

The logo for Himss AsiaPac 18 Conference & Exhibition. It features the word 'Himss' in a bold, white, sans-serif font, followed by 'AsiaPac18' in a larger, white, sans-serif font. Below this, the words 'CONFERENCE & EXHIBITION' are written in a smaller, white, sans-serif font. The background of the logo is a dark blue hexagonal pattern with glowing blue lines and dots.

Himss[®] AsiaPac18

CONFERENCE & EXHIBITION

HEALTHCARE ANYTIME, ANYWHERE

The text 'BRAND GUIDELINES' is written in a large, white, sans-serif font. It is centered within a green rectangular box. The background of the box is a solid green color.

BRAND GUIDELINES



LOGO USAGE (“HIMSS ASIAPAC18” and alternative logo with venue and date)



HimSS[®] AsiaPac18



HimSS[®] AsiaPac18

ALTERNATIVE LOGO POSITIVE



HimSS[®] AsiaPac18
CONFERENCE & EXHIBITION
5-8 November 2018 • Brisbane Convention & Exhibition Centre, Australia

ALTERNATIVE LOGO REVERSED



HimSS[®] AsiaPac18
CONFERENCE & EXHIBITION
5-8 November 2018 • Brisbane Convention & Exhibition Centre, Australia

LOGO USAGE (Alternative logo with conference theme)

The HIMSS ASIAPAC18 / “HEALTHCARE ANYTIME, ANYWHERE” logo lockup can be used when appropriate and if space permits.

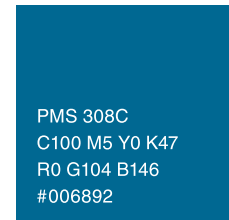


COLOR PALETTE

Consistent use of color is important to carrying a theme.

PRIMARY COLOR

HIMSS Blue



COMPLIMENTARY USE COLORS



BODY TEXT COLORS



FONT USAGE

The headline font for HIMSS ASIAPAC18 communications is HELVETICA Neue Bold. Headlines should be set in upper case only. HELVETICA Neue Regular should be used in subheadings. Helvetica Neue Thin and Regular should be used for body copy. Increased kerning and leading can be applied to text for breathing room, but discretion should be used to maintain legibility and design cohesiveness.

Arial is the approved font for all HIMSS ASIAPAC18 electronic media and when Helvetica is not accessible.

Helvetica Neue Bold

Aa Bb Cc Dd Ee

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 \$&%#@?!**

Helvetica Neue Thin

Aa Bb Cc Dd Ee

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 \$&%#@?!

Helvetica Neue Roman

Aa Bb Cc Dd Ee

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 \$&%#@?!

Arial Regular

Aa Bb Cc Dd Ee

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 \$&%#@?!

HiMSS AsiaPac18 CONFERENCE & EXHIBITION

5-8 November 2018 • Brisbane Convention & Exhibition Centre, Australia

Are You Ready?
The Next **Digital Age**
in Health is Now

HEALTHCARE ANYTIME, ANYWHERE

CONNECTIVITY	CONSUMERISM	SUSTAINABILITY	DATA
• Infrastructure/Healthcare • Healthcare Information Exchange • Interoperability • Regulated Care	• Engagement • Access • Safety	• Value in Health IT • Business Sustainability • Business Case Management	• Precision and Personalized Medicine • AI and Machine Learning • Clinical Decision Making

Contact us.

Strategic Partnerships
SABCA Ltd CEO
Sally Bannister
Executive Director
sally.bannister@sabca.com.au
06 9456 7162

Exhibition & Sponsorship
SHARON LAL CEO
Sharon Lal
Executive Director
sharon.lal@sharonsl.com.au
06 9456 7162

Program Content
MICHAEL LAU Co-Chair
Michael Lau
Executive Director
michael.lau@hmsa.org.sg
06 9456 7162

Registration
ANGIE LYNN Co-Chair
Angie Lynn
Executive Director
angie.lynn@hmsa.org.sg
06 9456 7162

Marketing
HILLARY LEONG Managing Director
Hillary Leong
Managing Director
hillary.leong@hmsa.org.sg
06 9456 7118

Community Engagement
SHARUN BHASKAR Senior Manager
Sharun Bhaskar
Senior Manager
sharun.bhaskar@hmsa.org.sg
06 9456 7107

www.himssasiaconference.org



Himss AsiaPac18
CONFERENCE & EXHIBITION

5-8 November 2018 • Brisbane Convention & Exhibition Centre, Australia

Gather to build upon
the foundations
of **Digital Health**

HEALTHCARE. ANYTIME. ANYWHERE.

