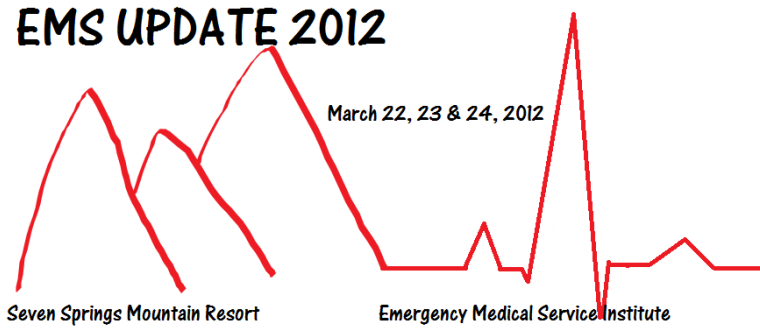


**EMERGENCY
MEDICAL
SERVICE
INSTITUTE**

Exhibitor Set-up: March 22, 2012
 Show Dates are March 23 and 24, 2012

Open Show Hours
 Friday March 23 10am - 1:30pm; 2:15pm - 5:30pm
 Saturday March 24 10am to 3:30pm

EMS UPDATE 2012



Seven Springs Mountain Resort

Emergency Medical Service Institute

EXHIBITOR PROSPECTUS

Join us at EMS Update 2012, March 23 and 24 at Seven Springs Mountain Resort. EMS Institute's 25th annual educational conference and exhibition attracts over 1200 EMS and public safety professionals from Pennsylvania and other mid-Atlantic states.

Attendees include emergency and trauma physicians and nurses, paramedics, EMTs, first responders, ambulance service managers and owners, firefighters, police officers, EMS educators, dispatchers and rescue and haz-mat personnel.

Exhibitor space is limited. Exhibitor space is sold on a first-come basis.

Exposition Schedule

Thursday, March 22, 2012

Move In—9:00am to 5:00pm

Friday, March 23, 2012

Move In Continues

7:30am to 9:30am

Exhibits Open

10:00am to 1:30pm

2:15pm to 5:30pm

Saturday, March 24, 2012

Exhibits Open

10:00am to 3:30pm

Exhibit Space Benefits

- Exhibitor passes to our exclusive fully-catered All You Can Eat Lunch Buffet on Friday and Saturday as well as our social events on Friday and Saturday evenings.
- Conference name badges
- 8' backdrops/3' siderails
- Six foot tables, covered and skirted, with two chairs
- Complimentary listing in conference program
- Professional Identification sign
- Professional security during non-show hours
- Easy load-in
- Free parking

Refund Policy

WREMS's refund policy for those exhibitors who must cancel is:

Prior to February 15, 2012: registration fee or deposit minus \$100 service charge

February 16, 2012 and thereafter: no refunds

Conference Headquarters

Seven Springs Mountain Resort (www.7springs.com) allows exhibitors at EMS Update 2012 a unique opportunity to make contacts and market products and services to EMS and Public Safety professionals in a relaxed environment.

Weather permitting, skiing, snowboarding, snow tubing, sleigh rides and snowshoe tours are available for purchase. Other activities (which may cost extra) at the resort include indoor swimming, arcades, bowling, indoor mini-golf, massage, hot tubs and fitness equipment.

The resort is located off of the Pennsylvania turnpike and is a one hour drive east of Pittsburgh. The resort has shuttle service available from Pittsburgh International Airport. To make hotel reservations, please call 800/452-2223.

Additional hotels in the Somerset and Donegal areas are available. Call EMS Institute for details.

Lay-out and Exhibit Prices

Fifty percent deposit is due with this contract. Balance is due February 15, 2012. By sending a deposit, exhibitors are eligible for prime space, which is allocated on a first-come, first-serve basis.

Exhibitors who have made deposits must pay for their exhibit space by February 15, 2012 or they will lose their preferred location.

When completing your registration form, be certain to include the number of tables your exhibit requires. Exhibitors requesting additional extra tables during set-up at Seven Springs will be charged an additional \$10 per table.

Exhibit size	Exhibit price
A. 8 x 10	\$ 500
B. 8 x 20	\$ 850
C. 16 x 20	\$1000
D. 16 x 30	\$1250

A 16 x 30 holds one vehicle of average size

Electricity is no longer included in the exhibit prices. When you register with WREMS, you will be sent additional information on ordering electricity and/or phone services directly with the resort.

Cost of standard 110 volt circuit up to 2400 watts will be \$45 for the show. Fees double beginning March 12, 2012.

