

TEXAS EMS  
CONFERENCE



# Exhibitor Prospectus

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

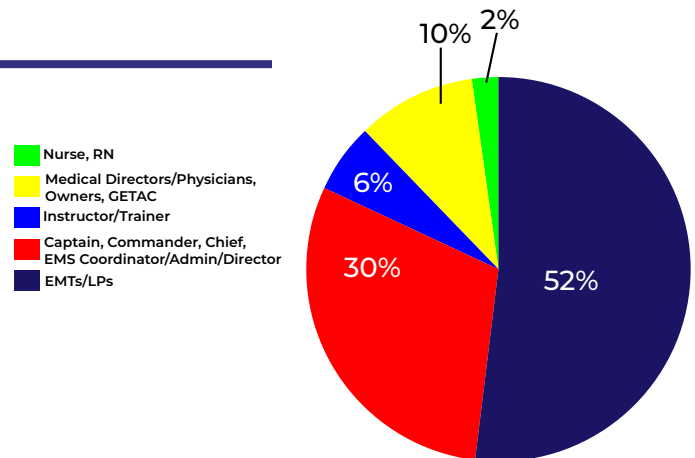
# See You in Austin!

As one of the only state EMS conferences comparable in size to national events, Texas EMS Conference offers a unique opportunity to get your newest technology, products and services in front of thousands of emergency medical professionals, administrators, educators, and students — all in one place. Nearly 3400 attendees and visitors come through the Exhibit Hall doors excited to view state-of-the-art displays, services, technologies and merchandise. The Austin Convention Center, located in beautiful downtown Austin, is the site of the Conference, November 20 – 23, 2022. Sign-up early to claim your spot in the 145,000 square foot Exhibit Hall, which serves as the heart of the conference – its central location within the convention center assures a steady flow of potential customers. Exhibition hours are 12 pm to 6 pm on Sunday, November 20, and 9 am to 4 pm on Monday, November 21, providing up to 13 hours of face time with potential customers from across Texas and beyond.



## Attendee Profile\*

Conference attendees and Exhibit Hall visitors represent a wide array of sectors within the emergency medical profession. With such a diverse crowd and various types of decision makers in attendance, there are many opportunities for you to connect with the right person.



\*2018-2021 Texas EMS Conference Attendance Data

## Exhibit Schedule

### Saturday, November 19

**7:00 am to 6:00 pm**

#### Exhibits move-in

- » All vehicles must move in on Saturday.
- » Helicopters have priority and will be scheduled for morning move-in.
- » All exhibitor representatives must vacate Exhibit Hall by 6 pm.

### Sunday, November 20

**7:00 am to 11:00 am**

#### Exhibits finish move-in

- » All exhibitor materials must be cleared of aisles by 10:00 am
- » Exhibit space must be occupied by 11:00 am

**12:00 pm to 6:00 pm**

#### Exhibit Hall open

**3:00 pm to 5:00 pm**

#### Welcome Reception

### Monday, November 21

**9:00 am to 4:00 pm**

#### Exhibit Hall open

**11:30 am to 1:00 pm**

#### Buffet Lunch

**4:00 pm to 9:00 pm**

#### Move-out

- » Helicopters have priority; loading yard will be cleared for helicopter move-out.

# Registration Deadlines and Fees

**Early Rate** - through August 31, 2022

**Regular Rate** - Sept. 1 through Nov. 19, 2022

## Premium In-line 10'x10' Booth

**\$1800** early rate; **\$2000** regular rate (Includes three Exhibitor Floor Badges)

## Premium Corner 10'x10' Booth

**\$2000** early rate; **\$2200** regular rate (Includes three Exhibitor Floor Badges)

## In-line 10'x10' Booth

**\$1175** early rate; **\$1325** regular rate (Includes two Exhibitor Floor Badges)

## Corner 10'x10' Booth

**\$1375** early rate; **\$1525** regular rate (Includes two Exhibitor Floor Badges)

Booth Type	Exhibitor Floor Badges Included
Premium In-Line 10'x10'	3
Premium Corner 10'x10'	3
In-Line 10'x10'	2
Corner 10'x10'	2
Island 20'x20'	8
Vehicle Space 20'x30'	3
Helicopter/Trailer Space 20'x50'	4
Special Setups*	*

\*For details of special setups, please contact Texas EMS Conference

## Island Booth 20'x20'

**\$5500** (Includes eight Exhibitor Floor Badges)

## Vehicle Space\* 20'x30'

**\$1800** early rate; **\$1950** regular rate (Includes three Exhibitor Floor Badges)

## Helicopter/Trailer Space\*\* 20'x50'

**\$2300** early rate, **\$2450** regular rate (Includes four Exhibitor Floor Badges)

\*Must have a vehicle as the primary focus of booth space.

