

# CLINCoN 2016

FLORIDA'S PREMIER EMS CONFERENCE

PRESENTED BY THE EMERGENCY MEDICINE LEARNING & RESOURCE CENTER

EXHIBITOR & SPONSOR PROSPECTUS



JULY 12 – 16, 2016

DOUBLETREE BY HILTON AT  
THE ENTRANCE TO UNIVERSAL  
ORLANDO  
ORLANDO, FL



# CLINCON: A TRADITION OF EXCELLENCE

For over 40 years CLINCON has provided the highest quality education to EMS professionals by integrating prehospital care research and cutting edge clinical practice. CLINCON offers the continuum of emergency medicine professionals an all encompassing educational experience that focuses on strengthening practical skills and enhancing clinical knowledge in order to provide the highest quality of care to their patients.

The conference is open to the entire continuum of emergency care professionals:

- EMTs
- Paramedics
- Firefighters
- EMS/Fire administrators
- EMS Medical Directors
- EMS educators
- Emergency Physicians
- Emergency Physician Assistants
- Emergency Nurses
- And other allied health professionals...



## HOTEL INFORMATION

### DoubleTree by Hilton Universal Orlando

5780 Major Blvd., Orlando, Florida 32819

Reservations: 800-327-2110

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

- \$115/night plus tax and discounted parking (includes wi-fi in guest room)
- \$10 overnight parking (discounted from \$17)
- \$8 day-only parking (discounted from \$10)

EMLRC encourages all exhibitors to make reservations prior to the **June 20, 2016** reservation deadline. After this date, regular room rates may apply. Reservations should be made directly with the DoubleTree by Hilton at the Entrance to Universal Orlando.

Please note that the **ONLY** official housing provider for CLINCON 2016 is DoubleTree by Hilton at the Entrance to Universal Orlando. Protect yourself against room block scams and fees. We do not use 3rd party reservation companies.



## IMPORTANT CONTACT INFORMATION

### EMLRC Exhibitor/Sponsor Contact

Melissa Keahey  
Meeting and Events Manager  
Phone: 407-281-7396 x231  
Fax: 407-281-4407  
Email: [mkeahey@emlrc.org](mailto:mkeahey@emlrc.org)

### Exhibitor Services Contractor

AGS Expo Services  
4561 SW 34th Street  
Orlando, FL 32811  
Phone: 407-292-4414  
Fax: 407.292.4414

# CLINCON 2016 AGENDA OF EVENTS

Below is a general schedule of events attendees will be participating in throughout ClinCon 2016. We provided this information to allow exhibitors and sponsors to plan accordingly.



