



# 2021

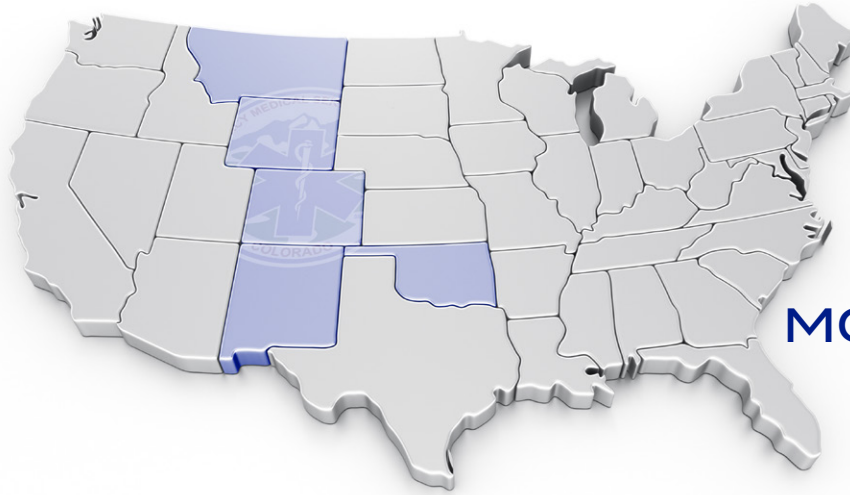
## PARTNER PROSPECTUS



# Colorado State EMS Conference

Keystone, Colorado | November 4-7, 2021

## ONE OF THE LARGEST EMS CONFERENCES



IN THE  
ROCKY  
MOUNTAIN  
REGION

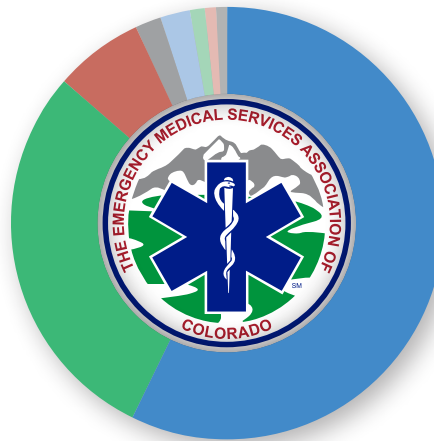
### CONFERENCE ATTENDEES CAN EARN MORE THAN



**20**  
HOURS

OF CONTINUING EDUCATION  
DURING THE CONFERENCE

### EMS ATTENDEES



446	EMT
229	PARAMEDIC
51	EMT-I
16	NURSE
16	OTHER
10	AEMT
6	FIRST RESPONDERS
5	PHYSICIANS

### THE 49th COLORADO STATE EMS CONFERENCE HAS OVER

**69**  
SESSIONS



TO CHOOSE FROM

### DEDICATED TO PROVIDING

QUALITY  
SERVICE



## 2021 Partnership Opportunities

PARTNERSHIP BENEFITS	DIAMOND	RUBY	EMERALD	OPAL	TURQUOISE
Podium time to greet the conference audience in the opening session	✓				
One-time use of the EMS conference attendee mailing list - use to be coordinated with the conference office	✓				
Two 8' x 10' exhibit booth spaces	✓				
4 upgraded exhibit personnel registrations to full conference registrations	✓				
Complimentary one-time, 1/2 page, black & white advertisement in the EMSAC newsletter	✓	✓			
Complimentary one-time, 1/4 page, black & white advertisement in the EMSAC newsletter			✓		
Push notifications (two per day) through the conference app	✓				
Push notifications (one free per day) through the conference app		✓			
1 electrical outlet at no charge	✓	✓			
2 upgraded exhibit personnel registrations to full conference registrations		✓	✓		
One 8' x 10' exhibit booth space		✓	✓	✓	
Sponsor listing in the EMS conference pocket guide	✓	✓	✓		
1 free insert in conference registration bag	✓	✓	✓	✓	✓
Acknowledgement on the conference banner	✓	✓	✓	✓	
Sponsor listing & logo in pre-conference & on-site promotional materials	✓	✓	✓	✓	✓
Sponsor listing on the conference website to include logo	✓	✓	✓	✓	✓

All sponsorships will be acknowledged on the sponsor page at [www.emsac.org](http://www.emsac.org).