Additional Information

Direct Shipments:

Due to limitations on storage at the Resort, advanced shipping exhibit materials will not be received prior to March 22, 2012. All materials being shipped must be clearly labeled and marked as follows:

HOLD FOR: EMS UPDATE 2012
Your company/contact person
c/o WREMS
Seven Springs Mountain Resort
Conference Services
777 Waterwheel Drive
Champion Pa 15622

Not all carriers ship overnight to the resort. Daily deliveries arrive and are processed at the resort between 2:00pm and 6:00pm, Monday through Friday. Neither WREMS, EMSI or Seven Springs Mountain Resort, and their staffs, are responsible for lost, misplaced or damaged goods.

All exhibits are indoors. Any exhibits outside of Exhibit Hall and Stag Pass are not considered official and will not receive any consideration.

Removal of all exhibition materials must be completed by 5:00pm on Saturday, March 24, 2012.

Atmosphere: Any exhibit, or part of exhibit, or any exhibitor who is not keeping with the character of the exhibition is prohibited. This reservation covers persons, things, conduct, signs, printed matter, souvenirs, catalogs, noisy exhibits, odor producing exhibits, exhibits displaying bad, lewd, immoral taste or of questionable nature or demoralizing tendency, and all matters which affect the character of the conference. WREMS does have the granted right to remove from any exhibition space and from the building, with or without notice, any article or person or exhibitor which is not in keeping with the character of the exhibition.

Due to numerous complaints, exhibitors are not permitted to utilize any public address system, loud speaker, bull horn or other sound amplifying devices, whether used for voice, music or other sounds, The only permitted public address system will be that which is under the control of conference personnel.

This system will only be used for conference related announcements approved by conference personnel.

Exhibitors must use discretion and show appropriate consideration for other vendors when conducting any type of special promotion in their assigned booth area. Exhibitors who unnecessarily or consistently disturb other vendors by drawing large numbers of attendees into a confined area of the Exhibit Hall will be asked to discontinue such promotions. Repeated offenses by a vendor may result in denial of participation in future years.

Exhibitors may not conduct any promotion or other activity which does not directly promote EMS.

Exhibitors must obtain PRIOR PERMISSION from conference staff before hosting, sponsoring or undertaking any promotion or event at Seven Springs Mountain Resort beyond simple display of wares or individual or small group presentations. Exhibitors conducting unapproved promotions will be asked to discontinue such promotions. Repeated offenses by an exhibitor may result in denial of participation in future years.

Smoking is not permitted within the confines of the exhibit area at any time. There are designated smoking areas outside, near the exhibit area.

Alcoholic beverages are not permitted inside Exhibit Hall at any time.

WREMS reserves the right to take and use any pictures, video or recordings of any part or whole exhibit and staff as promotional material for future events.

Special requests: Exhibitors requiring special requests such as menus, food items, beverage items, etc., must obtain these services directly thru Betsy Conn at the sales office at Seven Springs Mountain Resort. You must contract with the resort for these items; you cannot bring in any food or beverage items.

Questions should be directed To Scott Crawford, Monday thru Friday from 9:30am to 4:00pm at 412-494-5575.

Favors, gifts, souvenirs or any other item to be given to attendees must be cleared by EMSI/WREMS management.

No materials are to be affixed to name badges.

