Dear Prospective IMSH Exhibitor:

On behalf of the Society for Simulation in Healthcare (SSH), THANK YOU for your interest in exhibiting at the 2021 International Meeting on Simulation in Healthcare (IMSH). We are so pleased that you are considering joining us as we work together to promote simulation technologies and techniques within global educational and clinical healthcare environments.

We provide a premier event!

IMSH is the world’s largest healthcare simulation conference, providing learning opportunities critical to all healthcare providers and educators. There are opportunities to engage with new and old friends, too. Your involvement is a very important part of IMSH. The event is the best place for healthcare educators, providers, and "simulationists" to learn more about your products, which are needed to achieve their goals. At IMSH, we provide your target audience and plenty of opportunities to engage with them.

We are hosting our 21st IMSH in New Orleans, which is a very popular location. And, despite the immense challenges 2020 has provided everyone in the world, we are planning on another solid year following two years of record attendance in San Antonio and San Diego.

As President of SSH, and speaking for the Board of Directors, we realize that you have the ability to conduct business and form critical relationships in many different ways and places. It is an honor knowing that you are considering a relationship with the Society during IMSH 2021.

Our SSH staff will take great care of you as you plan for IMSH 2021. They are the best in the business! Additionally, feel free to contact me directly. Again, we value your participation, and strive to help you achieve success in New Orleans next January.

Best regards,

Bob Armstrong
President Society for Simulation in Healthcare
SSH

- **SERVES** members by fostering education, professional development, and the advancement of research and innovation.
- **PROMOTES** the profession of healthcare simulation through standards and ethics.
- **CHAMPIONS** healthcare simulation through advocating, sharing, facilitating, and collaboration.

*Simulation education is a bridge between classroom learning and real-life clinical experience.*

**SOCIETY FOR SIMULATION IN HEALTHCARE**

2021 L Street, NW  
Suite 400  
Washington, DC 20036

866.730.6127  |  SSIIH.ORG/IMSH2021  

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WHO ATTENDS?

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.

TOTAL ATTENDEES: 4,173 (Largest ever!)

ATTENDEES’ ROLE IN SIMULATION
(based on 2,963 question responses)

- 48.1% EDUCATOR
- 21.3% ADMINISTRATOR
- 10.1% OPERATIONS SPECIALIST
- 7.3% RESEARCHER
- 3.2% INNOVATOR
- 9.9% OTHER

ATTENDEES’ AGES
(based on 2,942 question responses)

- 49.9% BETWEEN 35–51 YEARS OLD
- 28.9% BETWEEN 52–70 YEARS OLD
- 20.7% BETWEEN 20–34 YEARS OLD
- <1% BETWEEN 71 YEARS AND OLDER

PRINCIPAL REASONS FOR ATTENDING

IMSH 2020 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 2,966 question responses)

- 26.4% 11+ years
- 15.8% 8–10 years
- 19.8% 5–7 years
- 24.3% 2–4 years
- 13.9% 1 year

62% of those who responded have at least 5 years of work experience in healthcare simulation. More than 1 in 4 have 11 years or more. IMSH attendees know their industry!

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

#IMSH2021 WWW.IMSH2021.COM

*DATA FROM IMSH 2020
**WHO ATTENDS?**

21% of attendees are SSH certified.
(based on 2,954 question responses)

28.3% are from an SSH accredited program.
(based on 2,949 question responses)

**WORK ENVIRONMENT**
(based on 2,959 question responses)

- 31.9% College/University
- 27.4% Hospital
- 12% Sim Center
- 28.7% Other

**IMSH 2020 EXHIBIT HALL NET PROMOTER SCORE**

How likely is it that you would recommend to a friend or colleague...?

50.3%!*  

* A “positive” score or NPS above 0 (-100 to 100 scale) is considered “good”, +50 is “Excellent,” and above 70 is considered “world class.” (questionpro.com)

**IMSH ATTENDEES INFLUENCE**
**BROAD AUDIENCES**

- Deans
- CEOs & Directors
- Nurses
- Lab Scientists
- Paramedics
- Athletic Trainers
- Pharmacists
- Physician Assistants
- Respiratory Therapists
- Nurse Practitioners
- Physicians
- Anesthesiologists
- It Operations
- Military
- Occupational Therapists
- Veterinarians
- Physical Therapists

**WHERE ARE ATTENDEES FROM?**
Total Countries: 62
Top 11 Include:

- Canada
- United Kingdom
- Denmark
- South Korea
- Portugal
- Japan
- China
- Saudi Arabia
- Thailand
- New Zealand

Interested in exhibiting or sponsoring? Contact Judy Larson, jlarson@ssih.org | #IMSH2021
**FRIDAY**
**JANUARY 8, 2021**
8:00am – 5:00pm
Exhibitor Move in & set-up

