WISCONSIN EMS ASSOCIATION

JANUARY 21ST - 24TH RESCH EXPO GREEN BAY, WI

EXHIBITOR & SPONSOR PROSPECTUS



WWW.WEMSAEXPO.COM

MAIN CONFERENCE JAN 21ST - JAN 24TH JAN 22ND - JAN 24TH (Wednesday - Friday)

FROM THE DIRECTOR

Every year, our focus always remains on supporting our members, fostering relationships and collaborations, and advocating as Your Voice for EMS® in Wisconsin. We exist for that sole purpose of improving EMS, the communities they serve, and our great state.

As we connect with our members, one of the core topics of discussion is resources and training, ensuring they have the tools and education to do what they do best, save lives. The WEMSA Conference has served as a cornerstone of bringing experts, not only within Wisconsin, but across the nation to educate EMS professionals. The education doesn't stop there either as we work with partners who have a passion towards improving patient care, outcomes, operations, and EMS as a whole.

We invite you, as a partner of EMS, to exhibit and support our annual WEMSA Conference, to continue supporting our mission, to serve those who

serve others. We invite you to connect, display the latest products and services, and be part of our great event.

Hope to see you there!

Alan DeYoung Executive Director

Wisconsin EMS Association



ABOUT WEMSA®

The Wisconsin EMS Association®, known as WEMSA®, is the leading voice for EMS in Wisconsin, representing nearly half of all EMS departments and professionals in the state.

WEMSA hosts one of the largest educational conferences and expos for EMS and Fire professionals across the Midwest. For over 39 years, WEMSA has continued to bring together both Fire & EMS providers to network, learn, and develop their skills with local and national speakers on cutting-edge topics, clinical-based techniques, and leadership development.

WEMSA attracts over 1,100 attendees from across the Midwest annually . If you sell to EMS in the Midwest, you need to be at WEMSA. You can bet that your competition will be here, so be sure you are too!



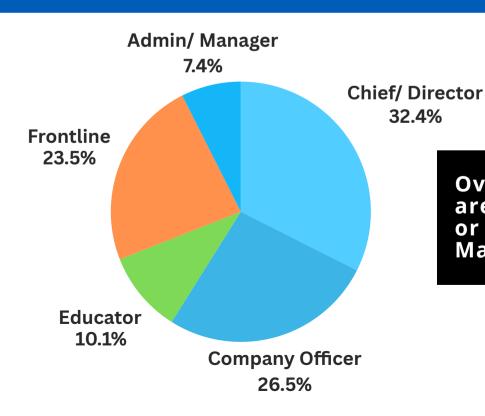




KEY AFTENDEES

Attendees from all over the country travel to our annual conference representing all types of EMS Services, from Fire-based, Private, Hospital-based, Tribal, and Stand-alone. Each of these departments are represented featuring individuals such as:

- EMS Chiefs, Fire Chiefs, Service Directors
- Company Officers, Assistant Chiefs
- Paramedics, AEMTs, EMTs, First Responders and more!
- Annual Attendance: 1,000 1,200 Attendees



Over 66% of our Attendees are Purchasing Influencers or Primary Decision Makers.



SPONSORSHIP OPTIONS

Branding Opportunities		Branding Opportunities				
Large Logo on Website						
Logo in EMS Professionals® Publication, Expo Website, and tagged on our social media pages	•					
Custom App Push Notifications	3x	1x	1 x			
Conference Guide - Logo + Printed Guide Advertisement	Logo on Cover Full Page Ad	Logo Inside Half Page Ad	Logo Inside			
Video Advertisements throughout the venue (digital)	2x	1x				
Choice of 1 of the Following: 2 minute video during Keynote OR Inside Front Cover Program Ad						
Exhibit Inclusions						
Booth Up	to a 20x30 Space	Up to a 20x20 Space	Up to a 10x20 Space			
Booth Adventure (required space for attendees to win prizes)	Key Placement	Key Placement				
Lead Retrieval	2x Licenses	1x Licenses	1x Licenses			
Attendee Bag Stuffer						
Booth Staff Registrations (includes lunch for 2 days per exhibitor pass)	Exhibitor Passes	4 Exhibitor Passes	4 Exhibitor Passes			
Full Conference Registrations 5 (includes lunch every day for each registration)	Full Registrations	3 Full Registrations	2 Full Registrations			
Advertising						
Registration Home Page	Leaderboard Banner					
Investment						
Total Package	\$15,000	\$7,500	\$3,000			
Max Packages Available	2	ु ALMOST GONE	10 FEW AVAILABLE			

