



THE UNIVERSITY OF  
**SYDNEY**

NATIONAL CENTRE  
FOR CLASSIFICATION  
IN HEALTH

## **HIMAA and NCCH 2015 NATIONAL CONFERENCE**

**27 - 29 October 2015**

**Sydney Masonic Conference and Function Centre**

***“Diversify, Innovate, and Transform”***

## **EXHIBITOR & SPONSORSHIP PROSPECTUS**



**Showcase your latest solutions to potential clients  
Connect and engage with your key audiences  
Attendees are forward thinkers and early adopters  
Open up new networking opportunities**

## An Overview

**This 32st Annual National Conference is the largest Health Information Management event in the industry** and the only one that showcases the industry's key issues in the one setting. HIMAA teams up with NCCH to double the informational and learning power of the networking event of the year for HIM's, Clinical Coders and other professionals associated with the management and use of health information. This year we welcome Medical Transcriptionists to the fold.

The theme for this year's conference "**Diversify, Innovate, and Transform**" will see 350-500 healthcare professionals explore eHealth, funding, service management, medico legal issues, human resources and change management, research, international perspectives, and workforce pathways.

The program will include keynote presentations from leaders in the field, plenary and paper presentations, workshop sessions, practice bytes and posters, and a stimulating program of social and networking activities. And of course, there is our state-of-the-industry trade exhibition. Regular delegates look forward to catching up with their key suppliers at Australia's premiere Health Information Management event.

Plan now to welcome delegates from around Australia, New Zealand, South East Asia, the Middle East and the Pacific at this lighthouse event; and stay abreast of the major changes in the healthcare landscape and Health Information Management's central role in this changing environment.

## The Benefits to Your Organisation

By taking advantage of a **sponsorship package and/or exhibition booth**, your organisation has the opportunity to engage directly with leaders and decision makers in the Health Information Management, Clinical Coding and Medical Transcription occupations. By showcasing your organisation and its products/services, you are reaching the key stakeholders involved in the operation and planning of this key area of Healthcare delivery. **Reach Executives who make/influence purchasing decisions.**

## Benefit From a Comprehensive Marketing Program

The National Conference team are implementing a comprehensive, targeted marketing and public relations campaign around this event, which will help drive attendance and provide access to your target audiences. This marketing campaign includes the promotion of conference, the trade exhibition and the location throughout the year at key industry events to drive attendance and raise awareness including email campaigns and print advertising.

Hundreds of professionals from the industry will receive conference promotion with highly-targeted marketing messages about your products/services, depending on the package selected.

## The Venue and Location

The 2015 National Conference will be held at Sydney Masonic Conference and Function Centre <http://www.smcfc.com.au/> SMC Conference & Function Centre in Sydney is the ideal venue located in Sydney's CBD, the purpose built centre offers a complete conference solution with modern and stylish facilities. The architecturally significant building features striking geometric angles, exposed raw concrete and warm timber textures. Delegates will enjoy the convenience of easy access from Museum Station, affordable parking can be found at Secure Parking diagonally opposite and the venue is surrounded by 3 to 5 star hotels.

The **Conference Dinner** will be held at Dockside, Darling Harbour on Wednesday 28<sup>th</sup> of October 2015.

<http://www.darlingharbour.com/things-to-do/dockside.aspx>

What better way to engage with valued clientele?

Take advantage of unique marketing opportunities and sponsorship packages

## EXHIBITOR/SPONSOR OPPORTUNITIES AND FEES

Please find the floor plan attached. Please indicate your booth number preference on the booking form.

### Each SYMA System booth (3m x 2m) package includes:

- Walling - Booth walls are white panels (can use double sided Velcro or Blutac)
- Lighting - 1 x twin lights (lights are mounted behind the front fascia panel)
- Power - 1x 4amp power outlet
- Fascia/Name - 1 x standard Fascia /Name sign (up to 25 Characters).