All promotional items must be approved by the conference committee and coordinated with the conference office.



## 2021 Partnership Opportunities

### DIAMOND LEVEL SPONSORSHIP .....\$13,500\*

As the main sponsor of the conference, you'll have the opportunity to greet the conference audience during the opening session, you'll be at the forefront of all marketing campaigns and brochures, and you'll be the center of attention for attendees.

### RUBY LEVEL SPONSORSHIP ....\$12,000-\$8,000

#### Conference T-Shirts .....\$10,000\*

Each conference attendee will receive an official t-shirt featuring the sponsor and conference logo. This item is sure to generate high-level awareness for the sponsor as attendees wear their t-shirts for years to come.

#### Conference Bags .....\$9,500\*

Each conference attendee will receive an official conference bag bearing the sponsor and conference logo. This sponsorship will continue beyond the conference as attendees take their bags home and use them for years to come.

#### Technology and Wifi .....\$9,500\*

This sponsorship covers all audio-visual costs related to the conference. As show attendees walk the conference center, signs will be displayed acknowledging the sponsorship.

#### Conference Padfolio .....\$8,000

An official padfolio will be provided to each conference attendee. The note-pad padfolio will bear both sponsor and conference logo. This sponsorship will continue beyond the conference as attendees use their note-pad padfolios long after the conference.

### EMERALD LEVEL SPONSORSHIP \$6,500-\$3,000

#### BSI/Scene Safe .....\$5,500

As the BSI/Scene Safe Sponsor you will be able to provide hand sanitizer for all conference bags and your logo will be at every sanitizing station throughout the conference.

#### Exhibit Hall Reception .....\$4,000

As the reception sponsor, you will be given podium time to greet the attendees in the exhibit hall during the reception. The conference will recognize the sponsor during the reception, and the reception will be promoted as part of the conference.

#### Refreshment Break .....\$3,500

Sponsor will cover the cost of beverages during the morning or afternoon refreshment breaks. Signs will be displayed acknowledging this sponsorship.

#### Committee Apparel .....\$3,500\*

Apparel will be worn on-site by the conference planning committee. The items will include both the sponsor & conference logos.

### Coffee Cart (Both Days) .....\$6,000\*

A coffee cart will be open in the exhibit hall during exhibit hours on Friday and Saturday. Signs will be displayed acknowledging this sponsorship. Company name will be included on the coffee coupons. If you'd like to sponsor 1 day, the cost is \$3,500. If you purchase the coffee cart for both days, you will receive Sapphire Level benefits.

### Pens .....\$3,250\*

Pens will be distributed to each conference attendee. The pen will include both the sponsor and conference logos. This is a great way to put your logo into each attendee's hands.

### Lanyards .....\$3,250\*

Lanyards will be provided to each conference attendee. The lanyard will include both the sponsor and conference logo. This is a great buy for the sponsor that wants to see their logo around each conference attendee's neck.

### OPAL LEVEL SPONSORSHIP .....\$2,500-\$1,500

**Financial Contributions** - All Financial Contributions are appreciated to help sustain this conference. Any contribution of \$1,500 to \$2,500 will receive opal benefits.

### TURQUOISE LEVEL SPONSORSHIP .....\$1,000

#### Education Sessions .....\$1,000

Companies can sponsor educational sessions. Sponsors provide financial support to cover honoraria, travel and accommodation expenses for conference presenters. Signs with your company logo will be displayed outside the room and your company will be acknowledged prior to the session.

