



**41<sup>ST</sup> ANNUAL  
ARROWHEAD EMS ASSOCIATION  
CONFERENCE & EXPO**

**DECC**  
DULUTH MINNESOTA  
19 – 23 JANUARY 2022

**Sponsor Prospectus**

[www.arrowheadems.com](http://www.arrowheadems.com)

*Going the Distance for EMS!*

Dear Valued Partner,

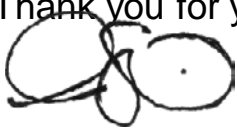
Announcing Arrowhead EMS Association's 41<sup>st</sup> Annual Arrowhead EMS Conference & Expo "*Going the Distance for EMS!*" to be held at the Duluth Entertainment Convention Center on January 19-23, 2022. This event provides continuing education on cutting-edge techniques, protocols and topics to the entire spectrum of emergency medical providers.

The mission of Arrowhead EMS Association is to provide resources and advocacy to advance, sustain and connect our healthcare and public safety communities. Each year our goal is to support the needs of providers, facilitate high quality education and assure organizational sustainability. Our conference and expo is built to do all three while maintaining affordable access for our participants, exhibitors and sponsors.

Our EMS Conference & Expo continues to provide the best possible educational updates with the ultimate goal of improving patient outcomes and survival rates. We are inviting you to participate in our 2022 EMS Conference & Expo. Please review the enclosed sponsor information and registration forms carefully, as we have made some changes. As a sponsor, you have a great opportunity for direct marketing and advertising while supporting quality education for hundreds of EMS providers.

Registrations are accepted via mail, fax or online at [www.arrowheadems.com](http://www.arrowheadems.com). If you have any questions, feel free to contact me at 218-726-0070 or [adam.shadiow@arrowheadems.com](mailto:adam.shadiow@arrowheadems.com).

