



AN EXCLUSIVE GATHERING OF EMS EXECUTIVES.

AN UNPARALLELED SETTING.

A UNIQUE OPPORTUNITY.

More than a conference, Pinnacle is a high-level executive forum designed to address the most important issues facing EMS leadership. Presented by Fitch & Associates and produced in cooperation with the RedFlash Group, it brings together more than 300 of the industry's top managers, chiefs and executives in an intimate, networking-friendly setting. Don't miss this limited opportunity for your company to participate in the EMS industry's most prestigious event.

For more information, please contact

Lynn Kundin at the RedFlash Group

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pinnacle-ems.com

PINNACLE  2012
INSPIRING EMS LEADERSHIP™

PINNACLE 2012

SPONSORSHIP OPPORTUNITIES

PLATINUM \$7,750 *(Limited to 5)*

- 6-foot skirted tabletop*
- Company logo in Pinnacle conference brochure
- Use of a private conference room for half-day (See Additional Opportunities for more information)
- Discount of 50% for second half-day use of private conference room
- Option to purchase additional tables at \$3,000 each
- 4 main conference registrations *(valued at \$2,300)*
- Exclusive opportunity to address the audience during one of the following general sessions:
 - Keynote session (Tuesday evening)
 - Wednesday morning or Wednesday afternoon
 - Thursday morning or Thursday afternoon
- Custom e-mail to attendees prior to or after the event *(valued at \$1,000)*
- List of attendees pre and post event
- Signage and recognition on-site, in program guide, on Pinnacle website, and in email newsletter
- Materials in registration packet
- Right of first refusal for future events

*All Platinum sponsors will have the exclusive opportunity to address the audience during their sponsored session. Priority choice of general session address and table location is based on date and time of your receipt of payment in our offices.

SILVER \$3,450

- 6-foot skirted tabletop
- 2 main conference registrations *(valued at \$1,150)*
- Signage and recognition on-site, in program guide and on Pinnacle website
- List of attendees pre and post event
- Materials in registration packet

BRONZE \$1,650

- 2 main conference registrations *(valued at \$1,150)*
- Recognition on-site and in program guide
- List of attendees pre and post event
- Materials in registration packet

* Bronze sponsorship does not include a tabletop

GOLD \$4,850 *(Limited to 7)*

- 6-foot skirted tabletop*
- Option to purchase additional tables at \$3,000 each
- 3 main conference registrations *(valued at \$1,725)*
- Choice of one of the following:
 - Recognition and signage during lunch on Wednesday or Thursday
 - Recognition and signage during Opening Reception
 - Recognition and signage during Breakfast with the Experts on Wednesday or Thursday
 - Recognition and signage during Power Seminar Breakfast on Monday or Tuesday
- Signage and recognition on-site, in program guide, on Pinnacle website, and in email newsletter
- List of attendees pre and post event
- Materials in registration packet

* Priority choice of event date and tabletop location is subject to date and time of payment receipt.

ADDITIONAL OPPORTUNITIES

TABLE ADD-ON \$3,000 *(max 2 add'l.)*

- Additional 6 foot tables may be available to Platinum or Gold Sponsors

TOTE BAG \$2,250

- Your logo on one side, Pinnacle logo on other side

HOTEL KEY CARDS \$2,250 *(Approx. 500 cards)*

- Your full color logo on the front

CONFERENCE ROOM RENTAL \$500/HALF-DAY

- Private conference rooms are available for half-day rental. (See Conference Level Floor Plan for details, priority is based on receipt of deposit.)



PINNACLE SPONSOR REGISTRATION FORM

COMPANY NAME _____

SPONSORSHIP LEVELS (Choose one)

Platinum \$7,750 Includes the opportunity to address the audience during a general session. Please rank your choices from 1 (most desired) to 5 (least desired). Priority is based on receipt of deposit date. General Session options:
____ Keynote ____ Wed AM ____ Wed PM ____ Thurs AM ____ Thurs PM
\$ _____

Gold \$4,850 Includes your choice of being recognized verbally and through signage at lunch on Wednesday or Thursday, the Opening Reception, Breakfast with the Experts, or during continental breakfast on Monday or Tuesday. Please rank your choices from 1 (most desired) to 7 (least desired). Priority is based on receipt of deposit date.
____ Lunch Wed ____ Lunch Thurs ____ Cont. Bkfst Mon ____ Cont. Bkfst Tues
____ Bkfst w/Experts Wed ____ Bkfst w/Experts Thurs ____ Opening Reception
\$ _____

