

EXHIBIT PROSPECTUS

A seamless nationwide network of coordinated and accountable state, regional and local EMS and emergency care systems.

"ImageTrend has been a proud sponsor of NASEMSO for many years and we have continually found this to be an excellent opportunity to stay in touch with this part of our valued community."

DAVE ZAIMAN, SALES MANAGER,
IMAGETREND, INC.

MEETING DATES:

October 6-10, 2014

EXHIBIT DATES:

October 7-8, 2014

Cleveland Public Auditorium

Cleveland, Ohio

NASEMSO Annual Meeting

Showcase your products and services to hundreds of NASEMSO members – the leading authorities for EMS policy.

EXHIBIT PROSPECTUS

NASEMSO 2014 ANNUAL MEETING

MEETING DATES: October 6-10, 2014

EXHIBIT DATES: October 7-8, 2014

Cleveland Public Auditorium
Cleveland, Ohio

Why Exhibit at NASEMSO's Annual Meeting?

- 1. Intimate Setting** – the meeting draws 250 participants; you won't get lost in the crowd.
- 2. Dedicated Exhibit Hours** that don't conflict with the meeting program.
- 3. Access to State-Level Regulators** without an RFP or cumbersome government processes.

Who Exhibits at NASEMSO's Annual Meeting?

Manufacturers, providers and distributors of EMS medical supplies, data collection systems and other software, wireless network/communications systems, training courseware, and more.

Exhibit Venue

Cleveland Public Auditorium, 500 Lakeside Avenue, Cleveland, Ohio.

Dedicated Exhibit Hours

NASEMSO's exhibit hours do not conflict with programmed sessions. Meal and social functions in the exhibit area enhance traffic to vendors' displays.

DAY / DATE	EXHIBIT SET-UP	DEDICATED EXHIBIT HOURS	EXHIBIT DISMANTLE
Tuesday October 7	11:00am-4:30pm	5:15pm-7:15pm (reception)	
Wednesday October 8		9:30am-10:15am (break) 11:45am-1:30pm (lunch)	1:30pm-3:00pm

"CECBEMS has interacted with state officials at the NASEMSO Annual Meeting for more than 12 years. Our exhibit at NASEMSO is exceptionally rewarding, giving us the opportunity to distribute information and build relationships with the people who are indispensable to our mission."

LIZ SIBLEY, EXECUTIVE DIRECTOR, CECBEMS

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.

The National Association of State EMS Officials (NASEMSO) is the only U.S. organization that is comprised of State-level EMS Directors, Medical Directors, Trauma Managers, Data Managers, Education & Professional Standards Coordinators, and Pediatric Emergency Care Coordinators.

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 2014 Annual Meeting: Medical Directors, Trauma Managers, Data Manager, Education & Professional Standards Coordinators, and Pediatric Emergency Care Coordinators.



Participating Councils



Three Exhibit Options

- 1. 10' x 10' Booth:** NASEMSO corporate members – \$1,000; non-members – \$1,500.
- 2. 15' x 25' Vehicle Space:** NASEMSO corporate members – \$1,950 (1st space) and \$975 (ea. additional space); non-members – \$2,750 (1st space) and \$1,375 (ea. additional space).
- 3. 6' Tabletop Display:** NASEMSO corporate members – \$700; non-members – \$850.

ENTITLEMENT	10' X 10' BOOTH	15' X 25' VEHICLE SPACE	6' TABLETOP DISPLAY
Comp registration (includes group meals and open sessions; additional person \$200/ea.)	2 persons	2 persons	1 person
Annual Meeting materials (on a flash drive)	✓	✓	✓
Pipe and drape	✓	✓	
One 6' draped table	✓	✓	✓
Side chairs	✓	✓	✓
Wastepaper basket	✓	✓	
Annual Meeting attendee list (post-meeting)	✓	✓	✓
Listing in NASEMSO Exhibit Guide (Submission deadline: September 10, 2014)	✓	✓	✓

Corporate Membership

Corporate membership is available to companies and organizations which have an interest in the goals and activities of NASEMSO. The \$2,000 annual dues entitle Corporate Members to the following:

- Significant discount on exhibit space
- Receipt (post meeting) of the Annual Meeting attendee list
- URL link from the NASEMSO web site to the company or organization web site
- Up to three persons on NASEMSO standing committees and distribution lists

More information is available at <http://www.nasemso.org/Membership/MemberCategories/>

Enhancement Opportunities Available for Purchase to Exhibitors

(Provided on a complimentary basis to exhibiting Corporate Members.)

