

OHIMA

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CARDINAL

OF OPPORTUNITIES

2012 Annual Meeting & Trade Show
Hilton Columbus at Easton ★ March 26–28, 2012

OHIMA Annual Meeting

★ March 26-28, 2012 ★

Ladies and gentlemen, children of all ages, welcome to the greatest HIM show on earth!

We celebrate this year's theme, *A Carnival of Opportunities*, as we bring Ohio's HIM professionals together to network and explore current health information management and technology issues, making your company's presence vital to our mission. In today's ever-changing world of healthcare, it is important now more than ever to maximize your marketing efforts and increase awareness and recognition for your company and its products. We'd like to extend an invitation to your company to come develop and strengthen its business reach in Ohio. The *Ohio Health Information Management Association Annual Meeting & Trade Show* provides an excellent opportunity for crucial face time with some of the most powerful industry decision-makers as they deal with current issues and prepare for the future. The *OHIMA Annual Meeting & Trade Show*, the largest state association health information management (HIM) show in the country, attracts more than 750 HIM professionals year after year. The vast majority of those who attend are employed as managers or consultants - the qualified buyers and decision-makers who put your products and services to work.

In an attempt to maximize your exposure to attendees, exhibits will be held on the days with highest meeting attendance - Tuesday and Wednesday. We also provide many different opportunities during the meeting for networking and for you to convey your company's message and showcase all of the products and services your company offers.

We are excited to return our show to the beautiful Hilton Hotel Columbus at Easton, a full-service upscale hotel adjacent to the Easton Town Center - the premier shopping, dining and entertainment center. Space is limited and expected to sell out early again this year so don't delay. Toss your hat into the ring 'cause the CARNIVAL has begun! Secure your booth now by completing the enclosed registration form or by visiting our website at www.ohima.org. I look forward to seeing you in March!

Tobi Wood, RN
Director, Trade Show Services

MONDAY, MARCH 26, 2012

4:30 p.m. – 5:45 p.m. Social/Networking – Meet & Greet Happy Hour
6:00 p.m. – 10:00 p.m. EXHIBITOR Materials Provided, Set-Up & Move-In

TUESDAY, MARCH 27, 2012

8:00 a.m. – 9:00 a.m. Continental Breakfast in EXHIBIT HALL
9:00 a.m. – 11:30 a.m. Educational Sessions
9:30 a.m. – 11:15 a.m. EXHIBIT HALL Closed
11:30 a.m. – 12:45 p.m. Lunch in EXHIBIT HALL
12:45 p.m. – 2:15 p.m. Breakout Sessions – EXHIBIT HALL open
2:15 p.m. – 2:45 p.m. Break in EXHIBIT HALL
2:45 p.m. – 4:15 p.m. Breakout Sessions – EXHIBIT HALL open
4:15 p.m. – 5:30 p.m. Wine & Cheese Reception/Raffle Drawing in EXHIBIT HALL

WEDNESDAY, MARCH 28, 2012

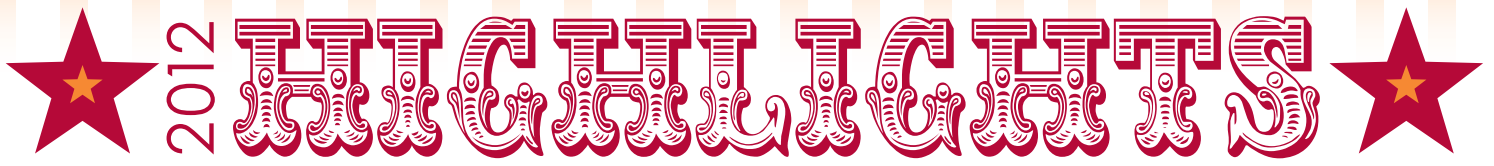
8:00 a.m. – 9:00 a.m. Continental Breakfast in EXHIBIT HALL
9:00 a.m. – 11:30 a.m. Educational Sessions – EXHIBIT HALL open
10:00 a.m. – 10:30 a.m. Break in EXHIBIT HALL
11:30 a.m. – 1:00 p.m. Lunch & Raffle Drawing in EXHIBIT HALL
1:00 p.m. – 4:00 p.m. Educational Sessions
1:00 p.m. – 5:00 p.m. EXHIBITOR TEAR-DOWN

The Hilton Columbus Hotel at Easton located off I-270 in northeast Columbus will serve as the convention hotel. Located just three miles from Port Columbus International Airport, complimentary shuttle service from the airport is provided. This beautiful hotel features rich fabrics, lush carpets, gleaming marble and handcrafted architectural details – all accompanied by a friendly, accommodating staff. Free self-parking and the first floor location of the Exhibit Hall will enhance your overall positive experience as an exhibitor.

