



## Exhibitor Priority Point Opportunities

*Exhibitor Priority Points are received throughout the year by completing tasks by a specified due date. These points accumulate over the year and when it comes time for the conference you are given a date/time to come and select your booth space for the following year's conference. The more points you have the earlier date/time you will receive at booth selection.*

### How Points are Earned:

- Every \$3,000 in revenue received within HIMSS organization 1 point will be awarded (conferences, HIMSS Analytics, advertising, sponsorships, membership, Innovation Center, International)
- Earn additional points by completing tasks by a specified date

### General Rules:

- Exhibitor points are cumulative and carried from one participating year to the next. Failure to exhibit in a given year resets exhibitor point total to zero. If floor is sold out, wait-listed exhibitors do not lose points if unable to clear waitlist
- Dates and ways to earn points are subject to change
- Show management has the right to [remove points](#) for not following show rules & regulations while participating at any HIMSS conferences.
- Points may only be used by the company that holds the points. Companies subsidiary or affiliate companies may not use points that belong to another company.
- Additional way to earn points will be added May 31, 2017

### HIMSS18: (March 6-8, 2018)

- 10 points for renewing or purchasing a signed sponsorship contract on or before June 30, 2017
  - 15 points for renewing or purchasing a signed Interoperability Showcase contract on or before June 30, 2017
  - 15 points for full payment of exhibit space by August 4, 2017
  - 5 points for submitting a new\* contract for HIMSS17 sponsorship by September 1, 2017
  - 10 points for populating [company profile](#) by September 22, 2017 (*must hit save for points to populate*)
  - 10 points for populating 100% of names into the online housing group reservation
  - 15 points received if 50% payment received at booth selection for (HIMSS19)
  - 10 points if exhibitor survey is completed by April 2, 2018
- \*have never sponsored before

### Connected Health Conference: (October 26-27, 2017)

- 15 points for full payment of exhibit space by June 23, 2017
- 10 points for populating company profile by August 25, 2017
- 5 points if exhibitor survey is completed by November 19, 2017

### Corporate Membership:

- 15 points for early payment 90 days prior to Corporate Membership dues
- 10 points for early payment 60 days prior to Corporate Membership dues
- 5 points for early payment 30 days prior to Corporate Membership dues
- 10 points if upgrade from Gold to Platinum
- 15 points if upgrade from Gold to Emerald
- 20 points if upgrade from Gold to Diamond
- 15 points if upgrade from Platinum to Emerald
- 20 points if upgrade from Platinum to Diamond
- 20 points if upgrade from Emerald to Diamond
- 5 points for completing the corporate member survey by TBD



### Exhibitor Priority Point Opportunities

- 1 point for completing additional corporate member surveys throughout the year

#### Additional Benefits

- 5 points per company registering to the BrandHIT event by May 15, 2017.
  - An additional 1 point per person for each staff member registering for BrandHIT event, in addition to the primary registrant. This applies for registrations through the event.
- 5 points for signing up to be a National Health IT Week Partner with HIMSS (post white papers, host an event, submit a story) by September 8, 2017

#### Benefits of Corporate Membership:

- **Diamond** receive quadruple points for total spend
- **Emerald** receive triple points for total spend
- **Platinum** receive double points for total spend

#### Mergers & Acquisitions, Company Splits:

- When companies are acquired, merged or consolidated HIMSS will use the points from the company with the greatest amount accumulated (points cannot be combined).
- When a company splits, it is the responsibility of the companies to determine how they want the total points split between each company (Example: XYZ with 500 points splits into XYZ1 and XYZ2, XYZ needs to let HIMSS know how to split the 500 points, XYZ1 keeps 300 points and XYZ2 keeps 200 points).

#### What points are used for during the year:

**Number of points determine time and date a company is given to choose exhibit space for the following conferences:**

- HIMSS Annual Conference & Exhibition

**Number of points determine what order a company may choose their housing needs for the upcoming HIMSS Annual Conference & Exhibition.**

- Corporate Membership Level is the first order, once that is determined, companies may choose in point order. (For Example: A Diamond member with fewer points than a Gold member will be able to choose hotel before the Gold member, because of Corporate Member status.)

Exhibitor Point Inquiries please contact:

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