## Tuesday, July 12:

- EMS Constituent Group Meetings

- Wine & Cheese Reception in exhibit hall

## Wednesday, July 13:

- Pre-Conference Education Programs

- EMS Constituent Group Meetings

- EMS Awards Ceremony

## Thursday, July 14:

- EMS Advisory Council Meeting

- CLINCON Opening Ceremony & Education Programs

- ALS/BLS Competition

## Friday, July 15:

- CLINCON Education Programs

- ALS/BLS Competition & Awards Ceremony

- Attendee & Exhibitor Appreciation Event

## Saturday, July 16:

- CLINCON Education Programs

## BOOTH EXHIBITOR INFORMATION

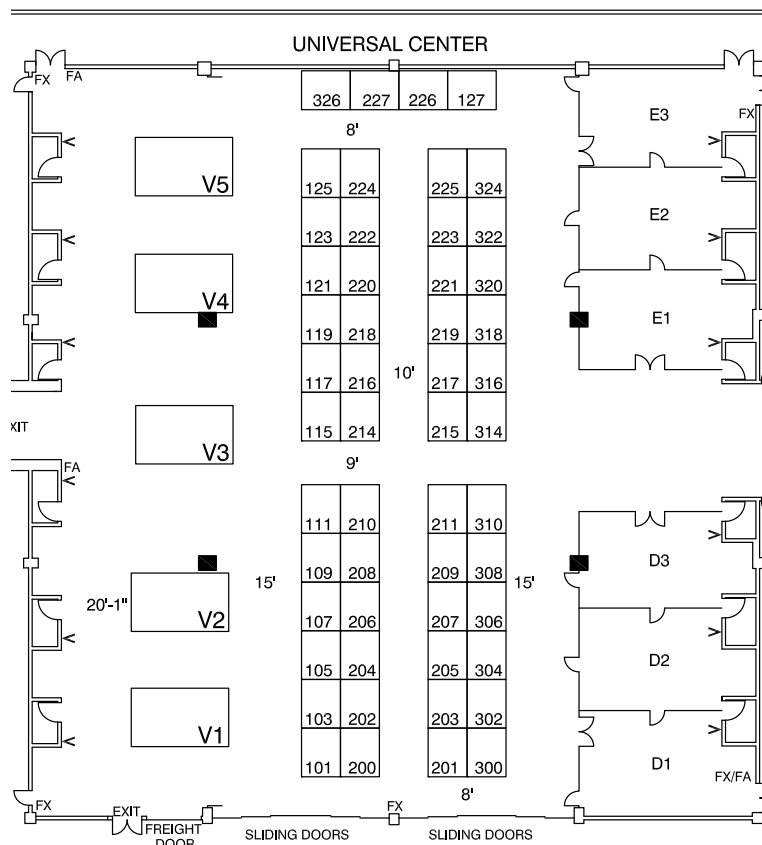
### EARLY BIRD BOOTH RESERVATION DEADLINE: MARCH 1, 2016

Submit your completed exhibitor registration form and payment in full by COB March 1, 2016 to take advantage of discounted exhibit booth fees and receive **PREMIUM** booth placement in our exhibit hall.



Exhibit type	Description	Early Bird Booth Cost	After March 1, 2016
<b>10'x16' Exhibit Booth</b>	Includes: 10'x16' carpeted booth with blue/white draped back and side walls, (2) 6' tables, (4) chairs, wastebasket, (4) exhibitor badges, and a booth identification sign (160 sq. ft.)	\$1,800	\$2,200
<b>8'x10' Exhibit Booth</b>	Includes: 8'x10' carpeted booth with draped back and side walls, (1) 6' table, (2) chairs, wastebasket, (2) exhibitor badges, and a booth identification sign (80 sq. ft.)	\$1,000	\$1,200
<b>20'x15' Vehicle Space</b>	Includes: 20'x15' vehicle space, 20 amps electrical service, 6' table, (2) chairs, wastebasket, (2) exhibitor badges, and a booth identification sign (300 sq. ft.) \$95 Vehicle Spotting Fee included in booth price.	\$1,800	\$2,100

# EXHIBIT HALL MAP & HOURS



## Tuesday, July 12

**12-5 p.m.:** Exhibitor Check-in and Set-up

**6-8 p.m.:** Wine and Cheese Reception (inside exhibit hall)

## Wednesday, July 13

**9-11:30 a.m.:** Exhibits Open

**11:30 a.m.-1 p.m.:** Lunch in the Exhibit Hall (pending sponsor participation)

**1-4 p.m.:** Exhibits Open

## Thursday, July 14

**9 a.m.-12:30 p.m.:** Exhibits Open

**2-6 p.m.:** Exhibits Open

## Friday, July 15

**9-11:30 a.m.:** Exhibits Open

**1-3 p.m.:** Exhibits Open

**3-5 p.m.:** Exhibitor Dismantle and Tear Down

# SPONSORSHIP PACKAGES

All sponsorships include an exhibit booth in a premium location, logo or text recognition on conference materials, and a digital attendee mailing list. See each package for additional benefits!

