



STATE OF NEW YORK
DEPARTMENT OF HEALTH

Hedley Building 433 River Street Troy, NY 12180

Richard F. Daines, M.D.
Commissioner

Wendy E. Saunders
Executive Deputy Commissioner

Dear EMS Exhibitor:

Thank you for your interest in participating in the 26th Annual NYS EMS Conference, Vital Signs 2009. This year's conference will be held on October 15-18, 2009 at the Riverside Convention Center in Rochester, New York.

We are pleased to announce that the Vital Signs Conference will now be offering sponsorship opportunities. Please refer to the insert for all the details. Act now and take advantage of this incredible opportunity to be a part of the Vital Signs Conference.

To give you the maximum number of contact hours with conference participants, our Friday evening reception and daily refreshment breaks will be scheduled near the exhibit area.

Enclosed in this packet you will find:

- Exhibitor Application Form
- Map of Booth Layout
- Schedule of Events
- Exhibitor Rules and Responsibilities
- Decorator Package - (Northeast Decorating & Exhibit Services)
- Sponsorship Opportunity

Be aware that by returning the application form you are agreeing to these rules and will be expected to follow them. Please carefully review all enclosed material.

If you choose to exhibit at Vital Signs, return the signed two page **Exhibitor Application Form**. Vital Signs is now accepting two forms of payment. If you wish to pay by check, please make check payable to **Health Research, Inc.** We are also accepting VISA/MASTERCARD. The form is enclosed in your package. Please be aware that if any booths are still available after August 3, 2009, booth prices will increase. If you have questions or need specific information, please call (518) 402-0996, Ext 3.

Sincerely,

Valerie Ozga
Exhibit Coordinator
Vital Signs Conference

Enclosures

**NYEMS CONFERENCE VITAL SIGNS 2009
EXHIBITOR APPLICATION FORM**

Company Name: _____
(PLEASE PRINT OR TYPE)

Company Address: _____

City: _____ State: _____ Zip Code: _____

Contact Person: _____

Telephone Number: _____ Fax Number: _____

Tax ID #: _____ E-Mail Address: _____

We will issue exhibitor identification name tags to the representatives who will be present during Vital Signs 2009. Please print or type your representatives below.

- | | |
|----------|----------|
| 1. _____ | 2. _____ |
| 3. _____ | 4. _____ |

PLEASE CHECK ALL BOXES THAT APPLY

10' x 8' Booth *

Before 8/3/09 _____ @ \$800

AFTER 8/3/09 _____ @ **\$900**

Each booth space includes draping,
a 6' skirted table, exhibitor sign and 2 chairs

20' x 25' Vehicle space**

Before 8/3/09 _____ @\$1,000

AFTER 8/3/09 _____ @**\$1,100**

Each booth space includes draping,
a 6' skirted table, exhibitor sign and 2 chairs
(One vehicle allowed per 20 x 25' space)

Advertising - each additional page @ \$100
(8 1/2" x 11") **Deadline 8/3/09**

I will bring my own signage for booth display.

Total

FEE

*All vendors are allowed two (2) booths per company. If any booths are still remaining after September 11 2009, current vendors will have the opportunity to purchase additional exhibit booths according to the order applications were received.

Please indicate by checking the box if you wish to be contacted about additional booths.

Ambulance vendors are allowed one (1) vehicle space per company. If any vehicle spaces are still remaining after September 11, 2009, current ambulance vendors will have the opportunity to purchase an additional vehicle space according to the order original applications were received. **Please indicate by checking the box if you wish to be contacted about additional vehicle spaces.

Please refer to the Exhibit Area map and indicate your choices for booth space location by number:

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

Please note that the determination of booth location will be based on the timely receipt of your application with registration fee, and space availability, on a first come, first serve basis.

Applications will not be processed or booth spaces reserved without the full registration fee attached.

