



EXHIBITOR PROSPECTUS

IEMSA
Iowa Emergency Medical Services Association

24TH ANNUAL CONFERENCE & TRADE SHOW
NOVEMBER 7-9, 2013 - DES MOINES

EXHIBIT HALL
Reserve Space
Now! Hall
Sells Out Early!

The Welcoming Reception will be held in the exhibit hall. All Exhibitors must be set-up by 4:00pm on Thursday, and attend an exhibitor meeting from 4:00 to 4:30pm in the exhibit hall. Exhibitors must remain set-up until Saturday at 1:00pm.
Exhibitors breaking down early will be subject to a \$100 fee.

LOCATION

- **IOWA EVENTS CENTER**
730 THIRD ST. DES MOINES, IA 50309
WWW.IOWAEVENTSCENTER.COM
- **LOADING ENTRANCE**
LOCATED OFF 5TH & CENTER STREETS

AUDIENCE

Over 1250 EMS professionals of ALL CERTIFICATION LEVELS attend—from First Responders to Service Directors. A copy of the Conference Registration Brochure is available online no later than August 15th at www.iemsa.net

Booth
Assignments
& Requests

Booths are for sale with the release of this prospectus. **NEW THIS YEAR—All 2013 Pre-Registered Vendor and current Corporate Sponsors have reserved their booth spaces already--as indicated on the floor plan as SOLD (indicated in Gray).** Become a Corporate Sponsor--and get early booth selection next year. All other spaces will be assigned to "paid in full vendors" on a "first come-first serve" basis. Registration Deadline is 11/1/13

THU
Nov 7th

- SET-UP FOR VEHICLES : 9AM-11AM
- SET-UP FOR BOOTHS : 11AM-4PM
- EXHIBITOR MEETING : 4PM-4:30PM
- **WELCOMING RECEPTION** : 5PM-6:30PM

FRI
Nov 8th

- **EXHIBIT HALL HOURS** : 9AM-5:40PM
- (2) BREAKS : 9AM-9:45AM & 10:35AM-10:45AM
- LUNCH : 12PM-12:50PM
- EXHIBITOR LUNCH : 12:55PM
- (2) BREAKS : 1:55PM-2:05PM & 2:55PM-3:40PM
- **VENDOR HALL CLOSES** : 3:40PM

SAT
Nov 9th

- **EXHIBIT HALL HOURS** : 9:10AM-1:00PM
(EARLY BREAK-DOWNS WILL BE SUBJECT TO A FEE OF \$100)
- (2) BREAKS : 9:15AM-9:45AM & 10:35AM-10:45AM
- LUNCH : 12PM-1:00PM
- **MOVE-OUT BEGINS** : 1:00PM

Continuing Education Hours	Continuing Education Hours (CEH's) will be available to two representatives for each company. Any additional representatives who wish to attend the educational sessions and earn CEH's must register and pay for the conference.
Registration Deadline 11/1/13	Previous years have SOLD OUT--so, reserve your space today! However, the last day to reserve a booth space is November 1, 2013. The Exhibit Committee cannot guarantee accommodations after that date.
Decorator Contact Information	Freeman Decorating has a wide variety of items and services beyond that is included in the Booth Set-Up. The vendor packet you will receive by mail--will outline those items. Exhibitors should reserve those items with Freeman Decorating directly. For more information contact Freeman Exhibitor Services at 515.265.5601
Hotel Accommodations	IEMSA has reserved room blocks at the following hotels. Marriott- (800)-514-4681 and Renaissance Savery Hotel- (800)-514-4706. Mention IEMSA for the discounted conference rate.
Exhibitor Meals	Exhibitors will receive: <ul style="list-style-type: none"> • A Box Lunch Friday • A Welcome Reception Refreshments • (2) Tickets to the "Friday Attendee Night Party" <i>Note: Badges are required for admission to Events</i>
Security	Lost, stolen or damaged materials or products are the responsibility of the exhibitor. IEMSA and/or the Iowa Event Center will not be held liable for any lost or damaged products, nor any injuries that may occur at any time during the conference, set-up or tear-down.

BECOME AN IEMSA CORPORATE SPONSOR & SAVE!

