



**A NYS Premier Educational  
Conference & Trade Show  
Since 1955  
SPONSOR, EXHIBITOR, &  
ADVERTISER INFORMATION**

**WE INVITE YOU TO JOIN THE ENERGY AND VISION OF**

## **PULSE CHECK 2018**

The New York State Volunteer Ambulance & Rescue Association is pleased to announce that its Annual Educational Conference & Trade Show—**PULSE CHECK 2018**—will take place in Albany on September 20 – September 23, 2018. First Responders, EMT's, Paramedics and many others who represent Emergency Medical Services in the Empire State and nearby New Jersey and New England states will come together at the Albany Marriott for professional development, continuing education, to learn about the latest trends, practices, equipment and technology—and to celebrate our industry and the accomplishments of NYSVARA!

Our Educational Conference & Trade Show continues to grow every year. It attracts top quality speakers who continue to bring new, interesting and cutting-edge seminar topics to our attendees. This event gives you an opportunity to introduce your new products and services, expand your contacts across New York State, recruit new buyers, and heighten awareness of all that you offer!

Don't miss out – become part of Pulse Check and make an impact on First Responders and EMS professionals in the region and New York State!

**- The Educational Conference & Trade Show Planning Committee**

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## **PULSE CHECK 2018 CONFERENCE HIGHLIGHTS**

- Conference opens on Thursday, September 20, 2018 with the 8 hour Pre-Conference Core Content EMS Refresher Program.
- The Trade Show will run on Friday, September 21, 2018 and Saturday, September 22, 2018
- Friday and Saturday features two major educational tracks.
- The Annual EMS Skills Drill Challenge will take place on Friday evening.
- NYSVARA's Annual Awards Banquet will take place on Saturday evening.
- The Conference concludes on Sunday, September 23, 2018.

**Let's Work Together to Create the Perfect Package for Your Company!**

### **QUESTIONS/NEED MORE INFORMATION?**

Contact the Pulse Check Conference Team at: [pulsecheck@nysvara.org](mailto:pulsecheck@nysvara.org)  
**(877) NYSVARA**



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## MAJOR SPONSORSHIP OPPORTUNITIES

### **\$10,000 PLATINUM LEVEL**

- Premier trade show floor location
- Sponsor banner on convention floor
- 1 year advertising on NYSVARA's/Pulse Check website (with hyper-link)
- Full page color conference program advertisement
- Special thank you listing on website
- Logo on Conference Hospitality Bag
- Recognition in the journal

### **\$5,000 GOLD LEVEL**

- Premier trade show floor location
- 1 year advertising on NYSVARA's/Pulse Check website (with hyper-link)
- Full page color conference program advertisement
- Special thank you listing on website
- Logo on Conference Hospitality Bag
- Recognition in the journal

### **\$2,000 SILVER LEVEL**

- Priority trade show floor location
- 6 months of advertising on NYSVARA's/Pulse Check website (with hyper-link)
- Full page color convention program advertisement
- Special thank you listing on website
- Logo on Conference Hospitality Bag
- Recognition in the journal

### **\$1,000 BRONZE LEVEL**

- Priority trade show floor location
- 6 months of company logo placement on NYSVARA's/Pulse Check new website (no hyper-link)
- Full page color convention program advertisement
- Special thank you listing on website
- Logo on Conference Hospitality Bag
- Recognition in the journal



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## **ADDITIONAL SPONSORSHIP OPPORTUNITIES**

**A GREAT WAY TO INCREASE YOUR VISIBILITY WITH CONFERENCE ATTENDEES!**

**\$2,000 CONFERENCE SPECIFIC MOBILE WEBSITE**

Mobile website specific to event.

Contains daily schedule, speaker information, list of sponsors, other event information.  
Co-branded with sponsor information and links to sponsors website.

**\$1,500 CONFERENCE POSTERS**

Event posters sent out to all member agencies 6 months prior to the event.

Side A - Event promotion.

Side B - NYSVARA membership information, Co-branded with sponsors information.

**\$1,500 BANQUET GALA COCKTAIL (SATURDAY EVENING)**

Conference signature drink created and named after your company; company logo and acknowledgment on all banquet materials; special listing in conference materials.

**\$1,000 CONFERENCE HOSPITALITY BAGS**

Item carries PULSE CHECK & your company logo full on one side of the bags.

