EXHIBITOR PROSPECTUS

INSPIRED BY OUR PATIENTS

DRIVEN BY THE FUTURE

SSH
Society for Simulation in Healthcare
IMSH 2019 was the largest IMSH ever.

Be a part of that excitement in 2020!
The International Meeting on Simulation in Healthcare (IMSH) is the world's largest conference dedicated to healthcare simulation learning, research and scholarship!

Exhibitors have **more than 19 scheduled exhibit hours in 3 days** to reach a diverse healthcare and healthcare simulation audience of physicians, nurses, educators, administrators, center operations directors, technology specialists, and other providers using mannequin and computer-based simulation, virtual reality, standardized patients and task trainers.

In this increasingly competitive market, gaining visibility and meeting with more than 3,000 key decision makers from around the world is an opportunity you cannot afford to miss.

With **approximately 300 sessions** in various formats – from large plenary sessions to small, interactive immersive courses. – IMSH is considered **THE** educational and networking event for the simulation world.

Don’t delay! Prior to Aug. 1, 2019, all space assignments are based on Priority Point System. Each company with priority points will receive an email appointment containing their exclusive two-hour appointment window in which to select and request their booth.

After August 1, space will be assigned on a first come, first served order.

**MEETING CONVENER**
Society for Simulation in Healthcare
2021 L Street NW, Suite 400
Washington, DC 20036 www.ssih.org

**CONVENTION FACILITY**
San Diego Convention Center
111 W. Harbor Drive
San Diego, CA 92101
WHO ATTENDS?

ATTENDEES’ AGES
(Based on 2,943 question responses)

- 20.1% BETWEEN 20–34 YEARS OLD
- 27.8% BETWEEN 35–51 YEARS OLD
- 51.3% BETWEEN 52–70 YEARS OLD
- <1% 71 YEARS AND OLDER

ATTENDEES’ ROLE IN SIMULATION
(Based on 2,943 question responses)

- 21.5% ADMINISTRATOR
- 40.7% EDUCATOR
- 8.2% CLINICIAN
- 7.6% RESEARCHER
- 9.8% OPERATIONS SPECIALIST
- 1.2% A COMBINATION OF THE ABOVE
- 10.9% OTHER

PRIMARY REASONS FOR ATTENDING

- IMSH 2019 attendees far-and-away indicated their top four reasons for attending were:
  - General Education
  - Networking Opportunities
  - Plenary Speakers
  - Exhibit Hall

HEALTHCARE SIMULATION EXPERIENCE
(Based on 2,943 question responses)

- 46.3% 1-5 years
- 27.5% 6-10 years
- 26.1% 11+ years

53.6% of those who responded have at least 6 years of work experience in healthcare simulation.
More than 1 in 4 have 11 years or more!

*Data from 2019 survey

Total Attendees: 3,156 (Largest ever!)

Interested in exhibiting or sponsoring?
Contact Judy Larson, jlarson@ssih.org

IMSH2020.org | #IMSH2020

The International Meeting on Simulation in Healthcare (IMSH) is a scientific conference that explores the latest innovations and best practices in healthcare simulation. Attendees come from all over the world to experience three days of networking, hands-on workshops, plenary speakers, nearly 300 education sessions, and an Exhibit Hall full of the latest products and services.
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**Who Attends?**

- **19.4%** of attendees are SSH certified. (Based on 2,923 responses)
- **54.5%** are from an SSH accredited program. (Based on 2,389 responses)

**What Is Your Work Environment?**

- **30.1%** College/University
- **29%** Hospital
- **11.2%** SIM Center
- **29.7%** Other

**IMSH Attendees Influence Broad Audiences**

- DEANS
- CEOs & DIRECTORS
- NURSES
- LAB SCIENTISTS
- PARAMEDICS
- PHARMACISTS
- PHYSICIAN ASSISTANTS
- RESPIRATORY THERAPISTS
- NURSE PRACTITIONERS
- ANESTHESIOLOGISTS
- IT OPERATIONS
- MILITARY
- PHYSICIANS
- OCCUPATIONAL THERAPISTS
- VETERINARIANS
- PHYSICAL THERAPISTS

**Attendees Represent 58 Countries**

Top 11 Include:

- CANADA
- BRAZIL
- UNITED STATES
- UNITED KINGDOM
- DENMARK
- FRANCE
- CHINA
- JAPAN
- CANADA
- UNITED STATES
- CHINA

Interested in exhibiting or sponsoring? Contact Judy Larson, jlarson@ssih.org | #IMSH2020
FRIDAY
January 17, 2020
8:00am – 5:00pm
Exhibitor Move in & set-up

