



## **ARROWHEAD EMS CONFERENCE & EXPO**

JANUARY 15TH – 19TH, 2025

DULUTH ENTERTAINMENT CONVENTION CENTER

DULUTH, MINNESOTA

# Sponsor & Exhibitor Prospectus





The Arrowhead EMS Association Conference & Expo is Minnesota’s most attended EMS event each year. Every day more than 650 emergency medical professionals from a diverse blend of disciplines participate in education, connect with their peers and engage with the conference sponsors and exhibitors. We offer the participants two days of pre-conference workshops, three days of engaging classes, two inspiring keynote sessions and an energetic trade show where we hope you will be present.

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 28,000 sq ft exhibit hall, we provide an unparalleled brand exposure experience.

We are inviting you to participate in our 2024 EMS Conference & Expo. Please review the enclosed information and please reach out with questions. Get your registration information to us early to reserve your favorite spot on the floor before someone else beats you to it!

**See You in January!**

## OUR TEAM

**Sarah Zayas**  
Conference & Expo Coordinator  
218.726.0070  
sarah@arrowheadems.com

**Adam Shadiow**  
Executive Director  
218.428.3610  
adam.shadiow@arrowheadems.com





# DULUTH

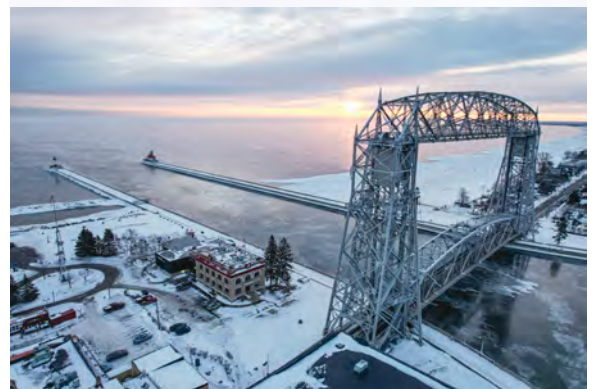
LOVE IT LIKE WE DO

## Embrace Your Inner North!

When you come to Duluth, you understand what makes it special. From the world-famous lift bridge to charming neighborhoods filled with local breweries and restaurants, Duluth is a true original along the pristine shores of Lake Superior. Part rugged, part refined and 100% one-of-a-kind.

Duluth and the Arrowhead Region of Minnesota is that place where “Up North” isn’t a catch phrase or some theme party, it is our way of life. A place where the scenery is as spectacular as the people are nice. The board of directors and staff at Arrowhead EMS Association welcomes each of you to our area and we hope that you take some time to get out and enjoy the unique things Duluth has to offer.

**You’ll Get it When You Get Here.**







# BIG LAKE, BIG SPACE, BIG OPPORTUNITY



## Duluth Entertainment Convention Center

Located on the shores of Lake Superior in the resort city of Duluth, the DECC offers world-class convention, sport, special event and entertainment facilities. It's just steps away from quaint Canal Park and Downtown, offering shops, restaurants and hotels.

The DECC's City Side Convention Center features BIG space for the Arrowhead EMS Conference & Expo including; the 60,000 square feet of learning/meeting space, the 15,000 square foot Edmund Fitzgerald Exhibit Hall and the 28,000 square foot South Pioneer Hall and Arena. With its views of the Duluth skyline and harbor, easy access for any size vehicles or exhibits, and dedicated staff to curate your experience; a more accommodating venue would be hard to find.

*Contact us with your **BIG** ideas and we will work to make them real!*

**Sarah Zayas | 218.726.0070 | [sarah@arrowheadems.com](mailto:sarah@arrowheadems.com)**





## ATTENDEE TITLES

- \* Executive Director
- \* President, C-Suite, VP
- \* Other Director, Deputy, Manager, Supervisor
- \* Paramedic, EMT, EMR
- \* First Responder
- \* Elected Official, Government Affairs
- \* Physician, PA, NP, RN
- \* Educator, Trainer
- \* Emergency Management

## ORGANIZATION TYPES

- \* Fire Departments
- \* City & Other Government
- \* Military
- \* Non-Governmental Organizations
- \* Private
- \* Hospital / Health System
- \* Educational Programs
- \* Industry

## CLINICAL CERTIFICATION MIX

EMT	54%
EMR	16%
Nurse	2%
Other	8%
Paramedic	20%

## WHO ATTENDS

The Arrowhead EMS Association Conference & Expo is attended each day by more than 650 emergency medical professionals from a diverse blend of disciplines and locations.

