

NCHICA 16TH ANNUAL CONFERENCE & EXHIBITION

# TRANSFORMING HEALTHCARE THROUGH MEANINGFUL USE

*EHR + HIE + Quality Measures = Improved Outcomes*

SEPTEMBER 12-15, 2010 • GRANDOVER RESORT, GREENSBORO, NC



## EXHIBITION INFORMATION

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**North Carolina Healthcare Information and Communications Alliance, Inc.**

3200 Chapel Hill/Nelson Blvd. • Suite 200 Cape Fear Building • P.O. Box 13048 • Research Triangle Park, NC 27709-3048  
919-558-9258 (phone) • 919-558-2198 (fax) • [www.nchica.org](http://www.nchica.org)

Dear Colleague:

You are cordially invited to showcase your company's products and services at NCHICA's 16<sup>th</sup> Annual Conference & Exhibition entitled ***Transforming Healthcare through Meaningful Use: EHR + HIE + Quality Measures = Improved Outcomes***. The conference, scheduled for September 12-15, 2010 at the Grandover Resort in Greensboro, NC will draw attendees from NCHICA's diverse membership of nearly 1,500 individuals from over 200 organizations in 27 states. The conference will provide you with excellent opportunities to make one-on-one contacts with key decision makers from the healthcare industry, with 5.5 hours available for you to interact with attendees.

Exhibiting at NCHICA's Annual Conference & Exhibition will maximize your trade show dollars. You will receive:

- Full conference registration for two exhibitors, a value of \$900 for members and \$1,300 for non-members
- All meals held in the exhibit hall
- Complimentary wireless Internet access
- Your company logo and hyperlink on the conference web pages
- A listing in the conference materials and signage
- A mailing list of conference attendees both prior to and following the conference
- An 8' wide x 8' deep display area with pipe and drape, one 6' skirted table and two chairs
- The opportunity to participate in prize drawings on the exhibit floor to increase traffic

In addition, \$50 of your registration fee will go towards a grand prize for conference attendees. Your company will be listed as one of the sponsors of the grand prize on promotional materials.

This packet contains the following information:

- NCHICA 2010 Exhibition Fact Sheet (page 3)
- Exhibition Rules and Regulations (page 4)
- 2009 Annual Conference Profile (page 5)
- 2009 Conference Exhibitors (page 6)
- Exhibit Booth Application Form (page 7)
- Electrical/Internet/AV Order Form (page 8)

I hope you will take advantage of this unique opportunity by completing the exhibitor registration forms on pages 7 & 8. Exhibit booths will be assigned in the order that payment was received, so please register early! You will be notified in June on how to register your staff who will be managing your exhibit booth.

Sincerely,



Deborah Zanes (Durham Regional Hospital)  
Co-chair  
2010 Conference Planning Committee



Greg Killian (Siemens)  
Co-chair  
2010 Conference Planning Committee

# NCHICA 2010 Exhibition Fact Sheet

- Conference dates:** September 12-15, 2010
- Conference location:** Grandover Resort & Conference Center  
1000 Club Road, Greensboro, NC 27407  
336-294-1800, [www.grandover.com](http://www.grandover.com)
- Expected audience:** provider CIOs/administrators/managers, physicians, nurses, compliance officers, health plan staff, IT professionals, technology vendors, professional society and nonprofit association staff, university professors and staff, students, attorneys, healthcare consultants, *anyone involved in promoting the use of IT in healthcare*
- Target Attendance:** 250
- Exhibit Hours:** Monday, September 13: 12:00 – 1:00 pm, 5:00 – 6:00 pm  
Tuesday, September 14: 7:30 – 9:00 am; 12:00 – 1:00 pm, 4:50 – 6:00 p.m.
- Exhibitor Fees:**
- |                 | <u>By 4/16/10</u> | <u>Thru 8/12/10</u> | <u>After 8/12/10</u> |
|-----------------|-------------------|---------------------|----------------------|
| NCHICA members: | \$1,250           | \$1,500             | \$2,000              |
| Non-members:    | \$2,200           | \$2,800             | \$3,600              |
- Fee Includes:** 8' wide x 8' deep display area with pipe and drape, one 6' skirted table and two chairs  
Two full conference registrations  
Complimentary food and beverages at all meal functions held in exhibit hall  
Listing on conference signage and materials and the NCHICA website  
Mailing list of conference attendees (3 weeks prior to conference and 1 week after conference)
- Additional Charges:** Please review the Electrical/Internet/Audio Visual Service Order Form on page 9 and *return it to the hotel by August 30, 2010.* Please contact Amanda VanScoyk at [a.vanscoyk@grandover.com](mailto:a.vanscoyk@grandover.com) for more information.
- Exhibit Set-up:** Monday, September 13: 7:00 – 11:30 am
- Exhibit Tear Down:** Tuesday, September 14: 6:00 – 8:30 pm
- Payment Policy:** Payment is *due in full* at the time of application. Booth assignments will not be made until completed form and payment are received. No exhibitor will be allowed to set up a display booth unless paid in full. Members must be in good standing both at the time of application and the conference. Payment may be made by check (payable to NCHICA) or by credit card (Visa, Master Card or American Express).
- Cancellation policy:** For cancellations received on or before August 13, 2010, 50% of the total booth cost is refundable. There will be no refund for cancellations received after August 13, 2010.

