



MARKETING KIT

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MARKETING KIT

Fact Sheet & Contact Information

WHAT: EMS at Firehouse Expo
Located with Firehouse Expo and in partnership with NAEMT

WHERE: Baltimore Convention Center
Baltimore, MD

WHEN:

Exhibits		
Thursday	July 23	11:00 am – 5:00 pm
Friday	July 24	11:00 am – 5:00 pm
Saturday	July 25	10:00 am – 3:00 pm

Core Conference		
Thursday	July 23	8:30 am – 1:30 pm
Friday	July 24	8:30 am – 1:30 pm
Saturday	July 25	8:30 am – 1:30 pm

WHO **Attendees:** EMS and Fire Professionals from all over the nation.
Exhibitors: Over 450 companies, showcasing the latest products, services, and equipment in EMS, rescue and fire services.

Produced By
Cygnum Expositions,
A division of Cygnum Business Media

Located With
Firehouse Expo
In Partnership With
NAEMT (National Association of Emergency
Medical Technicians)

FOR MORE INFORMATION CONTACT

EMS at Firehouse Expo
801 Cliff Road East, Suite 201
Burnsville, MN 55337
Phone: 800.827.8009

Show Manager
Joe Covelli
Phone: 800.827.8009 x3315
Fax: 952.894.8252
Email: joe.covelli@cygnusexpos.com

Marketing
Judy Corey
Phone: 800.827.8009 x3356
Fax: 952.894.8252
Email: judy.corey@cygnusexpos.com

Operations
Dave Odden
Phone: 800.827.8009 x3313
Fax: 952.894.8252
Email: dave.odden@cygnusexpos.com

Sales
Scott Samuels
Phone: 800.827.8009 x3369
Fax: 952.894.8252
Email: scott.samuels@cygnusexpos.com

Event Checklist

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

Remember, you must submit your company description and product category listing by June 5, 2009 to be included in the Onsite Show Guide!

DO NOW!

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

April/May

- Post new product information and press releases on the EMS at Firehouse Expo website with a virtual booth package
- Order Electronic FREE Exhibit Hall Admission Invitations and Conference Programs for distribution to your customers before the show

June

- June 5:** Ad Space reservation for on-site show guide due
- June 5:** Company description for on-site show guide due
- June 12:** Ad materials for on-site show guide due

On-Site Show Guide Listing

The EMS at Firehouse 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 June 5, 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 at Firehouse Expo. Once on the site go to the exhibitor tools page.
- Enter your User ID and Password, this information will be sent to you via email and mail.
- 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 on-site 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 Scott Samuels at 800-827-8009 x3369.

On-Site Show Guide Advertising

Reservation Deadline: June 5, 2009
Ad Material Deadline: June 12, 2009

EMS at Firehouse Expo advertising increases your company's visibility and drives attendees to your booth. The On-Site Show Guide is distributed to over 17,000 qualified fire, rescue and EMS professionals that attend Firehouse Expo and EMS at Firehouse Expo. Advertising in the On-Site Show Guide enhances and compliments your company's marketing campaign.

SELECT	DESCRIPTION	DIMENSIONS	RATES
<input type="checkbox"/>	Full page	Bleed: 8"W x 11"H; Trim: 7.75"W x 10.75"H; Live: 7"W x 10"H	\$1,000
<input type="checkbox"/>	Half Page	7"W x 4.875"H	\$ 500
<input type="checkbox"/>	Company Logo		\$ 250

Ad Materials should be submitted as one of the following:

- * High-res PDF file with embedded fonts are preferred.
- * 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



2 ways to send your 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.

-- CD or 250 Zip Disk (Mac formatted)

Send to: Cygnus Expos, Attn: Carrie, 801 Cliff Rd. E, Suite 201, Burnsville, MN 55337

RESERVE YOUR ADVERTISING SPACE TODAY!

Reservation Deadline: June 5, 2009 Ad Material Deadline: June 12, 2009

Contact Scott Samuels at 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 _____	<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: _____
	Name On Card _____
	Billing Address _____
	Signature _____
	Fax Credit Card Payments to: 952.894.8252
	Mail Checks to: Cygnus Expositions - MN • Box 684080, Milwaukee, WI 53268-4080
For Internal Office Use Only	
Check # _____ Amount _____	
Invoice # _____ Payment Date _____	
Accepted by: Cygnus Expositions Date Accepted _____	
Acceptance Signature _____	

Virtual Booth Packages

A Virtual Booth Package provides your company with its own web page on the EMS at Firehouse Expo website. There are three different types of virtual booth packages available:

✓ **Check the Virtual Booth Package your company will use to promote your online exhibit presence.**

Virtual Booth \$250

The basic virtual booth page includes your company logo, company description, new product information and new product photo, contact information and a link to your website. Virtual booths are visible on the show website for an entire year, 6 months before the show and 6 months after, giving you lots of exposure beyond the show itself.

Virtual Booth WITH VIDEO \$500

Make a great impression when you add your company's promo video or product demo to your virtual booth. Videos are typically 1-3 minutes in length and start automatically when your virtual booth page is opened. If your company doesn't have a video, we can create one for you at the show and include it on your virtual booth page following the event. There are also options for you to own the completed video.

FEATURED Virtual Booth \$1,000 (Limit 4 Companies per Show)

Give your company maximum exposure when your company logo and description are featured at the TOP of the exhibitor list and search pages. This virtual booth package includes all of the benefits of a standard virtual booth. You also have the option of making even more of an impact by adding your company's video to your virtual booth page for only \$250 more.

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.



Purchase your virtual booth today!

Mail or fax this form to: EMS at Firehouse Expo 801 Cliff Road East, Suite 201, Burnsville, MN 55337, fax: 952-894-8252 or contact Scott Samuels at 800-827-8009 x3369 or scott.samuels@cygnusexpos.com

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 _____ Fax Credit Card Payments to: 952.894.8252 Mail Checks to: Cygnus Expositions - MN • Box 684080, Milwaukee, WI 53268-4080
For Internal Office Use Only <input type="checkbox"/>	
Check # _____ Amount _____ Invoice # _____ Payment Date _____ Accepted by: Cygnus Expositions Date Accepted _____ Acceptance Signature _____	

FREE Promotional Tools/Order Form

Conference Programs (available in April 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.

Electronic FREE Exhibit Hall Invitation (available in May)

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 at Firehouse World. Go to the exhibitor tools 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 at Firehouse 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 Conference Programs: _____

Attendee Mailing List Use

Reach out to current and potential customers before and after 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 at Firehouse Expo attendee list to 2009 exhibitors, via a third party mail house. **Cygnus Expositions will not release the list directly to exhibitors.**
- Cygnus Expositions will release the pre-registered attendee list to Bolger on **June 17, 2009** and the post-show attendee list 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 judy.corey@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.
Call Judy Corey at 800-827-8009 with any questions.



MARKETING KIT

Media Contact List

EMS Magazine

Nancy Perry
800-547-7377 x1110
Nancy.perry@cygnusb2b.com

Emergency Medical Product News

Nancy Perry
800-547-7377 x1110
Nancy.perry@cygnusb2b.com

EMSResponder.com

Mike Natchipolsky
800-547-7377 x3225
Mike.natchipolsky@cygnusb2b.com