

YOUR EMS STORY CONTINUES HERE.

2018 Exhibitor Prospectus

EMSWORLD
In Partnership With
NAEMT
EXPO

OCTOBER 31–
NOVEMBER 2, 2018
Nashville, TN

EMSWorldExpo.com • [#EMSWorldExpo](https://twitter.com/EMSWorldExpo)

THE LARGEST EMS-DEDICATED EVENT IN THE WORLD

EMSWORLD[®] EXPO

In Partnership With



5,700+
ATTENDEES*

330+
EXHIBITORS*

112
AVERAGE
EXHIBITOR
LEADS*

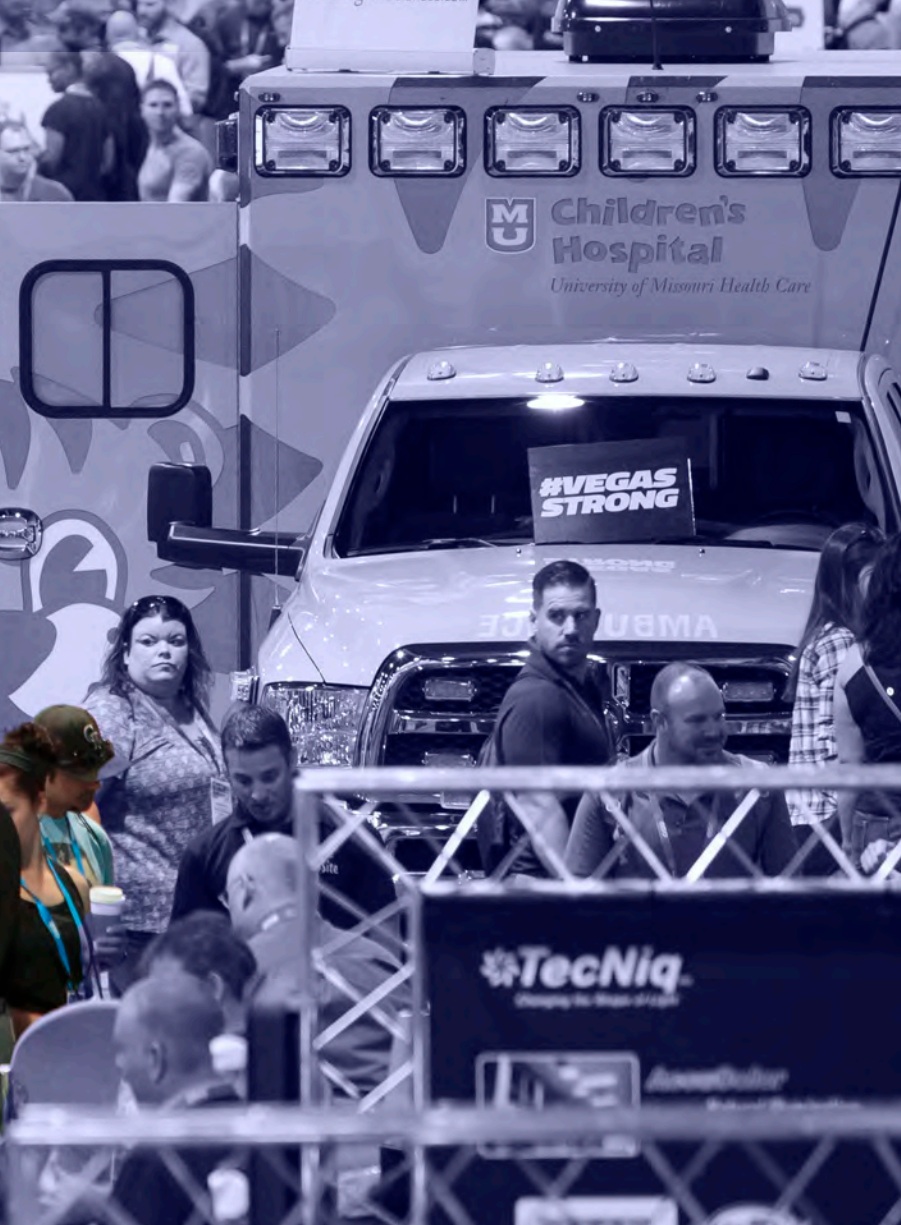
51
COUNTRIES
REPRESENTED*

- Hosted in partnership with the National Association of Emergency Medical Technicians (NAEMT)
- Named one of the fastest growing trade shows by *Trade Show Executive Magazine*
- The most internationally attended EMS conference and tradeshow in the world
- Cutting-edge conference program draws EMS thought leaders from across the nation
- Exclusive venue for Top EMS Innovation Awards