**BUMP IN:** Exhibitors can start to set up their booth from 3 pm onwards on Monday 26th October.

**EXHIBITION TIMES:** Tuesday 27th October, 7.30 am to Thursday 29th October 5 pm.

**BUMP OUT:** Thursday 29th October from 3.30 pm.

## SPONSORSHIP AND EXHIBITION OPPORTUNITIES

<b>Gold Package - Unique Opportunity – Cost \$17,500 + GST (Value \$31,800)</b>	
INCLUSIONS:-	VALUE
<ul style="list-style-type: none"> <li>• <b>Sponsor Conference Dinner on 28th October</b> <ul style="list-style-type: none"> <li>- Company banner/signage displayed at dinner venue</li> <li>- Acknowledgement and brief speaking opportunity at Conference Dinner</li> </ul> </li> </ul>	\$8,250.00
<ul style="list-style-type: none"> <li>• 2 x SYMA System booths space (3m x 2m per booth) incl.                             <ul style="list-style-type: none"> <li>- Internet access</li> <li>- Company's product featured and booth listed in the conference mobile app.</li> </ul> </li> </ul>	\$7,000.00
<ul style="list-style-type: none"> <li>• Banner on HIMAA homepage/event website/sessions breaks &amp; Logo on program                             <ul style="list-style-type: none"> <li>- Satchel inserts (@\$1,500)</li> <li>- 1x discounted full page colour advertisement on HIMJ/I (@\$2,400)</li> <li>- Logo and acknowledgement in HIMAA MATTERS newsletter</li> </ul> </li> </ul>	\$9,900.00
<ul style="list-style-type: none"> <li>• 4 x complimentary passes to Full conference &amp; 2 VIP passes for conference dinner, additional passes at Member early bird rate</li> </ul>	\$4,150.00
<ul style="list-style-type: none"> <li>• Sponsor HIMAA Branch Event (Professional Development Day or Networking Lunch or Dinner)</li> </ul>	\$2,500.00
<ul style="list-style-type: none"> <li>• Supply delegate list in CSV (subject to delegate concurrence and HIMAA fair-use policy)</li> </ul>	
<b>Total Value to Sponsor</b>	<b>\$31,800.00</b>

  

<b>Silver Package - Unique Opportunity – Cost \$10,500 + GST (Value \$20,970)</b>	
INCLUSIONS:-	VALUE
<ul style="list-style-type: none"> <li>• <b>Sponsor Welcome Reception 27th October</b> <ul style="list-style-type: none"> <li>- Company Banner/Logo displayed at lectern</li> <li>- Acknowledgement and brief speaking opportunity at Welcome Reception</li> </ul> </li> </ul>	\$5,950.00
<ul style="list-style-type: none"> <li>• 1 x SYMA System booth space (3m x 2m) incl.                             <ul style="list-style-type: none"> <li>- Internet access</li> <li>- Company's product featured and booth listed in the conference mobile app.</li> </ul> </li> </ul>	\$3,500.00
<ul style="list-style-type: none"> <li>• Banner on HIMAA homepage/event website/sessions breaks &amp; Logo on program                             <ul style="list-style-type: none"> <li>- Satchel inserts (@\$1,500)</li> <li>- 1x discounted ½ page colour advertisement in HIMJ/I (@\$950)</li> <li>- Logo and acknowledgment in HIMAA MATTERS Newsletter</li> </ul> </li> </ul>	\$6,500.00
<ul style="list-style-type: none"> <li>• 3 x complimentary passes to Full conference &amp; 1 extra pass to welcome reception and additional member early bird rate pass</li> </ul>	\$3,020.00
<ul style="list-style-type: none"> <li>• Sponsor HIMAA Branch Event (Professional Development Day or Networking Lunch or Dinner)</li> </ul>	\$2,000.00
<ul style="list-style-type: none"> <li>• Supply delegate list in CSV (subject to delegate concurrence and HIMAA fair-use policy)</li> </ul>	
<b>Total Value to Sponsor</b>	<b>\$20,970.00</b>