Please provide a brief description of the products/services you will be exhibiting:

List any potential exhibitors you do not wish to be near:

Arrangements must be made with Northeast Decorating & Exhibit Services drayage, and/or additional furniture needs (order forms are included in this packet).

NYS DOH is not responsible for supplying phone lines, electricity or drayage. The Rochester Riverside Convention Center **will not** accept any direct shipments. Exhibitors must submit their requests directly to Northeast Decorating & Exhibit Services before **Monday, September 14, 2009.**

I have read the NYS EMS Rules and Responsibilities and agree to comply with them.

Company Name

Name (Please Print)

Signature

Date

Title

Please submit the following items:

Completed Exhibitor Application Form

A copy of your NYS Tax Certificate

Check made out to: **Health Research, Inc. OR**

Credit Card Form

Vital Signs 2009
NYS DOH Bureau of EMS
433 River Street, Suite 303
Troy, NY 12180-2299
(518) 402-0996 ext. 3

SCHEDULE OF EVENTS

Friday, October 16, 2009

8:00 AM	-	5:00 PM	Preconference workshops
8:00 AM	-	10:00 AM	Decorator Set up - Northeast Decorating
10:00 AM	-	11:00 AM	AMBULANCE LOAD IN – South Avenue Entrance
11:00 PM	-	4:00 PM	EXHIBITOR LOAD IN
5:00 PM	-	8:30 PM	Exhibitor Registration – South Avenue Entrance
5:30 PM	-	8:30 PM	Conference Registration
			EXHIBIT AREA OPENS
			RECEPTION

Saturday, October 17, 2009

8:30 AM			Exhibitor Access to Vendor Hall
8:15 AM	-	8:30 AM	Welcoming Comments
			Memorial Service
8:30 AM	-	9:45 AM	General Session
9:00 AM			EXHIBIT AREA OPENS
9:45 AM	-	10:15 AM	Attendees Break
10:15 AM	-	11:45 AM	Workshop Session 1
11:45 PM	-	1:30 PM	Lunch for Conference Attendees (on their own)
1:30 PM	-	2:45 PM	EXHIBIT AREA CLOSED
1:30 PM	-	3:00 PM	Workshop Session 2
3:00 PM	-	3:30 PM	Attendees Break
3:30 PM	-	5:00 PM	Workshop Session 3
6:00 PM			EXHIBIT AREA CLOSED
7:00 PM	-	10:00 PM	*Awards Banquet

Sunday, October 18, 2009

8:30 AM			Exhibitor Access to Vendor Hall
9:00 AM			EXHIBIT AREA OPENS
8:30 AM	-	9:45 AM	Endnote Session
9:45 AM	-	10:15 AM	Attendees Break
10:15 AM	-	11:45 AM	Workshop Session 1
11:45 AM	-	1:30 PM	Lunch for Conference Attendees (on their own)
1:30 PM			EXHIBITORS BREAK DOWN & LOADOUT**
1:30 PM	-	3:00 PM	Workshop Session 2
3:00 PM	-	5:00 PM	Conference break down & load out

*For banquet ticket holders only.

****Exhibitors should not begin to break down booths until after the attendees have returned from lunch (1:30 p.m.). Please refer to #4 of the Rules and Regulations regarding the policy.**

Exhibitor Rules and Regulations

The New York State Department of Health, Bureau of Emergency Medical Services offers the annual conference "Vital Signs" to provide continuing education to prehospital care providers.

1) **Exhibitor Space** - Booth locations will be assigned based on the following:

- Timely receipt of completed application and registration fee;
- Vendor requests;
- Space Availability;
- Best interest of the conference.

Rental of 10 x 8 booths **cannot** be purchased for vehicle distributors to display a vehicle. Vehicle spaces are to be rented by vehicle distributors who will be displaying ambulances **ONLY**. Please be aware that purchasing a booth does not include registration for exhibitors to the conference itself. If an exhibitor also wishes to attend Vital Signs they must register for the conference separately.

All draped booth space will be set up before exhibitor arrival and a booth sign with the company name will be provided. We cannot provide signs for those companies registering after September 14, 2009. If you will be providing your own sign please check the appropriate box on the application.

Please be aware that facility lighting may not illuminate all areas evenly and effectively for the Exhibition. Management will not assume responsibility for providing additional lighting. The Exhibitor may order additional lighting through Northeast Decorating & Exhibit Services if Exhibitor deems it necessary or appropriate. Management will not assume responsibility for the temperature levels of the exhibit hall during the setup, show or tear-down periods.

- 2a) **Advertising** - With the rental of each booth space, the NYS DOH, Bureau of EMS will provide **one free page of advertising (8 ½" x 11") per booth** in the conference book. Exhibitors wishing to submit an advertisement must send the Bureau a black and white camera ready artwork (no negatives), by August 3, 2009. Artwork cannot be returned.
- b) If you wish to purchase additional pages of advertising there will be a charge of \$100 per page (8 ½" x 11"). Materials received after the August 3, 2009, deadline cannot be included in the conference book.
- c) If you wish to become a sponsor for this years Vital Signs Conference, please look at the many opportunities available on our sponsorship insert. If interested, please contact Valerie Ozga at (518) 402-1123.
- 3) **Subcontracting** - Subcontracting of booth space, the substitution of exhibitors or the exhibition or advertisement of goods other than those manufactured or sold by the contracted company will not be permitted and will result in the removal of all involved parties from the exhibit hall and barred from exhibiting at future Vital Signs Conferences.

- 4) **Staffing** - Exhibitors will be responsible for providing adequate staffing of the booth for the contact hours of the Conference. For the first booth rented, exhibitors will receive 4 identification badges. For each additional booth taken an exhibitor will be issued 2 additional badges.

Please note that exhibit hours extend until 1:30 p.m. Sunday, October 18, 2009. Vendors should remain on-site and open for business until that time. Vendors discovered breaking down before this time or violating this policy will forfeit their priority status for booth selection in 2010. Any vendor selling merchandise to participants after exhibit hours will forfeit their priority status for booth selection for 2010.

- 5) **Cancellation Policy** - If your company is unable to attend and wishes a refund, the NYS DOH, Bureau of EMS must receive a written notice of cancellation on or before September 14, 2009. HRI will charge a 25% cancellation fee. **No refunds will be granted after September 14, 2009.**
- 6) **Hazards** - No live animals, smoke machines, open flame, flammable liquids or other safety hazards will be permitted in the exhibit area. Strobe lights should be kept to a minimum.
- 7) **Solicitations, Collections** - No solicitations or collections in the exhibit area or conference facility, whether for charity or otherwise, shall be made, attempted or allowed.
- 8) **Liability** - An exhibitor's property and merchandise are shown at their own risk and hazard. Neither the Department of Health nor Health Research, Inc. (HRI) will assume any responsibility for any losses incurred due to accident, fire, theft, flood, lightening, or Act of God beyond the control of the Department. Each exhibitor will assume full liability and will not hold the Department of Health or HRI responsible for any claims arising from any act or omission by the exhibitors, their employees, or agents.
- 9) **Logo** - NYS Bureau of Emergency Medical Services will not permit use of its logo or use of any of the following phrases or combination of phrases on any item sold or displayed: "New York State's Emergency Medical Service," "People Who Care," "NYS EMS," "New York EMS Conference" or "Vital Signs 2009" without prior written approval of the Department. Vendors are allowed to reference the date and location (city) of Vital Signs but it must not appear that the NYS Bureau of EMS in any way recognizes or authorizes such item as an officially sanctioned "conference" or "state" item. Any questions on this policy should be directed to the NYS EMS Office prior to Vital Signs. Please review item 12-d if you are planning to exhibit clothing.

The display or sale of any items in conflict with this policy will result in the immediate removal of such items. The continued display or sale will result in the removal of vendor and barrment from attendance at future Vital Signs Conferences. This policy will be strictly enforced.

- 10) **Security** - The NYS Bureau of EMS will provide security in the exhibit area during the hours that the conference is open. The Riverside Convention Center is a secure facility; the vendor area will be locked with no admittance on Friday from 8:30 p.m. until 9:00 a.m. Saturday and again 6:00 p.m. Saturday until 9:00 a.m. Sunday. Please plan to cover tables with sheets or tarps and to secure small items for safe keeping during this time.
- 11) **Exhibitor Load In** - All exhibitors will need to check in with the dockmaster prior to unloading any equipment. The dockmaster will be stationed by the entrance in the rear of the Rochester Convention Center facility (please see attached map). Do not go to general registration. All vendor materials, including identification badges, will be held by the dockmaster. To save time, please know your booth number prior to arrival.

Up to four (4) docks as well as drive-on may be available to assist you during this period. If you wish to drive your vehicle into the convention center to unload, you must make arrangements with Valerie Ozga prior to the conference. If arrangements are not made prior to the conference, you will not be able to enter the convention center with your vehicle.

All non-ambulance exhibitors must wait until after all ambulances have entered the facility, before they may begin setting up.

- 12) **The NYS DOH Bureau of EMS reserves the right to:**
 - a) reject any application without prejudice, in the best interests of the Conference.
 - b) reject, prohibit or remove any exhibit in whole or in part, or any exhibitor or its representatives, with or without giving cause. If cause is not given, liability will not exceed the return to the exhibitor of the amount of rental unearned at the time of the removal. If an exhibit or an exhibitor is removed for violation of these rules or for any other stated reasons, no return of rental shall be made.
 - c) modify the Exhibit Rules. If there is a change, exhibitors will be notified in writing.
 - d) prohibit or limit the sale of items that the Department, at our sole discretion, feels could be interpreted as degrading to the image of EMS providers. Any item (clothing or otherwise) sexual in nature will not be allowed. Should you wish to exhibit clothing, the exhibitor must submit, to the Bureau of EMS, a description of the clothing product(s) and type(s) to be sold or displayed, including the **complete** wording and reproductions of any images, pictures, drawings or other art work. The NYS DOH, Bureau of EMS will review and approve items that enhance the educational focus of the conference. Please review item 9 - Logo above.

- e) cancel the Conference. If the Conference is canceled by the NYS DOH, Bureau of EMS, exhibitor fees will be returned.

CREDIT CARD ORDER FORM

26th Annual New York State EMS Conference
October 15-18, 2009 • Rochester, NY
Visit us at vitalsignsconference.com



- No registrations will be accepted over the phone.
- Health Research, Inc. will appear as the transaction on your credit card statement.

Please PRINT clearly.

Name That Appears On Card _____

Address 1 _____

Address 2 _____

City _____ State/Province _____ Zip/Postal Code _____

Day Phone (_____) _____ Evening Phone (_____) _____

Name of Individual Placing Order _____

I authorize Health Research, Inc. to charge my credit card for the services as described.

Signature of Cardholder **X** _____

Credit Card Type: Visa MasterCard Please note that all credit cards must be valid through the dates of the event.

Credit Card Number _____ - _____ - _____ - _____ Expiration Date _____ / _____

Amount Charged _____

FOR HRI USE ONLY

Transaction Processed (Circle one): Approved Declined

Amount Charged \$ _____ Settlement Date _____



- 124 - 10'deep x 3'wide Exhibit Booths
- 5 - 20' x 24' Vehicle Spaces (Middle)
- 4 - 14'deep x 30'wide Vehicle Spaces (Wa

Drive-On Ramp

ession



Northeast
DECORATING & EXHIBIT SERVICES, IN
Syracuse, NY

Tables • Chairs • Staging • Carpeting
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