

MAJOR SPONSORSHIP OPPORTUNITIES

Corporate sponsors will be featured in the 30,000 MICHIGAN EMS EXPO 2008 brochures distributed throughout Michigan and other printed material developed for MICHIGAN EMS EXPO 2008.

Gold Sponsors: Full page ad in Expo Brochure (deadline November 15, 2007), signage, logo on CD's, reserved table at the Awards Banquet, and your one-page flyer in all registration packets. \$2,500.

Silver Sponsors: ½ page ad in Expo Brochure (deadline November 15, 2007), signage at EMS EXPO, reserved table at the Awards Banquet and a link from the MICHIGAN EMS EXPO website (www.emsexpo.com) \$1,000.

Bronze Sponsors: 1/8 page ad in the Expo Brochure (deadline November 15, 2007), signage at EMS EXPO, and a link from the MICHIGAN EMS EXPO website (www.emsexpo.com). \$500.

SPECIAL SPONSORSHIP OPPORTUNITIES

Stars of Life Game. Your company logo will be placed in all ads promoting the Stars of Life jeopardy game, and on the signage at the popular themed event. Cost: \$750.

CD Sponsor—Your company logo will be placed on every CD handed out at EXPO. CD's contain education handouts and vendor information. \$500.

SPECIAL SPONSORSHIP OPPORTUNITIES

(CONTINUED)

Morning Coffee: Provide morning coffee and the conference participants will love you! Exclusive Morning Coffee sponsorship is \$1,800 per day or Partial Morning Coffee sponsorship is \$600 per day with three available per day. Coffee sponsors will be featured in the brochure plus on-site signage.

Exhibit Entrance: your Company's name and logo on the Exhibit Board at the main entrance to the exhibit area. \$500

Registration Envelope: Sponsor the registration envelope handed out to every attendee at MICHIGAN EMS EXPO and add your message to the back of the envelope. \$800.

Awards Banquet Program: Your ad printed on the banquet program. \$600.

Pocket EXPO Guide: Sponsor the most used handout at EXPO. The pocket guide contains class, exhibit, and room information at EXPO. \$500.

Cyber Café: Help keep our attendees in touch with their families and workplace. The Cyber Café has been voted as one of the most popular features at EXPO. Signage includes your company's name and logo on a large sign above the Café. \$750.

Conference Bags: An excellent advertising piece. Your company's name and logo will be visible during and after the conference as attendees carry them throughout the EXPO, and take them home or to the office afterwards. **(Call the office for information to order the bags).**

MICHIGAN EMS EXPO 2008 April 23-27



Sponsorship and Advertising Opportunities



M I C H I G A N
EMS EXPO

Our goal at MICHIGAN EMS EXPO is to deliver the finest educational programs possible to the EMS Professionals attending our conference. This translates to the finest and most current treatment methods and technology available in pre-hospital emergency care. By sponsoring or advertising with EXPO, you show a commitment to your community's well being. That is what EMS is about. 30,000 EMS professionals will see your support and share it with their communities. Why should you support EMS? That is one question we never ask when we are called to support you. You know our number is 9-1-1. **We are ALWAYS on call for you!**

We have created a variety of options that are designed to maximize results while keeping within your budget. And if you are interested in other options not presented here, we can customize a package that fits your needs. **For more information on these and other opportunities, contact the MICHIGAN EMS EXPO office at (517) 372-7391 or by e-mail at execdir@emsexpo.com.**

Educational Sponsorship

Sponsoring the educational seminars is an excellent way to make your company known to conference attendees. It also means your company is playing a significant role in the continuing education of Michigan's emergency medical service providers. Your company logo will be listed in the conference brochure adjacent to the class(es) you are sponsoring.

Educational Sessions: These are 1 or 2 hour blocks with anywhere from 75-225 attendees. The cost is \$125 per session. Your company logo will be listed in 30,000 brochures going out to every EMS provider throughout the state of Michigan. Your logo will be displayed outside the classroom as the sponsor during the program.

Keynote Sessions: \$300. There are three Keynote Sessions with 600-800 attendees. Your logo will be featured in the brochure wherever Keynote sessions are promoted, and on the opening presentation slide. You may select the Keynote Session you would like to sponsor.

Pre-Conference Programs: \$300. Four pre-conference programs are available for sponsorship. Your company logo will be featured in the EMS EXPO Brochure and on all Pre-Conference promotions. You may select the session you would like to sponsor.