#### Vendor Presentations .....\$1,000

- plus, facility / food & beverage / audio-visual costs

These are limited opportunities for evening vendor presentations. Those wanting to showcase their new products or services are encouraged to use this promotional outlet. Presentations are only available to conference exhibitors and sponsors.

### EXHIBITOR OPPORTUNITIES

#### Exhibit Booth Space .....\$750

In conjunction with the conference, exhibits will be open on Friday and Saturday to allow registrants to see, hear, examine, question and evaluate the latest developments in equipment, supplies, and services that are recommended for use in the EMS profession. *Please Note: Price increases after August 14, 2021*

#### Vehicle Exhibit Space .....\$950

Includes space for vehicle in front of the convention center entrance and exhibitor booth in the exhibit hall.

\*Only One (1) Sponsorship Available

## 2020 Conference Partners

### VIRTUAL TITLE SPONSOR

***Flight For Life***

**Colorado**



### VIRTUAL STUDIO SPONSORS

Denver Health

St. Anthony Prehospital Services

UCHealth Center for EMS Excellence

### VIRTUAL SESSION SPONSORS

AMR

Children's Hospital Colorado

Health Scholars Inc.

Stryker



## JOIN US NEXT YEAR!

November 11-13, 2022

Keystone Resort and Conference Center  
Keystone, Colorado

## Frequently Asked Questions

### EXHIBITOR KIT:

All accepted exhibitors will be sent a confirmation notice by October 8, 2021. Each exhibiting company will be sent an Exhibitor Service Kit from the Conference's official service contractor after October 1, 2021.

The Service Kit will contain order forms and instructions on how to arrange for shipping, electrical service, telephone service, additional tables and other display equipment. Please watch for your Service Kit and return your order to the service contractor as soon as possible.

### MOVE-IN AND MOVE-OUT:

**MOVE-IN** and Setup will happen Thursday, November 4, 2021 starting at 2:00 pm and everything must be ready for the exhibit hall to open by 6:00 pm.

**MOVE-OUT** and dismantle of the expo hall will happen Saturday, November 6, 2021 beginning at 2:00 pm and needs to be completed by exhibitors by 5:00 pm.

### EXPO HOURS:

The exhibit hall will be open for attendees Friday, November 5, 2021 beginning at 7:30 am and will close November 6, 2021 at 2:00 pm.

### Attendee Sponsor Opportunities\*\*:

Friday, November 5, 2021	Saturday, November 6, 2021
- Breakfast	- Breakfast
- Morning Break	- Morning Break
- Lunch Break	- Lunch
- Afternoon Break	
- Exhibitor Reception	

*\*\*Please note that due to the unpredictability of the pandemic and guidelines the above opportunities may change based on social distancing efforts.*

### SECURING LODGING:

[Click here](#) to see all lodging options, book early in order to receive the room and group rate!

### WHAT'S INCLUDED:

Each 8' x 10' Booth Space Will Receive:

- 8' High Back Drape
- 3' High Side Drape
- 1 - 6' Skirted Table
- 2 - Chairs
- 1 - 7" x 44" Identification Sign
- 1 - Trash can

*\*Please note that all exhibit area is carpeted*

### EXHIBIT PERSONNEL:

The exhibit fee includes admission to the exhibit hall and lunch for two (2) exhibit personnel per each paid booth space. You will be allowed to register other representatives at an additional price, up to a maximum of four (4) individuals for each booth space.

Exhibit personnel may attend all functions in the Exhibit Hall. Exhibitors wishing to receive CE credit, must register for the conference as an attendee and pay the appropriate registration fee.

An exhibit personnel registration form will be sent to your contact person after October 1, 2021. Please watch for this form and register your personnel as soon as possible.