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.

*\*Data at left from 2024 Attendee Information*





# BE A SPONSOR

Sponsor organizations have the first choice of expo locations, the highest visibility placement of branding materials and have access to additional exposure opportunities that other exhibitors do not.

Sponsor organizations often use the Arrowhead EMS Conference as a way to thank the first responder community for their continued commitment and investment in emergency medical services for the citizens of Minnesota and Wisconsin.

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 are also prominently displayed on the conference website complete with links to your site.

If you are working to meet your annual outreach goals or want to give back to a wonderful community of first responders, there isn't a better place to kick the year off right! We thank you for your help in keeping affordable EMS education a priority.

**Sarah Zayas | 218.726.0070 | [sarah@arrowheadems.com](mailto:sarah@arrowheadems.com)**

## CONNECTION

Build and maintain the strong relationships that are fundamental to systems of emergency care that save lives and protect our communities.

## VISIBILITY

Sponsor first responder education and be the face of support for emergency medical services.

## VOICE

Speak to service leaders and front line providers to build brand loyalty and introduce upcoming projects and opportunities for collaboration.



# FROM OUR FRIENDS

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*Overall had a great experience and the conference staff were amazing! Met a lot of people over the weekend and had a great time as well. Can't wait for next year!*

- Exhibitor

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*This was a great conference for me to attend. I've already recommended it to my co-workers and other EMS friends in the midwest!*

- Attendee

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*This conference has been well organized, and the staff/team has been very helpful. Kudos to all that work to put this together!*

- Sponsor

# EDUCATION CHAMPION

## \$10,000 - 2 Available

Education Champions support the high visibility education programming delivered to participants.

Champion is AEMSA's highest level of Conference Sponsorship.

*Education Champions exclusively have the opportunity to address the entire general session audience and welcome your choice of one of the Keynote presenters.*

### **Additional Education Champion Benefits:**

- 5 complimentary full-conference registrations
- 5 expo staff registrations
- Center end cap near expo entry
  - Option for alternative locations
- Full-page color ad in conference brochure
- Logo displayed on 5' x 15' banner
- Most prominent logo placements in venue
- First right to refusal for 2026

### **Other Included Brand Exposure:**

- Logo displayed on digital displays
- Entry door window cling
- Logo printed in conference brochure
- Logo displayed on conference website
- Logo displayed on thank you signs at event
- Access to additional a la carte branding opportunities
  - Examples include: participant mugs, pens, and lanyards



# TECHNOLOGY CHAMPION

## \$10,000 - 1 Available

The Technology Champion will exclusively support the connectivity technology available to participants.

Champion is AEMSA's highest level of Conference Sponsorship.

*Technology Champion will be the presenting sponsor for the Conference App.*

*Custom branded logo splash pages will be presented each time a participant opens the app or joins the WiFi network.*

### **Additional Champion Level Benefits:**

- 5 complimentary full-conference registrations
- 5 expo staff registrations
- Center end cap near expo entry
  - Option for alternative locations
- Full-page color ad in conference brochure
- First right to refusal for 2026

### **Other Included Brand Exposure:**

- Logo displayed on digital displays
- Entry door window cling
- Logo printed in conference brochure
- Logo displayed on conference website
- Logo displayed on thank you signs at event
- Access to additional a la carte branding opportunities
  - Examples include: participant mugs, pens, and lanyards

# PLATINUM SPONSOR

## \$5,000 - 6 Available

*Platinum Sponsors have first access to premium end cap locations in the expo hall.*

### **Additional Platinum Level Benefits:**

- 4 complimentary full-conference registrations
- 4 expo staff registrations
- Premium high traffic location (end cap or double vehicle space) in expo hall
  - Option for alternative locations
- Half-page color ad in conference brochure
- Logo displayed on 3' x 8' banner
- First right to refusal for 2026

