



It's a
JUNGLE
Out There!

South Carolina Health Information Management Association
2010 Annual Convention & Exhibit

July 21-23, 2010

Hyatt Regency Greenville
Greenville, SC

SCHIMA is a dynamic professional association representing nearly 1200 health information management (HIM) professionals working throughout South Carolina and neighboring states in various roles in the health care industry.

Our members are a collective of professionals intimately involved in directing and managing health information development, collection, quality, integrity, confidentiality, and accessibility. Our roles include positions at all levels of operational and administrative services and management, strategic planning, revenue cycle management, information systems and technology implementation and management, consulting, compliance and regulatory activities, and education in all types of hospitals & health systems, nursing facilities, behavioral health and addiction medicine services, ambulatory care centers, surgery centers, physician practices, hospice and home care services, outpatient therapy & support, regulatory agencies, insurance companies, and vendor settings.

The unique areas of knowledge that our members possess are critical for managing, analyzing, classifying and utilizing data vital for patient care; operational, legal and financial viability; leading the transition from paper to computer-based records; and enhancing the quality and value of health information.



*The catalyst for change.
The inspiration for action.*

100-3 Forum Drive, #222
Columbia, SC 29229
803.767.4554
info@schima.org

January 2010

Dear Prospective Exhibitor/Sponsor/Advertiser:

The South Carolina Health Information Association (SCHIMA) is pleased to extend an invitation for you and your company to participate in our **2010 Annual Convention & Exhibit** to be held at the **Hyatt Regency Greenville** in **Greenville, SC**, from **Wednesday, July 21 through Friday, July 23, 2010**. We offer a variety of ways in which to become involved in our popular annual event, including exhibit hall and venue displays, event and resource sponsorships, and advertising.

An important part of the convention is the exclusive exhibit time that we offer throughout the first two days of the AC&E. Exhibit area activities have been re-structured to provide maximum traffic flow and opportunity for contacts with your potential and current customers several times each day.

- ◆ **Discounted Registration for exhibitors who register and pay prior to 3/1/2010 (no price increase from 2009 registration rates!)**
- ◆ **Ability to pre-select exhibit spaces on first-paid, first-served basis**
- ◆ **Extended Exhibit Hall hours (7:30 AM – 5:00 PM on Wednesday & 7:30 AM – 2:00 PM Thursday) with lunch in the Exhibit Hall**
- ◆ **Improved sponsorship opportunities**
- ◆ **Open invitation to exhibitors to submit proposals for presentations (must be received no later than March 15, 2010)**

For 2010, we are updating our vendor registration to an online, 2-step process. Exhibitors and sponsors will complete an online registration application. SCHIMA will download the registered information, create a contract based on the information, and e-mail the contract with an invoice back to the exhibitor/sponsor for printing and submission.

PLEASE NOTE: If you have an over-sized display (i.e., requires a booth space larger than the traditional 6-foot skirted table), please make note in your registration in the appropriate field so that we may plan space allocation accordingly. Displays requiring more than one traditional booth space will need to arrange for a double booth through the SCHIMA Central Office. (Additional booth fees will apply.)

Please review the **Exhibitor Prospectus** to find all the information you will need to make your booth space, sponsorship and advertising selections. Should you require additional information, please do not hesitate to ask – we're happy to answer your questions any time.

Not currently an SCHIMA Corporate Partner? We have included a Corporate Membership application in this prospectus for your convenience. **Become a SCHIMA Corporate Member today and become eligible for the Corporate Partner booth rate – a 20 percent savings!**

We look forward to welcoming you to Columbia. If there is any way we can be of further assistance, please contact us at 803.767.4554 or info@schima.org.

Regards,



Elizabeth M. Stewart, RHIA, CCS, CRCA, CPMB
Executive Director
SCHIMA



Heather Milam, RHIT
2010 Annual Program Chair
SCHIMA

JUST THE FACTS

Who Attends

Health Information Management VPs, Directors, Managers, Supervisors, Team Leaders
Coding Managers, Coders, Data Abstraction & Registry Specialists (Trauma, Cancer, etc.)
Revenue Cycle & Finance Professionals
Quality, Compliance, and Regulatory Professionals
Transcription Services Directors, Managers, Professionals (Transcriptionists)
Release of Information Managers & Professionals
Information Services/Systems/Technology Professionals
HIM Consultants (Interim Management, Professional Services, etc.)
Clinical Professionals
College HIM Educators & Students

Dates

Vendor Set-Up (Tues): 07/20/10 from 5:00PM-7:00 PM
Vendor/Board Reception: 07/20/10 from 8:00 PM - 10:00 PM (tentative)
Exhibit Hall (Wed/Thu): 07/21/10 from 7:00AM - 5:00PM; 7/22/10 from 7:00AM - 2:00PM
Vendor Tear-Down: 07/22/10 from 2:00PM - 5:00PM

Venue

Hyatt Regency Greenville (<http://greenville.hyatt.com/hyatt/hotels/index.jsp>)
220 North Main Street
Greenville, South Carolina 29601
HOTEL MAIN NUMBER: 864.235.1234 (NOT FOR RESERVATIONS)

Accommodations

Exhibitors may make their reservations directly with the Hyatt Regency Greenville via telephone (**1-888-421-1442**) or online (see below), referencing the SCHIMA Annual Convention & Exhibit. **Convention rates begin at \$121/night for double occupancy** (plus taxes and fees at approximately). Suites and other upgraded accommodations are available on a first-come, first-served basis.

