



IMSH[™]
Society for Simulation in Healthcare



IN CONCERT

JANUARY 23–27, 2027 | NEW ORLEANS, LOUISIANA

EXHIBITOR PROSPECTUS



IMSH2027.ORG #IMSH2027 X 

MESSAGE FROM THE PRESIDENT

IMSH2027.org



Dear Prospective IMSH 2027 Exhibitor:

On behalf of the Society for Simulation in Healthcare (SSH), it is my honor and genuine pleasure to invite you to exhibit at IMSH 2027 — In Concert — January 23–27 in New Orleans, Louisiana.

If you have exhibited with us before, you already know what IMSH delivers. You know the quality of the attendees, the energy of the exhibit hall, and the kinds of conversations that simply do not happen anywhere else. On behalf of SSH and the entire simulation community, thank you. Your presence year after year is not just a business decision — it is a statement of commitment to advancing a field that saves lives. We do not take that lightly.

For those considering IMSH for the first time, let me be direct about why this is the right investment.

IMSH is the world's premier gathering for healthcare simulation — bringing together more than 5,400 SSH members and a global community of educators, clinicians, researchers, operations specialists, and decision-makers from nearly 70 countries. This is not a general healthcare audience. These are the people who evaluate, recommend, purchase, and champion simulation products and services within their institutions. Research published by PCMA confirms what our exhibitors already know: in medical meetings, 80 percent of exhibitors come to build awareness of their product or company with exactly this kind of qualified audience — and more than half arrive specifically to generate qualified leads. IMSH delivers on both, in one place, over five days.

There are a few things that make IMSH uniquely valuable for companies in the simulation space. First, the exhibit hall is structurally woven into the conference experience — meals, poster rounds, the Technology Experiential Area, and the SimVentors Showcase all bring attendees through your space throughout the event, not just during designated floor hours. Second, IMSH attendees are active learners. They come with institutional challenges to solve, and they look to exhibitors as partners in that work. That orientation creates conversations that are substantively different from a traditional trade show. Third, the 2027 theme — In Concert — is a genuine invitation. New Orleans is the birthplace of improvisation and collaboration. It sets a tone where connections feel natural, not transactional, and where your team and our attendees can meet as colleagues working toward the same goal.

Your SSH Staff contact, Olivia Fleenor, Director of Industry Relations, will work with you from contract through move-out to ensure your experience is seamless. We are here to help you succeed.

IMSH 2027 will be extraordinary. I hope you will be part of it.

Warm regards,

Aaron Calhoun, MD, FSSH
President, Society for Simulation
in Healthcare 2026–27





IMSHTM
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

866.730.6127 | [SSIH.ORG/IMSH2027](https://ssih.org/imsh2027)



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IN CONCERT

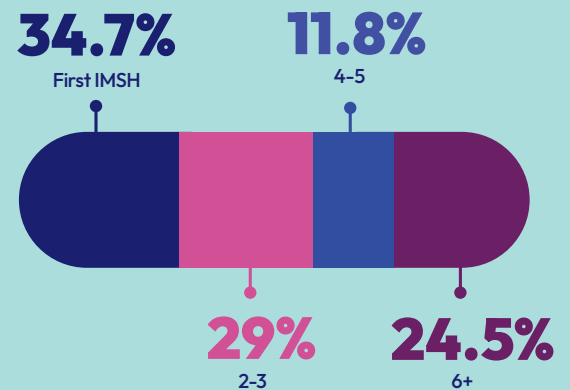
WHO ATTENDS?

