



Dear Exhibitor,

The Virginia Health Information Management Association (VHIMA) is pleased to invite you to exhibit during our 56<sup>th</sup> Annual State Convention being held at the Fredericksburg Expo Center in Fredericksburg, VA, April 25 - 27, 2007. Our theme this year is "Kick It Up a Notch".

This is our first time meeting in Fredericksburg. The Expo and Convention Center is conveniently located just off I-95, half way between Washington D.C. and Richmond and is close to premiere shopping and dining.

Vendor registration includes booth space as well as participation in all breaks and dining events and the President's Reception on Wednesday evening for the two attending participants. Many opportunities for event sponsorships and advertising are also available. See complete packet for details.

VHIMA is a professional association representing more than 800 health information management professionals who work throughout Virginia's health care industry. These professionals represent multiple areas of health information management. This event will provide an excellent opportunity to contact new clients and build existing customer relations.

We are very excited about our 2007 State Convention and look forward to having you join us for the event. We realize time spent in the exhibit area is crucial to your business; therefore we have structured the exhibit area activities to provide maximum traffic flow and opportunity for contacts with your current and potential customers.

We are looking forward to welcoming you in Fredericksburg. If there is any way we can be of further assistance, please contact me at (434) 243-9659 or [lew3c@virginia.edu](mailto:lew3c@virginia.edu).

Sincerely,

*Loren Wolf, RHIA, CPHQ  
2007 Vendor Chairman  
Virginia Health Information Management Association*

# EXHIBIT INFO

Virginia Health Information Management Association  
56<sup>th</sup> Annual State Convention  
April 25 - 27, 2007  
Fredericksburg, Expo Center and Conference Center, Fredericksburg, VA

## **EXHIBIT INFORMATION:**

- Basic Registration fee (\$550) includes: *Please see page 5 for Sponsorship opportunities*
  - Booth space
  - Continental breakfast (Wednesday and Thursday), boxed lunch on Wednesday, luncheon with participants with opportunity to give brief product/service presentation on Thursday, hors d'oeuvres and a beverage of choice at the President's Reception on Wednesday evening (for first two attending participants).
  - Additional exhibitors registration fee is \$65
  - Attendee Listing
    - Electronic excel spreadsheet sent pre and post show to designated contact
    - Printed excel spreadsheet during show
  
- Booth space includes 6' X 8' tabletop display with tablecloth with skirting and two chairs. Vendor Hall is carpeted.
  
- Exhibit Hours:

Tuesday, April 24 <sup>th</sup>	Booth set-up is from 4:00 p.m. until 7:00 p.m. Special arrangement can be made to set up Wednesday morning
Wednesday, April 25 <sup>th</sup>	Exhibit Hall opens 10:00 a.m. – 4:00 p.m.
Thursday, April 26 <sup>th</sup>	Exhibit Hall opens 9:00 a.m. – 2:30 p.m.
  
- Opportunities for interaction with members:
  - Breaks in Vendor Hall
    - Wednesday, 10:30 – 11:00 a.m.
    - Wednesday, 3:00 – 3:30 p.m.
    - Thursday, 10:30 – 11:00 a.m.
  - President's Reception on Wednesday from 5:30 – 6:30 p.m. at the Hilton Garden Inn.
  - Luncheon with participants with opportunity to give brief product/service presentation on Thursday. Many vendors bring a door prize to be presented during this time.

## **HOTEL RESERVATIONS**

Please see the Hilton Garden Inn insert.

Reservations can be made online at <http://fredericksburg.stayhgi.com> or by calling 1-877-STAYHGI and mentioning group code "HIM". The cut off date for reservations is **April 10th, 2007**. The room rate is \$109.00 per night.

Check In Time – 3:00pm  
Check Out Time – 11:00am

## **SHIPPING MATERIALS:**

Please see insert labeled "Drayage/Shipping/Material Handling Instructions" from the Fredericksburg Expo & Conference Center. All arrangements should be made directly with the Expo Center.