Terms and Conditions

1. Definition—The words “EMS Update 2012” as used herein shall mean EMS Update 2012 Conference and Exhibition and all persons acting on behalf of WREMS or EMS Institute in the management of the trade show.
2. Agreement—Each exhibitor, for itself and its employees and agents, agrees to abide by these terms and conditions and by any amendments or additions thereto that may hereafter be established or put into effect by WREMS in accordance with paragraph #3.
3. Amendments—Any and all matters or questions not specifically covered by these terms and conditions shall be subject solely to the decision of WREMS. The terms and conditions may be amended at any time by WREMS, provided that such amendments shall not operate to substantially diminish this contract, or to substantially increase the liability of the exhibitor. All amendments so made shall be equally binding on exhibitors with the foregoing terms and conditions.
4. Limitations of Liability: Indemnification—The exhibitor, for itself, its employees, agents, successors and assigns, and/or any other person or entity claiming by or through the exhibitor, hereby releases EMS Institute, WREMS and/or Seven Springs Mountain Resort from any and all claims of every sort it may have against EMS Institute, WREMS and/or Seven Springs Mountain Resort based upon, arising out of, or in connection with exhibitor’s occupancy and use of the trade show premises or any action or inaction of any nature by EMS Institute, WREMS and/or Seven Springs Mountain Resort in connection with or related in any way to EMS Update 2012, including, but not limited to: loss, theft, damage, destruction, or delay or non-delivery of goods, display material and other effects; any injury to exhibitor, its employees, agents, representatives or guests while on trade show premises; any damage to exhibitor’s business by reason of failure to provide space for the exhibit or removal of exhibit; and failure to hold EMS Update 2012 as scheduled.
5. Exhibitor agrees to indemnify and hold forever harmless EMS Institute, WREMS and/or Seven Springs Mountain Resort from any and all damage, loss, liability, claim or expense of any kind (including legal fees) based upon, arising out of, or in conjunction with (1) the violation of any law or ordinance by the exhibitor, its employees, agents, representatives, guests or others holding or acting under or in conjunction with the exhibitor; (2) failure by exhibitor or any such persons to comply with all applicable terms and conditions contained in these rules, the Exhibitor Prospectus, or in any agreement between Seven Springs Mountain Resort, EMS Institute and/or WREMS regarding the trade show; and (3) exhibitor’s occupancy and use of Seven Springs Mountain Resort or a part thereof.
6. All exhibit space is sold on a “First-In” basis. The earlier your deposit and registration is received by WREMS, the better your placement.
7. All fire, safety and building regulations by the Seven Springs Mountain Resort must be strictly followed. Particular attention should be paid to the prohibition of flammable materials.
8. Fire Prevention Regulations—Gas and diesel powered vehicles that are to stay in the building during the event can contain no more than 10 gallons of gasoline/diesel. The battery must be disconnected and gas caps taped down. A representative of the vehicle/exhibitor must leave a method of 24 hour notification (telephone preferred).
9. Security—Exhibitors will be allowed into Exhibit Hall prior to show time only when accompanied by a conference staff member. Dedicated security service is provided beginning at 7:00pm on Thursday, March 22, 2012 until 7:00am Friday, March 23, 2012 and then again from 6:00pm Friday, March 23, 2012 until 7:00am Saturday, March 24, 2012. This service shall exercise reasonable care for the protection of the exhibitor’s materials and display. Beyond this, the exhibitor understands and agrees that neither EMS Institute, WREMS nor Seven Springs Mountain Resort can or will be responsible for the safety of the exhibits, exhibitors or their employees; against robbery, burglary, theft, loss or damage to property by fire, water or any other cause; nor be responsible for injury of any nature to anyone.
10. Damage to Property—Nothing shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors, speakers or other parts of the building or furniture. Also, no holes may be drilled, cored or punched in the building. Any costs incurred in protecting the building, equipment or furniture from damage will be at the expense of the exhibitor. Exhibitors are liable for any damage caused to the building, floors, walls, columns, standard exhibitor space equipment or to other exhibitor’s property. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building floors, walls or to standard exhibitor space equipment.
11. Relocation of Exhibits—WREMS reserves the right to alter locations of exhibitors and/or vehicle spaces before, during and after initial set-up.
12. All freight and exhibit material must enter the building through designated areas.
13. Decorations—WREMS retains absolute discretion and authority in the placement, arrangement and appearance of all trade displays. No liability shall attach to WREMS for costs that an exhibitor may incur in complying with any such conference directives. All equipment, display, merchandise, public relations materials and signs must be kept in assigned exhibit space. Aisle space is reserved for WREMS usage.
14. Rejected Displays—WREMS reserves the right to reject, eject or prohibit any exhibit in whole or in part, or any exhibitor or his/her representatives, with cause. If an exhibit or exhibitor is ejected for violations of these terms and conditions or for any other stated or unstated reason, no return of fees shall be made. 4

15. Right to Privacy– This is an “open” trade show. No restrictions are made regarding exhibitors visiting displays on the trade show floor. Each exhibitor is expected to conduct itself in a courteous manner and to respect the rights of fellow exhibitors.
16. Parking in the loading docks of Seven Springs Mountain Resort, except for temporary unloading and loading, is prohibited and violators will be towed at their expense and risk.
17. Exhibit Tear Down—Exhibitor Tear Down is not authorized to begin until 12:00pm, Saturday, March 24, 2012.
18. Exhibitors are responsible for the removal of all materials at the end of the show. Material left on the exhibit floor after 5:00pm on Saturday, March 24, 2012 will be considered trash and disposed of.
19. No food and/or beverage products may be sold, distributed, handed-out, and/or left-out by exhibitors EXCEPT upon written authorization of WREMS.
20. All utilities must be approved by WREMS and ordered through Seven Springs Mountain Resort. This includes water lines, additional lighting displays, etc. Loud music and/or booth entertainment is strictly prohibited in Exhibit Hall for EMS Update 2012.
21. Exhibitor may not assign this contract and may not permit or “sublet” all or any part of its assigned exhibit space to be used by any other business, firm, or other person or entity unless WREMS has given prior written approval. Any such assignment, permission or “sublease” without WREMS’s prior written approval shall be null and void and subject to immediate payment of fees.
22. Exhibitor must designate one person as its representative in connection with installation, operation and removal of its exhibit.
23. WREMS reserves the right to refuse or deny any exhibitor/company for any reason.



