

EMSUPDATE 2018

PENNSYLVANIA'S LARGEST EMS CONFERENCE EXHIBITOR INFORMATION



Exhibitor Set-up: March 22, 2018

Show Dates are March 23 and 24, 2018

Open Show Hours

Friday March 23 10am - 1:30pm; 2:15pm - 5:30pm

Saturday March 24 10:00am—1:30pm



Join us at EMS Update 2018, Pennsylvania's EMS Conference—March 23 and 24 at Seven Springs Mountain Resort. EMS West's 31st annual educational conference and exhibition attracts over 1000 EMS and public safety professionals from Pennsylvania and other mid-Atlantic states.

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

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

Exposition Schedule

Thursday, March 22, 2018

Move-In—8:00am to 4:00pm

Friday, March 23, 2018

Move-In Continues

8:00am to 9:30am

Exhibits Open

10:00am to 1:30pm

2:15pm to 5:30pm

Saturday, March 24, 2018

Exhibits Open

10:00am—1:30pm



Exhibit Space Benefits

- Exhibitor passes to our exclusive fully-catered All You Can Eat Lunch Buffet on Friday and Saturday
- Conference name badges
- Professionally installed pipe and drape exhibition space
- 8' fabric backdrops/3' fabric siderails
- Six foot tables, covered and skirted, with chairs and waste receptacle
- Complimentary listing in conference program
- Complimentary listing on website (www.emsupdate.com), including a "hot link" to your website
- Professional identification sign
- Professional security in building during non-show hours
- Easy self load-in
- Free parking
- On-site dedicated show exhibit manager
- Availability of contracted electrical power, internet, booth furniture, decorations and accessories

Refund Policy

Our refund policy for those exhibitors who must cancel is:

Prior to February 23, 2018: registration fee or deposit minus \$100 service charge

February 24, 2018 and thereafter: no refunds

Conference Headquarters

Seven Springs Mountain Resort (www.7springs.com) allows exhibitors at EMS Update 2018 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 an easy 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.

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 the exhibit area at any time.

EMS Update 2018 Conference Rates

Single Occupancy Room Rate is \$131.00/person, per night

Double Occupancy Room Rate is \$89.00/person, per night

Triple and Quad Occupancy Room Rate is \$79.00/person, per night

Rates are subject to taxes. These hotel rates do include the full breakfast buffet and use of the swimming pool. Children 17 years of age and younger, lodge complimentary when staying in the same room with parents, children's breakfast will be additional cost. A deposit of one night lodging is required to confirm a reservation.

All hotel rooms are non-smoking and include coffee makers, work stations, irons and ironing boards, flat screen TVs, multimedia junction boxes and feature high speed internet. These reduced rates are for the hotel and may not be applicable to condos and townhouses.

Condos, cabins, townhouses and chalets may be available during your stay and are accessible via free shuttle service to and from the main lodge. These hotel rates MAY NOT apply to the condos, cabins and townhouses. Call 866-437-1300 for details.

When making reservations, mention the EMS Update 2018 conference to receive these rates. The deadline for hotel reservations is February 18, 2018. The hotel fills quickly for the conference. Limited hotel room availability Friday night. If a reservation must be canceled, Seven Springs requires a fourteen day notice before the deposit can be refunded. Check-in time is 5pm, and check-out time is 11am. Early hotel check-in is not available. A \$50.00 surcharge applies for late check-outs.

Lay-out and Exhibit Prices

Fifty percent deposit is due with this contract. Balance is due February 23, 2018. 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 23, 2018 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 \$15 per table.

Exhibit size	Exhibit price
A. 8 x 10	\$ 600
B. 8 x 20	\$ 1000
C. 16 x 30	\$ 1400

A 16 x 30 space holds one vehicle of average size

After registering with us, you will be provided additional information on ordering electricity, internet, and/or phone services directly with the resort.

Additional Information

Direct Shipments:

Due to limitations on storage at the resort, advanced shipping exhibit materials will not be received prior to March 20, 2018. All materials being shipped must be clearly labeled and marked as follows:

HOLD FOR: EMS UPDATE 2018
Your company/contact person, c/o EMS CONFERENCE
Seven Springs Mountain Resort, Conference Services
777 Waterwheel Drive
Seven Springs 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. EMS WEST, WREMS, and/or Seven Springs Mountain Resort, and their staffs, are NOT 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 11AM on Sunday, March 25, 2018.

Additional Information

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. We do 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.

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 management and used for conference related announcements approved by conference management.

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 area 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 EMS WEST conference staff before hosting, sponsoring or undertaking any promotion, raffle, drawing, 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.

We reserve 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.

