



MARKETING KIT

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Fact Sheet & Contact Information

What: EMS EXPO
Co-located with NAEMT Annual Meeting and Firehouse Central

Where: Georgia World Congress Center · Building C · Atlanta, GA

When: **Pre-conference:** Monday, October 26 – Tuesday, October 27

Exhibits:

Wednesday	October 28	Noon – 5:00 pm
Thursday	October 29	11:00 am – 5:00 pm
Friday	October 30	10:00 am – 2:00 pm

Keynote: Wednesday, October 28 · 10:15am - 11:45pm

Core Conference:

Wednesday	October 28	8:30 am – 5:45 pm
Thursday	October 29	8:00 am – 5:45 pm
Friday	October 30	8:00 am – 3:15 pm

Who: **Attendees:** More than 6,000 EMS professionals
Exhibitors: Over 360 companies, showcasing the latest products, services, and equipment in EMS, rescue and fire services.

Produced By
Cygnus Expositions,
A division of Cygnus Business Media

In Partnership With: NAEMT
Co-located With: Firehouse Central

Contact Us:
EMS EXPO
801 Cliff Road East, Suite 201, Burnsville, MN 55337
P: 800-827-8009 · F: 952-894-8252

Show Manager
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Operations
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Email: dave.odden@cygnusexpos.com

Marketing
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scott.samuels@cygnusexpos.com

Marketing
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carrie.dunn@cygnusexpos.com

Event Checklist

Follow this month by month countdown to keep on top of all your marketing activities and important deadlines.

Remember you must submit your company description and product category listing for the EMS EXPO show guide by August 11, 2009!

Do Now!

- Select the event(s) or promotional item(s) you plan to sponsor at the show
- Develop your direct mail campaigns for April – October
- Design your trade advertisements for April – October

May

- Post new product information and press releases on the EMS EXPO website with a virtual booth package

June

- Order conference programs to send to your clients

July

- Order FREE Exhibit Hall passes to send to your clients

August

- August 11 – company description for show guide deadline
- August 18 – ad reservations for show guide deadline

September

- September 1 – ad materials for show guide deadline

Show Guide Listing

The EMS EXPO on-site show guide is provided to all attendees and exhibitors immediately upon their arrival to the show. **All company information including description, contact information, and category listings must be provided by August 11, 2009 or it will not be included in the show guide.**

Here's how to enter your company information:

- Visit www.emsexpoevents.com and click on EMS EXPO. Once on the site go to the **For Exhibitors** page.
- Enter your User ID and Password on the left-hand side of the page, this information will be sent to you via email and mail during the month of April.
- Once logged in click on Edit Your Exhibitor Profile and fill out the following sections: **Published Contact Information, Brief Company Description, and Product Category Listings**
- All of that information will then be published in the show guide.

Include Your Company Logo in the Show Guide!

Stand out from the crowd! For just \$250, you can have your company logo included in the exhibitor listing portion of the show guide. For more information contact:

Laura (exhibitors A-L) at 800-827-8009 x4423 · laura.sanderson@cygnusexpos.com

Scott (exhibitors M-Z) at 800-827-8009 x3369 · scott.samuels@cygnusexpos.com

Virtual Booth Packages

Increase your exposure by having your own web page posted on the EMS Expo website.

Basic Virtual Booth \$250

- **BOLDED** company name & booth number listed in the Exhibitor List with a **MORE INFO** button linking to your web page that features:
 - Your company **LOGO**
 - Your company program name followed by a 50 word description
 - Your company booth number
 - An expanded description
 - New product/service announcement with photo
 - A link to **your company website**
 - A list of 5 "Search Categories"
 - List of up to 5 manufacturers you wish to promote
 - Contact info that includes address, phone fax and email
- **ITINERARY** button that allows attendees to add your company to their event itinerary list
- Posting of your **PRESS RELEASES**
- New product info added to a special "**New Products**" page

NEW THIS YEAR! Purchase a Basic Virtual Booth package & the new product/service announcement on your virtual booth will also be included in the on-site show guide.

New product information must be entered online by June 12 to appear in the show guide.

Featured Virtual Booth \$1000

- All the above Virtual Booth elements *plus*
 - Top billing on the Exhibitor List and Search Results page
 - **BIGGER & BOLDER** company listing
 - A list of 10 "Search Categories"
 - A 160 x 120 pixel banner ad for standard rotation
 - *Limited to only 4 featured booths per event*



Virtual Booth sample

Add video to either option for only \$250.