**SATURDAY**
**JANUARY 9, 2021**
8:00am – 5:00pm
Exhibitor Move in & set-up

**SUNDAY**
**JANUARY 10, 2021**
8:00am – 1:00pm
Exhibitor Move in

1:00pm
All freight and materials must be inside booth ready for opening

1:00pm – 2:30pm
Opening Plenary Session

3:00pm – 7:00pm
Grand Opening of Exhibit Hall

4:30pm – 7:00pm
Grand Opening Reception in Exhibit Hall

**MONDAY**
**JANUARY 11, 2021**
8:30am – 9:45am
Plenary Session

9:30am – 4:00pm
Exhibit Hall Open

11:30am – 1:30pm
Lunch in Exhibit Hall

**TUESDAY**
**JANUARY 12, 2021**
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 13, 2021**
8:00am – 1:00pm
Exhibitor Move Out

1:00pm – 5:00pm
Decorator Move Out

5:00pm
Remaining freight “forced from floor”
IMSH 2021 FLOOR PLAN

View the current floor plan. As changes and modifications occur to the plan, updated plans will be posted to IMSH2021.com.

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

ERNEST N. MORIAL CONVENTION CENTER

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 2021 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 teal and beige. Aisle carpet is rainforest green (as shown in picture). Carpet inside booth is not included with rental.

- 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.

- See Exhibitor Registration below for access to education.

- Publication of company name, address, website, company description in onsite program. Must be registered by November 20.
Complimentary pre and post registration lists - available approximately three weeks pre-meeting and three weeks post-meeting. The pre-registration list will not be sent to any exhibitors with unpaid balances. Due to recently changing data share laws, SSH / IMSH has complied with General Data Protection Regulation (GDPR) requirements, in effect as of May 25, 2018. As part of our compliance, exhibitors will receive two separate attendee lists - an opt-out list that contains only name, title, organization, city and state/country, and an opt-in list that contains email addresses.

Company listing and link in online exhibitor directory at the IMSH meeting website - www.imsh2021.com.

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 and/or reduction of space fees apply to all booths assigned after March 4, 2020:

June 1, 2020 – September 1, 2020: 25% of booth fee
September 2, 2020 – November 20, 2020: 50% of booth fee
November 21, 2020 – January 8, 2021: 100% of booth fee

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 in full 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 healthcare simulation. SSH reserves the right to remove an exhibitor from the show floor if they deem their product/service is not directly tied to healthcare simulation as stated above. Exhibitors removed from the show floor during the conference will not receive a refund on their exhibit space.

SSH reserves 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 and/or does 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 space. 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 8, 2021, 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.
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 prior to opening sales on a first-come, first-served basis. 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

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.

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.

The exhibitor badges permit access to plenary sessions, Serious Games, 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 Olivia Rosace at orosace@ssih.org for information on how to register at this special exhibitor pricing.

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

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.
EXHIBITOR SERVICES

The official general services contractor is The Expo Group (formerly 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 early October. Each exhibitor will receive login and password instructions once the Exhibitor Service Kit available.

SERVICE DESK

The Expo Group 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 11, 2020.

Why book within the official block?

Not only does booking within the official block support our host city of New Orleans, 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 New Orleans 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 2021 in New Orleans. 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.
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.
NOTE: All supporters receive:

- Listing and acknowledgement on the IMSH meeting website
- Listing and acknowledgement in the on-site Program Guide
- Acknowledgement on meeting signage recognizing all sponsors and where appropriate, additional signage at site of event, additional Priority Points for future booth assignments

$25,000: OPENING PLENARY SESSION

- Includes livestreaming of the Opening Session. Company name and logo will be displayed on the opening and closing frames of the broadcast, which will be live streamed on the SSH website to simulation professionals around the world. The broadcast will be recorded and, if possible, archived into the SSH Live Learning Center and potentially for later viewing. Sponsor is acknowledged and recognized from plenary stage at the beginning of the session.

$25,000: WIFI PACKAGE

- As the sponsor of the wireless internet service in the Convention Center, your company will receive maximum exposure when attendees utilize WiFi during the meeting. Sponsor will receive a dedicated corporate “splash page” that displays each time attendees access WiFi service.

$25,000: SCIENCE & TECHNOLOGY EXPERIENCE

The Experience showcases the latest findings in sim research and innovation development through demonstrations, poster presentations and discussions in the Exhibit Hall.

- UPGRADE! $25,000: EXCLUSIVE PLATINUM SPONSORSHIP
  - See platinum level benefits
  - Sponsor’s name appears on area banner with logo and booth number.