Sponsorship Type	Cost	Package Description
<b>PLATINUM SPONSORSHIP</b>	<b>\$4,500</b>	10'x16' Booth <ul style="list-style-type: none"> <li>Additional logo recognition on mobile app and social media sites</li> <li>Pre-conference feature email promotion</li> <li>Syllabus advertisement</li> <li>Mobile App Ad – 2 Notifications</li> <li>Participation in Passport to Prizes exhibit hall game</li> <li>3 bottles of wine to pour at the Wine &amp; Cheese Reception</li> </ul>
<b>GOLD SPONSORSHIP</b>	<b>\$3,000</b>	8'x10' Booth <ul style="list-style-type: none"> <li>Additional logo recognition on mobile app and social media sites</li> <li>Syllabus advertisement</li> <li>Mobile App Ad – 1 Notification</li> <li>Participation in Passport to Prizes exhibit hall game</li> <li>3 bottles of wine to pour at the Wine &amp; Cheese Reception</li> <li>6 representative registrations</li> </ul>
<b>SILVER SPONSORSHIP</b>	<b>\$1,800</b>	8'x10' Booth <ul style="list-style-type: none"> <li>Text recognition on conference materials</li> <li>4 representative registrations</li> </ul>

To inquire about a customized sponsor package, contact Melissa Keahey at [mkeahey@emlrc.org](mailto:mkeahey@emlrc.org).



# SPONSORSHIP & ADVERTISING OPPORTUNITIES

## EXCLUSIVE SPONSORSHIP OPPORTUNITIES

### **Lunch in the Exhibit Hall** - \$6,000/\$1,500 (*Partial*)

Includes: logo recognition on event signage, conference materials, mobile application and social media. (This event is contingent on sponsor commitment).

### **Wi-Fi** - \$5,000

Includes: logo recognition on Wi-Fi splash page, conference materials, mobile app, social media, and (3) floor decals; pre and post conference digital mailing list; (1) exclusive pre-conference feature email promotion; participation in the Passport to Prizes exhibit hall game; (1) 8' x 10' exhibit booth in premium location with (2) representative registrations.

### **Tote Bags** - \$2,000

Give attendees a convenient way to carry their course handouts while featuring your corporate logo! Includes 8' x 10' exhibit booth (Subject to ACCME standards of commercial support.).

### **Name Badges** - \$1,500

Advertising does not get much easier! Your corporate logo will be displayed on all attendee name badges. Includes 8' x 10' exhibit booth (Subject to ACCME standards of commercial support.).

### **Lanyards** - \$1,500

Each lanyard is an 18" fabric tie that features the sponsoring company's logo as well as the ClinCon logo. Includes 8' x 10' exhibit booth (Subject to ACCME standards of commercial support.).

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## OTHER NON-EXCLUSIVE OPPORTUNITIES

### **Wine and Cheese Reception** - \$300/\$600

Increase your exposure to state meeting attendees by supporting this reception will be held in the exhibit hall on Tuesday evening in conjunction with the Department of Health EMS Advisory Council Constituent Group Meetings. Options: (3) bottles of wine to be served at your booth - \$300 or Keg tapped and served at your booth - \$600 (exclusive)

### **Passport to Prizes Exhibit Hall Game** - \$200

A guaranteed opportunity to start the conversation with our attendees! Each attendee will receive a passport game card with the participating company logos and booth numbers. Attendees will be required to visit the booths of ALL participating exhibitors and receive their passport stamp to be entered to win fabulous prizes. Prize included - a \$100 value!

### **Email & Social Media Promotion** - \$300

Includes: logo recognition, a 50-word text section and a link to your website, inserted into two promotional emails highlighting different aspects of the conference sent to over ten thousand recipients; sponsor recognition through Twitter and Facebook.

### **Syllabus Advertisement** - \$200/\$375

The conference syllabus is distributed in hard copy to all attendees. It includes complete details of all the conference's events and activities – extending brand awareness and enhancing the effectiveness of your listing. Full Page (5"x 8"), B/W - \$375 | 1/2 Page (5"x 4"), B/W - \$200

### **Registration Packet Insert** - \$250

Include your own flyer or postcard (provided by sponsoring company) in each attendee's registration packet.