Trade Show Executive's
FASTEST 50
Honored as one of the 50 Fastest-Growing Shows of 2016

*Source: 2017 EMS World Expo statistics





Why Exhibit?



Network
with more decision-makers than any other EMS event



Position
your value and brand ahead of competitors in the marketplace



Develop
relationships with top influencers from around the world



Build
your own sponsorship package to maximize your company's exposure



Partner
with the largest international EMS association—NAEMT

AUDIENCE PROFILE BY TITLE*



*Source: 2017 EMS World Expo statistics

“THE BEST SHOW IN EMS”
— Osage Industries

EMSWORLD[®] EXPO

In Partnership With
NAEMT[®]

BY THE NUMBERS

5,700+ ATTENDEES

The largest EMS event in North America

1,800+ AGENCIES

Expand your customer base—more than 50% new attendees each year

51 COUNTRIES REPRESENTED

The best place to connect with EMS leaders from around the world

Afghanistan, Antigua and Barbuda, Argentina, Aruba, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Colombia, Costa Rica, Czech Republic, Denmark, Dominican Republic, Ecuador, Finland, France, Germany, Hungary, India, Indonesia, Ireland, Israel, Japan, Lithuania, Mayotte, Mexico, Netherlands, New Zealand, Niger, Norway, Panama, Peru, Philippines, Portugal, Qatar, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Trinidad and Tobago, Turkey, United Arab Emirates, United Kingdom, United States



I brought back a ton of information to my agency with ideas on new equipment that would make our lives easier as providers and hopefully improve patient care. We are sifting through and trying to put priority on everything to see where we need to start.”



WHO WILL YOU MEET?

Organizations:

- Fire Department
- Municipal/Third Service
- Private/Independent Service
- Hospital/Health System
- Commercial/Industrial
- Military/Government
- Educational/Association

Titles:

- EMS/Executive Director
- EMS/Fire Chief
- Pres, Owner, C-Level, VP
- Emerg Mgr, Commsr
- Other Director, Mgr
- Capt, Lt, Cdr, Officer
- EMS Coord/Admin/Supv
- Medical Dir, Physician
- Instructor, Trainer
- Board/Committee Member
- Nurse
- Military Medic/Corpsman
- AEMT/EMT-Intermediate
- EMT/EMT-Basic

330+ EXHIBITING COMPANIES

Your competitors will be here

10 OF THE 12.5 TOTAL EXHIBIT HALL HOURS

do not compete with classes

98% of attendees visited the EMS World Expo Exhibit Hall

92% of attendees spent at least one hour in the EMS World Expo Exhibit Hall

92% of attendees said the products/services in the EMS World Expo Exhibit Hall were of value for their work needs and patient care responsibilities

75% of attendees plan to make a purchasing decision/work with an EMS World Expo exhibitor in the next 6 months

EXHIBIT SPACE RATES	
Booth Size	Standard Pricing
10 x 10	\$ 3,000
10 x 20	\$ 4,800
10 x 30	\$ 6,450
20 x 20	\$ 7,200
20 x 30	\$ 8,700
20 x 40	\$ 10,400
400 sq ft vehicle	\$ 5,600
600 sq ft vehicle	\$ 7,350
800 sq ft vehicle	\$ 9,800
1,000 sq ft vehicle	\$ 12,250

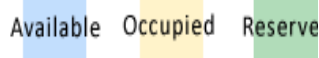
Contact your sales rep for additional booth sizing.