SUNDAY
January 19, 2020
8:00am - 1:00pm
Exhibitor Move in
1:00pm - 2:30pm
Opening Plenary Session
2:30pm – 7:30pm
Grand Opening of Exhibit Hall
4:30pm – 7:30pm
Grand Opening Reception in Exhibit Hall

MONDAY
January 20, 2020
8:30am – 9:45am
Plenary Session
9:30am – 6:00pm
Exhibit Hall Open
11:30am – 1:30pm
Lunch in Exhibit Hall
4:00pm – 6:00pm
Reception in Exhibit Hall

TUESDAY
January 21, 2020
8:30am – 9:45am
Plenary Session
9:30am – 3:00pm
Exhibit Hall Open
11:30am – 1:30pm
Lunch in Exhibit Hall
3:00pm
Exhibit Hall Closes – teardown begins
3:00pm – 10:00pm
Exhibitor Move out

WEDNESDAY
January 22, 2020
8:00am – 1:00pm
Exhibitor Move Out
1:00pm – 5:00pm
Decorator Move Out
5:00pm
Remaining freight “forced from floor”
IMSH 2020 FLOOR PLAN

View the current floor plan. As changes and modifications occur to the plan, updated plans will be posted to IMSH2020.com.

Floor plans can and do change due to new space assignments, increases/reductions in space, or reconfiguration deemed necessary by SSH.

Our map is constantly updating with new exhibitors! Check out https://ssh.expoplanner.com/expomap/index.cfm?fuseaction=home.main&event_id=10 to see the current edition!
IMSH 2020 Exhibit Space Pricing – FIVE great options!

A. Premium Plus: $49.00 per square foot*
B. Premium Location: $45.00 per square foot*
C. Choice Location: $43.00 per square foot*

*SAVE ON YOUR PREMIUM & CHOICE LOCATION RATES!
5% (up to $500) discount for Corporate Roundtable Members
10% Discount for new exhibitors (have not exhibited within last three years)

D. Standard Location: $39.00 per square foot
E. Educational Booth: $1,200, limit one (1) booth at reduced rate.

EXHIBIT SPACE RENTAL INCLUDES:

• 8’ high draped back wall and 36” side drape (in-line booths). Show Colors: Pipe and drape are silver and white. Aisle carpet is “Crown Jewel” blue (as shown in picture).

• 7”x44” booth identification sign with company name and booth numbers (in-line booth); Five (5) complimentary Exhibit Hall badges per 10’x10’ booth, up to a maximum of 30 complimentary badges.
• Sunday Grand Opening Exhibit Hall Reception, plus Monday and Tuesday hosted Exhibit Hall lunches and Monday afternoon Exhibit Hall reception.

• See Exhibitor Badges above for access to education.

• Publication of company name, address, website, company description in onsite program. Complimentary pre and post registration lists.

• Company listing and link in online exhibitor directory at the IMSH meeting website - www.imsh2020.com - available approximately 10 weeks pre-meeting and nine months post-meeting.

APPLICATIONS DEADLINE

August 1, 2019 – for placement by Priority Points System (see page 12 for details)

CANCELLATION AND/ OR REDUCTION OF SPACE

Cancellation of booth space, sponsorship, or requests for reduction of space must be made in writing.

The following cancellation fees apply:

• Before November 29, 2019: $500 administrative fee
• November 30 – December 14, 2019: 25% of booth fee
• December 15 – December 31, 2019: 50% of booth fee
• January 1 – January 17, 2020: 100% of booth fee
EXHIBITOR BADGES

- Five (5) Exhibitor Hall Badges for each 10x10 booth unit up to a MAXIMUM of 30 badges.
- Educational Booths are limited to two (2) Exhibitor Hall Badges.
- Additional hall badges are $395.00; no limit to number of additional hall badges at this rate.

The exhibitor badges permit access to plenary sessions, Serious Games & Virtual Environments Arcade & Showcase, SimVentors and Professor Rounds at no charge. Badges also allow access to didactic sessions, workshops and panel presentations courses is on a space available basis at no charge. Badges must contain the name of the exhibiting company, used for booth personnel and not customers or guests and are non-transferable.

SSH cannot provide complimentary CME credits; those requesting CME credit must register as an attendee at a specially reduced rate of $695. Contact Judy Larson at jlarson@ssih.org for information on how to register at this special exhibitor pricing.

PAYMENT TERMS
Please do not send payment with your application. Exhibitors and sponsors will be sent an electronic invoice from the SSH Business Office which will include detailed instructions on how to forward payment. Once space is assigned, invoices will be sent for balances due and payment will be due 30 days from invoice date.
ELIGIBILITY TO EXHIBIT & GENERAL REGULATIONS

All products and services exhibited must be directly related to the advancement, study and education of simulation of the IMSH professional attendees.

