

NATIONAL ASSOCIATION OF STATE EMS OFFICIALS

# **NASEMSO '08** **ANNUAL MEETING**

*Showcase your company's products and services  
to leading EMS policy-makers*

## **EXHIBIT PROSPECTUS**

September 23-24, 2008

**Hotel Murano and Bicentennial Pavilion  
Tacoma, Washington**



## Exhibition

Exhibitors are manufacturers and distributors of EMS medical supplies, data collection systems and other software, wireless network/communications systems, training courseware and text books, and more

## Exhibit Organizer

The exhibit is organized by the National Association of State EMS Officials, the lead national organization for EMS, a respected voice for national EMS policy, with comprehensive concern and commitment for the development of effective, integrated, community-based, universal and consistent EMS systems.

## Exhibit Venue

Hotel Murano (formerly Sheraton Tacoma) and Bicentennial Pavilion (adjoining facilities) located in Tacoma, Washington.

## Dedicated Exhibit Hours

Dedicated exhibit hours reflect the consensus of past years' vendors. Meal and social functions in the exhibit area enhance traffic to vendors' displays.

### Tuesday, September 23, 2008

- **exhibitor set-up**  
11:00 a.m. to 4:00 p.m.
- **cocktail reception**  
5:30 p.m. to 6:30 p.m.

### Wednesday, September 24, 2008

- **morning break**  
9:30 a.m. to 10:15 a.m.
- **strolling lunch**  
11:30 a.m. to 1:00 p.m.
- **afternoon break**  
2:15 p.m. to 3:00 p.m.
- **exhibitor tear-down**  
3:00 p.m. to 4:30 p.m.

"The American Heart Association looks forward each year to the NASEMSO Annual Meeting. This provides us an excellent opportunity to meet with industry leaders and stakeholders in the field of Emergency Medical Services. This has been a perfect format for us to exchange information and industry trends with federal, state, and local providers."

~ Scott Strater, Director of  
ECC Healthcare Programs,  
Emergency Cardiovascular Care,  
American Heart Association

## Attendee Profile

Typically 80% of State EMS Directors attend, as well as representatives of other national EMS organizations and federal EMS agencies.

In addition to the State EMS Directors, NASEMSO has five councils that will participate in the 2008 Annual Meeting:

- Data Managers
- Emergency Medical Services for Children
- Medical Directors
- Training Coordinators
- Trauma Managers

## Exhibit Options

### 6'x10' Booth

Standard booth entitlements:

- Complimentary registration for two (2) reps to staff the booth; each additional booth rep is \$100
- Attendance at group meal/social events and open sessions
- Meeting materials (one meeting binder per booth)
- Pipe and drape
- 6' skirted table and 2 chairs
- 1 wastepaper basket
- Listing in the NASEMSO Exhibit Guide to include company/organization contact information and exhibit description (submission deadline is September 3, 2008).

### 6' Tabletop Display

Standard tabletop entitlements:

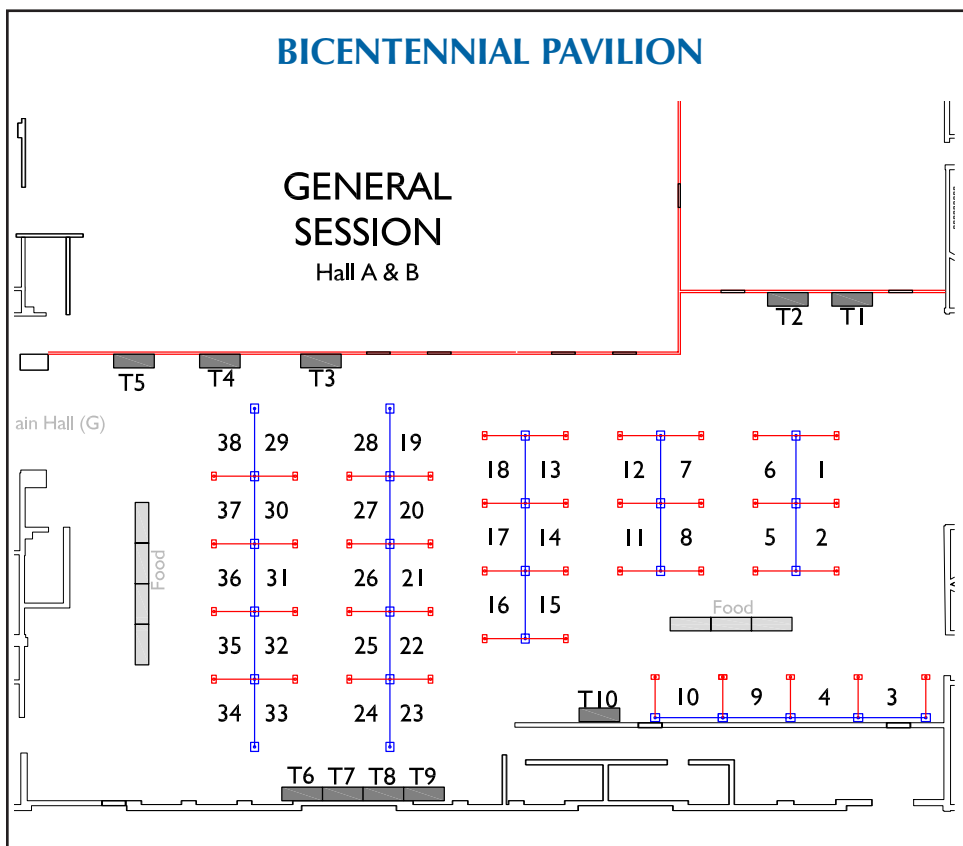
- Complimentary registration for one (1) rep to staff the exhibit; each additional exhibit rep is \$100
- Attendance at group meal/social events and open sessions
- Meeting materials (one meeting binder per tabletop display)
- 6' skirted table and 1 chair—**entire exhibit must rest on tabletop**
- Listing in the NASEMSO Exhibit Guide to include company/organization contact information and exhibit description (submission deadline is September 3, 2008).