- **GOLD (\$1000/YR.) TAKE 50% OFF THE 1ST BOOTH PURCHASED & \$300 "IEMSA VOICE NEWSLETTER" AD DOLLARS, AND MORE...**
- **PLATINUM (\$3,000/YR.) RECEIVE (1) BOOTH, (1) EDUCATIONAL SPONSORSHIP & 1/4 PAGE COLOR CONFERENCE BROCHURE AD (MAILED TO 12,000 CERTIFIED PROVIDERS ACROSS IOWA) FOR FREE & \$525 "IEMSA VOICE NEWSLETTER" AD DOLLARS AND MORE...**

RESERVE YOUR BOOTH SPACE:

- **REGISTER ONLINE AT WWW.IEMSA.NET**
GOLD SPONSORS TAKE 50% OFF
USE PROMO CODE: GOLD50
PLATINUM SPONSORS
USE PROMO CODE: PLATFREE
- **OR COMPLETE THIS FORM AND RETURN WITH PAYMENT TO:**
IOWA EMS ASSOCIATION
5550 WILD ROSE LANE, STE. 400
WEST DES MOINES, IA 50266

QUESTIONS? CALL US --515.225.8079
OR EMAIL US AT ADMINISTRATION@IEMSA.NET

RESERVE YOUR BOOTH SPACE ONLINE AT WWW.IEMSA.NET

FORM 1



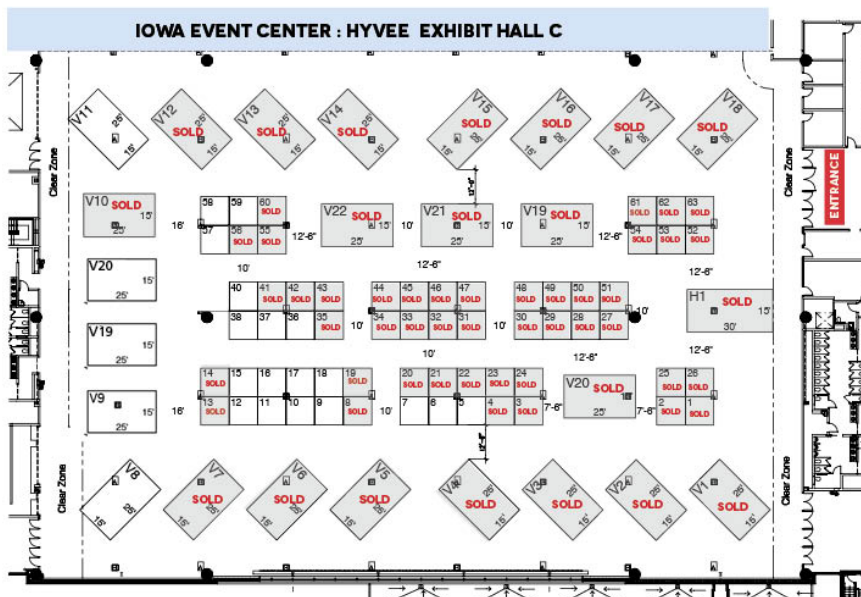
EXHIBIT APPLICATION

IEMSA 24TH ANNUAL CONFERENCE & TRADE SHOW
 NOVEMBER 7-9, 2013 - DES MOINES
Iowa Emergency Medical Services Association

PREVIOUS YEARS HAVE SOLD OUT! RESERVE TODAY!

- **REGISTER ONLINE AT WWW.IEMSA.NET**
 PAY BY CREDIT CARD OR REGISTER ONLINE THEN MAIL A CHECK.
GOLD SPONSORS TAKE 50% OFF : USE PROMO CODE: GOLD50
PLATINUM SPONSORS TO RECEIVE YOUR FREE BOOTH :
USE PROMO CODE: PLATFREE
- **OR COMPLETE THIS FORM AND RETURN WITH PAYMENT:**
 MAKE CHECKS PAYABLE TO: **IEMSA**
 MAIL TO: IOWA EMS ASSOCIATION, 5550 WILD ROSE LANE, STE. 400
 WEST DES MOINES, IA 50266
- **OR CREDIT CARDS FAX THIS COMPLETED FROM TO: 877-478-0926**

NOTE: BOOTH AND SPONSOR ASSIGNMENTS WILL NOT BE MADE UNTIL PAYMENT IS RECEIVED AND ASSIGNED ON A "FIRST-COME, FIRST SERVE" BASIS. CORPORATE SPONSORS HAVE PRIORITY.



PICK YOUR PREFERENCE ON BOOTH LOCATION:

CONFERENCE MANAGEMENT RESERVES THE RIGHT TO MODIFY FLOOR PLAN AS NECESSARY.

SOLD = **BOOTH SPACE RESERVED** FOR AN IEMSA CORPORATE SPONSOR OR PRE-REGISTERED -- THESE SPACES ARE NOT AVAILABLE.