SSH has the right to decline exhibit applications and/or withhold approval of exhibitor’s products and services that in its judgment do not further said advancement, study and education needs of its members and attendees.

At the request of SSH, an exhibitor shall remove any product or service included in the display for which approval has not been given nor do not meet the simulation advancement, study and education stated above.

As a condition of exhibiting, and when applying for space, the exhibitor agrees to adhere to all conditions and regulations outlined. Exhibitors or their representatives who conduct themselves in an unprofessional manner may be dismissed from the exhibition without refund or appeal.

SSH reserves the right to amend any and all rules and regulations at any time. It is the responsibility of the exhibitor to see that all exhibit personnel are aware of and adhere to these rules, regulations, policies and procedures.

Sharing / Subletting Space: No part of any space assigned to an exhibitor may be reassigned, sublet or shared with another party. Exhibitors may display only those products or services that they manufacture or regularly distribute. This information must be included on the application/contract for exhibit pace. Sharing of exhibit space is permitted only for divisions of the same company. All booth badges will contain the name of the contracted exhibitor - no exceptions.

Mergers and Acquisitions: Companies that have merged with, been purchased by, or have purchased another company may use the exhibit priority points from either company alone, whichever is more favorable, but not the combined points of both companies. SSH should be notified in writing that the acquisition or merger between companies has been completed and the date of completion. Companies will be required to select one company name to be used for all printed materials (badges, final program, etc.).

Competitors: A request to avoid competitors may affect booth space selection. For example, if the first choice in booth space located near a competitor already assigned, the next available space will be assigned. If more competitors are listed, more possible assignments may be affected.
“No-Show” Exhibitors: Exhibiting companies that reserve exhibit space and do not provide SSH with written notice of their inability to exhibit by January 17, 2020, will forfeit their exhibit fees and are still responsible for paying any unpaid balance due of their exhibit fees. Said forfeited space may be resold or reassigned by SSH without obligation to refund any exhibit fees or to assign the exhibitor to another space.

SSH reserves the right to make adjustments to the floor plan and/or reassign an exhibitor’s location as deemed necessary for the overall benefit of the exhibition and safety issues. Affected exhibitors will be consulted in such situations; however, SSH’s decision will be final.
PRIORITY POINTS SYSTEM AND LIVE BOOTH REQUEST SYSTEM

A Priority Point System is used to assign exhibit space for companies that request their booth(s) using the Interactive Booth Reservation System on or before August 1, 2019. Booth requests received after that date will be assigned to the remaining space in the order of date received. Contracts are accepted until all exhibit space is sold. NOTE: All exhibitors must request space through the Interactive Booth Reservation System. No paper applications will be accepted.

Priority Points recognize our loyal exhibitors. Exhibitors receive one point for each 10x10 space occupied and 5 points for each consecutive year exhibiting at IMSH. An exhibitor loses the consecutive years’ points if there is a lapse in attendance but always retains points acquired in prior years from space occupied points. As a benefit of their Corporate Roundtable membership, Roundtable members are given priority to requesting their space. Learn more about becoming a Corporate Roundtable member. [https://www.ssih.org/About-SSH/Corporate-Industry](https://www.ssih.org/About-SSH/Corporate-Industry)

Many companies have accumulated points for several years; therefore, it is unlikely that a relatively new exhibiting company would be able to obtain a booth near the entrance(s) to the Exhibit Hall or in a corner location. All requests for space must provide three possible locations.

While every effort is made to assign booths in accordance with exhibitor’s preference, no guarantee can be made as assignments depend on Priority Points, location of exhibitors, and other requests. If the requested space(s) are no longer available at the time of assignment, the best space will be assigned. Please keep in mind there are many companies applying for the same space. When noting your preferred booth location, do not concentrate all your choices in one area. Floor plans can and do change due to new space assignments, increases/ reductions in space, or reconfiguration deemed necessary by SSH. View the current floor plan.

**PLEASE NOTE:** Receipt of your Exhibit Request does not guarantee the assignment of exhibit space. If SSH chooses not to or cannot assign your organization a space, a full refund of the deposit will be provided.
EXHIBITOR REGISTRATION

Booth personnel badges may contain the name of the contracted exhibitor and be used for actual booth personnel and are non-transferrable. Customers and guests of the exhibiting company must purchase a conference registration or a daily exhibit hall pass. No Exceptions.

Each exhibitor receives five (5) Exhibit Hall Badges for each 10’x10’ booth unit up to a MAXIMUM of 30 badges. Educational Booths are limited to two (2) Exhibitor Hall Badges. Additional hall badges are $395.00, and there is no limit to number of additional hall badges at this rate.

