WEMSA 27

FEB 2ND - 5TH | GREEN BAY, WI

PROSPECTUS

EXHIBITORS & SPONSORS

WWW.WEMSAEXPO.COM

CONFERENCE
FEB 2ND - FEB 5TH

EXPO HALL
FEB 3RD - FEB 5TH
(Wednesday - Friday)

CONTACTS

EXHIBITOR/ SPONSOR SALES/ INQUIRIES

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RESCH EXPO FACILITY

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ABOUT WEMSA®

The **Wisconsin EMS Association®**, known as **WEMSA®**, is the leading voice for EMS in Wisconsin, representing EMS departments and professionals in the state. As the largest state association representing EMS professionals, we are proud to be leading the way in Wisconsin.

WEMSA hosts the largest annual educational conferences and expos for EMS and Fire professionals across the Midwest. For over 40 years, WEMSA has continued to bring together both EMS providers to network, learn, and develop their skills with local and national speakers on cutting-edge topics, clinical-based techniques, and leadership development.

FROM THE DIRECTOR

Emergency Medical Services in Wisconsin is not standing still and neither are we.

The **Wisconsin EMS Association® (WEMSA®)** was built on a simple but powerful foundation: **community**. Everything we do is in service of the men and women across Wisconsin who answer the call every day. From building lasting relationships to championing the next generation of EMS leaders, our work is driven by purpose and guided by our role as Your Voice for EMS® in Wisconsin.

We hear it directly from our members, they need better resources, stronger training, and partners who understand the demands of the profession. The WEMSA Conference exists to answer that call.

Our conference serves as that connection to resources, training, and connections to partners that wish to support Emergency Medical Services in the Midwest.

As manufacturers, distributors, and industry supporters, you are an essential part of that story. The tools you bring to the field, the solutions you develop, and the support you provide to EMS agencies across our state make a real and lasting difference in patient outcomes and provider experience.

We would be honored to have you join us at our 2027 WEMSA Conference, not just as an exhibitor, but as a partner in the work we do together. Come connect with providers, introduce your latest innovations, and stand alongside those who have dedicated their careers to serving others.

We look forward to welcoming you.

Alan DeYoung, MHA, MS
Executive Director
Wisconsin EMS Association

WEMSA

WEMSA27

CONFERENCE & EXPO

FEB 2ND - 5TH | GREEN BAY, WI

WHY

EXHIBIT?

Every year, the WEMSA Conference unites 1,000 to 1,200 EMS and fire professionals, leaders, students, and stakeholders from across the Midwest. Four days of hands-on workshops, education sessions, an 80,000 sq. ft. expo hall, and evening events designed for connection - this is where the EMS community comes together!

If your audience is EMS, this is where they'll be.
Your competitors will be in the room. Make sure you are too.

EXPO DATES & HOURS

Exhibit Hall Open:
Wed, Feb 3rd to Fri, Feb 5th

Full Conference:
Tues, Feb 2nd to Fri, Feb 5th

Expo Date	Expo Hours	Dedicated Hours
Wednesday, Feb 3	4:00 pm - 5:30 pm	4:00 pm - 5:30 pm
Thursday, Feb 4	9:00 am - 4:00 pm	9:15 am - 9:45 am 11:30 am - 12:45 pm 3:00 pm - 3:45 pm
Friday, Feb 5	9:00 am - 1:00 pm	11:45 am - 1:00 pm

All educational sessions have 15 minute breaks in between each session change providing opportunity for additional traffic.

ATTENDEES

Over 400+ unique EMS agencies and organizations represented.

Meet **both** field providers and the purchasing authorities who drive adoption.

Direct access to decision-makers who manage budgets and approve purchases.

Extensive exposure to frontline providers who determine which products succeed in the field.

Attendees from all over the Midwest travel to our annual conference representing all types of EMS agencies, from fire-based, county, districts, private, hospital-based, and stand-alone. Each of these departments are represented by individuals as:

- EMS Chiefs, Fire Chiefs, Service Directors, etc.
- Company Officers, Assistant Chiefs, etc.
- Paramedics, AEMTs, EMTs, First Responders and more!

Annual Attendance: 1,000 - 1,200 Attendees

EXHIBITOR ENGAGEMENT

Exhibitor Engagement is about what we do as hosts to **increase attendee engagement** with your organization. We're always looking for ways to help attendees connect meaningfully with our exhibitors. Each year, we build in creative elements, like games, contests, and layout changes, that encourage more interaction and better traffic flow throughout the Expo Hall.

