



STATE OF NEW YORK DEPARTMENT OF HEALTH

433 River Street, Suite 303

Troy, New York 12180-2299

Antonia C. Novello, M.D., M.P.H., Dr.P.H.
Commissioner

Dennis P. Whalen
Executive Deputy Commissioner

Dear EMS Exhibitor:

Thank you for your interest in participating in the 22nd Annual NYS EMS Conference, Vital Signs 2005. This year's conference will be held on October 14-16, 2005, at the Rochester Riverside Convention Center, Rochester, New York

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.

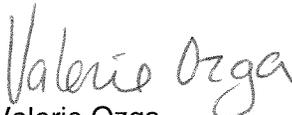
Enclosed in this packet you will find:

- Exhibitor Application Form
- Map of Booth Layout
- Schedule of Events
- Exhibitor Rules and Responsibilities
- Move-In/Move-Out Procedures
- Directions to Rochester Riverside Convention Center
- Map of Rochester
- Decorator Package - (Northeast Decorating & Exhibit Services)

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**, with check made payable to **Health Research, Inc.**, as soon as possible. Please be aware that if any booths are still available after August 5, 2005, 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

**NYS EMS CONFERENCE VITAL SIGNS 2005
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 2005. Please print or type your representatives below.

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

PLEASE CHECK ALL BOXES THAT APPLY

10' x 10' Booth *

Before 8/5/05 _____ @ \$700

AFTER 8/5/05 _____ @ \$800

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

20' x 25' Vehicle space**

Before 8/5/05 _____ @\$900

AFTER 8/5/05 _____ @\$1,000

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 @ \$50
(8 1/2" x 11") **Deadline 8/5/05**

One-Page Insert @ \$200
(Deadline 9/2/05 - see 2c for details)

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 16, 2005, 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 16, 2005, 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 Convention Center **will not** accept any direct shipments. Exhibitors must submit their requests directly to Northeast Decorating & Exhibit Services before **Monday, September 26, 2005.**

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

Company Name

Name (Please Print)

