

VENDOR HANDBOOK

APPLICATION PROCESS...INITIATION

This can start with a visit to our web site www.aemta.org for information. You can also email the Trade Show Coordinator at aemta4vendors@aol.com to receive answers to all your questions. If you prefer the old-fashioned way, friendly help is available at a landline 479-824-8109.

The application form

The name of the exhibiting company is the name as you want it to appear on your booth ID sign.

Some vendors wear many hats, but if you have someone to coordinate your booth for you, this would be the contact person.

If you have a website, we will list it on our and the Conference program at no charge.

The email you list is where I will be sending updates and information vital to your booth. If the contact person only handles the booking of your space, then I should have the email of the person actually attending, otherwise the rep will be missing out on some important information.

The Conference Rep is the person who will be in Hot Springs. If you are not sure, please indicate this. We will re-confirm reps shortly before printing the ID badges. There is no limit to the number of reps you may have and there is no charge for extra ID badges.

99% of our contact is through email, but the cell phone of the main rep who will be attending the Trade Show is essential should we need to contact them during the show.

Booths

10 x 10 booth includes an 8' rear drape, 3' side drapes, ID sign, 6' skirted table and 2 folding chairs. No electric is included with any booth.

10 x 20 Same as above, plus one more table and two more chairs.

10 x 30 3 tables and 6 chairs

Vehicle only The approximate size is 10 x 20, but has space to allow for opening of doors, walk area, one 6' table and two chairs. If you want more space we suggest ordering the 10 x 10 plus vehicle or the 10 x 20 plus vehicle. You are free to orient your vehicle in any direction in the allotted space as long as it does not interfere with another exhibitor.

Electric This is the actual electrical connection. Standard is 20amp/125v. If you need more power, we can arrange that, please advise.

Power Strip You must order this **with** an electric order. It allows you to plug in multiple items. You cannot order a power strip alone, you will not have any juice for it.

Extra tables These are available in various sizes and styles, both skirted and non-skirted. The sooner you order the less you will pay. Extra tables during set up may not be available.

Carpet The Trade Show floor is concrete. Carpet comes in Black, Blue, Burgundy, Green, Gray, Navy, Red and Tuxedo which is a sort of salt & pepper but comes with its own padding at no extra charge. For the other colors padding is extra. Carpet probably will not be available during set up.

Other extras: Wastebaskets with two liners have become very popular. Padded chairs, 6 x 30 security drapes, 2'x 8' grid display panels and a mannequin torso with stand.

Internet: There is free wireless in the Convention Center, but If you need phone or Internet, contact us for pricing.

CONTRACT HIGHLIGHTS

We realize very few people take the time to read the fine print so here's the condensed version.

If you must cancel, please do so before July 1 if you want a refund.

Booth must be paid in full by July 30.

We'll do everything we can to make you happy, but things happen.

We expect you to showcase good & services relating to the EMS industry or products & services that benefit our members.

Although you may share your space via prior arrangement, you may not sublet.

Please designate the one person responsible for your space on site.

Do not sprawl into your fellow vendor's space.

No helium balloons or flying devices.

Hot Springs Sales tax is 10%

No recorded music or PA system beyond the confines of your booth. The Information Booth will make announcements for you.

If you cannot set up during the designated day & time, we will work with you.

Some attendees can only come on Saturday so we expect you to stay until the close at 1:00PM. If you absolutely must leave early, please advise.

We are not responsible for loss/damage. We suggest you provide or order security drapes to cover vulnerable items after hours or your absence. You are responsible for your own insurance.

THERE IS NO SHIPPING/RECEIVING AT THE CONVENTION CENTER If you ship something there it will be refused. Contact SunBelt for your freight needs (501-244-9955), they are great to work with.

We have the final say in disputes of any kind. You cannot blame us unless we are grossly negligent.

The contract is not binding until we issue you your email confirmation. Payment does not equal contract.

APPLICATION PROCESS If you apply on line you will receive a confirmation. If you apply via mail or fax, we will send you an email confirmation and updates. If you are mailing payment, we will email you when payment is received. Read your confirmations carefully as they will verify what you have ordered. It is sometimes impossible to make changes on set up day and if we can it is expensive.

PAYMENT METHODS We accept Visa, Master Card, Discover and checks. We are sorry, but we do not take American Express. We will be glad to send an invoice or any tax forms you may require.