Total IMSH 2026 In-Person Count: 4,386
(Includes attendees and exhibitors)

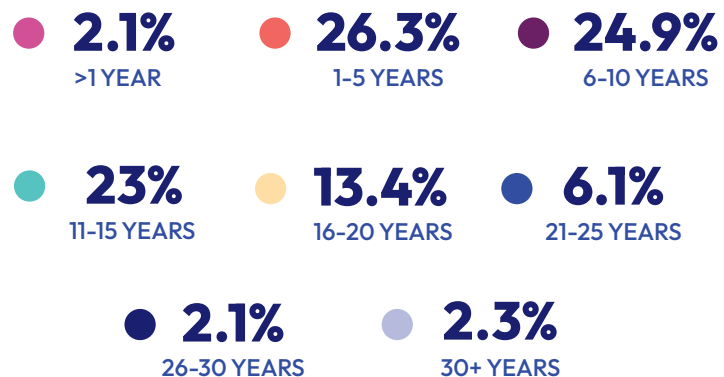
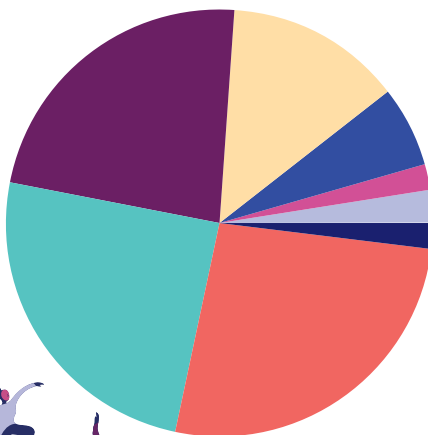
ATTENDEES' ROLE IN SIMULATION

Category	Count
College/University	985
Simulation Center	883
Hospital	733
Other	284
Hidden/Unspecified	39