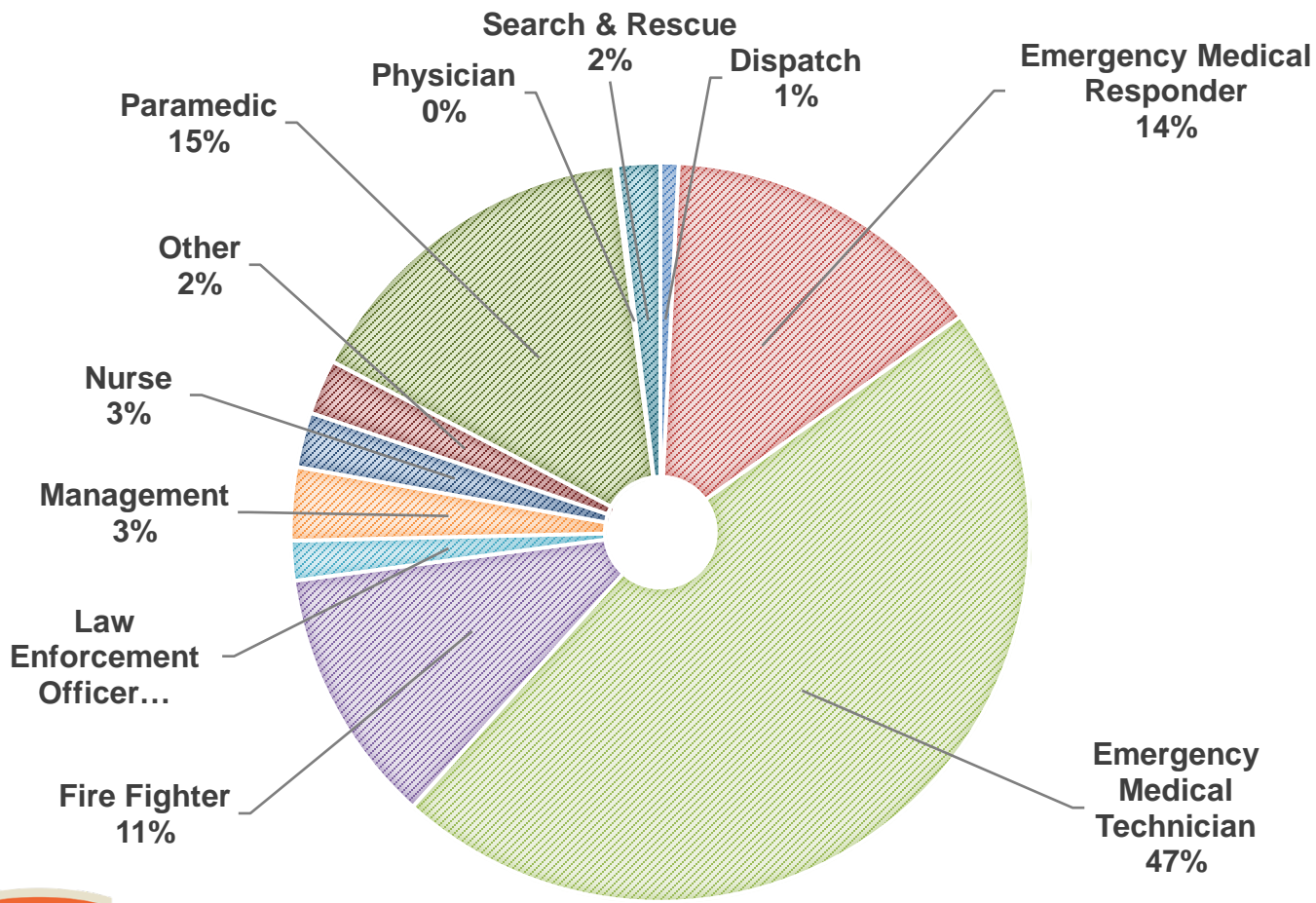
Thank you for your continued support,



Adam Shadiow  
Executive Director  
Arrowhead EMS Association



The Arrowhead EMS Association Conference & Expo is attended each day by more than 600 emergency medical professionals from a diverse blend of disciplines. This is your opportunity to reach a community of key decision makers and organizational influencers that impact the delivery of emergency medical care in Minnesota, Wisconsin and beyond. From prominent signage to the opportunity to participate in our 22,000 sq ft exhibit hall, we provide an unparalleled brand exposure experience.



