



**VIRGINIA HEALTH INFORMATION MANAGEMENT
ASSOCIATION
POLICY & PROCEDURES**

POLICY:	Exhibitor Team – Annual Convention		
EFFECTIVE DATE:	August 1, 2004	REVISION DATE:	May 2011

Exhibitor Team

ELEVEN MONTHS PRIOR TO ANNUAL CONVENTION

1. The vendor chairman should be selected by the incoming President by July 1st.

FOUR MONTHS PRIOR TO ANNUAL CONVENTION

2. Obtain a vendor list from the previous convention's vendor chairman. Maintain and update this Exhibitor address/contact/ phone listing.
3. Vendor packets should include the following items:
 - Dates and Location
 - Social Activities
 - Program
 - Electrical Requirements
 - Solicitation regarding Door Prizes, Advertisements or Sponsorships, Silent Auction participation.
4. Follow-up with Exhibitors that do not respond to the invitations.

ONE MONTH PRIOR TO ANNUAL CONVENTION

5. Receive payment for Exhibitor Registration and forward to the VHIMA Treasurer complete with a detailed listing to accompany payments.
6. For those Exhibitors who want to buy advertisements in the convention program, make sure the correct payment is received for the size of the Ad and the Ad must be in pdf, tif, jpeg format. Fees for Ads are:
 - ¼ page ad is \$25.00
 - ½ page ad is \$50.00
 - Full page ad is \$100.00

Note: Quarter page ad is the size of a business card.
7. Prepare an evaluation form for the exhibitors to be completed during the convention.



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DURING THE CONVENTION:

8. During Exhibitor Set-Up, the Exhibitor Team needs to be present and assure everything is going well. There may be a Reception for the Exhibitors during the set-up time with the VHIMA Board. This is subject to approved decisions made by the Board during convention planning.
9. At exhibitor check-in, give a copy of the convention program and evaluation form.
10. The Exhibitor Team needs to make ongoing checks with Exhibitors during the convention to assure that everything is going well and that members are visiting the area.
11. Evaluation forms should be given to exhibitors at the morning break of the last day. At that time, a thank you note should accompany the evaluation giving the date and location of the next convention.
12. On the final exhibit day, collect the evaluation forms after they are completed. Tally the results and submit to the Board.