\*\*Must have helicopter/trailer as primary focus of booth space. No more than 2 units per space are allowed in booth space.

**Registrations will be accepted until booths are sold-out. If event is sold-out, exhibitors will be placed on a waiting list.**

## Hotel Information

Texas EMS Conference has partnered with several hotels near the convention center and negotiated fantastic rates. Please visit the Conference Hotels page on the Texas EMS Conference website or call conference hotels for additional information (when booking, please be sure to give the hotel code to ensure the conference rate will apply).

Exhibit Hall November 20-21

Conference November 20-23



## Included with Exhibit Space

- » At least two exhibitor floor badges per booth purchased.
- » Exhibit space with 8' red, white and blue side and blue back drapes included for 10'x10' spaces.
- » One 7" x 44" printed ID sign.
- » Each vendor will have the option to purchase a Furniture booth package that will be offered in the Exhibitor Kit from Texas Exposition Services at a discounted price.
- » Almost nine hours devoted exclusively to the exhibition.
- » Listing of exhibitor's company name, booth number and product/services in the official Conference program provided to all attendees if the exhibitor meets the required deadlines (registration by October 15) and all fees owed are paid in full.
- » Carpeted aisles.
- » 24-hour perimeter security from set up to tear down (not including each exhibitor's booth and its contents).
- » Pre- and post-registration lists of registered attendees, upon request.
- » Listing of exhibitor's company name and booth number on the conference website.
- » A comprehensive Exhibitor Kit to assist in all stages of preparation for the show.



## Exhibit Space Does NOT Include

- » Carpet, tables, chairs and extra furnishings in your booth. These must be provided by you, the exhibitor. You may bring your own or you may lease carpet or furniture from our decorating contractor, Texas Exposition Services. Please consult the Exhibitor Kit to see the full array of decorating options.
- » Electricity must be purchased separately if you need it in your booth. The Exhibitor Kit contains contact and pricing information.
- » Phone lines must be purchased through the Austin Convention Center. The Exhibitor Kit contains contact and pricing information.
- » Wireless Internet service is available free in the lobby areas only. Exhibitor Internet access inside the Exhibit Hall is available through the Austin Convention Center. Instructions for connecting will be available from the convention center.
- » Services for assembly, dismantling or rigging.
- » Shipping services.
- » Lead retrieval unit.
- » Cleaning of exhibit space booth during the Exhibit Hall hours.

# Conference Marketing Opportunities

Marketing opportunities at Texas EMS Conference are a great way to gain additional exposure. 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 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 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.

**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.

**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.

**Conference Bag Insert: \$850.** This option allows for placement of a single item into the official 2022 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.

### 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.

### 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.

**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.

# Sponsorship Options

## Conference Sponsors

Become a **Silver, Gold, or Platinum Conference Sponsor**. All Conference sponsorship prices are in addition to booth space(s) selected. Silver sponsorship **\$2000**, Gold sponsorship **\$4000** and Platinum sponsorship **\$6000**. See Sponsor Grid for sponsorship benefits and additional options.

