TraumaTACTICS® 2016

Sponsor and Exhibitor Prospectus

NEW LOCATION  River’s Edge Convention Center, St. Cloud, MN

October 7-8, 2016

Reserve your space today!
Discounted Early Bird pricing for exhibit space ends July 31, 2016

PLATINUM LEVEL SPONSORS

Regions Hospital  St. Luke’s  Leonardo Helicopters

GOLD LEVEL SPONSORS

Allina Health  CENTRACARE Health  [YOUR LOGO HERE]

LIMIT OF 6

SILVER LEVEL SPONSORS

Hennepin County Medical Center  Children’s Minnesota  Air Methods  ZOLL  [YOUR LOGO HERE]

LIMIT OF 6
Great opportunity to meet and network with new people.

Over 1/4 of participants attended Trauma Tactics® for the first time in 2015.

Since 1986, Life Link III’s Trauma Tactics® Conference has provided superior continuing education opportunities with informed speakers and relevant sessions. Trauma Tactics® is designed to enhance the skills of providers of all levels, covering rescue and pre-hospital situations, to transport and in-hospital treatment. This annual conference provides an opportunity for hospital and pre-hospital providers of all levels to obtain quality continuing education, including hands-on simulation training opportunities.

Please join us October 7-8, 2016 at our NEW centrally-based location at the River’s Edge Convention Center in the heart of beautiful downtown St. Cloud. Attendees will earn CEUs/POST credits at this informative two-day conference that will feature expert speakers and panels covering the latest industry trends and encourage networking with colleagues and industry vendors in expo area.

The conference runs from 7:30 am to 5:30 pm on Friday, October 7, and from 8:00 am to 2:30 pm on Saturday, October 8.

2015 By the Numbers

Over 1/4 of participants attended Trauma Tactics for the first time in 2015.

27+ sessions

22+ sponsors and exhibitors

113+ cities represented across Minnesota, Wisconsin, and Iowa

Over half of attendees in 2015 have been an EMS professional for 11+ years

Over 70% of attendees registered for one to two industry related conferences in addition to Trauma Tactics each year.

250+ Emergency Care Providers

Over 250 emergency care providers participate annually with an audience comprised of Nurses, EMTs, Paramedics, First Responders, Police, law enforcement, and Fire Fighters from the Midwest region.

Gain visibility for your organization by becoming a sponsor or exhibitor of this highly regarded annual conference!
2016 CONFERENCE HIGHLIGHTS

Blood Drive With Memorial Blood Centers

We have seen firsthand the benefit of early intervention of blood administration to the hemorrhagic patient and we know it starts with the gift of blood donation. Together with Memorial Blood Centers, Life Link III will sponsor a blood drive on Friday between 10 am and 3:30 pm, with a goal of collecting more than 48 units.

New Wellness Area

Stay tuned for more information on fun wellness activities and on-site education aimed at promoting healthy lifestyles for this community of busy emergency care providers. Sponsored by CentraCare Health.

New Comedy Night (Friday)

Join your fellow conference attendees for a professional stand-up comedy show at the nearby Red Carpet Nightclub. Sponsored by Leonardo Helicopters.

SIM Wars Competition

Sim Wars is a simulation competition where two-person teams will respond to and manage an adult “patient” experiencing an emergency. Teams will compete throughout the day on Friday in front of Sim Wars judges. Teams will be evaluated based on clinical management, skills proficiency, communication, and teamwork.
PAST SPONSORS & EXHIBITORS INCLUDE:

