



# HIMSS AsiaPac 18

**Brisbane Convention & Exhibition Centre**  
**Cnr Merivale & Glenelg Streets South Bank, Brisbane,**  
**QLD, Australia 4101**  
**05 – 08 November 2018**

## Exhibitor Service Manual

Welcome to the HIMSS AsiaPac18 Exhibitor's Service Manual. Here, you can find all the information you need, such as exhibition hours, rules & regulations, etc. to assist you in your planning for this event.

It is every exhibitor's responsibility to read this manual thoroughly and contact HIMSS if you should have any doubts.

Thank you.

***Exhibit Manager***

Mr Soo Chee Sin

[cssoo@himss.org](mailto:cssoo@himss.org)

+65 6664 1192



## DEADLINE CHECKLIST

Date Due	To Do	Done ✓
05 October 2018	Sponsorship released if 100% of sponsorship balance is not paid	
05 October 2018	Sponsor profile material due to <a href="mailto:cssoo@himss.org">cssoo@himss.org</a> to be included in onsite guide	
05 October 2018	Advertisement Artwork due to be included in onsite guide (If applicable)	
05 October 2018	Sponsor profile material due to be included in onsite guide (if applicable)	
05 October 2018	Industry Speaking Session title, abstract, and speaker information due to be submitted to <a href="mailto:cssoo@himss.org">cssoo@himss.org</a> to be included in onsite guide. (Applicable only to sponsors of speaking session)	
05 October 2018	Booth drawing due to HIMSS at <a href="mailto:cssoo@himss.org">cssoo@himss.org</a> for approval	
05 October 2018	Exhibitor order forms due to service providers ( MoreTon Hire / Brisbane Convention & Exhibition Center )	
05 October 2018	Register your Exhibitor and Client Badges	
04 & 05 November 2018	The HIMSS AsiaPac18 Set up begins	
05 November 2018	CXO Summit ( Pre-conference Day )	
06 - 07 November 2018	The HIMSS AsiaPac18 Conference & Exhibition	
08 November 2018	Hospital Tours ( Post-conference Day )	



## CONTACT LIST

### CONFERENCE MANAGEMENT TEAM



#### **HIMSS AsiaPac18**

<https://www.himssasiapacconference.org/ehome/index.php?eventid=287692&>

#### Exhibit Booth & Sponsorship Sales

**Ms. Suhailah Ishak** *Executive, Business Development*  
+65-6664 1182 | [sishak@himss.org](mailto:sishak@himss.org)

#### Exhibit Services/Logistics/Production

**Mr. Soo Chee Sin** *Exhibits Manager*  
+65-6664- 1192 | [cssoo@himss.org](mailto:cssoo@himss.org)

#### Media/Press

**Ms. Melissa Leong** *Manager, Marketing and Strategic Partnerships*  
+65-6664-1181 | [mleong@himss.org](mailto:mleong@himss.org)

### SHOW OFFICIAL CONTRACTOR



**Ms Corey Prior**  
Account Coordinator  
**Tel:** +61 7 3307 4426  
**Fax:** +61 7 3307 4449  
**Email:** [corey.prior@moreton.net.au](mailto:corey.prior@moreton.net.au)

### CATERING AND CONFERENCE SERVICES



**WORLD'S BEST  
CONVENTION CENTRE!**



**Ms Emma Ingram**  
Exhibitors Services Coordinator  
**Tel:** +61 7 3308 3536  
**Email:** [exhibitorservices@bcec.com.au](mailto:exhibitorservices@bcec.com.au)



## **Official Freight Forwarder**



### **Mr Sebastian Bufalino**

Queensland Manager

**Tel:** +61 7 3308 3385

**Mobile:** +61 419 612 895

**Email:** [SBufalino@agility.com](mailto:SBufalino@agility.com)

## **Booth rules and Regulations**

### **1. Inline Booths**

An Inline Booth is one or more standard (3m x 3m) units in a straight line.

Height: The maximum height of exhibit walls, fixtures and components must not exceed **2.5m**.

### **2. Perimeter Booths**

A Perimeter Booth is an inline booth with one or more (3m x 3m) booths that are along an exterior wall of the exhibit hall.

Height: The maximum height of any feature within the booth may not exceed a height of **2.5m**.