 CONNECTIVITY ► Healthcare/Healthcare ► Healthcare Information ► Interoperability ► Integrated Care	 CONSUMERISM ► Engagement ► Access ► Safety	 SUSTAINABILITY ► Value in Health IT ► Business Sustainability ► Business Cycle Management	 DATA ► Precision and Personalized Medicine ► AI and Machine Learning ► Clinical Decision Making
--	---	--	--

Contact us.

Organizers Strategic Health L10W 10000 Wilshire Blvd Suite 1000 Beverly Hills, CA 90210 USA Tel: 310.277.1000 Email: info@shl10w.com	Sponsorship Shimadzu (USA) Inc. Shimadzu Corporation 3600 Central Expressway Foster City, CA 94404 USA Tel: 650.352.1300	Program Content Healthcare Analytics Healthcare Analytics 40000 Wilshire Blvd Suite 1000 Beverly Hills, CA 90210 USA Tel: 310.277.1000	Registration Healthcare Analytics Healthcare Analytics 40000 Wilshire Blvd Suite 1000 Beverly Hills, CA 90210 USA Tel: 310.277.1000	Marketing Shimadzu (USA) Inc. Shimadzu Corporation 3600 Central Expressway Foster City, CA 94404 USA Tel: 650.352.1300	Community Shimadzu (USA) Inc. Shimadzu Corporation 3600 Central Expressway Foster City, CA 94404 USA Tel: 650.352.1300
--	--	---	--	--	--

www.himssapacconference.org



hIMSS AsiaPac18

CONFERENCE & EXHIBITION

5-8 November 2018 • Brisbane Convention & Exhibition Centre, Australia

Surging Ahead with Health Information and Technology

HEALTHCARE ANYTIME, ANYWHERE

 CONNECTIVITY - Infrastructure/Healthcare - Healthcare Information Exchange - Interoperability - Regulated Care	 CONSUMERISM - Engagement - Access - Quality	 SUSTAINABILITY - Value in Health IT - Business Sustainability - Healthcare Cost Management	 DATA - Precision and Personalized Medicine - AI and Machine Learning - Clinical Decision Making
---	---	--	---

Contact us.

Strategic Partnership SBCA, LLC, CEO sara@himpls.com 408-441-1800	Exhibition & Sponsorship SHANA, INC. (USA) shana@himpls.com 800-888-1182	Program Content PROFESSA, INC. (USA) program@himpls.com 408-441-1182	Registration ACROSS HEALTH registration@himpls.com 408-441-1182	Marketing MOLESA, LLC (USA) marketing@himpls.com 408-441-1181	Community Engagement SHARIT, SAGIT sharon@himpls.com 408-441-1182
---	--	--	---	---	---

www.himssasiaconference.org



himss AsiaPac18
CONFERENCE & EXHIBITION

5-8 November 2018 • Brisbane Convention & Exhibition Centre, Australia

Connect
to transform care

HEALTHCARE ANYTIME, ANYWHERE

CONNECTIVITY ► Health & Healthcare ► Health Information Exchange ► Interoperability ► Integrated Care	CONSUMERISM ► Engagement ► Access ► Safety	SUSTAINABILITY ► Value & Health IT ► Resource Sustainability ► Revenue Cycle Management	DATA ► Precision and Personalized Medicine ► AI and Machine Learning ► Clinical Decision Making
--	--	---	---

Contact us.