- For an additional \$200, your logo will be included in your listing in the Exhibit Guide.
- For an additional \$300, your product/service brochure will be downloaded to the flash drive given to each meeting participant.

Literature Insert

By purchasing a literature insert (\$300 per item), details about your product/service will get into the hands of every attendee. Your product/service brochure will be downloaded to the flash drive given to each meeting participant. Electronic PDF or Word files only, please, emailed to meyers@nasemso.org no later than September 10, 2014.

Sponsorships

Take your exhibit participation to the next level via sponsorship – a variety of options is available to accommodate any budget. Raising the visibility of your company/organization is the key to taking full advantage of your participation in NASEMSO. We've designed exhibit opportunities to give your company maximum exposure to the buyers before, during, and after the NASEMSO Annual Meeting. Sponsorships are tax deductible to the extent permitted by law; consult with your financial advisor. NASEMSO is a non-profit, charitable organization.

Breakout Bonanza!

NASEMSO has reserved a limited number of speaker opportunities on the program schedule as optional breakout sessions. By purchasing one of these openings (\$2,625 for NASEMSO Corporate Members; \$3,500 for non-members), sponsors will be entitled to one breakout session (45 minutes) to provide a topic of their choice. Sessions must be informative and educational about new scientific evidence and may include technology solutions available to the EMS community. NASEMSO reserves the right to preview presentations prior to the meeting. Product marketing proposals will not be accepted. (Sponsor must cover any travel expenses or honoraria associated with the presentation.)

Partial List of Past Exhibitors

24-7 EMS and American Safety & Health Institute	FISDAP Frazer, Ltd.
Acadian Ambulance Service/ National EMS Academy	Gaumard® Scientific Co., Inc. Global Emergency Resources
Airgas Puritan Medical	Gold Systems, Inc.
American Emergency Vehicles	Hartwell Medical
American Heart Association	Healthcare Integrative Solutions LLC
American Medical Response	Horton Emergency Vehicles
Atrus, Inc.	ImageTrend, Inc.
Blauer Manufacturing Co.	Intermedix EMSystems InterMotiv
Board for Critical Care Transport & Paramedic Certification	International Academies of Emergency Dispatch
Bound Tree Medical	International Trauma Life Support
Braun Industries	Jones and Bartlett Learning
BSN Medical	LifeSavers, Inc.
CAAS	MedicAlert Foundation
CAMTS	Mercury Medical
CareFusion – Respiratory System Alternate Care	Meridian Medical Technologies
Cardiac Science Corporation	Moore Medical
Carolinas MED-1	Mosby-JEMS/Elsevier
CDC	National Accreditation Alliance of Medical Transport Applications
CECBEMS	National Registry of EMTs
Center for Advanced Public Safety	National Safety Council
Central Logic	National EMS Information Systems – NEMSIS TAC
CentreLearn Solutions, LLC	Phoenix USA, Inc.
CoAEMSP	Physio-Control
Collaborative Fusion, Inc.	SafetyTech International, Inc.
Delmar, Cengage Learning	Signing Families
Demers Ambulances	Society of Chest Pain Centers
Department of Homeland Security/National Communication System	Karl Storz Endoscopy-America, Inc.
Dey, L.P.	Stryker EMS
Digital Innovation	Thoratec Corporation
Disaster Management Systems	TSG Associates LLP
Emergent Respiratory Products	VFIS
EMS Innovations, Inc.	Vigter Medical Group LLC
EMS Today	Wheeled Coach Industries, Inc.
ESO Solutions	WorldPoint
EZ LIFT Rescue Systems, Inc.	ZOLL Data Systems
Ferno	ZOLL Medical Corporation
FirePrograms Software	
First Line Technology	

To Reserve Exhibit Space

Completed Exhibit Space Contracts should be returned to:

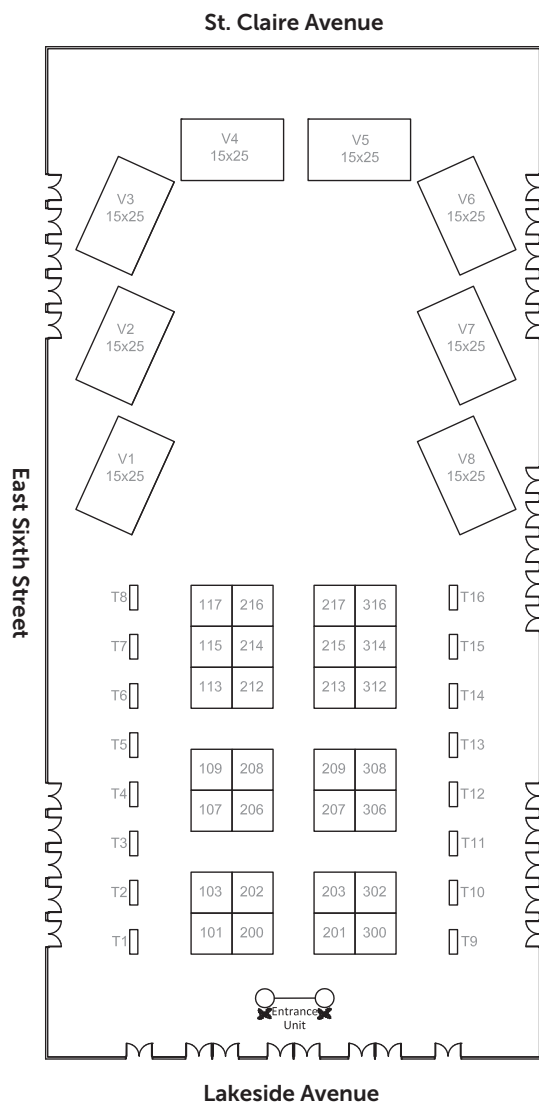
Sue Denston
Exhibit and Meetings Manager
National Association of State EMS Officials
201 Park Washington Court
Falls Church, VA 22046
P: 703/538-3540 (direct);
F: 703/241-5603
denston@nasemso.org

Payment may be by credit card or check.
Payment in full must be received within two weeks of reserving your exhibit space contract.

Deadlines Checklist

✓ August 5, 2014	Exhibit cancellation (to be eligible for a refund)
✓ September 10, 2014	Listing due for NASEMSO 2013 Exhibit Guide
✓ September 10, 2014	Literature insert (for flash drive) due
✓ Sept. 15, 2014 <i>(or until block is sold out)</i>	Hotel reservation deadline
✓ Within 2 weeks of contract submission	Full payment due for exhibit space

Exhibit Layout



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

**CARLYNN C. PAGE, ASSOCIATE DIRECTOR,
INTERNATIONAL ACADEMIES OF EMERGENCY DISPATCH**

Space Assignment

Every effort will be made to assign booths and tabletops as requested. In the event this is not possible, show management reserves the right to assign the exhibitor to a similar space. Upon receipt of your space contract, NASEMSO will send written confirmation of your booth, vehicle space or tabletop assignment to the designated exhibit coordinator. Payment is due within two weeks of space contract submission.

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.

Hotel Reservations

NASEMSO's guest room block is at the Westin Cleveland Downtown, conveniently located adjacent to the Public Auditorium & Conference Center. **The guest room rate is \$175 single/double, which will be honored until September 15, 2014 or until the NASEMSO room block is sold out.**

(The reservations phone number and URL will be available closer to the hotel's grand opening date of April 1, 2014.)

Questions or Comments

Questions or comments should be directed to Sue Denston, Exhibit and Meetings Manager, 703/538-3540 (direct), denston@nasemso.org.



National Association of State EMS Officials

201 Park Washington Court • Falls Church, Virginia 22046
703-538-1799 • www.nasemso.org

NASEMMSO 2014 ANNUAL MEETING

EXHIBIT DATES: October 7-8, 2014

Cleveland Public Auditorium
Cleveland, Ohio



EXHIBIT SPACE CONTRACT

Company/Organization _____

Mailing Address _____

City/State/Zip _____

Phone Number _____ Fax Number _____

Company Web Site _____

Name, Title and Email Address of On-site Rep(s):

(1) _____

(2) _____

(3) _____

Name & Email for Booth Coordinator:* _____

Exhibit Description (50 words max): _____

*The booth coordinator is the *only* individual who will receive NASEMMSO 2014 exhibit-related communiqués. Please share all appropriate information with the individuals staffing your exhibit.