### **Other Included Brand Exposure:**

- Logo displayed on digital displays
- Entry door window cling
- Logo printed in conference brochure
- Logo displayed on conference website
- Logo displayed on thank you signs at event
- Access to additional a la carte branding opportunities
  - Examples include: participant mugs, pens, and lanyards



# GOLD SPONSOR

## \$3,000 - 7 Available

*Gold Sponsors have access to rear end cap locations in the expo hall near the participant refreshments.*

### **Additional Gold Level Benefits:**

- 3 complimentary full-conference registrations
- 3 expo staff registrations
- High traffic location (rear end cap or single vehicle space) in expo hall
- Third-page color ad in conference brochure
- Logo displayed on 2' x 5' banner

### **Other Included Brand Exposure:**

- Logo printed in conference brochure
- Logo displayed on conference website
- Logo displayed on thank you signs at event
- Access to additional a la carte branding opportunities
  - Examples include: participant mugs, pens, and lanyards

# SILVER SPONSOR

## \$1,500 - Unlimited

### **Additional Silver Level Benefits:**

- 2 complimentary full-conference registrations
- Quarter page color ad in conference brochure

### **Other Included Brand Exposure:**

- Logo printed in conference brochure
- Logo displayed on conference website
- Logo displayed on thank you signs at event
- Access to additional a la carte branding opportunities
  - Examples include: participant mugs, pens, and lanyards

# ADD-ON BRANDING OPPORTUNITIES

**Add-on branding opportunities are an exclusive benefit of our sponsor organizations.**

## **Participant Beverage Containers - \$5,000**

Your single-color logo, exclusively placed on one side of the conference participant beverage container along with the conference logo and dates on the opposite side.

## **Participant Bags - \$5,000**

Your single-color logo, exclusively placed on the conference participant bag along with the conference logo and dates.

## **Participant Lanyards - \$2,500**

Your single-color logo, exclusively placed on the conference participant lanyard. Choice of lanyard color to coordinate with branding.

## **Participant Folders - \$2,500**

Your single-color logo, exclusively placed on the conference participant folder along with the conference logo and dates.

## **Participant Pens - \$2,500**

Your single-color logo, exclusively placed on the conference participant pen.

## **Custom Branding Opportunities**

*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.*



# ADD-ON BRANDING OPPORTUNITIES

**Add-on branding opportunities are an exclusive benefit of our sponsor organizations.**

## **Hotel Key Card - \$5,000**

Your logo and artwork exclusively placed on one side of the official conference hotel (Holiday Inn – Duluth) key cards.

## **Taking You to the Next Level - \$5,000**

Your logo and advertising artwork displayed on the escalator glass in the DECC atrium. Push people to your booth, tell them about your latest work and be the only advertisement taking people to the next level for their sessions.

## **Official Sponsor of Conference & Expo Refreshments - \$5,000**

Your logo, exclusively placed in several locations on the various break refreshment tables during the entire conference.

## **Official Sponsor of Friday's Lunch - \$5,000**

Your logo, exclusively placed on the venue screens during Friday's lunch service.

## **Official Sponsor of Saturday's Lunch - \$5,000**

Your logo, exclusively placed on the venue screens during Saturday's lunch service.

## **Custom Branding Opportunities**

*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.*



# BE AN EXHIBITOR

We invite you to be an exhibitor at the 44th Annual Arrowhead EMS Conference & Expo January 15-19, 2025 (Expo on Friday & Saturday) at the DECC. Our EMS 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.

As Minnesota's largest and longest running show we are honored to have participation from all regions of the state as well as many of the services in Northern Wisconsin. We work hard with our education partners to ensure a strong mix of front line staff and service leaders that can help inform your outreach and sales strategy for the year.

We pride ourselves on building an event you want to participate in. If you don't see what you are looking for here, reach out to our team to build a custom exhibit opportunity.





