



Turnkey Counter Rules & Guidelines

The following Guidelines for Display Rules and Regulations have been established by HIMSS Media. These guidelines are created to promote continuity and consistency among sponsors' presence at the event.

HIMSS Media strives to maintain a professional atmosphere for the attendees and the sponsors. It is imperative that all sponsors, installation and dismantle companies, communication and marketing firms, acting on a sponsor's behalf are aware of and adhere to these rules and regulations.

- Sponsors may not solicit in the aisles or in any other location in, around or outside the hotel except for their counter.
- Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring sponsor counters.
- Sponsor product and support equipment must fit on, behind or under the counter provided. However, anything behind or under the counter may not be visible to attendees.
- Sponsors are encouraged to display promotional items on the counter. Floor standing display banners must not exceed 84" in height and 48" in width.
- Floor standing displays are not permitted in front of the counter. There will be approximately 3 feet behind the counter.
- Counters have only one side exposed to the aisle and are generally arranged in a series along a straight line. This space is carpeted.

Samples of Approved Counter Setup:



BOOTH BACKDROPS ARE NOT PERMITTED!

Each Counter Space Includes the Following:

- One counter with 32.5"L x 37.25"H custom graphic space
- Standard electrical (10 amps)
- Wireless internet access

November 15, 2019 is the last date to submit company logo for counter graphic. Please submit logo to Mei.Bohannan@himssmedia.com.