### **3. Peninsula Booths**

A Peninsula booth is an exhibit at least 18.0 sq. m (6.0 m x 3.0m) having aisles on three sides with one or more display levels.

Height: The maximum height of the back wall facing the neighboring stand can be **3.5m**. Exhibit materials, components and identification signs (other than the back wall) will be permitted to a maximum height of **3.5m**.

Depth: According to international custom, peninsula stands must be built as openly as possible on three sides. Except for the back wall, no other solid walls are allowed at the external boundaries of the stand.

All Peninsula booth plans must be approved by HIMSS and Brisbane Convention & Exhibition Centre by **05 October 2018**.

### **4. Island Booths**

An Island booth is an exhibit at least 36.0 sq. m (6.0 m x 6.0m) having aisles on all four sides with one or more display levels.

Height: Exhibit materials, components and identification signs will be permitted to a maximum height of **5.0m** provided written approval is received from HIMSS.

Depth: According to international custom, island stands must be built **as openly as possible** on four sides. **No full solid walls** are allowed at the external boundaries of the stand. Because an island booth is separated by the width of an aisle from all neighboring exhibits, full use of the floor plan is permitted.

All Island booth plans must be approved by HIMSS and Brisbane Convention & Exhibition Centre by **05 October 2018**.



**\*Non-Shell Scheme booth with custom design must be approved by HIMSS & Brisbane Convention & Exhibition Centre. Your stand contractor shall not be permitted to build your stand if your booth drawings were not submitted and approved. Please send an overhead and an elevated side view with measurements to Soo Chee Sin at [cssoo@himss.org](mailto:cssoo@himss.org) by **05 October 2018****

## **5. Multi-level and Covered Booths**

Are not permitted by HIMSS at Brisbane Convention & Exhibition Centre

## **6. Hanging Signs**

Are not permitted by HIMSS at Brisbane Convention & Exhibition Centre

## **7. Contractor Regulations**

**a.** Contractors must dismantle all stands, decoration, branding, all technical equipment and flowers, and the booth space should be returned to the venue totally empty and clean no later than **23:00, on 07 November 2018**.

**b.** The Exhibitor is responsible to communicate all terms and conditions stipulated in this agreement, and will be directly held responsible to the venue in case of breach of any terms.

**c.** HIMSS and the venue owner is not responsible for any damage or loss to the exhibitors, contractors or their employees.

**d.** All items used by contractors for decoration must be made of certified fire-retardant material, as per the regulations of the local civilian defence.

**e.** Contractors must maintain no damage to the floors, carpets, venues' walls and ceilings, and must cover the floors with using plastic sheeting and/or carpet to protect these assets before entering the venues with any equipment or decoration.

**f.** Contractors must coordinate the usage of the electrical power with the Official Show Contractor. All equipment must be tagged and tested prior bringing to site, installed and secured correctly to the local work standard.

**g.** All Contractors must disguise all cables in the venues, especially along the guests' corridors.

**h.** All Contractors must keep the venues assets clean at all times. All set-up and dismantling trash to be disposed by yourself.

**i.** No poster or banners to be put on the walls without a written approval from HIMSS and Brisbane Convention & Exhibition Centre

**j.** It is strictly prohibited to store any empty boxes or unused equipment at random around the venue premises.

**k.** All Contractors must use only the restrooms designated by the venue and not allowed to use any other facilities.

**l.** All Contractors should wear Hi Vis Vest, closed in shoes (not thongs or scandals) and behave appropriately at all times.





## **8. Carpeting and Secondary Flooring**

There are existing ballroom carpeting throughout the exhibition halls. Please note that all exhibitors and contractors should must lay hardboard over the affected area of carpet before laying your own carpeting or secondary flooring. Carpet damaged as a result of stand materials or the building and removal of stands will be charged. Please be aware that carpet brought in to furnish exhibition stands becomes waste after the exhibition and must be removed and disposed of by the stand contractor.

## **9. On-site Storage**

No storage space will be provided on-site, direct arrangement should be made with the Official Freight Forwarder Agility; exhibitors are not to store such items within the exhibition halls. The organizer reserves the right to remove/dispose of any carton, cases and/or packing materials left in the exhibition halls. Any cost incurred will be borne by the exhibitor.

For **Shipping information**, please contact Agility our Official Freight Forwarder.