The EMS Update 2012 conference is conducted as part of a contract between the EMS Institute and the Pennsylvania Department of Health. EMS Update 2012 is managed and produced through Western Regional EMS, Inc.

PREVIOUS EXHIBITORS

ACS Firehouse Software
ADPI-Intermedix
Advocare
Aero National
Airgas Puritan Medical
Allegheny General Hospital and LifeFlight
Allegheny R&D, Inc.
Allied Communications
Ambu, Inc.
Ambulance Association of Pennsylvania
American Heart Association
Bound Tree Medical, LLC
Brady Publishing
Butler County Community College
Cardiac Science Corporation
Center for Emergency Medicine
Channing Bete Company
Children's Hospital of Pittsburgh
Commercial Acceptance Company
Community College of Allegheny County
Conemaugh MedStar
ConMed
Cornerstone AdminiSystems Inc
DE Gemmill, Inc
Discrete Wireless
Eastern Medical Equipment
EMED Health
Emergency Services Insurance Program
Emergencystuff.com
Emergency Supply Depot
Emergency Training Associates
EMS Innovations
EMS Resources
EMSBooks
EMSCharts.com
EMSShirts.com
ESI Equipment, Inc
Excela Health
FareTec Inc
Fire Rescue Limited
FIRE Station Resources Center
First Response Medical Supplies
Fisher Sportswear
Fyda Freightliner
Gauvard Scientific
Guardian Angel Ambulance Service
Geisinger Health System
Glick Fire Equipment
Globe Manufacturing
Gordon Bernard Company
H&H Medical Inc
H&S Redi Aids
HC Global
HAIX North America
Henry Schein Matrx Medical
InforMedx Group
Insight Fleet Services
Intermedix
Interstate Fire Equipment
J & J Emergency Vehicles
Jones and Bartlett Learning
Kaza Fire Equipment
Keystone Payroll Inc

Laerdal Medical Corporation
Lynn Kolaja Fire Equipment Sales
Masimo
Med Media Inc
Medpro/Transafe
METI
Mobile Radio Service, Inc
Mosby/JEMS
Municipal Marketing Systems
MultiMed Billing Services
National EMS Memorial
National Institute Occupational Safety & Health
Nightingale-Alan Medical, Inc
911 Clothing and Collectibles
North Eastern Uniforms
Oak Pointe Medical Products LLC
Oceanside Tees
PA College of Technology
PA Department of General Services
PA Department of Health, Bureau of EMS
PEHSC
Penn Care Inc
Pennsylvania Paramedical Society
Pfund Superior Sales
Pharmed Corporation
Philips Healthcare
Physio Control
Pivotal Billing Services
Pocket Nurse
Priority Dispatch Corporation
ProMed Services
Provident Agency
Public Safety Marketing
Quaker Safety Products
Quick Med Claims
RagnaSoft Inc
RAM Software Systems
Rhino Products Inc
Safeskin Corporation
Sign-A-Rama Greensburg
SSCOR, Inc
Southeastern Emergency Vehicle Sales
Speclin Emergency Vehicle Sales and Service
Speclin Management & Billing Services
Staley Communication
STAT MedEvac
Stryker EMS
Survivalink Corporation
Susquehanna Fire Equipment Co
Riverside Manufacturing Company
TechLift
Tucker, Johnston & Smelzer LLC
UPMC Prehospital Care
Valley Health and Safety
V.E. Ralph & Son
Verathon Medical
Verizon Wireless
Vermed
VFIS
VHP Fleet Services
VidaCare
Wackers-R-Us
WelchAllyn
West Penn Hospital Burn Center
Zoll Data Systems
Zoll Medical



Levels of Sponsorship for EMS Update 2012

PLATINUM SPONSOR - \$1500

- Prime location in front of entrance to Exhibit Hall (as space permits and subject to prior sales) or an 8 x 20 Exhibitor space inside Exhibit Hall or \$850 credit towards a larger space inside Exhibit Hall.
- Full page ad placement in the conference program distributed to all attendees.
- Listing as a Platinum Sponsor on the conference website and all printed marketing materials.
- Sponsorship of the Friday Opening Session keynote presentation.
- Recognition at the Friday morning Opening Session.
- Two (2) complimentary conference registrations.
- Two additional lunch tickets/day and two additional social events tickets/day.
- Sponsor name included in signage at the conference location.