Our goal is to create a positive experience for everyone involved. We focus on activities that not only generate strong feedback from attendees but also provide real value to our exhibitors.

This year we're bringing back the **Best in Show** and **Best in Engagement Contests** to our Expo Hall! We will also host **Booth Bingo** to help encourage engagement with your organization.

BEST IN SHOW EXHIBITOR CONTEST

We **recognize Exhibitors** who **WOW** and **ENGAGE** with attendees.

Attendees vote on their mobile app and online for exhibitors on the following categories:

1. **Best Booth in Show**
2. **Best Engagement in Show**

The **Winning Exhibitors** of each category will receive:

- **2027 Best In Show** Certificate & Recognition
- **Staff Photo** at their booth
  - Posted to WEMSA's social channels
- **$200 in gift cards** for your staff
- **$1,000 credit** for their company for the WEMSA 2028 Conference towards any booth or sponsorship purchase.

EMS WEMSA BOOTH BINGO

Booth Bingo is our interactive game for all attendees to win prizes while engaging with exhibitors.

Attendees fill up their Booth Bingo cards by interacting with exhibitors for a chance to win awesome prizes!

If your organization would like to donate a raffle item <u>valued at $100 or more</u> to our Booth Bingo prizes you can do so when you order your booth!

Dedicated bingo spaces are reserved for our large sponsorships and doesn't apply to donated raffle items

<u>ALL</u> Exhibitors are included in Booth Bingo.

<u>Sponsorship Packages</u> have dedicated bingo spaces that attendees are required to visit increasing your booth traffic automatically.

Review each sponsorship for more details.

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Blood Center of Wisconsin

BLOOD DRIVE HOSTED IN THE EXPO HALL THIS YEAR

Wed - Fri | Hours Vary
By Appointment Only

Book Your Appointment Today!

SPONSORSHIP PACKAGES

WEMSA 27

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	VANGUARD	PREMIER	EDUCATION	COMMUNITY
Branding Opportunities				
Large Logo on Conference Website	✓	✓	✓	✓
Logo in EMS Professionals® Publication, and recognition on WEMSA social channels	✓	✓	✓	✓
Booth Bingo (required space for attendees to win prizes)	✓	✓	✓	✓
Attendee Bag Insert	✓	✓	✓	✓
Custom Attendee App Push Notifications	2 ✓	1 ✓	1 ✓	
Attendee Bag Logo	✓			
Exclusive Table Tents (at Keynotes & Lunches)	✓			
Pre- and Post- Event Dedicated Email Blast	✓			
Conference Guide - Logo + Printed Guide Advertisement	Logo on Cover + **Full Page Ad**	Logo Inside + **Half Page Ad**	Logo Inside	Logo Inside
Digital Advertisements throughout the venue (video or static ad graphics)	**2x** Ad Graphics	**1x** Ad Graphic	Sponsor Logo on **Agenda & Digital Screens**	Sponsor Logo on **Digital Screens**
Premium Floor Graphic	**3x** in Expo Hall	**2x** in Expo Hall	Floor Graphics by education tracks	
Exhibit Inclusions				
Booth	**Up to a 30x40** Vehicle or Standard Booth Included	**Up to a 10x40** Vehicle or Standard Booth Included	**10x10** Standard Booth Included	**10x10** Standard Booth Included
Booth Staff Badges (includes lunch for 2 days per staff badge)	**6x** Staff Badges	**4x** Staff Badges	**4x** Staff Badges	**4x** Staff Badges
Main Conference Registrations *(3-Day Main Conference : Wed-Fri)*	**5x** Main Conference Registration Passes	**3x** Main Conference Registration Passes	**1x** Main Conference Registration Passes	
Cost & Availability				
Sponsorship Cost	~~$15,000~~ SOLD OUT	**$7,500**	~~$5,000~~ SOLD OUT	**$3,000**
Max Packages Available	~~2~~	3	~~2~~	5

EXCLUSIVE SPONSORSHIPS

Featured Sponsor of our **Annual High School Student Day** ***(Friday)*** - growing attendance each year!

