

### 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 - \$35,000**

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, official show guide and on the website.



#### **Registration - \$7,750 exclusive –**

Become the registration sponsor and have your company logo on all registration materials. Includes online registration, registration emails and mailings, registration area signage, and show badges.

#### **Opening Keynote - \$3,400 - SOLD**

#### **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.

**Cyber Café - \$5,000 if sponsor provides computers, \$8,000 if EMS EXPO provides them - SOLD**

#### **EMS EXPO briefcase (official show bags) - \$15,900 (exclusive); \$8,700 (each for two sponsors)**

Have your company logo on the high quality EMS EXPO briefcases given to all attendees at registration.

#### **Individual Core Session - \$1,200 for one; \$3,500 for five**

Have your company name on the conference signs outside the meeting room and listing in the official 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.

#### **Coffee Break - \$5,100 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.

#### **Simulation Lab Product Sponsorship - \$180 each**

Be a sponsor of the simulation labs on the exhibit floor and have attendees test their skills using your product on the most advanced simulators in EMS.

### 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.



##### **Show Bag Inserts - \$1,500**

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', \$1,700 for four; \$400 for one 3'x3', \$1,400 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 - \$250**

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

##### **Window Clings - \$550 for one 4'W x 6 ¾'L; \$575 for one 4'W x 7'L; \$615 for one 4'W x 7'6"L**

Have your company logo and message on the windows located at the top of the escalators that everyone will use to enter the facility.

##### **Escalator Clings - \$290 for one 36 ½"W x 48"L**

#### Print

##### **Official Show Guide Advertising – starting at \$250**

##### **Floor Plan Ad - \$3,000 exclusive**

Place a 6.5" x 9.5" ad on the pull-out floor plan given to all attendees at registration, 7,000 maps will be printed.

##### **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) – pre-reg/verified attendees: \$1,500; all attendees: \$2,500**

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.



##### **Online Banner Ad – \$500**

Your banner ad placed prominently on the EMS EXPO website will 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.



# Sponsorships & Advertising

## Order Form

### Virtual Booth

- \$250 Basic Virtual Booth
- \$1,000 Featured Virtual Booth
- \$250 video option for Basic or Featured Virtual Booth

### Official Show Guide Advertising

- \$1,450 Inside front cover
- \$1,450 Back cover
- \$1,350 Inside back cover
- \$900 Full page
- \$1,080 Tabbed page
- \$250 Company logo in show guide exhibitor listing
- \$3,000 Pull-out floor plan ad

### Advertising Opportunities (onsite)

- \$1,250 Aisle Banners
- \$1,500 Show Bag Inserts
- \$500 for one 4'x4' floor graphic
- \$1,700 for four 4'x4' floor graphics
- \$400 for one 3'x3' floor graphic
- \$1,400 for four 3'x3' floor graphics
- \$250 coupon advertising on on-site badge
- \$550 for one 4'W x 6 3/4'L window cling
- \$575 for one 4' W x 7' L window cling
- \$615 for one 4'W x 7'6"L window cling
- \$290 for one 36 1/2"W x 48"L escalator cling

### Advertising Opportunities (print)

- \$3,000 confirmation mailing

### Advertising Opportunities (online)

- \$1,500 e-minder to pre-reg/verified attendees (pre or post show)
- \$2,500 e-minder to all attendees (pre or post show)
- \$500 online banner ad

### Sponsorships

- EMS EXPO Party (call for pricing – multiple levels available)
- \$35,000 shuttle bus
- \$7,750 registration
- \$1,000 conference pads and pens
- \$8,700 each for two or  \$15,900 exclusive show bags
- \$1,200 one individual conference session
- \$3,500 five individual conference sessions
- Company banner (call for pricing)
- \$5,100 coffee break (per day)
- \$180 each Simulation Lab Product sponsorship

**To reserve your sponsorship or advertising contact your account manager or complete this form and fax to 952-894-8252.**

Applicant Information	Payment Method
<p style="text-align: center; font-size: small;">(Please Print or Type All Information)</p> 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	
Check # _____ Amount _____ Invoice # _____ Payment Date _____ Accepted by: Cygnus Expositions                      Date Accepted _____ Acceptance Signature _____	<b>Fax Credit Card Payments to: 952.894.8252</b> <b>Mail Checks to: Cygnus Expositions - MN • Box 684080, Milwaukee, WI 53268-4080</b>