2016 Sponsorship Opportunities

Traffic Drivers

EXHIBIT FLOOR GIVEAWAY SPONSORSHIP  Multiple Available $1,000
- Sponsor logo (full color) on easel-back sign displayed in sponsor’s booth
- Floor Giveaway carpet overly placed in front of sponsors booth
- Sponsor name/booth number on giveaway entry card provided to all delegates

OPENING NIGHT RECEPTION One (1) Available $4,000
- Bar station placed in or near sponsor’s booth
- Sponsor logo (black) on napkins at bar station
- Sponsor logo (full color) on table tent cards

CANTINA SPONSOR Four (4) Available $1,900
- One (1) Keg orator to be placed in sponsor booth for three hours during event. Beer may not be served before noon on Friday. Time to be determined with sponsor & sales
- Sponsor logo (one color) on 300 cups to be distributed with beer in sponsor booth

ONSITE PHOTO BOOTH Exclusive $10,000
- Sponsor logo included on each picture taken at photo booth and fed to our Facebook page
- Ability to link photo booth feed to sponsors Facebook or twitter page
- Two models working the photo booth can wear sponsor t-shirt
- Sponsor logo on promotional postcard handed out to all attendees at registration promoting the photo booth

RECHARGE LOCKERS SPONSOR – Exclusive $10,000
- Sponsor graphics printed on cling wrapped around one (1) recharge locker unit
- Recharge station to accommodate all mobile connections for iPads, iPhones and androids
- Recharge station to be placed in high traffic area, or may be placed in sponsors booth based on space availability and sponsor desire
- Sponsor shall have the right to provide a video to be played (video/audio) on top of recharge locker unit. Sponsor to provide video in a loop in format required by show management

Digital Elements

VIDEO WALL Multiple Available $1,000
- Sponsor video (2-minute maximum length) on rotation in Video Wall placed in a high traffic area
- Sponsor logo (full color) on structure or signs surrounding the video wall
- Sponsor video guaranteed to play at least one (1) time per hour on video rotation
- Sponsor video to be produced by sponsor and submitted to show management by

PennWell®
February 6, 2016

**MOBILE APP BANNER** Three (3) Available $2,500
- Sponsor splash banner ad on EMS Today mobile app - artwork provided by sponsor
- Sponsor footer banner ad on EMS Today mobile app – artwork provided by sponsor

**Sponsor Branding**

**AISLE SIGN SPONSORSHIP** Exclusive $3,750
- Sponsor logo (full color) displayed on hanging aisle signs in exhibition hall

**BANNER SPONSORSHIP- Pratt St. LOBBY** - Multiple locations, Prices vary depending on location and size

**COLUMN WRAP- EXHIBIT HALL & OUTSIDE MAIN HALL ENTRANCE** available – Prices vary depending on location and size

**WINDOW CLINGS** - Limited availability – prices vary on location and size

**JEMS GAMES SUPPORTING SPONSOR** Multiple Available $1,250
- Sponsor product displayed in JEMS Games final competition designated area
- Sponsor opportunity to provide prizes to JEMS Games finalist

**EMS TODAY POCKET GUIDE** Exclusive $5,250
- Sponsor ad and / or logo printed on the inside front cover of the convenient, pocket – size program guide distributed to all attendees
- Two (2) Full Exhibitor Complimentary Conference registrations
- Opportunity to provide promotional literature to be inserted into the attendee bags – all literature provided by sponsor

**ON-SITE EVENT GUIDE** Exclusive $7,500
- Sponsor logo on the front over of the EMS Today on-site event guide
- Sponsor’s website address listed on every text page (non-advertising) of the on-site event guide
- One (1) full page four(4) color advertisement space on the inside cover of the on-site event guide

**T-SHIRT PROMOTION** Exclusive $7,500
- Sponsor logo (one color on back) on 700 t-shirts
- Sponsor logo (four color) on 2000 t-shirt promotion postcards that will be handed out at registration
- Sponsor logo to be included in on-line t-shirt voting contest help approximately 6 weeks prior to the event
- Sponsor will receive up to 700 leads with contact information
Networking

EXHIBITOR MEETING SUITE (EXHIBIT HALL) Multiple Available
10’x20’ $6,000 or 20’x20’ $10,000
- Includes one 10’x20’ OR 20’x20’ custom built “flex wall” meeting room structure placed on the exhibit floor in line with other built meeting rooms. Rooms come with standard black carpet, door, lock and window and one working electrical outlet, and initial carpet cleaning
- Sponsor logo on cling to be placed on door
- Meeting room will be available starting the morning of Thursday, February 25, 2016 at 8:00 am and during all exhibit hours