### **Mobile App Advertisement** - \$150

The conference mobile app provides attendees with conference information and allows them to be engaged during the entire conference.

# OTHER IMPORTANT EXHIBITOR INFORMATION

## Assignment of Space

Exhibit space will be assigned upon receipt of completed registration form and registration fee.

Application and payment must be received at the EMLRC office by **June 8, 2015** to reserve space and to be included in the attendee conference materials.

Booth preferences will be considered in the following order:

1. Exhibiting companies who are also sponsors
2. Exhibitors requiring 2 booth spaces (10'x16')
3. Exhibitors requiring only 1 booth

A company's relevance to emergency medicine may also be a factor in positioning. After the Early Bird deadline, space will be assigned on a first-come, first-assigned basis.

## Booth Relocation

EMLRC reserves the right to change booth assignments to accommodate cancellations, consolidation, or for any reason as needed.

## Exhibit Services Contractor

All registered exhibitors will receive an Exhibitor's Kit from AGS Expo Services via email. The kit will contain all exhibit services available and an order form.

## Cancellation Policy

### Exhibits:

Cancellations must be made in either email, fax, or letter form, and received no later than **June 21, 2016**. Upon confirmation you will receive a 50% refund of booth fees. NO refunds will be administered after June 21, 2016.

### Sponsors:

Sponsorships of either Silver, Gold, Platinum, or Exclusive in nature are non-refundable once made.

## Exhibitor Liability

Exhibiting organizations assume full responsibility for their professional/personal property and obtaining insurance to protect against lost or stolen items. The exhibitor understand that neither the EMLRC nor the hotel parties maintain insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.

The Universal Center is locked nightly. Security will be provided during lunch and evening hours prior to nightly lock-up.



# RULES & REGULATIONS

*It is the responsibility of the exhibitor's contact person to share the rules and regulations with your on-site booth personnel.*

1. Exhibitor is responsible for compliance with the American with Disabilities Act (ADA) within its booth and assigned space.
2. Attire of exhibit personnel should be consistent with the professional atmosphere of the conference.
3. Demonstrations by exhibitors may not interfere with normal traffic flow nor infringe on neighboring exhibits. Demonstrations are not permitted outside of the exhibitors assigned booth space.
4. Canvassing or distribution of advertising materials by an exhibitor is not permitted outside of the exhibitor's booth space.
5. Canvassing or marketing any products or services in any part of the exhibit hall or meeting rooms by anyone representing a non-exhibiting company is strictly prohibited.
6. FCEP must be notified of an exhibitor's intent to distribute food or beverage in the exhibit hall. All such items must be approved by EMLRC/FEMF/FCEP and ordered directly from the DoubleTree at the Entrance of Universal Studios. Exhibitors are not permitted to bring in outside food or beverages.
7. Subletting or sharing of booth space is not permitted unless approved by EMLRC/FEMF/FCEP.
8. ACCME Agreement. Exhibiting/Sponsoring companies are required to abide by the rules and regulations set forth by the ACCME's Standards of Commercial Support and the EMLRC/FEMF/FCEP. Exhibiting/Sponsoring companies agree to have no involvement or influence with/over the content of the CME portion of the sponsored activity. Entities who are defined as commercial interests by the ACCME are required to sign a Letter of Agreement of Commercial Support.
9. Giveaways: Exhibiting companies are permitted to distribute giveaways. All giveaways must be approved by EMLRC/FEMF/FCEP. Removal of items not pre-approved will be strictly enforced.
10. Sales: The purpose of commercial exhibits is to further the education of attendees through product and service displays and demonstrations. Direct selling is acceptable as long as the product is pre-approved by EMLRC/FEMF/FCEP. Products must not be in direct competition with EMLRC/FEMF/FCEP products. A sales list should be provided to EMLRC/FEMF/FCEP for approval prior to the event.
11. Management: EMLRC/FEMF/FCEP reserves the right to interpret, amend and enforce these regulations as it deems appropriate to ensure the success of the exhibition.
12. Promotion: Product-promotion material is prohibited during CME Activity and must be kept separate from CME.
13. EMLRC/FCEP/FEMF reserves the right to reject for any reason any exhibit application submitted; to reject, prohibit, restrict or otherwise require modification of any exhibit for any reason; and to evict or bar any exhibitor whose conduct or materials are objectionable to EMLRC/FEMF/FCEP for any reason.



