



## 62nd Annual Educational Conference & Trade Show **SPONSOR, EXHIBITOR, & ADVERTISER INFORMATION**

**WE INVITE YOU TO JOIN THE ENERGY AND VISION OF**

# **PULSE CHECK 2017**

The New York State Volunteer Ambulance & Rescue Association is pleased to announce that its 62nd Annual Conference & Trade Show—**PULSE CHECK 2017**—will take place in Albany on September 21 – September 24, 2017. First Responders, EMT's, Paramedics and many others who represent Emergency Medical Services in the Empire State and nearby New Jersey and New England states will come together at the Albany Marriott for professional development, continuing education, to learn about the latest trends, practices, equipment and technology—and to celebrate our industry and the accomplishments of NYSVARA!

Our Conference & Trade Show continues to grow every year. It attracts top quality speakers who continue to bring new, interesting and cutting-edge seminar topics to our attendees. This event gives you an opportunity to introduce your new products and services, expand your contacts across New York State, recruit new buyers, and heighten awareness of all that you offer!

**DON'T MISS OUT!** Become an advertiser and make an impact on New York State's and the region's First Responders and EMS professionals!

**- The 62nd Conference & Trade Show Planning Committee**

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## **PULSE CHECK 2017 CONFERENCE HIGHLIGHTS**

- Conference opens on Thursday, September 21st with the successful 8 hour Pre-Conference Core Content EMS Refresher Program.
- The Trade Show will run on Friday, September 22nd and Saturday, September 23rd
- Friday and Saturday features two major educational tracks.
- The Annual EMS Skills Drill Challenge will take place on Friday evening.
- NYSVARA's Annual Awards Banquet will take place on Saturday evening.
- The Conference closes out on Sunday, September 24th with the popular "Three Wise Men" featured seminar and Board of Directors Meeting.

**LET'S WORK TOGETHER TO CREATE THE PERFECT PACKAGE FOR YOUR COMPANY!**

### **QUESTIONS/NEED MORE INFORMATION?**

Contact the Pulse Check Conference Team at: [pulsecheck@nysvara.org](mailto:pulsecheck@nysvara.org)



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### 2017 MAJOR SPONSORSHIP OPPORTUNITIES

#### **\$10,000 PLATINUM LEVEL**

- Premier trade show floor location
- Sponsor banner on convention floor
- + All benefits of Gold Level

#### **\$5,000 GOLD LEVEL**

- Premier trade show floor location
- 1 year advertising on NYSVARA's website (with hyper-link)
- Full page conference program advertisement
- Special thank you listing on website & newsletter
- Conference Hospitality Bag contributor

#### **\$2,000 SILVER LEVEL**

- Major trade show floor location
- 6 months of advertising on NYSVARA's new website (with hyper-link)
- Full page convention program advertisement
- Special thank you listing on website & newsletter
- Conference Hospitality Bag contributor

#### **\$1,000 BRONZE LEVEL**

- Major trade show floor location
- 6 months of company logo placement on NYSVARA's new website (no hyper-link)
- Full page convention program advertisement
- Special thank you listing on website & newsletter
- Conference Hospitality Bag contributor



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### **ADDITIONAL SPONSORSHIP OPPORTUNITIES**

**A GREAT WAY TO INCREASE YOUR VISIBILITY WITH CONFERENCE ATTENDEES!**

**\$1,500 BANQUET COCKTAIL HOUR (SATURDAY EVENING)**

Conference signature drink created and named after your company; special introduction during the cocktail hour; company logo and acknowledgment on all banquet materials; special listing in conference materials.