- Included with Exhibiting**
- Free lead retrieval app
 - Free listing in the Conference Attendee Guide
 - Free listing in the Official Show Guide
 - Free listing in the official Mobile App

Discounted Furniture Package

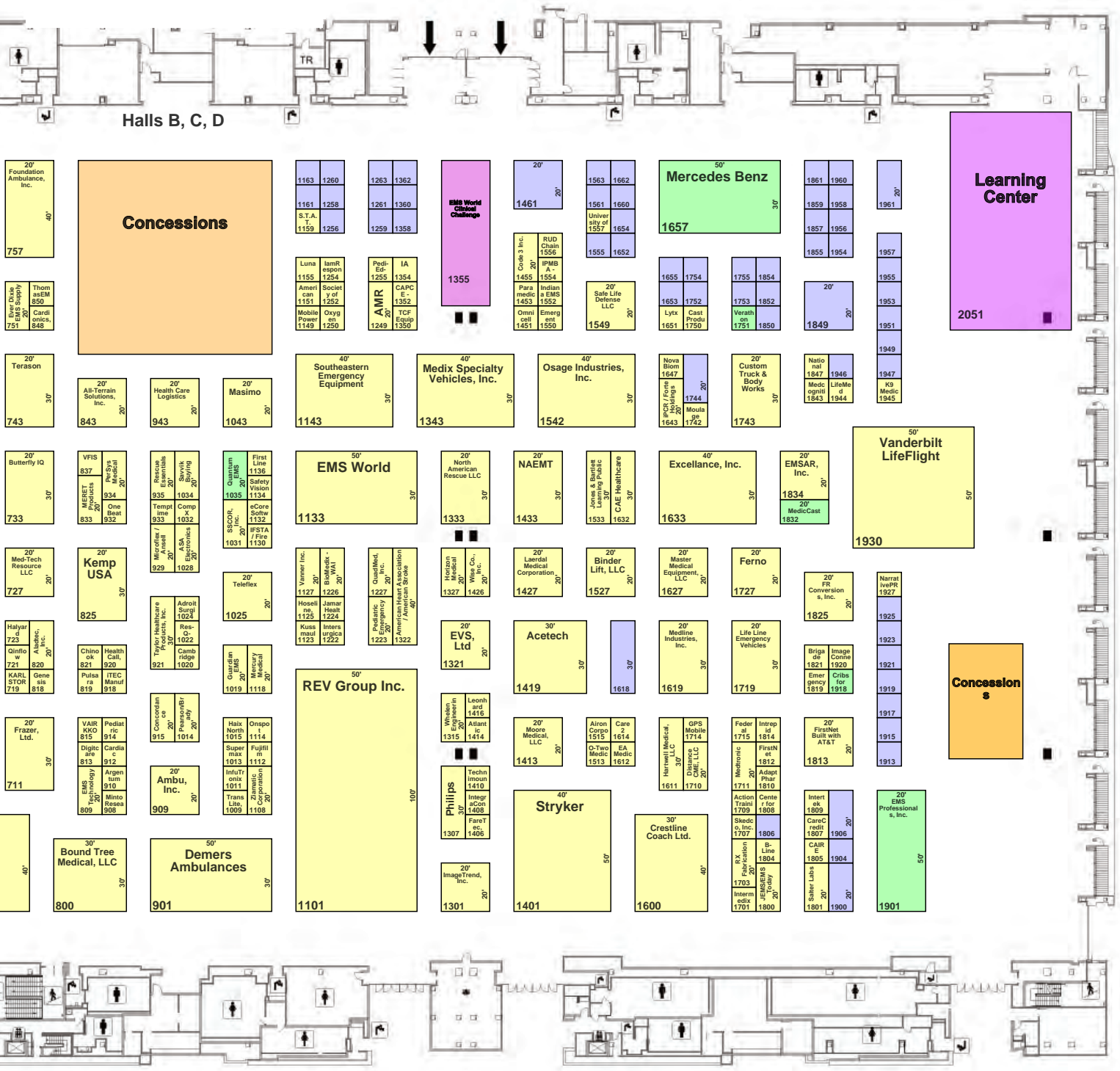
10 x 10 Furniture Package – \$650
(approx. \$778 if purchased separately)
Includes: 10 x 10 gray carpet, one 6' draped table, two side chairs, one wastebasket, and one 500-watt electrical outlet.

10 x 20 Furniture Package – \$850
(approx. \$1,027 if purchased separately)
Includes: 10 x 20 gray carpet, one 6' draped table, two chairs, one wastebasket, and one 500-watt electrical outlet.



October 31–November 2, 2018

MUSIC CITY CENTER | NASHVILLE, TN



Entrance

SPONSORSHIP OPPORTUNITIES

ADVERTISING OPPORTUNITIES

Official Show Guide Advertising

Advertise in the EMS World Expo official show guide and increase your company's visibility and drive attendees to your booth.

Artwork Deadline: September 10, 2018

Premium \$2,000

Full Page \$1,600

Half Page \$1,000

Official Show Guide Bellyband

Your message front and center! Because they must be removed to open the onsite show guide, bellyband ads are a high-visibility opportunity to get your message in front of your audience.

Sponsor-Printed \$3,200

EMS World Expo-Printed \$4,500

Bookmark for Official Show Guide (3⁵/₈" x 7")

The official bookmark of EMS World Expo. An advertising opportunity that lasts, as your audience can reuse the bookmark that is placed inside the conference bag. **\$3,500**

Digital Display Advertising

Gain more exposure during the show by advertising your company & product on two 55" digital monitors. Each digital monitor will be placed in high-traffic locations (registration, conference area). Your image or video will be seen continuously throughout the expo.

\$1,500 (Static Image) | \$2,000 (Video)

Attendee Mailing List

Pre-Show: Reach out to current and potential customers before the show! Use of our attendee list through a third-party mail house is available. **\$900**

Post-Show: Reach out to attendees after the show through a third-party mail house. **\$1,200**

Exhibitor Showcase Email Blast

Feature your product, description, and logo in our Exhibitor Showcase e-blast. Hurry, limit of 2 e-blasts, up to 8 exhibitors each. **\$900**

Pre- or Post-Show Email Blast

Your company message will be emailed to every registered attendee before or after the show. Contact your account manager for date availability. Hurry, limit of 8 e-blasts available. **\$4,350**

Show Daily Email Blast

Your marketing message will be included with the EMS World Expo Show Daily emailed to all registered attendees. Choose from Tuesday, Wednesday, Thursday, or Friday. **\$1,500/email per day**

EMS World Expo Mobile App

Increase exposure and drive traffic to your booth with the popular EMS World Expo Mobile App, powered by Conexsys.

Official Mobile App Sponsor \$4,995

Mobile App Bundle \$1,700

Includes upgraded listing, one (1) banner ad and one (1) push notification

Mobile App Push Notification \$600

Mobile App Exhibitor Upgrade \$600

Mobile App Banner Ad \$600



MARKETING OPPORTUNITIES

Show Bag Sponsorship

Put your company logo on every show bag handed out, plus one insert in each bag. **\$7,500**

Show Bag Insert

This sponsorship allows one piece of printed company material to be inserted in the show bag received by all attendees at registration. Hurry, limit of 20 inserts. **\$1,700**

Lanyards

Have your company logo on lanyards given to attendees at onsite registration. **\$4,900**

Attendee Badges

Your company message will be printed on the badges given to all attendees at onsite registration. **\$4,900**

Floor Graphics

Put your company logo and booth number on the Exhibit Hall floor to direct traffic to your booth.

(3' x 3') \$500 | (4' x 4') \$700

Floor Graphics

Located at bottom & top of escalator to conferences.

(4' x 12') \$1,500 each

Meterboards

Display your message in a high-traffic conference area on one or multiple meter panel signs.

(39" x 84") (single-sided) \$995 | (double-sided) \$1,200



Contact your Business Development Manager for Customized Sponsorship Packages

Light Boxes

Have your message stand out in the crowd with these backlit light boxes, placed either in a high-traffic conference area or on the show floor. **\$1,500**

Exclusive Aisle Banners Sponsorship

Have your company logo and booth number on all signage hanging above each and every aisle in the Exhibit Hall. This is a great way for attendees to see your company logo no matter where they are in the Exhibit Hall. **\$6,500**

SOLD OUT

Banners, Window Clings, Escalator Clings

Your marketing message displays throughout the Convention Center. Ask your sales representative for available locations and further details.



Column Wraps

Outside & inside locations available. Ask your representative for available locations and further details. **\$2,500**

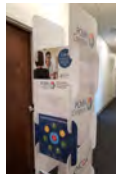


Concession Area

Place your company message at the centerpiece on each table located within the concession area. **\$1,995**

Tower Boards

Promote your message with this custom puzzle piece tower that is sure to catch the eye of attendees as they pass by. Each tower includes 12 panels. **\$1,295**



Internet WiFi

Increase your exposure throughout the conference venue by providing free WiFi internet access to EMS World Expo attendees. The WiFi Sponsorship allows you to customize the login screen and will direct attendees directly to your website! **\$10,000**

Conference Pen

Receive continuous recognition by providing each conference attendee with a writing pen. This exclusive sponsorship allows attendees to see your company logo as they use your pen throughout the conference and beyond. Pens will be stuffed into the conference bags and distributed to attendees as they check-in at EMS World Expo. **\$6,500**

Schedule-at-a-Glance Pocket Guide

Include your company logo on the Schedule-at-a-Glance pocket guide provided to all conference attendees and on the At-a-Glance wall unit displayed in a high-traffic area of EMS World Expo. **\$6,500**

Conference Notepad

Your company logo will be imprinted on a notepad inserted into the EMS World Expo conference bags provided to all attendees. (b/w) **\$2,500** | (color) **\$4,000**

Hotel Keycards

Personalize the host hotel's room keys and key covers with your logo or advertisement. Ask your sales representative for available properties and further details. **\$9,500**

SOLD OUT

BRANDING OPPORTUNITIES

Registration Sponsorship

Exclusive branding opportunity to have your marketing message on registration desks, signage, and registration confirmation emails. **\$8,000**

SOLD OUT

Purell® Hand Sanitizer Stations

A must-have at public gatherings nowadays! Your custom graphics/ad will be displayed on an 11" x 17" sign mounted on top of 5 Purell® hand sanitizer dispensers placed in high-traffic areas throughout the Exhibit Hall. **\$2,500**



Twitter Feed Sponsorship

Is your company active on Twitter? Be an intimate part of the attendee experience as the exclusive sponsor of the live Twitter Feed. Your logo will be displayed on a monitor inside the high-traffic lobby area for all to see. #EMSWorldExpo. **\$4,995**

Mobile Device Charging Stations

Power up attendees with a mobile device charging station. Your logo and custom graphics will be displayed on signs attached to the actual charging station, which is sure to draw attention and appreciation from attendees as you rescue them from the dreaded "low battery" signal. **\$1,595**



Pixe Photo Booth

(One available) Capture the moment! Receive exclusive naming rights of the Pixe Photo Booth. Every photo taken will have your logo on the picture and be emailed to the recipient with a customized message and call to action on your behalf. Every photo will be uploaded to EMS World Expo's Facebook and/or Twitter pages, providing additional visibility via shares/likes. **\$5,200**

Speaker Ready Room

Get brand recognition in the area where more than 200 of the most influential thought leaders in EMS gather, meet, and network. **\$1500**

SPONSORSHIP OPPORTUNITIES

Speaker Gifts

Help us thank our speakers in style by sponsoring gifts for our esteemed presenters. Each speaker will receive a special gift—courtesy of you! Leave a lasting impression with our industry leaders.

\$5,000 (includes gift) | **\$3,500** (sponsor provides gift)

The Meeting Spot

An 8' x 8' backdrop for attendees that serves as a place to meet up as well as the perfect photo opportunity. Your logo and brand will be incorporated into the illustration. **\$2,900**

Online Floor Plan Banner Ad

The exhibitor gets to place their logo on a rotating floor plan. **\$295**

Online Floor Plan Booth Logo (20 x 20 or larger)

The exhibitor gets to place their logo on the eBooth on the floor plan. **\$395**

Exclusive Online Exhibitor List Sponsorship

Sponsors get a clickable logo on the top of the exhibitor list. A spot in the rotating banner ads on the online floor plan will be reserved for them. Gold listing upgrade is also included. **\$2,495**

Exclusive Online Floor Plan Sponsorship

Sponsor gets a clickable logo on the top of the exhibitor floor plan. Gold listing upgrade is also included. **\$1,995**

SPECIAL EVENTS

Vanderbilt Medical Center Trauma Tours

Share your company message with attendees who are participating in the Trauma Tours. Benefits include:

- Logo featured on onsite signage, website, and promotional eblasts
- Ability to distribute literature on shuttle bus
- One pre- or post-show eblast to tour attendees

\$3,000 Exclusive or \$1,500 Shared

Passport to Prizes (24 available)

Increase valuable attendee exposure through EMS World Expo's Passport to Prizes, a "register-to-win" incentive to drive booth traffic and create attendee excitement in the Exhibit Hall.

\$250 + prize donation

Opening Ceremony & Keynote

The Opening Ceremony and Keynote Presentation at EMS World Expo is the single largest event with thousands of attendees. Your company logo will be featured on the onsite, signage, A/V, and all onsite and printed promotion of the Opening Ceremony and Keynote Presentation. Plus, your company literature will be made available to Opening Ceremony and Keynote Presentation attendees.

\$8,000

Ask the Experts

Attendees occasionally need some advice specific to their agency about setting up an MIH/CP program or have questions about how to choose the best personnel management software program.

Attendees have the chance to sign up for one-on-one time with an industry expert at the EMS World Expo Booth in the Exhibit Hall,

\$2,500

Yoga

Attendees will be introduced to the original intention behind the practice of yoga, why it's beneficial specifically to first responders, and how the misconceptions about yoga have isolated the first responder culture from its practice. Yoga mats with your logo will be given to each attendee registered for this session.

\$1,500

EDUCATIONAL SPONSORSHIPS

DATA & TECHNOLOGY SUMMIT

Thursday, November 1

This intimate gathering of senior industry leaders and technology innovators provides a unique educational and networking opportunity by featuring real-world end-user case studies and thought leader presentations highlighting insights, strategies, and prerequisites for integration. Ask your Business Development Manager for full sponsor benefits and details.

\$5,000 Presenting Sponsor - 2 available

\$3,000 Case Review Sponsor - 4 available

\$1,500 Supporting Sponsor - Unlimited available

AMBULANCE PURCHASING CONCLAVE

\$3,000 / 2 available Thursday, November 1

Meet and speak with multiple agencies and departments who are looking to purchase an ambulance in the next 12 months during this educational and networking program. Sponsorship benefits include case review presentation, literature distribution, and more. Ask your Business Development Manager for full sponsor benefits and details.

\$3,500 Gold Sponsorship

\$2,500 Silver Sponsorship

Safety Officer Workshop

Thursday, November 1

Position your company as a thought leader in safety by sponsoring this ½-day workshop for safety officers. Sponsorship includes:

- Case study presentation during break
- Ability to distribute literature
- Recognition on onsite signage and in show guide

Safety Officer Workshop attendee mailing list

SIMLAB

Get your simulator or product in the hands of attendees as they put their clinical skills to the test and work through various scenarios. **\$1,700**

Sponsorship includes:

- One sponsor-provided staff member in the Simlab
- Sponsor company product used by participants in dedicated area
- Logo recognition on station signage, participant t-shirts, website, conference program, and official show guide
- Simlab attendee list for participants

ACTIVE SHOOTER SIMULATION

Active Shooter Workshop & Simulation

Tuesday, October 30

Wednesday, October 31 and Thursday, November 1

Exhibit Hall Simulation

Place your product or simulator in the hands of attendees as they practice proper patient triage and patient treatment in a simulated tactical mass casualty event. **\$1,700**

Exhibit Hall Learning Center

Located on the Exhibit Hall floor, the Learning Center attracts hundreds of attendees and provides free CE credits. Your company logo will be placed on the Learning Center website, and on all onsite and printed promotion of the Learning Center (where applicable).