- **Designate an representative** for the event to speak in front of 300 students and advisors from across the state
- **Recognition** at Event, Digital Displays, Conference Mobile App, Conference Guide, Logo in EMS Professionals® Publication, Expo Website, and social media posts.
- Logo placement on **Booth Bingo**.
- Sponsor up to 10 Students ($400 value)
- Exclusive Table Tent Advertisements which will be located on all Student Day tables
- **Includes your 10x10 Exhibit Booth**
  - **Includes lunch for 2x Staff for 2-days**

Featured Sponsor of our Annual Member Appreciation Event on **Friday** (highly attended evening entertainment)

- **Designate an representative** for the event to speak in front of all attendees - recognition throughout event!
- **Recognition** at Event, Digital Displays, Conference Mobile App, Conference Guide, Logo in EMS Professionals® Publication, Expo Website, and social media posts.
- Logo placement on **Booth Bingo**.
- **Includes your 10x10 Exhibit Booth**
  - **Includes lunch for 2x Staff for 2-days**

Designate a representative to speak in front of our attendees and **introduce our Opening Keynote speaker!** ***(Wednesday)***

- Exclusive time in front of attendees - no competing class time.
  - Attendance at the keynote ranges from 400 to 500 attendees) Max. time speaking time is 5 minutes.
- Logo placement on **Booth Bingo**.
- **Recognition** in Keynote, Digital Displays, Conference Mobile App, Conference Guide, Logo in EMS Professionals® Publication, Expo Website, and social media posts.
- **Includes your 10x10 Exhibit Booth**
  - **Includes lunch for 2x Staff for 2-days**

EXCLUSIVE SPONSORSHIPS

Sponsor our Professional Headshot Booth
(huge hit with attendees!)

- **Company contact** information **included** in **ALL** distributed photos!
- **Recognition** at Photo Booth, Digital Displays, Conference Mobile App, Conference Guide, Logo in EMS Professionals® Publication, Expo Website, and social media posts.
- ***Includes your 10x10 Exhibit Booth***
  - **Includes lunch for 2x Staff for 2-days**

Featured Sponsor of our Dinner Detective event following the Expo Hall opening
*(**Wednesday**)*

- **Recognition** at Event, Digital Displays, Conference Mobile App, Conference Guide, Logo in EMS Professionals® Publication, Expo Website, and social media posts.
  - ***Does not include a booth. (Add on a 10x10 booth & lunch for 2 staff members for 2 days for an additional $500)***

Featured Sponsor of our Awards Event
(Friday)

- **Designate a representative to speak** in front of all attendees at the appreciation event *(max 3 minutes)*
- **Recognition at event**, Digital Displays, Mobile App, on-site Program Guide, conference website, and social media posts
- **Logo placement** on Booth Bingo

EXCLUSIVE SPONSORSHIPS

Sponsor Logo on all attendee lanyards - **Have your brand seen all over the conference!**

- **Recognition** at conference, Digital Displays, Conference Mobile App, Conference Guide, Logo in EMS Professionals® Publication, Expo Website, and social media posts.
  - ***Does not include a booth. (Add on a 10x10 booth & lunch for 2 staff members for 2 days for an additional $500)***

Sponsor the Coffee Cart & Breakfast Pastries Tuesday - Friday

- Recognition at the coffee cart area located **close to the Registration Desk** on the lower level.
- **Recognition** on Digital Displays, Mobile App, on-site Program Guide, Logo in the EMS Professionals® publication, & Expo Website
- ***Includes your 10x10 Exhibit Booth***
  - ***Includes lunch for 2x Staff for 2-days***

Featured Sponsor of our 1st Evening Entertainment Event *(Tuesday)*

- **Recognition** at Event, Digital Displays, Conference Mobile App, Conference Guide, Logo in EMS Professionals® Publication, Expo Website, and social media posts.

EXCLUSIVE SPONSORSHIPS

Sponsor the Bloody Mary Bar on Friday morning

- **Recognition** at the upstairs Lounge Bar *(located just outside of the classrooms upstairs)*, Digital Displays, Conference Mobile App, Conference Guide, Logo in EMS Professionals® Publication, & Expo Website
- **Includes your 10x10 Exhibit Booth**
  - **Includes lunch for 2x Staff for 2-days**

Featured Sponsor of our Afternoon Snack Break

- Afternoon break session held in the Upper Lounge area by the classrooms or in the Expo Hall *(lunch will move from the Upper Lounge to the Expo Hall when the hall opens)*.
- **Recognition** near the snacks, Digital Displays, Conference Mobile App, Conference Guide, Logo in EMS Professionals® Publication, Expo Website, and social media posts.

