

EXHIBITOR WELCOME

Dear Prospective Exhibitor:

The California Health Information Association (CHIA) is pleased to invite you to exhibit during the CHIA Convention & Exhibit which will be held at the Santa Clara Convention Center in Santa Clara, CA, on June 10 - 13, 2012. Exhibit days will be Monday thru Wednesday, June 11, 12 and 13. Approximately 7-1/2 hours of exclusive exhibit time are planned.

Many opportunities for event sponsorships and advertising are also available. See the Sponsorship page in this prospectus for a list of sponsorship opportunities and complete details.

CHIA is a dynamic professional association that represents more than 5,600 health information management professionals who work throughout California's health care industry. These professionals are heavily involved in managing health information including the implementation and management of information systems related to the health care environment. The unique areas of knowledge that our members possess are critical for managing, analyzing, classifying and utilizing data vital for patient care, transitioning data from paper to computer-based records, and enhancing the quality and use of health information data.

We are very excited about our 2012 Convention & Exhibit and look forward to an exciting event for our registrants and exhibitors. An important part of the convention is the exclusive exhibit time that we schedule. Exhibit area activities are structured to provide maximum traffic flow and opportunity for contacts with your potential and current customers. As you will see, exhibiting at the CHIA Convention & Exhibit is good for your business.

Please read through the Exhibitor Prospectus to find all the information you will need to make your booth space and sponsorship selections. We are anticipating over 400 attendees at this event. Exhibit booth space will be limited.

We are looking forward to welcoming you at next year's CHIA Convention & Exhibit at the Santa Clara Convention Center in Santa Clara, CA. If there is any way that we can be of further assistance, please contact us at (559) 251-5038 or LaVonne@CaliforniaHIA.org

Most Sincerely,



LaVonne LaMoureaux, RHIA, CAE
CHIA Executive Director

SPONSORSHIP OPPORTUNITIES

The California Health Information Association invites and encourages your company to participate as an event sponsor at the 2012 CHIA Convention & Exhibit at the Santa Clara Convention Center in Santa Clara, CA on June 10-13, 2012.

There is a sponsorship opportunity for every marketing budget and objective. Don't miss this opportunity to put your company's name before California's health information management professionals. Not only does sponsorship provide your company with a high degree of visibility and additional networking opportunities, it contributes to the success and excitement of the convention. CHIA convention sponsorships will help you maximize the impact of your participation by associating your name with networking events, educational sessions and convention amenities. Your company will also receive recognition in the CHIA Convention & Exhibit marketing materials, on-site program, and on special signage during the event. We have also dedicated a page on our web site to recognize all Corporate Supporters.

Below is a list of sponsorships available. We invite you to select a sponsorship most appropriate for your company. Sponsorships received by January 31, 2012, will be included in the preliminary marketing brochure. For your sponsorship support to be recognized in the on-site program, distributed to all registrants, your commitment must be received no later than **April 30, 2012**, the print deadline. Please contact Debi Boynton by e-mail (exhibit@CaliforniaHIA.org) or by phone at (559) 251-5038 to confirm the availability of specific events. Sponsorships will be given on first come, first serve basis.

2012 CHIA Convention & Exhibit Sponsorship Opportunities:

\$25,000 Level

- Presidents' Party – Exclusive

\$5,000 - \$10,000 level

- Welcome Reception – Sunday
- Presidents' Party – Co-Sponsor
(includes 5 tickets for sponsor/exhibitor)

\$4,000 level

- Volunteer Appreciation Dinner
- Keynote Speaker Sponsor

\$3,000 level

- Attendee name badge holders
- Leadership Luncheon
- Attendee Bags - Non exclusive (Three available)

\$2,000 level

- Note Pads for Attendee Bags
- Continental breakfast – Monday
- Continental breakfast – Tuesday
- Continental breakfast – Wednesday

\$1,000 level

- Refreshment break in Exhibit Hall – Mon
- Refreshment break in Exhibit Hall – Tues
- AHIMA President's presentation – Tues
- Other General Session presentation (mult. avail)

\$500 level

- Exhibit Hall game prizes (Multiple available)
- Student Education Scholarship Fund

The first opportunity to select a sponsorship for the 2012 Convention & Exhibit is Wednesday, June 15, 2011 at the Post Exhibit meeting. To maximize your company's marketing exposure, contact CHIA before January 31, 2012 and announcement of your sponsorship will be included in the convention's preliminary marketing brochure and on the CHIA Web site.