Sponsorship Suzanne J. Lee Executive Director at HIMSS 1800 408.888.1582	Exhibition & Sponsorship SARAH AL-HAKA Business Development at HIMSS 1800 408.888.1582	Program Content HEIDI A. LALOR Executive Producer at HIMSS 1800 408.888.1582	Registration KIMBERLY Compliance at HIMSS 1800 408.888.1582	Marketplace KEVIN L. LONG Program Manager at HIMSS 1800 408.888.1582	Community Engagement SUSAN ATY SAGHA Senior Manager & Director at HIMSS 1800 408.888.1582
--	--	--	---	--	---

www.himssapacconference.org



HimSS AsiaPac 18
CONFERENCE & EXHIBITION

5-8 November 2018 • Brisbane Convention & Exhibition Centre, Australia

From **data** to knowledge

HEALTHCARE ANYTIME, ANYWHERE

 CONNECTIVITY ► Health4Health ► Health Information Exchange ► Interoperability	 CONSUMERISM ► Engagement ► Access ► Safety	 SUSTAINABILITY ► Value in Health IT ► Business Sustainability ► Healthcare Costs Management	 DATA ► Precision and Personalized Medicine ► AI and Machine Learning ► Clinical Decision Making
--	---	--	--

Contact us.

Sponsorship Strategic / Life Cycle Sharon Gorman 08 9446 1100 08 9446 1101	Exhibition & Sponsorship SULMAN / ICM Suzanne Costelloe 08 9446 1100 08 9446 1101	Program Content Helen Galloway 08 9446 1100 08 9446 1101	Registration Aarti Bhatia 08 9446 1100 08 9446 1101	Marketing Melissa Leary 08 9446 1100 08 9446 1101	Community Engagement SULMAN / World Helen Gorman 08 9446 1100 08 9446 1101
--	---	--	---	---	--

www.himssasiaapacconference.org

[illegible]

HIMSS AsiaPac 18
CONFERENCE & EXHIBITION

5-6 November 2018 • Brisbane Convention & Exhibition Centre, Australia

Create **sustainability** for technologies

HEALTHCARE ANYTIME, ANYWHERE

 CONNECTIVITY ▶ Interlink/Health ▶ Health Information Exchange ▶ Interoperability ▶ Integrated Care	 CONSUMERISM ▶ Engagement ▶ Access ▶ Safety	 SUSTAINABILITY ▶ Value in Health IT ▶ Economic Sustainability ▶ Human Cycle Management	 DATA ▶ Precision and Personalized Medicine ▶ AI and Machine Learning ▶ Clinical Decision Making
---	--	--	---

Contact us.

Strategic Partnerships HEALTHCARE ASIA PACIFIC CONFERENCE & EXHIBITION info@himsapac.org +61 420 611 900	Registration ASIA PACIFIC CONFERENCE & EXHIBITION registration@himsapac.org +61 420 611 900	Marketing ASIA PACIFIC CONFERENCE & EXHIBITION marketing@himsapac.org +61 420 611 900	Community Engagement ASIA PACIFIC CONFERENCE & EXHIBITION community@himsapac.org +61 420 611 900
---	--	---	--

5-6 November 2018 • Brisbane Convention & Exhibition Centre, Australia

Introducing a
new care team member:
Our Consumers

HEALTHCARE ANYTIME, ANYWHERE

CONNECTIVITY • eHealth/Healthcare • Health Information Exchange • Interoperability • Integrated Care	CONSUMERISM • Engagement • Access • Safety	SUSTAINABILITY • Value in Health IT • Business Sustainability • Internal Cycle Management	BIG DATA • Precision and Personalized Medicine • AI and Machine Learning • Clinical Decision Making
---	--	---	---

Contact us.

Strategic Partnerships HIMSS/PAAC 2018 Exhibitor Services +61 7 3000 1000 +61 7 3000 1001	Program Content HIMSS/PAAC 2018 Exhibitor Services +61 7 3000 1000 +61 7 3000 1001	Registration ASAC/PAAC 2018 Exhibitor Services +61 7 3000 1000 +61 7 3000 1001	Marketing Marketing/PAAC 2018 Exhibitor Services +61 7 3000 1000 +61 7 3000 1001	Community Engagement Marketing/PAAC 2018 Exhibitor Services +61 7 3000 1000 +61 7 3000 1001
---	--	--	--	---

www.himssasiaconferencenetworking.com



HimSS AsiaPac 18
CONFERENCE & EXHIBITION

5-6 November 2018 • Brisbane Convention & Exhibition Centre, Australia

Making Intelligent Care
a Reality

HEALTHCARE ANYTIME, ANYWHERE

 CONNECTIVITY ► eHealth & eHealthcare ► Health Information Exchange ► Interoperability ► Integrated Care	 CONSUMERISM ► Engagement ► Access ► Safety	 SUSTAINABILITY ► Value & Health IT ► Business Sustainability ► Resource Cycle Management	 SMART DATA ► Precision and Personalized Medicine ► AI and Machine Learning ► Clinical Decision Making
--	--	--	---

Contact us.