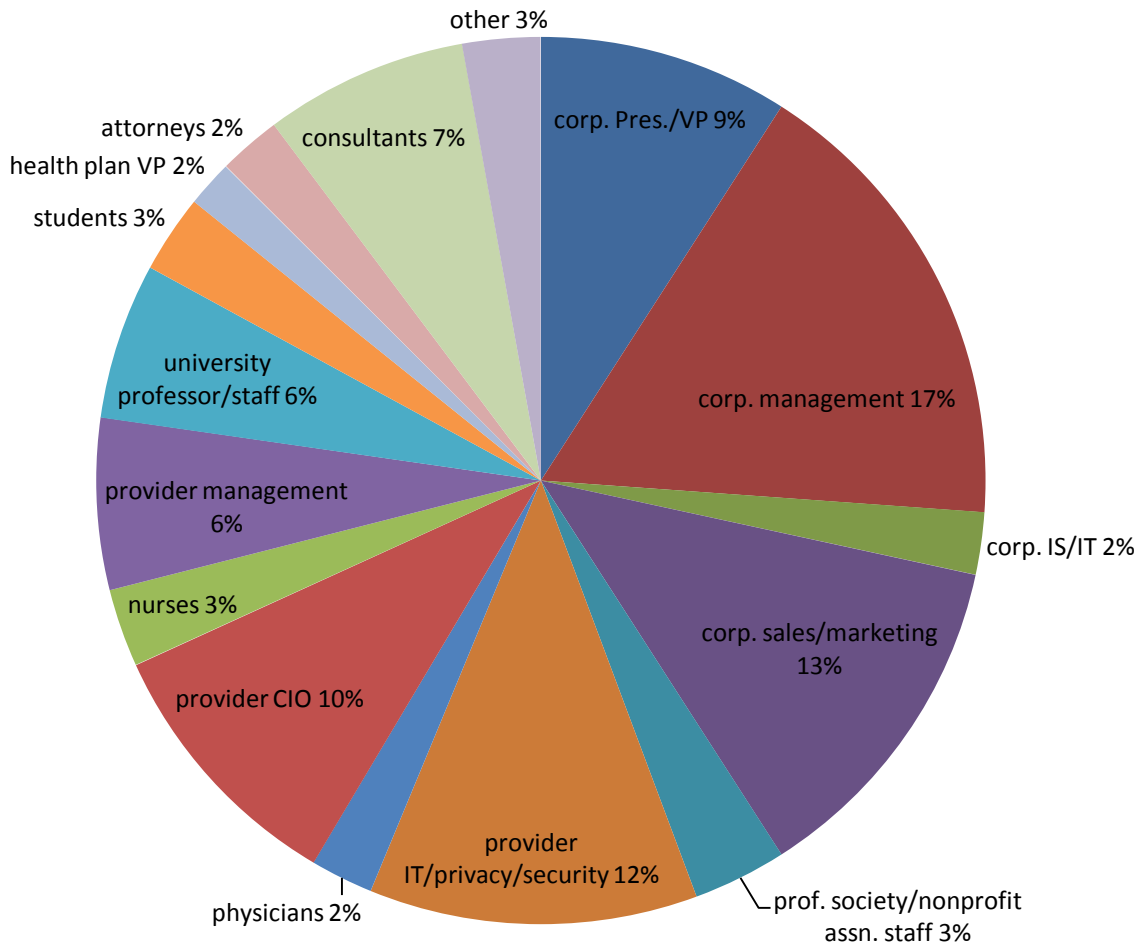
# Exhibition Rules and Regulations

- You will be contacted by NCHICA staff to make your booth selection. Exhibit booth space will be assigned in the order that payment was received. NCHICA will group exhibitors participating in the HIE Interoperability Showcase in the same area of the exhibit hall.
- All booths must be fully set up an hour before the opening of the exhibit hall. No exhibitor may remove or disassemble display materials prior to the official closing time of the exhibit area. Please make travel and shipping arrangements accordingly.
- Exhibit materials may be shipped to the Resort to arrive no sooner than 3 days prior to the show set up date. Please label items as follows:

GRANDOVER RESORT & CONFERENCE CENTER  
1000 Club Road  
Greensboro, NC 27407  
HOLD FOR: NCHICA  
September 13-14, 2010  
Name of Representative at show requesting materials

