



## **Pavilion Product Sessions (PPS)**

These 45-minute presentation allows you to educate attendees on the solutions provided by your product. We *highly recommend* your session be presented in a case study format – it is the format attendees prefer.

### **Definition of a Case Study**

A case study ***focuses on a specific product*** and provides a detailed review or analysis that captures the background, process, outcomes, successes, failures, and lessons learned. The case study may include qualitative or quantitative data, or both. The case study provides an opportunity to explore a single product in depth, and to strengthen problem-solving and decision-making skills.

### **Case studies are:**

- Educational in nature as opposed to commercial
- An unbiased presentation of data and analysis regarding a particular product
- Presented by an individual from the client organization with product experience
- Informative and assist potential clients in making an educated decision about the product
- Identify the strengths and weaknesses of a particular product

### **Case Study Presentation Recommendations**

- Identify a problem or need that a client has experienced
- Identify the specific product specifications to respond to a challenge or need
- Identify how effective the product was in addressing the challenge or need
- State client's overall experience with the product
- Lend credibility to your session by having a client with direct product experience conduct the presentation
- Include a 1- or 2-page summary for distribution to attendees with key information from the actual case study report prepared by the client organization. The case study report contains information that is valuable to potential clients.

### **Successful Case Study Tips**

- Handouts should be distributed to complement your presentation.
- The Pavilion Product Sessions are meant to be a forum in which exhibitors can present the benefits of their products in an educational format.
- Information about third parties (competitors) should be left out of your presentation unless prior written permission is obtained. Comments and statements regarding other companies that could be seen as defamatory or libelous should be left out of presentations. HIMSS does not assume liability for any presentation content.

### **HIMSS Will Provide**

- 45-minute presentation timeslot
- Each theatre will be equipped with a 42" plasma screen (with cables to connect to a laptop), podium, wired microphone, internet access, theatre-style seating for 30 people, and a table to distribute handouts. (Additional audiovisual equipment is available for rental from HIMSS' official audiovisual contractor.)
- Signage placed outside each theatre containing session information
- One exhibitor badge will be provided. This will be reflected in your exhibitor badge allotment and should be used for your speaker.
- Marketing of your session using the following vehicles:
  - HIMSS10 Annual Conference website
  - Pre-conference brochure



- Email Pushes to targeted attendees prior to conference
- Session schedules in literature kiosk throughout convention center
- Onsite Resource Guide
- HIMSS *Daily Insider/Exhibit Guide* (our daily conference newspaper)
- Onsite Pocket Guide

### **Marketing Your Session**

Marketing your session to your prospective and current clients before and during the conference is critical to creating interest in your presentation and building attendance at your session. Below are marketing ideas that have proven useful:

- Promote your session on your corporate website and include as much information as possible: the session topic and a brief description, session speaker, session date and time, and session location
- Participate in HIMSS' co-marketing opportunities. (Details will follow)
- Send a marketing piece to your clients and prospects telling them about your session
- Include a postcard in the CardPak Targeted mailing to your intended audience
- Include your session in the Calendar of Special Events section of the HIMSS10 website
- Mention your session on literature that you have printed to distribute at your booth.
- Purchase an advertisement in the Resource Guide and HIMSS *Show Dailies* or *Exhibit Guide*

### **Additional Options**

- Laptops **will not** be provided but are available for rental from HIMSS' official computer supplier, if you don't have your own.

### **Submissions**

The session title, session abstract, and presenter information can be submitted online by the participating company beginning August 27, 2010\* to be included in the Pre-Conference brochure. The timeline for the Pavilion Product Session submissions are as follows:

- **August 27, 2009\*:** An email will be sent that includes your Pavilion Product Session confirmation, date of presentation as well as login information, details regarding the online process for submitting your session title, session abstract, and presenter information
- **September 1, 2009\*:** Deadline to submit presenter information for inclusion in the Pre-Conference marketing brochure. Using the username and password included in your confirmation email, please populate details of your presentation including speaker credentials, title and company, as well as the session title, and session abstract online. This information will be included in the Pre-Conference brochure that will be mailed to attendees as well as this information will be live on our Web site.
- **January 6, 2010\*:** Last day to make changes to your online submission. The information you provide online will be included in our onsite marketing materials, Resource Guide and Pocket Guide.

*\*Dates are subject to change*

### **Logistics and Planning**

For questions regarding the logistical and planning aspects of your Pavilion Product Session, please contact: Virginia Geoghegan, 408-899-6744, [vgeoghegan@himss.org](mailto:vgeoghegan@himss.org)