- My company would like to sponsor the event(s) selected above.
- Please contact me to discuss sponsorship opportunities

Company	Contact
Billing Address	E-mail
City/ST/Zip	Telephone
Signature	Date

BOOTH SPACE CONTRACT

California Health Information Association
Convention & Exhibit
June 10-13, 2012
Exhibits June 11-13, 2012
Santa Clara Convention Center, Santa Clara, CA

Booth Space Fee per 8' x 10' exhibit booth:
First booth space \$1,150; each additional booth space \$1,000

Number of booths requested: _____
Total booth fee due: _____

Applications are considered binding and eligible only after both the signed booth space contract and deposit are received.

Please review the enclosed floor plan and indicate your booth selection(s):

1st Choice _____
2nd Choice _____
3rd Choice _____

Company Name: _____
(Please use *exact* lettering for Final Program & booth sign)

DEPOSIT

PLEASE TYPE OR CLEARLY PRINT YOUR COMPANY'S INFORMATION BELOW: (This information will be printed in the convention program.)

A 50% deposit is due with submission of this booth space contract. (Exception: Exhibitors that select a booth at pre-selection meeting will be invoiced for the deposit which will be due July 31, 2011). Balance of fee is due by March 1, 2012. CHIA reserves the right to release booth space if the deposit is not received within 30 days of commitment. If contract is submitted after February 1, 2012, full payment will be required to reserve booth space.

Address/Suite _____
City _____
St/Zip _____
Is this your company's home office address? Yes or No

CANCELLATION/REFUND POLICY

Cancellations received prior to November 1, 2011 will be charged \$150 (with balance of deposit refunded.) Cancellations received between November 1, 2011 and March 1, 2012 will forfeit 50% of the total booth space fees. Cancellations received after March 1, 2012 will be responsible for the entire booth space fee. All cancellations must be in writing.

Main Phone (____) _____ Ext. _____
Fax (____) _____
Contact _____
Title _____
Sales e-mail _____
Company's URL _____

EXHIBITOR NAME BADGES

All exhibitors are to register their booth personnel in advance. You may order up to five badges for each 8 x 10 booth space reserved. Additional badges are available for \$75 per badge. Badge allows admittance to the exhibit hall area, welcome reception and general sessions. Each company will receive up to two tickets to the Exhibitor-sponsored luncheon. Tickets are available for purchase for social events including the Pres. Party.

Please list your pre-show contact for vendor correspondence:
****PRESHOW CONTACT E-MAIL**

Pre-show correspondence will be via e-mail. Please keep CHIA apprised of any pre-show contact change so we may better serve your needs.

PAYMENT METHOD

Payment by check or credit card will be accepted. Please submit your signed contract with your payment to:
CHIA 1915 N. Fine Ave. # 104, Fresno, CA 93727-1565

Pre-Show Contact _____
Title _____
Address/Suite _____
City _____
St/Zip _____
E-mail ** _____
Telephone (____) _____ Ext. _____

Card # _____ Exp. ____/____
Print Cardholder Name _____
Cardholder Street Address/Zip _____
Cardholder Signature _____

Please list contact for advertising/sponsorship opportunities:

Authorized charge (check one): ___ full booth fee ___ deposit

Marketing Contact _____
Title _____
Address/Suite _____
City _____
St/Zip _____
E-mail _____
Telephone (____) _____ Ext. _____

ACCEPTANCE

Our company agrees to abide by the Regulations for Exhibitors as printed separately which are made part of this contract by reference and are completely incorporated herein.

Check if you need information about the benefits of the CHIA Corporate Membership program.