Space Selection:

Booths (10'x10'), vehicle space (15'x25') 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. In the event this is not possible, show management reserves the right to assign the exhibitor to a similar space. Upon receipt of your space contract, NASEMMSO will send written confirmation of your booth, tabletop or vehicle assignment.

Booth Choices: 1st _____ 2nd _____ 3rd _____ 4th _____ 5th _____

Vehicle Display Choices: 1st _____ 2nd _____ 3rd _____ 4th _____ 5th _____

Tabletop Choices: 1st _____ 2nd _____ 3rd _____ 4th _____ 5th _____

EXHIBIT/MARKETING OPTIONS

Exhibit/Marketing Options	NASEMSO Corporate Members ¹	Non-Members	Subtotal
10' x 10' Booth	\$1,000	\$1,500	
15' x 25' Vehicle Space	\$1,950–1 st space \$975–each additional space	\$2,750–1 st space \$1,375–each additional space	
6' Tabletop Display	\$700	\$850	
Drink Tickets (Tuesday Reception) ²	\$120/pack of 10 tickets	\$150/pack of 10 tickets	
Breakout Bonanza	\$2,625	\$3,500	
Meeting Flash Drives (includes one color sponsor logo)	\$1,500	\$1,500	
Download to Meeting Flash Drives	Complimentary	\$300	
Logo in Exhibit Guide	Complimentary	\$200	
Ad in Annual Meeting Program Book (Contact denston@nasemsso.org for pricing and specs.)			
Additional Exhibit Rep(s) ³	\$200 each additional rep	\$200 each additional rep	
Annual Membership Dues	\$2,000	N/A	
TOTAL EXHIBIT/MARKETING OPTIONS			

¹ Membership entitlements are provided in the Exhibit Prospectus.

² Unused tickets may not be turned back to NASEMSO for a refund.

³ Registration for two reps with full exhibit hall access (Tues. – Wed.) and conference sessions (Wed. – Fri.) is included in the booth and vehicle space fees and for one rep in the tabletop display fee. Registration and payment are required for additional exhibit reps.

Sponsorship	Price	Subtotal
Leadership Skills Workshop Beverage A.M. and P.M. Breaks (Sunday)— <i>Designate time desired:</i> <input type="radio"/> A.M. <input type="radio"/> P.M.	\$500	
Leadership Skills Lunch (Sunday)	\$1,500	
Monday or Tuesday A.M. or P.M. Breaks — <i>Designate day and time desired</i> <input type="checkbox"/> Monday <input type="checkbox"/> A.M. <input type="checkbox"/> P.M. <input type="checkbox"/> Tuesday <input type="checkbox"/> A.M. <input type="checkbox"/> P.M.	\$650 per break	
Wednesday A.M. or P.M. Break (in exhibit hall)— <i>Designate time desired:</i> <input type="radio"/> A.M. <input type="radio"/> P.M.	\$900 per break	
Thursday A.M. or P.M. Break — <i>Designate time desired:</i> <input type="radio"/> A.M. <input type="radio"/> P.M.	\$450 per break	
Friday A.M. Break	\$225	
Board Meeting Refreshments (Monday)	\$625	
State EMS Directors' Breakfast Forum (Thursday)	\$1,200	
Opening Reception in Exhibit Area (Tuesday)	\$6,000	
Lunch in Exhibit Area (Wednesday)	\$8,700	
Council Package – Breakfast (Monday or Tuesday) <i>Designate day desired</i> <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <i>and Council:</i> _____	\$975 per Council per day	
Council Package – Lunch (Monday or Tuesday) <i>Designate day desired</i> <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <i>and Council:</i> _____	\$1,600 per Council per day	
Two-Day Council Package—AV Support (Includes 1 Internet Connection, phone line, and speaker phone) <i>Designate Council:</i> _____	\$400 per Council	
TOTAL SPONSORSHIP		

Payment by check must be received within two weeks of space contract submission.

Payment by credit card:

Credit Card Type: AmEx MasterCard Visa

NAME: _____

CARD NUMBER: _____ AMOUNT: _____ EXP. DATE: _____

CUSTOMER ID #: _____ (AmEx: 4 digit V-code on front of card; MasterCard and Visa: 3 digit V-code on back of card.)

BILLING ADDRESS: _____

NATIONAL ASSOCIATION OF STATE EMS OFFICIALS

201 Park Washington Court • Falls Church, VA 22046 • P: 703/538-1799 • F: 703/241-5603 • www.nasemsso.org