” at FHIMA 2012 Convention

We Need your Auction Items!

We are pleased to announce that the first annual “Bid on our Future!” Silent Auction was a HUGE success! We are once again holding a “silent auction” at the FHIMA 2012 convention! If you would like to submit an item for the auction, please complete this form and send back to info@fhima.org!

FHIMA strives to support AHIMA’s initiative of attracting new talent into the HIM profession. One way we do this is by offering scholarships to Florida students enrolled in a CAHIIM accredited programs. FHIMA offers scholarships to currently enrolled undergraduates in HIM and HIT programs as well as those professionals pursuing master’s or doctoral degrees in areas related to health information. In addition, we offer scholarships to students enrolled in approved coding certificate programs through the Charlotte Stockton Memorial Scholarship.

Bottom line, the more donations we receive, the more scholarships we can award! All funds collected for scholarships go directly to FHIMA student scholarships!

Company Name:

Contact Person:

Phone:

E-mail:

Suggested Auction Item Name:

Description of Item:

Estimated Fair Market Value of This Donation:

Please email form back to Carolyn at info@fhima.org
or fax to 813-792-9442 by July 1, 2012.

Bring your item to the FHIMA Registration counter at the convention
on Monday, July 16th or early Tuesday, July 17



Florida Health Information Management Association 2012 Annual Convention and Exhibits

Hilton Orlando July 16-19, 2012

LETTER OF AGREEMENT FOR EXHIBIT SPACE

COMPANY INFORMATION:

COMPANY NAME: _____

COMPANY CONTACT PERSON: _____

COMPANY ADDRESS: _____

CITY: _____ STATE: _____ ZIPCODE: _____

TELEPHONE: _____ FAX: _____

E-MAIL: _____ WEBSITE: _____

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: _____ | | |

BOOTH SELECTION

*Exhibitors will be listed in printed Convention Program alphabetically and by product/service category.
Booth purchases count toward corporate partnership levels. See page 3 for levels.*

**NOTE: Exhibit Hall times will be:
Tuesday 7/12 9:00am-4:00pm; Wednesday 7/13 9:00am-2:00pm**

For 8x 10 Exhibit Booth payments received/postmarked by Friday April 20, 2012

Quantity	Cost	Total
	\$725	

For 8x 10 Exhibit Booth payments received/postmarked AFTER Friday April 20, 2012

Quantity	Cost	Total
	\$800	

Please review the Exhibit Hall Map (floor plan) and indicate your selection(s).

Booth size is 8'x10'. Includes a 6' skirted table equipped with 2 chairs, wastepaper basket, and vendor sign with booth number. Exhibit Hall is carpeted. Electricity and Internet not included but can be ordered separately. You will receive an exhibitor kit to order these additional items.

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

All vendors are required to have a badge.

Please list the participants and spell all names correctly and 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.

CONVENTION SPONSORSHIP OPPORTUNITIES

Sponsors receive recognition in the Convention Program and contributions count toward corporate partnership levels. Corporate Partners listed on website under Vendor Showcase. See below for levels.

	PRICE	QUANTITY	TOTAL
Speaker Sponsorships			
Keynote Speaker at Annual Convention	\$1000		
Session Speaker Sponsorships	\$250		
Breaks and Luncheons			
<i>These are partial sponsorships. If you would like to sponsor in full, contact Carolyn Glavan at info@fhima.org for more information.</i>			
Coffee at Student/New Member Orientation - Tuesday	\$250		
Tuesday Morning Coffee	\$300		
Tuesday Morning Break in Exhibit Hall	\$500		
Tuesday Membership Luncheon and Awards Presentation	\$1000		
Wednesday Morning Coffee	\$300		
Wednesday Morning Break	\$500		
Thursday Morning Coffee	\$300		
President's Reception			
(Tuesday evening – networking social event – all attendees invited)	\$7000(full) \$3500 (partial)		
Scholarships for Florida students in approved HIM programs	\$250/\$500		
CD of speaker handouts (sponsors CD production of handouts)	\$500		
Convention Attendee Bags			
<i>Quantity needed is 550. This opportunity is available on a first come, first served basis. If you are interested, please contact Carolyn Glavan at 813-792-9550 or info@fhima.org. Sponsor secures bags and sends to: FHIMA, 7510 Ehrlich Rd, Tampa, FL 33625 by 6/30/12</i>			
Convention Attendee Badge Holders			
<i>Quantity needed is 550. This opportunity is available on a first come, first served basis. If you are interested, please contact Carolyn Glavan at 813-792-9550 or info@fhima.org. Sponsor secures badge holders and sends to: FHIMA, 7510 Ehrlich Rd, Tampa, FL 33625 by 6/30/12</i>			
Website Banner Ads			
<i>Ad will appear on all FHIMA website navigation pages. Includes link to vendor website. Vendor responsible for ad design and costs for design. Send ad file to info@fhima.org.</i>			
1 Year 468 x 80 Banner Ad for one year (rotating banner at top)	\$1200		
1 Year 130x70 Banner Ad (single slot – non scrolling)	\$600		
1 Year 125x125 Banner Ad (single slot – non scrolling)	\$800		