Print Name _____ Date _____

Authorized Signature _____

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For CHIA use only  
Date Contract Rec'd \_\_\_\_\_ Date Deposit Rec'd \_\_\_\_\_  
Booth(s) Assigned \_\_\_\_\_ Accepted by \_\_\_\_\_  
~~~~~

REGULATIONS FOR EXHIBITORS

2012 CHIA CONVENTION & EXHIBIT

Conformance with these regulations is understood to be part of the contract. To ensure your exhibiting experience is a complete success, please read the following rules and regulations carefully.

INTRODUCTION

In submitting the booth space contract to exhibit at the 2012 CHIA Convention & Exhibit, the exhibitor agrees to subscribe to all requirements, restrictions, and any other directions which are issued by the California Health Information Association (CHIA).

1. Booth Space Assignments

The first opportunity to reserve 2012 booth space was onsite at the 2011 Convention & Exhibit in San Diego. This onsite selection is based on the CHIA priority point system. At the time commitment was made for the exhibit space, booth number selection was also done. (See enclosed floor plan.) Space, thus, has been reserved but will not be finalized until contract and monies are received. The next opportunity to select exhibit space is immediately after the 2011 Convention and Exhibit. Booth selections received by CHIA are processed on a first-come, first-served basis by the date the booth space contract and deposit are received. If your first selection of space has already been assigned, CHIA will allocate the next-best available space. Upon receipt, your space assignment(s) will be sent to you within three-to-five business days. CHIA assumes that you accept the exhibit space assignment unless CHIA receives a written denial within 15 days of notification. Date of notification is the date CHIA mails, e-mails or faxes the notification to you. If exhibit area space is sold out, you will be notified immediately by phone and placed on a waiting list.

2. Booth Space Floor Plan

The general configuration of the exhibit floor plan for this convention is contained in this prospectus. CHIA reserves the right to modify the floor plan to accommodate space sales or to change as necessary to avoid conflicts. Any space not claimed and occupied, for which no special arrangements have been made prior to 6:00 pm on Sunday, June 10, 2012, may be resold, reassigned or deleted by CHIA without any obligation on the part of CHIA for any refund whatsoever.

3. Booth Space Rental Fee

Booth Space rental fee is \$1,150 for the first 8 x 10 foot booth and \$1,000 for each additional 8 x 10 foot booth.

4. Terms of Payment

Onsite Booth Selection

The completed Booth Space Contract (for booths selected during the pre-selection meeting immediately after the 2011 Convention) will be collected at the pre-selection meeting or is to be submitted within thirty (30) days of commitment to booth space. In July, a copy of executed contract will be returned to Exhibitor along with an invoice for the 50% deposit, due July 31. CHIA will mail a second invoice in February 2012 for the balance of contract monies which are due by *March 1, 2012*.

Booth Selection via Prospectus

Space will be assigned upon receipt of completed Booth Space Contract along with a 50% deposit. The final balance is due on or prior to *March 1, 2012*. Failure to submit payment can result in the cancellation of the assigned space. Booth space contracts received after *February 1, 2012* must be accompanied by full payment.

5. Eligibility to Exhibit

CHIA reserves the right to refuse rental of display space, exhibit or any part of any exhibit to any company whose display of goods or services is not, in CHIA's judgment, likely to be compatible with the general character, quality, or objectives of the CHIA Convention & Exhibit.

6. Cancellation of CHIA Convention & Exhibit

In case any part of the Exhibit Area is damaged, or if circumstances make it impossible for CHIA to permit an Exhibitor to occupy the space assigned during any part of the whole of the period covered, then under such circumstances the Exhibitor will be charged for space only for the period space was or could have been occupied by the Exhibitor and CHIA is released from any and all claims for damages which arise in consequence thereof.

7. Subletting of Space

Exhibitors may not assign, sublet or apportion the whole or any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the regular course of their business.

8. Exhibit Refund Policy

Monies to be refunded based upon total booth space fees. Even if monies have not been paid in full at the time of cancellation, the appropriate amount due or to be refunded will be calculated based on the refund schedule listed here. Monies could still be due. Notification of cancellation must be in writing and received on or before the dates listed.