### CANCELLATION POLICY:

All cancellations MUST be submitted in writing to the Colorado State EMS Conference, PO Box 3406, Englewood, CO 80155, fax 303-200-7099. A confirmation of receipt will be sent in response to all cancellations. Cancellations will be refunded as follows:

Cancellation Date	Refund Policy
Before June 30, 2021	Full Refund
Between July 1, 2021 and September 30, 2021	Refund less \$100 processing fee
On or After October 1, 2021	No Refunds and the conference reserves the right to resell the space

### EXHIBIT ACCEPTANCE AND PAYMENT TERMS:

Exhibit space is limited and Exhibitor Application & Agreements will be accepted on a first-come, first-serve basis. The Exhibitor Application & Agreement must be signed by a duly authorized agent of the Exhibitor and accompanied by a non-refundable deposit.

Full payment must be received at the Conference Office no later than October 1, 2021. If the agreement is received on or after October 1, 2021, payment in full is required with the signed agreement.

If an exhibitor fails to pay when due any sum required by the Exhibitor Application & Agreement, or fails to perform any other term or condition of the Exhibitor Application & Agreement, or fails to observe and abide by these guidelines, the Conference reserves the right to terminate the Exhibitor Application & Agreement immediately without refund of any monies paid. If space is not available, a waiting list will be developed in the same order. The Conference will refund all monies received with the Exhibitor Application & Agreement to any applicant for whom space is not available.

### DISPLAY REQUIREMENTS:

Exhibitors and sponsors are subject to comply with all Guidelines, Rules & Regulations for the Colorado State EMS Conference. The Colorado State EMS Conference Committee reserves the right to refuse to rent space to any company whose display of goods or services is not compatible with the general character and objectives of the EMS Exhibition.

### GIVEAWAYS:

Favors, gifts, souvenirs or any other item to be given to attendees must be cleared through the Conference Planning Committee. No materials are to be affixed to name badges.

