



2015 INTEROPERABILITY EXHIBITION INSTRUCTIONS

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CALIFORNIA CONNECTS INTEROPERABILITY EXHIBITION INSTRUCTIONS

GENERAL INFORMATION

The 2015 California Connects Interoperability Exhibition will focus on information exchange standards that enable health information to flow among unaffiliated organizations, such as between separate healthcare facilities in the same community. Exhibitors will demonstrate agreed upon use cases and interfaces for interoperability in California as well as showing pilot instances of national standards for HIE services. Redwood MedNet will host the exhibition on Friday July 31, 2015 during the Redwood MedNet Conference “Connecting California to Improve Patient Care.”

The exhibition is open to the public at no charge, and spreads more than two hours of interoperability demonstrations over the three refreshment breaks in the one-day conference. This schedule allows conference attendees to view interoperability solutions when convenient, and to speak with participants in the Exhibition.

➤ **Location**

2015 Redwood MedNet Conference
Hyatt Vineyard Creek Hotel – Dry Creek Ballroom
170 Railroad Street
Santa Rosa, California 95401
www.redwoodmednet.org/conference.html

➤ **Exhibition Contact**

Tanya Laino, tlaino@redwoodmednet.org
707.462.6369 x511 (o)

➤ **Exhibiter Types**

The Exhibition will feature two types of demonstrations.

- **Non-Commercial:** A non-commercial demonstration may be hosted by a non-profit or a for profit healthcare organization. A non-commercial demonstration is provided with a 30” x 30” kiosk and one complimentary registration to conference. Non-commercial demonstrators **MUST NOT** distribute commercial, branded sales collateral material.
- **Commercial:** A commercial demonstration may be hosted by a non-profit or a for profit healthcare organization. A commercial demonstration may use a kiosk or an Exhibitor table. A commercial demonstration requires the minimum purchase of a silver level sponsorship. To purchase a sponsorship, download and complete The Sponsor Prospectus and Contract located the Redwood MedNet conference website <http://www.redwoodmednet.org/conference.html>. A commercial demonstration **MAY** distribute commercial, branded sales collateral material.

CALIFORNIA CONNECTS INTEROPERABILITY EXHIBITION INSTRUCTIONS

SCHEDULE

➤ **Planning Meetings**

Meetings will be held as needed to plan event logistics and coordination.

➤ **Dry Runs**

Mandatory. Please work with your demonstration partners to complete technical preparations and testing. Dry runs will be individually scheduled between the Exhibition Contact and each Exhibitor or Exhibitor Team.

➤ **Planning Calendar**

- **Contact List:** Provide contact list of key members of the Exhibition Team to the Exhibition Contact. Include email addresses and phone numbers (office and cell).
- Return the **Kiosk Information Form** to Exhibition Contact.
- **Mandatory set-up.** The Exhibition space will be open Thursday, July 30 at 9:00 am to enable setup, to conduct connectivity tests, and to complete the second dry run with the Exhibitor Contact.
- If you are not able to complete a successful dry run prior to the opening of the Interoperability Exhibition, the Exhibitor Contact may request you do not participate in the California Connects Interoperability Exhibition.

COLLATERAL

➤ **Signage**

California Connects will provide a sign displayed above each kiosk or on a tabletop easel for each commercial demonstration with a table. Please submit your demonstration signage details on the Kiosk Information Form. See examples below.



➤ **Handout**

A handout containing a graphic illustration of the demonstrations will be provided to each kiosk.

➤ **Narrative Summaries**

Include a synopsis describing your demonstration on the Kiosk Information Form.

CALIFORNIA CONNECTS INTEROPERABILITY EXHIBITION INSTRUCTIONS

EXHIBITORS

➤ **Kiosk Hours and Ad Hoc Demonstrations**

Please schedule at least one staff member for your kiosk during all exhibition hours (total 2 hours, 30 minutes). If you cannot staff all scheduled demonstration hours, please notify the Exhibition Contact of your specific staffing schedule. You are welcome to schedule ad hoc demonstrations with conference attendees at any other time during the conference event hours. Due to limited space, please do not over crowd the kiosk area.

Thursday, July 30: Mandatory set-up, connectivity test and dry runs starting 9:00 am

Thursday, July 30: Reception & optional demonstrations from 5:00 pm until 6:30 pm

Friday, July 31: Provide staff during scheduled Interoperability Exhibition hours

Friday, July 31: Dismantle and clean up from 3:30 pm until 7:00 pm

California Connects Interoperability Exhibition Demonstration Schedule

Friday – July 31 (150 minutes total)

9:30 to 10:00 am – break (30 minutes)

12:00 to 1:15 pm – lunch (75 minutes)

2:45 to 3:30 pm – break (45 minutes)

➤ **Conference Registration**

The Exhibition Contact will coordinate the complimentary conference registration included with your kiosk. Please register by completing the Kiosk Information Form.

- Each Exhibitor must fund travel for exhibitors, including hotel, transportation, additional registrations, food, etc.

➤ **Demonstration Equipment**

Please bring a computer, monitor and cables. A 27" flat panel monitor is recommended for each kiosk. The Exhibition will provide a power outlet and an Ethernet cable to the Internet.

➤ **Shipping to Hyatt Vineyard Creek Hotel**

Please notify the Exhibition Contact by July 21 if you plan to ship materials directly to the Hyatt.

If shipping exhibit materials directly to the Hyatt Vineyard Creek please observe the following:

- Schedule your freight to arrive no earlier than July 28; shipments arriving earlier than three (3) days prior to July 31 may be subject storage fees or refusal by the Hyatt.
- No boxes weighing over 50 pounds or pallets will be accepted.

CALIFORNIA CONNECTS INTEROPERABILITY EXHIBITION INSTRUCTIONS

Each package must be labeled with the following information and sent to:

RWMN Conference July 31, 2015

Attn: Name (*Sponsor Registered Attendee*)

Package 1 of x (*where "x" is the total number of packages*)

Hyatt Vineyard Creek Hotel

170 Railroad Street

Santa Rosa, California 95401

It is the Exhibitor's responsibility to check the exhibit materials to insure their contents are intact. The Hyatt Vineyard Creek shall not be liable for the safe or timely arrival of any shipments.

FedEx and UPS both routinely deliver and pick-up from the Hyatt.

➤ **Setup/Dismantle**

Exhibitors may setup in their assigned kiosk on Thursday, July 30 starting at 9:00 am.

Exhibitors are responsible for setup and tear down. All Exhibitor equipment and personal belongings should be removed from kiosk by 5:00 pm on Friday, July 31.

Kiosk dismantle will begin at 5:00 pm on Friday, July 31. Exhibitors are responsible for returning and shipping their equipment and materials.

➤ **Security and Storage**

There is no storage in the Exhibition area. There is minimal storage space under the kiosk. Redwood MedNet requests that all valuables are removed when an exhibitor is not present at their kiosk. The Exhibition area will be locked Thursday, July 30 at 7:00 pm and will reopen on Friday, July 31 at 6:30 am. Do not leave valuable items unattended at your kiosk. Redwood MedNet is not responsible for lost or stolen items.

KIOSKS

➤ **Exhibition Floor Plan**

The exhibition kiosks will share the same location with conference refreshments and conference sponsors.

➤ **Kiosk and Tables Layout**

Layout for Kiosks and Tables will be determined by July 24.

➤ **Kiosk Structure**

The kiosk is provided with signage, handouts, Internet access via Ethernet cable and power. The kiosk is 30" x 30" and includes two barstools.