- $10,000: SILVER LEVEL SPONSORSHIP (THREE AVAILABLE)
  - See silver level benefits
  - Sponsor’s name appears on area banner with logo and booth number.

$20,000: SSH CENTRAL

**Exclusive sponsorship.** SSH Central is just what it sounds like. A highly visible central gathering spot for all IMSH attendees. Sponsorship includes acknowledgement, company information and booth number on at least one of the hard wall support columns and signage within Central. Includes opportunity to offer lemonade and iced tea on first full day (Sunday) with 2-3 company representatives in Central welcoming attendees.
$15,000: MOBILE APP

- Exclusive support puts your company’s name and logo on the login pages each time the app is opened. The go-to resource for IMSH attendees, this app features a personal agenda builder, program guide, the ability to view the program schedule, speaker bios, and general information all from their mobile device.

#SIMFIT21 Health & Wellness
(SPONSOR ALL THREE EVENTS FOR $25,000!)

$12,000: 5K Fun Run / Walk

SSH provides the T-Shirts and covers all run expenses. The Run/Walk takes place Sunday morning and results will be posted at sponsor’s booth that afternoon in time for the Grand Opening. During opening plenary housekeeping announcements, moderator will thank sponsor, report on number of participants, and encourage participants to visit booth #____ to see results of race.

$12,000: Professional Networking Massage Lounge by BodyWorks

- Level 1) $5,000 per day (available Sunday, Monday or Tuesday)
- Level 2) $12,000 exclusive sponsorship for all three days

This popular amenity was busy entire time at IMSH 2020. The Massage Lounge is open all hours of the exhibit hall, and sponsors can provide their own company or product shirts for the massage therapists to wear. Two levels of sponsorship available.

$10,000: Hydration Stations (Water Stations)

Up to 10 station ‘hydration stations’ will be located throughout the convention center’s meeting space and exhibit hall the entire conference. Recognition at each station will be a ‘wrap’ with sponsor name, logo, message (artwork supplied by the sponsor).

$10,000: COFFEE / BEVERAGE BREAKS

Beverage breaks are served Sunday – Tuesday in high traffic areas in exhibit hall and Monday – Wednesday near plenary sessions. Beverage breaks are highly valued by attendees. Signs strategically placed recognize your support, and sponsor may provide cups and napkins with company name, logo and booth number and for additional visibility. This is a great value for the exposure - sponsorship is for daily coffee in both exhibit hall and plenary sessions.
$10,000: NETWORKING NOOKS — NEW SPONSORSHIP OPPORTUNITY

Place your name on one or more of the popular communication pods located throughout the meeting venue.

Ideal for small networking meetings of up to 4 people, the nooks are furnished with comfortable, casual seating (and electrical outlet). Tabletop sign provided with your company name, logo and booth number. Interested in sponsoring more than one? Easy to do as two nooks connected into “S” formation. Special rate for second nook - $5,000.

$7,500-$10,000: DOOR HANGER BAGS

- UPGRADE! $10,000: PUT YOUR NAME ON THE BAG: Includes insert AND name, logo, booth number on hanger bag. Only one sponsor can be on the hanger bag.
- $7,500: Once insert is approved by SSH, sponsors will handle all physical arrangements as to printing inserts and shipping them to the service. Cost from hotel to deliver bags to attendee hotel room doors is responsibility of exhibitor.

$5,000: BOOK BAG INSERTS

Company/product information and booth number and location are allowed on the insert. Once insert is approved, sponsor will ship the appropriate quantity to the warehouse and IMSH staff will insert the material into the book bags. At least 5 exhibitors must participate for the inserts to be planned for.

$5,000: PRODUCT KIOSKS

This opportunity presents another method and area in which to get your product information into the hands of more than 3,500 IMSH attendees. Product kiosks will be strategically located in 2-3 areas of the Convention Center. Exhibitors will be responsible for stocking and restocking their kiosk bin. At least 5 exhibitors must participate for the kiosks to be provided.

$5,000: EDUCATIONAL GRANTS

- Lend your support to the IMSH Educational Program through educational grants in increments of $5,000. These grants help to offset the costs of faculty, programming, equipment, supplies, media and audio-visual support.

$1,500: IMSH WEBSITE BANNER ADS

- Located on IMSH2021.org – the official website for IMSH 2021, banner ads linked to your company’s website are available on the Exhibitor List landing page that attendees visit as they plan their exhibit visits.
SEE PAGE 7 FOR RATES: IMSH SHOW DAILY

- 3-edition magazine will be printed and distributed to all 3,500 IMSH attendees each morning of the show. Attendees will see your advertising message as they read the timely content and editorial coverage of IMSH 2021. Refer to specific advertising and contact information on back page.

GRAND OPENING RECEPTION OPTIONS

$3,500: BOOTH CARTS

Food cart/station located in or adjacent to your booth during Grand Opening Reception. Choose from snacks (pretzels, popcorn), desserts or specialty coffee. Logo recognition on signage placed next to station.

Reception Drink Tickets. The reception hosts a cash bar. Welcome your booth guests to a beer, wine or soda compliments of your company.
- 100 tickets: $2,000
- 50 tickets: $1,500

PREMIUM SPONSORSHIP LEVELS

DIAMOND $50,000 (An extreme value!)
- EXCLUSIVE sponsor of meeting WiFi used by more than 3,000 attendees
- Complimentary Exhibit Space:
  - Two (2) complimentary IMSH exhibit booths (10’X10’) ($9800 value!)
  - One (1) complimentary booths at SimOps 2020
- Complimentary full registrations:
  - Five (5) for IMSH
  - Five (5) for SimOps
- Ten (10) complimentary tickets and a reserved table at President’s Diamond Ball
- Aisle floor clings with your company logo at hall entrances
- Company logo on the conference website, with link to your website
- One (1) full page color advertisement and acknowledgment in conference program
- Complimentary Full-Page Ad in IMSH Show Daily
- Company recognition on conference signs (company provides logo*).
- Diamond Sponsor Badge Ribbons
SPONSORSHIP OPPORTUNITIES

PLATINUM $25,000
- One (1) complimentary exhibit booth (10’X10’) in prime location
- Three (3) complimentary full conference registrations
- Five (5) complimentary tickets and a reserved table to President’s Gala
- Aisle floor clings with your company logo at hall entrances
- Company logo on the conference website, with link to your website
- One (1) full page color advertisement and acknowledgment in conference program
- Complimentary Full-Page Ad in every IMSH Show Daily
- Company recognition on conference signs (company provides logo*)
- Platinum Sponsor Badge Ribbons

GOLD $15,000
- One (1) complimentary exhibit booth (10’X10’) in prime location
- Two (2) complimentary full conference registrations
- Three (3) complimentary tickets to President’s Gala
- Aisle floor clings with your company logo at hall entrances
- Company logo on the conference website, with link to your website
- One (1) full page color advertisement and acknowledgment in conference program
- 50% discount on ad in IMSH Show Daily
- Company recognition on conference signs (company provides logo*)
- Gold Sponsor Badge Ribbons

SILVER $10,000
- One (1) complimentary full conference registration
- Two (2) complimentary tickets to President’s Gala
- Aisle floor clings with your company logo at hall entrances
- Company logo on the conference website, with link to your website
- One (1) full page color advertisement and acknowledgment in conference program
- 25% discount on ad in IMSH Show Daily
- Company recognition on conference signs (company provides logo*)
- Silver Sponsor Badge Ribbons
PLEASE COMPLETE ALL NECESSARY AREAS OF THIS APPLICATION
AND RETURN TO JUDY LARSON VIA EMAIL (jlarson@ssihs.org) or call (202-230-1039).

I. PARTICIPATION AND PAYMENT
- Participation is open to organizations with products or services directly related to the healthcare simulation field. SSH may, at its discretion, reject applications from organizations it deems inappropriate for this event. Payment is due in full at the time of invoicing or no more than 30 days from the time of invoicing; no cancellation refunds will be granted.

II. ORGANIZATION INFORMATION
(The person serving as point of contact for this organization should be listed below in order to ensure receiving all communications related to sponsorship.)

Website Address:

Contact Person / Title:

Phone Number AND Fax Number:

Email Address:

Street Address:

City / State / Zip:

III. SELECTION OF SPONSORSHIP

IV. SIGNATURE – We agree to abide by all the rules and regulation governing the event, and which are part of this application. Acceptance of this application by SSH constitutes a contract.

Signature AND Date:
IMSH RULES & REGULATIONS

These Rules & Regulations are a bona fide part of the contract for IMSH 2021 Exhibit space. SSH, the show convener and its show management reserve the sole right to render all interpretations, amend and enforce these regulations and to establish and all further regulations not specifically covered below to assure the general success and well-being of IMSH2021. Each exhibitor, themselves, their employees and contractors agree to abide by these regulations and by any amendments or additions hereafter made by SSH and its show management.

SSH and its show management reserves the right to decline, prohibit, deny access or remove any exhibit which, in its sole judgment, is contrary to the character, objectives and best interests of IMSH 2021 or suitable for its attendee audience. This reservation includes, but is not limited to, any violation of any public policy or these Rules and Regulation and extends to persons, things, printed matter, products and conduct. SSH and its show management reserves the right to refuse application of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting. Examples include, but are not limited to, organizations displaying or demonstrating personal care items or services for individual attendees purchase (i.e., hand care, facial care), gift items and other such products or services not reflective of the intention or charger of the meeting, as defined by SSH and its show management.

SSH and its show management’s decision and interpretation shall be accepted as final in all cases.

EXHIBIT HALL SCHEDULE

January 8, 2021
8:00am – 5:00pm Exhibitor Move in & set-up

January 9, 2021
8:00am – 5:00pm Exhibitor Move in & set-up

January 10, 2021
8:00am – 1:00pm Exhibitor Move in
1:00pm – 2:30pm Opening Plenary Session
3:00pm – 7:00pm Grand Opening of Exhibit Hall
4:30pm – 7:00pm Grand Opening Reception in Exhibit Hall

January 11, 2021
8:30am – 9:45am Plenary Session
9:30am – 4:00pm Exhibit Hall Open
11:30am – 1:30pm Lunch in Exhibit Hall

January 12, 2021
8:30am – 9:45am Plenary Session
9:30am – 3:00pm Exhibit Hall Open
11:30am – 1:30pm Lunch in Exhibit Hall
3:00pm – 10:00pm Exhibitor Move out

January 13, 2021
8:00am – 1:00pm Exhibitor Move Out
1:00pm – 5:00pm Decorator Move Out
5:00pm Remaining freight “forced from floor”
BOOTH CONFIGURATIONS AND POLICIES

To create and maintain an open atmosphere on the exhibit floor, 100% occupancy (edge-to-edge placement of product and/or structure) of allowed space is not permitted. In designing booths, good judgment for neighboring exhibitors and attendees must be considered.

- All exhibits must conform to and enhance the professional and educational atmosphere of the meeting.
- Carpet: **All exhibit booths are required to be carpeted.** If no carpet is ordered or installed by 10:00am, Sunday, January 10, carpet will be laid by The Expo Group (formerly Brede Allied) and costs charged to exhibitor. Carpet shown in booth below is not included.
- Show Colors: **Pipe and drape are teal and beige. Aisle carpet is rainforest green (as shown in picture).**

- Exhibitor space furnishings, as well as labor, electrical, internet and other services will be at the expense of the exhibitor. Booth rental does not include tables, chairs or electricity.
- Exposed part of any display (including end caps) must be finished.
- Exhibits must render a safe assembly during installation, dismantling and exhibition periods.
- Materials used in the exhibit and in the Exhibit Hall must be flame retardant in accordance with the New Orleans City Fire Ordinances.
- Electrical equipment and any display components must conform to the New Orleans City Electrical Code. Wiring must comply with fire department and underwriters’ rules. Crowding will be restricted. Exhibits cannot block aisles and fire exits. Exhibitors must comply with all laws, rules, regulations and ordinances in force.
- Exhibitors are responsible for compliance with the Americans with Disabilities Act (ADA) within their booth and assigned space.
- If an exhibit or exhibitor is ejected for violation of these rules, regulations or ordinances, no refund of booth or rental fees will be issued. Smoking is prohibited in all meeting rooms, exhibit halls and public space (including loading docks) of the ENMCC by the City of New Orleans ordinances.
Linear (In-Line)
- Exhibits (10’x10’ or multiples thereof) and Corner Booths.
- Minimum space is 10’x10’.
- Back of the basic exhibit space is restricted to a height of 8’, including signage.
- Hanging signage is NOT permitted in Linear or Corner Booths.
- The front one-half of the rented space may be occupied from the floor up to a height of 4’, with the exception of equipment that may exceed the 4’ height limit, but may not be higher than 8’ and must be positioned that the view or sight lines of adjacent exhibits are not blocked or compromised. Exhibit designs varying from this requirement are required to rent a 10’x20’ space or larger to accommodate the height and floor space in said design.
- Where an unfinished portion of an exhibit is exposed, the offending surface must be finished off and made presentable.
- Booths are required to be set apart by back and side rail pipe and drape (provided by SSH).
- Corner booths are not permitted to remove side rail to open booth to aisle.

End Cap/Peninsula Booths
- This booth configuration is 10’x20’.
- Specified peninsula / end cap booths have been pre-identified on floor plan and are back to back with another peninsula / end cap booth. This requirement addresses the issue and concern of blocking views and sight lines of neighboring exhibits.
- End cap / peninsula booths are required to carpet the area at their expense.
- Hanging signage is NOT permitted in End Cap or Peninsula Booths.
- These booths, by virtue of the special design, are not restricted to a specific setback and will be allowed to use the full 10’x20’ space, providing more square footage dedicated to actual exhibit space and providing more of an island experience. Exhibit designs varying from this requirement are required to rent a 20’x20’ space to accommodate the height and floor space in said design.
- NOTE-Peninsula/End Caps will be assigned only in predetermined locations. No other booths will be adjusted to accommodate a request for a peninsula / end cap booth. As these booths are permitted to utilize the full 10 x 20 space, requests to vary from this will not be honored as sight line / infringements on linear booths becomes a concern. **NO EXCEPTIONS will be permitted.**

Island Booths
- Booth is exposed to aisles on all four sides and is 20’x20’ or larger.
- The maximum height limit for island booths is 24’ including signage.
- Hanging signs to a height of 24’ are permitted for Island booths.
- Island booths must maintain a reasonable footprint / setback to not completely block sight lines to other booths.
- All booths must comply with height restrictions at their specific location on the floor.

**Elevation and overview drawings, either concept or construction, indicating all dimensions, must be submitted to SSH for approval no later than Friday, November 30, 2020.** Drawings must be submitted even though they were approved in previous years. No pipe and drape is provided for island booths.
EDUCATIONAL/NON-PROFIT BOOTHS
Discounted booth space is limited to non-commercial, educational organizations and simulation centers. U.S. organizations must be designated by the IRS as having 501(c)3 status. Organizations located outside the United States must have comparable designation. Each institution is limited to one 10’X10’ booth at this reduced price. Governmental organizations may also qualify for one booth at this discounted booth rate. Educational/Non-Profit booth space is limited and will be assigned on a first come/first served basis. SSH reserves the right to assign discounted booths to specific areas to best accommodate the Exhibit Hall.

INSTALLATION & DISMANTLING
Exhibit space and/or freight will not be released to the exhibitor until all conditions as set forth in these policies and procedures are satisfied.

**All exhibit materials must be unpacked and in the booth no later than 1:00PM, Sunday, January 10 to permit removal of empty cartons from exhibit area.** Any exhibit not unpacked by this time will be placed in the booth and uncrated at exhibitor’s expense.

Exhibits cannot be dismantled or torn down prior to the close of the hall on Tuesday, January 12. Tear down will begin promptly at 3:00PM.

Early tear downs are not allowed. It is a safety issue with attendees and other exhibitors moving about. Also, attendees have paid a conference registration fee that includes access to the Exhibit Hall. We want to ensure their experience is a positive one. Should an emergency arise that forces you to leave early, speak directly with the SSH Director of Meetings & Exhibits on site. Arrangements can be made for your exhibit to be dismantled and shipped to your destination upon close of the Exhibit Hall. There will be a charge for this service.

**ALL MATERIALS NOT PACKED AND REMOVED BY 5:00PM, WEDNESDAY, JANUARY 13 WILL BE REMOVED AND SHIPPED BY THE DECORATOR AND COSTS WILL BE ASSESSED TO THE EXHIBITOR.**

All space occupied by an exhibit must be surrendered in the same condition as it was at the commencement of occupation. Exhibitors are responsible for removal of excess debris, bulk quantities of printed material, floor covering, and any items other than those than can be easily swept up. SSH will bill exhibitors for additional clean-up charges incurred by SSH as a result of failure of such exhibitors to properly clean their exhibit space prior to and at the conclusion of the exhibition.

Each exhibitor must name at least one person to be its representative in connection with installation, operation and removal of exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary, and for which the exhibitor shall be responsible.

Neither the management of the host facility nor SSH shall be liable for the damage, loss or destruction to the exhibits by reason of fire, theft, accident or other destructive causes. Exhibitor shall lease booth(s) at own sole risk. Neither the management of the host facility, SSH nor any of their agents, servants or employees will be accountable or liable for accidents to exhibitors, their agents or employees.

The exhibitor shall be liable to the host facility and/or SSH for any damage to the building and/or the furniture and fixtures contained therein which shall occur through acts or omissions of the exhibitor. Exhibitors must, at their own expense, maintain and keep booths and exhibits in clean and good order. Exhibitors and their designated agents shall be responsible for the cost of removing any excess waste as deemed by the Ernest N. Morial Convention Center (ENMCC), The Expo Group or by SSH at prevailing rate charged to SSH.
Exhibitor assumes the entire responsibility and hereby agrees to protect, indemnify, defend and hold harmless SSH, the host facility, their officers, employees, and agents against all claims, losses and damages to persons, property, governmental charges or fines, and attorney’s fees arising out of or caused by exhibitor’s installation, removal, maintenance, occupancy, or use of the exhibition premises or any part thereof, including any outside exhibit areas.

Exhibitor acknowledges that SSH does not maintain and is not responsible for obtaining insurance covering exhibitor’s property. Exhibitors are advised to obtain business interruption and property damage and loss insurance, including fire and theft insurance, if so desired, at their own expense.

**EXHIBITOR IDENTIFICATION**

All booth identification and recognition MUST be the one company name under which the booth(s) is contracted. NO EXCEPTIONS. This includes, but not limited to, exhibitor badge identification, IMSH publications, signs and booth graphics. Use of IMSH or SSH logo may not be used without express written consent of SSH and adhere to SSH brand guidelines.

Five (5) Exhibitor Badges are allocated 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. There is no limit to number of additional hall badges at the rate of $395.00. All exhibitor personnel badges shall be identified with the name of the company contracting the space, are not to be used for customers or guests and are non-transferrable – NO EXCEPTIONS.

Exhibitor registration does not include the conference. Your exhibitor booth manager will be able to register your booth staff directly through an online link with TMI Expos - IMSH’s official registration provider. Each contracted exhibitor will be personally contacted by a TMI Registration manager.

The exhibitor badges permit access to plenary sessions, Serious Games & SimVentors and Professor Rounds. Badges also allow access to didactic sessions, workshops and panel presentations courses is on a space available basis, also at no charge.

As SSH cannot provide complimentary CME credits, those requesting CME credit must register as an attendee. Contact exhibits@ssih.org for information on special pricing for exhibitor meeting registration.

**AGE RESTRICTIONS for the Exhibit Hall**

Ages twelve through seventeen are allowed on the Exhibit Hall floor during exhibit hours only and only with a parent or chaperone who is a registered IMSH attendee; children under twelve will not be granted access at any time. Youth must be appropriately supervised by their chaperone at all times. A student ID or some other proof of age is required. A one day pass for this age group to enter the Exhibit Hall must be purchased at the Registration Desk. This pass does include lunch in the Exhibit Hall. Purchase of this pass is consent for the minor to enter the Exhibit Hall and is acknowledgement that there may be graphic displays or other content that may not be suitable for a minor. The designated parent or chaperone agrees to assume all risk of injury, loss, or harm that may be incurred or suffered by the parent, chaperone, or the minor(s) accompanied by them that occurs on the Exhibit Hall floor.

**CATERING/FOOD & BEVERAGE**

SSH must approve requests for any distribution of food and beverages that may impede the event during exhibit hours, to include, but not limited to, distribution of popcorn, excessively aromatic food/ beverage, and inappropriate alcoholic beverages. If you wish to have food service at your booth location, it must be located within your booth space and not located in the aisles. Exhibitors who wish to serve popcorn will be required to order daily vacuuming through the service provider. Due to food safety regulations, all food and beverage must be ordered through ENMCC’s exclusive caterer, Centerplate. A “Booth Catering” form will be provided in the Exhibitor Service Kit. These rules will be strictly enforced.
SECURITY
SSH will employ reputable guards during the course of the Exposition and provide peripheral 24-hour security only. The duty of the guards will be to protect the general exhibit against fire or other catastrophes. SSH, The Expo Group, or the owners or lessors of the exhibit premises will not assume any responsibility for exhibitors’ personal property. It is suggested that the Exhibitor insure its property against loss and theft. Forms for individual security will be provided in the Exhibitor Service Kit.

CUSTOMS / INTERNATIONAL SHIPMENTS
Each exhibiting company bringing equipment from outside the United States is responsible for ensuring that all equipment and display items have the necessary documents to meet the Rules and Regulations of U.S. Customs and procedures for admission into the USA. Neither SSH nor their sub-contractors will be held responsible for any errors or omissions or be held liable by the Exhibiting Company in the event that Authorities raise any questions regarding the Entry Forms.

EXHIBITOR APPOINTED CONTRACTORS (EAC)
Exhibitors appointing an Exhibitor Appointed Contractor (EAC) for installing and dismantling services for their booth are required to complete and submit the EAC Notification Form that will be included in the Exhibitor Service Kit. This will allow use of union decorating contractor of choice for display installation and dismantling labor and will allow The Expo Group to communicate important information directly to your appointed contractor. All EACs must not interfere with or prejudice the orderly setup, interim services, or dismantling of the exhibition. All EACs shall abide by the SSH policies and procedures. Any violation may, at the discretion of SSH, result in EAC’s removal from exhibit floor. All agents or representatives of an exhibitor performing services at The Expo Group directly for an exhibitor and who are not the exhibitor’s employees must provide SSH with original certificate of insurance. Admission to Exhibit Hall to provide service will be denied until such proof of insurance is provided.

Use of Space hours: Booth must be manned at all times during official exhibit times. Each representative of an exhibiting company must have an official IMSH exhibitor badge to enter exhibit area and must wear the name badge at all times while in the exhibit area. Exhibit badge allocations are detailed under Exhibit Rates in this document. All exhibitor personnel badges shall be identified with the name of the company contracting the space – NO EXCEPTIONS.

Storage: Nothing may be stored behind booths or back wall drapes. All exhibits are subject to inspection by SSH and the Fire Marshall during setup and throughout the show to ensure that these areas are kept free of materials. Adherence to all fire and safety regulations is mandatory.

Demonstrations: Demonstrations must be contained within the booth space. If booth visitors/spectators overflow into the aisles or adjacent booths, or otherwise impede normal traffic flow, SSH has the right to limit, discontinue or move and/or remove the demonstration area causing the problem.

Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor’s display, parent or subsidiary companies excepted. No company or organization not assigned exhibit space will be permitted to solicit business within the exhibit hall.

Distribution of samples and printed matter of any kind, or any promotional material, is restricted to the confines of the exhibit booth. Canvassing, “suit casing,” or distributing of materials in aisles and meeting area of convention center is strictly prohibited.

Prizes, awards, drawings, raffles, lotteries, or contests of any kind must have prior written approval from SSH. A form will be included in the Exhibitor Service Kit to facilitate request.
Sound Devices: Sound of any kind must not be projected outside the confines of the exhibit booth. If the nature of the equipment or booth demonstration to be displayed is such that a loud noise is part of the performance, the SSH Exhibit Staff must be informed. Mechanical or electrical devices, which produce sound, must be operated so as not to prove disturbing to other exhibitors. Management reserves the right to determine the acceptable sound level in all instances. This will be strictly enforced.

PHOTOGRAPHY/CAMERA/RECORDING EQUIPMENT
Exhibitors are allowed to photograph, videotape or mechanically record their company’s booth during regular floor access hours. This must be done without the use of electrical lighting. Exhibitors are allowed to have independent film crews videotape their booth under the same guidelines and restrictions contained in this section. Videotaping and photography are permitted Sunday through Tuesday only and must be arranged 30 days in advance and approved by SSH Exhibit Staff. Exhibitors must refrain from photographing, videotaping or mechanically recording if such activity interferes with setup, show activities or teardown.

UNDER NO CIRCUMSTANCES can an exhibitor enter the booth or take photographs or video of another exhibitor’s booth or area. Only exception is if invited and accompanied by said host exhibitor. Each exhibitor has control over the space it has rented and may prevent others (including other exhibitors) from gaining access to, photographing, videotaping or otherwise mechanically recording its exhibit or presentations from within its space. Contact an SSH staff member or notify the IMSH Exhibitor Service Desk if you experience problems with another exhibitor photographing or videotaping your exhibit (if possible, photograph or videotape the inappropriate activity for proof and ease of reference). Violators risk following penalties, including, but not limited to, not being allowed to attend future IMSH meetings, up to and including expulsion from IMSH 2021 exhibit floor.

PENALTIES FOR UNAUTHORIZED USE OF CAMERAS
- 1st Violation: Confiscation of film/digital disk, camera or both. Deduction of 25% total Priority Points associated with future meeting participation.
- 2nd Violation: Confiscation of film/digital disk, camera or both. Deduction of 50% total Priority Points associated with future meeting participation, and person taking unauthorized pictures will be removed from the show floor.

SUITCASING/OUTBOARDING
SSH considers the practice of “suitcasing” and/or “outboarding” to be unethical business conduct and strictly prohibits both practices.

Suitcasing refers to the practice of companies or persons who go to expos as attendees but “work the aisles” from their suitcase (briefcase), soliciting business from other attendees and exhibitors.

Outboarding refers to non-exhibiting or non-sponsoring companies that set up exhibits or events at off-site locations, such as hotel hospitality suites or nearby restaurants and encourage attendees to leave the exhibit floor and spend time with them.
To preserve the integrity of the IMSH Exhibition, the only legitimate place to conduct business during expo hours is within a contracted exhibit space on the exhibit floor. Only official contracted exhibitors and sponsors are allowed to conduct other hospitality events during non-expo hours. All violations will be subject to penalties and sanctions against the violating company or persons. Exhibiting companies are encouraged to protect their investment and report any violations to the SSH Exhibit Staff.

All exhibit matters and questions not covered by these policies and procedures are subject to the decision of SSH. These policies and procedures may be amended at any time by SSH, and all amendments shall be equally binding on all parties. In the event of any amendment or addition to these policies and procedures, a written notice will be given by SSH to exhibitor who may be affected.

Additional information is available online or contact exhibits@ssih.org.
QUESTIONS?

CONTACT:
Judy Larson
SSH Director of Meetings and Exhibits
jlarson@ssihs.org
Olivia Rosace
SSH Meetings & Exhibits Coordinator
orosace@ssihs.org