Strategy, Partnership & Governance GLOBAL (UK) CEM 01203 322000 info@hssg.com www.hssg.com	Exhibition & Sponsorship SUBSIDIARY (INDONESIA) 021 2919 9999 info@hssg.co.id www.hssg.co.id	Program Content PHYSIO & eHEALTH 01203 322000 physio@hssg.com www.hssg.com	Registration HEALTHY eHEALTH 01203 322000 registration@hssg.com www.hssg.com	Marketing HEALTHY eHEALTH 01203 322000 marketing@hssg.com www.hssg.com	Community HEALTHY eHEALTH 01203 322000 community@hssg.com www.hssg.com
--	--	--	--	---	---

www.himssasiapacconference.org

USAGE SAMPLE WEB BANNERS

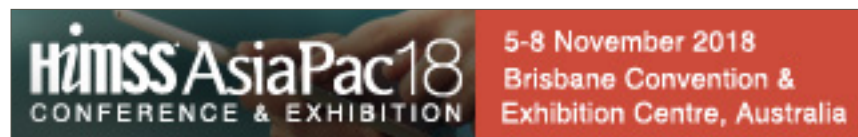
Banner-468-x-60



Leaderboard-728-x-90



Mobile-leaderboard-320-x-50



Large-mobile-banner-320-x-100

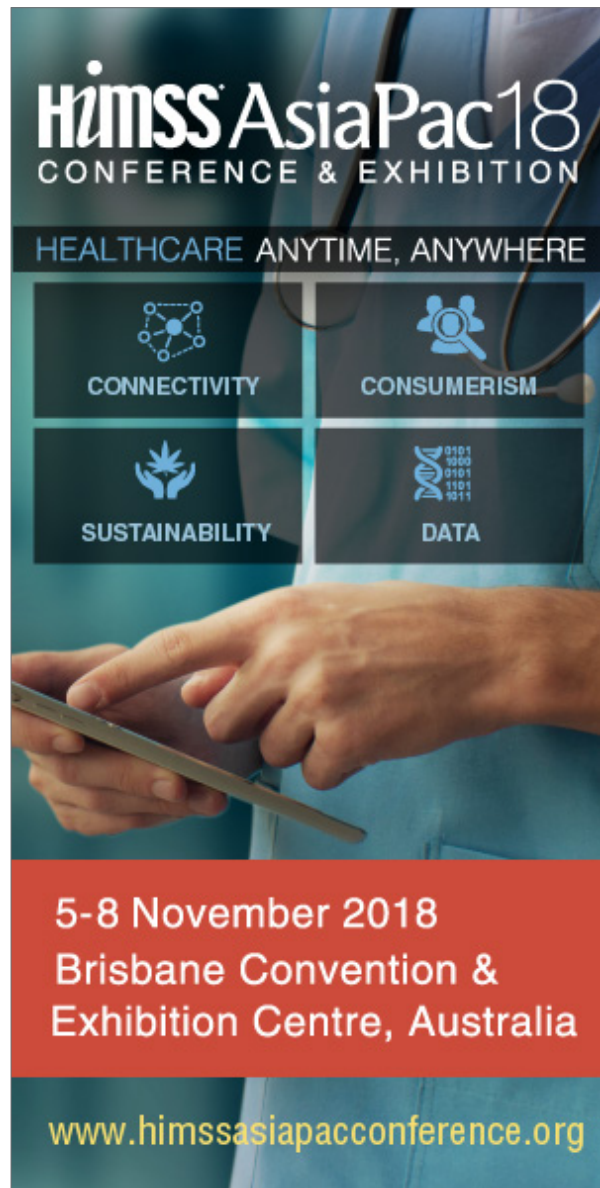


Inline-rectangle-300-x-250



WEB BANNERS (Scaled)

Half-page-300-x-600



Email-Signature-628-x-105



Square-250-x-250



Vertical-rectangle-240-x-400



POWERPOINT TEMPLATE



LETTERHEAD



Thank You.

www.himssasiapacconference.org