<b>Bronze Package – Cost \$7,500 + GST (Value \$14,200)</b>	
<b>INCLUSIONS:-</b>	<b>VALUE</b>
<ul style="list-style-type: none"> <li>• <b>Sponsor Morning/Afternoon Tea/Luncheon</b> <ul style="list-style-type: none"> <li>- Banner displayed in area specific to catering session being sponsored</li> <li>- Acknowledgement at Morning/Afternoon Tea/Luncheon with A/V acknowledgement</li> </ul> </li> </ul>	\$3,000.00
<ul style="list-style-type: none"> <li>• 1 x SYMA System booth space (3m x 2m) incl. <ul style="list-style-type: none"> <li>- Internet access</li> <li>- Company's product featured and booth listed in the conference mobile app.</li> </ul> </li> </ul>	\$3,500.00
<ul style="list-style-type: none"> <li>• Logo on HIMAA event website/sessions breaks &amp; program <ul style="list-style-type: none"> <li>- Satchel inserts (@\$1,500)</li> <li>- Discounted ¼ page colour advertisement in HIMJ/HIMI (@\$750)</li> <li>- Logo and acknowledgment in HIMAA MATTERS Newsletter</li> </ul> </li> </ul>	\$4,750.00
<ul style="list-style-type: none"> <li>• 2 x complimentary passes to Full conference and additional member early bird rate pass</li> </ul>	\$1,950.00
<ul style="list-style-type: none"> <li>• Sponsor HIMAA Branch Event (Professional Development Day or Networking Lunch or Dinner)</li> </ul>	\$1,000.00
<ul style="list-style-type: none"> <li>• Supply delegate list in CSV (subject to delegate concurrence and HIMAA fair-use policy)</li> </ul>	
<b>Total Value to Sponsor</b>	<b>\$14,200.00</b>

<b>Vendor Exhibition Booth – Cost \$3,500 + GST (Value \$7,950)</b>	
<b>INCLUSIONS:-</b>	<b>VALUE</b>
<ul style="list-style-type: none"> <li>• 1 x SYMA System booth space (3m x 2m) incl. <ul style="list-style-type: none"> <li>- Internet access;</li> <li>- Your booth listed in the conference mobile app (\$240)</li> </ul> </li> </ul>	\$3,500.00
<ul style="list-style-type: none"> <li>• 2 x complimentary passes to Full conference / additional member early bird rate pass</li> </ul>	\$1,950.00
<ul style="list-style-type: none"> <li>• Logo on HIMAA event website/sessions breaks &amp; program <ul style="list-style-type: none"> <li>- 1 x discounted ¼ page colour advertisement in HIM-I (@\$650)</li> <li>- Logo in HIMAA MATTERS Newsletter</li> </ul> </li> </ul>	\$2,500.00
<ul style="list-style-type: none"> <li>• Supply delegate list in CSV (subject to delegate concurrence and HIMAA fair-use policy)</li> </ul>	
<ul style="list-style-type: none"> <li>• Opportunity to have satchel inserts with 50% discount</li> </ul>	
<b>Total Value to Sponsor</b>	<b>\$7,950.00</b>

<b>Individual Sponsorship Offers (GST excl.)</b>	
Lanyard Sponsorship	\$2,000.00
Satchel Insert only	\$1,500.00
Best Speaker award - with brief speaking opportunity during the award ceremony	\$1,500.00
Mobile app listing of company	\$240.00
Mobile app listing of company - plus product feature	\$550.00

**Payment:** To secure your booth selection or sponsorship opportunity please fill out the booking form and return it to HIMAA. 50% of total invoice is payable within 30 days with the returned signed agreement in order to secure the sponsorship/exhibition booth. The second instalment is due by 1<sup>st</sup> of August 2015. Please note booths are allocated at first come first served basis. For full payment details please refer to the Terms and Conditions at the end of this prospectus.