EXCLUSIVE SPONSORSHIPS

Exclusive Opportunities and Add-on's



Keynote Sponsor

\$3,000

(Exclusive): Lim

- Exclusive time to talk a our your company during our Opening Keynote even (a tendar te at the keynote langes from 4, 0 to 500 attendees) May, time to speak is 5 minutes.
- Logo in EMS Professionals® Publication, Expo Website, and social media



Welcome Event & Networking Sponsor

\$3,000

(Exclusive): Limit 1

- Complimentary 10x10 Exhibit Booth Includes lunch for 2x Staff for 2-days
- Includes 2x Lead Retrieval Licenses
- Logo in EMS Professionals® Publication, Expo Website, and social media



Member Appreciation Event Sponsor

\$5,000

(Exclusive): Limit 1

- Featuring Sponsor of our Member Appreciation Event (highly attended evening entertainment)
- Complimentary 10x10 Exhibit Booth
 Includes lunch for 2x Staff for 2-days
- Logo in EMS Professionals® Publication, Expo Website, and social media



Annual Student Day Sponsor

\$5,000

(Exclusive): Limit 1

- Featuring Sponsor of our annual student day event (Friday) with around 120 - 150 high school students interested in EMS or currently enrolled in an EMS program
- Featured Sponsor gets exclusive time to address high school students, talk about their company
- Complimentary 10x10 Exhibit Booth

 Includes lunch for 2x Staff for 2-days
- Logo in EMS Professionals® Publication, Expo Website, and social media

EXCLUSIVE SPONSORSHIPS

Branding Opportunities



MOBILE APP SPONSOR

\$2,500

(Exclusive): Limit 1

- Exclusive 960px by 100px banner in Attendee Mobile App
- Logo in EMS Professionals® Publication, Expo Website, and social media
- Lead Retrieval for 2x Staff



EdTech (Certificate) Sponsor

\$3,000

(Exclusive): Limit 1

- Complimentary 10x10 Exhibit Booth
 Includes lunch for 2x Staff for 2-days
- Logo on CE Certificates
- Logo in EMS Professionals® Publication, Expo Website, and social media
- Lead Retrieval for 2x Staff



Attendee Bag Sponsor

\$3,000

(Exclusive): Limit 1

- Logo on conference attendee bags (single-color logo exclusively placed on conference attendee bags)
- Company provided insert in all attendee bags
- Logo in EMS Professionals® Publication, Expo Website, and social media



Lanyard Sponsor

\$3,000

(Exclusive): Limit 1

- Logo on conference lanyards (single-color logo exclusively placed on conference participant lanyards)
- Logo in EMS Professionals® Publication, Expo Website, and social media



Badge Sponsor

\$5,000

(Exclusive): Limit 1

- Complimentary 10x10 Exhibit Booth
 Includes lunch for 2x Staff for 2-days
- Logo on all Printed Badges
- Logo in EMS Professionals® Publication, Expo Website, and social media
- Lead Retrieval for 2x Staff

EXCLUSIVE PONSORSHIPS

Branding Opportunities



Morning Coffee Sponsor

\$1,500

(Exclusive): Limit 1

- Sponsor Morning Coffee for II days or att indee and exhibitors Logo in EMS Profess of als® Publication, typo Website, and social nedia Signage in all coffee areas. Be the bery for your fellow or nibitors and future clients!



