



**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

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
(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 (2 AVAILABLE)**
Large Team Trophy & 5 Individual Trophies
- \$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 full color 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

- \$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 6:00 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
Full Page/ Cover	In Inches	8.75"w x 11.25"h	8.5"w x 11"h
	In Pixels	630px x 810px	612px x 792px
Half Page	In Inches	8.75"w x 5.75"h	8.5"w x 5.5"h
	In Pixels	630px x 414px	612px x 396px
Quarter Page	In Inches	N/A	4"w x 5"h
	In Pixels	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

All ads must be sent in a digital format.

QUESTIONS/NEED MORE INFORMATION?

Contact the Pulse Check Conference Team at: 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. 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.

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:

**PLATINUM
\$10,000**

**GOLD
\$5,000**

**SILVER
\$2,000**

**BRONZE
\$1,000**

**EXHIBITOR
\$525**

**EXTRA VEHICLE SPACE
\$275**

ELECTRIC CONNECTION REQUIRED?

YES

NO

QUESTIONS?

Please contact the Pulse Check Conference Team at:
pulsecheck@nysvara.org
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SUBMIT THIS FORM TO:

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

EMAIL 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

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

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

DRILL TROPHIES

**1ST PLACE – MEDICAL/YOUTH
\$250**

**1ST PLACE – TRAUMA/YOUTH
\$250**

**1ST PLACE – MEDICAL/ADULT
\$250**

**1ST PLACE – TRAUMA/ADULT
\$250**

**2ST PLACE – MEDICAL/YOUTH
\$200**

**2ST PLACE – TRAUMA/YOUTH
\$200**

**2ST PLACE – MEDICAL/ADULT
\$200**

**2ST PLACE – TRAUMA/ADULT
\$200**

**3ST PLACE – MEDICAL/YOUTH
\$150**

**3ST PLACE – TRAUMA/YOUTH
\$150**

**3ST PLACE – MEDICAL/ADULT
\$150**

**3ST PLACE – TRAUMA/ADULT
\$150**

**NOVICE ADULT
\$100**

**NOVICE YOUTH
\$100**

INSCRIPTION (IN MEMORY OF/HONOR OF)

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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:

~~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 NO LATER than August 1st

PAYMENT FOR ALL SPONSOR AND EXHIBIT CATEGORIES: \$

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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 1ST

Or you can also register and pay online at www.nysvara.org/pulsecheck.

COMPANY REPRESENTATIVES ATTENDING

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

REPRESENTATIVE 1

REPRESENTATIVE 2

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