NUMBER OF IMSH ATTENDED

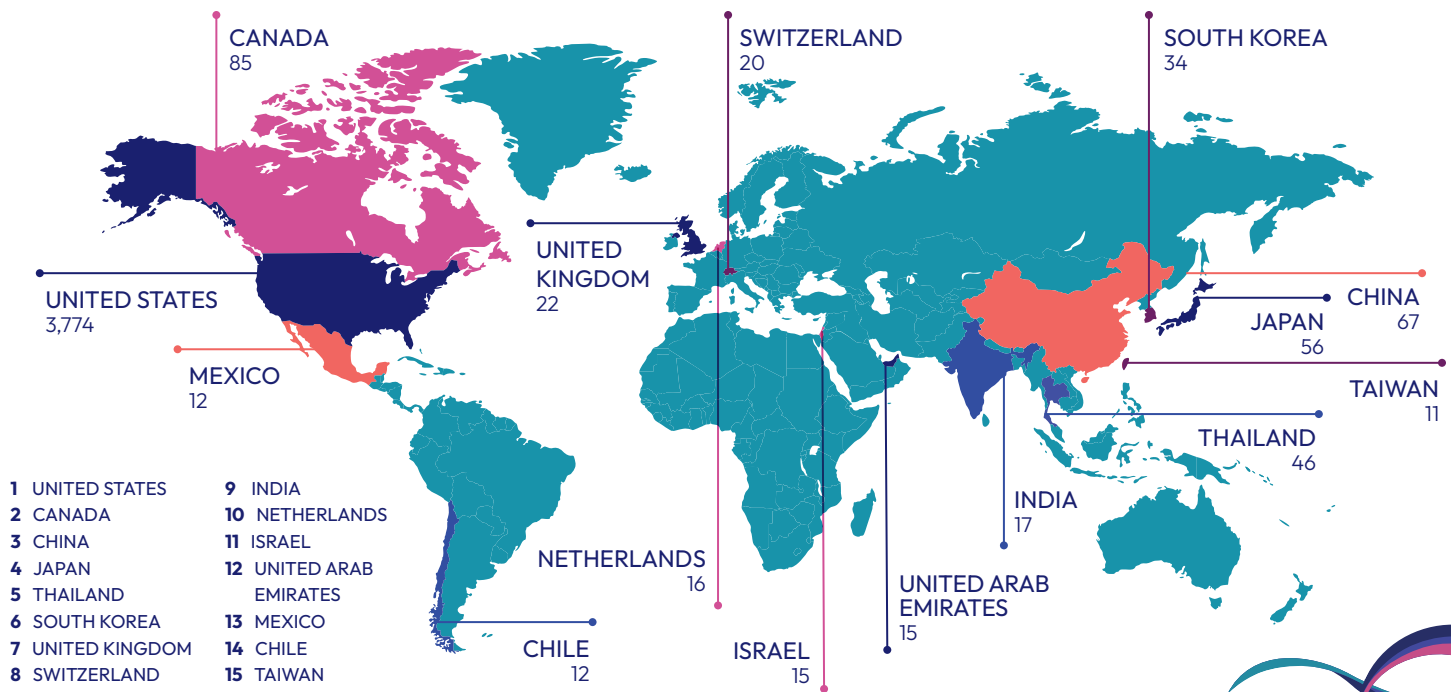


YEARS IN HEALTHCARE SIMULATION



WHERE ATTENDEES CAME FROM IN 2026

TOTAL COUNTRIES: 57



EDUCATIONAL NEEDS MET

98.8% of attendees surveyed said IMSH somewhat, mostly, or completely met education needs!

83.3% said IMSH mostly or completely met their needs!

34.5% Education needs completely met

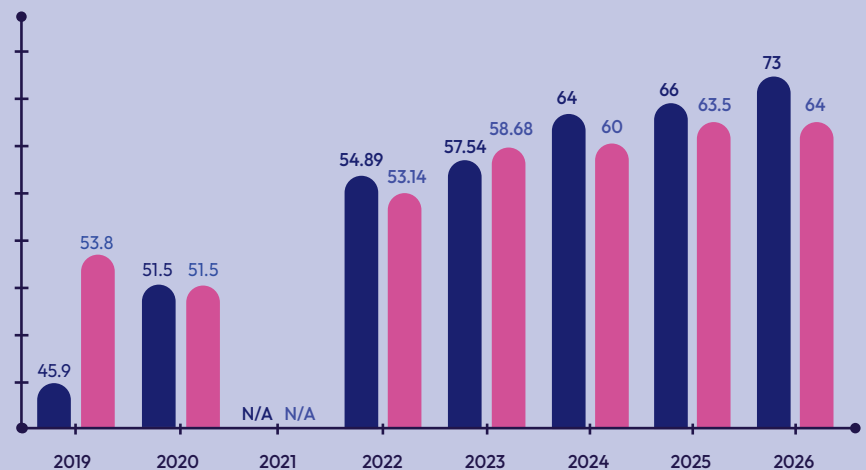
48.8% Education needs mostly met

15.5% Education needs somewhat met

1.2% Education needs not met

HOW LIKELY ARE YOU TO RECOMMEND IMSH TO A PEER?

(Net Promoter Score)



● IMSH Net Promoter Score ● Exhibit Hall Net Promoter Score

(Note: A score higher than 30 indicates that your company/brand is doing great!)

