



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.
- Co-Exhibitors and Complimentary Exhibitors will not earn priority points

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 HIMSS18 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 June 30, 2017



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- 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
- 1 point for a member obtaining HIMSS Advancement (Senior Member, Fellow Member, Life/Life Fellow Member – By November 1, 2017
- 1 point per person who currently hold a CPHIMS or CAHIMS certification - up to a max of 20 points per company – by November 1, 2017
- 1 point for active members of HIMSS taskforce/workgroups- up to a max of 20 points per company – by November 1, 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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Updated as of June 19, 2017