For more information visit: <http://himaa2.org.au/conference/> or you may like to contact Milla Krivozhnya, Conference Organiser:  
**email:** [events@himaa.org.au](mailto:events@himaa.org.au) **Tel:** +61 2 9887 5821 **Fax:** +61 2 9887 5895

# HIMAA and NCCH 2015 NATIONAL CONFERENCE

27 - 29 October 2014

Sydney Masonic Conference and Function Centre

## Exhibitor / Sponsor Booking Form

Please complete and return this form to confirm your sponsorship/exhibitor details and booth preference. On receipt of this form, an invoice and letter of agreement will be sent to you for signature. After acceptance 50% payment is required within 30 days to secure your booking. Booths are allocated at first come first served basis. For full payment/cancellation details please refer to the Terms and Conditions.

Company Name: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email Address \_\_\_\_\_

### Sponsorship:

Yes/No

Package selected

- Gold
- Silver
- Bronze

### Exhibition Booth/s:

Yes/No

Please specify booth numbers in the order of preference.  
Please note the booth sizes are 3m x 2m

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_ 4) \_\_\_\_\_

### Other

- Lanyard Sponsorship
- Satchel Insert only
- Best Speaker Award – with brief speaking opportunity during the Award ceremony
- Mobile app listing of company
- Mobile app listing of company - plus product feature

**Return to:** Milla Krivozhnya, HIMAA Locked Bag 2045 North Ryde NSW 1670 Australia  
Fax: +61 2 9887 5895 or email: [events@hima.org.au](mailto:events@hima.org.au)

# HIMAA National Conference - Exhibitor Space and Sponsorship

## *Terms and Conditions of Agreement*

### **GENERAL**

This document constitutes the terms and conditions of agreement between the Health Information Management Association of Australia Limited ('HIMAA') and the signatory ('Exhibitor') to an agreement ('Agreement') with HIMAA to purchase exhibition booth space ('booth space') at a national conference managed and administered by HIMAA.

### **FINANCIAL TERMS AND CONDITIONS:**

*Booth space must be paid for as follows:*

After signing the Agreement, an invoice will be sent to the Exhibitor. For invoices issued **before 1 July 2015**, 50% of the invoice total is payable **within 30 days** from invoice date with the remaining balance **due no later than 1 August 2015**. For invoices issued **on or after 1 July 2015**, full payment is **due within 10 business days** of invoice date. Booth space not paid according to these deadlines will be released and reassigned at the discretion of HIMAA; there will be **NO EXCEPTIONS**.

### **CANCELLATION POLICY:**

The Exhibitor must present written intent to cancel booth space in writing, on company letterhead either by post or electronically. **Booth cancellations received before August 1, 2015, will be liable for fee equal to 50% of the total cost of the booth. Booth cancellations received after August 1, 2015 will be liable for the full fee for the booth.**

Companies cancelling their entire booth space will:

1. not advertise in the program or mobile app;
2. forfeit any hotel accommodation preferences;
3. lose hospitality space in conference hotels;
4. forfeit any sponsorship agreements in place, without refund;
5. forfeit any other benefits of exhibiting; and
6. forfeit all Exhibitor badges.

### **TERMINATION:**

The Health Information and Management Association ("HIMAA") may terminate this contract immediately and retain all fees paid if (a) the Exhibitor fails to pay all fees as outlined in the Exhibit Space Payment Schedule or (b) the Exhibitor fails to comply with or perform any material terms or conditions of the contract or refuses to abide by these Terms and Conditions.

### **EXHIBIT SHOW RULES:**

Exhibitors are liable for any damage caused, directly by the Exhibitor or the Exhibitor's agents, to building floors, walls, or columns, or to standard booth equipment, or to other Exhibitors' property. Exhibitors may not mar, tack, make holes, and apply paint, lacquer, adhesives, or other coating to building columns and floors or to standard booth equipment.