Popcorn Sponsor (Expo Opening)

\$1.500

(Exclusive): Limit 1

- Sponsor Popcorn for Expo Hall Opening with your logo sticker on every bag of popcorn!
- Logo in EMS Professionals® Publication, Expo Website, and social media



Candy Sponsor

\$1,500

(Exclusive): Limit 1

- Sponsor Candy for attendees for all 4 days of the conference
- Logo in EMS Professionals® Publication, Expo Website, and social media
- Signage in all candy areas Support your current and future clients with candy - A HUGE HIT WITH ATTENDEES EVERY YEAR!



Custom Sponsorship

- Want to feature a custom broade latten ee gijt for all attend es? Stress balls, sunglasse, mug, etc.
 Contact our of ic to dis us your lea a d how we call in orpolate your brand to leach attend on at a consideration.

EXHIBIT OPTIONS

WHAT'S INCLUDED

- Exhibit Booths include 4x lunch meals (2x Thursday / 2x Friday) no matter the booth size. Exhibit booth meals don't combine with sponsor included meals.
 - Additional lunch tickets can be purchased on-site.
 - Additional Staff Badges are \$30 each and do **not** include lunch.
- Complimentary Wi-Fi Internet Access
- 1x 8 ft White Table, 2x Chairs
- Pipe & Drape for Standard Booths

	STAFF BADGES	MEMBER RATE	NON-MEMBER RATE
Standard Booths			
10' x 10' Booth Space	2x	\$1,000	\$1,200
10' x 20' Booth Space	4x	\$1,200	\$1,400
10' x 30' Booth Space	6x	\$1,500	\$1,700
10' x 40' Booth Space	6x	\$1,700	\$2,000
20' x 20' Bulk Space (vehicles not allowed)	6x	\$1,700	\$2,000

Booth Add-on's	Cost	
3' x 3' Premium Floor Graphic (placed throughout the exhibit hall)	\$300 each	
Attendee Bag Insert (Company provided insert/item)	\$500 each	
Booth Electricity (Per Exhibitor)	\$75 each	

Not Included

Floor coverings, extra tables, extra chairs, or other furniture or display materials. You may bring your own to the site or work with the venue to rent these items to fit your space requirements. Shipping of exhibit materials. Cleaning of your exhibit space. Assembly, dismantling or rigging services. All rigging or hanging of display materials must be coordinated with the venue.

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 - o Additional lunch tickets can be purchased on-site
 - o Additional Staff Badges are \$30 each and do not include lunch
- Complimentary Wi-Fi Internet Access
- 1x 8 ft White Table, 2x Chairs

	STAFF BADGES	MEMBER RATE	NON-MEMBER RATE	
Vehicle/ Apparatus Booths				
20' x 30' Booth Space	2x	\$2,000	\$2,200	
20' x 40' Booth Space	4x	\$2,200	\$2,500	
20' x 50' Booth Space	6x	\$2,400	\$2,700	
20' x 60' Booth Space	6x	\$2,600	\$2,900	
30' x 30' Booth Space	6x	\$2,700	\$3,100	
40' x 40' Booth Space	6x	\$3,000	\$3,400	

Booth Add-on's	Cost	
3' x 3' Premium Floor Graphic (placed in high traffic areas)	\$300 each	
Attendee Bag Stuff (Company provided insert/item)	\$500 each	
Booth Electricity (Per Exhibitor)	\$75 each	

Not Included

Floor coverings, extra tables, extra chairs, or other furniture or display materials. You may bring your own to the site or work with the venue to rent these items to fit your space requirements. Shipping of exhibit materials. Cleaning of your exhibit space. Assembly, dismantling or rigging services. All rigging or hanging of display materials must be coordinated with the venue.