Featured Sponsor of our morning Yoga workout to promote health and wellness
(Wednesday - Friday morning)

- **Recognition** at Event, Digital Displays, Conference Mobile App, Conference Guide, Logo in EMS Professionals® Publication, Expo Website, and social media posts.

EXHIBIT BOOTHS

STANDARD - WHAT'S INCLUDED

- **Exhibit Booths include Lunch for each** included staff badge. Staff badges do not combine with sponsorship included badges.
  - *Additional lunch tickets can be purchased on-site.*
  - Additional Staff Badges are $30 each and do **not** include lunch.
- **Complimentary Wi-Fi Internet Access**
- **1x 8 ft White Table, 2x Chairs**
- **Pipe & Drape** *(8ft back drape/ 3ft side drape - where applicable)*

	STAFF BADGES	MEMBER RATE	NON-MEMBER RATE
Standard Booths			
10' x 10' Booth Space	2x	**$1,200**	$1,600
10' x 20' Booth Space	4x	**$1,400**	$1,800
10' x 30' Booth Space	6x	**$1,650**	$2,050
10' x 40' Booth Space	6x	**$1,800**	$2,300

Booth Add-on's

Branded Attendee Notebooks **$2,500** SOLD OUT
(placed throughout the venue for attendees to take notes)

Restroom Clings **$500**
(placed in the upper lounge, lower level lobby and expo hall bathrooms. There are a total of 7 sets of bathrooms throughout the Resch Expo.)

Attendee App Advertisement **$500**
(Logo placement in conjunction with the conference banner on home screen of attendee app)

Quarter Page Advertisement **$500**
(4x5,5" banner size)

Attendee Bag Insert **$500 each**
(Company provided each insert/item)

Booth Electricity **$75 each**
(Per Exhibitor, req for vehicles)

3x3' Premium Floor Graphic **$300 each**
(placed throughout the exhibit hall, price for 1 graphic)

Donate a Booth Bingo Prize **$0**
(Valued $100 or more and must be selected during booth registration)

Not Included

Floor coverings, extra tables, extra chairs, or other furniture or display materials. You may bring your own to the site or work with the venue to rent these items to fit your space requirements. Shipping of exhibit materials. Cleaning of your exhibit space. Assembly, dismantling or rigging services. All rigging or hanging of display materials must be coordinated with the venue. Additional meals outside of the meals provided. Booth electricity unless elected above.

EXHIBITING

APPARATUS - WHAT'S INCLUDED

- **Exhibit Booths include Lunch for each** included staff badge. Staff badges do not combine with sponsorship included badges.
  - *Additional lunch tickets can be purchased on-site.*
  - Additional Staff Badges are $30 each and do **not** include lunch.
- **Complimentary Wi-Fi Internet Access**
- **1x 8 ft white table, 2x chairs**
- **Complimentary Premium Deionized Vehicle Wash**

	INCLUDED STAFF BADGES	MEMBER RATE	NON-MEMBER RATE
Vehicle/ Apparatus Booths			
10' x 40' Vehicle Space	2x	**$2,200**	$2,700
20' x 40' Vehicle Space	4x	**$2,400**	$2,900
30' x 40' Vehicle Space	6x	**$3,200**	$3,700
30' x 40' Helicopter Space	6x	**$3,200**	$3,700

Booth Add-on's

Branded Attendee Notebooks **$2,500** SOLD OUT
(placed throughout the venue for attendees to take notes)

Restroom Clings **$500**
(placed in the upper lounge, lower level lobby and expo hall bathrooms. There are a total of 7 sets of bathrooms throughout the Resch Expo.)

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(Logo placement in conjunction with the conference banner on home screen of attendee app)

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3'x3' Premium Floor Graphic **$300 each**
(placed throughout the exhibit hall, price for 1 graphic)

Donate a Booth Bingo Prize **$0**
must pre-register
(Valued $100 or more and must be selected during booth registration)

Not Included

Floor coverings, extra tables, extra chairs, or other furniture or display materials. You may bring your own to the site or work with the venue to rent these items to fit your space requirements. Shipping of exhibit materials. Cleaning of your exhibit space. Assembly, dismantling or rigging services. All rigging or hanging of display materials must be coordinated with the venue. Additional meals outside of the meals provided. Booth electricity unless elected above.