# CLINCON 2016 EXHIBIT & SPONSORSHIP REGISTRATION FORM

ORGANIZATION NAME - AS TO APPEAR ON CONFERENCE MATERIALS

MAILING ADDRESS

WEBSITE ADDRESS

CORPORATE EMAIL ADDRESS

PHONE

FAX

EMAIL EXHIBITOR SERVICE KIT TO:

EXHIBIT CONTACT PERSON

TITLE

EXHIBIT CONTACT PHONE

EXHIBIT CONTACT FAX

EXHIBIT CONTACT EMAIL

DESCRIPTION OF SERVICE/PRODUCT TO BE EXHIBITED

## CUSTOMIZE YOUR PACKAGE

### SPONSORSHIP OPPORTUNITIES

- ☐ Platinum \$4,000  
☐ Gold \$3,000  
☐ Silver \$1,800

### EXHIBIT SPACE (Early Bird/Open Round)

- ☐ 8'x10' Booth \$1,000/\$1,200  
☐ 10'x16' Booth \$1,800/\$2,200  
☐ 15'x20' Vehicle Space \$1,800/\$2,100

### ADDITIONAL OPPORTUNITIES

- ☐ Lunch with Exhibitors \$6,000 (exclusive)  
☐ Partial Lunch Sponsor \$1,500 (1 of 4)  
☐ Wi-Fi \$5,000 (exclusive)  
☐ Tote Bags \$2,000 (exclusive)  
☐ Name Badges \$1,500 (exclusive)  
☐ Lanyards \$1,500 (exclusive)  
☐ Wine & Cheese \$300  
☐ Wine & Cheese Keg \$600 (exclusive)  
☐ Email/Social Media \$300  
☐ Syllabus Ad - Full Page \$375  
☐ Syllabus Ad - Half Page \$200  
☐ Registration Insert \$250  
☐ Mobile App Ad \$150  
☐ Passport to Prizes \$200  
☐ Additional Badges \$30 (each)  
 (2 included w/ each booth)  
 \_\_\_\_\_ Specify how many

\$ \_\_\_\_\_ Total Fees

## BOOTH PREFERENCES

FIRST CHOICE	SECOND CHOICE	THIRD CHOICE

## PAYMENT INFORMATION

All major credit cards are accepted. Make checks payable to EMLRC and mail to 3717 S. Conway Rd., Orlando, FL 32812.  
 Phone: 800-766-6335 | Fax: 407-281-4407 | Federal Tax ID #59-3001777

[ ] VISA [ ] MASTERCARD [ ] AMEX [ ] DISCOVER

CREDIT CARD NUMBER

EXPIRATION DATE

BILLING ZIP CODE

CARDHOLDER NAME

CARDHOLDER SIGNATURE

### ACCME AGREEMENT

*I/We agree to abide by all rules and regulations listed and which are part of the agreement between my/our company and the Emergency Medicine Learning & Resource Center. I/We also agree to comply with ACCME Standards for Commercial Support. I/We also agree to have no involvement or influence with the content of the CME portion of the conference. You are hereby authorized to reserve space for my/our company for ClinCon 2016.*

SIGNATURE

ADMIN ONLY	DATE RECEIVED:
	TIME:
	PAID IN FULL DATE:
	ASSIGNED: