



A NYS Premier Educational Conference & Trade Show Since 1955 **SPONSORSHIP INFORMATION**

WE INVITE YOU TO JOIN THE ENERGY AND VISION OF **PULSE CHECK 2022**

The New York State Volunteer Ambulance & Rescue Association is pleased to announce that its Annual Educational Conference & Trade Show—**PULSE CHECK 2022**—will take place in Albany on October 6-9, 2022. 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 Crowne Plaza Albany 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 2022 CONFERENCE HIGHLIGHTS

- Conference opens on Thursday, October 6, 2022 with the 8 hour Pre-Conference Core Content EMS Refresher Program, along with a new Leadership Pre-Conference seminar & an evening Certified Instructor update.
- The Trade Show will run on Friday, October 7, 2022 and Saturday, October 8, 2022
- Friday and Saturday features two major educational tracks.
- The Annual EMS Skills Drill Challenge will take place on Friday evening, October 7, 2022.
- NYSVARA's Annual Awards Reception will take place on Saturday evening, October 8, 2022.
- The Conference concludes on Sunday, October 9, 2022 with newly extended professional panels.

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) 697-8272

Please send any artwork electronically to the Pulse Check Conference team at pulsecheck@nysvara.org.
Register on-line at www.pulsecheckconference.org



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MAJOR SPONSORSHIP OPPORTUNITIES

\$10,000 PLATINUM EVENT LEVEL (only 1 available)

- Inclusion of Sponsor Name, Logo, Link & Banner on NYSVARA/Pulse Check Sponsors Page
- Inclusion of Sponsor Name, Logo, Link & Banner on Promotional Facebook Posts
- Inclusion of Sponsor Name, Logo, Link & Banner on Promotional email marketing campaigns promoting the event & thanking attendees
- Two email marketing campaigns for the sponsor using our platform and list. (Built and managed by NYSVARA.)
- Creation of 30 Second “commercial” or the ability to insert your own commercial to run at “high volume”* throughout the event between sessions.
- Designated Sponsor of Keynote Presentation.
 - » Keynote Presentation sandwiched by Sponsor Commercials
 - » Mention of sponsorship in live opening and closing remarks.
- This sponsorship includes a booth in the Exhibit Hall.

\$5,000 GOLD LEVEL

- Inclusion of Sponsor Name, Logo & Link on NYSVARA/Pulse Check Sponsors Page
- Inclusion of Sponsor Name, Logo & Link on Promotional Facebook Posts
- Inclusion of Sponsor Name, Logo & Link on Promotional email marketing campaigns promoting the event & thanking attendees
- A single email marketing campaign for the sponsor using our platform and list. (Built and managed by NYSVARA.)
- Creation of 30 Second “commercial” or the ability to insert your own commercial to run at “medium volume”* throughout the event between sessions.
- This sponsorship includes a booth in the Exhibit Hall.

\$2,500 SILVER LEVEL

- Inclusion of Sponsor Name & Logo on NYSVARA/Pulse Check Sponsors Page
- Inclusion of Sponsor Name & Logo on Promotional Facebook Posts
- Inclusion of Sponsor Name & Logo on Promotional email marketing campaigns promoting the event & thanking attendees
- Creation of 30 Second “commercial” or the ability to insert your own commercial to run at “low volume”* throughout the event between sessions.
- This sponsorship includes a booth in the Exhibit Hall.

\$1,000 BRONZE LEVEL

- Inclusion of Sponsor Name on NYSVARA/Pulse Check Sponsors Page
- Inclusion of Sponsor Name on Promotional Facebook Posts
- Inclusion of Sponsor Name on Promotional email marketing campaigns promoting the event & thanking attendees.
- Inclusion of your name, logo, etc. in a joint commercial with other sponsors from this level.
- This sponsorship includes a booth in the Exhibit Hall.

* Volume of commercials will be weighted by sponsorship after all sponsors transactions are complete.



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ADDITIONAL SPONSORSHIP OPPORTUNITIES

A GREAT WAY TO INCREASE YOUR VISIBILITY WITH CONFERENCE ATTENDEES!

\$5,000 RECEPTION SPONSORSHIP

- Inclusion of Sponsor Name & Logo on NYSVARA/Pulse Check Sponsors Page
- Inclusion of Sponsor Name & Logo on Promotional Facebook Posts
- Inclusion of Sponsor Name & Logo on Promotional email marketing campaigns promoting the event & thanking attendees
- Signage throughout the event.
- Thank you mention at the reception.

**\$1000 ½ DAY,
\$2000 FULL DAY**

COFFEE BREAK SPONSORS

- Inclusion of Sponsor Name & Logo on NYSVARA/Pulse Check Sponsors Page
- Inclusion of Sponsor Name & Logo on Promotional Facebook Posts
- Inclusion of Sponsor Name & Logo on Promotional email marketing campaigns promoting the event & thanking attendees
- Signage throughout the weekend.

TROPHY SPONSORSHIPS

- Overall + Team Oscars \$500
- First Place \$250
- Second Place \$200
- Third Place \$150
- Novice \$100

\$500 PULSE CHECK EVENT SUPPORTER

- Inclusion of Sponsor Name on NYSVARA/Pulse Check Sponsors Page
- Inclusion of Sponsor Name on Promotional Facebook Posts

\$250 SCHOLARSHIPS FUND DONOR

- Inclusion of Sponsor Name on NYSVARA/Pulse Check Sponsors Page
- Recognition of sponsorship when award is presented.

\$150 SPECIAL AWARDS DONOR

- Inclusion of Sponsor Name on NYSVARA/Pulse Check Sponsors Page
- Recognition of sponsorship when award is presented.
- Inscription on award presented: "The award sponsored by: "

Please send any artwork electronically to the Pulse Check Conference team at pulsecheck@nysvara.org.
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EXHIBITORS

For information or assistance, please contact: exhibits@nysvara.org

\$600 INDOOR EXHIBITOR

- 8' x 10' Booth. (Includes 6' table and chairs)
- Inclusion of Sponsor Name & Logo on NYSVARA/Pulse Check Sponsors Page
- Inclusion of Sponsor Name & Logo on Promotional Facebook Posts
- Inclusion of Sponsor Name & Logo on Promotional email marketing campaigns promoting the event & thanking attendees
- Includes one drop 110v electric, lighting laptops, etc. Electric required for specialty equipment may incur an additional fee imposed by the venue.

Additional, adjacent inside booth - \$400

\$600 OUTDOOR EXHIBITOR

- One Vehicle Display Outside.
- Inclusion of Sponsor Name & Logo on NYSVARA/Pulse Check Sponsors Page
- Inclusion of Sponsor Name & Logo on Promotional Facebook Posts
- Inclusion of Sponsor Name & Logo on Promotional email marketing campaigns promoting the event & thanking attendees

Additional Outdoor Vehicle Displays - \$300/vehicle

TRADE SHOW HOURS OF OPERATION

Thursday, October 6, 2022 – Set-up can begin after 12 Noon, but prior to opening hours on the 7th.

Friday, October 7, 2022 – Must be set-up by 8:00 AM for 8:30 AM opening; close at 6:00 PM.

Saturday, October 8, 2022 – 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

Any cancellations, in whole or in part, must be received in writing by PulseCheck Management by August 15, 2022. Any company canceling or changing their contracted exhibit space, in whole or in part, prior to August 15, 2022, will forfeit 50% of their payment. No refund or transfer of funds will be made for any company canceling, in whole or in part, after August 15, 2022.

LIABILITY

The exhibitor 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 Crowne Plaza Albany - the Desmond Hotel, **660 Albany Shaker Road, Albany, NY, the PULSE CHECK Conference Headquarters Hotel**. A special convention rate is available. Call (518) 869-8100. Tell them you are with **PULSE CHECK/NYSVARA** room block.



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2022 PULSECHECK SPONSOR & EXHIBITOR RULES AND REGULATIONS

PulseCheck is sponsored by the New York State Volunteer Ambulance and Rescue Association (NYSVARA).

By registering and paying for an exhibit, the exhibitor or sponsor certifies they have read the rules and regulations, understand the rules and regulations and will abide by the rules and regulations.

1. **PAYMENT.** Full payment is required to be assigned an exhibit space or sponsor level/opportunity. All exhibit spaces or sponsorships must be paid in full by August 15, 2022. Applications will not be processed, or exhibit space or sponsorships not assigned without a completed registration AND the required payment.

2. **CANCELLATION OF CONTRACT.** Any cancellations, in whole or in part, must be received in writing by PulseCheck Management by August 15, 2022. Any company canceling or changing their contracted exhibit space, in whole or in part, prior to August 15, 2022, will forfeit 50% of their payment. No refund or transfer of funds will be made for any company canceling, in whole or in part, after August 15, 2022.

3. **ELIGIBLE EXHIBITS.** PulseCheck Management reserves the right to determine eligibility of any company or product to participate at PulseCheck. PulseCheck Management can refuse rental of exhibit space to any company whose display of goods or services is not, in the opinion of Show Management, compatible with the educational character and objectives of PulseCheck.

4. **ALLOCATION OF SPACE AND ASSIGNMENT.** PulseCheck reserves the right to make the final determination of all space assignments in the best interest of PulseCheck. And requests by exhibitors should be made at the time of reservation/payment.

5. **SUBLETTING OF EXHIBIT SPACE.** Exhibitors may not assign, sublet, or share their exhibit space with another business or firm unless approval has been obtained in writing from PulseCheck Management.

6. **LIABILITY.** Neither NYSVARA nor its members, PulseCheck Management nor the representatives and employees thereof, venue, nor its representatives and employees will be responsible for injury, loss or damage that may occur to the sponsor/exhibitor or to the sponsor/exhibitor's employees or property from any cause whatsoever, prior, during or after the period covered by the sponsor/exhibitor's contract. It is agreed by the parties that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision over the protection of large numbers of removable articles in numerous exhibits, and various other factors make it reasonable that each exhibitor shall assume their own risk of any injury, loss or damage, and the exhibitor, by signing this contract, hereby assumes such risk and expressly releases the organizations and individuals referred to above from any and all claims for any such loss, damage or injury. Protection against unauthorized removal of property from the exhibit space occupied by the exhibitor shall be the exhibitor's responsibility.

7. **EXHIBITOR INSURANCE.** The exhibitor shall, at its sole cost and expense, procure and maintain through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than \$1,000,000. Workers' Compensation and Occupational Disease insurance shall be in full compliance with all federal and state laws, covering



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all of exhibitor's employees engaged in the performance of any work for exhibitor. All property of the exhibitor is understood to remain under its custody and control in transit to and from the grounds.

8. **DISABILITY PROVISIONS.** Exhibitor shall have sole responsibility for ensuring that their exhibit is in full compliance with the Americans with Disabilities Act and any regulations implemented by that Act.

9. **DAMAGE TO PROPERTY.** The exhibitor is liable for any damage caused to grounds, structure floors, walls or components, or to standard exhibit space equipment, or to another exhibitor's property. The exhibitor may not apply paint, lacquer, adhesives, stickers, or other coating to standard exhibit space equipment.

10. **ADMITTANCE DURING NON-SHOW HOURS.** Exhibitor personnel will not be permitted to enter the exhibit area earlier than two hours before the scheduled opening time each day and will not be permitted to remain on the exhibit floor after the official closing of the show each evening. Exhibitors that require additional time may be allowed to remain after show hours for a period at the discretion of PulseCheck Management.

11. **INSTALLATION AND DISMANTLING PERSONNEL.** Each exhibitor may provide their own exhibit furnishings and may specify their own independent contractor for the installation and dismantling of the exhibit. The exhibitor is responsible for ensuring that any exhibitor appointed contractors supply, upon request, a valid Certificate of Insurance naming NYSVARA, PulseCheck and the venue as additional insured, with a minimum of \$1,000,000 liability coverage, including property damage.

12. **CONFLICTING EVENTS DURING SHOW HOURS.** The sponsor/exhibitor agrees not to extend invitations, call meetings, host hospitality events or otherwise encourage the absence of industry professionals from the exhibit hall, meeting rooms, educational seminars, etc. during the hours of all education and PulseCheck activities.

13. **DISMANTLING.** Exhibitor displays must not be dismantled or packed in preparation for removal prior to the official closing time of PulseCheck exhibit hours. Any exhibitor dismantling prior to the official closing time will not be allowed to participate in future events. Every exhibit space must be fully staffed and operational during the entire PulseCheck exhibit hall hours.

14. **BADGES.** All sponsor/exhibitors must present an exhibitor badge to enter the exhibit areas. Each person issued an exhibitor badge must be employed by the exhibiting company or be a sales representative for that company and must be covered under the exhibiting company's insurance policy

15. **CHARACTER OF EXHIBITS.** The general rule of the exhibit floor is "be a good neighbor." No exhibits will be permitted that interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Exhibit space personnel, including demonstrators, hostesses and models, are required to confine their activities within the company's exhibit space. Apart from the specific display space for which an exhibiting company has contracted with PulseCheck Management, no part of the grounds may be used by any organization other than Show Management for display purposes of any kind or nature. Within the public conference center property, exhibitor brand or company logos, signs, and trademark displays will be limited to the official exhibit area only.

A. **Attire.** Representatives should be conservatively attired to maintain the professional and business-like climate of the PulseCheck Conference.



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B. Sound. Videos or movies relating to exhibitor's equipment will be permitted, provided projection equipment and screen are located on the rear one-third of the exhibit space, and all viewers must stand or sit within the exhibit space. If amplified sound is used, it must be regulated so as not to be offensive to surrounding areas. Visual aids, tape recording devices, loudspeakers, and similar mechanical noisemaking devices shall not unduly interfere with, or be disconcerting to, other exhibitors.

C. Lighting. Blinking, flashing, rotating, or strobe lights cannot be continuously running. Lights of this kind may be used for short periods of time, when being demonstrated by a company representative.