## Additional Sponsor Options

**Coffee or Snack Break Sponsor: \$500.** Sponsorship is acknowledged on signage and in the Conference Program.

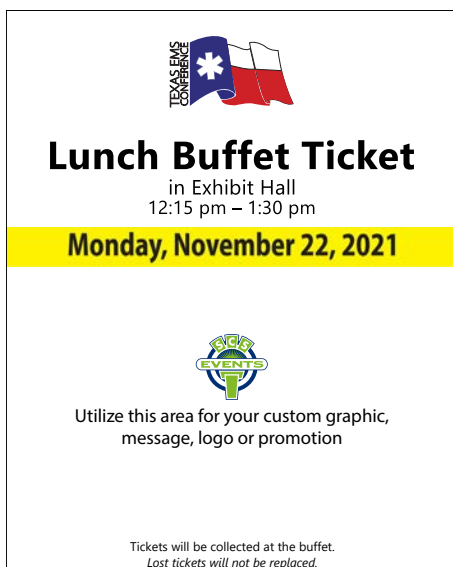
**Welcome Reception Sponsor: \$1000.** Sponsorship is acknowledged on signage and in the Conference Program.

**Buffet Lunch or Awards Luncheon Sponsor: \$2500 each.** Sponsorship is acknowledged on signage and in the Conference Program. This is a great opportunity to get your name in front of each conference attendee.

**BONUS:** Included in these sponsorships is the ability to put your custom design or logo directly on the corresponding lunch ticket. These tickets are provided to each attendee and exhibitor and is required for entry into the lunch area.

	Sponsor Level		
	Platinum	Gold	Silver
Priority Registration for 2023 Conference	First Option	Second Option	Third Option
Extra Exhibitor Badges	4 (2 with CE)	4	2
Conference Program Advertisement	Full Page Ad	Half Page Ad	Quarter Page Ad
Acknowledgment on Texas EMS Awards Luncheon Tables	✓	✓	✓
Special recognition on website & marketing with links to sponsor websites	✓	✓	✓
Special signage, including logo on entrance signs	✓	✓	✓
Electronic Bulletin Board Ad <sup>‡</sup>	✓	✓	✓
Conference Bag Insert (1) <sup>‡</sup>	✓	✓	○*
Conference Website Advertisement (1) <sup>‡</sup>	✓	✓	○*
Premium Location Floor Graphics (3) <sup>‡</sup>	✓	○*	○*
Email Blast (1) <sup>‡</sup>	✓	○*	○*

\*Options that can be added to sponsorships.  
<sup>‡</sup>See descriptions in Conference Marketing Opportunities Section for descriptions.



Sample Lunch Sponsor Ticket

**Education Session Sponsor: \$300.** Sponsor a single one-hour education session. Sponsor is acknowledged on exclusive signage in education session area and in Conference Program.

**Keynote Session Sponsor: \$2000.** Sponsor logo displayed on exclusive signage at Keynote Session entrance as attendees arrive. Sponsorship is also acknowledged with slide during seating and in Conference Program.

**Interested in a personalized sponsorship?** Call 512-759-1720 or email [registration@texasemsconference.com](mailto:registration@texasemsconference.com) for additional Conference sponsorship information.

# Exhibitor Badges

- » Complimentary Exhibitor Floor Badges are included with each booth space. See Registration Deadlines and Fees Section for specific allotment for each booth size.
- » Exhibitor Floor Badges entitle the holder access to the hall prior to show opening, during show hours and for post-show move out.
- » Optional Exhibitor CE Badges allow exhibitors admission to full conference education sessions. These are available as an upgrade to any included Exhibitor Floor Badge for \$100.
- » Additional Exhibitor Floor Badges are available for \$75. Additional Exhibitor CE Badges are available for \$175.
- » Individuals staffing the booth space must register and wear the official show management badge bearing only the name of the exhibiting firm, parent organization or subsidiary company.
- » Refer to the Exhibitor Rules and Regulations on [texasemsconference.com](http://texasemsconference.com) for full exhibitor badge details.

# Frequently Asked Questions

## Q. Is there a charge for visiting the Exhibit Hall?

**A.** Registration to the conference includes admission to the Exhibit Hall. Anyone interested in visiting the Exhibit Hall without registering for the conference can purchase an Exhibit Hall Pass either online prior to the Conference or onsite. The Exhibit Hall Pass is good for the entire time the hall is open to attendees on Sunday and Monday.

## Q. What is the attire for the conference?

**A.** Business casual.

## Q. Are any meals provided for exhibitors?

**A.** Registration includes the Buffet Lunch on Monday and the Awards Luncheon on Tuesday for each Exhibitor Floor Badge and Exhibitor CE Badge.

