



Advancing the New Model of Care



Exhibitor Prospectus

February 29–March 3, 2016
Venetian-Palazzo-Sands Expo & Convention Center
Las Vegas, NV
HX360.org

A Collaboration of
himss **avio**

Convening at
himss16
Conference & Exhibition

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Unparalleled Insights to Innovate Now.

HX360™ — Advancing the New Model of Care

Building on the success of the inaugural 2015 HX360 conference, the second annual event will take place at the HIMSS16 Conference and Exhibition on February 29 – March 3, 2016.

HX360, co-developed by HIMSS and AVIA, promotes transformation of healthcare through innovation and adoption of next generation technologies by leveraging technology, process and structure.

This year, HX360 will focus on:

- Innovation best practices and lessons from industry leaders who exercise innovation prowess and have integrated cutting-edge technology
- Critical insight and interactive dialogues on how to address the most pressing healthcare delivery challenges facing providers:
 - Patient as Consumer
 - Chronic and Behavioral Care
 - Post-Acute Care
 - Operations 2.0



HX360 INNOVATION PAVILION

Your best prospects are here

The HX360 Innovation Pavilion offers a platform for innovators to engage with a curated audience of forward-leaning healthcare leaders and decision-makers seeking to take action on transforming healthcare with innovative technology solutions.

The Innovation Pavilion creates a unique opportunity for exhibitors and attendees to experience the energy, passion, and spirit of innovators building cutting-edge technologies focused on improving health and healthcare.

HX360 is dedicated to promoting innovative technology solutions that address the most pressing healthcare delivery challenges, including Patient as Consumer, Chronic and Behavioral Care, Post-Acute Care, and Operations 2.0. The Innovation Pavilion will be organized around these four challenges making it easily navigable for attendees, creating an overall better experience.

The Innovation Pavilion will feature a Startup Showcase, Provider Challenge Showcase, and Accelerator Hub designed for a limited set of early and growth-stage companies that best address these challenges.

We promote you

- **Centralized location:** The Innovation Pavilion is directly adjacent to the HX360 conference programming and Venture + Forum, thereby maximizing attendee traffic
- **Exclusive receptions:** Several receptions will occur in the Innovation Pavilion offering unique networking opportunities with C-Suite executives, health leaders, investors and entrepreneurs
Receptions will be on February 29, March 1 and March 2, 2016
- **Brand exposure:** Your company will be featured in the HX360 and HIMSS16 Conference and Exhibition official program guide, website and mobile app
- **Mobile App:** The new HX360 mobile app is designed to optimize the attendee experience and ensure that curated and highly motivated visitors can easily find you
- **Ask an expert:** Facilitated office hours and learning sessions will be held with healthcare and industry thought leaders
- **Networking and office space:** Space will be available to convene, connect, and collaborate with healthcare leaders, investors, and other entrepreneurs

INNOVATION PAVILION



STARTUP SHOWCASE

The Startup Showcase will feature **early and growth-stage companies** utilizing new technologies to address healthcare delivery challenges. The Startup Showcase offers innovators and entrepreneurs a platform to connect, convene and collaborate with HX360 and HIMSS16 Conference and Exhibition audiences.

Startup Showcase – Individual Company Kiosk \$2,000

The Startup Showcase offers a turnkey environment for innovative technology companies showcasing their products, services and solutions to the HX360 and HIMSS16 Conference and Exhibition audiences.

Each pre-configured kiosk includes:

- Aisle carpeting and vacuuming
- Electrical
- Internet
- Two chairs/stools
- Logo and graphics on kiosk
- Storage area at kiosk
- Two (2) exhibitor badges for Innovation Leaders Program and HIMSS16 Exhibit floor
- Listing in the HX360 and HIMSS16 Conference and Exhibition official program guides, websites and mobile app

Exhibit space assignment can be selected on a first come, first serve basis. Limited number of spaces are available. Please contact a member of the sales team to learn more about exhibiting opportunities and additional sponsorships:

Tia Peterson at 312.912.9232 or tpeterson@himss.org

Joe Bonanno at 312.912.6718 or jbonanno@himss.org

Jim Collins at 312.912.9546 or jcollins@himss.org

Mary Griskewicz at 203.421.8317 or mgriskewicz@himss.org

Sean Roberts at 312.590.7101 or sroberts@himss.org

International Delegations and Packages



INNOVATION PAVILION



PROVIDER CHALLENGE SHOWCASE

The Provider Challenge Showcase will be centrally located within the Startup Showcase exhibit floor and will feature innovative technology solutions that are solving the most pressing provider challenges:

- **Patient as Consumer:** Understand and engage with patients as empowered individuals; find opportunities to build customer loyalty
- **Chronic + Behavioral Care:** Identify and support complex, chronic and pre-chronic patients
- **Post-Acute Care:** Succeed at transitions of care and engagement beyond the four walls
- **Operations 2.0:** Improve quality and cost competitiveness to address the challenging operating environment; enhance current efforts in becoming a high reliability organization

Provider Challenge Showcase – Individual Company Kiosk \$7,500

The Provider Challenge Showcase offers a turnkey environment for innovative technology companies showcasing their products, services and solutions to the HX360 and HIMSS16 Conference and Exhibition audiences, including:

- The booth will be featured as a Provider Challenge Exhibitor and will be centrally located on the exhibit hall floor
- Recognition as Provider Challenge Exhibitor on the HX360 and HIMSS16 official program guide, website and mobile app
- 20 minute live presentation in the Innovation Pavilion theater
- 2-minute video of your solution will be shown in the showcase
- Each pre-configured kiosk includes:
 - Aisle carpeting and vacuuming
 - Electrical
 - Internet
 - Storage area at kiosk
 - Logo and graphics on kiosk
 - Four (4) exhibitor badges for Innovation Leaders Program and HIMSS16 Exhibit floor
 - Two chairs/stools
 - Listing in the HX360 and HIMSS16 Conference and Exhibition official program guides, websites and mobile app

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INNOVATION PAVILION



ACCELERATOR HUB

The Accelerator Hub highlights corporate innovation efforts and leading incubator and accelerator programs dedicated to fostering entrepreneurs, companies, and new technologies to address healthcare delivery challenges.

Accelerator Hubs – Three Options to Meet Your Needs

Platinum level \$25,000

- 20x30 space
- Pre-configured exhibit including up to eight (8) kiosks for you and your portfolio companies
- Recognition as Accelerator Hub Exhibitor on the HX360 and HIMSS official program guide, website and mobile app

Gold level \$20,000

- 15x20 space
- Pre-configured exhibit including up to six (6) kiosks for you and your portfolio companies
- Recognition as Accelerator Hub Exhibitor on the HX360 and HIMSS official program guide, website and mobile app

Silver level \$15,000

- 10x20 space
- Pre-configured exhibit including up to four (4) kiosks for you and your portfolio companies
- Recognition as Accelerator Hub Exhibitor on the HX360 and HIMSS official program guide, website and mobile app

Each pre-configured space includes:

- Aisle carpeting and vacuuming
- Electrical
- Internet
- Logo and graphics on kiosk
- Two (2) exhibitor badges for Innovation Leaders Program and HIMSS16 Exhibit floor
- Chairs for exhibitors

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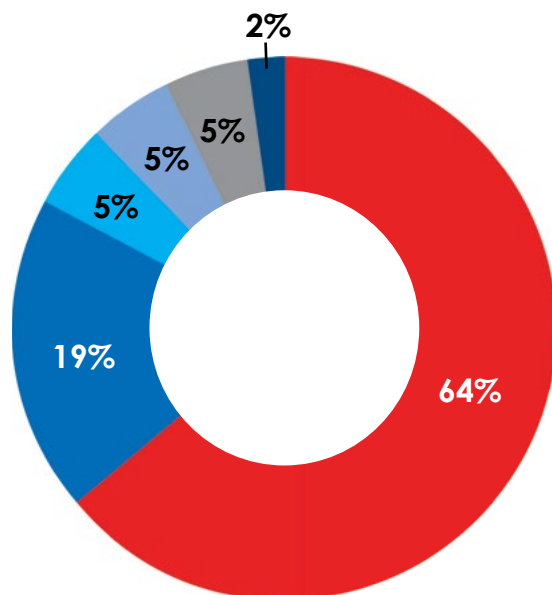
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International Delegations and Packages

YOUR BEST PROSPECTS ARE HERE

At HX360 you will be able to engage with healthcare leaders and decision-makers, investors, and other innovators seeking to transform healthcare delivery.