## **General Rules and Regulations**

HIMSS is committed to the success of all exhibiting companies. Our intent is to have a professional and balanced marketplace during The HIMSS AsiaPac18 Conference & Exhibition. Therefore, all exhibitors are expected to adhere to all rules and regulations stated in this service manual and on the back of your exhibit space contract. Objectionable activity will be reviewed by The HIMSS management and may be ceased or changed at any time during the course of the exhibition.

### **Building Regulations**

No nails or screws shall be driven or holes drilled in the floors, walls, doors, pillars or other parts of the structure of the exhibition halls or any part of the building.

### **Demonstrations & Marketing Activities**

Exhibitor demonstrations and all marketing/promotional activities must be conducted within the confines of your booth space. Demonstrations should not obstruct the aisles nor prevent access to nearby booths. Any activity that results in the obstruction of aisles, or prevents ready access to nearby exhibitors' booths, or produces sound levels that exceed 75 decibels, will result in a loss of exhibitor points after the first warning. If you intend to conduct any activity that will attract large numbers of attendees, you must purchase enough booth space and orient your booth structures so that the crowd can be accommodated within your booth space. Distribution of pamphlets, brochures, etc. must take place within your booth space only. Orders may be taken during the normal activity on the exhibit floor but retail sales are not permitted.

### **Direct Selling**

Exhibitors are required to remain in their own booth space during exhibit hours. Solicitation outside your booth in any way is strictly prohibited. Orders may be taken during the normal activity on the exhibit floor in your purchased booth space, but retail sales are not permitted.

### **Subletting**

Exhibitors may not assign, sublet, or share their exhibit space with another business or firm unless approval has been obtained in writing from HIMSS. Exhibitors must show goods or services manufactured or dealt in by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplates, imprint, or trademark under which same is sold in the general course of business.



### **Sound/Noise**

The use of megaphones, loudspeakers, or public address systems by exhibitors is prohibited. The decibel level of sound emitting from your booth must not exceed 75 at the edge of the stand. Speakers must face into the exhibit booth itself and not into the aisles or into neighboring exhibits. Live music is prohibited in the exhibit hall. HIMSS reserves the right to determine at what point sound constitutes interference with other exhibitors and it must be discontinued.

### **Compressed Gas and Inflatables**

Use of compressed gas or any inflatables is not allowed by HIMSS at the HIMSS AsiaPac 2018.

### **Move-out/Dismantling**

No move-out or dismantling is permitted before **17:30 Thursday, 07 November 2018**.

### **Unpaid Booth Balances**

Final booth payment is due no later than 05 October 2018. On 06 October 2018, unpaid booth spaces will be released. Any company with an unpaid balance will have their freight refused by HIMSS until the balance is paid in full. If your badges are denied due to your failure to pay the balance on your booth, HIMSS cannot be held responsible.

### **Children**

No persons under the age of 18 are allowed on show floor at any time.

### **Smoking**

Smoking is not permitted by HIMSS in Brisbane Convention & Exhibition Centre during set-up, show days or tear down.

### **Food & Beverage**

Brisbane Convention & Exhibition Centre (BCEC) is appointed as the sole catering provider at the HIMSS AsiaPac18 Conference and Exhibition. Any unauthorized food and beverage are not allowed at the event unless prior approval is given by BCEC. To get approval, please contact the venue – **Ms Emma Ingram** at [exhibitorservices@bcec.com.au](mailto:exhibitorservices@bcec.com.au) or +61 7 3308 3536.

### **Property**

All persons, including the Delegates, Exhibitors, Sub-contractors and their personnel, who bring property, equipment and/or goods into the Hotel/or the Venue do so at their sole risk and expense. HIMSS and Brisbane Convention & Exhibition Centre do not accept them into its charge or responsibility.

HIMSS or Brisbane Convention & Exhibition Centre is not responsible or liable for:

- a. any theft, loss, deterioration or other damage in respect of any goods, property or equipment brought into or onto the Hall and/or the Venue; and/or
- b. the safekeeping of any property in or on the Hall and/or the Venue whether or not the property is deposited with the Hall.