VENDOR ASSIST TEAM Thanks to a vendor suggestion, we started the vendor assist team. They will be roaming the Trade Show in their bright orange vest to assist you with any questions or problems. They can make food runs for you or watch your booth while you get food or take a bathroom break.

PARKING There is a large, well-lit, free lot behind the Convention Center on Church Street where you can park cargo trailers or personal vehicles. **DO NOT park in or on the loading dock area at any time.**

HOTELS The Embassy Suites (501-624-9200) and the Hotel Hot Springs (877-623-6697) are next to the Convention Center. We have blocks of rooms reserved, ask for the AEMTA rate.

There are also many very nice motels and hotels at a wide variety of prices in the Hot Springs area. If you visit the Convention Center office during the Show they have numerous brochures available. All of these have had an onsite visit by the Convention Center before their brochures were accepted.

SET UP DAY Vendor registration and assistance will be immediately inside Loading Dock D. Enter off the Church Street side of the Convention Center. You will receive your ID badge, bag and T Shirt if you ordered one. Light refreshments will be available in this area.

Registration will close at 3:00. If you do not arrive by 3:00 you may find your registration materials at the information booth at the front of the hall. If you should enter the hall by other means, please check in so we know you are here.

Vehicle setup starts at 10:00 and we would appreciate if you could all be in by noon. The farther away you are from the main entrance (loading dock D) the easier your move in will be if you arrive at 10:00 rather than 11:50. All vehicles must be in place before the final electrical connections are made to avoid damaging Convention Center equipment. If you ordered electric and it is not in place by 1:00, please advise one of the Vendor Assist Team members.

Everyone else can start setting up at noon. While we would like to allow everyone to bring in vehicles to unload, as more booths are completed, this becomes impossible and a safety risk. There will be large hand trucks available for your use in the registration area.

ID BADGES We make every effort to have your ID's correct; however, if there was a last-minute change we will have generic badges available at no cost.

WHAT YOU GET Conference bag, ID Badge, meal tickets good at the Concession Stand in the Trade Show. These are good for \$10 *or less*. If you spend less than \$10 you don't get change. If you spend more than \$10 you pay the difference. If you ordered a T Shirt you will receive it during registration.

SPONSORSHIP The main sponsorship for the Trade Show is the Meet & Greet. On Friday we have a vendor sponsored buffet which has become quite popular. You can be a sponsor for as little as \$25. Most of the sponsorships are \$50-100. The larger your donation, the larger your logo is on the sponsor banner. There will also be a group picture. At the Saturday Awards Banquet your logo will be featured on a video presentation. Other sponsorship opportunities include speakers, door prizes and awards.

FEEDBACK/SURVEY The Trade Show has evolved and grown (we used to be just a vendor hall) thanks to the feedback, both positive and negative, that we have received from the vendor surveys. We urge you to answer and return the survey, even if you do not complete the entire thing. We especially value the personal comments. If you don't have time to fill out the survey, please feel free to email any comments. (aemta4vendors@aol.com)

VEHICLE NOTES Currently the Convention Center does not require you to disconnect the battery or have a minimal amount of fuel in the tank.

The vehicle spaces are roughly 10x20, but we allow a reasonable island of space around your vehicle to allow for opening of doors and distance from fellow vendors. If you require additional space, please order a 10x10 or a 10x20 space in addition to your vehicle. Although the floor plan shows a suggested position, you may orient your vehicle any way you choose as long as it does not interfere with another vendor.

Your vehicle space, depending on location, may or may not have draping. Sometimes draping may be required as a safety item; for example, blocking off a trailer hitch.

If you are bringing a vehicle, we will supply you with an up-dated list of the carwashes in the Hot Springs area in case you want to freshen up before arrival.

INFORMATION BOOTH Is located at the front of the Trade Show. If you have a door prize bring it here. Door prizes will be drawn continuously with names posted and any items not claimed by 12:00 Saturday will be redrawn until they are all gone. Winners must be present Saturday.

If you did not order electric and need an emergency charge we will have power available at the Information Booth. Please bring a business card with your item for identification.

LOST & FOUND Items will be at the Information Booth until the close of the Trade Show. Items may also have been turned into Registration in the Grand Lobby. After close of the Conference, all items will be turned into the Convention Center. (501-321-2835)

CLOSE OF THE SHOW The Trade Show ends at 1:00 Saturday. The roll up door you came in Thursday will be opened. We ask that you do not park on the loading dock in anticipation of being the first one in to load up. The ambulances have to exit first. Thank-you

FREE There is currently no charge to enter the Trade Show.