## Q. How are booth assignments made?

**A.** Booth registration is done through the online registration system. Booth selection is taken on a first come, first served basis. Official booth assignment does not occur until payment is received.

## Q. How much does it cost to bring representatives in addition to what is included with the booth space?

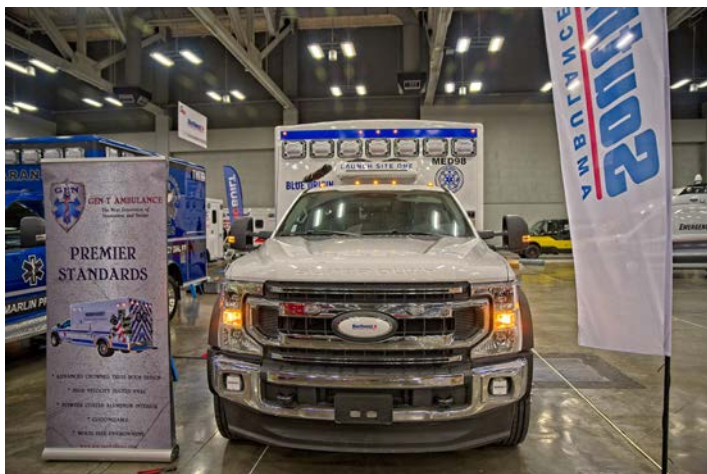
**A.** You may register additional representatives as follows: Exhibitor Floor Badge: \$75 each;

Exhibitor badge with CE: \$175 each.\*

*\*\$175 fee includes the lunches, breaks and access to education during the regular conference. \$75 fee includes lunches, breaks and access to the Exhibit Hall only.*

## Q. What does the conference do to increase traffic in the Exhibit Hall?

**A.** Texas EMS Conference provides 13 full hours of networking time in the Exhibit Hall. Conference attendees are offered snack breaks as well as lunch in the Exhibit Hall on Monday. Before the event, email blasts are sent out to all conference attendees, as well as the Conference's email list of approximately 22,000 contacts promoting the Exhibit Hall. The Exhibit Hall is also promoted on social media to increase traffic.



# Registration/Payments

## Payment Option 1

Full payment is submitted by credit card with online exhibit space registration. Booth space will be assigned immediately upon receipt of payment.

## Payment Option 2

Exhibitor may register for exhibit space online and select payment by check. The check payment is due within ten days of registration. No space will be assigned until the payment is received by Texas EMS Conference.

## Payment Option 3

A deposit in the amount of 50 percent of the total rental charge is due and payable upon registering for space. No space will be assigned until the deposit is received by Texas EMS Conference. Full payment is due by July 31, 2022. If full payment is not received when due, booth space will be released.

## Payment Option 4

Exhibitor may register for exhibit space online and select payment by purchase order. The payment is due within 30

days of registration. Space will be assigned pending receipt of payment. If payment is not received within 30 days, the assigned space will be released.

## Payment Instructions

Show management accepts American Express, VISA, MasterCard, Discover, cash or corporate/personal checks for payment of registration fees.

Registrations completed online with credit card payment are processed promptly. Registrations completed online choosing check payment will not be processed until payment is received.

## Check payments via regular mail must be sent to:

**Texas EMS Conference  
PO Box 187  
Lampasas, TX 76550**

Submissions by mail will be processed within five business days. Payments that are not post-marked by the respective deadline date will be subject to additional fees.

## Tax Information

Sladek Conference Services, Inc.  
dba/Texas EMS Conference  
Type C Corporation  
Federal Tax ID: 45-4895331

## Cancellations and Changes

Cancellation or downgrade requests received after October 1, 2022, will not receive a refund, credit or price adjustment. Refund requests made by October 1, 2022, will be honored less a 20% cancellation fee. Show management reserves the right to cancel this event if conditions warrant. In the event of such a cancellation, registration fees will be refunded. However show management is not responsible for any travel or lodging expenses incurred due to cancellation of the event. If for any reason exhibitor must cancel its conference registration, the exhibitor must cancel exhibitor's housing arrangements separately. Show management is not responsible for hotel no-show fees or any travel or lodging expenses.