Badges must contain the name of the exhibiting company, used for booth personnel and not customers or guests and are non-transferable. Exhibitors’ badges are not to be issued to individuals who wish to gain admittance for purpose of contacting other exhibitors. These individuals must register for paid Exhibit Hall Access Passes. Exhibitor badges are not to be defaced by inserting business cards into the badge holders. False certification of any individual as an exhibitor’s representative, misuse of exhibitors’ badges or any other method or device used to assist unauthorized personnel to gain admittance to the exhibit floor are prohibited. These actions will result in expelling the exhibitor and his or her representatives from the exhibit hall, or removing exhibitor’s exhibit from the floor, or both, without obligation on the part of IMSH for refund of any fees. Exhibitors in violation may lose Priority Points for violation of this policy.

Registration instructions for Booth Personnel and for full registrations will be provided to exhibitors once their booth is confirmed.

EXHIBITOR SERVICES

The official general services contractor is Brede Allied Convention Services. The online Exhibitor Services Kit containing information for ordering services such as labor, shipping and material handling, furnishings, utilities and other services will be available on or about October 1, 2019. Each exhibitor will receive login and password instructions once the Exhibitor Service Kit available.

SERVICE DESK

The Brede Allied Exhibitor Service Desk will be open during the regular installation and dismantling hours and throughout the exhibition. Requirements for on-site exhibitor services such as decorating, electrical, materials handling and labor, shipping, floral and audio-visual may be ordered or adjusted at this desk.
HOTEL ACCOMMODATIONS

SSH and Next Generation (NXG) Meetings & Events (official housing company of IMSH) have secured exclusive discounted hotel room rates for IMSH exhibitors and attendees. Following receipt of Exhibit Application and Contract for Space, exhibitors will be contacted by Priscilla Lee of NXG to secure hotel rooms and will be provided with the link to secure the specially negotiated conference rates. Exhibitors making hotel reservations must use the link for exhibitor representative reservations to obtain the special conference rate.

All reservations must be made through NXG. Hotels will not accept direct reservations. Reservation requests are processed on a first come, first served basis and rooms will be available at the discounted group rates until December 20, 2019.

Why book within the official block?

Not only does booking within the official block support our host city of San Diego, it demonstrates effective practices in room block management and helps SSH maintain booth and registration fees. When you make a reservation outside of the “official” room block, SSH cannot assist if your room is relocated to another hotel or if you have prepaid another company for your rooms. Make sure your private information is secured and protected - Do not provide your credit card information or send money to anyone other than the official Housing Providers for IMSH, NXG.
IMSH Exhibitor Alert:

Only NXG is authorized to book hotel rooms on behalf of IMSH. Do not provide any information or payment to any other company posing as a representative of IMSH and/or SSH. Doing so could result in not having any rooms when you arrive in San Diego or losing significant funds as a result.

Additionally, please be aware of unauthorized email solicitations from non-official vendors offering housing options or registration list sales for IMSH 2020 in San Diego. SSH / IMSH has not approved these emails nor have we given these companies your email address. We strongly encourage you to make hotel reservations with IMSH’s official housing service, Next Generation Events (NXG / Priscilla Lee) through a special link sent to you from Priscilla Lee or by calling 415-572-1730.

PREVIOUS IMSH EXHIBITORS

A list of IMSH 2019 exhibitors is available online.
Advertising Opportunities

There are four awesome ways for you to connect to IMSH attendees (and larger audiences beyond) through advertising: The Society for Simulation in Healthcare Journal; Simulation Spotlight; the SSIH.org website; and IMSH Show Daily.

A. The Simulation in Healthcare Journal

Please contact Lippincott Williams & Wilkins for rates and availability; Michael Kokell, Michael.Kokell@wolterskluwer.com and 646-674-6453/646-341-3699 (mobile)

B. Simulation Spotlight

This weekly email is distributed to all SSH Members. For advertising opportunities, contact our publishing partner Multiview, David Reeder, dreeder@multiview.com.
C. SSIH.org advertising

Box ads (250x250) are on placed on the right side of the SSH homepage and left side of select interior pages. This is nearly run of site on www.ssih.org. Availability is limited, as only 15 are offered per year. To learn more, contact Multiview at 972.402.7023 jsmith@multiview.com.

D. IMSH Show Daily

Show Daily Space Reservations: Tom Reil, tom@tsmpartners.com, 707-291-7304.
Questions?

Contact:
Judy Larson,
SSH Director of Meetings and Exhibits
jlarson@ssih.org