**\$1,000 CONFERENCE HOSPITALITY BAGS**

Item carries PULSE CHECK & your company logo

**\$750 CONFERENCE GIVEAWAY**

Item carries PULSE CHECK & your company logo

**\$500 CONFERENCE SEMINAR**

Signage at session & your company logo in program

**\$500 CONFERENCE COFFEE BREAK**

Signage at break & your company logo in program



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## EMS SKILL DRILL CHALLENGE TROPHY SPONSORSHIPS

Help support a very important part of PULSE CHECK—recognition at our annual EMS Skills Drill Challenge. There are a number of Trophy Sponsorships available, including:

- \$500 OVERALL WINNER TROPHIES (2 AVAILABLE)**  
Large Team Trophy & 5 Individual Trophies
- \$250 DRILL TROPHIES – 1ST PLACE (4 AVAILABLE)**  
Medical/Youth; Trauma/Youth; Medical/Adult; Trauma/Adult
- \$200 DRILL TROPHIES – 2ND PLACE (4 AVAILABLE)**  
Medical/Youth; Trauma/Youth; Medical/Adult; Trauma/Adult
- \$150 DRILL TROPHIES – 3RD PLACE (4 AVAILABLE)**  
Medical/Youth; Trauma/Youth; Medical/Adult; Trauma/Adult

## PULSE CHECK COMMEMORATIVE JOURNAL ADVERTISING RATES

A full color program given to every conference attendee; after the event, it will be prominently placed and promoted on NYSVARA’s website and e-blasted out to all members ensuring maximum exposure for conference supporters.

Location	Price	Availability
Back Cover	\$500.00	SOLD
Inside Back Cover	\$400.00	YES
Inside Front Cover	\$450.00	YES
Full Page	\$300.00	YES
Half Page	\$175.00	YES
Quarter Page	\$100.00	YES
Business Card	\$50.00	YES

## EXHIBITORS

- \$525 EXHIBITOR**
  - Trade show floor or Vehicle Display location
  - Sponsor listing with company logo in convention program
  - Special thank you listing on website & newsletter
  - Special mention during convention events

## **\$275 CHARGE FOR ADDITIONAL VEHICLE SPACES**



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- Our conference set-up allows for maximum exposure of company sponsors and exhibitors. Standard display booth area is approximately 10 x 6 feet with skirted 6 foot table, pipe and drape
- Set-up & 2 chairs.
- Electrical Connection is available; please indicate on the conference contract form.
- Free Wi-Fi Internet access is available throughout the Trade Show Area.
- Trade Show placement is assigned at the discretion of the Conference Committee.
- Ambulances and other specialty vehicles will be accommodated in a separate display area—directly off the show floor area and readily accessible. Assignment is on a first come-first served basis/ sponsorship level.

### **TRADE SHOW HOURS OF OPERATION**

**Thursday, September 21st** – Set-up can begin after 12 Noon, but prior to opening hours on the 22nd.

**Friday, September 22nd** – Must be set-up by 8:00 AM for 8:30 AM opening; close at 5:00 PM.

**Saturday, September 23rd** – 9:00 AM opening; close at 3:00 p.m.

Exhibitors may breakdown immediately following the closing of the Trade Show floor.

Exhibitors must remain open for the hours indicated on Friday and Saturday.

### **CANCELLATION POLICY**

If a vendor needs to cancel all of part of the display area contracted, the vendor will be liable for the following: 50% of total display space fee for cancellations received in writing 10 days or more prior to first day of conference. If a contract is signed less than 7 days to the first day of the conference, no refunds will be given for cancellations.

### **LIABILITY**

The vendor is responsible for the proper installation, removal, occupancy, control and use of the display area, including the vehicle display area. Pulse Check & NYSVARA will not be responsible and held harmless for any loss or injury resulting from fire, theft, or any cause whatsoever at the conference.

### **ACCOMMODATIONS**

Sponsors and professional partners are encouraged to arrange their accommodations at the Albany Marriott, **189 Wolf Road, Albany, NY, the PULSE CHECK Conference Headquarters Hotel**. A special convention rate of \$146.00 is available. Call 518-458-8444 or 800-443-8952. Tell them you are with **PULSE CHECK/ NYSVARA** room block.



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Please complete this form and submit with payment to address listed below. Please send any artwork or Credit Card Contracts electronically to the Pulse Check Marketing team at [pulsecheck@nysvara.org](mailto:pulsecheck@nysvara.org). Please keep a copy of this contract for your records. We will confirm all arrangements with you after receipt.