Signature

Date

Title

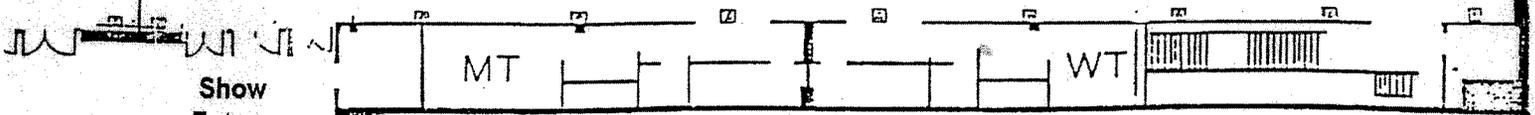
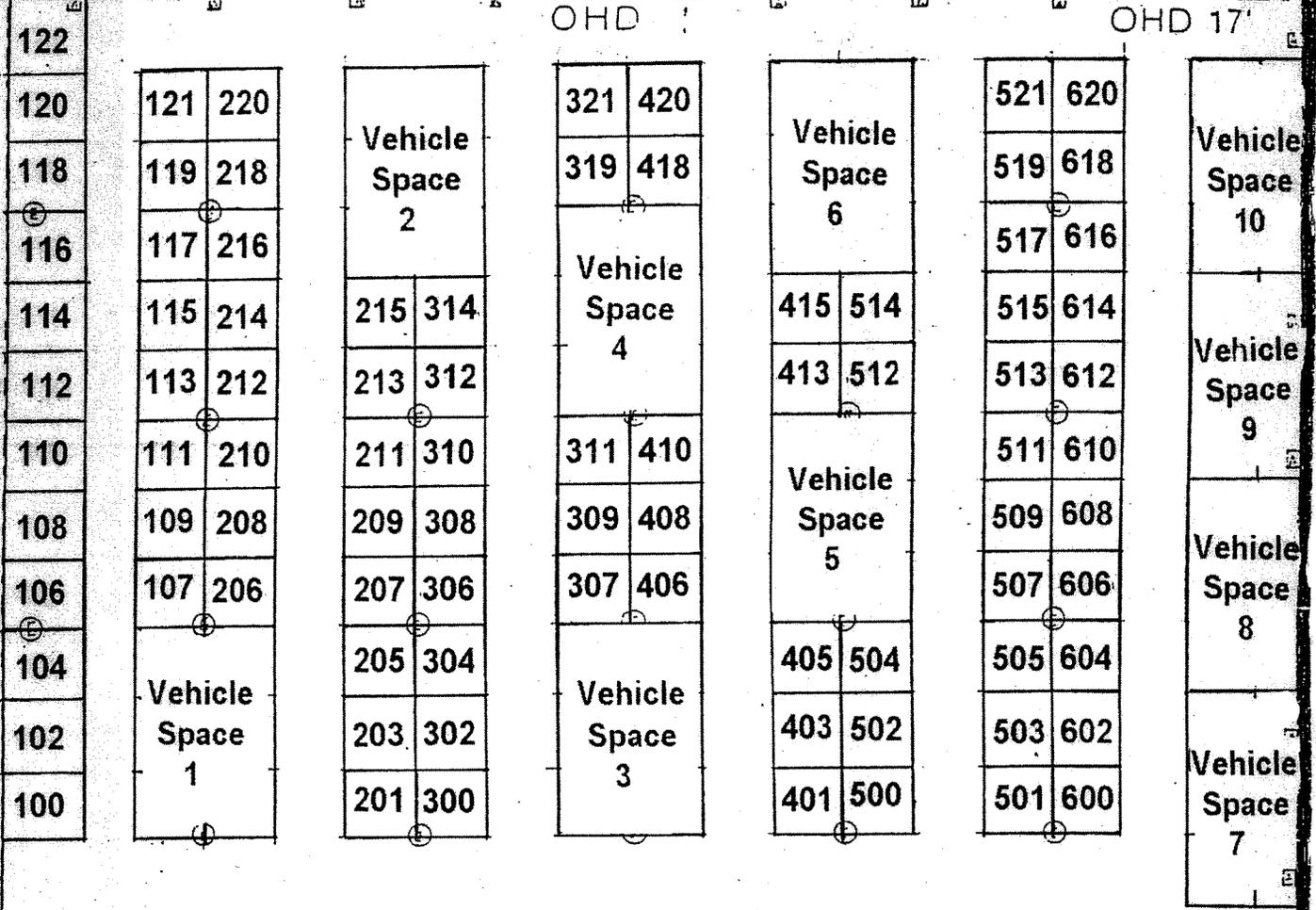
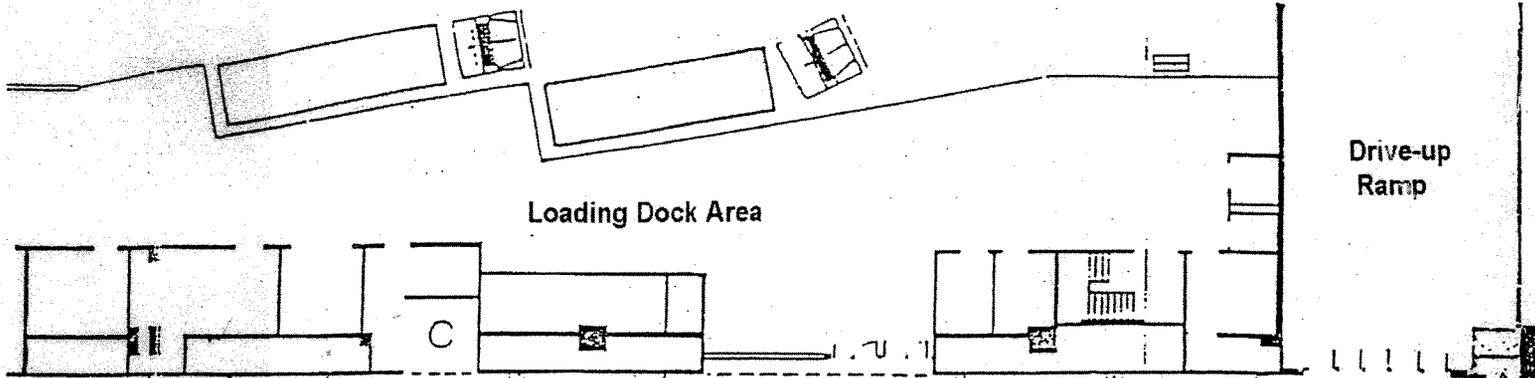
Please submit the following items:

Completed Exhibitor Application Form
A copy of your NYS Tax Certificate
Check made out to: **Health Research, Inc.**

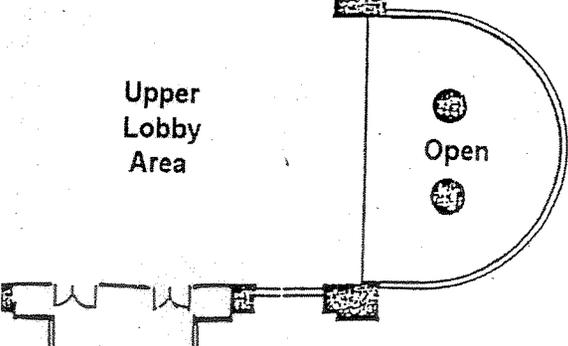
Vital Signs 2005
NYS DOH Bureau of EMS
433 River Street, Suite 303
Troy, NY 12180-2299
(518) 402-0996 ext. 3

NYS Vital Signs Conference
 October 14-15-16, 2005

Service
 OHD



South Hall



ⓔ - ELECTRICAL HOOK-UPS

ⓐ - COMPRESSED AIR

86 - 10' deep x 10' wide Exhibit Booths
 10 - Vehicle Spaces

SCHEDULE OF EVENTS

Friday, October 14, 2005

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
			Exhibitor Registration - South Avenue entrance
5:00 PM	-	8:30 PM	Conference Registration
5:30 PM	-	8:30 PM	EXHIBIT AREA OPENS
			RECEPTION

Saturday, October 15, 2005

7:30 AM			Exhibitor Access to Vendor Hall
8:00 AM			EXHIBIT AREA OPENS
8:15 AM	-	8:30 AM	Welcoming Comments
			Memorial Service
8:30 AM	-	9:45 AM	General Session
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 16, 2005

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 on a first come, first serve basis. The timely receipt and acceptance of your completed application (with registration fee) and space availability will all be considered when making assignments. 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 that 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 October 3, 2005. 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 5, 2005**. Artwork cannot be returned.
 - b) If you wish to purchase additional pages of advertising there will be a charge of \$50 per page (8 ½" x 11"). Materials received after the August 5, 2005, deadline cannot be included in the conference book.
 - c) If you wish to purchase additional advertising by inserting a one-page flyer, brochure etc., in the participants package, the cost would be \$200 per insert. You would need to supply us with 2200 copies by September 2, 2005. If interested, please contact me 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 16, 2005. 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 2006.

- 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 2, 2005. HRI will charge a 25% cancellation fee. **No refunds will be granted after September 2, 2005.**
- 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 2005" 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 Rochester Convention Center is a secure facility; the vendor area will be locked with no admittance on Friday from 8:30 p.m. until 8:00 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 Street 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. 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.

Rochester Riverside Convention Center **Move-In & Move-Out Procedures**

Move-In

1. During the stated move-in hours of your event, the Loading Dock will be available to unload exhibit material. No one is permitted on the Loading Dock outside the stated hours of the event move-in without permission from the Operations Department.
2. The Loading Dock is located on South Avenue off of Main Street. When unloading, pull into the dock area when there is space available. Unload your materials onto the dock and immediately move your vehicle to the appropriately assigned area.
3. There is material handling equipment available on the Loading Dock to assist you with large quantities of material.
4. After your vehicle is parked, proceed to locate your booth and return the material handling equipment to the dock immediately.