SCHEDULE AT A GLANCE

FRIDAY

JANUARY 22, 2027

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

SATURDAY

JANUARY 23, 2027

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

SUNDAY

JANUARY 24, 2027

8:00am – 9:00am
Exhibitor Move in

9:00am
All freight and materials must be
inside booth ready for opening

9:30am – 10:30am
General Education +
Learning Labs

11:00am – 12:15pm
Opening Plenary Session

12:15pm – 6:00pm
Grand Opening of Exhibit Hall

12:30pm – 2:30pm
Lunch in the Exhibit Hall

4:00 – 6:00 pm
Grand Opening Happy Hour in
the Exhibit Hall

MONDAY

JANUARY 25, 2027

8:15am – 9:30am
Plenary Session

9:00am – 10:30am
“Invite-only” Meetings in
Exhibit Hall

10:30am – 4:00pm
Exhibit Hall Open

11:00am – 2:00pm
Lunch + Networking in the
Exhibit Hall

4:00pm – Exhibit Hall Closes

6:00pm – Industry Night

TUESDAY

JANUARY 26, 2027

8:15am – 9:30am
Plenary Session

9:30am – 2:30pm
Exhibit Hall Open

11:00am – 1:00pm
Lunch in Exhibit Hall

2:30pm
Exhibit Hall Closes –
teardown begins

2:30pm – 10:00pm
Exhibitor Move out

WEDNESDAY

JANUARY 27, 2027

8:00am – 1:00pm
Exhibitor Move Out

1:00pm – 5:00pm
Decorator Move Out

5:00pm
Remaining freight
“forced from floor”



IMSH[™]

Society for Simulation in Healthcare

JANUARY 23 – 27, 2027 | NEW ORLEANS, LA

EXHIBITOR INFORMATION

IMSH 2027 FLOOR PLAN

Floor plans will be posted to IMSH2027.org. The plans can and do change due to new space assignments, increases/reductions in space, or reconfiguration deemed necessary by SSH.

NEW ORLEANS ERNEST N. MORIAL CONVENTION CENTER



Our map is constantly updating with new exhibitors!
Check out IMSH2027.org to see the current edition!



IMSH 2027 Early Bird Exhibit Space Pricing

Through September 15th:

- A. Premium Plus: \$52.00 per square foot***
- B. Choice Location: \$46.00 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)

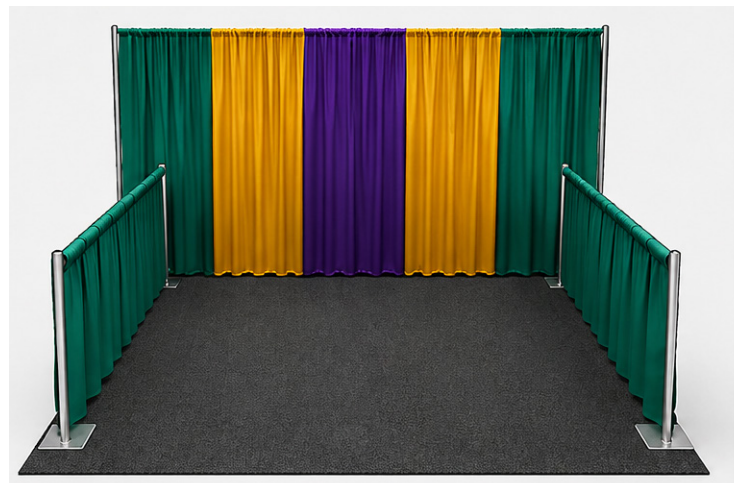
- C. Standard Location: \$42.00 per square foot**
- D. Educational Booth: \$1,500, limit one (1) booth at reduced rate.**

After September 15th:

- A. Premium Plus: \$55.00 per square foot**
- B. Choice Location: \$49.00 per square foot**
- C. Standard Location: \$43.00 per square foot**
- D. Educational Booth: \$1,750, 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 yellow, white and teal. Aisle carpet is light grey (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.
- Monday Exhibit Hall Happy Hour, plus Sunday, Monday and Tuesday hosted Exhibit Hall lunches.



EXHIBITOR INFORMATION

- Grab-and-go lunches also available in the exhibitor lounge during set-up days.
- See Exhibitor Registration below for access to education.
- Publication of company name, address, website, company description and featured product in exhibitor guide. Must be registered by October 1st.
- 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.IMSH2027.org.

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:

Before September 1, 2026: 10% of booth fee retained / 90% refunded

September 1, 2026 – October 15, 2026: 25% of booth fee retained / 75% refunded

After October 15, 2026: 100% of booth fee retained / \$0 refunded

PAYMENT TERMS

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.

IMSH2027.org



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 October 15, 2026, 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 by emailing ofleenor@ssih.org.

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-transferable. 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, Technology Experiential Area 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 rate of \$850. Contact Olivia Fleenor at ofleenor@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.