<u>Written Cancellation Received</u>	<u>Amount Due to CHIA</u>
Before <i>November 1, 2011</i>	\$150 cancellation fee

November 1, 2011 to March 1, 2012

50% of booth space fee

After *March 1, 2012*

100% of booth space fee

9. Services Included in Rental Fee

Standard exhibit booths (8' x 10') will be supplied and erected by CHIA consisting of a draped background 8' high, side rails 3' high and a standard booth sign 7" x 44" showing company name and booth number. Each booth also includes, up to five booth company personnel badges, up to two Exhibitor-Sponsored Luncheon tickets. A mail list rental of registered attendees to be sent two weeks post show for a one-time usage. List does not include phone numbers or e-mail addresses. Furnishings such as tables and chairs are **not** included as part of your booth space.

10. Exhibit Dates & Hours

The exhibits will be available for view on exhibit breaks *Monday, June 11, 2012* through *Wednesday, June 13, 2012*. Information will be e-mailed in March giving final details including specific exhibit break times. To facilitate attendees visiting booths during non-exhibit hours, **Exhibit Passes** will be issued to all exhibiting companies. Exhibitors will be able to make appointments with attendees to visit their booths during non-scheduled exhibit time or up to 4 p.m. daily. These signed passes are to be shown at the Exhibit Area Entrance to the Door Monitor and will authorize entry into the Exhibit Area.

Two complimentary **Single-Day Exhibit Hall Passes** for non-registrants to visit booths will be issued to an Exhibitor upon request. Non-registrants must stop at the CHIA Registration Desk for a name badge. Additional guest passes will be available at the CHIA Registration Desk for a fee of \$50 per day.

11. Installation of Exhibits

Erection of standard booth units will commence on Sunday, June 10 from 6:00am until 1:00pm. Exhibitors will be allowed to install their equipment commencing on Sunday, June 10, from 1:00pm until 6:00pm and will continue on Monday, June 11, from 8:00am until 10:00am. All booths must be fully installed and ready for inspection by 10:00am, Monday, June 11. No installation work will be permitted after this time. Labor should be reserved in advance through CHIA's contracted show drayage/decorator services.

12. Decorating & Drayage

Complete information on show code, carpentry, decorating, drayage, furniture rental, electrical work, telephones, plumbing, cleaning, etc., including a fixed schedule of prices will be furnished to the Exhibitor in advance of the convention. Exhibitor will also receive information on how to make shipments to the Convention, including dates that shipments may arrive at the convention site and the address to which shipments should be sent.

14. Corkage

It is the policy of the hotel/conference center that no beverages or food may be brought into the hotel/conference center from the outside. If you wish to bring in food or beverages to serve in your Exhibit booth or elsewhere onsite, you must contact the hotel/conference center for their corkage pricing. CHIA will not be responsible for Exhibitor's corkage fees.

15. Exhibitors Pre Show Meeting

There will be a short informational meeting to welcome all Exhibitors on Monday, June 11, 2012, at 10:00am in the exhibit area. At this time, one copy of the CHIA Convention program, attendee list and other items will be distributed.

16. Care of Exhibit Space

The Exhibitor must, at his expense, maintain his exhibit booth(s) in a neat and orderly manner. Special booth cleaning services are available through the show decorator.

17. Booth Construction & Arrangement

CHIA will provide and arrange for the erection of draped backgrounds of a uniform style. Each exhibit must be confined to the spatial limits of its respective booth indicated on the floor plan. No part of any display may be over 10 feet in height. No part of any display, excepting equipment therein, in excess of 8 feet in height, may extend more than one-half the distance from the back wall, and none over 48 inches in height shall extend forward for the remaining space to the front of the booth. Placement of the equipment must be done to avoid blocking the visibility of neighboring Exhibitors. All exposed parts of displays must be finished as to present an attractive appearance when viewed from the aisles or from adjoining exhibits. CHIA is the sole judge as to what is objectionable and

will have the right to drape off offending areas and bill the cost of such draping to the Exhibitor.

18. Use of Service Contractors

The unpacking, erection, assembling, dismantling, and packing of displays and equipment may be done by full-time employees of exhibiting company. The service contractor of the exhibition will have skilled craftsmen to assist Exhibitors who wish to hire labor to perform these services.