## Exhibit Layout

NASEMSO reserves the right to modify the exhibit floor plan if in its judgment it is in the best interest of the exhibition and/or overall needs of exhibitors.

EXHIBIT PRICING					
	Booth (6'x10')	Tabletop Display (6')	BINGO	Literature Insert	Additional Exhibit Representative
NASEMSO Corporate Member	\$750	\$525	\$150	\$250*	\$100 per person
Non-member	\$1,000	\$700			

\*Complimentary to companies and organizations that purchase a booth and a sponsorship.



"NASEMSO provides an excellent opportunity for the EMS community to meet, understand, and unify regarding all aspects of emergency services. We have been an active vendor for several years and have watched this event grow in both attendance and importance during that time."

- Rosanna Roedder, Director of Sales & Marketing, ImageTrend

### Door Prizes

The NASEMSO exhibit concludes with drawings for door prizes. All items will be gratefully accepted. If you have an item to donate, please drop it off at the NASEMSO registration desk no later than noon on Wednesday, September 24, 2008.

### Space Assignments

Booth and tabletop display assignments will be made on a first come, first reserved basis to paid exhibitors. All effort will be made to accommodate location preferences and to physically separate competitors.

### Cancellation

In the event that it is necessary to cancel your participation, be advised that **no refunds will be made after August 29, 2008**. All cancellations must be submitted in writing.

### Sponsorships

A variety of sponsorship opportunities are available to suit any budget, on a first come, first served basis (see enclosed). NASEMSO sponsors are recognized via signs, program listing and from the podium.

### Accommodations

NASEMSO has secured a block of guest rooms at the Hotel Murano (formerly Sheraton Tacoma). Room reservations may be made by calling 877-986-8083 and referencing the NASEMSO Annual Meeting to secure the \$165 room rate (plus tax), single or double occupancy. ***This rate is available until August 20, 2008 or until the NASEMSO room block is sold out, whichever occurs first.***

### BINGO

To enhance booth visitations, we are offering a BINGO game. Each exhibitor has the opportunity to purchase a square for \$150 on a BINGO card with their logo featured in that square. Each attendee at the meeting will have a BINGO card. When that attendee visits an exhibitor who has purchased a space on the card, that exhibitor then marks the attendee's card on the purchased location. When the card requirements are fulfilled, the attendee will have the opportunity to win door prizes.

### Literature Insert

By purchasing a literature insert (\$250 per item), you will get details about your product/service into the hands of every attendee. Literature inserts are due no later than September 3. Shipping instructions will be provided to interested exhibitors.

The literature insert is complimentary to companies and organizations that purchase a booth and a sponsorship.

### To Reserve Space

Completed exhibit space contracts should be returned to:

Sue Denston  
 Meetings and Exhibit Manager  
 National Association of State EMS Officials  
 201 Park Washington Court  
 Falls Church, VA 22046  
 P: 703/538-3540 (direct);  
 F: 703/241-5603  
 denston@nasemso.org

Payment may be by credit card or check. If by check, payment must be received within two weeks of reserving your exhibit space.