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EXHIBITOR SERVICES

The official general services contractor is Expo Convention Contractors, Inc. (EXPO). 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 June. Each exhibitor will receive login and password instructions once the Exhibitor Service Kit is available.

SERVICE DESK

Expo CCI 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 1, 2026.

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.



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Society for Simulation in Healthcare



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 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 2027 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.



IMSH2027.org





The Historic New Orleans Collection

Historic New Orleans Collection

A FREE MUSEUM IN THE HEART OF THE FRENCH QUARTER

hnoc.org | 520 Royal Street



IMSHTM

Society for Simulation in Healthcare

JANUARY 23 – 27, 2027 | NEW ORLEANS, LA

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES AT A GLANCE

IMSH Sponsorship Inquiries:
Olivia Fleenor, ofleenor@ssih.org

360 TITLE SPONSORSHIPS (YEAR-ROUND)

SOLD TO
DEVELOP

- PRESIDENTIAL SPONSORSHIP \$75,000
- PLATINUM SPONSORSHIP \$40,000
- GOLD SPONSORSHIP \$20,000

ONSITE BRAND AWARENESS

- KEYNOTE PLENARY SESSIONS \$45,000 for Sunday, Tuesday, or Wednesday (Exclusive) or \$15,000 each (up to 3)
- IMSH Press Box \$20,000 (Exclusive)
- WIFI PACKAGE \$20,000 (Exclusive)
- INNOVATION PACKAGE \$25,000
 - WHAT'S NEW IN SIM SHOWCASE
 - START-UP CENTRAL
 - SSH SIMVENTORS: TECHNOLOGY EXPERIENTIAL AREA

SOLD

SOLD

- ATTENDEE BOOK BAGS \$15,000
- MOBILE APP \$15,000

NETWORKING OPPORTUNITIES

- DIAMOND BALL \$45,000 (Exclusive)
- SSH CENTRAL \$15,000 (Exclusive)
- CHARGING STATIONS \$15,000 each (limited quantity)
- INTERNATIONAL RECEPTION \$10,000 (Exclusive)/\$5,000 (Supporter)

HEALTH & WELLNESS

Combine all 3 for \$22,500!

- 5K FUN RUN/WALK \$10,000
- WATER BOTTLES \$10,000
- HYDRATION STATIONS \$5,000

ADVERTISING

- COMMERCIALS \$15,000 (limited availability)
- IMSH SHOW DAILY MAGAZINE \$1,800+
- BOOK BAG INSERTS ... \$3,500 (limited quantity)
- IMSH WEBSITE BANNER ADS \$1,500



INDUSTRY FOCUS

Sponsorship Levels

BENEFITS	PRESIDENTIAL	PLATINUM	GOLD
Priority logo placement on sponsorship signange at SimOps 2026	●	●	●
Priority logo placement on sponsorship signage at IMSH 2027	●	●	●
Logo rotating on screen during opening of (4) plenary sessions at IMSH 2027	●	●	●
Logo in all 3 issues of Show Daily during IMSH 2027	●	●	●
Logo acknowledging sponsorship on all email communications related to SimOps 2026	●	●	●
Logo acknowledging sponsorship on all email communications related to IMSH 2027	●	●	●
First Right of Refusal for subsequent year	●	●	●
Complimentary Half Page Ad in all 3 issues of IMSH 2027 Show Daily	●	●	
Reserved table for 10 at the IMSH 2027 Diamond Ball	●	●	
Complimentary on-camera Press Box interview slot at IMSH 2027	●	●	
Complimentary ad in Simulation Spotlight	●	●	
Stage presence opportunity to introduce SSH President on opening plenary stage at IMSH 2027	●		
Stage presence opportunity to introduce Planning Committee on opening keynote stage at SimOps 2026	●		
First priority selection for IMSH 2027 booth location	●		
Complimentary table top exhibit space at SimOps 2026	2	1	
Complimentary premium 10x10 booth units at IMSH 2027	2	1	
Complimentary article in Simulation Spotlight	2	1	
Complimentary app push notification at IMSH 2027	2	1	
Additional complimentary staff badges	5	5	
Complimentary meeting space/show office at IMSH	20X30	20x20	
Advertisement in IMSH 2027 on-site program guide	Full Page	Full Page	Half Page
Drink tickets to the Grand Opening Reception in the Exhibit Hall at IMSH 2027	50	25	10
Additional Priority Points	50	20	10
Comped tickets to the IMSH 2027 Diamond Ball	10	10	5
Full conference registrations to SimOps 2026	10	8	5
Full conference registrations to IMSH 2027	10	8	5

