

**73rd Annual NYHIMA Conference
Saratoga Springs City Center
Saratoga Springs, NY
June 15 – 17, 2008**

Dear Exhibitor:

You are invited to participate as a professional exhibitor at this special meeting of our organization. The strong program will be an excellent draw for NYHIMA members. With a membership of over 1,500 health information professionals from all areas of New York State, registration in excess of 350 is expected. **Monday, June 16** will be **Medical Coding Day** with a special track of medical coding programs offered. **Tuesday, June 17** will be **Long Term Care Day** with a special track of programs offered for long term care professionals.

Exhibits set up in the **Saratoga Springs City Center** on Sunday, **June 15**. On Monday, **June 16**, the Exhibit Hall will open at 10 am. Special times have been set aside exclusively for exhibits—on Monday (10:00 - 11:30 am, 12:45 - 2:00 pm, and 3:00 – 4:00 pm); and on Tuesday (9:00 – 11:30am). Exhibit breakdown may begin after 11:30 am on Tuesday, June 17.

EXHIBITOR REGISTRATION

Registration includes:

- A piped draped booth
- One (1) 6' draped exhibit table
- Two (2) folding chairs
- **One (1) 110 volt 20 amp electric outlet**
- One (1) exhibitor ID sign (7" x 44", 2 lines)
- One (1) wastebasket
- Booth set up and dismantling
- Name badges & ribbons for representatives listed on the registration form
- One (1) ticket to Welcome Party (Monday evening)
- One (1) lunch ticket (Monday)
- Listing in the final conference program
- Listing of meeting participants (after meeting)

Space is limited and reservations are on a first-come, first-served basis.

Return your exhibit contract form promptly with payment to ensure a booth.

NOTE: In recent years, exhibit space has sold out before the early bird deadline date.

SPONSORSHIP

Highlight your involvement in the Conference by underwriting an event. As a sponsor, you will receive special recognition in the program and on signage at the sponsored event. Available at a variety of levels, sponsorship offers an excellent opportunity to showcase your organization!

PRELIMINARY AND FINAL CONFERENCE BROCHURE ADVERTISING OPPORTUNITY

Two opportunities exist for Conference program advertising. The **Preliminary program** will be published in December 2006. The preliminary program, (Quarter page 2.63"W by 5.125"H for \$150; Half page 5.25"W by 5.125"H for \$200; Full page 5.25"W by 10.25"H for \$250), is the initial Conference marketing piece containing the registration information and is mailed to the entire membership. Camera-ready ad copy for the preliminary program must be submitted by **January 1, 2008**. The **Final program** is published in May for distribution to registrants at the Conference. Camera-ready ad copy for the final program must be submitted by **March 30, 2008**. Advertising costs for the final program are: Quarter page (3.25"W by 4.5"H) for \$150; Half page (6.5"W by 4.5"H) for \$200; and Full page (6.5"W by 9"H) for \$250. To insure the best print quality for your ad, **consult Richard Doyle at our print house, Capital Printing, (518) 372-4445, rdoyle@capitalprintingink.com**, about the necessary ad construction requirements.

HOTEL ACCOMMODATIONS

Make guest room reservations directly with **The Saratoga Hotel and Conference Center** (518) 584-4000 or FAX (518) 584-7430. State that you are with the NYHIMA Conference. Act promptly as reservations must be made by **May 15, 2008** to ensure the special convention rate. A reservation form is enclosed along with travel information and directions.

(Over)

EXHIBIT REGULATIONS

- ▶ It is understood that there will be no exhibit fee refund if the contract is cancelled after May 12, 2008. Cancellation prior to that date forfeits payment of 25% of the exhibition fee.
- ▶ Default occupancy - Any exhibitor failing to occupy space contracted for is not relieved of the obligation of paying the full rental price of such space. Booth space must be occupied by 9 am on June 16, 2008. After such time NYHIMA shall have the right to use such space accordingly.

EVENT TICKETS

Each booth registration fee includes: **One (1) ticket to the Monday Night Welcome Party**, and **One (1) lunch ticket (Monday)**. Additional tickets for meals and other social events may be purchased. Refer to the contract form for pricing. Please note that breakfast is 'on your own', with exhibitors and conference attendees using the hotel restaurant for this meal. **Entry to all conference meals and social events is by ticket only.** As a non-profit organization, NYHIMA would appreciate your cooperation in purchasing additional tickets as needed.

SERVICE CONTRACTOR

Material handling (drayage) and booth decorating service will be provided through Great Lakes Events where our contact is **Mark Dries, Vice President, at (585) 458-2200 extension 267**. Exhibitors who contract for booth space will receive packets of drayage/decorating arrangement options.

SHIPPING INFORMATION

No advance shipments will be accepted at the Saratoga Hotel and Conference Center or the Saratoga Springs City Center. Material handling information and rate schedule will be sent to all exhibitors who contract for booth space. **Shipping Information: Great Lakes Events 100 Bickford Street, Rochester NY 14606**. Shipments must be prepaid and advance warehouse shipments must arrive before **Friday June 6, 2008**.

Questions regarding the Annual Conference, sponsorship, advertising, exhibitor registration/payment should be directed to the NYHIMA Central Office, **(518) 435-0422**. Following receipt of your Exhibitor Contract form with fee, we will respond with confirmation, booth number(s), check-in, and other information.

Sincerely,

Art Ambuhl
Executive Director

Exhibitor Contract Form [includes exhibit hours/booth locations]
Saratoga Springs City Center Utilities Connection Form
Hotel Reservation Form
Travel Information and Directions
Corporate Membership Info/Application

NYHIMA is a non-profit, tax-exempt organization with over 1,500 members. The purpose of NYHIMA is to promote the art and science of medical record administration in the State of New York, through education, and to improve the quality of comprehensive health information services for the welfare of the public. Our members are employed in hospitals and other health care settings throughout the State. We are one of the most active and effective Component State Associations within the national American Health Information Management Association.