

EMS EXPO

2009 Sponsorships & Advertising *BOOK EARLY! - Opportunities based on availability*

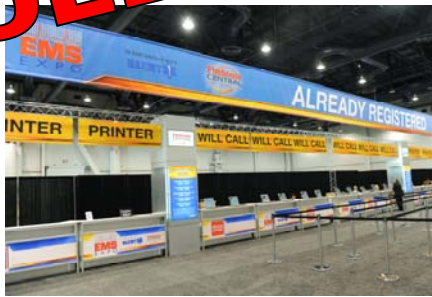
Sponsorships

❑ EMS EXPO Party - Call for Pricing

Sponsor the best EMS event of the year! Your company logo is on advertising, including two full page ads promoting the party in EMS Magazine, show website, signage, and prize giveaways. Prizes to be supplied by sponsor.

❑ Registration - \$7,750 exclusive

Receive exposure anytime and anywhere registration materials are seen. Includes company logo on all pages of online registration, registration form, registration emails and mailings, show badges, kick panels, kiosk and banner at onsite registration, and on landing page on computers located at onsite will call check-in.



❑ Opening Keynote - \$3,400

Includes verbal recognition, logo slide on screen, hanging banner and promotional material at the opening ceremonies and keynote.

❑ Conference Track - \$2,750

Sponsor one of the core program tracks and have your company name on the conference signs outside the track meeting rooms and listing in the official On-Site Show Guide.



❑ Individual Core Session - \$1,200 for one, \$2,300 for five

Have your company name on the conference signs outside the meeting room and listing in the official On-Site Show Guide. Sponsor may also distribute company material to session attendees prior to the start of the session.

❑ Conference Pads & Pens - \$1,000

Company logo will appear on the official conference pens and pads to be provided to attendees at registration. Sponsor provides materials.

❑ Photo Contest - Call for pricing

Sponsor the EMS EXPO annual photo contest and receive exposure anywhere the photo contest is mentioned including advertising, show website, direct mail, emails and onsite at the show.

❑ EMS EXPO Big Bag - \$6,750

Your company logo will be displayed on the official show bag handed out to all attendees. Sponsor supplies bags. Can be shared with multiple sponsors.

❑ Company Banner - Call for pricing

Be one of the most visible promotions around the entire show as your banner hangs in a prominent location both inside and outside the exhibit hall in high traffic areas.



❑ Coffee Break - \$3,000 per day

Reach all attendees at one 30-minute coffee break per day by meetings rooms featuring coffee and tea. Benefits include an adjacent tabletop display staffed by your company representative, if desired, and onsite signage.

Advertising

ONSITE

Aisle Banners - \$1,250

Own your aisle or get exposure across the show floor by displaying your company logo below the aisle sign.



EMS EXPO Big Bag Inserts - \$1,100

This sponsorship allows one piece of printed company material to be inserted in the show bag received by all attendees at registration. Hurry, limit of 7 inserts.

Floor Graphics - \$500 for one 4'x4', \$1500 for four; \$400 for one 3'x3', \$1,200 for four

Put your company name anywhere on the exhibit floor, letting your customer know they're on the right track to your booth or to reinforce your marketing message.

Coupon Advertising on On-Site Badge - \$500

Drive traffic to your booth by offering a coupon special on the on-site badge handout.



PRINT

Onsite Show Guide

- Inside Front or Back Cover \$1,450
- Inside Back Cover \$1,350
- Full Page \$1050
- Half Page \$550
- Company logo in show guide exhibitor listing \$250
- Post-It note on front cover – call for pricing

Confirmation Mailing - \$3,000

Insert your company collateral material in the pre-registration mailing sent to every show attendee. Collateral material to be supplied by exhibiting companies. Hurry, limit of 3 inserts.

ONLINE

E-Minder (pre and post show) – starting at \$1,500

Your company message will be emailed to every registered attendee before or after the show. Contact your account manager regarding select dates the e-minders will be published.

Website Advertising – starting at \$250

Choose from banner, corner peel away and other online ads. We'll help you drive prospective buyers straight to your website.

Virtual Booth – starting at \$250

An extension of your company's website, your company will have its own web page on the official EMS EXPO show website that will stay up for no less than 60 days following the show.

Mail or fax this form to: EMS EXPO 801 Cliff Road East, Suite 201, Burnsville, MN 55337, fax: 952-894-8252 or contact: Laura Sanderson (exhibitors A-L) at 800-827-8009 x4423, laura.sanderson@cygnusexpos.com or Scott Samuels (exhibitors M-Z) at 800.827.8009 x3369, scott.samuels@cygnusexpos.com

| Applicant Information | Payment Method |
|---|--|
| <p>(Please Print or Type All Information)</p> <p>Company _____</p> <p>Contact _____ Date _____</p> <p>Phone _____ Ext. _____</p> <p>Authorized Signature _____</p> | <p><input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX</p> <p><input type="checkbox"/> Check (Payable to: Cygnus Expositions)</p> <p><input type="checkbox"/> Invoice</p> <p>Credit Card # _____ Exp Date: _____</p> <p>Name On Card _____</p> <p>Billing Address _____</p> <p>Signature _____</p> <p>Fax Credit Card Payments to: 952.894.8252</p> <p>Mail Checks to: Cygnus Expositions - MN • Box 684080, Milwaukee, WI 53268-4080</p> |
| For Internal Office Use Only | |
| <p>Check # _____ Amount _____</p> <p>Invoice # _____ Payment Date _____</p> <p>Accepted by: Cygnus Expositions Date Accepted _____</p> <p>Acceptance Signature _____</p> | |