19. Admittance

Admittance to Exhibit Area is limited to individuals, business firms, manufacturers, and dealers who have contracted and paid for space assignments. No other persons will be permitted access to the Exhibit Area for the purpose of demonstrating their products, distributing advertising material, canvassing, soliciting orders, personnel recruitment, soliciting participation in unauthorized surveys, or for any other purpose. Violation of the rule will result in expulsion from the area.

20. Fire and Safety

All flammable materials must be flame proofed before being placed in the Exhibit Area. All materials and installations are subject to fire and safety regulations in force by state and/or city fire authorities. Exhibits must provide certification of flame proofing if requested by show management or fire department. Volatile or flammable fluids, substances or materials of any nature, prohibited by city fire regulations or insurance carriers, are prohibited in booth.

21. Conduct of Exhibitors

Exhibitors' badges are personal and non-transferable. Each representative of an exhibiting company must wear the official badge at all times while in the Exhibit Area. Supplementing this identification with business cards, ribbons, or company logo types is not permitted. It is the responsibility of all Exhibitors to restrict customer contact and business activities to be within the confines of the allocated exhibit space. No demonstrations or distribution of literature, etc., is permitted in the aisles or outside the exhibit space. A limit of five exhibit badges will be provided for each 8 x 10 booth requested.

22. Special Visual and Sound Effects

Audiovisual devices are permitted only in those locations and at such decibel intensity as, in the opinion of CHIA, it does not interfere with the activities of neighboring Exhibitors.

23. Liability and Security

Each Exhibitor must make provision for the safeguarding of its goods, materials, equipment and display at all times. General overall security will be provided by CHIA for the CHIA Convention & Exhibit period, but CHIA will not be responsible for the loss of any exhibit by or for any cause. The Exhibitor must surrender space occupied by him in the same condition as it was at the commencement of occupation. The Exhibitor shall assume all responsibility for damage to the Exhibit area by reason of his exhibit and shall indemnify and hold harmless CHIA for all liability which might ensue from any cause whatsoever arising out of the Exhibitor's participation in the CHIA Convention & Exhibit or in exhibition activities. Every Exhibitor is required to provide CHIA with a certificate of insurance for general liability.

24. Hold Harmless

It is agreed that the hotel/conference center and CHIA, manager of the exhibit show, shall not be held liable for any damage to or for loss of destruction of an exhibit, or for the theft or disappearance of any of the property contained in or about the booth of an Exhibitor, whether such a loss or destruction of an exhibit, or for the theft or disappearance of any of the property contained in or about the booth of an Exhibitor, whether such a loss be caused by the negligence of the hotel/conference center or CHIA, its officers, agents, servants, employees, or otherwise; all claims for any such loss, damage or theft being expressly waived by the Exhibitors, and the Exhibitor agrees to indemnify and hold harmless the hotel/conference center and CHIA for all such losses, damages and claims.

25. Dismantling of Exhibits

Dismantling will be permitted from **11:45am to 5:00pm** on **Wednesday, June 13, 2012**. Any abuse of this timeline may result in the company not being permitted to exhibit at the next CHIA Convention & Exhibit. It is the responsibility of the Exhibitor to see that the exhibit is labeled and bills of lading are finalized in order for shipment. The necessary labels and forms may be obtained from the show decorator.

26. Social Functions

Social functions sponsored by Exhibitors must not be scheduled during exhibit hours and must not conflict with CHIA educational or social functions. Any function *not* approved by CHIA, which would compete for attendees' time, either during the hours of the exhibition, educational sessions, general sessions, or programs, is expressly prohibited.

27. Advertising

All Exhibitors are urged to advertise in the 2012 CHIA Convention & Exhibit onsite program. Information on rates, mechanical specifications and copy deadlines can be found on the CHIA website www.CaliforniaHIA.org or can be obtained from CHIA, 1915 N. Fine Ave., #104, Fresno, CA 93727-1565. CHIA reserves the right to bill advertisers for any necessary alterations to an ad that does not conform to the stated mechanical specifications.

28. Irregular Activities