Move-Out

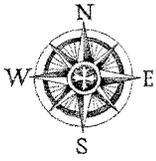
1. Tear down your exhibit FIRST.
2. Once your exhibit has been packed and is ready to be moved out, obtain material handling equipment to assist you.
3. Load up and move all equipment onto the Loading Dock. Unload materials and return the material handling equipment immediately.
4. Retrieve your vehicle and return to the Loading Dock to load your materials.
5. No vehicle is permitted into the Loading Dock area unless all materials are unloaded onto the Dock first.

Remember

1. No vehicle will be allowed to park in the Loading Dock area!!!
2. Parking on South Avenue is not allowed. The Convention Center is not responsible for City issued parking tickets.
3. No material handling equipment is allowed on the exhibit floor while the show is open to the public, unless it is part of your display.
4. No vehicle will be allowed on the exhibit floor until all electrical equipment has been removed and permission is secured by Convention Center Management.

Rochester Riverside Convention Center

123 East Main Street Rochester, NY 14604
585-232-7200 585-232-1510
www.ircc.com



Directions to the Rochester Riverside Convention Center

From East:

- ◆ Take Thruway (90 West).
- ◆ Take 490 West (exit 45) to Rochester.
- ◆ Follow signs to DOWNTOWN.
- ◆ Exit Clinton Avenue.
- ◆ Merge onto Clinton.
- ◆ 3 traffic lights to Broad Street.
- ◆ Left onto Broad.
- ◆ Go through 1 light.
- ◆ Make a right into South Avenue Parking Garage. The Convention Center is connected to Garage.

Deliveries (from East):

- ◆ Follow directions "From East" to Clinton.
- ◆ Exit Clinton Avenue.
- ◆ 5th traffic light, turn left onto Mortimer Street.
- ◆ Left onto St. Paul Street.
- ◆ After 1 traffic light, Convention Center's loading dock is on right.

From Eastern Suburbs:

- ◆ Follow directions "From East" beginning at 490.

From West:

- ◆ Take Thruway (90 East).
- ◆ Take 490 East (exit 47) to DOWNTOWN.
- ◆ Exit Inner Loop East (exit 13).
- ◆ Exit St. Paul Street.
- ◆ Turn right onto St. Paul Street.
- ◆ Go through 4 traffic lights (crossing over Main Street) to the South Avenue Parking Garage on the left. The Convention Center is connected to Garage.

Deliveries (from West):

- ◆ Follow directions "From West".
- ◆ The loading dock is on the right, directly across from the South Avenue Parking Garage.

From Webster Area:

- ◆ Take 590 South to 490 West.
- ◆ Follow directions "From East" beginning at 490.

From Southern Tier & Greater Rochester International Airport:

- ◆ Take 390 North to Rochester.
- ◆ Take 490 East (DOWNTOWN).
- ◆ Exit Inner Loop East (exit 13).
- ◆ Exit St. Paul Street.
- ◆ Turn right onto St. Paul Street.
- ◆ Go through 4 traffic lights (crossing over Main Street) to the South Avenue Parking Garage on the left. The Convention Center is connected to Garage.

From Greece

- ◆ Take 390 South to 490 East.
- ◆ Follow directions "From West" beginning at 490.

From Hamlin, Hilton Brockport & Spencerport:

- ◆ Take 531 East.
- ◆ Take 490 East.
- ◆ Follow directions "From West" beginning at 490.