- Advantage Billing Concepts
- AgustaWestland
- Air Methods
- **Allina Health**
- Alpha Medical Equipment, Inc.
- BoundTree
- **CentraCare Health**
- Children’s Hospitals & Clinics of Minnesota
- Crestline Coach Ltd
- DZ Rescue
- EMS for Children
- EMS Professionals
- EMSC
- **Essentia Health**
- Everest Emergency Vehicles
- **Fairview**
- Gordon Bernard Company
- HealthEast Medical Transportation
- **HealthPartners®**
- HealthStream
- **Hennepin County Medical Center**
- Hennepin Technical College
- Hill Creek Marketing
- ImageTrend, Inc
- Innovative Rescue Solutions
- Intersurgical, Inc.
- Karl-Storz Endoscopy America, Inc.
- **M Health**
- Masimo
- MED Alliance Group
- Medical Center
- Minnesota Ambulance Association
- Minnesota EMS Honor Guard
- Phillips Healthcare
- Physio Control
- **Regions EMS**
- **Regions Hospital®**
- Ridgewater College
- **Sacred Heart Hospital**
- **St. Luke’s**
- Stryker EMS
- Technical Life Care Medical Company
- Whelen
- Wisconsin EMS Honor Guard
- Zoll®

Life Link III Consortium Member-Owner
Life Link III is this organization’s air medical transport program
# Sponsor & Exhibitor Packages

## Overview

<table>
<thead>
<tr>
<th>Feature</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
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</thead>
<tbody>
<tr>
<td>Opportunity to address the entire audience from podium</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Verbal acknowledgement from the podium</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Opportunity for special signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Company logo included on all conference materials</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Ad &amp; profile in VoiceHive, web-based mobile application used by all attendees before, during, and after the conference</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td># passes for attendees, meals, and t-shirts</td>
<td>4 entire conference</td>
<td>3 entire conference</td>
<td>2 entire conference</td>
<td>2 entire conference</td>
</tr>
<tr>
<td>Table top display/booth space at conference: 8’ X 30” booth with draped table with 2 chairs (carpet is extra)</td>
<td>Premium Space (sponsor/exhibitor choice)</td>
<td>Prime Space (options available)</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
Sponsor & Exhibitor Packages

Detailed Overview

PLATINUM

Premium Level Sponsor $3,500
- Top line logo placement as a Platinum Sponsor on all print and collateral materials, event signage, website and emails
- Sponsor company to be featured in one of the marketing email blasts between April and September including a description of company and services with logo and link to website
- Company logo listed in General Session loop in main room during event when no speaker is on stage
- Opportunity to introduce a keynote or closing speaker and make brief remarks from podium

GOLD

Official Friday Lunch Sponsor, Official Saturday Lunch Sponsor, Friday & Saturday Networking Breaks Sponsor, 5:30 pm Reception Sponsor, Friday Offsite Attendee Event, Friday & Saturday Wi-Fi/Charging Station sponsor

*Limit of 6 – Choose one opportunity for specific exclusive sponsorship.

Lunch Sponsor - FRIDAY OR SATURDAY $2,500
- Official “Host” of the Lunch on either Friday or Saturday
- Opportunity to do a brief welcome to attendees at lunch from podium
- Special signage during luncheon and on luncheon table

Friday & Saturday Networking Breaks Sponsor $2,500
- Official “Host” of the refreshment breaks on Friday and Saturday
- Opportunity to include special signage near refreshment break tables
- Opportunity to do a brief welcome to attendees from podium
- Opportunity to purchase and give-away branded water bottles and/or coffee mugs at cost to the sponsor
- Branded napkins may be used at the networking break stations

Friday – 5:30 PM Reception Sponsor $2,500
- Official “Host” of the end of day attendee reception on Friday, October 7
- Special signage during reception
- Opportunity to do a brief welcome to attendees from podium

Friday Offsite Attendee Event $2,500
- Official “Host” of the social event on Friday night at the Red Carpet Event Center
- Opportunity to do a brief welcome to participants from the stage before event kicks off (attendees must RSVP in advance to get accurate count and Trauma Tactics® team will coordinate details with venue)

Friday & Saturday – Wi-Fi/Charging Station Sponsor $2,500
- Official “Host” of the complimentary Wi-Fi for attendees onsite as well as the branded charging station kiosk for the duration of the conference
- Special table tent recognition spread on tables throughout the conference noting Wi-Fi access codes
- Custom landing page on Wi-Fi login can be created with sponsor ad
- Custom password created for attendee login can be sponsor name
- Opportunity to do a brief welcome to attendees from podium
**SILVER**

Official Breakfast Sponsor Friday, Official Breakfast Sponsor Saturday, Lanyard Sponsor, Bag Sponsor, Pen Sponsor, or Notepad Sponsor.