Contact the hotel directly to reserve the special OHIMA discounted room rate, telling them you are attending the OHIMA show. Reservations must be made by **March 3, 2012** to obtain the discounted room rate.



Hilton Hotel Columbus
3900 Chagrin Drive | Columbus, OH 43219
(614) 414-5000 | Rate: \$189 Single or Double Room



SESSIONS ADDRESSING CRITICAL ISSUES IN HIM

The HIM profession is experiencing an exciting but challenging future filled with changes. We will host the largest and most informative annual event in Ohio focusing on critical issues in HIM.

STEP RIGHT UP AND JOIN THE FUN!

We make every attempt to maximize your exposure to attendees by providing several dedicated Exhibit Hall hours, and many different opportunities for networking and for you to showcase your products and services. In addition, all exhibitors and meeting attendees are encouraged to attend our complimentary "Meet & Greet Happy Hour" as well as our "Wine and Cheese Reception." This provides opportunities to connect with attendees in a relaxed, social setting while representing your company.

DIRECTOR'S DAY

We've listened to your requests to have more decision-makers at the show. In addition to our already popular Tuesday sessions, we will also be featuring a full-day Wednesday session to attract department managers and directors.

LUNCH IS ON US!

We know it is difficult for you as exhibitors to get away from your booth for lunch. A complimentary lunch and drink will be delivered to your booth each day, allowing for additional time to network with meeting attendees.

EXHIBITOR PRODUCT PREVIEW

All OHIMA Exhibitors are invited to submit a PowerPoint presentation or video profiling their company, products, or services. These presentations are posted on our website so meeting attendees can "browse the booths" prior to the show. This unique FREE opportunity helps generate leads even before the show!

WEB SITE DIRECTORY

All exhibitors will have their company name and product description posted on the OHIMA website. Exhibitors will also be featured in a searchable company directory linking user to a company representative and their contact information. For those wanting additional exposure, there are several sponsorship opportunities available.

ELECTRONIC DATABASE

Exhibitors will receive an electronic database of pre-registrant information, including emails, two weeks prior to the show to assist with pre-show marketing. Exhibitors will also receive a final electronic database after the show to follow-up on those valuable leads.

LEAD RETRIEVAL

OHIMA will be offering a lead retrieval system to those companies interested. This system provides the means to capture and follow-up on sales leads generated in the exhibit hall to attain the best possible Return on Investment.

PLAY THE GAME – EVERYONE'S A WINNER!

Companies are given more control over their raffles and the information collected from meeting attendees. OHIMA assists in promoting the raffles in meeting materials and announcing raffle times and winners during peak show hours. OHIMA's Exhibitor Raffle is a wonderful way to get more booth traffic and exposure. Attendees look forward to this exciting, time-honored tradition.

PREMIER LOCATION WITH FREE PARKING

The beautiful Hilton Columbus is our convention hotel located within walking distance to the Easton Town Center. Easton is Columbus' premier entertainment venue with numerous restaurants and shops –optimal for enhancing your networking opportunities.

BEST OF SHOW!

A "Best of Show" award will be presented to the exhibitor with the most appealing booth. The winner will receive a \$100 credit towards next year's booth fees and a feature article in our newsletter and website!

DEDICATED SHOW MANAGEMENT

Our vendor-oriented program is designed to give full and exclusive exposure only to OHIMA's exhibitors. We don't sell our attendance lists to outside requestors, giving full and exclusive access to an electronic database of attendees to our supporting exhibitors. Our dedicated show management will oversee all arrangements and will provide the utmost attention to detail - before, during and after the show.

MEETING ATTENDANCE/CES

Your exhibitor badge entitles you to sit in on any of the educational sessions at no additional charge. However, for those exhibitors wishing to obtain CEs and the program/speaker materials – Annual Meeting program registration and payment is required for day(s) of attendance.

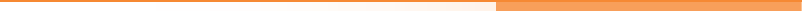


Exhibit Hours

MONDAY, MARCH 26

Materials, Set-Up & Move-In: 6:00 p.m. – 10:00 p.m.

TUESDAY, MARCH 27

Show Open: 8:00 a.m. – 9:30 a.m.
11:15 a.m. – 5:30 p.m.

