

**WISCONSIN EMS ASSOCIATION**

JANUARY 21ST - 24TH

RESCH EXPO

GREEN BAY, WI

# EXHIBITOR & SPONSOR PROSPECTUS

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**WEMSA**  
**2025**

**RESCH★EXPO**

**WWW.WEMSAEXPO.COM**

**MAIN CONFERENCE**

JAN 21ST - JAN 24TH

**EXHIBIT HALL OPEN**

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!

# WEMSA



# WEMSA

# 2025

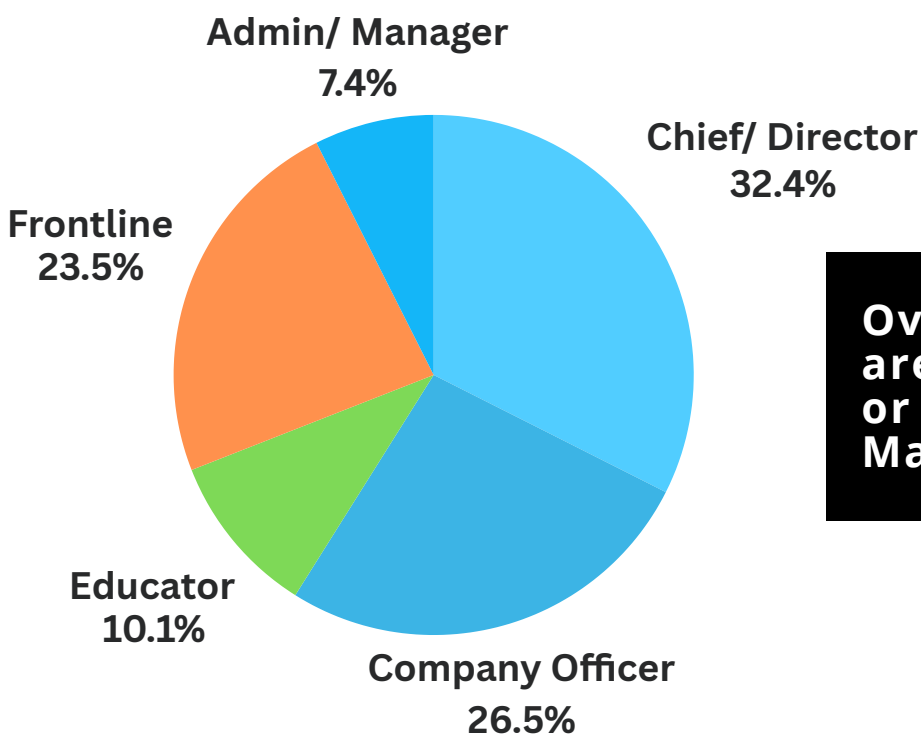
## Conference & Expo



# KEY ATTENDEES

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



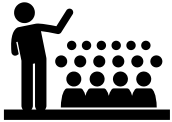
**Over 66% of our Attendees are Purchasing Influencers or Primary Decision Makers.**

# SPONSORSHIP OPTIONS

	VANGUARD	PIONEER	EDUCATION
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	1x
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)	6 Exhibitor Passes	4 Exhibitor Passes	4 Exhibitor Passes
Full Conference Registrations (includes lunch every day for each registration)	5 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	<del>2</del> 1 LEFT	<del>3</del> 1 LEFT	<del>10</del> FEW REMAIN

# EXCLUSIVE SPONSORSHIPS

## Exclusive Opportunities and Add-on's



### Keynote Sponsor

**\$3,000**

(Exclusive): Limit 1

- **Exclusive time to talk about your company during our Opening Keynote event** (attendance at the keynote ranges from 400 to 500 attendees) Max. 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



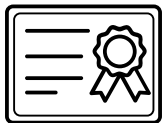
### MOBILE APP SPONSOR

(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

\$2,500

SOLD OUT



### EdTech (Certificate) Sponsor

(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

\$3,000



### Attendee Bag Sponsor

(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

\$3,000

SOLD OUT



### Lanyard Sponsor

(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

\$3,000

SOLD OUT



### Badge Sponsor

(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

\$5,000

# EXCLUSIVE SPONSORSHIPS

## Branding Opportunities

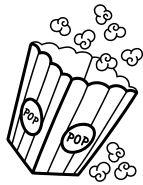


### Morning Coffee Sponsor

(Exclusive): Limit 1

- Sponsor Morning Coffee for all 4-days for attendees and exhibitors
- Logo in EMS Professionals® Publication, Expo Website, and social media
- Signage in all coffee areas - Be the hero for your fellow exhibitors, current and future clients!

**\$1,500**



### Popcorn Sponsor (Expo Opening)

(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

**\$1,500**



### Candy Sponsor

(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!

**\$1,500**



### Custom Sponsorship

- Want to feature a custom branded attendee gift for all attendees? Stress balls, sunglasses, mug, etc.
  - Contact our office to discuss your idea and how we can incorporate your brand to reach attendees at [vanessa@wisconsinems.com](mailto:vanessa@wisconsinems.com)

# 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	<b>\$1,000</b>	\$1,200
10' x 20' Booth Space	4x	<b>\$1,200</b>	\$1,400
10' x 30' Booth Space	6x	<b>\$1,500</b>	\$1,700
10' x 40' Booth Space	6x	<b>\$1,700</b>	\$2,000
20' x 20' Bulk Space (vehicles not allowed)	6x	<b>\$1,700</b>	\$2,000

Booth Add-on's	Cost
3' x 3' <b>Premium Floor Graphic</b> (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.

# 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**

	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
<b>3' x 3' Premium Floor Graphic</b> (placed in high traffic areas)	\$300 each
<b>Attendee Bag Stuff</b> (Company provided insert/item)	\$500 each
<b>Booth Electricity</b> (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](http://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](mailto: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](mailto: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](mailto:wemsa@wisconsinems.com)



# EXPO FEATURES

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



# WEMSA 2025

## Conference & Expo

# 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 hours***  
*Compared 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 be forfeited.



# WEMSA

# 2025

## Conference & Expo

# 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**





# WEMSA 2025

## Conference & Expo

### REGISTRATION HOURS

Tuesday, Jan 21st	7:00 AM - 4:30 PM
Wednesday, Jan 22nd	7:00 AM - 6:00 PM
Thursday, Jan 23rd	7:00 AM - 4:00 PM
Friday, Jan 24th	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](mailto:wemsa@wisconsinems.com).

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

**Alan DeYoung | 414.209.4185 | [alan@wisconsinems.com](mailto:alan@wisconsinems.com)**