Notes:

East: Syracuse, Wayne County, Auburn, Waterloo, Geneva

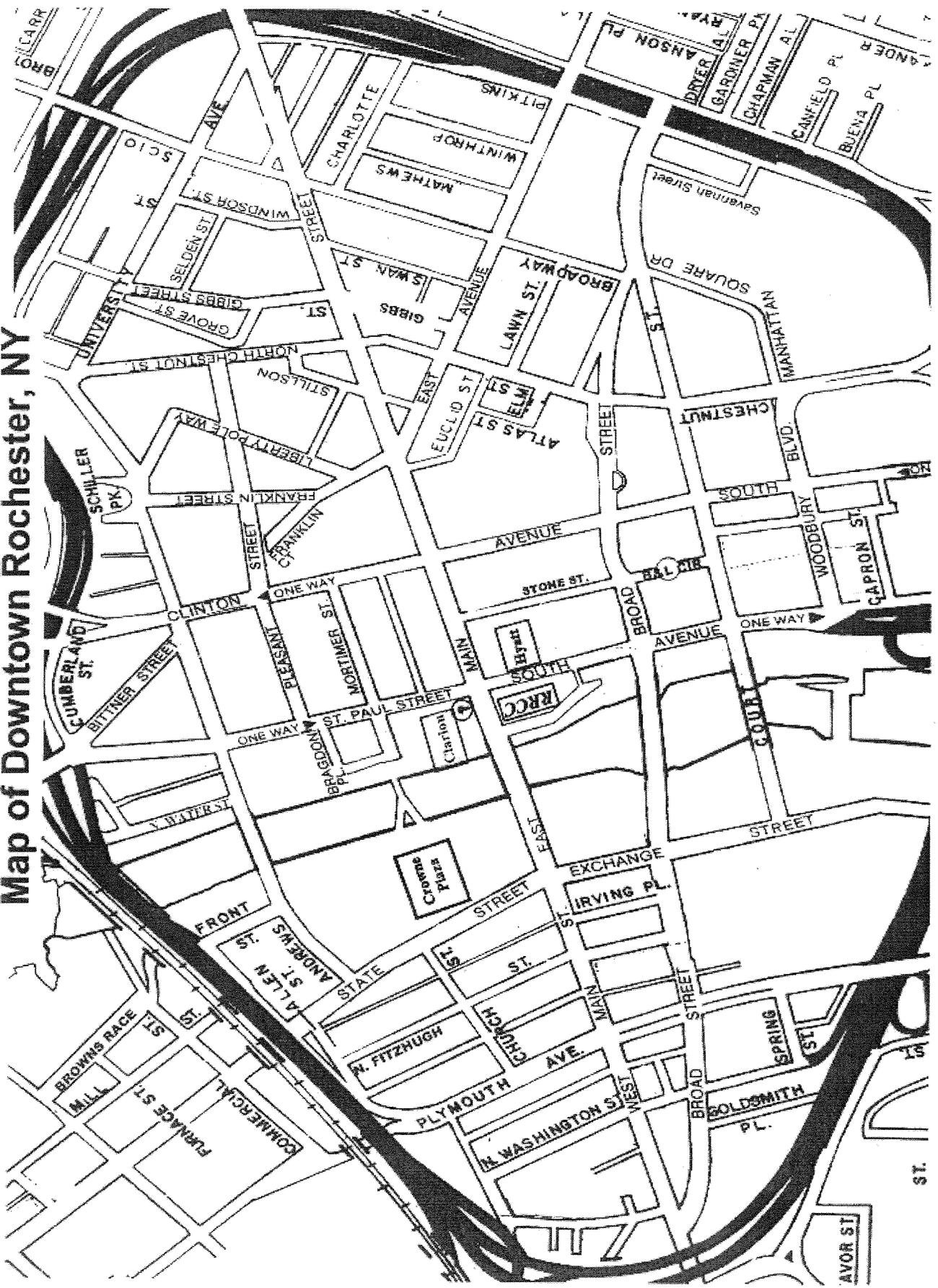
East Suburbs: Victor, Fairport, Perinton, Pittsford

West: Buffalo, Batavia, LeRoy, Pembroke **Southern Tier:** Avon, Dansville, Corning

Rochester Riverside Convention Center

123 East Main Street Rochester, NY 14604
585-232-7200 585-232-1510
www.rrec.com

Map of Downtown Rochester, NY



RRCC - Rochester Riverside Convention Center
Downtown Guides Information Center
The Downtown Guides - Your Direction Connection!!