Silver \$3,450 \$ _____

Bronze \$1,650 (does not include tabletop) \$ _____

ADDITIONAL OPPORTUNITIES

Additional table \$3,000 each (Platinum or Gold sponsors, max 2 add'l) _____ x \$3,000 = \$ _____

Additional Sponsor Badge \$250 _____ x \$250 = \$ _____
Allows full access to main conference sessions and food/beverage service

Tote bag \$2,250 \$ _____

Hotel key cards \$2,250 \$ _____

Drink Tickets Package 20 tickets/\$200 \$ _____
For use at either Networking Reception or Opening Reception

Conference Room Rental \$500/half-day \$ _____
As available, priority is based on receipt of deposit

Total Fees for Pinnacle 2012 sponsorship \$ _____

Total fees deposit (50% of total) \$ _____

Total remaining (due by 6/01/12) \$ _____

PINNACLE SPONSOR REGISTRATION FORM (CONT.)

CONTACT INFORMATION *(Please print)*

Company Name _____

Contact Name _____ Title _____

Telephone _____ Cell _____ Fax _____

Address _____

City _____ State _____ Zip _____

Email _____ Website _____

EXHIBIT HALL LOCATION CHOICE: Please note that choice of exhibit hall location is determined by date of receipt of this form and deposit. Platinum sponsors will have first priority (until sold out), followed by Gold Sponsors (until sold out) and then Silver Sponsors. We will make every effort to ensure that you receive one of your top choices. (See attached map.)

Please let us know your preferred location:

1st choice: _____ 2nd choice: _____ 3rd choice: _____

We will contact you if your first three choices are not available.

PAYMENT INFORMATION

50% deposit must accompany this registration form. Remaining balance due by June 1, 2012.

PAYMENT TERMS

Check *(Made payable to **Pinnacle**—mail to: Fitch & Associates, PO Box 170, Platte City, MO 64079)*

Credit card:

VISA MasterCard American Express

Name on Card _____

Card Number _____ Exp. Date _____ Security Code _____

Signature _____ Total Sponsorship \$ _____

Total to charge today \$ _____

Billing address *(if different from above)*: _____

Special Instructions _____

I have read this registration form along with the sponsorship rules and policies and agree to sponsor at Pinnacle 2012.

Signature _____ Date _____

Please fax both pages of this form to 866-448-1436, Attn: Lynn Kundin
or email to lkundin@redflashgroup.com



SPONSORSHIP RULES AND POLICIES

SPONSOR TABLETOP

Each sponsor will be provided one 6-foot skirted tabletop, two chairs and waste paper basket. Sponsor tabletops will be available to attendees on **Tuesday, July 17, 2012 (during evening reception only, 6:30PM–8:30PM) and Wednesday and Thursday, July 18–19, 2012 from 10:00AM to 4:00PM.**

Displays behind and on top of the tabletop, consisting of "banner stands", pop up banners, TV's, computer displays etc. shall not exceed 8 feet in height. Under no circumstances may any sponsor's display, product sample, furniture, materials or other item be placed or protrude outside the 6-foot width of the sponsor's assigned space or in walkways. No part of any display may exceed the 8 foot height limit. These rules will be strictly enforced, and no refunds will be issued to sponsors whose displays do not comply with the rules. Conference Management (Fitch & Associates and The RedFlash Group) reserves the right to remove any display that is larger than the above maximum measurements.

SPONSOR TABLETOP ASSIGNMENTS

Tabletop assignments will be determined according to the level of sponsorship and according to the date the deposit is received. Platinum Sponsors will have first choice of location (until sold out) followed by Gold Sponsors (until sold out) and then Silver Sponsors. If the full balance due is not received by June 1, 2012, Conference Management reserves the right to re-sell Sponsor's space without refunding the deposit and/or move the space to a less desirable location.

AGREEMENT

Each Sponsor, for themselves and their employees, agrees to abide by these regulations and by any amendments or additions thereto that may be established or put into effect by Conference Management.

SPONSOR PERSONNEL

Platinum sponsors receive 4 main conference registrations. Gold sponsors receive 3 main conference registrations. Silver sponsors receive 2 main conference registrations. Bronze sponsors receive 2 main conference registrations but no tabletop. Additional badges are available for a fee. Badges allow you to attend main conference events, Opening Night Reception, continental breakfast on Wed/Thurs and lunch on Wed/Thurs.