Online Passykey hotel reservations for event: <https://resweb.passkey.com/go/SCHIMA>

Parking

The hotel offers both valet and self-parking options for those bringing vehicles to the event:

Valet Parking: \$15/day with in/out privileges

Indoor or Self-Parking: \$6.00/day

Lunch on Us (Wednesday, July 21, 2010)

Because it's hard to get away for lunch, we will provide each exhibitor with up to two (2) box lunches per booth on Wednesday, July 21, 2010. Additional lunches may be purchased by the exhibitor through SCHIMA prior to the event.

Attendance at General Sessions

Representatives are welcome to attend any general education sessions during the Convention as space permits. CEUs cannot be provided, but participation is welcome and encouraged.

Pre and Post-Convention Mailing Lists

Paid exhibitors will be provided with the pre-convention attendee roster after July 1, 2010 via e-mail for pre-convention marketing contacts. The post-convention attendee roster will then be provided for one-time use after the close of the Convention at the completion of a short online experience evaluation.

JUST THE FACTS (continued)

Exhibit Booth Cost

Membership Status	Early Bird Registration (postmark on/ before 3/15/2010)	Regular Registration (3/16/2010 – 05/15/2010)	Late Registration (5/16/2010-06/30/2010)
Corporate Partner	\$550	\$650	\$750
Non-Members	\$660	\$750	\$840
<i>Both registration AND payment must be received by deadlines to be considered complete. Registrations cannot be accepted after June 30, 2010.</i>			

Booths are covered and skirted 6ft tables with 2 chairs (NO pipe and drape).

110 electrical drops are included in booth fee.

Specific instructions regarding display drayage arrangements will be sent after paid registrations are received and confirmed.

Sponsorship Opportunities

(Please see online application for most current opportunities)*

Platinum \$3000+	Gold \$2000-2999	Silver \$1000-1999	Bronze \$500-999	Other
<ul style="list-style-type: none"> ◆ Networking Luncheon (Wed) ◆ President's Reception (Wed) ◆ President's Luncheon (Thurs) ◆ Keynote Speaker Sponsor ◆ Coding Roundtable Sole Sponsor (Fri) 	<ul style="list-style-type: none"> ◆ Program Printing SOLD! ◆ Director's Leadership Breakfast SOLD! ◆ Pre-Convention Vendor/Board Reception (Tues) ◆ Attendee Registration Gift 	<ul style="list-style-type: none"> ◆ Attendee Name badge Tags & Holders SOLD! ◆ Continental Breakfast (one day) ◆ Coding Roundtable Co-Sponsor (Fri) 	<ul style="list-style-type: none"> ◆ Break Refreshments (one day) ◆ AV Sponsor (one day) ◆ Student Track Sponsor (Thurs) ◆ General session speaker sponsor (non-Keynote; includes speaker introduction) 	Upon Request (including co-sponsorships)

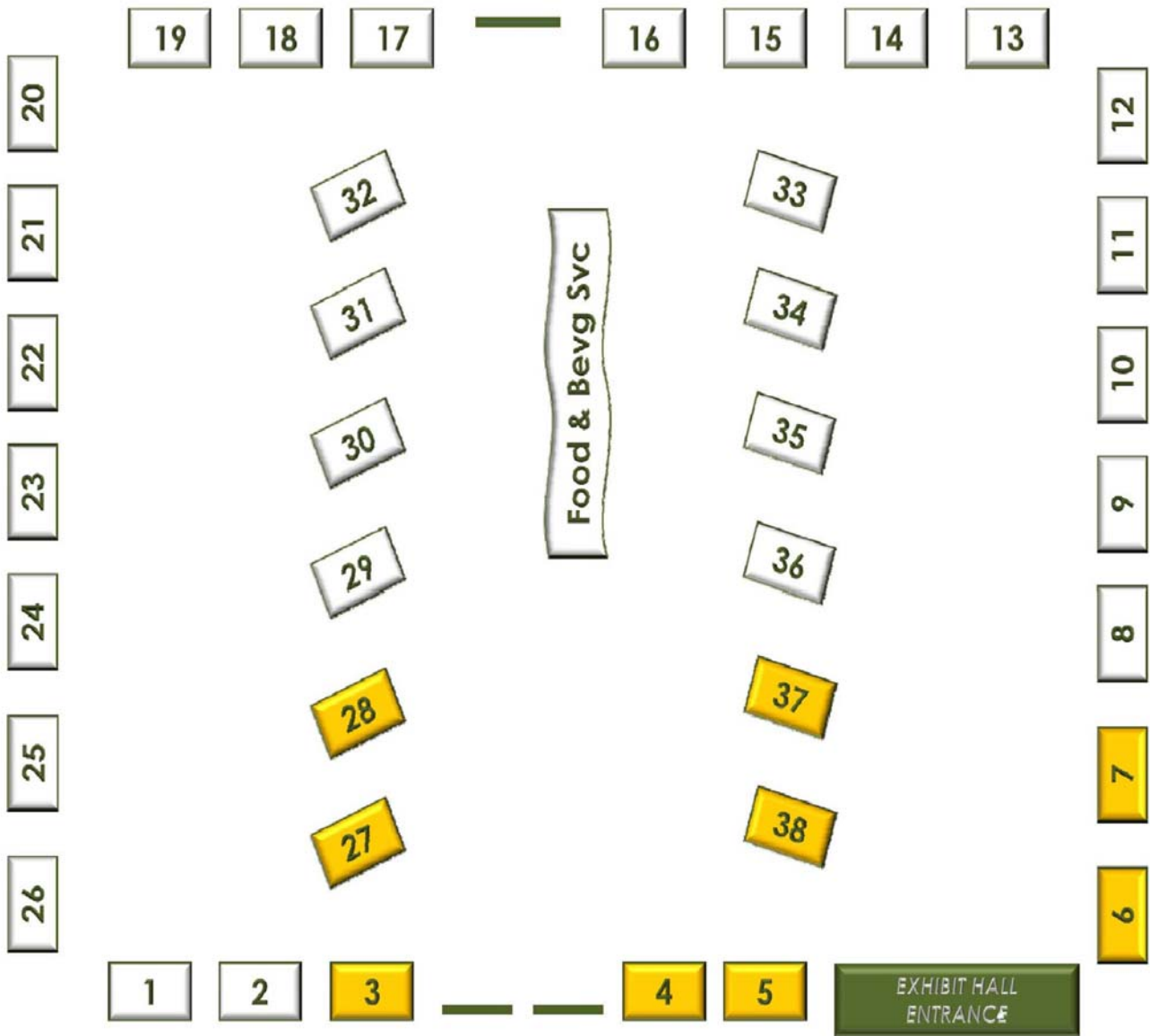
**Sponsors pledging \$1000 or more receive a FREE "Prime" Exhibit Hall space for their company.*

Convention Print Program Advertising

Ad Size	Exhibitor Rate	Non-Exhibitor Rate
Full Page (7-1/4" x 9")	\$150	\$275
Half Page (7-1/4" x 4")	\$100	\$175
Business Card (2" x 3.5")	\$50	\$75

Corporate Membership (Annual): \$150.00

EXHIBIT HALL LAYOUT: CONTINENTAL BALLROOM



Spaces marked in **GOLD** are PRIME SPACES. Preference for PRIME SPACES and center aisle spaces will be given to sponsors, and then assigned in order of payment receipt and preference for regular exhibitor registrations.

Exhibit Hall Layout subject to change without notice based on participation volume and hotel requirements.

Drawing is NOT to scale.

REGISTRATION INSTRUCTIONS

1. **Complete** the Online Exhibitor/Sponsor Application by using the link
<http://www.surveymonkey.com/s/SCHIMA2010ACE>
2. **Print** a copy of the completed contract and invoice e-mailed back to you from SCHIMA and **sign** the summary page of the contract. (Faxed contracts will not be accepted, and exhibitors will not be considered fully registered until payment has been received).
3. **Submit** signed contract with payment via US Mail, UPS, FedEx, etc. to:

SCHIMA
2010 AC&E Registration
100-3 Forum Drive, #222
Columbia, SC 29229

PLEASE NOTE: The SCHIMA Central Office moved September 1, 2008 to the new address above. Please make note of the new address when your AP Department is processing your remittance.

If your organization needs a copy of our updated W-9, please go to www.schima.org/Contact.htm and download a copy for your records.

CREDIT CARD PAYMENTS:

Exhibitors wishing to pay their registration fees using a credit card will be issued a separate invoice via PayPal. **Credit card payments are subject to a \$30 processing fee (to cover the fees charged to SCHIMA by PayPal for the transaction), which will be included on the invoice sent to the exhibitor.**

The PayPal invoice will come as a SEPARATE E-MAIL with instructions for paying the invoice directly from PayPal. A PayPal account is NOT required to make the transaction.

SCHIMA CANNOT ACCEPT CREDIT CARD PAYMENTS VIA FAX OR PHONE. We use PayPal as our secure electronic payment service, and do not have a credit card processing gateway or merchant account to process individual transactions.

NON-SUFFICIENT FUNDS: All checks returned for Non-Sufficient Funds will result in an additional \$50 fee to the registrant, regardless of their actual attendance at the Convention.

REFUNDS: REFUNDS will only be made if WRITTEN notice is received and confirmed under very limited circumstances and per the refund policies noted on each type of contract. Cancellation fees may apply. NO refunds will be given after May 15, 2010 under any circumstances.