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Delegate Focused

CONFERENCE SESSION SPONSOR Exclusive $3,800 / Non Exclusive $2,000
- Sponsor logo (one color) on pads of paper distributed at the Keynote Session, placed in the chairs
- Sponsor logo (one color) on ink pens distributed at Conference Sessions, placed in the chairs
- Opportunity to provide promotional literature to be inserted into the attendee bags – all literature provided by sponsor

ACTIVE SHOOTER SIMULATION LAB – SUPPORTING
- Three Products - $20,000
- Two Products - $15,000
- One Product - $8,000
• Sponsor to provide equipment for hands-on use during Lab
• Sponsor is responsible for shipping of equipment and all costs associated on agreed to
deadline
• Opportunity to have Sponsor’s promotional material in back of workshop session room –
Sponsor is responsible for providing all materials
• Show management to video segments of Lab with sponsor logo included in Thank you to
our sponsors segment

OPENING CEREMONIES Exclusive $6,825
• Maximum five (5) minute Welcome before the Keynote presentation. EMS Today will
have final approval of timing and orchestration of Sponsor recognition and presentation,
and will work closely with Sponsor to ensure Sponsor needs are met
• One (1) page four color advertisement in the Official Show Guide if signed a minimum of
60 days prior to the show – Ad to be provided by sponsor
• Opportunity to provide promotional literature to be inserted into the attendee bags – all
literature provided by sponsor

FOCUS GROUP Four (4) Available $5,000
• Meeting Room, Audio Visual (screen, projector and microphone)
• One time html e-mail blast of invitation to pre-registration list per PennWell policy
utilizing third party (material provided by sponsor)
• Leads provided to Sponsor that were scanned at Focus Group within one (1) week post
event

LUNCH & LEARN Two (2) Available $5,000
• Sponsor Presentation or Focus Group up to 150 attendees that includes a meeting room
and audio visual (screen, projector and microphone)
• One time html e-mail blast of invitation to select targets on pre-registered list per
PennWell policy utilizing third party (material provided by sponsor) ** Lunch & Learn
shall be provided a box lunch to eat during the session, all catering selected and paid
directly by Sponsor**

CONFERENCE NOTEPAD & PEN Exclusive $5,000
• Sponsor full-color logo printed on notepads available inside each conference room
• Sponsor one-color logo printed on pens available inside each conference room

Attendee Focused

BAG / COAT CHECK Exclusive $5,000
• Sponsor logo on all bag/coat check directional signage
• Sponsor logo (one color) and booth number on coat/bag tags “compliments of
sponsor” distributed to all attendees that use bag/coat check

PRE OR POST SHOW EMAIL BLAST Multiple Available $1,500 each or Combo $2,800
• Email blast to the EMS Today pre or post show attendee list (via third party mail
house) to be sent on agreed upon date/time between Sponsor and Show Management
• Sponsor to provide html content no later than three (3) business days before
scheduled deployment

- Sponsor may select key targets by title, region or other select to ensure exact targeting

**LITERATURE DISTRIBUTION** Multiple Available $1,500

- Opportunity to provide promotional literature to be inserted into the attendee bags – all literature provided by sponsor

**VISITOR BAG** Exclusive $4,200

- Sponsor to provide 2000 visitor bags with sponsor logo and event logo. Sponsor will be responsible for printing and shipping bags to the event offsite warehouse
- Opportunity to provide promotional literature to be inserted into the attendee bags – all literature provided by sponsor

**REGISTRATION SPONSOR** Exclusive $7,000

- Registration landing page sponsor on the EMS Today event website
- Sponsor logo (full color) on kick panels of Main Registration structure
- Sponsor logo (full color) on PDF Registration Form
- Opportunity to provide promotional literature to be inserted into the attendee bags – all literature provided by sponsor

**REGISTRATION FAST TRACK SPONSOR** Exclusive $3,000

- Sponsor banner ad will be displayed near the top of the fast-track html and a company text ad will be available near the bottom of the page. Fast Track email is sent to all attendees who are pre-registered approx. 1 week prior to the event
- Opportunity to provide promotional literature to be inserted into the attendee bags – all literature provided by sponsor

**T-SHIRT PROMOTION** Exclusive $7,500

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