PAYMENT

50% deposit must be received with this contract. Checks, VISA, MasterCard and American Express are accepted. U.S. Currency only. **Please make checks payable to: Pinnacle. Mail to: Fitch & Associates, PO Box 170, Platte City, MO 64079.** The final balance is due before June 1, 2012.

REFUND OR CANCELLATION

Should the Sponsor be unable to occupy and use the tabletop space contracted for, the Sponsor shall promptly notify Lynn Kundin at The RedFlash Group in writing. In the event of a cancellation prior to June 1, 2012, sums paid will be refunded to the sponsor as follows: If 100% of the fee has been paid, 50% of the fee will be refunded; if 50% of the fee has been paid, no refund will be issued. If the cancellation occurs after June 1, 2012, no refund will be given.

DAMAGE TO PROPERTY

Nothing shall be posted on, tacked, nailed, screwed, taped or otherwise attached to columns, floors, walls or other parts of the building or furniture. Sponsors are liable for any damage caused to the building, floors, walls, columns, or to other exhibitors' property.

SPONSOR ACTIVITIES

Sponsor agrees not to schedule or conduct any outside activity including, but not limited to, receptions, seminars, symposiums, or hospitality suites that are in conflict with the official Pinnacle conference activities whether such activities are to be held at the host hotel or outside the hotel without the written consent of the Conference Management. (Except for those sponsors who have purchased meeting rooms or have them included in their sponsorship packages. They do not need additional permission.) Sponsor shall submit to Conference Management any plans for intent to hold or host activities, at or in conjunction with its tabletop, for written time and approval. There are opportunities to sponsor additional activities, for an additional fee, if the Sponsor so desires.

SPONSOR INFORMATION GUIDE

In the spring of 2012 you will receive via email a Pinnacle 2012 Sponsor Information Guide from Sharon Conroy at Fitch & Associates. Contained in this Guide will be shipping information for registration packet materials and materials for your tabletop, the date and time tabletop will be available for set-up, exhibit hours, badge registration form and other important sponsor logistic information.

These rules should be forwarded to the sales representative who will be on-site.