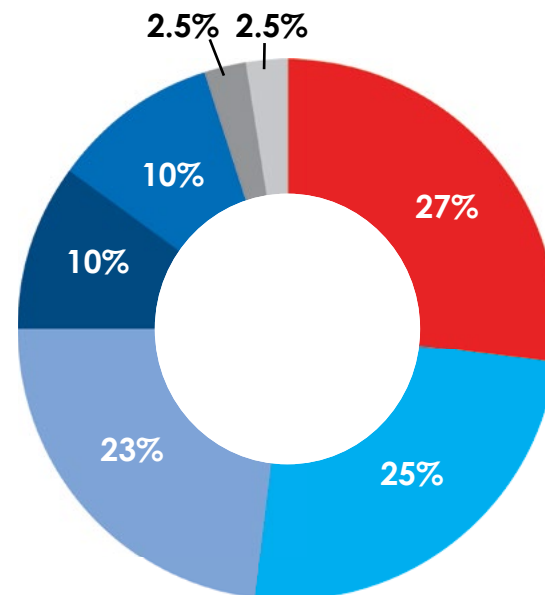
HX360 Attendance by Type



WORKSITE

- Provider (Health System, Hospital, Ambulatory System)
- Technology Vendor/Consulting
- Investment Firm / Bank / Venture Capital
- Association
- Accelerator / Incubator
- Payer

HX360 Attendance by Job Title



JOB TITLE

- CEO, President
- Managing Director, Executive Director, Partner, Principal
- EVP, SVP, VP
- CIO, CTO
- Other Titles
- Chief Strategy Officer
- Chief Medical Officer

COLLABORATORS



HIMSS is a global voice, advisor and thought leader of health transformation through Health IT with a unique breadth and depth of expertise and capabilities to improve the quality, safety, and efficiency of health, healthcare and care outcomes. HIMSS designs and leverages key data assets, predictive models and tools to advise global leaders, stakeholders and influencers of best practices in Health IT so they have the right information at the point of decision.

Through its health IT network of over 1 million experts, over 200 knowledge exchanges and collaborations, including 60,000 plus members, HIMSS drives innovative; forward thinking around best uses of technology in support of better connected care, improved population health and low cost of care.

HIMSS, the source you trust most.

himss.org



AVIA was built to serve the needs of health systems. We believe that transformation requires innovation, and innovation starts with a focus on health systems' challenges and opportunities. Our Innovator Network includes forward-leaning provider organizations seeking to address pressing challenges that are ripe for innovation. AVIA drives a rigorous process to help our members identify, evaluate, and implement the best emerging tech-enabled solutions, at scale. Our proven approach reduces risk, accelerates action, and clears the way for health systems to take on more opportunities

aviahealthinnovation.com

[@HealthAVIA](https://twitter.com/HealthAVIA)

HOST EVENT



The 2016 HIMSS Annual Conference & Exhibition, February 29 – March 4, 2016 in Las Vegas, brings together 40,000+ health IT professionals, clinicians, executives and vendors from around the world. Exceptional education, world-class speakers, cutting-edge health IT products and powerful networking

are hallmarks of this industry-leading conference. With 300+ education programs, 1,300+ vendors, and hundreds of networking events and special programs, HIMSS16 provides attendees a flexible and personal conference experience customized to their specific wants and needs. HIMSS16 attendees will explore top-of-mind issues such as interoperability, innovation, change management, big data and telehealth,

along with newer focus areas like cybersecurity, next-generation technologies, population health and revenue cycle management. At HIMSS16, 40,000+ attendees will find the resources they need to continue to transform health and lives through IT. **HIMSS16 is the Health IT Conference.**

himssconference.org



CONTACT US

Exhibitor Sales Team



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