



Dear Exhibitor,

The Virginia Health Information Management Association (VHIMA) is pleased to invite you to exhibit during our 60th Annual State Convention titled **“Shining Bright For Health Information Management”**. This year’s convention is being held at the Williamsburg Marriott, Williamsburg, VA, April 13 – 14, 2011. The Williamsburg Marriott is located at 50 Kingsmill Road, Williamsburg, VA 23185.

Vendor registration includes booth space as well as participation in all dining events and the 60th Anniversary Reception/Dinner on Wednesday evening for the two attending participants. 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 2011 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 potential and current customers.

We are looking forward to welcoming you in Williamsburg. If there is any way I can be of further assistance, please contact me at (484) 459-6722 or teri.jones@kiwi-tek.com.

Warm Regards,

A handwritten signature in blue ink that reads "Teri Jones". The signature is fluid and cursive, with a large loop at the end of the last name.

Teri Jones, RHIT, CCS, CCSP
2011 Exhibitor Chairperson
Virginia Health Information Management Association

EXHIBIT INFO

Virginia Health Information Management Association
60th Annual State Convention
April 13 – 14, 2011
Williamsburg Marriott, Williamsburg, VA

EXHIBIT INFORMATION:

- Registration fee (\$550) includes:
 - Booth space
 - Continental breakfast (Wednesday and Thursday), lunch on Wednesday, luncheon with participants with opportunity to give brief product/service presentation on Thursday, and invitation to the 60th Anniversary Reception/Dinner 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 12th Booth set-up 3:00 p.m. – 5:00 p.m.
 - Wednesday, April 13th Booth set-up 8:00 a.m. – 10:00 a.m.
 - Wednesday, April 13th Exhibit Hall 10:00 a.m. – 11:00 a.m., 3:00 p.m. – 4:00 p.m.
 - Thursday, April 14th Exhibit Hall 10:00 a.m. – 11:00 a.m.

HOTEL RESERVATIONS

Williamsburg Marriott
50 Kingsmill Road, Williamsburg, VA 23185

Reservations can be made online at www.marriott.com utilizing online group booking code **vhivhia** or by calling **1-800-442-3654** utilizing group booking code **VA Health Info**. Please note that all reservations need to be submitted by **Saturday, March 12, 2011**. The room rate is \$99.00 per night.

- Check In Time – 4:00pm
- Check Out Time – 12:00pm

SHIPPING MATERIALS

All arrangements should be made directly with Williamsburg Marriott. Pertinent form(s) attached. Contact person is Debbie Lawhon, Director of Catering, debra.lawhon@marriott.com
Office: 757-259-5616, Fax: 757-253-0541

TECHNICAL/ELECTRICAL REQUESTS

All arrangements should be made directly with Williamsburg Marriott. Pertinent form(s) attached. Contact person is Debbie Lawhon, Director of Catering, debra.lawhon@marriott.com
Office: 757-259-5616, Fax: 757-253-0541

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

Ad Program Advertisements must be received prior to March 12, 2011.

EDUCATIONAL SESSIONS

If you wish to attend the educational sessions, you will need to register for the conference separately. Please visit 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.

RECOGNITION

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 last bids will be taken at the end of the last break each day. The winners will be announced at the end of the last session each day.

Please email a description of your Silent Auction entry to Kim Spencer at kim@emiimaging.com by April 1, 2011.

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

BOOTH 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: _____

Exhibitor's Name: _____

Exhibitor's 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 26th, 2011**. VHIMA reserves the right to release booth space if the deposit is not received within 30 days of the convention.

CANCELLATION/REFUND POLICY

No refunds will be made after **April 4th, 2011**. All cancellations must be in writing.

PAYMENT METHOD

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

**Teri Jones
3805 Carlyle Court
Fredericksburg, VA 22408**

FEES

Meeting Registration:	Booth Space Fee per 6' x 8' table <ul style="list-style-type: none"> • Booth space: <input type="checkbox"/> \$550.00 • Additional table: <input type="checkbox"/> \$550.00 	
Additional Exhibitor:	<p>All exhibitors are to register their booth personnel in advance.</p> <p>Number of Additional Exhibitors: _____</p> <p>Name _____ Title _____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<input type="checkbox"/> \$ 65.00 <input checked="" type="checkbox"/> _____
Program Advertisements:	Copy Ready Ad: <ul style="list-style-type: none"> • Full Page <input type="checkbox"/> \$100.00 • Half Page <input type="checkbox"/> \$ 50.00 • Quarter Page <input type="checkbox"/> \$ 25.00 	
Sponsorship Opportunities:	Platinum Sponsor: <ul style="list-style-type: none"> • Includes: <ul style="list-style-type: none"> ○ Free Booth Space and dining events for two additional participants ○ Half page ad in quarterly newsletter ○ Free 3 day Conference registration including program materials ○ Free full page ad in conference program ○ Sponsorship displayed on name badge ○ Vendor log displayed on VHIMA website under Vendor Showcase 	<input type="checkbox"/> \$1250.00
	Gold Sponsor: <ul style="list-style-type: none"> • Includes: <ul style="list-style-type: none"> ○ Free full page ad in conference program ○ Sponsorship displayed on name badge ○ Vendor log displayed on VHIMA website under Vendor Showcase 	<input type="checkbox"/> \$1000.00
	Silver Sponsor: <ul style="list-style-type: none"> • Includes: <ul style="list-style-type: none"> ○ Sponsorship displayed on name badge ○ Vendor log displayed on VHIMA website under Vendor Showcase 	<input type="checkbox"/> \$750.00
	Total Fees:	\$ _____ .00