CONFERENCE LEVEL FLOOR PLAN

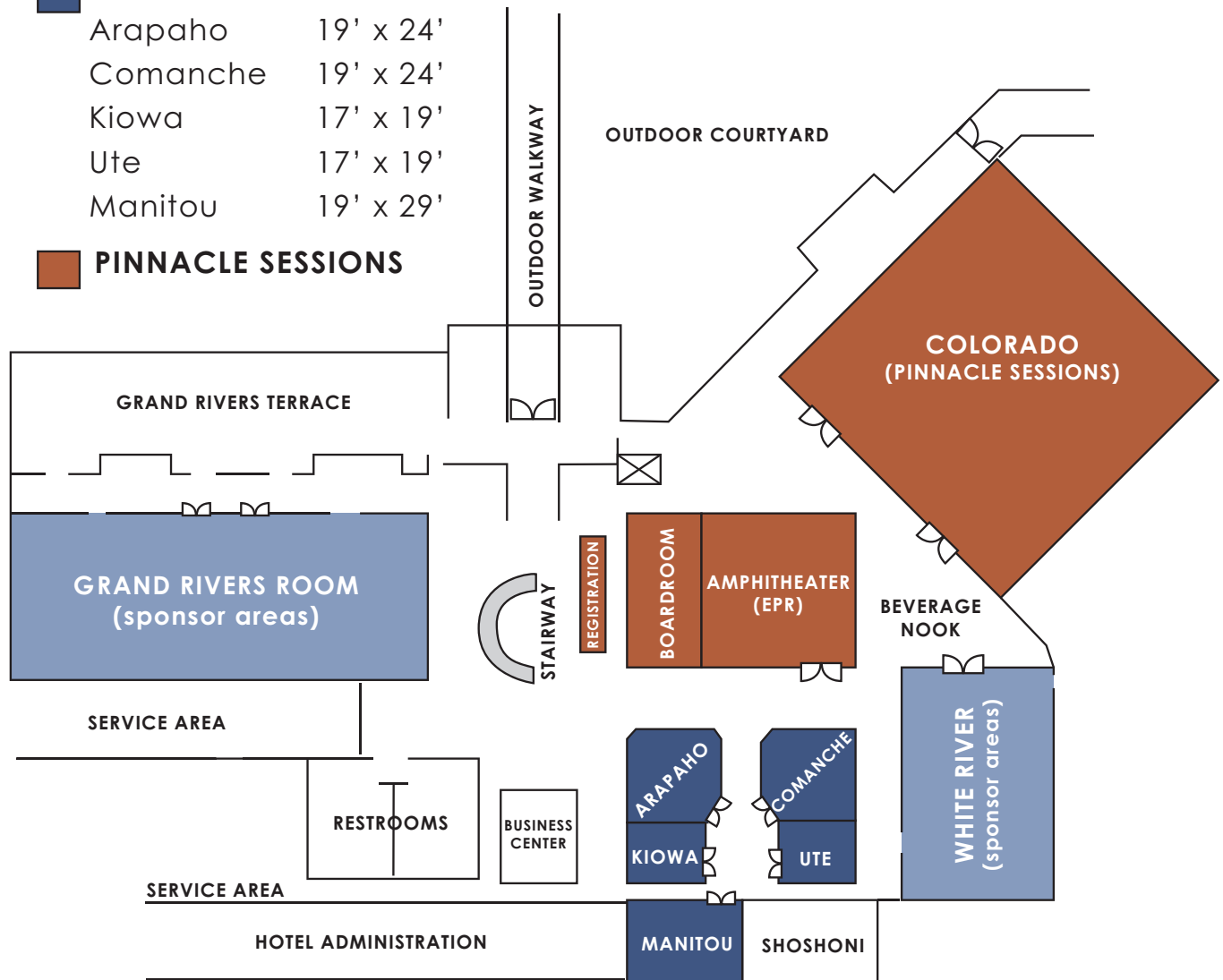
SPONSOR ROOMS

- Grand Rivers 107' x 43'
- White River 60' x 40'