# EXHIBITOR INFORMATION

## SCHEDULE

Thursday, January 16	Friday, January 17	Saturday, January 18
<p><u>Exhibitor Setup</u> <b>8:00am - 5:00pm</b></p> <p><i>Vehicle spaces will be scheduled based on location. Schedule will be available by the first of the year.</i></p> <p><i>Concessions will be available from 11:00am - 3:00pm.</i></p>	<p><u>Exhibitor Final Setup &amp; Networking</u> <b>7:00am - 9:00am</b></p> <p><i>All exhibit materials must be in place by 8:00am and staff should be at booths by 9:00am.</i></p> <p><u>Exhibit Hall Open</u> <b>9:15am - 4:30pm</b></p>	<p><u>Exhibit Hall Open</u> <b>9:15am - 3:00pm</b></p> <p><u>Exhibitor Teardown</u> <b>3:00pm - 5:00pm</b></p> <p><i>Exhibit must remain intact and staffed for the entire duration of the exhibit hours. Early departures are not allowed. Vehicle exhibitors are subject to the provided exit schedule.</i></p>

## EXHIBITOR SPACE INCLUDES

- One 8x10 skirted table and two chairs per booth
- Two staff badges per booth
- Draped display area
- Complimentary WiFi Internet access
- Complimentary electrical service for every booth and vehicle
- Easy access for loading and unloading
- Large indoor area (28,000 square feet) for vehicle display
- High traffic flow design for 1,000+ participants
- Recognition on conference website

## NEW THIS YEAR

- Concession stand open during entire show!
- Modified schedule based on Exhibitor and Sponsor feedback.
- Participant access during entire show hours, even during classes.
- Convenient hours, more opportunity for exhibitor to exhibitor networking.

# EXHIBITOR INFORMATION

## BOOTH AVAILABILITY, SIZES & PRICING

Exhibit Booth 8'x10'	Vehicle Space 10'x30'	Other
<u>Early Bird Rate: \$800</u> Available until 31 October 2024	<u>Early Bird Rate: \$800</u> Available until 31 October 2024	<u>Additional Staff Badges</u> <b>\$50</b>
<u>Regular Rate: \$1,000</u>	<u>Regular Rate: \$1,000</u>	

## CUSTOM SPACE REQUESTS

Custom space and floor ideas will be considered if requested. Please reach out to our expo team to build a package that works for you.

## HOTELS, TRAVEL AND EXPO LOGISTICAL SUPPORT

Our staff has worked to negotiate discounted lodging rates for our sponsors, exhibitors and attendees. Lodging often sells out early. Please see our conference website for more information including links to book your stay.

We have dedicated staff to support all of your other logistics related questions. We are happy to help get you pointed in the right direction and connect you to other services that will make your exhibit stand out.

## NOT INCLUDED WITH EXHIBIT SPACE

Floor coverings, extra tables, extra chairs, or other furniture or display materials. You may bring your own to the site or work with the venue to rent these items to fit your space requirements. Shipping of exhibit materials. Cleaning of your exhibit space, please leave your space as you found it. Assembly, dismantling or rigging services. All rigging or hanging of display materials must be coordinated with the venue.

**NOTE: Lunches are not provided as part of your exhibit fee. The DECC will open its concession stand in the expo hall for the duration of the setup (limited hours), and all expo hours.**



# REGISTRATION AND PAYMENT

## REGISTRATION INSTRUCTIONS

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Exhibitor registration for the conference and expo is online only. If you have challenges using the registration software, our staff is available and willing to help you get registered. You can access the registration website at [www.goingthedistanceforems.com](http://www.goingthedistanceforems.com).

## PAYMENT OPTIONS

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Arrowhead EMS accepts Visa, Mastercard and Discover through its web based payment portal. Registrations completed online by credit card are processed promptly. Online registrations choosing the pay by check option will not be final until payment is received.

**Check payments via mail must be sent to:**

Arrowhead EMS Association  
4219 Enterprise Circle  
Duluth, MN 55811

## PAYMENT REQUIREMENTS AND BOOTH SELECTION

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- Booths will be assigned on a first come, first served basis and will only be held once payment is received.
- Fully executed contract and payment in full is required prior to the expo dates.
- 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.

## CANCELLATION POLICY

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- Full refund if requested in writing by November 30, 2024
- 50% refund if requested in writing by December 31, 2024
- No refunds after January 1, 2025

## DULUTH ENTERTAINMENT CONVENTION CENTER

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Exhibitors must comply with all venue requirements and policies. For more information about exhibiting at the DECC or to order additional exhibit materials please visit the DECC website:

<https://decc.org/exhibitor-info-resources-exhibit/>



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### **For More Information:**

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