"The NASEMSO Annual Meeting provides Med-Media with a well-organized event to meet and reconnect with state EMS leaders from across the country. Vendors have multiple and varied opportunities to get their message to these key individuals. It is a must attend conference for us each year."

~ Rick Gurba, Sales & Marketing Director, Med-Media, Inc.

"The National Academies of Emergency Dispatch has exhibited at the NASEMSO meeting since 1998. The excellent organization of the meeting, together with the attendee networking opportunities, ensures we will be there for years to come!"

~ Carlynn C. Page,  
Associate Director, National Academies  
of Emergency Dispatch

## Important Deadlines

### August 20

- Hotel reservation deadline – NASEMSO's \$165 group rate is available until August 20 or until the NASEMSO room block is sold out, whichever occurs first

### August 29

- Exhibit cancellation (to be eligible for a refund) – must be in writing; send to [denston@nasemsso.org](mailto:denston@nasemsso.org)

### September 3

- Listing due for NASEMSO 2008 Exhibit Guide

### September 3

- Literature insert (in registration bags) due; contact Sue Denston for shipping instructions

### Within two weeks of application

- Payment for booth space or a table top-display is due within two weeks of application.

## Partial List of Recent Exhibitors

- Advanced Circulatory Systems
- Advocates for EMS
- Air Evac EMS, Inc.
- American College of Emergency Physicians
- American Heart Association
- American Medical Response
- Bound Tree Medical
- CAAS
- CAMTS
- Cardiac Science Corporation
- CECBEMS
- Centre Learn Solutions, LLC
- Cyanide Poisoning Treatment Coalition
- Department of Homeland Security/National Communication System
- Dey, L.P.
- Digital Innovation
- Education Resources, Inc.
- Emergent BioSolutions, Inc.
- Emergent Respiratory Products
- EMS Charts
- EMS Magazine
- EMSsystem, LLC
- ESO Solutions
- FirePrograms Software
- FISDAP
- General Devices
- Gold Systems, Inc.
- I/O Solutions
- ImageTrend, Inc.
- Insight Fleet Services, Inc.
- International Trauma Life Support
- Jones and Bartlett Publishers
- LifeSavers, Inc.
- Masimo
- McGraw Hill Higher Education
- Med-Media, Inc.
- Medic-Alert Foundation
- Medtronic/National Paramedic Institute
- Mosby-Jems/Elsevier
- National Academies of Emergency Dispatch
- National Association of Emergency Medical Technicians
- National Registry of EMTs
- National Safety Council
- National Stroke Association
- Physio-Control
- Platinum Education
- Pulmonic Systems
- QuickRead
- SAM Medical Products
- Stryker EMS
- Thomson Delmar Learning
- Tri-Anim Health Services, Inc.
- TSG Associates, Ltd.
- Verathon Medical
- Vital Data Technology
- Z-Medica Corporation
- Zimek Technologies, LLC
- ZOLL Data Systems
- ZOLL Medical Corporation



National Association of State EMS Officials  
201 Park Washington Court • Falls Church, VA 22046

[www.nasemsso.org](http://www.nasemsso.org)

# NASEMSO 2008 ANNUAL MEETING

## Hotel Murano & Bicentennial Pavilion • Tacoma, Washington

### Exhibit Dates: September 23-24, 2008

## EXHIBIT SPACE CONTRACT

Company Name: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Name of Exhibit Coordinator\*: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_  
 Email Address: \_\_\_\_\_ Company Web Site: \_\_\_\_\_

Name, title, and email address of on-site rep(s):

(1) \_\_\_\_\_ Email \_\_\_\_\_  
 (2) \_\_\_\_\_ Email \_\_\_\_\_  
 (3) \_\_\_\_\_ Email \_\_\_\_\_

**Exhibit Description (50 words max):** email your description to Sue Denston at [sdenston@asmii.net](mailto:sdenston@asmii.net)

**Space Selection:**

Booths (6' x 10') and tabletop displays (6' tables) are assigned on a first-come, first-served basis, accompanied by payment. All effort will be made to comply with exhibitor's location preferences.

BOOTH CHOICES:	TABLETOP CHOICES:
1st	1st
2nd	2nd
3rd	3rd
4th	4th
5th	5th

**\*NOTE:**

- The exhibit coordinator is the only individual who will receive all further exhibitor correspondence with respect to the 2008 NASEMSO exhibit. Please share all appropriate communiqués with the individuals who will staff your exhibit.
- Registration for two company reps is included in the booth fee and for one company rep in the tabletop display fee. Additional company reps are required to register and may participate at \$100 per person.

	NASEMSO Corporate Member	Non-member	Qty	Subtotal
6'x10' Booth	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1,000		
6' Tabletop Display	<input type="checkbox"/> \$525	<input type="checkbox"/> \$700		
BINGO	<input type="checkbox"/> \$150	<input type="checkbox"/> \$150		
Literature Insert	<input type="checkbox"/> \$250* per insert			
Add. Exhibit Rep.	<input type="checkbox"/> \$100 per person			
<b>*Complimentary to companies and organizations that purchase a booth and a sponsorship.</b>				<b>TOTAL</b>

**Release of Liability:**

The Hotel Murano & Bicentennial Pavilion require that NASEMSO provide a release form from each exhibitor or its third party representative in charge of providing installation and dismantling services prior to set-up:

*The exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save the Bicentennial Pavilion and Hotel, its owners, its operator, Starwood Hotels & Resorts Worldwide, Inc., and each of their respective parents, subsidiaries, affiliates, employees, officers, directors and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Hotel and its employees and agents.*

The above language requires signature of acceptance by an authorized representative of each exhibitor.

Accepted by:  
 Signature: \_\_\_\_\_  
 Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Check: payment must be received within two weeks of reserving your exhibit space. **PLEASE MAKE CHECK PAYABLE TO NASEMSO.**

**Credit Card Type:**     AmEx     MasterCard     Visa  
 Name on Card: \_\_\_\_\_  
 Card Number: \_\_\_\_\_  
 Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_    Security code\*\*\*: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_    Zip: \_\_\_\_\_  
 Purchase Amount:            \$ \_\_\_\_\_

\*\*AmEx: 4 digit number on front of card; MasterCard and Visa: 3 digit number on back of card.



**RETURN TO:**  
 NASEMSO  
 201 Park Washington Court  
 Falls Church, VA 22046  
 FAX: 703-241-5603

# NASEMSO 2008 ANNUAL MEETING

**Hotel Murano & Bicentennial Pavilion • Tacoma, Washington**  
**Exhibit Dates: September 23-24, 2008**

## SPONSORSHIP OPPORTUNITIES

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone Number \_\_\_\_\_ E-mail \_\_\_\_\_

A variety of sponsorship opportunities are available to suit any budget. NASEMSO sponsors are recognized via signs, program listing and from the podium. Please check the event for which you would like to be the featured sponsor.

SPONSORSHIP LEVEL	AMOUNT	SUBTOTAL
<input type="checkbox"/> 2008 Sponsoring Member	\$ 3,500	
<input type="checkbox"/> Registration Notebooks	Supplied by Donor	
<input type="checkbox"/> Registration Bags	\$ 2,500	
<input type="checkbox"/> Refreshments for Leadership Skills Training	\$ 600	
<input type="checkbox"/> Refreshments for Executive Committee Meeting	\$ 500	
<input type="checkbox"/> Opening Reception in Exhibit Area – Tuesday	\$ 3,500	
<input type="checkbox"/> Morning Break in Exhibit Area – Wednesday	\$ 900	
<input type="checkbox"/> Strolling Lunch in Exhibit Area – Wednesday	\$ 6,200	
<input type="checkbox"/> Afternoon Break in Exhibit Area – Wednesday	\$ 1,600	
<input type="checkbox"/> Morning Break – Thursday	\$ 500	
<input type="checkbox"/> Lunch – Thursday	\$ 3,900	
<input type="checkbox"/> Hospitality Suite – Monday and Tuesday	\$ 1,600 Each	
<input type="checkbox"/> Transportation for Optional Outing	\$ 1,200	
<b>TOTAL</b>		

**PAYMENT MAY BE BY CHECK OR CREDIT CARD.**

Check, please make check payable to **NASEMSO**

**mail to:**  
 NASEMSO  
 201 Park Washington Court  
 Falls Church, VA 22046

**Credit Card Type:**    AMEX    MasterCard    Visa

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Purchase Amount: \$ \_\_\_\_\_

Experation Date: \_\_\_\_/\_\_\_\_/\_\_\_\_      Security Code\*: \_\_\_\_\_

*\*AMEX: 4 didit number on the front of the card;  
 MasterCard and Visa: 3 digit number on back of card.*

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_



**Complete and return with payment to:**

NASEMSO  
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 Falls Church, VA 22046  
 FAX: 703-241-5603