**TECHNICAL/ELECTRICAL REQUESTS:**

Please see inserts labeled, "Electrical & Water Order Form" and High Speed Internet Order Form. All arrangements should be made directly with the Expo Center. Please enclose a copy of the technical request form with your completed registration.

**ADVERTISING OPPORTUNITIES:**

Take advantage of the opportunity to highlight your company by purchasing an advertisement to be included in the convention program.

Ads must be copy ready and submitted in electronic format. The electronic file can be either .tif or .pdf extensions. Keep in mind the programs will be printed in black and white and folded into a booklet.

Full page ad (7.5" X 4.75") - \$100.00

Half page ad (3.5" X 4.75") - \$50.00

Quarter page (3.5" X 2") - \$25.00

Add Program Advertisements must be received prior to March 1, 2007.

**EDUCATIONAL SESSIONS:**

If you wish to attend the educational sessions, you will need to register for the conference separately. Please visit [www.vhima.org](http://www.vhima.org) and click on Calendar of Events.

**SILENT AUCTION:**

This event has become a popular traditional event for convention attendees. Your support in prior years has been appreciated and we are looking forward to your donation to this Silent Auction. The donation may be presented in a basket arrangement wrapped in clear plastic or other suitable display container appropriate to the donated item.

What items you choose to offer to the Silent Auction is totally up to your own imagination and creativity. In the past we have received donations of artwork, vacation packages, food, books, craft and hobby items, wine, consulting and professional services.

Each Silent Auction donation will receive recognition in the conference program with the donor/sponsor's name, a brief description of the item donated and estimated value. The Silent Auction items will be displayed throughout the convention in the exhibit hall. The winners will be announced at the Luncheon on Thursday, April 26, 2007.

Please use the Silent Auction Reservation Form included in this packet and send a description of your Silent Auction entry to Linda Vernon at 1603 Pine Shadow Court Richmond, VA 23238 or e-mail it to [lvnon2004@comcast.net](mailto:lvnon2004@comcast.net) by April 2, 2007.

**You may bring your silent auction donation during Vendor setup on Tuesday evening or Wednesday morning. Keep in mind it will not be published in the convention program.**

## RESERVATION FORM

Applications are considered binding and eligible only after both the signed booth space contract and deposit are received. ***Upon receipt of the reservation form, you will receive a confirmation letter with your booth assignment(s).***

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

***Please type or clearly print your company's information below: (This information will be printed in the convention program.)***

Address/Suite \_\_\_\_\_  
City \_\_\_\_\_  
St/Zip \_\_\_\_\_  
Telephone (\_\_\_\_) \_\_\_\_\_ Ext. \_\_\_\_\_  
Fax (\_\_\_\_) \_\_\_\_\_  
Sales e-mail: \_\_\_\_\_  
Company's URL: \_\_\_\_\_

***Please list your pre-show contact for vendor correspondence:*** Most pre-show correspondence will be via e-mail. Please keep VHIMA updated of any pre-show contact change so we may better serve your needs.

\*\*PRESHOW CONTACT E-MAIL  Same as above

Pre-Show Contact \_\_\_\_\_  
Title \_\_\_\_\_  
E-mail \*\* \_\_\_\_\_  
Telephone (\_\_\_\_) \_\_\_\_\_ Ext. \_\_\_\_\_  
Fax (\_\_\_\_) \_\_\_\_\_

### REGISTRATION DEADLINE

Booth space, advertising fee, and sponsorship fees are due by March 21st, 2007. VHIMA reserves the right to release booth space if the deposit is not received within 30 days of the convention.

### CANCELLATION/REFUND POLICY

All cancellations must be submitted in writing and postmarked by April 2<sup>nd</sup> in order to receive a refund. No refunds will be issued if requests are postmarked April 3<sup>rd</sup> or later.

### PAYMENT METHOD

Make checks payable to **VHIMA**. Please submit your signed contract with your payment to:

*Loren Wolf  
2270 Sparrow Lane  
Charlottesville, VA 22911*

