

Show Guide Listing

The EMS at Firehouse World/Firehouse World 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 Jan. 8, 2010 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 World. 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 your account manager.

Virtual Booth Packages

Increase your exposure by having your own web page posted on the EMS at Firehouse World and Firehouse World websites.

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 Jan. 8, 2010 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 your account manager.

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: _____
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

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 your account manager.

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 _____
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<input type="checkbox"/> Check # _____ Amount _____ Invoice # _____ Payment Date _____ Accepted by: Cygnus Expositions Date Accepted _____ Acceptance Signature _____	

SHOW GUIDE ADVERTISING

Reservation Deadline: January 8, 2010
Ad Material Deadline: January 15, 2010

EMS at Firehouse World advertising increases your company's visibility and drives attendees to your booth. The Show Guide is distributed to over 7,000 qualified fire, rescue and EMS professionals that attend Firehouse World and EMS at Firehouse World. Advertising in the Show Guide enhances and compliments your company's marketing campaign.

SELECT	DESCRIPTION	DIMENSIONS	RATES
	Outside Back Cover	Bleed: 8"W x 11"H; Trim: 7.75"W x 10.75"H; Live: 7"W x 10"H	\$2,300
	Inside Front Cover or Inside Back Cover	Bleed: 8"W x 11"H; Trim: 7.75"W x 10.75"H; Live: 7"W x 10"H	\$1,800
	Full page	Bleed: 8"W x 11"H; Trim: 7.75"W x 10.75"H; Live: 7"W x 10"H	\$1,000
	Half Page	7"W x 4.875"H	\$ 500
	Company Logo (in exhibitor listing & on floor plan)		\$ 250

Ad Materials should be submitted as one of the following:

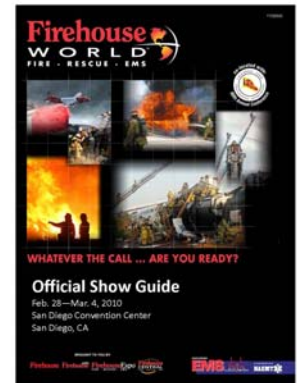
- * High-res PDF file with embedded fonts are preferred.
- * Mac Quark 7 or below, collected for output and with fonts included (postscript preferred).
- * Illustrator CS3 or below, with images and fonts included, saved as .ai or .eps

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: January 8, 2010 Ad Material Deadline: January 15, 2010

Contact your account manager.

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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 <input type="checkbox"/>	Name On Card _____
Check # _____ Amount _____	Billing Address _____
Invoice # _____ Payment Date _____	Signature _____
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Marketing Kit

Pre-Event Mailing Package

Take advantage of this outstanding marketing opportunity!

Industry research indicates that exhibitors who conduct a minimum of two pre-show direct mail campaigns increase the effectiveness of their trade show presence by up to 65%. Take advantage of the opportunity to mail to our pre-registered attendee list through a third party mail house.

Terms

1. Cygnus Expositions will provide a **FREE one-time use** of the EMS at Firehouse World/Firehouse World attendee list to 2010 exhibitors, via a third party mail house (Bolger). **Cygnus Expositions will not release the list directly to exhibitors.**
2. Cygnus Expositions will release the pre-registered attendee list to Bolger on **Monday, February 1.**
3. 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.
4. Once the materials are approved the exhibitor will forward mailing materials to:
Bolger
Attn: Kate Wydra/Lisa Digatono
668 Kasota Avenue SE
 Minneapolis, MN 55414
 Phone: 612.209.9764
5. **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: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Exhibitor agrees to the above mentioned terms of list use.

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: _____
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	Billing Address _____
	Signature _____
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For Internal Office Use Only	
Check # _____ Amount _____	
Invoice # _____ Payment Date _____	
Accepted by: Cygnus Expositions Date Accepted _____	
Acceptance Signature _____	



Marketing Kit

Post-Event Mailing Package

TERMS AND PROCESS

1. Cygnus Expositions will provide a one-time use of the EMS at Firehouse World/Firehouse World attendee list to 2010 exhibitors for a fee of \$250, via a third-party mail house (Bolger). **Cygnus Expositions will not release the list directly to exhibitors.**
2. Cygnus Expositions will release the list to Bolger approximately two weeks after the event.
3. The exhibitor will forward to Cygnus Expositions for approval a copy of the materials that are to be sent. (Fax: 952.894.8252)
4. The exhibitor will forward mailing materials to:

Bolger
 Attn: Kate Wydra/Lisa Digatono
668 Kasota Avenue SE
 Minneapolis, MN 55414
 Phone: 612.209.9764
5. 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.

EXHIBITOR CONTACT INFORMATION

Company Name: _____

Contact: _____ Title: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Exhibitor agrees to the above mentioned terms of list use.

Signature _____ **Date:** _____

Complete this form and fax to 952.894.8252 Attn: Carrie

Call Carrie at 800.827.8009 x3372 or email Carrie.Dunn@cygnusexpos.com with any questions.

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(Please Print or Type All Information)	
Company _____	<input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX
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Buyer & Seller Connection Program

Let us do the work and cover the cost of YOUR promotion!

New for this year! EMS at Firehouse World is offering the following FREE promotional opportunity to all exhibitors. The Buyer & Seller Connection Program is a great pre-show marketing tool that lets you reach your top prospects without the work or expense. We encourage you to take advantage of this new opportunity as another way to promote your presence and increase your success at the show!

How?

- Send us contact information for 50 of your top prospects (excel files or labels) along with a letter of invitation from your company.
- We will print and mail your letter along with two FREE exhibit hall admission passes to all the names on your list.

Why?

- We do the work, cover the cost and you see the results!
- Increase brand awareness before the show
- Increase booth traffic at the show

Email carrie.dunn@cygnusexpos.com with your prospect list and letter of invitation.

We'll take care of the rest!