SECURITY Every effort is made to maintain a safe and secure environment in the Trade Show. We ask that if you enter or leave the Trade Show outside of regular hours that you make sure the door locks behind you. If you need special access, please advise us. The walk-in door by Loading Dock D will be open so you can enter early for the free coffee and donuts Friday and Saturday mornings. Out of sight, out of mind: we have security drapes available for \$5 to cover your displays. We make every effort to clear the Trade Show immediately after closing each day. We appreciate your cooperation in this effort.

HEALTH & WELLNESS This is an area of vendors who are not selling anything and is dedicated to imparting information or services that benefit the well-being of our attendees and their families. There is no charge for this area and if you think you may qualify, please contact us.

FOOD Morning breakouts Thurs. through Sun (Grand Lobby) 7:00-10:00 or until the food is gone. Coffee, juice, fruit, muffins, sausage & ham biscuits.

Concession Stands Upstairs above registration Thursday 11:00-3:00 In the Trade Show Friday 11:00-2:00 (longer if business is good) Saturday 11:00-1:00

Trade Show Thursday Sneak Peak 4:00-6:00 Salsa, chips, dip, cookies & lemonade.

Friday Meet & Greet 12:00 until the food is gone.

Scrumptious variety of items served up by your committee and board members.
Sponsored by the Trade Show vendors

Some of the vendors will also be providing snack items during the show.

Friday Night Peanuts on the tables, cash bar. Cheese tray in the Benchwarmers room.

Saturday Night Banquet Horner Hall opens at 5:00 Buffet line 5:30-8:30

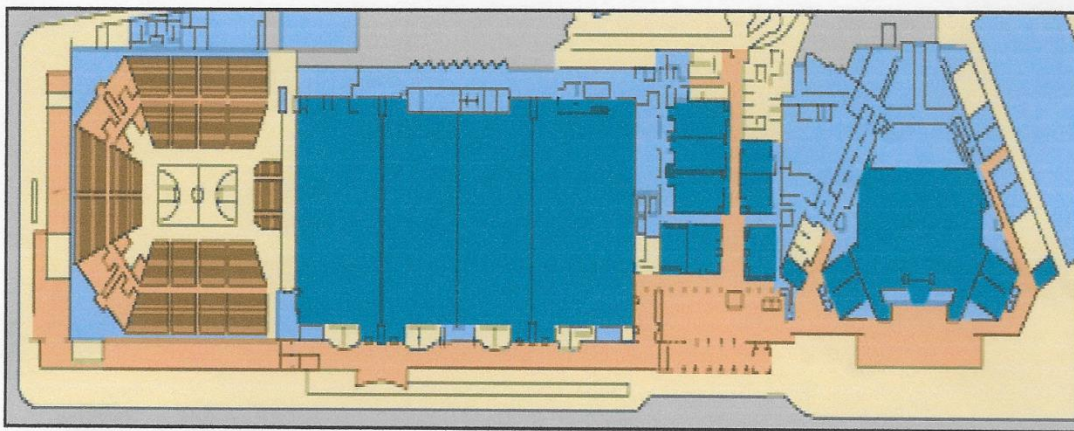
THEME Every year our Conference has a theme and this year it's "Not all heroes wear capes". We not only encourage Trade Show participation, but encourage it. Prizes are awarded for the best "themed" booth. The competition in years past has been pretty tough, so get your creativity going.

ODD & ENDS We are creative-can-do. If you have something that has not been covered in the previous pages, please ask. The bottom line here is a successful Trade Show where everyone has a great time and cannot wait to return. If you have any sort of problem or concern, please do not wait until the survey or the end of the show. Snag a Vendor Assist Team member or call T.A.

CONTACTING US

Before August 2: 479-824-8109 aemta4vendors@aol.com After Aug 2 T.A. cell 479-957-7656

Free parking directly behind the Convention Center in the lots on Church Street..



Summit Arena

TRADE SHOW
Halls A,B,C D
Upstairs

Classrooms
upstairs

Horner Hall
Downstairs

Registration and information board with changes on the first floor in the Grand Lobby

Metered parking on the streets in front of and around the Convention Center.

