



## Exhibitor Priority Point Opportunities

The Exhibitor Priority Point system has been developed to recognize our market supplier support of HIMSS Enterprise. The order of booth selection and corporate member hotel room selection for HIMSS Global Conference will be determined by each exhibitor's cumulative number of points. *Exhibitor Priority Points are received throughout the year by completing tasks by a specified due date and by overall spend (HIMSS Enterprise wide)- listed below.*

### 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, Health 2.0, Healthbox, etc)
- 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 [deduct points](#) for not following show rules & regulations while participating at any HIMSS organized events.
- 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

### HIMSS20: (March 9-13, 2020)

- 15 points for renewing or purchasing Interoperability Showcase contract on or before June 14, 2019 (5pm CT) (contract must be signed)
  - 10 points for renewing or purchasing HIMSS20 sponsorship on or before June 14, 2019 (5pm CT) (contract must be signed)
  - 15 points for full payment of exhibit space by July 19, 2019 (5pm CT)
  - 10 points for populating company profile by July 19, 2019 (5pm CT) (**must hit APPROVE DATA button for points to populate**)
  - 5 points for submitting a new\* contract for HIMSS20 sponsorship by August 30, 2019 (5pm CT)
  - 10 points for populating 100% of names into the online housing group reservation (*applied post conference*)
  - 15 points received if 50% payment received at booth selection for (HIMSS21)
  - 10 points if exhibitor survey is completed by March 27, 2020 (5pm CT)
- \*have never sponsored before

### Machine Learning & AI (June 13-14, 2019)

- 10 points for sponsoring the event (Premier, Signature)
- 5 points for sponsoring the event (Patron, Support)

### Health 2.0 (September 16-18, 2019)

- 15 points for full payment of exhibit space by June 17, 2019
- 10 points if space is reserved by June 1, 2019
- 10 points for populating company profile by July 16, 2019
- 5 points if exhibitor survey is completed by October 4, 2019

### Connected Health Conference: (October 16-18, 2019)

- 15 points for full payment of exhibit space by July 16, 2019



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- 10 points if space is reserved by August 2, 2019
- 10 points for populating company profile by August 16, 2019
- 5 points if exhibitor survey is completed by November 6, 2019

#### Healthcare Security Forum (December 9-10, 2019)

- 10 points for sponsoring the event (Premier, Signature)
- 5 points for sponsoring the event (Patron, Support)

#### Corporate Membership:

- 15 points for NEW Corporate Members with payment received by June 14, 2019
- 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
- 10 points for completing the corporate member survey by June 14, 2019

#### Additional Benefits

- 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 9, 2019
- 1 point for a member obtaining HIMSS Advancement (Senior Member, Fellow Member, Life/Life Fellow Member – By October 1, 2019
- 1 point per person who currently hold a CPHIMS or CAHIMS certification - up to a max of 20 points per company – by October 1, 2019
- 1 point for active members of HIMSS taskforce/workgroups- up to a max of 20 points per company – by October 1, 2019

#### Benefits of Corporate Membership:

- **Diamond** receive quadruple points (4x) for total spend
- **Emerald** receive triple points (3x) for total spend
- **Platinum** receive double points (2x) for total spend
- **Gold** receive half points (1.5x) 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 (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 Global Conference & Exhibition

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



### **Exhibitor Priority Point Opportunities**

- 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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