SOLD OUT

\$5,500

Revenue Reimbursement Workshop

Wednesday, October 31

Facilitated by Doug Wolfberg of Page, Wolfberg & Wirth, the Revenue Reimbursement Workshop highlights educational presentations and real-world case studies that will improve your agency's documentation, billing, and collection practices. Ask your Business Development Manager for full sponsor benefits and details.

\$5,000 Network Sponsor

\$3,000 Case Review Sponsor - 2 available

\$1,500 Supporting Sponsor - Unlimited available

POC Ultrasound Workshop

Tuesday, October 30

8:00 AM-12:00 PM | 1:00 PM-5:00 PM

This hands-on workshop will teach participants the basics of the Rapid Ultrasound in Shock and Hypotension (RUSH) exam. After learning and practicing the exam in the classroom, participants will put their knowledge to work in a series of high-fidelity simulations. Ask your Business Development Manager for full sponsor benefits and details.

\$1,000/ 3 available

Conference Track

Be the exclusive track sponsor for one of the educational tracks at the conference.

ALS | MIH-CP | Educator | BLS | Critical Care | Operations Leadership | Pediatric

- Logo in conference program and official show guide, website, onsite signage, and mobile app (where applicable)
- ½-page ad in official show guide
- Logo on signage at track sessions
- Distribution of literature at track sessions

\$4,995

CCTA: Complex Coordinated Terrorist Attack Workshop

Monday, October 29

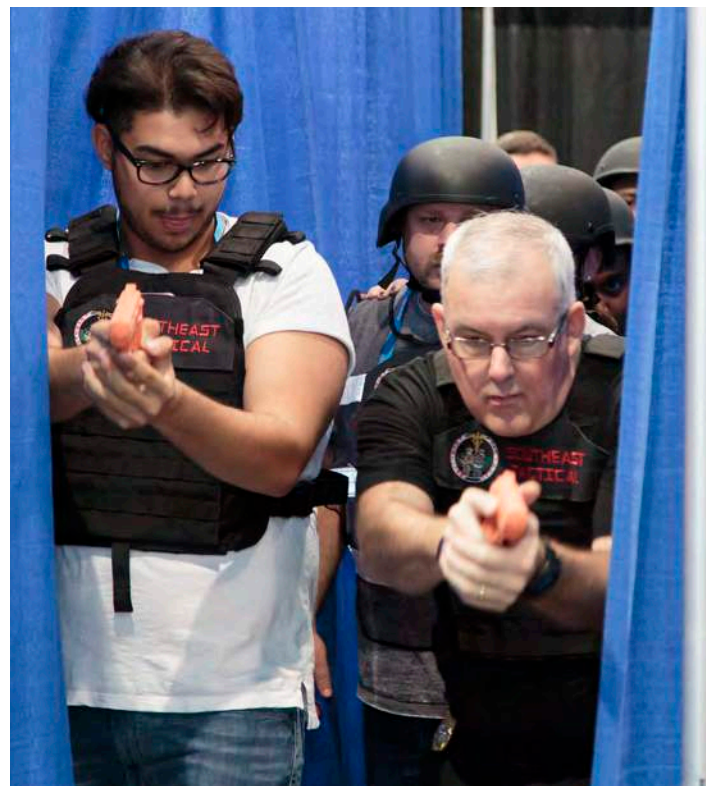
Bridgestone Arena (date and location subject to change)

This course will function as the “next level” and provide leaders and commanders from EMS and law enforcement the opportunity of a lifetime. The participant will have the opportunity to receive instruction from top-notch leaders in the fire service as well as law enforcement. Ask your Business Development Manager for full sponsor benefits and details.