EXHIBIT REGISTRATION

REGISTRATION

Exhibitor booth registration is online through our self-service portal. Visit www.wemsaexpo.com and click on Exhibit to learn more. If you need assistance, have questions, or can't find a space that meets your needs, please reach out to our staff at wemsa@wisconsinems.com

PAYMENT

Payment must be made in full prior to the start of the conference. Payments made through the self-service portal and made by credit card will incur a processing fee. The option to pay by check will be available until 45 days prior to the conference. If you have special payment needs, please reach out to our staff at wemsa@wisconsinems.com

Check payments can be mailed to:

Wisconsin EMS Association 26422 Oakridge Dr, Suite 100 Wind Lake, WI 53185

CANCELLATION POLICY

- A 50% Refund is available if made in writing by November 30th, 2024. Refunds do not include any processing fees.
- No refunds on or after December 1st, 2024.

RESCH EXPO POLICIES

Exhibitors must comply with all facility requirements and policies. Please see the exhibitor resource kit for more information or reach out to us with questions at wemsa@wisconsinems.com



Over 80,000 square feet of unobstructed exhibit hall space with aisle signage, food options, coffee and light breakfast, free high speed Wi-Fi

throughout the facility, comfortable and quiet furniture for meetings during down time.

Dedicated Exhibit Hall Time and attendees from across the country, primarily from the Midwest.

The WEMSA Expo is the dedicated EMS event in the Midwest for Fire and EMS professionals.

KEY CONTACTS

EXHIBITOR & SPONSOR OPPORTUNITIES

Alan DeYoung 414.209.4185 alan@wisconsinems.com

PROFILE MANAGEMENT

Ryan DeYoung 414.431.8193 ryan@wisconsinems.com

RESCH EXPO FACILITY LOGISTICS & EXHIBITOR SERVICES

Resch Expo Event Manager Anne Gierach anne.gierach@pmiwi.com

SHOW HOURS

Wednesday, Jan 22nd

Expo Opening

4:00 PM - 6:00 PM

Dedicated Show Hours: 2.0

Thursday, Jan 23rd

Expo Open

9:00 AM - 3:00 PM

Dedicated Show Hours: 2.0

Friday, Jan 24th

Expo Open

9:00 AM - 2:00 PM

Dedicated Show Hours: 2.0

There is a total of 13 Exhibit Hall hours over 3 days. The **6 dedicated Exhibit Hall hours** do not conflict with the educational sessions.

Schedule subject to change.

Dedicated Exhibit Hall Hours: 6 hours Compared to 9.0 hours at EMS World® Expo*

Total Exhibit Hall Hours: 13 hoursCompared to 14.0 hours at EMS World® Expo*

*EMS World and EMS World Expo are trademarks of HMP Global and are in no way affiliated or associated with WEMSA or the WEMSA Expo.

**Note: "Suitcasing" or soliciting business in the aisles or other public spaces used for the conference is not allowed and anyone in violation of this policy will be asked to leave and their badge will forfeited.

MOVE IN/OUT HOURS

Tuesday, Jan 21st

9:00 AM - 3:00 PM Helicopters Only

Wednesday, Jan 22nd

8:00 AM - 12:00 PM Vehicles Only

10:00 AM - 3:00 PM Standard Booths



Exhibitor Move-out

Friday, Jan 24th

2:00 PM - 5:00 PM



REGISTRATION HOURS

Tuesday, Jan 21st

Wednesday, Jan 22nd

Thursday, Jan 23rd

Friday, Jan 24th

7:00 AM - 4:30 PM

7:00 AM - 6:00 PM

7:00 AM - 4:00 PM

7:00 AM - 2:00 PM

BEWARE

OF UNAUTHORIZED LIST PURCHASE SOLICITATIONS



WEMSA does NOT sell its attendee/ exhibitor email lists. If you receive an email or phone call from someone with an offer to sell attendee/ exhibitor lists from WEMSA. THIS IS A SCAM. If you receive this type of email, please forward it to wemsa@wisconsinems.com.

For more information or to secure your participation, please contact:

Alan DeYoung | 414.209.4185 | alan@wisconsinems.com