**\$750 CONFERENCE GIVEAWAY**

Item carries PULSE CHECK & your company logo.

**\$500 CONFERENCE SEMINAR**

Signage at session & your company logo in program.

**\$500 CONFERENCE COFFEE BREAK**

Signage at break & your company logo in program. Special acknowledgment in seminar forms.



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**EMS SKILL DRILL CHALLENGE TROPHY SPONSORSHIPS**

Help support a very important part of PULSE CHECK—recognition at our annual EMS Skills Drill Challenge. There are a number of Trophy Sponsorships available, including:

- \$500 OVERALL WINNER TROPHIES (1 YOUTH/ 1 ADULT)**  
1 Large Team Trophy & 5 Individual Trophies (4 Individual Trophies for Adult)
- \$250 DRILL TROPHIES – 1ST PLACE (4 AVAILABLE)**  
Medical/Youth; Trauma/Youth; Medical/Adult; Trauma/Adult
- \$200 DRILL TROPHIES – 2ND PLACE (4 AVAILABLE)**  
Medical/Youth; Trauma/Youth; Medical/Adult; Trauma/Adult
- \$150 DRILL TROPHIES – 3RD PLACE (4 AVAILABLE)**  
Medical/Youth; Trauma/Youth; Medical/Adult; Trauma/Adult

**PULSE CHECK COMMEMORATIVE JOURNAL ADVERTISING RATES**

A program given to every conference attendee; after the event, it will be prominently placed and promoted on NYSVARA’s website and e-blasted out to all members ensuring maximum exposure for conference supporters.

Location	Black & White	Color
Back Cover	N/A	SOLD
Inside Front Cover	N/A	\$550.00
Inside Back Cover	N/A	\$500.00
Full Page	\$300.00	\$400.00
Half Page	\$175.00	\$250.00
Quarter Page	\$100.00	\$150.00

**EXHIBITORS**

For information or assistance contact Jerry Gelbard at [Exhibits@nysvara.org](mailto:Exhibits@nysvara.org)

- \$525 EXHIBITOR**
  - Trade show floor or Vehicle Display location
  - Sponsor listing with company logo in convention program
  - Special thank you listing on website & newsletter
  - Special mention during convention events

**\$275 CHARGE FOR ADDITIONAL VEHICLE SPACES**



## A NYS Premier Educational Conference & Trade Show Since 1955 **SPONSOR, EXHIBITOR, & ADVERTISER INFORMATION**

- Our conference set-up allows for maximum exposure of company sponsors and exhibitors. Standard display booth area is approximately 10 x 6 feet with skirted 6 foot table, pipe and drape
- Set-up & 2 chairs.
- Electrical Connection is available; please indicate on the conference contract form.
- Free Wi-Fi Internet access is available throughout the Trade Show Area.
- Trade Show placement is assigned at the discretion of the Conference Committee.
- Ambulances and other specialty vehicles will be accommodated in a separate display area—directly off the show floor area and readily accessible. Assignment is on a first come-first served basis/ sponsorship level.

### **TRADE SHOW HOURS OF OPERATION**

**Thursday, September 20, 2018** – Set-up can begin after 12 Noon, but prior to opening hours on the 21st.

**Friday, September 21, 2018** – Must be set-up by 8:00 AM for 8:30 AM opening; close at 6:00 PM.

**Saturday, September 22, 2018** – 9:00 AM opening; close at 3:00 p.m.

Exhibitors may breakdown immediately following the closing of the Trade Show floor.

Exhibitors must remain open for the hours indicated on Friday and Saturday.

### **CANCELLATION POLICY**

If a vendor needs to cancel all of part of the display area contracted, the vendor will be liable for the following: 50% of total display space fee for cancellations received in writing 10 days or more prior to first day of conference. If a contract is signed less than 7 days to the first day of the conference, no refunds will be given for cancellations.

### **LIABILITY**

The vendor is responsible for the proper installation, removal, occupancy, control and use of the display area, including the vehicle display area. Pulse Check & NYSVARA will not be responsible and held harmless for any loss or injury resulting from fire, theft, or any cause whatsoever at the conference.