## Rules and Regulations

1. Application by Exhibitor shall be made on the official Exhibitor Application & Agreement form only, either electronic or paper form. All provisions included in this prospectus are applicable to this agreement, including any written addenda to the rules and regulations. Each exhibiting company is responsible to see that all attending personnel are aware of these provisions.
2. The Colorado State EMS Conference Committee reserves the right to accept or reject each Application received and will confirm to each Exhibitor whose Application has been accepted. Upon acceptance of this Application by the Conference Committee, an exhibit space shall be reserved for the Exhibitor over the exhibition dates.
3. Exhibitor agrees that in the event of any proposed change or addition in merchandise or exhibit material to be placed in the assigned exhibit space from that listed on the Exhibitor Application & Agreement, or any change in Exhibitor's expressed intention with respect to selling or taking orders for merchandise, Exhibitor will submit a written request to the Colorado State EMS Conference Committee setting forth such requested change or addition.
4. Exhibitor understands that the Conference Committee reserves the unqualified right to approve or disapprove of any such change or addition. Neither this Agreement nor any of the privileges granted herein or any part thereof shall be assigned or otherwise transferred by Exhibitor without the prior written consent of the Conference Committee.
5. All sales taxes, income taxes, appropriate licenses, FICA Insurance, and other taxes arising out of or in connection with Exhibitor's use of the assigned exhibit space are the sole responsibility of the Exhibitor.
6. Exhibitor agrees to display through the move-in and move-out dates during the exhibit hours specified by the Colorado State EMS Conference Committee. Exhibitor set-up will begin at 2:00 p.m. on Thursday, November 4, 2021 (times subject to change). Exhibitor's display shall be set up, decorated in complete form and approved by the Conference Committee no later than 6:00 p.m. on Thursday, November 4, 2021. The Conference Committee reserves the right to make changes to the exhibit hall hours.
7. In the event that Exhibitor's exhibit has not been satisfactorily set up by 6:00 p.m. on Thursday, November 4, 2021 the Conference Committee shall be entitled to enter upon and take possession of assigned exhibit space, with or without terminating this Agreement and without any obligation to give prior notice of its intention to do so, and the Conference Committee may, at its option, relent the assigned exhibit space, on such terms as the Conference Committee may deem advisable. If deadline extensions are needed, contact the Conference Office at least 30 days prior to the move-in date.
8. The entire exhibit and all of the Exhibitors property must be removed from the premises by 5:00 p.m. on Saturday, November 6, 2021. In the event that the Exhibitor fails to vacate the assigned exhibit space within that time, the Conference Committee may, and is hereby authorized and made the agent of the Exhibitor, to remove the exhibit and all property of the Exhibitor situated in or about the assigned exhibit space, and to store the same at the cost of the Exhibitor. The Exhibitor shall hold harmless the Conference for any cost or liability incurred in connection with such removal.
9. Exhibitor agrees to indemnify and hold harmless the Colorado State EMS Conference and its officers, employees, agents and contractors, from all claims, losses, costs, damages or expenses arising from any and all injuries to or death of any person or damage to any property caused by an act, omission or neglect of Exhibitor or Exhibitor's agents, employees, invitees, contractors or guests which occurs in and about the assigned exhibit space. Exhibitor agrees to occupy the assigned exhibit space at the Exhibitor's own risk and hereby releases the Conference, its agents, officers, employees, contractors and invitees from all claims for any damage, loss or injury to persons or property to the full extent permitted by law occurring in or about the assigned exhibit space, including, but not limited to, damages arising out of any defects in the premises.
10. Exhibitor shall be responsible for the supervision, control and maintenance of the assigned exhibit space during the entire term for which the assigned exhibit space is reserved or used by the Exhibitor. The assigned exhibit space shall be returned to the Conference in its original condition. Exhibitor is liable for and agrees to pay promptly any and all damage to the conference facility, or to its equipment, which damage is caused by the Exhibitor, or by any of the Exhibitor's representatives, agents or employees. Notwithstanding any other term or condition of this Agreement, in the event the assigned exhibit space is for any reason not available to the Exhibitor during the conference dates or any portion thereof, the Conference liability shall be limited to a return of the total fee paid hereunder or a pro-rated portion thereof.
11. The Conference is not responsible for damage from accident, fire, theft or other such causes to the Exhibitor's property. Exhibitor is responsible for carrying insurance and to do so at the Exhibitor's own expense. Neither the Colorado State EMS Conference, EMSAC nor its members, officers, or conference management firm (Civica Management), nor the Keystone Resort and their representatives or employees will be responsible for any injury, loss or damage that may occur to the exhibitor or the exhibitor's employees or property whatsoever, prior, during or subsequent to the period covered by the exhibit contract.
12. Exhibit spaces will be assigned by the Conference Committee with careful consideration for traffic flow throughout the exhibit area, access to utilities and other matters related to the successful conduct of the exhibition. The Conference Committee reserves the right to rearrange or renumber the floor plan and relocate any Exhibitor if it is for the general good of all exhibits.
13. Exhibitor agrees not to assign, sub-lease, subcontract, apportion or share the whole or any part of the assigned exhibit space. Such arrangements are absolutely prohibited and the Application/Agreement shall be deemed null and void.
14. Exhibitor shall be responsible for the conduct of any employees, agents, visitors or guests of the Exhibitor in or about the assigned exhibit space. Exhibitor shall cause all such employees, agents, visitors or guests of the Exhibitor to be familiar with all Rules and Regulations of the Event.

## Rules and Regulations

15. Exhibitor, his/her agents, employees, invitees and guests shall comply with all rules, regulations, and requirements of the local Fire Marshal, the Health Department, or of any governmental entity having jurisdiction over the premises. Exhibitor may be required at the Conference Committee's option to immediately cease its operations and vacate the assigned exhibit space if the Exhibitor's exhibit operation thereof, or the conduct of his agents, employees, invitees or guests should be found to be in violation of any such rules, regulations, or requirements.