1ST CHOICE # (S) 2ND CHOICE # (S) 3RD CHOICE # (S).....

CREDIT CARD PAYMENT

CREDIT CARD NUMBER _____

EXPIRATION DATE _____ SECURITY CODE _____

CARD HOLDER NAME _____

AUTHORIZED SIGNATURE _____

VENDOR PACKETS WILL BE MAILED TO PAID VENDORS (1) MONTH OUT FROM THE CONFERENCE AND WILL COME FROM FREEMAN DECORATORS.

CANCELLATION/REFUND POLICY: REFUNDS (LESS A \$50 PROCESSING FEE) WILL BE MADE FOR EXHIBIT CANCELLATIONS MADE IN WRITING BEFORE OCTOBER 13TH, 2013. NO REFUNDS WILL BE MADE FOR CANCELLATIONS MADE AFTER OCTOBER 14TH, 2013.

CONFERENCE MANAGEMENT RESERVES THE RIGHT TO MODIFY DETAILS OF SCHEDULE AS NECESSARY.

QUESTIONS? CALL (515) 225-8079

OR EMAIL US AT ADMINISTRATION@IEMSA.NET

RESERVE YOUR BOOTH SPACE ONLINE AT WWW.IEMSA.NET

COMPANY NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

CONTACT PERSON _____

CONTACT PHONE # _____

EMAIL ADDRESS _____

TWO BADGES PER BOOTH – BADGES SERVE AS TICKETS FOR MEALS, BREAKS AND WELCOMING RECEPTION REFRESHMENTS.

EXHIBIT BADGE #1: NAME AND TITLE _____

EXHIBIT BADGE #2: NAME AND TITLE _____

ADDITIONAL BADGE (MUST BE PURCHASED FOR \$75/EA.) _____

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BOOTHS, SPONSORSHIPS & ADVERTISING:

BECOME AN IEMSA CORPORATE SPONSOR & SAVE:

GOLD (\$1000/YR.) : TAKE 50% OFF THE 1ST BOOTH PURCHASED & \$300 "IEMSA VOICE NEWSLETTER" AD DOLLARS AND MORE...

PLATINUM (\$3,000/YR.) RECEIVE (1) BOOTH, (1) SPEAKER SPONSORSHIP & 1/4 PAGE COLOR CONFERENCE BROCHURE AD (EST. 12,000 CERTIFIED PROVIDERS ACROSS IOWA) FOR FREE & \$525 "IEMSA VOICE NEWSLETTER" AD DOLLARS AND MORE...

EDUCATION SPONSORSHIP OPPORTUNITIES:

SEE PAGE 3 FOR SPONSORSHIP DETAILS NOTE: PLATINUM SPONSORS RECEIVE 1 EDUCATION SPONSORSHIP-FREE.

..... \$ 300 FOR 1/2 DAY **OR** \$ 600 FOR FULL DAY

MEETING HALL : WALL ADVERTISING

YOUR CORPORATE SLIDE PROJECTED ON THE WALL OUTSIDE THE MEETING ROOMS ROTATING WITH OTHER WALL ADS THROUGHOUT THE CONFERENCE. SLIDES DUE NO LATER THAN OCTOBER 16, 2013

..... \$ 200/PER WALL **IEMSA CORPORATE SPONSORS**

..... \$ 300/PER WALL **NON-SPONSORS**

EACH VENDOR HALL BOOTH INCLUDES:

- (1) 44" IDENTIFICATION SIGN
- (1) 8' DRAPED TABLE
- (2) FOLDING CHAIRS
- DRAPED BACK AND SIDE WALLS

..... \$ 450 STANDARD 10 X 10 BOOTH

..... \$ 400 ADD'L 10 X 10 BOOTH

..... \$ 500 VEHICLE 15 X 25 BOOTH

..... \$ 450 ADD'L VEHICLE 15 X 25 BOOTH

..... \$ 75/EA. ADD'L BADGES

..... \$ 100 ELECTRICAL SERVICE (120V/20AMP)

..... \$ 125 WIRELESS INTERNET ACCESS

YES, I'D LIKE TO DONATE THIS ITEM TO THE CONFERENCE GIVE-AWAY. DRAWING WILL BE HELD AT YOUR BOOTH IN THE EXHIBIT HALL DURING HALL HOURS ON SATURDAY, NOVEMBER 9TH

..... **TOTAL PAYMENT ENCLOSED**



EDUCATION SPONSOR OPPORTUNITIES

IEMSA
Iowa Emergency Medical Services Association

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Get your product message into the educational area of our conference by being an **EDUCATIONAL SPONSOR**.