ON-SITE BRAND AWARENESS

\$45,000 **DIAMOND BALL – Exclusive**

The elegant, black tie event is IMSH's premier social event recognizing Fellows of the SSH Academy, SSH Accreditation and the ten-year anniversary celebration of the SSH Certification program.

- branding (signage, recognition in the program, etc.) of the reception
- stage presence opportunity for your designated company representative
- (2) reserved tables
- 20 ball tickets

The IMSH Diamond Ball consistently draws an average of 700+ guests from a variety of Simulation backgrounds

\$15,000 **SSH CENTRAL – Exclusive**

SSH Central is the highly visible "front door" entry for all IMSH attendees – a central gathering spot.

- Acknowledgement, company information and booth number on hard wall support column(s) and signage within Central
- Opportunity to offer lemonade and iced tea on first full day (Sunday) with up to 3 company representatives in Central welcoming attendees

\$20,000 **IMSH Press Box – Exclusive**

Premiered at IMSH 2022 with rave reviews from exhibitors and other industry thought leaders. Recorded and then distributed via SSH's official YouTube Channel, SSH social media (LinkedIn, Facebook, Twitter, and Instagram), the IMSH Pressbox is the place for breaking news, potential product announcements, and industry trend analysis.

- Logo prominently displayed on the front of the broadcast stage (and all other signage) as attendees are drawn to the bright lights and excited sounds of live interviews and podcasts at IMSH!

\$25,000 **INNOVATION PACKAGE**

- WHAT'S NEW IN SIM SHOWCASE
- START-UP CENTRAL
- SSH SIMVENTORS: TECHNOLOGY EXPERIENTIAL AREA

The SSH SimVentors: Technology Experiential Area will provide an interactive arena in which IMSH attendees can try on, test drive, and simulate for themselves the many new and exciting technologies our industry partners have to offer.

- Sponsor's name, logo, and booth # on area banner
- Sponsor logo on all pre-IMSH communications related to this event
- Sponsor logo on landing pages on mobile app and microsite that pertains to this event

\$20,000 WIFI PACKAGE – Exclusive

As the sponsor of the wireless attendee internet service in the Convention Center, your company will receive maximum exposure when attendees utilize WiFi during the meeting.

- Dedicated corporate “splash page” that displays each time attendees access WiFi service.

\$40,000+ EXCLUSIVE / \$15,000+ EA (UP TO 4): CHARGING HUB

Accessed by attendees during exhibit hall open hours – set up throughout the exhibit hall.

- Company branded attendee charging hub
- Basic artwork included for (2) charging tables
- Basic charging furniture included
- Carpet included

\$15,000 each or \$45,000 for Sunday, Tuesday, or Wednesday: KEYNOTE PLENARY SESSIONS – Exclusive

- Company logo will be displayed on the screen
- 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.
- Includes acknowledgement and recognition from the plenary stage at the beginning of the session
- The broadcast will be recorded and archived into the SSH Live Learning Center for later viewing.