If interested in purchasing a Virtual Booth or Featured Virtual Booth contact:
 Laura (exhibitors A-L) 800-827-8009 x4423 or laura.sanderson@cygnusexpos.com
 Scott (exhibitors M-Z) 800-827-8009 x3369 or scott.samuels@cygnusexpos.com

Complete this form and fax to 952-894-8252

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



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Online Banner Ads

A basic banner ad provides placement on pages throughout the site, rotating with other customer ads. Included in your price is design service of a "Basic" banner ad consisting of your logo and a short tag line. You may, however, submit your own ad. Please see Material Guidelines and General Requirements for details.

Ad Unit	Page Location	Dimensions	Max File Size	Rate
<input type="checkbox"/> Tile	Left-Hand Side	210w x 60h	10k	\$500

Material Guidelines:

- Animated GIFs should have at least two seconds between frames, maximum of six frames.
- All banners must be sized at 72dpi resolution.
- Cygnus Expositions reserves the right to reject advertising based on content, user impact, distraction factors and other situations as determined by the staff.
- Ads with a white or transparent background must include a 1 pixel-wide border.
- Banners may not "Flash" messages which overly distract the user.
- All banners that are submitted to Cygnus Expositions via e-mail must be uncompressed (not zipped).
- ALT (Mouseover) text should be no greater than 10 words.
- All banners and advertising, when clicked, will launch the linked site in a new browser window.
- Banners must be designed so that interaction with the user only takes place if the user places the mouse within the advertisement area.
- Animation should last no longer than 15 seconds and loop a maximum of three times.
- Ads requiring the use of plug-ins like Flash and Shockwave must utilize "sniffer" code to detect if the user has the required plug-in and display an alternate image if the user does not have it. That alternate image (JPG/GIF) must also be included when submitting materials.

If interested in purchasing an Online Banner Ad contact:

Laura (exhibitors A-L) 800-827-8009 x4423 or laura.sanderson@cygnusexpos.com

Scott (exhibitors M-Z) 800-827-8009 x3369 or scott.samuels@cygnusexpos.com

Complete this form and fax to 952-894-8252

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



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FREE Promotional Tools/Order Form

Conference Programs (available in May while supplies last)

The conference program provides prospective attendees, and your customers, with a variety of information about the show – what to expect, meeting schedule, exhibitor listing, etc. Programs are ideal for mailings to customers, along with FREE Exhibit Hall Admission Invites.

FREE Exhibit Hall Admission Invitation (available in July while supplies last)

The #1 way to attract customers to your booth is with an invitation. The passes are valid for free exhibit hall admission to all three days of the show. The pass features EMS EXPO event highlights and instructions on how to redeem the free exhibit hall admission.

Electronic FREE Exhibit Hall Invitation (available in July)

We will create and send you an electronic version of the FREE exhibit hall admission invitation for you to email to all of your clients.

How to Order Promotional Materials

- 1. Online** www.emsexpoevents.com and click on EMS EXPO. Go to the For Exhibitors page, enter your User ID and Password, and click on Edit Promo Tools (Requests)
- 2. Fax** this form to 952-894-8252
- 3. Mail** this form to EMS EXPO, 801 Cliff Road East, Suite 201, Burnsville, MN 55337

Order/Shipping Form for Promotional Materials

Company: _____

Contact Name: _____

Shipping Address: _____

City: _____ State: _____ Zip: _____

Country: _____

Note: We cannot ship to PO Boxes. Please provide a shipping address.

Quantity of FREE Exhibit Hall Admission Invitations: _____

Quantity of Conference Programs: _____

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.

☐Shuttle Buses - Call for pricing

Attendees will see your message multiple times when you advertise on the official show shuttle busses. Your company's logo and message will appear on placards on the side of the bus, on headrests and on the buses video and audio loop. Your company logo will also appear on select event marketing materials, onsite show guide and on the website.



Registration - \$7,750 exclusive - SOLD

☐Opening Keynote - \$3,400

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

☐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.

☐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.

☐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.

☐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.



☐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.

☐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.

☐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

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) - \$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.

Reserve your Sponsorship or Advertising Today!

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



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Show Guide Advertising

Ad Materials Due: September 1, 2009

Advertise in the EMS EXPO show guide and increase your company's visibility and drive attendees to your booth. The show guide is given to over 6,000 EMS, fire and rescue professionals upon their arrival at EMS EXPO.

