

TEXAS EMS  
CONFERENCE



# Advertising & Marketing Kit

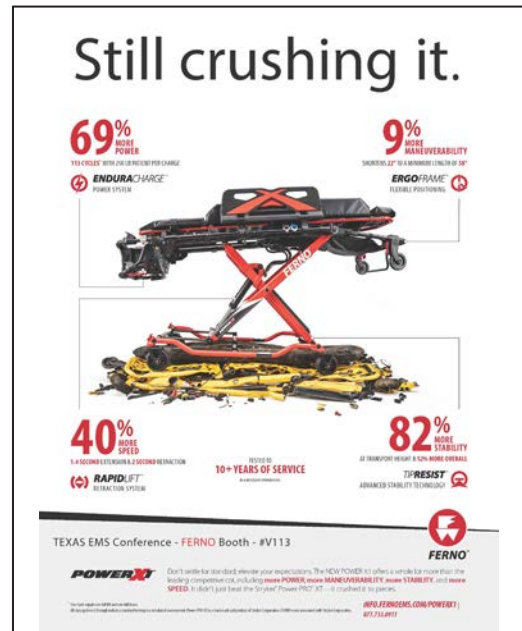
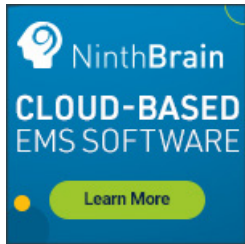
Austin  
Convention Center  
November 20-23  
Exhibits November 20-21

**A**dvertising and marketing at Texas EMS Conference is a great way to gain additional exposure for your business. Additional marketing can be selected from the online registration form when registering or added to an existing registration until October 14, 2022. See below for the details and examples of each.

## Digital/Prior to Conference Advertising

**Website Advertisement: \$300.** Place a 150 x 150px advertisement on [texasemsconference.com](http://texasemsconference.com) website. Ads will run until exhibitor registration opens for the 2023 conference.

**Email Blast: \$850.** Personalize a marketing email to be sent to our database of over 25,000 EMS personnel throughout Texas. Email blasts are sent 6-12 days prior to Conference opening.



## Onsite/Time of Conference Advertising

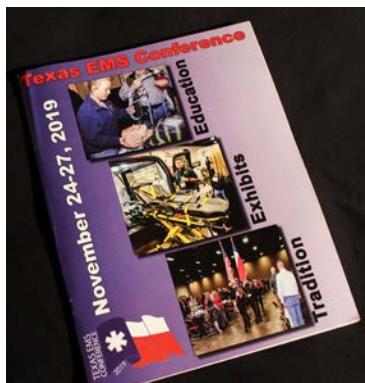
**Premium Conference Program Advertisement: Price Varies Depending on Location\*.** Printed program is provided to all attendees and exhibitors.

Back Cover: **\$2200**  
 Inside Front Cover: **\$2000**  
 Inside Back Cover: **\$1800**

\*Conference sponsors can subtract program advertisement from above prices for final premium conference program prices due.

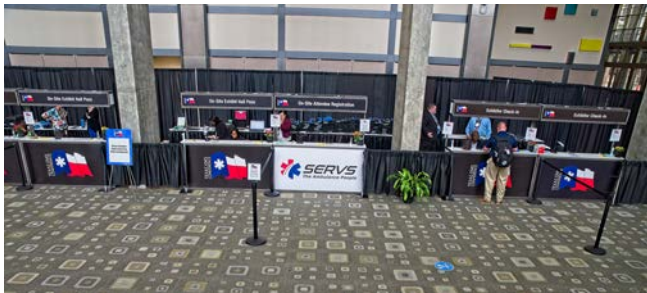
**Conference Program Advertisement: Price varies depending on size.** Printed program is provided to all attendees and exhibitors:

Full Page Ad: **\$1600**  
 Half Page Ad: **\$1000**  
 Quarter Page Ad: **\$500**  
 Business Card Ad: **\$375**



**Registration Counter Kick Panel: \$750.**

Have your message seen by thousands of Conference attendees as they pick up their registration material. Your custom graphic will be displayed on one bottom registration counter kick panel. This will serve as a static advertisement location, as the registration area is along the main thoroughfare between the Exhibit Hall and education areas.



**Premium Location Floor Graphic: \$500.**

Design a vinyl floor graphic to be displayed in two prominent areas throughout the concourse area, providing for maximum attendee exposure. One additional floor graphic to be placed at the Exhibit Hall entrance. Prominent areas include, but not limited to Trinity and 4th Street entrances to the Austin Convention Center, landing areas of escalators, entrance to Keynote, and more.

Price includes 3 (2'x2') graphics.

**Floor Graphic: \$350.** Personalize a vinyl floor graphic to be displayed throughout the Exhibit Hall. Price includes 3 (2'x2') graphics.



**Stand Alone Ad Boards:**

**\$400 - Exhibitor Provided.**

**\$800 - Conference Created.**

Two options available. Provide your own and we will place in premium location. These can be banner stands, ad boards, or similar items. Submit your graphic for us to create and place your ad board in a premium location.



**Conference Bag Insert: \$850.** This option allows for placement of a single item into the official 2021 Conference bag, which is provided to all conference attendees. A variety of items are acceptable, including flyers, brochures, pens, etc. Large catalogs are NOT accepted for bag inserts.

**Interior Hanging Signs: \$750.** Display your custom message along the concourse area of the Austin Convention Center. Sign dimensions are 3' x 10'. Signs will be hung prior to the start of the Conference and will remain through Tuesday, November 22.

**Electronic Bulletin Board Advertisement: \$200.** Reach thousands as your personalized message scrolls on three Austin Convention Center electronic Bulletin & Directional Boards. Bulletin Boards are located just outside the exhibit hall entrance and other prominent traffic flow locations within the concourse of the Austin Convention Center. Two additional boards will be placed inside the parks in the exhibit hall, maximizing exposure.



**NEW IN 2022: Product Spotlight: \$3000.** Showcase a new product or service in the park inside the exhibit hall. To take place during the Welcome Reception on Sunday, November 20, 2022. Includes full stage and audience setup, A/V, signage, an email blast and a program advertisement. 30 minute maximum presentation time.