**COMPANY NAME:**

**CONTACT NAME:**

**ADDRESS:**

**CITY:**

**STATE:**

**ZIP:**

**EMAIL:**

**PRODUCT DESCRIPTION**

**CONFERENCE CONTACT**

Exhibit space will be assigned after receipt of payment and at the discretion of the Conference Committee. Exhibitors WILL NOT be permitted to set up unless ALL charges are satisfied prior.

**NYSVARA REP**

### **QUESTIONS?**

Please contact the Pulse  
Check Conference Team at:  
[pulsecheck@nysvara.org](mailto:pulsecheck@nysvara.org)

### **SUBMIT THIS FORM TO:**

**MAIL** Pulse Check 2017  
PO Box 364  
Tomkins Cove, NY 10986

**EMAIL** [pulsecheck@nysvara.org](mailto:pulsecheck@nysvara.org)



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## MAJOR SPONSORSHIPS:

**PLATINUM**  
\$10,000

**BRONZE**  
\$1,000

**GOLD**  
\$5,000

**EXHIBITOR**  
\$525

**SILVER**  
\$2,000

**EXTRA VEHICLE SPACE**  
\$275

### ELECTRIC CONNECTION REQUIRED?

**YES**

**NO**

## OTHER SPONSORSHIP OPPORTUNITIES:

**BANQUET GALA COCKTAIL**  
\$1,500

**SEMINAR**  
\$500

**HOSPITALITY BAG**  
\$1,000

**COFFEE BREAK**  
\$300

**CONFERENCE GIVEAWAY**  
\$750

## EMS SKILLS DRILL CHALLENGE TROPHY SPONSORSHIP OPPORTUNITIES

**OVERALL WINNER/YOUTH TEAM**  
\$500

**OVERALL WINNER/ADULT TEAM**  
\$500

## DRILL TROPHIES

**1ST PLACE – MEDICAL/YOUTH**  
\$250

**1ST PLACE – TRAUMA/YOUTH**  
\$250

**1ST PLACE – MEDICAL/ADULT**  
\$250

**1ST PLACE – TRAUMA/ADULT**  
\$250

**2ST PLACE – MEDICAL/YOUTH**  
\$200

**2ST PLACE – TRAUMA/YOUTH**  
\$200

**2ST PLACE – MEDICAL/ADULT**  
\$200

**2ST PLACE – TRAUMA/ADULT**  
\$200

**3ST PLACE – MEDICAL/YOUTH**  
\$150

**3ST PLACE – TRAUMA/YOUTH**  
\$150

**3ST PLACE – MEDICAL/ADULT**  
\$150

**3ST PLACE – TRAUMA/ADULT**  
\$150

**INSCRIPTION (IN MEMORY OF/HONOR OF)**

## QUESTIONS?

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COMPANY NAME:

## PROGRAM ADVERTISING

### LOCATION:

BACK COVER  
\$500.00

INSIDE FRONT COVER  
\$450.00

INSIDE BACK COVER  
\$400.00

### SIZE:

FULL PAGE  
\$300.00

HALF PAGE  
\$175.00

QUARTER PAGE  
\$100.00

BUSINESS CARD  
\$50.00

All ads need to be submitted electronically to [pulsecheck@nysvara.org](mailto:pulsecheck@nysvara.org) NO LATER than August 20, 2017

**PAYMENT FOR ALL SPONSOR AND EXHIBIT CATEGORIES: \$**

## PAYMENT

CHECK ENCLOSED  
PLEASE MAKE PAYABLE TO: NYSVARA - PULSE CHECK

OR

VISA     MASTERCARD     AMEX     DISCOVER

NAME ON CARD:

CARD NUMBER:

EXPIRATION DATE:

CVV/SECURITY #

## COMPANY REPRESENTATIVES ATTENDING

PLEASE INDICATE WHO WILL BE REPRESENTING YOUR COMPANY AT THE CONFERENCE.

REPRESENTATIVE 1

REPRESENTATIVE 2

### QUESTIONS?

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