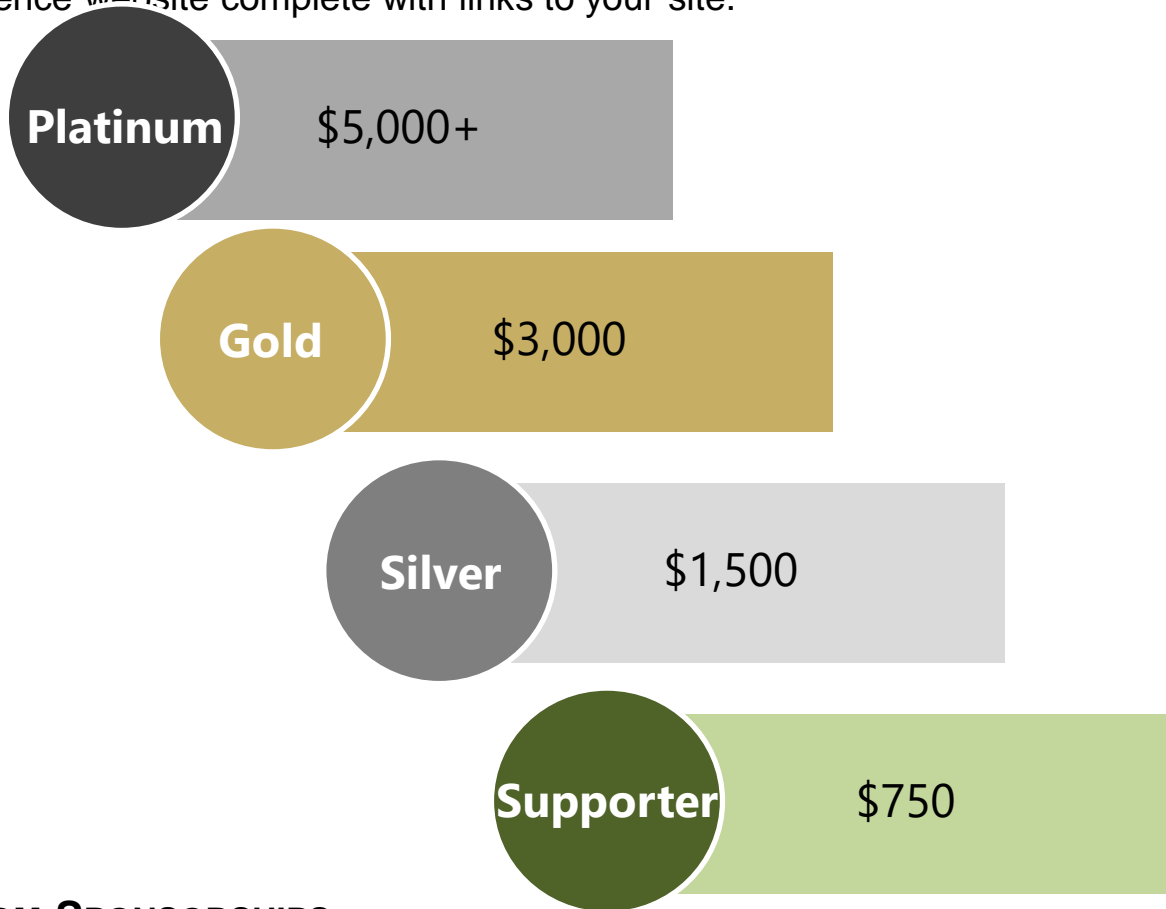
**::WHO  
ATTENDS**



*Going the Distance for EMS! | 19 – 23 January 2022*

## SPONSORSHIPS

We have a range of sponsorship packages designed to suit your needs. Each allows you the opportunity to showcase your products, services and build awareness for your brand. We have identified specific engagement points throughout the conference to ensure you are able to reach as many people as possible. All sponsors and exhibitors are also prominently displayed on the conference website complete with links to your site.



## CUSTOM SPONSORSHIPS

Not seeing the right fit for you, or looking to customize your experience, call us and we will work together to make your experience fit your branding goals.



**::SPONSORSHIP  
OPPORTUNITIES**

## SPONSORSHIP LEVELS

	\$5,000 <b>Platinum</b> 7 Available	\$3,000 <b>Gold</b> 8 Available	\$1,500 <b>Silver</b> 10 Available	\$750 <b>Supporter</b> No Limit
Complimentary Conference Registrations*	4	3	2	1
Premium Entry End Cap Expo Spaces****	x			
End Cap Expo Spaces Near Refreshments****		x		
Logo displayed on a color 5' x 20' banner	x			
Logo displayed on a 30" x 96" banner		x		
Logo displayed on a 24" x 60" banner			x	
Rotating Ad on Digital Displays	x			
Entry door window cling logo ad	x			
Logo imprinted on 1,000+ attendee folders	x			
Logo imprinted on 1,000+ lanyards		x		
Logo imprinted on 1,000+ attendee beverage containers	x	x		
Name imprinted on 1,000+ attendee beverage containers			x	
1/2 page Color Ad in the Conference & Expo Brochure**	x			
1/3 page Color Ad in the Conference & Expo Brochure**		x		
1/4 page Color Ad in the Conference & Expo Brochure **			x	
Logo printed in the Conference & Expo Brochure	x	x	x	x
Logo displayed on www.arrowheadems.com website	x	x	x	x
Logo on thank you signs displayed at event	x	x	x	x

\*Conference registration code provided after sponsorship registration complete

\*\*All advertising artwork provided by sponsor : Deadline – 30 October 2021

\*\*\*We will insert your “pre-printed” advertisement (8.5” X 11”) in 1,000+ attendee packets : Deadline – 3 January 2021

\*\*\*\*Expo spaces are available on a first come first serve basis, contact us for a current expo floor map to select your space!



# ::: BRAND EXPOSURE

Going the Distance for EMS! | 19 – 23 January 2022

## ADDITIONAL PROMOTIONAL OPPORTUNITIES

**\$2000** – MOBILE APP SPONSOR : COMPANY LOGO ON MOBILE APP SPLASH PAGE

**\$2000** – WIFI SPONSOR : WIFI NETWORK SPLASH PAGE BRANDED WITH COMPANY NAME

**\$2000** – DIRECTIONAL FLOOR STICKER SPONSOR IN EDMUND FITZGERALD HALL TO EXPO HALL

**\$2000** – FULL PAGE AD IN CONFERENCE PROGRAM

**\$1000** – HALF PAGE AD IN CONFERENCE PROGRAM

**:::ADDITIONAL  
BRAND  
EXPOSURE**



Arrowhead Emergency Medical Services Association invites any Platinum or Gold Sponsors to be an exhibitor at the 41<sup>st</sup> Annual Arrowhead EMS Conference & Expo “Going the Distance for EMS” being held January 19-23, 2022 (Expo Friday & Saturday) at the DECC. Our EMS Conference & Expo provides continuing education on cutting-edge techniques, protocol and topics to the entire spectrum of emergency medical providers. This is a great opportunity for direct marketing and advertising while supporting quality education for hundreds of EMS providers. This rewarding event provides the best possible educational updates for the ultimate goal of improving patient outcomes and survival rates.