Giving away samples should not interfere with other Exhibitors. The consummation of a contract of sale or selling of products or displays, for cash or charge, is strictly prohibited. Exhibitor activities must comply with the regulations of the hotel/conference center and CHIA. Exhibiting firms may conduct raffles or drawings for prizes within the confines of their booths only so long as this activity does not interfere with other Exhibitors. A public announcement of prize drawing awards will be held at the Exhibitors' Luncheon on **Wednesday, June 13, 2012**. Booth activity must not interfere with other exhibits or restrict free flow of aisle traffic. No tipping is allowed for placing displays or returning crates at the end of show. No part of any exhibit including signs shall in any way be attached to walls, columns, or floors.

29. Violations

Upon violation of any of these regulations on the part of the Exhibitor, his employees or agents, the Exhibitor shall, at the option of CHIA, forfeit the right to occupy space and such Exhibitor will forfeit to CHIA all monies paid. CHIA may reenter and take possession of the space occupied by the Exhibitor and remove all persons and goods at Exhibitor's risk and the Exhibitor shall pay all of such expense and all damages which CHIA may incur and forfeit all monies paid or due CHIA on account thereof. The Exhibitor waives any right to service of written notice of the intent to reenter and terminate.

30. General

All matters and questions not covered by these regulations are subject to the decision of CHIA. These regulations may be amended at any time by CHIA and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations. In the event of any amendments or additions to these regulations, written notice will be given by CHIA to such Exhibitors as may be affected by them.

31. Hotel Rooms

CHIA has blocked sleeping rooms at the Hyatt Regency in Santa Clara, CA, and attendees will be housed at the special CHIA group rate fee. We recommend reservations be made by **May 11, 2012**. A sufficient number of parlors will be available to your group to be used with suites of all types.

32. Americans with Disabilities Act

Each Exhibitor shall be responsible for compliance with the Americans with Disabilities Act within the assigned exhibit space.

33. Post Exhibit Meeting

On Wednesday June 13, 2012, a morning exhibits' meeting will be held where you may select your booth(s) for CHIA's 2013 Convention & Exhibit. CHIA's 2013 Convention & Exhibit will be held at the JW Marriott Desert Springs Resort & Spa in Palm Desert, CA on June 9 – 12, 2013.

EXHIBITOR'S CHECKLIST & DUE DATES

Use the planning checklist below to organize your plans to meet key deadlines for the 2012 CHIA Convention & Exhibit at the Santa Clara Convention Center in Santa Clara, CA.

<u>Before the show:</u>	Deadline	Completion
Complete and submit Booth Space Contract with 50% deposit	Today	_____
Commit to participate as a Convention Sponsor	Today	_____
Reserve Ad space in Preliminary Marketing Program	January 24	_____
Submit camera-ready Ad copy for Prelim Program	January 31	_____
Sponsorship commitment for Prelim Program	January 31	_____
Final booth space payment due	March 1	_____
Call Hyatt Regency and make room reservations	March 15	_____
Exhibitors will receive e-mail regarding Show Kit	April 10	_____
Submit Ad Reservation Form to place ad in the On-site Convention Program	April 20	_____
Submit company description (50-word copy for Convention program)	April 20	_____
Submit copy of G/L coverage Certificate of Insurance to CHIA	April 20	_____
Sponsors only - submit company logo in electronic format	April 30	_____
Sponsorship commitment for on-site final Program	April 30	_____
Submit camera-ready Ad copy for on-site final Program	April 30	_____
Order Pre-Registration Attendee list to send mailer (on the Advertising Reservation Form)	May 10	_____
Last day to make hotel room reservations at the Hyatt Regency, Santa Clara (ask for CHIA's room block)	May 11	_____
Submit badge names for all booth personnel to CHIA	May 15	_____
Silent Auction donation commitment to CHIA	June 1	_____
<u>Once you arrive in Santa Clara:</u>		
Exhibitors begin booth set-up from 1:00 – 6:00pm	June 10	_____
Bring Silent Auction basket to CHIA Registration Area	June 10	_____
Attend Sunday evening - Welcome Reception	June 10	_____
Complete booth set-up by 10:00am	June 11	_____
Attend Exhibitor Pre Show meeting 10:00am	June 11	_____
Attend Exhibitor Post Show meeting 8:30am <i>Pre-selection of 2013 booths for Palm Desert, CA</i>	June 13	_____
Attend Exhibitor-sponsored Luncheon (up to 2 tickets per company)	June 13	_____
Dismantle all exhibit booths from 11:45am – 5:00pm	June 13	_____

Dates are subject to change without notice. Please call 559-251-5038 if you have a question regarding these dates.