Favors, gifts, souvenirs or any other item to be given to attendees must be approved by conference management.

No materials are to be affixed to name badges.

Questions should be directed to Scott Crawford, Exhibit Manager, at 412-494-5575 or scrawford@emswest.org



Terms and Conditions

1. Definition—The words “EMS Update 2018” as used herein shall mean EMS Update 2018 Conference and Exhibition and all persons acting on behalf of EMS WEST or WREMS 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 West, WREMS and/or Seven Springs Mountain Resort and any of their respective employees or agents from any and all claims of every sort it may have against EMS West WREMS and/or Seven Springs Mountain Resort and any of their respective employees or agents 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 West, WREMS and/or Seven Springs Mountain Resort in connection with or related in any way to EMS Update 2018, 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 2018 as scheduled.
5. Exhibitor agrees to indemnify and hold forever harmless EMS West, 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 West 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 5:00pm on Thursday, March 22, 2018 until 8:00am Friday, March 23, 2018 and then again from 5:30pm Friday, March 23, 2018 until 8:00am Saturday, March 24, 2018. 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 West, 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 without prior approval of Seven Springs and conference management. 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. Location 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. 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.
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 (including space immediately outside Festival Hall, Exhibit Hall, and The Grand Ball Room), 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 1:30pm, Saturday, March 24, 2018.
18. Exhibitors are responsible for the removal of all materials at the end of the show. Material left on the exhibit floor after 11:01am on Sunday March 25, 2018 will be considered trash and disposed of.
19. Any food and/or beverage product sold, distributed, handed-out, and/or left-out by exhibitors MUST be purchased or provided through Seven Springs Mountain Resort unless otherwise approved by Seven Springs and conference staff.
20. All utilities must be approved by EMS West and 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 (including the “annex”) and all exhibit areas for EMS Update 2018.
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.
24. Exhibitors shall register at the conference registration kiosk upon arrival and prior to set-up of exhibits. Exhibitors will at this time be provided with their exhibit location, badges and meal passes.
25. For safety reasons, exhibitor vehicles, once on the show floor, will not be permitted to leave the exhibit floor before 2pm Saturday, March 24, 2018.
26. Some exhibitors (specifically vehicles) may be asked to set up early on Thursday, March 22, for safety reasons.

**PLEASE NOTE: EMS UPDATE 2018 EXHIBIT HALL LAYOUT
MAY DIFFER FROM PREVIOUS YEARS**

EMS Update 2018 is and produced through
Western Regional EMS, and managed by EMS West



2018 SPONSOR OPPORTUNITIES

Call Joe at 412-494-5572 for availability

PLATINUM SPONSOR - \$1600 Multiple sponsorships available at this level

- Prime location (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 (including hotlink) and all printed marketing materials.
- Two (2) complimentary three-day conference registrations.
- Two (2) additional lunch tickets for Friday and Saturday.
- Pre-conference attendee list with full contact information *

GOLD SPONSOR - \$1100 Multiple sponsorships available at this level

- 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 three-day conference registration.
- One (1) additional lunch ticket for Friday and Saturday.

SILVER SPONSOR - \$750 Multiple sponsorships available at this level

- \$300 credit towards an 8 x 10 Exhibitor space.
- Listing as a Silver Sponsor on the conference website and all printed marketing materials.
- One (1) complimentary single-day conference registration.
- One (1) additional lunch ticket for Friday.

Stag Pass—NEW IN 2018—Buy the entire space of Stag Pass (entrance area to Exhibit Hall) for \$2000. This area is over 1,000 square feet with over 600 square feet of prime exhibit space —this is the main entrance and exit to Exhibit Hall. (Note—this area has a maximum ceiling height of 8 feet.)

All sponsors will be recognized on signs throughout the conference and in the Conference program.

* Pre-conference attendee list available only to platinum sponsors upon request. Full contact information consists of name and email and registrants will have the option to opt-out. Information cannot be sold/provided to any other entity.



ADDITIONAL 2018 EXCLUSIVE SPONSOR OPPORTUNITIES

Call Joe at 412-494-5572 for availability

CONFERENCE NOTEPAD & PEN SPONSOR - \$3000

Each year, attendees receive a professional notepad that can be used over and over again. Your logo (and the EMS Update logo) will be on the front of the notepad and on each pen. We see these notepads and pens used for years after each conference at EMS agencies and other educational events.

LANYARD - \$2000

Each registered attendee (including students and faculty) will receive a lanyard with your name/logo (and the EMS Update logo) displayed. These lanyards would be designed to accompany name badges.

NAME BADGE - \$1000

Badge distributed to all registrants with ability to include company logo on front and customized marketing message on back of badge.