*Limit of 6 – Choose one opportunity for specific exclusive sponsorship.*

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Price</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>Breakfast Sponsor – FRIDAY OR SATURDAY</td>
<td>$1,500</td>
<td>• Official “Host” of the breakfast on either Friday or Saturday</td>
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<td>• Special signage during breakfast</td>
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<tr>
<td>Lanyard Sponsor</td>
<td>$1,500</td>
<td>• Official sponsor of the attendee lanyards to hold name badges.</td>
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<td>• Company logo to be included on lanyard.</td>
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<td>Bag Sponsor</td>
<td>$1,500</td>
<td>• Official sponsor of the attendee give-away bags to hold conference</td>
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<td>materials. Company logo to be included on the bag (Life Link III</td>
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<td>logo will also appear on bag).</td>
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<td>Pen Sponsor</td>
<td>$1,500</td>
<td>• Official sponsor of the attendee give-away pens. Company logo to be</td>
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<td>included on the pens.</td>
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<tr>
<td>Notepad Sponsor</td>
<td>$1,500</td>
<td>• Official sponsor of the attendee give-away notepad. Company logo to</td>
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<td>be included on the notepad.</td>
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**Exhibitor OPTIONS**

**BRONZE**

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<tr>
<th>Sponsorship</th>
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<tr>
<td>Exhibit Only</td>
<td>$500</td>
<td>Early bird pricing if registered/paid by July 31, 2016; thereafter, $600</td>
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<tr>
<td>Vehicle Exhibit</td>
<td>$800</td>
<td>Early bird pricing for double booth space/vehicle space if registered/</td>
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<td>paid by July 31, 2016; thereafter, $900 pricing applies</td>
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<td>*** If bringing a vehicle must purchase a double (vehicle) space.</td>
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*If bringing a vehicle must purchase a double (vehicle) space.*
SPONSOR/EXHIBITOR TERMS AND AGREEMENT OF CONDUCT:

CONTRACT/PAYMENT: Once the contract is signed, this is a binding agreement. Payment is due in full with signed contract. Your space is not reserved until payment has been received.

CANCELLATION: After payment is received, there are to be no refunds following the execution of this agreement unless Life Link III cancels the event due to unforeseen situations that would affect the general population from attending the conference. In the event of a cancellation, either a refund or a credit will be issued.

NO COMPETING EVENTS: There are to be no competing events held during the regular hours of the conference. This includes scheduled set up hours and evening functions such as the reception on Friday evening and the offsite event on Friday evening.

SHIPPING MATERIALS: Each sponsor/exhibitor is responsible for: shipping of display materials to/from the conference venue; labor charges incurred for the handling of equipment and crates; installation and usage of electrical services or related charges. Set up and breakdown is the responsibility of the exhibitor. Please remember to bring extra labels to ship materials back if required.

Anything being shipped to the River’s Edge Convention Center should have an arrival date of no more than 24hrs from the event and should be picked up within 24hrs after the event.

Ship to:
St. Cloud River’s Edge Convention Center
10 - 4th Ave S
St. Cloud, MN 56301

SETUP/DISMANTLE: Company shall setup between 3:00 and 5:00 pm on Thursday, October 6th or between 6:00 and 7:00 am on Friday, October 7. All vehicle displays must be setup by 5pm Thursday October 6th. Company shall dismantle following lunch on Saturday, October 8 (approximately 2:30 pm). No exhibits shall be dismantled before the official end of the event.

LIABILITY: Each sponsor/exhibitor assumes the entire responsibility for losses, damages, and claims arising out of injury or damage to exhibitor’s displays, equipment or other property brought upon the premises of the venue, and shall indemnify or hold harmless Life Link III, the venue and any authorized agent, representatives or employees of the foregoing for any and all losses, damages or claims.

EXHIBIT HALL OPEN:
Friday 7:30 am to 5:30 pm.
Saturday 7:45 am to 2:30 pm.