Exhibitors will be responsible for labour charges incurred in connection with the assembly, draping, repairs, and dismantling of their booth(s). All construction material in addition to that supplied by HIMAA's booth contractor must conform to standard safety practices. All display materials, including table, back drapes, textile, paper displays, and decorations, must be fire resistant or flame proof. No combustible decorations may be used at any time.

All packaging containers and materials are to be removed from the floor and may not be stored under tables or behind displays. All aisles, corridors, exit areas, and stairways must be maintained at their required width at all times that the exhibition is open. No obstructions will be allowed to protrude into the aisles.

Exhibitors are charged with knowledge of all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in this exhibition. Compliance with all such laws is mandatory for all Exhibitors and the sole responsibility is that of the Exhibitor.

The violation of any of these rules is grounds for dismissal from the exhibit hall and forfeiture of all associated monies.

### **EXHIBITOR REGISTRATION, HOUSING, INFORMATION, AND ACCESS:**

Badges will be required for entry into the exhibit hall at all times. Badges are not transferable and will be confiscated if worn by other than the person to whom issued. Only registered Exhibitors and their installation personnel may enter the exhibit hall during installation and dismantling hours.

### **INSTALLATION AND DISMANTLE:**

The Exhibitor agrees to comply with assigned move-in and installation days and hours as notified. Exhibits may not be removed from the exhibit hall until the official closing of the exhibition.

**INDEMNIFICATION:**

The Exhibitor shall defend, indemnify, protect, save, and hold HIMAA and its officers, directors, employees and agents and Sydney Masonic Conference and Function Centre ("the Facility") and all agents and employees thereof, (hereinafter collectively called "Indemnities") forever harmless from any damages, liabilities, claims, demands, or actions arising out of the actions or inactions of the Exhibitor, its servants, employees, contractors, or agents.

This indemnification shall extend to claims for actual or alleged:

- (a) injury to any person,
- (b) damage to any property,
- (c) economic loss,
- (d) business and/or production loss,
- (e) product or service deficiencies or damage, or
- (f) other violation of any statute, law, ordinance, or regulation, including but not limited to claims, as well as claims arising from the alleged action, inaction, or negligence of the Exhibitor.

The Exhibitor shall at all times defend, protect, indemnify, save, and hold harmless the Indemnities against and from any and all losses, costs, damages, liability, or expenses (including legal fees) arising from or out of or by reason of any accident or bodily injury or other occurrences to any property, person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of or by reason of said Exhibitor's occupancy and use of the facilities, or any part thereof.

**EXHIBITOR INSURANCE:**

All property of the Exhibitor is understood to remain under its custody and control in transit to and from and/or within the confines of the Facility. HIMAA, and the Facility do not maintain insurance covering the Exhibitor's property and will not be responsible for damage to, loss, or theft of property belonging to any Exhibitor, their agents, employees, business invitees, visitors or guests. The Exhibitor shall carry Comprehensive General Liability coverage, including premises, operations, and contractual liability and Public and Property Damage Liability and statutory Worker's Compensation insurance in full compliance with all federal and state laws and covering all of the Exhibitor's employees with coverage of to the value of \$20,000,000. A certified copy of the Exhibitors' Certificate of Currency held shall be furnished to HIMAA in reasonable time and prior to the start of the conference.

**FORCE MAJEURE:**

In the event that the performance by HIMAA or the Facility or any part of the exhibit area thereof is unavailable whether for the entire event, or a portion of the event, as a result of fire, flood, tempest, inclement weather, or other such cause or as a result of governmental intervention, malicious damage, acts of God, war, strike, lock-out, labour dispute, riot, terrorist acts, curtailment of transportation, or other cause or agency over which HIMAA has no control, or should HIMAA decide that because of any such cause that it is necessary to cancel, postpone or re-site the event, or reduce the move-in and installation time, show time, or move-out time, HIMAA shall not be liable to refund, indemnify, or reimburse the Exhibitor in respect of any fees paid, damage or loss, direct or indirect, arising as a result thereof.