SOLD

\$15,000 ATTENDEE BOOK BAGS



- Company logo appears on the front outside of the book bag given to all IMSH 2027 attendees
- Includes (1) book bag insert
**artwork for inserts must be provided by sponsor*

SOLD

\$15,000 MOBILE APP

The Mobile App is the go-to resource for IMSH attendees, featuring a personal agenda builder, program guide, ability to view the program schedule, speaker bios, and general information – all from their mobile device

- Company name and logo on the login pages each time the app is opened
- Logo on all pre-IMSH emails related to the mobile app

\$10,000 EXCLUSIVE / \$5,000 SUPPORTING: INTERNATIONAL RECEPTION

Attended by International members from around world, support the invitation-only SSH International Reception.

- (2) tickets to reception.
- Company name & logo on signage pertaining to this event
- Opportunity to welcome attendees to the reception

#SIMFIT27 HEALTH & WELLNESS PACKAGE

Consistently attracting more than 100 participants, the #SimFit27 5K Run/Walk supports the Beverlee Anderson Education Scholarship Fund. The Beverlee Anderson Education Scholarship Fund (BAESF) provides support to attend the annual International Meeting on Simulation in Healthcare (IMSH). This need-based scholarship was created for healthcare simulation professionals who would otherwise be unable to attend IMSH.

Option to combine sponsorship of both events for \$12,500!



\$10,000: 5K Fun Run/Walk

- Logo on event t-shirt
- SSH provides the T-Shirts, medals, and covers all run expenses
- Results will be posted at sponsor's booth that afternoon during 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.
- Opportunity to speak at the start and finish line of the race
- Logo on all pre-IMSH communications related to the Fun Run/Walk

\$5,000: Hydration Stations (Water Stations)

Located throughout the convention center meeting space and exhibit hall the entire conference.

- Up to 10 'Wrap' water jug with sponsor name, logo, message (artwork supplied by the sponsor)

\$15,000 COMMERCIALS (Max = 10)

Highly visible exposure as most attendees begin their days at the opening plenary sessions 5 minutes ahead of plenary. Also played in SSH central.

- Played on loop as attendees enter into the plenary hall on Sunday, Monday, Tuesday, and Wednesday
- Sponsor is responsible for content and production of commercial

\$3,500: BOOK BAG INSERTS (Max = 5)

- 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.

\$1,500: IMSH WEBSITE BANNER ADS

Located on IMSH2027.org – the official website for IMSH 2027, 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.



IMSH[™]

Society for Simulation in Healthcare

JANUARY 23 – 27, 2027 | NEW ORLEANS, LA

RULES & REGULATIONS

SCHEDULE AT A GLANCE

FRIDAY

JANUARY 22, 2027

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

SATURDAY

JANUARY 23, 2027

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

SUNDAY

JANUARY 24, 2027

8:00am – 9:00am
Exhibitor Move in

9:00am
All freight and materials must be
inside booth ready for opening

9:30am – 10:30am
General Education +
Learning Labs

11:00am – 12:15pm
Opening Plenary Session

12:15pm – 6:00pm
Grand Opening of Exhibit Hall

12:30pm – 2:30pm
Lunch in the Exhibit Hall

4:00 – 6:00 pm
Grand Opening Happy Hour in
the Exhibit Hall

MONDAY

JANUARY 25, 2027

8:15am – 9:30am
Plenary Session

9:00am – 10:30am
“Invite-only” Meetings in
Exhibit Hall

10:30am – 4:00pm
Exhibit Hall Open

11:00am – 2:00pm
Lunch + Networking in the
Exhibit Hall

4:00pm – Exhibit Hall Closes

6:00pm – Industry Night

TUESDAY

JANUARY 26, 2027

8:15am – 9:30am
Plenary Session

9:30am – 2:30pm
Exhibit Hall Open

11:00am – 1:00pm
Lunch in Exhibit Hall

2:30pm
Exhibit Hall Closes –
teardown begins

2:30pm – 10:00pm
Exhibitor Move out

WEDNESDAY

JANUARY 27, 2027

8:00am – 1:00pm
Exhibitor Move Out

1:00pm – 5:00pm
Decorator Move Out

5:00pm
Remaining freight
“forced from floor”

IMSH RULES & REGULATIONS

These Rules & Regulations are a bona fide part of the contract for IMSH 2027 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 IMSH 2027. 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.

