

October 6-7  
2017



 Life Link III Conference  
*formerly known as Trauma Tactics*

Sponsor and Exhibitor  
Prospectus

# Innovation in Patient Care

*A Prehospital, Critical Care  
and Trauma Conference*

River's Edge Convention Center  
St. Cloud, MN

**Reserve your space today!**

Discounted Early Bird pricing for exhibit space ends July 31, 2017

New Name - Same Great Conference.  
See inside for what's behind our new conference name.



### 30 Years of High Quality Continuing Education Provided by Life Link III

For over three decades, Life Link III has hosted the annual Trauma Tactics conference. Over this time, the hospital and prehospital world has dramatically changed through the development and use of many high-technology diagnostics to guide patient care. In order to continue to be innovative and provide exceptional education, we gathered feedback from our valued conference attendees who told us they want to go beyond "trauma," to address the broader range of medical conditions that benefit from early access to critical care and minimal out-of-hospital time. Using this great feedback, Life Link III's annual conference is transitioning from Trauma Tactics, to **"Time Critical Tactics - A Prehospital, Critical Care and Trauma Conference."** This shift in our conference name will help us provide timely and innovative education that better describes the focus of the each session. What stays the same is our commitment to providing superior continuing education opportunities with informed speakers, relevant sessions, and hands-on skills training. **Time Critical Tactics** is designed for providers of all levels, covering rescue and prehospital scenarios, to transport and in-hospital treatment.

**Join us October 6-7, 2017** at our 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 hands-on skills training designed to enhance your abilities as a care provider. This event encourages networking with colleagues and industry vendors in the expo area and catching up at the Friday evening event. Mark your calendars and join us on **Friday, October 6th, and Saturday, October 7th!**

# 225+

## EMERGENCY CARE PROVIDERS

Over 225 emergency care providers participate annually with an audience comprised of Nurses, EMTs, Paramedics, First Responders, Police, 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 By the Numbers

**Over 1/4**  
of participants attended Trauma Tactics for the first time in 2016

**27+**  
sessions

**22+**  
sponsors and exhibitors

*Great opportunity to meet and network with new people*

**Over half of attendees**  
in 2016 have been an EMS professional for 11+ years



**Over 60%** of attendees registered for **one to two** industry related conferences in addition to Trauma Tactics each year

# 2017 CONFERENCE HIGHLIGHTS

## New Education Tracks

Time Critical Tactics has been designed to accommodate the different skill levels and interests of attendees by providing three education tracks. Special focus is being given to “harder-to-get” education for EMTs and paramedics that satisfies national registry CEU requirements. Participants may select education and hands-on training sessions from the BLS/General, ALS/Critical Care, and Patient Care Insights track (featuring Life Link III hospital Consortium members). Attendees are encouraged to cross-over tracks and attend the sessions they find most beneficial.

## Hands-on Skills Training

Attendees will have several opportunities to participate in hands-on skills training. Each course has a limited number of attendees – *register early and reserve your spot!*

- Neonate and Pediatrics Pharmacology Skills Lab
- Airway Management Bootcamp (offered for both BLS/General and ALS/Critical Care tracks)
- Labor & Delivery (offered for both BLS/General and ALS/Critical Care tracks)
- Emergency Medical Services for Children (EMSC) Pediatrics Course

## Emergency Medical Services for Children (EMSC) PEDS

### Skills Course *Saturday Only*

This training is four hours of hands-on education covering the topics of children with special healthcare needs, pediatric emergency airway, medical and trauma. Designed for anyone to improve knowledge and proficiency when treating pediatric patients. You are welcome to attend all or any of these training sessions.

## Blood Drive

We have seen first-hand 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, October 6th*. Please join us and save a life!



## SIM Experience

Life Link III is proud to partner with HealthPartners® to offer attendees an opportunity to be a part of a simulation (SIM) Experience. During this time, a two-person Life Link III team will respond to and manage an adult “patient” experiencing an emergency. Observe Life Link III clinicians in action as they respond to an emergency situation that’s unveiled on-the-spot and provide real-time patient treatment. A full debrief will follow the SIM scenario allowing all attendees the opportunity to participate and learn together.

# PAST SPONSORS & EXHIBITORS INCLUDE:

## Life Link III Consortium Member-Owner

Life Link III is this organization's air medical transport program

Advantage Billing Concepts

Air Methods

## Allina Health

Alpha Medical Equipment, Inc.