- When arriving to the Resort to load in exhibit materials please enter through the loading dock/service entrance. Please be prepared to transport your items with your own hand truck or dolly as the Resort cannot guarantee availability of this equipment. The service entrance is manned 24 hours a day to offer assistance with directions to the show location.
- Upon completion of the show, please also load materials out through the service entrance.
- The Resort does not allow items of any type, including banners and signage, to be attached to wall surfaces and tape is not to be used on wood, brass or glass surfaces in the Banquet Rooms. Please contact your Convention Service Manager for assistance with hanging of any items.
- The Resort does not permit any outside food or beverage of any kind into the hotel or golf courses.
- To order electrical and/or phone services for your booth, please use the attached form and return it 14 days prior to the show dates.
- Additional audio visual equipment is also available for rent. Please contact your Convention Service Manager for specific information.
- Social functions offered to conference attendees are restricted to companies participating in the conference.
- The exhibit area is off-limits to non-conference attendees.
- Exhibitors must show proof of general liability insurance. All display items should be firmly supported or securely fastened.
- Standard evening "lock-down" security will be provided; however, NCHICA is not responsible for any lost or stolen vendor materials, and small items of value (e.g., laptops) should be removed each evening. NCHICA does carry standard liability insurance.
- Exhibitors are expected to observe the rights of all other exhibitors. Excessively noisy or visually distracting displays will be adjusted to acceptable levels by show management. All other matters creating a disturbance or otherwise serving as a detriment to conference activities are subject to immediate decision by NCHICA to resolve.
- These rules may be amended solely by NCHICA with due consideration being given to all conference attendees and exhibitors.

# 2009 Annual Conference Profile



# 2009 Conference Exhibitors

1 Call/A Division of AMTELCO

Active Data Services

Agilysys

Allscripts

AT&T

Biz Technology Solutions

Covisint

EMBARQ

EMC Corporation

Emergency Billing Services, Inc.

Greenway Medical Technologies

Hitachi Data Systems

Internetwork Engineering

iINTERFACEWARE Inc.

Keane, Inc.

Laboratory Corporation of America

MediQuant, Inc.

MEDITECH

Meru Networks

NCR Corporation

NextGen Healthcare Information Systems Inc.

NWN Corporation

PatientKeeper, Inc.

PhoneFactor, Inc.

The SSI Group, Inc.

SunGard Availability Services

TM Floyd & Co.

Vangent, Inc.

Varrow

Yorel Integrated Solutions, Inc.



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## Exhibit Booth Application Form

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

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

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

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

### Payment

A check for \$ \_\_\_\_\_ payable to NCHICA is enclosed.

Charge \$ \_\_\_\_\_ to: \_\_\_\_\_ MasterCard \_\_\_\_\_ VISA \_\_\_\_\_ American Express

Name/Company on credit card: \_\_\_\_\_

Acct. # \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Credit Card Billing Address (if different from above): \_\_\_\_\_

\_\_\_\_\_

### Exhibit Hall Events

- \_\_\_\_\_ I am interested in participating in a Health Information Exchange Interoperability Showcase.
- \_\_\_\_\_ I am interested in scheduling a product demonstration.
- \_\_\_\_\_ I would like to talk to NCHICA about other ideas to interact with attendees.

**Please complete this form and return with your payment by August 13, 2010 to:**  
 NCHICA, P.O. Box 13048, Research Triangle Park, NC 27709-3048, FAX: 919-558-2198  
 If you have any questions, please contact Tara Waechter at 919-558-9258 ext. 24, [tara@nchica.org](mailto:tara@nchica.org).

GRANDOVER RESORT & CONFERENCE CENTER  
Greensboro, North Carolina

## Electrical / Internet / Audio Visual Service Order Form

**NOTE: Do not send this form or any payments for electrical or phone services to NCHICA. See address below.**

**SHOW NAME:** NCHICA

**SHOW DATES:** September 13-14, 2010

**COMPANY:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_

**AUTHORIZED BY:** \_\_\_\_\_

PLEASE PRINT

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL
_____	120 volt outlet	@ \$ 37.36/ea	_____
_____	Broadband Internet access (hard wire) <i>Wireless Internet available at the resort</i>	@ \$160.13/per day	_____
_____	Phone Line - Access Fee <i>*Unrestricted House Phone (9 plus number dialed).</i>	@ \$ 53.38 per line + calls	_____
_____	17" Flat panel monitor	@ \$80.06/ea per day	_____
_____	21" Flat panel monitor	@ \$101.41/ea per day	_____

Request for additional A/V equipment. Pricing will be confirmed.

\*\*Credit Card for payment:

Type: \_\_\_\_\_ # \_\_\_\_\_ Exp: \_\_\_\_\_

\*NC STATE SALES TAX OF 6.75% IS APPLICABLE AND INCLUDED IN PRICES SHOWN.

**Electrical Service Note:** *If service above does not meet your specifications, list your full requirements on a separate sheet. Additional fees will be applicable and quoted upon receipt.*

**Order and pre-payment for requested service must be received 14 DAYS PRIOR TO SHOW DATES in order to guarantee services.**

**Payment along with this service order should be sent to:**

GRANDOVER RESORT & CONFERENCE CENTER  
1000 Club Road  
Greensboro, North Carolina 27407  
ATTN: Amanda VanScoyk, CONVENTION SERVICES  
Fax: (336) 323-3743  
Email: [a.vanscoyk@grandover.com](mailto:a.vanscoyk@grandover.com)