CORPORATE LEVEL CATEGORIES – Corporate partnership levels are based upon total dollars contributed. Booth purchases, advertisements and sponsorships count toward corporate contributions. Tickets/registrations purchased do NOT go toward Corporate Level. Corporate Partnership status and benefits runs for one year July 1 through June 30.

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 ADVERTISMENT OPPORTUNITIES

	Price	Quantity	Total
<p>Convention Announcement Printed Mailing</p> <p><i>Opportunity limited to 4 sponsors! This is the postal mailing that is sent early Spring to over 4,300 HIM professionals with convention information. This officially opens online registration. Deadline for selecting this sponsorship is 2/10/12. Ad file is due to FHIMA on 2/17/12.</i></p> <p style="text-align: center;">One half page ad – size limit = 7.5" length x 4.75" high</p>	\$500		
<p>Online Convention Registration Advertisement</p> <p><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. Will be sold up to time of convention or until 4 sponsors are reached.</i></p> <p style="text-align: center;">130x70 Banner Ad (single slot – non scrolling)</p>	\$500		
<p>Convention Program (Printed Program) Ads</p> <p><i>Program that is given to all convention attendees. . Advertisements must be submitted in electronic format (.jpg or .pdf) and emailed to: info@fhima.org by June 1, 2012. Advertiser is responsible for any costs involved in ad set-up.</i></p> <p>Program is printed in black & white except back inside cover ad.</p>			
<ul style="list-style-type: none"> • Full page (7.5" length x 10" high— portrait view - no bleeds) 	\$300		
<ul style="list-style-type: none"> • Half page (7.5" length x 4.75" high) (placed top half or bottom half of page) 	\$175		
<ul style="list-style-type: none"> • Inside Back Cover of Convention Program - Full Page Color (7.5" length x 10" high— no bleeds – Portrait view) <i>Opportunity limited to 1 sponsor. Full page color ad will appear on the inside back cover of the convention program! Sold on a First come, first served basis!</i> 	\$500		
<p>Marketing Materials Inserted into Convention Attendee Bags</p> <p><i>Send us your pens, brochures, etc and we'll insert them into the attendee bags! Quantity needed is 550. Send materials to: FHIMA, 7510 Ehrlich Rd, Tampa, FL 33625 by 6/30/12</i></p>			
<ul style="list-style-type: none"> • Registered Vendors (one printed marketing material piece or one marketing item in attendee convention materials) 	\$50 Each item		
<ul style="list-style-type: none"> • Non-Registered Vendors (one printed marketing material piece or one marketing item in attendee convention materials) 	\$200 Each item		
<p>TOTALS for Advertisements</p>			

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 vendor who achieves GOLD or PLATINUM Corporate Partner status is also eligible to purchase **2 convention registrations** at ½ off the applicable registration price. Please contact Carolyn at info@fhima.org if you wish to purchase registrations.
- Tickets/registrations are not applied to corporate sponsorship levels

Tickets/Registrations	Price	Quantity	Total Price
Membership Luncheon Ticket (Tues., July 17)	\$49.00		
Additional Exhibit Hall lunch ticket (Weds., July 18)	\$40.00		
Thursday Lunch ticket (Thursday, July 19)	\$40.00		
President’s Reception additional ticket *if event is scheduled	\$30.00		
TOTAL			\$

PAYMENT INFORMATION

Booth Fee <i>(from page 2)</i>	\$
Total of Sponsorships Opportunities <i>(from page 3)</i>	\$
Total of and Advertising Opportunities <i>(from page 4)</i>	
Additional Tickets/Registrations purchased <i>(from page 5)</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 on or prior to May 11, 2012 will receive a 50 % refund of your total **booth** payment.
No refunds of any kind will be made after May 11, 2012.

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



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.
- 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.
- 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.**
- 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.