Description	Dimensions	Rates
<input type="checkbox"/> Inside Cover or Back Cover	8.125"W x 11"H (Trim: 7.875"W x 10.75"H)	\$1,450
<input type="checkbox"/> Inside Back Cover	8.125"W x 11"H (Trim: 7.875"W x 10.75"H)	\$1,350
<input type="checkbox"/> Full Page	8.125"W x 11"H (Trim: 7.875"W x 10.75"H)	\$1,050
<input type="checkbox"/> Half Page	7"W x 4.875"H	\$550
<input type="checkbox"/> Company logo in Show Guide Exhibitor Listing		\$250

How to send files:

FTP Site: Go to

<http://webftp.cygnuspub.com>

Enter the name: Carrie Dunn; then click continue.

Instructions are provided to successfully transfer the files.

Ad Specs:

Software Programs:

- High-res PDF files with embedded fonts.
- Mac Quark 7 or below, collected for output, and with fonts included (Postscript preferred).
- Illustrator CS3 or below, with images and fonts included, saved as .ai or .eps.

Bleeds

For bleed ads (ads where the material "bleeds" off the page), please include 1/8" of bleed beyond the edges of the page as indicated above in the Bleed dimensions.

Live Area

This refers to the space that your ad occupies.

Please keep text and art within 1/4" of the Trim dimensions as indicated above.

Mechanical Requirements:

Ad materials must be submitted as CMYK with trim marks indicated, and must follow size requirements, or an additional charge will be incurred. We accept no responsibility for the appearance of materials submitted outside these specs, or for required adjustments to make the files usable. You will be notified if we foresee problems with your materials.

Reserve Your Advertising Space Today! Contact: Laura (exhibitors A-L) 800-827-8009 x4423 or laura.sanderson@cygnusexpos.com
 Scott (exhibitors M-Z) 800-827-8009 x3369 or scott.samuels@cygnusexpos.com

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



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Pre-Show Attendee Mailing List Use

Reach out to current and potential customers before the show! Use of our attendee list through a third party mail house is available.

Terms

- Cygnus Expositions will provide **complimentary one-time use** of the EMS EXPO attendee list to 2009 exhibitors, via a third party mail house (Bolger). **Cygnus Expositions will not release the list directly to exhibitors.**
- Cygnus Expositions will release the **pre-registered attendee list** to Bolger on **September 21, 2009.**
- The exhibitor must forward a copy of the materials that are to be sent to Cygnus Expositions for approval. Materials can be sent via email to carrie.dunn@cygnusexpos.com.
- Once the materials are approved the exhibitor will forward mailing materials to:

Bolger Vision Beyond Print
668 Kasota Avenue SE
Minneapolis, MN 55414
Attn: Kate Wydra/Lisa Digatono

- The exhibitor will be responsible for all expenses in relation to the coordination and execution of the mailing. For pricing information, contact Lisa Digatono at 612-209-9764 or ldigatono@bolgerinc.com.

Exhibitor Contact Information

Company Name: _____
Contact: _____
Title: _____
Street Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Email: _____

Exhibitor agrees to the above mentioned terms of list use.

Signature: _____ Date: _____

Please complete this form and fax to 952-894-8252 or email carrie.dunn@cygnusexpos.com with any questions.



MARKETING KIT

Post-Show Attendee Mailing List Use

Terms

- Cygnus Expositions will provide **one-time use** of the EMS EXPO attendee list to 2009 exhibitors for a fee of \$1000, via a third party mail house (Bolger). **Cygnus Expositions will not release the list directly to exhibitors.**
- Cygnus Expositions will release the **post-show attendee list** to Bolger **two weeks after the event.**
- The exhibitor must forward a copy of the materials that are to be sent to Cygnus Expositions for approval. Materials can be sent via email to carrie.dunn@cygnusexpos.com.
- Once the materials are approved the exhibitor will forward mailing materials to:

Bolger Vision Beyond Print
 668 Kasota Avenue SE
 Minneapolis, MN 55414
 Attn: Kate Wydra/Lisa Digatono

- The exhibitor will be responsible for all expenses in relation to the coordination and execution of the mailing. For pricing information, contact Lisa Digatono at 612-209-9764 or ldigatono@bolgerinc.com.

Exhibitor Contact Information

Company Name: _____
 Contact: _____ Title: _____
 Street Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Email: _____

Exhibitor agrees to the above mentioned terms of list use.

Signature: _____ Date: _____

Please complete this form and fax to 952-894-8252 Attn: Carrie or email carrie.dunn@cygnusexpos.com with any questions.

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