**INTELLECTUAL PROPERTY:**

The Exhibitor represents and warrants that they shall not violate any copyright, trademark, or other similar intellectual property laws and that it shall comply with all copyright restrictions including, but not limited to, any license HIMAA may obtain or any other laws and restrictions with respect to the use or performance of music. The Exhibitor further represents and warrants that it shall obtain any additional license or grant of authority required of the Exhibitor under the copyright laws and present HIMAA with a copy of such license or grant no less than thirty (30) days prior to the start of the conference, if requested to do so by HIMAA.

**CONDUCT OF EXHIBITORS:**

The HIMAA NCCCH 2015 National Conference Exhibitors shall be required to conduct all business within the confines of their exhibit space. Only authorized representatives of companies and organisations which have contracted with HIMAA for exhibit space are permitted to display or demonstrate any products, processes, or services, to solicit orders, to wear identification of their company or organization, or to distribute advertising or other materials at the exhibition. Any violations of this regulation will result in prompt removal of the offending person from the Facility. Exhibitors may not enter the booths of other Exhibitors without invitation; no Exhibitor may call or invite a visitor out of one exhibit and into their own. Use of noisemakers, promotions and presentations that may be judged not in good taste, lacking in dignity, or not in keeping with the purpose of HIMAA are prohibited.

**PRINTED MATTER:**

Circulars/advertising matter of any description may be used or distributed only within the booth assigned to the Exhibitor presenting such material.

**SUBLETTING AND TRANSFERS OF BOOTHS:**

Exhibitors may not assign, sublet, or share their exhibit space with another business or firm unless approval has been obtained in writing from HIMAA. Exhibitors must show goods or services manufactured or dealt in by them in the regular course of business.



Should an article of a non-exhibiting firm be required for operation or demonstration in an Exhibitor's display, identification of such article shall be limited to the usual and regular nameplates imprint, or trademark under which same is sold in the general course of business. Exhibitors that wish to transfer their booth, in whole or in part, to another company shall be subject to the cancellation policy.

**SOUND LEVEL/PHOTOGRAPHY:**

Use of audio and visual equipment will be permitted, where appropriate to the display. Sound must be maintained at not more than a level of 75 decibels. HIMAA reserves the right to restrict Exhibitors' use of sound and other devices which exceed 75 decibels and interferes with the best interests of the exhibition as a whole. No photography or videography is allowed by any photographer other than the designated show photographer unless approved by HIMAA.

**COMPLAINTS:**

Complaints of any violation of the Contract Terms and Conditions are to be made promptly to HIMAA and its representatives. Exhibitors and their personnel agree to abide by the decisions of HIMAA.

**AMENDMENTS:**

Any and all matters not specifically covered herein are subject to the decision of HIMAA. HIMAA shall have the full and exclusive power to interpret, amend, and enforce these Contract Terms and Conditions, provided any amendments, when made, are brought to the notice of Exhibitors. Each Exhibitor, for itself and its employees, agrees to abide by the foregoing Contract Terms and Conditions and by any amendments or additions thereto in conformance with the preceding sentence. Violation of the Contract Terms and Conditions is grounds for dismissal from the exhibit hall and forfeiture of all associated monies.

**LAWS APPLICABLE:**

This agreement shall be governed in accordance with the laws of the State of New South Wales. Any and all litigation arising from, or as a result of this Agreement will be conducted in Sydney, New South Wales and shall be governed in accordance with the laws of the State of New South Wales without regard to choice of law principles. This application does not represent a joint venture between HIMAA and the Exhibitor; each shall retain the status of independent contractor and shall not have the authority to bind or represent the other. The agreement may not be assigned to another person or entity without prior written consent from HIMAA.



# HIMAA NCCH CONFERENCE 2015

SMC, BANQUET HALL AND FOYER