D. Exhibit Space Exteriors. The exterior of any display cabinet or structure facing a side aisle or adjacent exhibitor's exhibit space must be suitably decorated at the exhibitor's expense.

E. Noise, Odors, Distractions. Exhibitors will not use noise, lighting, or other distractions judged by PulseCheck Management to be offensive to others. Exhibits producing objectionable odors will not be allowed.

F. Display Heights. Height of signage, product, etc. must not exceed a height of eight (8) feet from the floor.

G. Positioning of Display Items. Exhibitor display, merchandise, and activities must remain within the confines of the designated space. Materials cannot flow into aisles or another exhibitor's space.

16. RELOCATION OF EXHIBITS. Show Management reserves the right to alter the location of exhibit spaces, at its sole discretion, in the best interest of the conference.

17. FIRE REGULATIONS. Fire regulations require that all display materials be fire resistant or treated with a flame-retardant solution to meet requirements of the standard flame test as provided on the grounds for fire prevention. Electrical signs and equipment must be wired to meet the specifications of Underwriters Laboratories. No storage of any kind is allowed behind the back drapes or in the exhibit space. The official service contractor will store all cartons, crates, containers, and packaging materials, should this be required. Up to one day's supply of operational materials may be stored within the exhibit space. All aisles, corridors, exit areas and exit stairways must be always maintained at their required width when the exhibition hall is open. No obstructions such as chairs, tables, displays or other materials will be allowed to protrude into the aisles. Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.

18. PHOTOGRAPHY. NYSVARA and PulseCheck Management or their approved designees reserve the right to photograph sponsors/exhibits and may use such photos at their discretion without restriction or expectation of compensation for the exhibitor.

19. Depending on the individual sponsorship or exhibitor package PulseCheck and NYSVARA agree to further promote the sponsor/exhibitor in the following ways: * Please note that these activities require input from the sponsor and exhibitor for NYSVARA and PulseCheck to fulfill their offering. Should the sponsor/exhibitor not provide input and/or required materials to NYSVARA and PulseCheck as requested, NYSVARA and PulseCheck cannot be held responsible for fulfilling these offerings.



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A. Logo inclusion – Depending on the individual sponsorship or exhibitor package, NYSVARA and PulseCheck agree to display names and logos within many promotional campaigns. It is the requirement of the exhibitor or sponsor to provide such logo on a WHITE or TRANSPARENT background in at least one of the following formats by 9/1/22 without exception.

- Vector File format – Full Color (.ai or .eps file format)
- High Resolution JPEG – Full Color (.jpg or .jpeg format, file pixel dimensions at least 1200px in every dimension.)
- PNG – Full Color (.png file format.)

Logos received prior maybe used in promotions prior to 9/1/22.:

B. Video Promotion – Depending on the individual sponsorship or exhibitor package, NYSVARA and Pulse-Check agree to insert 30 second video “commercials” throughout the event. These videos shall be provided by the sponsor or exhibitor to PulseCheck in a high-definition resolution in a MP4 file format. Depending on the sponsorship level, production of this video may be included. For those sponsor levels without production included the sponsor or exhibitor is responsible for their production costs. Should a sponsor or exhibitor need assistance producing a video, our recommended production team is Grey Goose Graphics. (607) 743-3509 – www.GreyGooseGraphics.com In the event the sponsor/exhibitor fails to submit a video, PulseCheck may fill the advertising void at their discretion including but not limited to substitution of another sponsor/exhibitor’s video, filling the space with a video representing the sponsor/exhibitor, using the spot to promote NYSVARA, etc. All videos must be received by 9/1/22 without exception.

C. Email Marketing Campaigns - Depending on the individual sponsorship or exhibitor package, NYSVARA and PulseCheck agree to insert your logo, name and recognize support of the conference in email promotions. Certain sponsorship packages also allow for a dedicated email marketing promotion to be sent to those on the NYSVARA email lists on behalf of the sponsor. To take advantage of these opportunities the sponsor may contact PulseCheck Management immediately following payment of their sponsorship, but must contact PulseCheck Management no later than November 1, 2022, to define and schedule these campaigns which must be completed by 12/15/2022.

D. Social Media Campaigns - Depending on the individual sponsorship or exhibitor package, NYSVARA and PulseCheck agree to insert your logo, name and recognize support of the conference in social media promotions leading up to the conference. Should the sponsor/exhibitor, wish to participate in the crafting of these promotions they must contact PulseCheck Management no later than August 15, 2022.

20. AMENDMENT OF RULES. Conference Management reserves the right to make changes, amendments, and additions to these rules at any time, and all changes, amendments and additions so made shall be binding on the exhibitor with the provision that all sponsor/exhibitors will be advised of any such changes. Any matters not specifically covered herein are subject to decision by PulseCheck Management.

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