LOGISTICS & SHOW HOURS

Load In Hours

Tuesday, February 2nd

Helicopters Only — 9:00 AM - 3:00 PM

Wednesday, February 3rd

Vehicles/ Pre-Arrivals — 8:00 AM - 12:00 PM

Standard Booths — 11:00 AM - 3:00 PM

Show Hours

Wednesday, February 3rd — 4:00 PM - 5:30 PM

Expo Open — **Dedicated Show Hours: 1.50**

Thursday, February 4th — 9:00 AM - 4:00 PM

Expo Open — **Dedicated Show Hours: 1.75**

Friday, February 5th — 9:00 AM - 1:00 PM

Expo Open — **Dedicated Show Hours: 1.75**

Load Out Hours

Friday, February 5th — **1:15 PM**

Load out will be allowed once attendees have vacated the Exhibit Hall and will commence with approval from the Resch Expo facility staff. **Exhibitors are not allowed to break down their exhibit booth prior to 1:00 PM on Friday.**

POLICIES

EXHIBITOR LOAD-OUT POLICY

Per WEMSA policy, **no exhibitor is permitted to dismantle their booth prior to 1:00 PM on Friday.** Early teardown creates a significant safety risk for attendees, staff, and fellow exhibitors and must be strictly avoided.

Beyond safety, early dismantling negatively impacts the attendee experience and undermines the professionalism of the event. To ensure a safe and successful expo, all booths must remain fully intact and staffed until 1:00 PM. Please plan your travel and logistics accordingly. Load out will be allowed once attendees have vacated the Exhibit Hall and will commence with approval from the Resch Expo facility staff.

Early load out will only be allowed with approval of WEMSA staff and the Resch Expo facility staff and handled on a case-by-case basis.

NO SHOW POLICY

Exhibitors that are a no show for any reason will not be refunded for their purchase(s). Booths that are empty due to no show after the Exhibit Hall opens on Wednesday at 4:00 PM will have their booth forfeited. Forfeited booths may be re-sold, removed, or used for other purposes. If you run into circumstances where your booth will not be set prior to the Exhibitor Meeting at 3:00 PM CST on Wednesday, February 3rd, please notify WEMSA staff as soon as possible to determine if special accommodations can be made.

BOOTH PURCHASE/ REGISTRATION

Exhibitor booth registration is online through our self-service portal. Visit **www.wemsaexpo.com** and click on Exhibit to learn more. If you need assistance, have questions, or can't find a space that meets your needs, please reach out to our staff at **wemsa@wisconsinems.com**

BOOTH PERSONNEL REGISTRATION

Exhibitor booth registration is only for the purchase of your booth and your supplies for your booth. **You will need to register your Booth Personnel at a later date.** Keep your eyes out for an email from **Anette** for more information after attendee registration launches in September.

POLICIES

PAYMENT

Payment must be made in full prior to the start of the conference. Payments made through the self-service portal and made by credit card will incur a processing fee. The option to pay by check will be available until December 1, 2026. If you have special payment needs, please reach out to our staff at **wemsa@wisconsinems.com**

Check payments can be mailed to:
Wisconsin EMS Association
26422 Oakridge Dr, Suite 100
Wind Lake, WI 53185

CANCELLATION POLICY

All payments are **nonrefundable for cancellations made on or after December 1, 2026, or in the event of a no-show**. Cancellations submitted in writing prior to December 1, 2026 will receive a 50% credit toward a future WEMSA event.

RESCH EXPO POLICIES

Exhibitors must comply with all facility requirements and policies.
Please see the exhibitor kit for more information or reach out to us with questions at **wemsa@wisconsinems.com**

BEWARE OF UNAUTHORIZED LIST PURCHASE SOLICITATIONS

WEMSA does NOT sell its attendee/ exhibitor email lists. If you receive an email or phone call from someone with an offer to sell attendee/ exhibitor lists from WEMSA. **THIS IS A SCAM.** If you receive this type of email, please forward it to **wemsa@wisconsinems.com**.

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FEB 2ND - 5TH GREEN BAY, WI

SEE YOU THERE!

WWW.WEMSAEXPO.COM