## **EXHIBITION SCHEDULE**

### **Exhibitor Badge Registration Hours:**

Monday, 05 November 2018	10:00 – 18:00
Tuesday, 06 November 2018	08:00 – 17:00
Wednesday, 07 November 2018	08:00 – 16:00







**Q. When does exhibitor badge registration open online?**

A.: The Registration is now **OPENED**.

**Q. What are the critical deadlines I need to be aware of?**

A.

05 October 2018 - Conference guide materials due (Advertisements, company profile and speaker information)

05 October 2018 – Register your staff for the conference

**Q. What kind of attendees will be at this conference?**

A.

Presenting and attending will be healthcare professionals, who have the buying power for their organizations- providers, payers, suppliers, policy-makers, and government officials. There will also be clinicians, directors, administrators, informatics professionals, and academicians.

**Q. What comes with my booth?**

A.

**Each 3m x 3m Raw Space Only package comes with the following items:**

- Four complimentary badges
- Dedicated exhibition hall hours
- Product or company description in the Onsite Conference Guide
- Exhibitor Listing on the events website

**Each 3m x 3m Shell scheme package comes with the following items:**

- Four complimentary badges
- Dedicated exhibition hall hours
- Product or company description in the Onsite Conference Guide
- Exhibitor Listing on the events website
- Carpeting (Existing Ballroom Carpeting)
- Octanorm Systems Wall Panel – 9 meters run
- Vinyl Sticker Cut-out for Fascia Company name and booth number
- 1 no. Reception Counter
- 1 no. High Stools
- 1 no. Waste Basket
- 1 no. 13amp power point
- 3 nos. Arm Spotlights

## **FAQs**

**Q. What is the expected attendance for HIMSS AsiaPac18 Conference and Exhibition?**

A. We anticipate a strong participation of 1300 delegates in 2018.

**Q. How do I submit payment?**

A. Credit Card - Please fax your invoice to Attn: Finance at +1-312-915-9209 and include the following information: name on credit card, credit card number, expiration date, amount authorized to charge, and signature of card holder.

Cheque - ***To ensure that all cheque are received and accounted for, they should be mailed to the following address:***

HIMSS  
6923 Eagle Way  
Chicago, IL  
60678-1692

***Please allow sufficient time for checks to be received and processed.***



**Q. How much will it cost for me to exhibit?**

A. Exhibit booths are sold in increments of 3m x 3m or 9 square meters. Fees for each 3m x 3m booth are as follows:

**Space Only**

USD7,000 Regular rate

**Shell Scheme**

USD7,700 Regular rate

**Q. How can I see where my booth is located on the exhibit floor?**

A. View the exhibit floor plan online [here](#).

**Q. Where can I locate marketing opportunities?**

A. To increase attendance and help your company gain more exposure at conference, the conference organizers offer several marketing opportunities for exhibitors. These include direct mail, print advertising, cross-marketing and a public relations campaign. In addition to these, your company will be included in conference materials including the Onsite Guide and the conference web site for a complete list, contact your sales representative:

**Ms. Suhailah Ishak**, +65-6664 1182 | [sishak@himss.org](mailto:sishak@himss.org)

**Q. What if my company wants to hold an event in conjunction with HIMSS AsiaPac18?**

A. If you wish to hold an event in conjunction with HIMSS AsiaPac18, please contact:

**Ms. Suhailah Ishak**, +65-6664 1182 | [sishak@himss.org](mailto:sishak@himss.org)

**Q: How do I become a corporate member?**

A. For information on becoming a corporate member, please contact:

**Ms. Suhailah Ishak**, +65-6664 1182 | [sishak@himss.org](mailto:sishak@himss.org)

**Q: How can I find information on venues or attractions in Brisbane?**

A. Please contact Tourism Australia at <http://www.australia.com/en/places/brisbane-and-surrounds/guide-to-brisbane.html>.

**Q. How is the weather in Brisbane?**

A. In November, the average temperature is 30 degrees C in the day and 22 degrees C in the night.

**Q. What is the closest airport to Brisbane Convention & Exhibition Centre?**

A. Brisbane Airport is just a 15-minute taxi drive to Brisbane Convention & Exhibition Centre, from which there are many international flights daily.

**Q. What kind of currency do I use?**

A. The currency accepted is Australian Dollar (AUD).  
US\$1 converts to approximately AUD\$1.30

**Q. What is the attire for the conference?**

A. Business