GOLD SPONSOR - \$1000

- Recognition at the Saturday morning keynote presentation.
- 8 x 10 Exhibitor space (or \$500 credit towards a larger space).
- Half page ad placement in the conference program distributed to all attendees.
- Listing as a Gold Sponsor on the conference website and all printed marketing materials.
- One (1) complimentary conference registration.
- One additional lunch ticket/day and one additional social event ticket/day.
- Sponsor name included in signage at the conference location.

SILVER SPONSOR - \$750

- \$300 credit towards an 8 x 10 Exhibitor space.
- Quarter page ad placement in the conference program distributed to all attendees.
- Listing as a Silver Sponsor on the conference website and all printed marketing materials.
- Sponsor name included in signage at the conference location.

BRONZE SPONSOR - \$500

- Listing as a Bronze Sponsor on the conference website and all printed marketing materials
- Sponsor name included in signage at the conference location
- Choice of sponsorship:
 - Friday Family Movie and Pizza Night
 - Morning coffee breaks/Afternoon soda breaks/Soda sponsorship at Social Events
 - Disc Jockey at Social Event

All sponsors will be recognized on signs throughout the conference and in the Conference program. Please call Joe at EMSI (412-494-5572) for more details or to design a custom sponsorship package!

REGISTRATION FORM

Please print/type clearly.

Company Name: _____

Name to appear on Signage: _____
(if different than company name)

Mailing Address: _____

City

State

Zip

Contact Name: _____ Contact Phone: _____

Contact Fax: _____ Contact Email: _____

On-site Representative Name: _____

Please reserve the following exhibit space(s):

_____ 8' x 10'	@	\$500	_____ 8' x 20'	@	\$850
_____ 16' x 20'	@	\$1000	_____ 16' x 30'	@	\$1250

Larger sizes may be available—contact WREMS for more information ASAP.

Carpeting at \$60 per 80 square feet: _____

Sub-Total Exhibit Fees: \$_____

Please provide a brief description of the products/services you will be exhibiting. This information will appear free of charge in the official conference souvenir program if received prior to March 1, 2012.

We provide two 6 foot tables for each exhibitor. If you need additional tables, please order them in advance (tables are free prior to show date; at show, each additional table is \$15). Each exhibitor receives two chairs. Total number of tables needed is: _____

Exhibitors will receive exhibitor passes, which will permit access to exhibit hall and entrance to the all-you-can-eat buffet lunches on Friday and Saturday and the EMSI/WREMS sponsored social events on Friday and Saturday.

Exhibitor passes do not include admission to education sessions.

Exhibitors will be contacted on an individual basis to discuss the number of exhibitor passes you will be provided. Passes are based on the size of your booth and sponsorship activities at EMS Update 2012. Additional exhibitor passes can be purchased at the conference.

CONTINUED ON NEXT PAGE

50% DEPOSIT DUE WITH CONTRACT Full payment due February 15, 2012

As in past years, each attendee at EMS Update 2012 receives a free conference program containing general information, course agenda, an exhibitor listing, and the layout for the exhibitors. The program also includes paid advertisements, providing you with an opportunity to promote your organization and influence participants during and after the conference.

Advertisement costs for this 8.5 x 11, black and white program are:

Back cover	8.5 w x 11 h	\$350
Inside Front Cover	8.5 w x 11 h	\$300
Inside Back Cover	8.5w x 11 h	\$300
full page	8.5 w x 11 h	\$250
half-page horizontal	8.5 w x 5.5 h	\$175

If you are interested in advertising in the EMS Update 2012 program, please contact Joe at EMSI. The deadline for submission of advertisements is March 1, 2012. **Ad space is sold in the order received.**

Total Fees: (includes page 1 and page 2) _____

The full balance is due by February 15, 2012. Make checks payable to Western Regional EMS Inc. or you can charge your fees using Visa, Mastercard, or Discover.

Account Number: _____ Exp Date: _____

Name on Card: _____ Signature: _____

Zip code of card mailing address: _____ CVV code (3 digit number on back of card) _____

In accordance with the Terms and Conditions stated elsewhere in this prospectus, the undersigned hereby makes application for exhibit space at the EMS Update 2012 Conference. By signing below, the applicant acknowledges that he/she has read the attached terms and conditions and agrees to be legally bound thereby.

Signature: _____

Printed Name: _____ Phone # _____

Email address: _____

Title: _____ Date: _____

Complete and mail page 8 AND 9 to WREMS, Attn: EMS Update 2012, 1002 Church Hill Road, Pittsburgh PA 15205