\$4,500/ Package with Active Shooter Workshop AND SimLab Demonstration

\$3,000/ Package with Active Shooter Workshop OR SimLab Demonstration

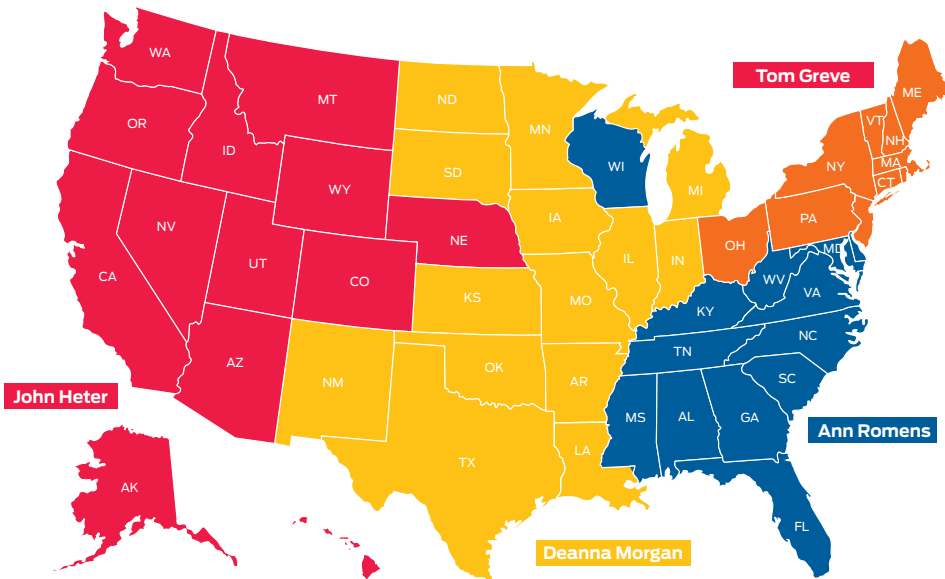
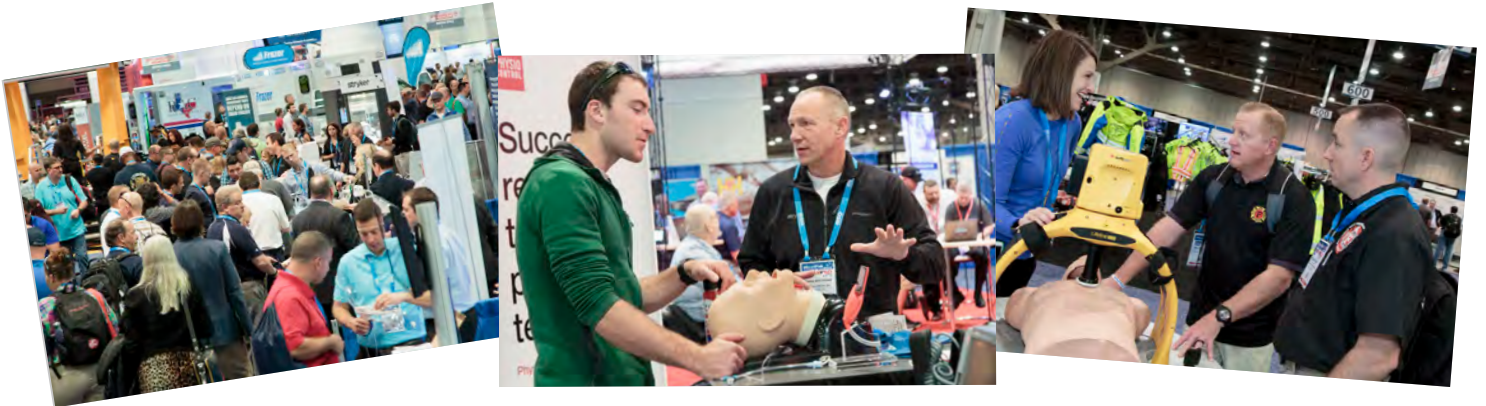
\$1,700/ Unlimited available



CONTACT US

“EMS World Expo is a great opportunity for EMS professionals and others to network, learn, and see the latest in EMS-related products and technology.”

— VAIRKKO



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