As an EDUCATION SPONSOR you will receive:

- **In-Session Room Message** --Provide us (on or before 10/25/13) an **electronic .PNG** image that is (1024x768 pixels) with your product message to project on the screen (s) pre-session, during breaks and as the ending slide each day your chosen speaker delivers a session.
- **Your name will also be displayed on the Room Identification Signs** outside each educational rooms for the indicated Track Sessions for both Friday & Saturday.
- **Distribute your brochures or promo items** at a table located just inside the session room door.
Sponsors Materials must be delivered to the "Registration Table" Or IEMSA Office located in Memorial Hall on Level 3: Meeting Room Level of the Community Choice Credit Union Convention Center after Noon on Wednesday, November 6th - Thursday, November 7, 2013.

Can't attend our conference as a vendor? Be a sponsor. You do not need to be an exhibit hall vendor to be a sponsor.

EDUCATION SPONSOR OPPORTUNITIES

Indicate your **1st, 2nd and 3rd Choice of Education Sponsor Opportunities** Listed Below.

Then submit this completed form with your completed **Exhibitor Application** and **Payment**

Education Sponsors will be assigned to "paid in full sponsors" on a "first come-first serve" basis-with Platinum Corporate Sponsors Assigned First. Sponsor Slide Artwork, Applications and Payment will not be accepted after October 25th, 2013

Pre-Conference Workshop	\$600 — CCP REFRESHER COURSE - FULL-DAY	
Pre-Conference Workshop	\$600 — EMS HAZMAT: THE CONTINUING CHALLENGE	
Pre-Conference Workshop	\$600 — EDUCATORS - FULL-DAY	
Pre-Conference Workshop	\$300 — MEDICAL DIRECTORS - 1/2 DAY	
Pre-Conference Workshop	\$300 — SERVICE DIRECTORS - 1/2 DAY	
General Sessions (Friday, November 8)	\$600 — GENERAL SESSIONS —FRIDAY <ul style="list-style-type: none"> • Life Worth Saving, It Must Be Worth Living—Steve Berry • The Lies Hollywood Told Me! —Kevin McFarlane 	
General Sessions (Saturday, November 9)	\$600 — GENERAL SESSIONS —SATURDAY <ul style="list-style-type: none"> • Thru the Eyes of the Rescuer—Jason Dush • Young Guns-School Shootings—Chris Suprin 	
TRACK A : GENERAL (Friday & Saturday November 8 & 9)	\$600 --TRACK A : GENERAL FRIDAY • Hazmat:"Chemist or the Non-Chemist" <ul style="list-style-type: none"> • What is Going On in There—Kevin McFarlane • Teen Suicide—Kevin McFarlane • Sorry I Don't Speak Peds!—Kevin McFarlane 	SATURDAY— <ul style="list-style-type: none"> • ECG's Made Easy—Larry Macy • Man VS Machine—Jason Dush • Bath Salts—Jason Dush • Scene Management—Terry Ragaller
TRACK B : BASIC (Friday & Saturday November 8 & 9)	\$600 — TRACK B: BASIC FRIDAY • Surviving Columbine—Chris Suprin <ul style="list-style-type: none"> • Death on Scene-ME—Steve Berry • First Responder Mental Health—Drew Stiles • Tales From the Dark Side—Chris Suprin 	SATURDAY— <ul style="list-style-type: none"> • Assessment—Jeff Messorole • How Did I End Up in Hee Haw? Rural EMS —Chris Suprin • Child Birth & Complicated Deliveries —Terry Ragaller • HOLE Story-Implications of Body Piercing —Steve Berry
TRACK C : ADVANCED (Friday & Saturday November 8 & 9)	\$600 — TRACK C: ADVANCED FRIDAY • Coverdell Stroke Project —Rebecca Swift & Brian Helland <ul style="list-style-type: none"> • New Untouchables —Chris Suprin • Don't Get Burned! —Larry Macy • Spiders,Scorpions, & Snakes-Oh MY!! —Larry Macy 	SATURDAY— <ul style="list-style-type: none"> • Sentimental Journey-A Final Wish Come True —Steve Berry • Home Improvement Trauma —Steve Berry • 2 Dudes & 2 Beers;Alcohol & Minor Trauma —Kevin McFarlane • How to Expect the Unexpected —Jason Dush
Advanced Medical Life Support (AMLS) (Friday, November 8)	\$600 — ADVANCED MEDICAL LIFE SUPPORT (AMLS) COURSE - FULL-DAY WORKSHOP	