



Greetings everyone!

We wanted to take this opportunity to bring you up to speed on the AHIMA annual program, including new information about exhibit and sponsorship opportunities, and changes to the AHIMA Team.

AHIMA Sales Representation

As a part of its strategic realignment for 2020, AHIMA has made changes to the way that it supports its vendor partners. Each company now has a new point of contact for exhibit and sponsorship business. This transition will afford you more access to AHIMA products and services as we evolve our B2B offerings. The new AHIMA Sale Team includes:

Mary Jane Oxenden
Sr. Director of Business Development
Tel: 312-233-1532 | MaryJane.Oxenden@ahima.org

Julie Zak
Sales Account Manager
Tel: 312-233-1169 | Julie.Zak@ahima.org

James Bell
National Accounts Director, Client Programs
Tel: 312-233-1967 | James.Bell@ahima.org

Kelli Wondra
Exhibits Manager
Tel: 312-233-1101 | Kelli.Wondra@ahima.org

If you did not receive your introduction email, please let us know and we will reach out you!

Balances and Payments

Due to the transition of the AHIMA20 face-to-face event to an all virtual event, the payment schedule was suspended. If your company made a payment toward its 2020 booth space, there are several options for reallocating those funds. For a summary of the re-allocation options, please download this [transition summary document](#). If you have not already done so, please let us know how you wish to move forward.

Conference Housing

All existing room blocks have been released back to inventory by AHIMA's official housing partner, Experient. No deposits were due this early in the event cycle, so you should not have been charged anything for your block. If you booked rooms outside of the AHIMA room block, you should reach out directly to those hotels to cancel any reserved rooms.

Unsolicited List Sales

AHIMA does not sell its membership database or its event attendee lists to external companies. Beware of individuals who say that they represent AHIMA and who are offering access to "verified" AHIMA membership or attendee data. In some cases, the solicitors are bold enough to include the AHIMA20 virtual logo in their email signature. The logo use, and their offer of membership data or attendee information, is wholly unauthorized. All persons contacting you with these offers should be reported to Kelli Wondra (kelli.wondra@ahima.org). We ask

that you include the internet headers when you send the email, as that will help us to identify the particular IP addresses and nameservers being used by these solicitors.

AHIMA20 Virtual Conference – Digitell Introduction

AHIMA has selected Digitell as its virtual platform host. ***Please join us on Monday, August 17 at 11:00 a.m. Central for a brief introductory call that will give you an overview of the features that AHIMA will use for its virtual event in October.*** The conference call invitation will be sent as an Outlook Invitation to all AHIMA20 exhibitors -- please watch for the Outlook invitation from Kelli Wondra. For those who are unable to attend, the call will be recorded and shared. Discussion will include a [review of the platform](#), this year's virtual hall hours, exhibitor speaking opportunities, and virtual event promotions that are planned.

Planning has begun for AHIMA21! At present, we are planning for a hybrid event. For the face-to-face portion, there will be changes made to the layout and configuration of the exhibit floor plan to allow for physical distancing. Once the final floor plan is available, we will notify you. Before the release of the floor plan, an updated list of priority points will be shared with you. Unlike past years, pre-event sales will not occur until after the close of this year's annual conference. We do ask for your patience with this process – there are many moving parts and many external factors which will ultimately decide our direction for AHIMA21.

Thank you for supporting AHIMA. Your commitment to AHIMA and to the health information industry is deeply appreciated.

Questions?

As always, do not hesitate to contact us!

Kelli Wondra

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