WEDNESDAY, MARCH 28

Show Open: 8:00 a.m. – 1:00 p.m.
Tear-Down: 1:00 p.m. – 5:00 p.m.

Visit the Exhibit Hall section of OHIMA's website at www.ohima.org for further information.

Booth Costs

If signed contract with full payment is postmarked on or before 12-31-11:
Standard \$630 | Premium (corner booths) \$655

If signed contract with full payment is postmarked after 12-31-11:
Standard \$655 | Premium (corner booths) \$680

Multiple booths will be discounted by 10% starting with the second booth. Exhibit Hall booths are 8' x 10' and hallway booths are 6' x 10'. All booths include back and side drapes, a company identification sign, evening perimeter security, a 6-foot table, two chairs and wastebasket. All exhibitor areas are carpeted.*

**There is a \$50 additional charge for the 12' x 16' corner booths (#7 and #54).*

Exhibitor Contract

OHIO HEALTH INFORMATION MANAGEMENT ASSOCIATION
Annual Meeting | March 26 – 28, 2012 | Hilton Columbus, Columbus, Ohio



Company: _____ Contact Person: _____

Phone: _____ Fax: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

PRODUCT/SERVICE DESCRIPTION *(For use in program material)*

USE DESCRIPTION ON FILE USE ATTACHED (please attach a concise, two-to-three line description)

BOOTH RATES

ON OR BEFORE 12/31/11 \$630 (Standard)..... \$655 (Corner)
AFTER 12/31/11..... \$655 (Standard)..... \$680 (Corner) * For 12'x16' Corner Booths (Booth #s 7 & 54) -- add \$50

SPECIFICATIONS

Booth confirmations are made on a first-come, first-served basis. Full payment MUST accompany a signed, complete contract.

Booths are 8'x10' inside exhibit Hall unless otherwise noted. Two corner 12'x16' spaces are also available. Hallway booths are 6'x10'. Booth space includes back and side drapes, identification sign, 6-foot table, two chairs and wastebasket. All exhibit areas are carpeted.

Two exhibitor badges will be issued per booth. Complimentary boxed lunches and beverages are provided for two representatives/booth each day if ordered prior to the show. There is a charge of \$35 for each additional representative.

Only ONE company under one company name is permitted to exhibit per booth.

TERMS: Full payment must accompany all complete and signed Contracts. Contracts will not be processed and no booth guaranteed until contract and payment are both received. Cancellations after 1/1/12 will forfeit full payment. Liability: The Hilton Columbus, the Ohio Health Information Management Association and its contracted Trade Show Director will take reasonable precaution to protect against loss or damage; however, the parties named herein shall not be held liable for any loss, damage, inconvenience, injury or theft that may occur to the exhibitor, exhibitor's employee or exhibitor's property. Exhibitors are encouraged to safeguard their property AT ALL times. Perimeter security will be provided at the close of exhibit hours until opening hours the following day.

 SIGNATURE _____ DATE _____

BOOTH PREFERENCES

Visit www.ohima.org for latest floor plan and online booth reservation information.

1st Choice: 2nd: 3rd:

BOOTH FEE \$ _____

Less Deposit (if applicable) - \$ _____

Additional Exhibitors () + \$ _____
(In excess of 2/booth : \$35/representative)

TOTAL DUE \$ _____

MAIL COMPLETED CONTRACT & PAYMENT TO:

OHIMA
PO Box 824
Worthington, OH 43085

Direct exhibit inquiries to:
Tobi Wood
OHIMA Trade Show Services
PO Box 824
Worthington, OH 43085
(614) 915-1007
fax (614) 847-0153
exhibitinfo@ohima.org

PAYMENT OPTIONS

CHECK – Payable to: OHIMA (Tax ID # 31-0918571)

CHARGE REQUEST* VISA MasterCard

To make an online Credit Card payment, go to www.ohima.org and select Credit Card Payment option from drop down menu under Exhibit Hall in left directory.

Name on Card _____

Card No. _____ Exp. Date _____

Security Code (last 3 or 4 digit # on back of credit card) _____

SIGNATURE _____

* Please be aware the charge will appear on your monthly statement under the name of our credit processing provider as "TELUSYS"

Received: _____ Check #: _____

Amount: _____ Bal. Due: _____

“This is one of the best state shows in the country. We are thrilled to be here and will be back each year!

Linda, ProTec Solutions

“Best HIM show around!

Linda, 3M Health Information Systems

“The OHIMA Annual Meeting & Trade Show is always a great event in which our university is able to network with industry peers and meet past, present and future students.”

Jennifer, University of Cincinnati