

Elli S Riley, CEM
Senior Director Exhibits & Meeting Services, HIMSS

Elli joined the Healthcare Information and Management Systems Society (HIMSS) in December 2002 and has over 23 years of experience in the meetings industry. At HIMSS, Elli oversees and executes the exhibition and sponsorships of the HIMSS Global Conference & Exhibition. This event is ranked #21 on the nation's top Tradeshow 100 list and is a multiple time contender for the Fastest 50 Tradeshow. The HIMSS Global Conference & Exhibition boasts nearly 1,400 exhibiting companies and uses over 610,000 NSF for exhibition space.

Since joining HIMSS, Elli has successfully managed the growth of the annual conference exhibition which has doubled in size and number of exhibitors and sponsorships. She has also been instrumental in the growth, execution and innovation of fifteen HIMSS specialty booths on the show floor that range in size from 1,200 NSF to 36,000 NSF. She was also part of the core team that launched two of the HIMSS international conferences in Europe and Asia.

Elli was recognized in the 2014 *EXPO Magazine* Expo Elite list and has also received the honored by HIMSS leadership with the internal "Award of Excellence" award.

Thirteen years ago Elli achieved the Certified in Exhibition Management certification (CEM) from IAEE and has been a speaker at the HCEA Conference & Exhibition and IAEE chapter events. She currently is the Vice Chair for the IAEE Mid-South Chapter and has served on the exhibition taskforce for PCMA.

Starting her events career at the Muncie Convention Center in Indiana as an event coordinator, Elli organized fund raising concerts and planned events before moving on to the Indiana Convention Center as an event coordinator. She has been employed by HIMSS for over 18 years.

Elli has a B.S. from Ball State University where she majored in Communications with a minor in Public Relations. She grew up in northeast Indiana and now resides just outside Nashville, TN with her husband and two children.