Special Guest Speakers: Sponsor **Pilot Al Haynes**, of United flight 232 that crashed in Sioux City, Iowa, July 19, 1989, (\$3,000) or **Dr. Nadine Levick**, Ambulance Crash and Safety Expert, of Objective Safety, (\$4,000) as Special Guest Speakers for Michigan EMS EXPO 2008. Your logo will be featured in the brochure wherever Keynote sessions are promoted, and on the opening presentation slide. You may select the Special Guest Session you would like to sponsor.

Practical Class Sessions will run continuously for 3 days. Sponsor a "station" Your company's name will be on each station you sponsor, be included in the brochure and in all on site sponsor recognition's.. \$200 per station. (Only 24 stations available).

BROCHURE ADVERTISING

Brochure Advertising is a great way to let prospective conference attendees know who you are and the services you provide. The conference brochure is mailed to over 30,000 licensed EMT's in Michigan. Don't miss this exceptional advertising and recruitment opportunity! Select the option that is best for your company. Then, mail the advertising form, your payment, and electronic media for the artwork. Please contact the office for acceptable file types. The deadline is **October 30, 2007**, so send it in today!

Outside Back Cover	\$1,500
Inside Front Cover	\$1,300
Inside Back Cover	\$1,200
Full Page (8 x 10)	\$ 825
Half Page (8 x 5)	\$ 450
Quarter Page (4 x 4)	\$ 275
Eighth Page (2 x 4)	\$ 150

Artwork must be provided as a high resolution pdf file. Art not provided in an acceptable format will be charged \$100 per hour for prep-time.

REQUEST FOR SPONSORSHIP

Name: _____ Company: _____
 Address: _____ Phone: _____
 City: _____ State: _____ Zip: _____ Fax: _____
 E-mail: _____ Web Site: _____

EDUCATIONAL SPONSORSHIPS:

_____ Educational Sessions @ \$125 ea	\$ _____
_____ Keynote Sessions @ \$300 ea (only 3 2 available)	\$ _____
_____ Practical Rotation Stations \$200 each (only 24 23 available)	\$ _____
_____ Pre-Conference Sessions @ \$300 ea	\$ _____
_____ Special guest speakers: Pilot Al Haynes @ \$3,000	\$ _____
_____ Special Guest Speaker: Dr. Nadine Levick @ \$4,000	\$ _____

BROCHURE ADVERTISING:

_____ Outside Back Cover @ \$1,500 Sold	\$ _____
_____ Inside Front Cover @ \$1,300 Sold	\$ _____
_____ Inside Back Cover @ \$1,200 Sold	\$ _____
_____ Full Page (8" x 10") @ \$825.00	\$ _____
_____ Half Page (8" X 5") @ \$450 ea	\$ _____
_____ Quarter Page (4" X 4") @ \$275 ea	\$ _____
_____ Eighth Page (2" X 4") @ \$150 ea	\$ _____

Art not provided in the proper electronic format will be charged \$100 per hour for prep-time.

SPONSORSHIP OPPORTUNITIES

_____ Gold Corporate Sponsor @ \$2500 ea	\$ _____
_____ Silver Corporate Sponsor @ \$1,000 ea	\$ _____
_____ Bronze Corporate Sponsor @ \$500 ea	\$ _____
_____ Morning Coffee Exclusive Sponsor @ \$1,800 ea	\$ _____
_____ Morning Coffee Partial Sponsor @ \$600 ea (1 partial available)	\$ _____
_____ Stars of Life Game @ \$750 Sold	\$ _____
_____ Exhibit Entrance @ \$500	\$ _____
_____ Pocket EXPO guide @ \$500 Sold	\$ _____
_____ Banquet Program @ \$600 Sold	\$ _____
_____ CD Sponsor @ \$500	\$ _____
_____ Cyber Café @ \$750 Sold	\$ _____
_____ Conference Bags (call the office for ordering info)	_____

Total Due – Payment Enclosed: \$ _____

Check enclosed made out to Michigan EMS EXPO or Credit Card Information as follows:
 ◇ Visa ◇ MasterCard ◇ Discover ◇ American Express

Card No: _____ Expiration Date _____
 Name: _____ Signature _____

Send to: Michigan EMS EXPO, 412 W Ottawa, Lansing MI 48933-1518 or fax (517) 372-1731.