CONFERENCE CANCELLATION:
Neither Party shall be liable for the non-performance of its obligation under this Agreement for a maximum period of five (5) days if such performance is caused by weather, natural disasters, strikes, war, terrorism, utility outages, communication outages, or any other circumstances which could not have been reasonably foreseen and avoided by commercially reasonable action or are beyond the reasonable control of a Party (“Force Majeure”). A Party shall be excused from performance under this Agreement for the duration of the effects of such Force Majeure circumstances.

VENUE INFORMATION
River’s Edge Convention Center is located at:
10 Fourth Avenue South
St. Cloud, MN 56301

LODGING
Accommodations are available at two hotels skyway accessible to the River’s Edge Convention Center.

Best Western Plus Kelly Inn
100 - 4th Avenue South
St. Cloud, MN 56301

A special conference rate of $98 plus tax is available for Thursday and Friday nights (based on availability). A limited number of rooms are available under Life Link III, Trauma Tactics®.

Call (320) 253-0606 to make your reservation.

Courtyard St. Cloud
404 West St Germain Street
St. Cloud, MN 56301

A special conference rate of $129 plus tax is available for Thursday and Friday nights (based on availability). A limited number of rooms are available under Life Link III, Trauma Tactics®.

Call (320) 654-1661 to make your reservation by September 8, 2016, or visit special hotel reservations site to make reservations online.
Life Link III was formed over 30 years ago as one of the first non-profit consortiums in the country to transport critically ill patients by helicopter. The company has always focused on clinical excellence and is an early adopter in bringing new technology to critical care. Life Link III operates six helicopter bases that include Alexandria, Blaine, Cloquet, Hibbing, and Willmar, Minnesota, and Rice Lake, Wisconsin. The company’s helicopter and airplane services provide on-scene emergency response and inter-facility transport for patients requiring critical care. Life Link III’s transportation services are accredited by CAMTS (Commission on Accreditation of Medical Transportation Services), ensuring the highest standards of quality and safety are met. Life Link III is a non-profit consortium and is the air medical transport program for 44 hospitals for the following member-owner organizations: Allina Health, CentraCare Health, Children’s Hospitals and Clinics of Minnesota, Essentia Health, Fairview Health Services, Regions Hospital/HealthPartners®, Hennepin County Medical Center, St. Luke’s, and Sacred Heart Hospital.

For more information, visit [www.lifelinkiii.com](http://www.lifelinkiii.com).
Sponsor/Exhibitor Contract

To reserve your sponsorship or exhibit space, please complete this form and send it to: Marketing Outreach Coordinator, via email at marketing@lifelinkiii.com.

Date ____________________________ Sponsorship Level & Fee ____________________________

Name of Company ____________________________

Authorized Signature ____________________________

Individual to be invoiced ____________________________ Title ____________________________

Sponsor Attendees/Booth Representatives

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
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Main Contact Name ____________________________ Title ____________________________

Email ____________________________

Direct Phone ____________________________ Cell Phone ____________________________

Mailing Address ____________________________

Website to be linked to the conference web-based mobile application ____________________________

Product/Service ____________________________ *Please also attach logo

We request that our booth space not be adjacent to the following organization(s). (Life Link III will do its best to honor your request based on availability/timing.)

Exhibitor Needs: ☐ Electricity? (free of charge) ☐ Carpet

Note: This space is not carpeted. Carpet can be rented from our venue for $60.00 for a 10' booth or $85.00 for a 20' booth.

Raffle Item Information: ☐ Are you bringing a raffle item ____________________________

What is the item's approximate value?** (Minimum recommended value of $50)

Payment ☐ Check enclosed ☐ Please invoice me ☐ Pay with credit card

Life Link III advises against emailing credit card information

Name of Cardholder ____________________________

Credit Card Number ____________________________ CCV No. ____________________________

Expiration Date ____________________________

Mail form and payment to:

Life Link III
Attn: Trauma Tactics®
3010 Broadway St. NE
Minneapolis, MN 55413-1768
612.638.4900

**Raffle prize examples from the past include iPads, TVs, gift cards, gift baskets and company promotional items. We encourage sponsors/exhibitors to give one higher value raffle prize in order to offer fewer yet more desirable items to increase the attendee participation.