### Exhibitors Receive

- One 8x10 skirted table
- Two chairs
- Draped display area
- WiFi Internet access
- Electrical service included for every booth and vehicle
- Attendee breaks held in the exhibitor area
- Easy access for loading and unloading
- Large indoor area for ambulance display
- Complimentary lunch tickets on exhibit days (see registration form for details)
- High traffic flow design for 1,000+ participants
- Recognition on Arrowhead EMS Association’s website

### Exhibitor Schedule

#### Set-up & Vehicle Entry Hours

**Thursday, Jan. 20** 9:00 am – 5:00 pm

#### Exhibit Hours

**Friday, Jan. 21** 7:00 am – 3:30 pm

**Saturday, Jan. 22** 7:00 am – 3:30 pm

#### Dismantle & Vehicle Exit Hours

**Saturday, Jan. 22** 3:00 pm – 6:30 pm

*Expo booth must remain intact and staffed for the entire duration of the exhibit hours. Early departures are not allowed and will be subject to forfeiture of deposit. All Vehicle exhibitors will be subject to the provided entry and exit schedule.*

Additional exhibiting logistics (carpet, added furniture, etc.) are available through the DECC  
Forms can be found at <http://decc.org/exhibitor-info-resources-exhibit/>

**:: PLATINUM  
AND GOLD  
SPONSOR  
EXHIBITOR  
INFORMATION**



**Going the Distance for EMS! | 19 – 23 January 2022**

### Exhibitor Cancellation Policy:

- Full refund if requested in writing by September 30, 2021
- 50% refund if requested in writing by November 30, 2021

### Early Departure Policy:

- The premises must be vacated by 6:30 pm on Saturday but not before official show close on that date.
- You must sign out with conference staff after the official show close time to avoid forfeiture of your early departure deposit.
  - Your \$200.00 deposit will be refunded in the same manner you paid within 7 days of the expo end date.

### Payment Requirements & Booth Selection:

- Booths will be assigned on a first come-first serve basis and will only be held once payment is received.
- Fully executed contract and payment in full required prior to Expo.
- Payment may be made via check or credit card.
- Preferred booth location will be selected at time of booking.
- Changes to the layout of the expo hall and/or location of the booth may be made at any time at the discretion of the Arrowhead EMS Association.
- Exhibit hall floor layout will not become final until early January unless otherwise indicated.

### Duluth Entertainment Convention Center:

- Exhibitors are subject to and must comply with all DECC policies for use of the facility.

### COVID-19 Safety:

- Due to the rapidly evolving state of this pandemic, we continue to refer to the Minnesota Department of Health for local details and the CDC for National case details.
- You will notice various changes in the way our conference looks as well as new practices and protocols. We understand these changes may be difficult and we are here to answer any questions you may have. Our goal is to ensure you feel safe and secure so together we can navigate the complexities of our “new normal.” Here are some things we are implementing to help keep our conference and expo safe:
  - More frequent cleaning and sanitizing.
  - Access to hand sanitizer throughout the conference.
  - New limits on the number of people allowed to gather in rooms, conference rooms, and communal areas at one time

# :::EXHIBITOR POLICIES AND PROCEDURES







# 41<sup>st</sup> Annual Arrowhead EMS Conference & Expo

## Expo Floor Map



### COLOR KEY

- Available Vehicle Space
- Available Exhibit Space
- No Longer Available
- Platinum Sponsors
- Gold Sponsors

For current availability please call the AEMSA office: 218.726.0070

**Complete your registration online now! We are looking forward to working with you at our 2022 Arrowhead EMS Association Conference & Expo.**

**<https://www.goingthedistanceforems.com/sponsors>**

**For help with registration please contact:**

**Sarah Zayas**

Office/Project Coordinator

Arrowhead EMS Association

4219 Enterprise Circle

Duluth, MN 55811

Email: [sarah@arrowheadems.com](mailto:sarah@arrowheadems.com)

Phone: 218.726.0070

**::CONTACT  
INFORMATION**



***Going the Distance for EMS! | 19 – 23 January 2022***