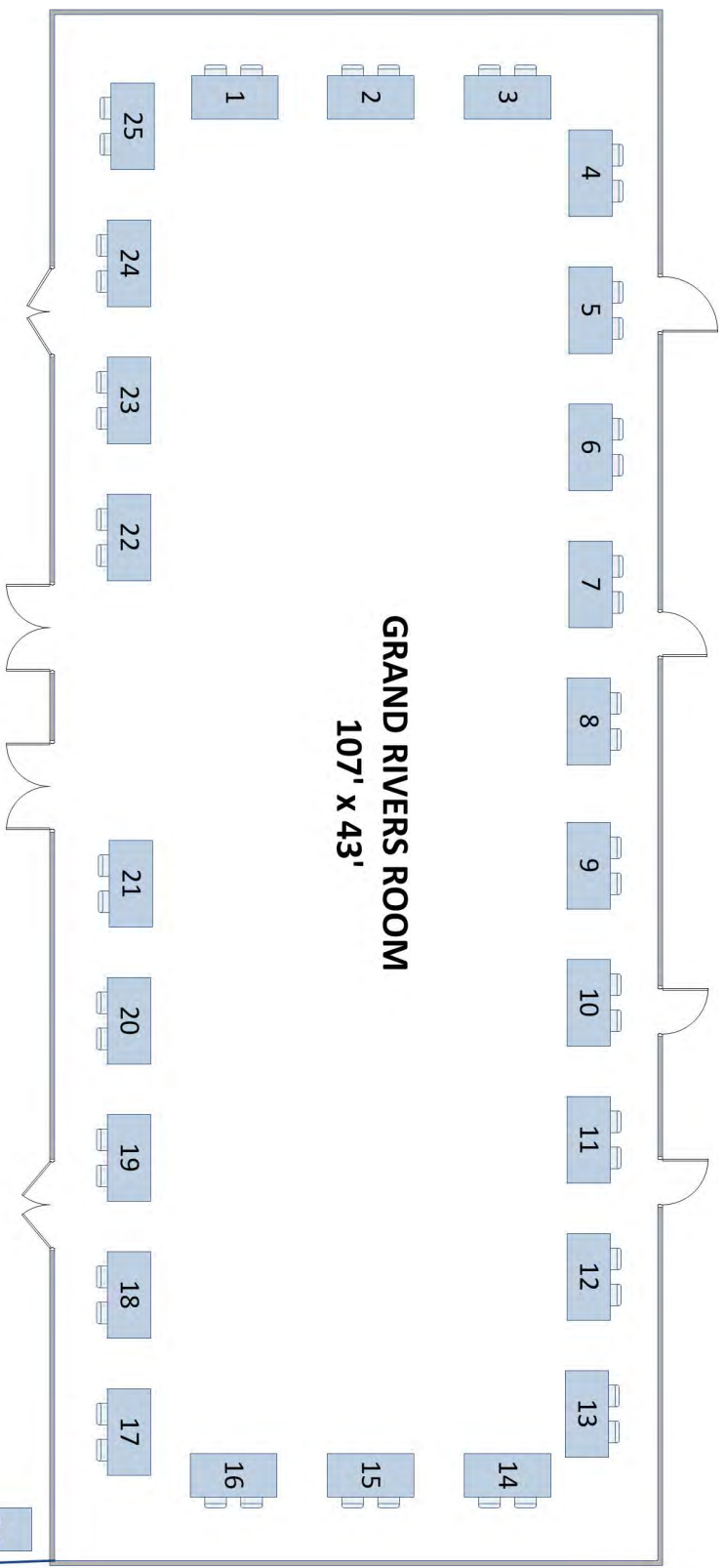
CONFERENCE ROOMS

- Arapaho 19' x 24'
- Comanche 19' x 24'
- Kiowa 17' x 19'
- Ute 17' x 19'
- Manitou 19' x 29'

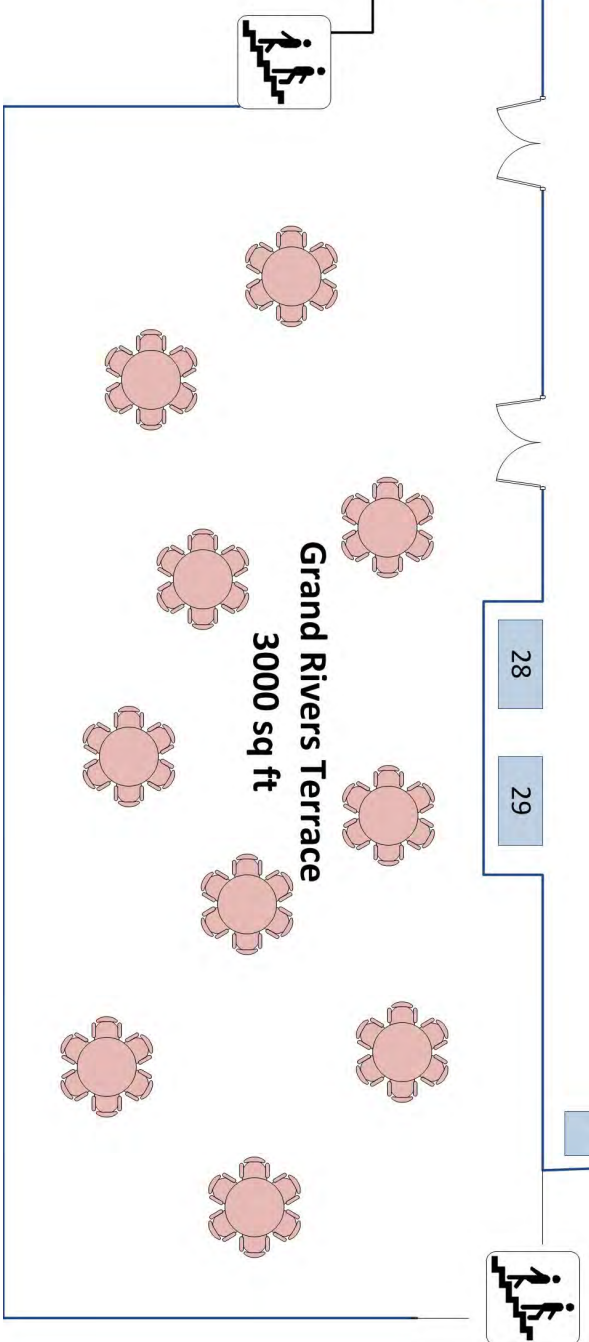
PINNACLE SESSIONS



GRAND RIVERS ROOM
107' x 43'



Grand Rivers Terrace
3000 sq ft



↑ COLORADO I, II & III ↑