16. No sound systems, musical instruments, noise makers, loudspeakers, microphones or other sound amplification or broadcasting devices of any kind may be used without the prior written consent of the Conference Committee. It is the sole responsibility of the exhibitor to obtain permission for use of licensed or copyrighted materials.

### **The following safety rules will be in effect:**

1. Exhibitors shall take all necessary precautions for the safety of their personnel, other Exhibitors and all other persons upon the premises and shall comply with all applicable provisions of federal, state, and municipal safety laws, building codes and ordinances to prevent accidents or injury.
2. All decorations of paper, corrugate paper, crepe paper, drapes and all cloth must be flameproof to meet the standards of the local Fire Department.
3. Decorations around fire extinguishers, standpipes or exits must be placed so not to interfere with the accessibility to, or view of, the same.
4. The Conference reserves the right to prohibit any Exhibitor (i) which, in the Conference Committee's judgment, may detract from the general character of the Event; (ii) if the business or exhibition carried on by the Exhibitor or the manner of conducting the same is not as represented at the time of making this Agreement or is not in keeping with the traditions or character of the Conference; (iii) if the exhibit was entered under false pretenses; or (iv) if the exhibit is in violation of any of these Rules and Regulations. If an exhibit is prohibited under the terms of this paragraph or because of a violation of any of the terms thereof, the Conference Committee shall have the right, but no obligation, to remove the exhibit or any banner, advertising matter or other property of the Exhibitor situated within or about the assigned exhibit space, but such removal shall in any event be at the cost and expense of the Exhibitor, and the Exhibitor shall immediately reimburse the Conference for any cost or expense of the Conference incurred in so removing the Exhibitor's exhibit or portions thereof. Under such circumstances, the Exhibitor shall not be entitled to a refund of moneys paid to the Conference under the terms of this Agreement.
5. Each provision of this Agreement is declared to be separable from every other provision. If any provision is held invalid, such invalidity shall not affect any other provision and all other provisions shall remain in full force and effect as if the invalid provision has not been included herein.

17. Exhibitor is responsible for inbound and outbound shipping of all exhibit materials and all charges incurred as a result thereof. Storage of the Exhibitor's property is the sole responsibility of the Exhibitor before, during and after the Conference. Neither the Conference nor the owner or operator of the Conference facility shall be liable or otherwise responsible for lost shipments to or from the Conference, or for any type of moving or storage cost, including damages incurred in the course of moving. If the Exhibitor's exhibit fails to arrive, the Exhibitor is nevertheless responsible for the payment of all assigned exhibit space reservation and rental fees.

6. The Conference Committee shall resolve all matters or disputes not covered by this Agreement. In the event of any dispute regarding the implementation of this Agreement, the Exhibitor agrees to abide by the resolution, decision or ruling adopted by the Conference.

7. It is agreed that if the Conference, in its sole discretion, deems that circumstances have arisen which dictate cancellation of the Conference, the Exhibitor's space reservation and rental fees shall be refunded in full, but the Conference shall not be liable or otherwise responsible for the fulfillment of this Agreement if the Conference is unable to deliver the Exhibitor's assigned exhibit space as a result of the destruction by fire of the Conference facility, acts of God, strikes, or the authority of the law, or as a result of any other causes beyond the control of the Conference. In such event, the Exhibitors assigned exhibit space reservation and rental fees shall be refunded in full.

8. In the event that the Conference is involved in any legal action in which it seeks to enforce any of the terms and provisions of the Exhibitor Application & Agreement, the Conference shall be entitled to recover all of its reasonable costs and expenses, including reasonable costs of collection and reasonable attorney's fees.

9. The Exhibitor Application & Agreement (i) contains the entire agreement between the parties regarding the subject matter discussed herein; (ii) may not be modified in any manner nor may any rights herein be waived except by

an instrument in writing signed by the party to be charged with such modification or waiver; (iii) shall be binding upon shall inure to the benefit of the parties hereto and their respective successors and assigns; (iv) shall be construed in accordance with and governed by the laws of the State of Colorado