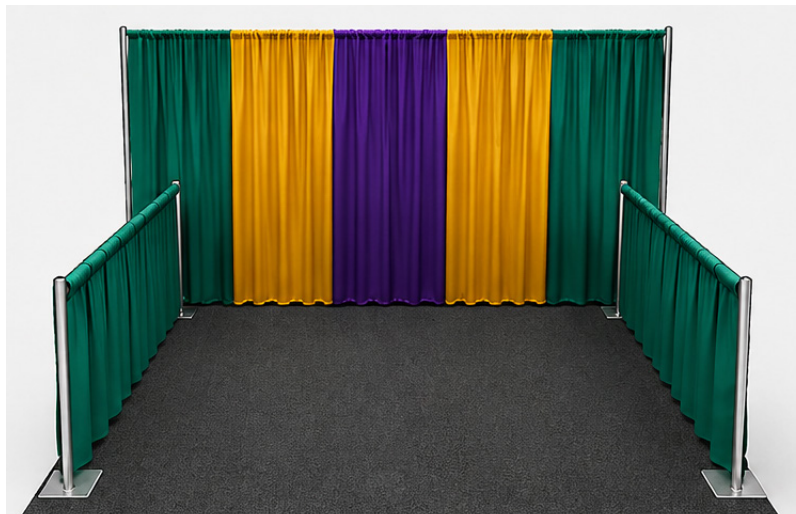
SSH and its show management reserves the right to decline, prohibit, deny access or remove any exhibit which, in its sole judgment, is contrary to the character, objectives and best interests of IMSH 2027 or suitable for its attendee audience. This reservation includes, but is not limited to, any violation 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.

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 9:00am, Sunday, January 24, carpet will be laid by EXPO and costs charged to exhibitor. Carpet shown in booth below is not included.
- Show Colors: Pipe and drape are yellow, teal, and white. Aisle carpet is light grey (as shown in picture).



RULES & REGULATIONS

- 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 City of New Orleans Fire Ordinances.
- Electrical equipment and any display components must conform to the City of New Orleans 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 Ernest N. Morial Convention Center 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 20'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

- 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.
- 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.
- 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.



Elevation and overview drawings, either concept or construction, indicating all dimensions, must be submitted to SSH for approval no later than November 30, 2026. Drawings must be submitted even though they were approved in previous years. No pipe and drape is provided for island booths.



Island Booths

- Booth is exposed to aisles on all four sides and is 10'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 / 2 foot setback to not completely block sight lines to other booths.
- All booths must comply with height restrictions at their specific location on the floor.

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 by 9:00AM, Sunday, January 24 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 26. Tear down will begin promptly at 2:30PM.

Early teardowns are not allowed. It is 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 Corporate Relations 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 27 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 that 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.

RULES & REGULATIONS

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, Expo CCI 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-transferable – **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, and the SSH Technology Experimental Area. 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 ofleenor@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 chaperon who is a registered IMSH attendee; children under twelve will not be granted access at any time. Youth must be appropriately supervised by their chaperon 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 acknowledgment that there may be graphic displays or other content that may not be suitable for a minor. The designated parent or chaperon agrees to assume all risk of injury, loss, or harm that may be incurred or suffered by the parent, chaperon, 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 the Ernest N Morial Convention Center preferred catering company. 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, Expo CCI, 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 Expo CCI 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 Expo CCI 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. This includes but is not limited to: use of fog machines, sound machines, etc.

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 Saturday through Monday 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 2027 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
ofleenor@ssih.org.**



IMSH™

Society for Simulation in Healthcare

JANUARY 23 – 27, 2027 | NEW ORLEANS, LA

QUESTIONS?

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