BoundTree

## CentraCare Health

## Children's Minnesota

Crestline Coach Ltd

DZ Rescue

EMS for Children

EMS Professionals

EMS Regulatory Board

EMSC

## Essentia Health

Everest Emergency Vehicles

## Fairview

Gordon Bernard Company

Hamilton

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.

Leonardo Helicopters

## M Health

Masimo

MED Alliance Group

Medical Center

Minnesota Ambulance Association

Minnesota Department of Health

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®

# SPONSOR & EXHIBITOR PACKAGES

## Overview

	<b>PLATINUM</b> \$3,500	<b>GOLD</b> \$2,500	<b>SILVER</b> \$1,500	<b>BRONZE</b> \$500-900
Opportunity to address the entire audience from podium	✓	✓		
Verbal acknowledgment from the podium	✓	✓	✓	
Opportunity for special signage	✓	✓	✓	
Company logo included on all conference materials	✓	✓	✓	✓
Ad & profile in VoiceHive, web-based mobile application used by all attendees before, during, and after the conference	✓	✓	✓	✓
# passes for attendees, meals, and t-shirts	4 full conference	3 full conference	2 full conference	2 full conference
8'x10' booth with table with 2 chairs (carpet is extra)	Premium Space (sponsor/exhibitor choice)	Prime Space (options available)	✓	✓

# 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 June 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 \*Limit of 4 – 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 6
- 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 Time Critical Tactics team will coordinate details with venue)

# SPONSOR & EXHIBITOR PACKAGES

## Detailed Overview

### 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.*

#### **Breakfast Sponsor – FRIDAY OR SATURDAY** **\$1,500**

- Official “Host” of the breakfast on either Friday or Saturday
- Special signage during breakfast

#### **Lanyard Sponsor** **\$1,500**

- Official sponsor of the attendee lanyards to hold name badges.
- Company logo to be included on lanyard.

#### **Bag Sponsor** **\$1,500**

- Official sponsor of the attendee give-away bags to hold conference materials. Company logo to be included on the bag (Life Link III logo will also appear on bag).

#### **Pen Sponsor** **\$1,500**

*Company may choose to provide pens from their own inventory.*

- Official sponsor of the attendee give-away pens. Company logo to be included on the pens.

#### **Notepad Sponsor** **\$1,500**

*Company may choose to provide notepads from their own inventory.*

- Official sponsor of the attendee give-away notepad. Company logo to be included on the notepad.

## Exhibitor OPTIONS

### BRONZE

#### **Exhibit Only** **\$500**

*Early bird pricing if registered/paid by July 31, 2017; thereafter, \$600 pricing applies*

#### **Vehicle Exhibit (Limited availability)** **\$800**

*Early bird pricing for double booth space/vehicle space if registered/paid by July 31, 2017; thereafter, \$900 pricing applies*

*\*\*\*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 5th or between 6:00 and 7:00 am on Friday, October 6th. All vehicle displays must be setup by 5pm Thursday October 5th. Company shall dismantle following lunch on Saturday, October 7th (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 7:00 am to 5:30 pm.  
Saturday 7:00 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

## TCT 2017

## HOTEL INFORMATION

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

**Best Western Kelly Inn**, \$99 rate plus taxes. Room block deadline is Sept. 10, based on availability. Call **(320) 253-0606** and reference Life Link III Time Critical Tactics.

**Courtyard By Marriott**, \$149-159 rate plus taxes. Room block deadline is Sept. 6, based on availability. Call **(320) 654-1661** and reference Life Link III Time Critical Tactics.

*If you have questions, please do not hesitate to ask. We appreciate your business and look forward to a successful event.*

### Life Link III Conference

Start date: **10/5/17**  
**(EXHIBIT SET-UP)**

End date: **10/7/17**



# ABOUT LIFE LINK III

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 seven helicopter bases that include Alexandria, Blaine, Brainerd, 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 45 hospitals for the following member-owner organizations: Allina Health, CentraCare Health, Children's 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 via email to: [marketing@lifelinkiiii.com](mailto:marketing@lifelinkiiii.com). See mailing/payment information below.

Date  Sponsorship Level & Fee

Name of Company

Authorized Signature

Individual to be invoiced  Title

### Sponsor Attendees/Booth Representatives

Name	Email	Phone
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

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 \$65.00 for a 10' booth or \$85.00 for a 20' booth.

*Mail form and payment to:*

**Life Link III**  
**Time Critical Tactics**  
3010 Broadway St. NE  
Minneapolis, MN 55413-1768  
612.638.4900

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

\*\*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.