WELCOME RECEPTION AND OPENING CEREMONIES - \$1500

Energy is at a conference high during the opening ceremonies (now on Thursday afternoon) where all attendees are welcomed. Be the sponsor of this event to increase branding and visibility, interact with attendees, and most importantly, let attendees know you are there! Benefits include invitation to each attendee and logo placement in the Grand Ball Room. Let's discuss possible beverage and food options.

BOARD OF DIRECTORS & MEDICAL DIRECTORS LUNCH—\$1250

Want to get the attention of the EMS physicians, EMS managers and EMS chiefs, and other decision makers from 16 counties in Western Pennsylvania? Feed them! Sponsor our Board of Director's private luncheon (scheduled for Friday) and you'll have an opportunity to welcome everyone in attendance.

REGISTRATION BACKPACK SPONSOR - \$1000

These draw-string backpacks are distributed at conference registration so all attendees are carrying your advertisement throughout the conference. Your logo (and the EMS Update logo) would be prominent.

FRIDAY PLENARY SESSION—\$1000

The opportunity to introduce the keynote speaker for this session, held immediately prior to Exhibit Hall opening, is the highlight of this opportunity. Imagine your quick message being available to all participants and your logo prominently displayed as attendees are engaged by our speaker.

SATURDAY CLOSING PLENARY SESSION—\$1000

Want to have the last word? You can with this opportunity as you thank everyone for attending EMS Update 2018 and provide details on EMS Update 2019 as our keynote speaker closes out the conference on Saturday afternoon.



ADDITIONAL 2018 SPONSOR OPPORTUNITIES

Call Joe at 412-494-5572 for availability

NON-EXCLUSIVE OPPORTUNITIES

CONFERENCE REGISTRATION AREA— \$250

By being a sponsor of the registration area, all attendees will not only see your brand upon check-in (signage, etc...) they will also receive a promotional item (ex. post card for giveaway) that will increase your booth traffic!

SMART PHONE CHARGING STATIONS—\$150 per TABLE

As more attendees are using smart phones, you can sponsor a charging station so they will know YOU were the one that helped get their device through the day. Additionally, you'll be able to set up a promotional poster at the charging station.

COFFEE BAR—\$750 per morning—Available Thursday, Friday and/or Saturday, prior to classes starting, you can sponsor a coffee bar, complete with fresh brewed coffee, herbal teas, hot chocolate, assorted flavored syrups, whipped cream and garnishes (such as cinnamon sticks, chocolate chips and mini-marshmallows). Your logo, of course, is displayed at the Coffee Bar!

BREAK REFRESHMENT SPONSORS - CHOOSE THE BREAK(S) YOU WANT TO SPONSOR—ONE SPONSOR per BREAK OPPORTUNITY—\$600 per BREAK

MID MORNING (coffee replenish)

THURSDAY

FRIDAY

SATURDAY

AFTERNOON (soda)

THURSDAY

FRIDAY

SATURDAY

VISITOR BAG SPONSOR—\$600

These die-cut handle plastic bags are distributed at the entrance of Exhibit Hall so everyone entering (including those visiting just for the exhibits) would receive a bag that could carry items from the exhibitors. Your logo (and the EMS Update logo) would be prominent on the bags.

FAMILY FUN NIGHT (MOVIE & FOOD) (1 Friday night and 1 Saturday night) - \$500 per night

Families are invited to watch a G or PG rated movie in one of the stadium seated designed AV rooms. Popcorn, pizza, cookies and child friendly beverages are provided. Your logo will be displayed on all advertising and you have the opportunity to welcome families to the event held in the early evening.

50% DEPOSIT DUE WITH CONTRACT Full payment due February 23, 2018

As in past years, attendees at EMS Update 2018 receive a conference program containing general information, course agenda, an exhibitor listing, and the layout for the exhibitors. The program also includes page sponsorships, providing you with an opportunity to welcome attendees to the conference.

Page sponsorship costs for this 8.5 x 11, color program are:

full page	8.5 w x 11 h	\$350
half-page horizontal	8.5 w x 5.5 h	\$225

If you are interested in a page sponsorship in the EMS Update 2018 program, please contact Joe at EMS West. There are requirements that must be met for each page sponsorship, including specific wording. The deadline for submission of these page sponsorships is March 1, 2018.

Total Fees: (includes page 8 and page 9) _____

The full balance is due by February 23, 2018. Make checks payable to Western Regional EMS Inc. or you can charge your fees using Visa, Mastercard, AMEX, 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 2018 Conference. By signing below, the applicant acknowledges that they have 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 11 AND 12 to EMS Update 2018, Attn: Scott Crawford, 1002 Church Hill Road, Pittsburgh PA 15205