### **ACCOMMODATIONS**

Sponsors and professional partners are encouraged to arrange their accommodations at the Albany Marriott, **189 Wolf Road, Albany, NY, the PULSE CHECK Conference Headquarters Hotel**. A special convention rate is available. Call 518-458-8444 or 800-443-8952. Tell them you are with **PULSE CHECK/NYSVARA** room block.



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## PULSE CHECK COMMEMORATIVE JOURNAL SIZES

**IF YOU ARE DOING THE DESIGN WORK YOURSELF, ADS SHOULD BE SUBMITTED USING A CMYK COLOR PROFILE AT 300DPI RESOLUTION. YOU MAY SUBMIT THE FOLLOWING FILE FORMATS: PDF, JPG, PNG, EPS.**

**Please note the following sizes:  
Sizes With Bleeds and Without Bleeds**

Page size	Unit of Measurement	With Bleeds	Without Bleeds
<b>Full Page/ Cover</b>	<b>In Inches</b>	8.75" w x 11.25" h	8.5" w x 11" h
	<b>In Pixels</b>	630px x 810px	612px x 792px
<b>Half Page</b>	<b>In Inches</b>	8.75" w x 5.75" h	8.5" w x 5.5" h
	<b>In Pixels</b>	630px x 414px	612px x 396px
<b>Quarter Page</b>	<b>In Inches</b>	N/A	4" w x 5" h
	<b>In Pixels</b>	N/A	288px and 360px

**Design services are available for \$75 per ad. (proceeds to benefit NYSVARA/PulseCheck)**

**If you would like to have your ad built by our graphic design team, please submit the following information:**

- Copy Ready Text - High Resolution (300dpi) Graphics or Photos.
- All graphics or images should be submitted as large as possible up to 8.5" w x 11" h
- Any specific direction you wish to have considered with your ad, design or layout.
- You may submit the following file formats: AI, EPS, PDF, JPG, PNG, DOC, DOCX

**Materials may be submitted by email to:**

- [pulsecheck@nysvara.org](mailto:pulsecheck@nysvara.org)

**All ads must be sent in a digital format.**

### **QUESTIONS/NEED MORE INFORMATION?**

Contact the Pulse Check Conference Team at: [pulsecheck@nysvara.org](mailto:pulsecheck@nysvara.org)  
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Please complete this form and submit with payment to address listed below. Please send any artwork or Credit Card Contracts electronically to the Pulse Check Marketing team at [pulsecheck@nysvara.org](mailto:pulsecheck@nysvara.org). Please keep a copy of this contract for your records. We will confirm all arrangements with you after receipt. You may also complete the registration process on line at [www.nysvara.org/pulsecheck](http://www.nysvara.org/pulsecheck).

**COMPANY NAME:**

**CONTACT NAME:**

**ADDRESS:**

**CITY:**

**STATE:**

**ZIP:**

**EMAIL:**

**PRODUCT DESCRIPTION**

**CONFERENCE CONTACT**

Exhibit space will be assigned after receipt of payment and at the discretion of the Conference Committee. Exhibitors WILL NOT be permitted to set up unless ALL charges are satisfied prior.

**NYSVARA REP**

**SPONSORSHIPS:**

**EXHIBITOR  
\$525**

**EXTRA VEHICLE SPACE  
\$275**

**MAJOR SPONSORSHIPS**

**PLATINUM  
\$10,000**

**GOLD  
\$5,000**

**SILVER  
\$2,000**

**BRONZE  
\$1,000**

**ELECTRIC CONNECTION REQUIRED?**

**YES**

**NO**

**QUESTIONS?**

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[pulsecheck@nysvara.org](mailto:pulsecheck@nysvara.org)  
**(877) NYSVARA**

**SUBMIT THIS FORM TO:**

**MAIL** NYSVARA - Pulse Check  
518 Hooper Road # 278  
Endwell, New York 13760

**EMAIL** [pulsecheck@nysvara.org](mailto:pulsecheck@nysvara.org)



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**OTHER SPONSORSHIP OPPORTUNITIES:**

**CONFERENCE MOBILE WEBSITE  
\$2,000**

**HOSPITALITY BAG  
\$1,000**

**COFFEE BREAK  
\$500**

**CONFERENCE POSTERS  
\$1,500**

**CONFERENCE GIVEAWAY  
\$750**

**BANQUET GALA COCKTAIL  
\$1,500**

**CONFERENCE SEMINAR  
\$500**

**EMS SKILLS DRILL CHALLENGE TROPHY SPONSORSHIP OPPORTUNITIES**

**SOLD OUT** **OVERALL WINNER/YOUTH TEAM  
\$500**

**OVERALL WINNER/ADULT TEAM  
\$500**

**DRILL TROPHIES**

**SOLD OUT**  
1ST PLACE – MEDICAL/YOUTH  
\$250  
1ST PLACE – TRAUMA/YOUTH  
\$250

2ST PLACE – MEDICAL/YOUTH  
\$200  
2ST PLACE – TRAUMA/YOUTH  
\$200

3ST PLACE – MEDICAL/YOUTH  
\$150  
3ST PLACE – TRAUMA/YOUTH  
\$150

**SOLD OUT**  
1ST PLACE – MEDICAL/ADULT  
\$250  
1ST PLACE – TRAUMA/ADULT  
\$250

2ST PLACE – MEDICAL/ADULT  
\$200  
2ST PLACE – TRAUMA/ADULT  
\$200

3ST PLACE – MEDICAL/ADULT  
\$150  
3ST PLACE – TRAUMA/ADULT  
\$150

**NOVICE ADULT  
\$100**

**NOVICE YOUTH  
\$100**

**INSCRIPTION (IN MEMORY OF/HONOR OF)**

**QUESTIONS?**

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Check Conference Team at:  
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**SPECIAL AWARDS PLAQUES**

**EMS MERITORIOUS AWARD  
\$100**

**EMS UNIT CITATION  
\$100**

**EMS YOUTH SQUAD OF EXCELLENCE  
\$100**

**EMS YOUTH SQUAD MEMBER OF EXCELLENCE  
\$100**

**EMS EDUCATOR OF EXCELLENCE  
\$100**

**EMS PERSON OF EXCELLENCE (ALS PROVIDER AND BLS PROVIDER)  
\$100**

**LICENSED EMERGENCY MEDICAL CARE PROVIDER OF EXCELLENCE: (MD, DO, NP, PA)  
\$100**

**EMS YOUTH SQUAD MEMBER OF EXCELLENCE  
\$100**

**REGISTERED NURSE OF EXCELLENCE  
\$100**

**EMS COMMUNICATIONS SPECIALIST OF EXCELLENCE  
\$100**

**EMS LEADERSHIP AWARD  
\$100**

**CIVILIAN STAR OF LIFE AWARD  
\$100**

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COMPANY NAME:

## PROGRAM ADVERTISING

### LOCATION:

**SOLD OUT!** BACK COVER  
600.00

INSIDE FRONT COVER  
\$550.00

INSIDE BACK COVER  
\$500.00

### SIZE:

FULL PAGE - COLOR  
\$400.00

FULL PAGE - BLACK&WHITE  
\$300.00

HALF PAGE - COLOR  
\$250.00

HALF PAGE - BLACK&WHITE  
\$175.00

QUARTER PAGE - COLOR  
\$150.00

QUARTER PAGE - BLACK&WHITE  
\$100.00

All ads need to be submitted electronically to [pulsecheck@nysvara.org](mailto:pulsecheck@nysvara.org) NO LATER than August 1<sup>st</sup>

**PAYMENT FOR ALL SPONSOR AND EXHIBIT CATEGORIES: \$**

### QUESTIONS?

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## **PAYMENT**

**CHECK ENCLOSED  
MAKE PAYABLE TO: NYSVARA - PULSE CHECK**

**OR**

**VISA**

**MASTERCARD**

**AMEX**

**DISCOVER**

**NAME ON CARD:**

**CARD NUMBER:**

**EXPIRATION DATE:**

**CVV/SECURITY #**

**ALL PAYMENTS NEED TO BE RECEIVED NO LATER THAN AUGUST 1<sup>ST</sup>**

**Or you can also register and pay online at [www.nysvara.org/pulsecheck](http://www.nysvara.org/pulsecheck).**

## **COMPANY REPRESENTATIVES ATTENDING**

**PLEASE INDICATE WHO WILL BE REPRESENTING YOUR COMPANY AT THE CONFERENCE.**

**REPRESENTATIVE 1**

**REPRESENTATIVE 2**

### **QUESTIONS?**

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