

# Product World—Sunday, October 4

81st AHIMA Convention and Exhibit

October 3–8, 2009 • Grapevine, TX • Exhibits October 5–7, 2009



Product World is held on Sunday, October 4, at the Gaylord Texan Resort Hotel and Convention Center and consists of minimum hour long sessions from 9:30 a.m. to 5 p.m. Registered 2009 exhibitors and sponsors may sign up for sessions at \$250/hour and use that time to demonstrate their product and answer questions from our attendees outside of the exhibit hall. Space is limited and is available on a first-come, first-served basis.

**Time Slot** (Please indicate your first, second, and third time-slot preference):

9:30–10:30 a.m.                       1–2 p.m.                                       4–5 p.m.  
 11 a.m.–12 noon                       2:30–3:30 p.m.

**Fees/Room Set/Audio Visual** The fee to participate in Product World is \$250/hour. Fee includes the room rental, basic audiovisual,\* and a listing in the final program and on signage outside the session room. All Product World sessions are set classroom style—this set-up cannot be changed. Additional equipment is available at a cost. Contact Sarah Lawler at (312) 233-1102 if additional equipment is needed.

\* Basic audiovisual includes an LCD, screen, and two wired lavalier microphones.

**Signage/Final Program** Your session title, location, time, and company name will be printed in the final program and on signage outside the session room. It is imperative that you provide us with your session title no later than July 3, 2009, in order for it to be included in the final program and on signage. AHIMA can not guarantee that your session information will be included in the final program or on signage if it is received later than July 3, 2009.

Product World Session Title: \_\_\_\_\_  
\_\_\_\_\_

**Pre-Registered Attendee List** We encourage exhibitors to send personal invitations to convention attendees to promote their Product World session. As a Product World participant, you are eligible to purchase the pre-registrant list at a discounted fee of \$400 (full price \$550). The list includes mailing addresses only and will be e-mailed as an Excel document approximately three weeks prior to convention.

Yes, please send me the Pre-Registered Attendee list for \$400.

## Contact Information

Organization Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
On-site Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_  
E-mail: \_\_\_\_\_

## Payment Information

Amount: \$ \_\_\_\_\_  
Enclosed Check Number: \_\_\_\_\_  
Credit Card:     Visa                       MasterCard                       American Express  
Card Number: \_\_\_\_\_  
Expiration Date: \_\_\_\_\_  
Cardholder Signature: \_\_\_\_\_

**Cancellation Policy: Product World Sessions must be cancelled by July 3, 2009, for a full refund. Otherwise there will be a \$75 cancellation fee.**

## Mail or fax completed form with payment to:

Sarah Lawler, AHIMA Exhibits Manager  
233 N. Michigan Ave., 21<sup>st</sup> Fl.  
Chicago, IL 60601-5800  
Phone: (312) 233-1102 / Fax: (312) 233-1402  
[Sarah.lawler@ahima.org](mailto:Sarah.lawler@ahima.org)