

# EVOLVE



**Traumasoft User Conference '22**

## **Exhibitor Opportunities**

Traumasoft User Conference  
Gaylord Palms Resort & Conference Center  
November 7, 8, 9, 2022  
and virtually in real-time



# EVOLVE

**Traumasoft User Conference '22**

**November 7, 8, 9, 2022**

**Gaylord Palms Resort & Conference Center**

**Kissimmee, FL**

**and virtually in real-time**

About Traumasoft	3
Evolve Conference Overview	4
Conference Tracks	5
Speakers	8
Hotels and Travel	12
Attending Virtually	17
Conference Schedule	19
Exhibitor Timelines and Deadlines	23
Sponsorship Opportunities	26
Event Advertising Opportunities	32

# About Traumasoft

As a high-performance technology company, Traumasoft specializes in automation, system integration, and providing organizations with one solution to manage all their business needs

Traumasoft was built with the input and expertise of actual EMS owners, managers, and personnel. Pairing real world EMS professionals with a team of expert developers resulted in a solution capable of managing every facet of an EMS operation.

With an inherent belief that software is only as good as the problems that it solves, Traumasoft continuously solicits and implements user feedback and suggestions from existing clients. We believe the future of world-class EMS software lies in innovation and collaboration.

The Traumasoft logo is displayed in white and green text. The word "TRAUMA" is in white, and "SOFT" is in green. The background of the right side of the slide features a dark blue aerial view of a parking lot filled with many vehicles, with a bright green curved shape at the bottom left corner.

TRAUMASOFT



EXHIBITOR OPPORTUNITIES

## Conference Overview

Join us and be a part of our inaugural Technology and User Conference.

We are calling the conference 'Evolve' as it reflects our mission and commitment to the EMS industry.

We believe that our software products and our service must be constantly evolving. And we want you to be part of it.



# Conference Tracks



## Billing Track

This track will be led by our team of experts who 'actually' use the system everyday; they will provide best practices and other important insights.

**Open Q&A session after session  
'VIP-TechLab' available**



## Dispatch Track

This track will cover new features, advanced functionality related to Dispatch, MDT, GPS and Advance Chat.

**Open Q&A session after session  
'VIP-TechLab' available**



## Operations Track

The Operations Track will cover advanced user tips and best-practice for People & Fleet Operations, the new ePCR, and Business Development Solutions.

**Open Q&A session after session  
'VIP-TechLab' available**

# Conference Tracks



## New Product Track

Evolution is the essence of moving forward – we'll be announcing and showcasing future features and enhancements of our solution.

**Open Q&A session after session**  
**~~'VIP-TeehLab'~~ available**



## Partner Product Track

Our partners collaborate to create technology that often work better together. Join us for sessions around insights and inspiration with our partner network.

**Open Q&A session after session**  
**~~'VIP-TeehLab'~~ available**



## Training Track

Training is key to making the most out of any product. Join us as we step through best practice education sessions.

**Open Q&A session after session**  
**~~'VIP-TeehLab'~~ available**

EXHIBIT OPPORTUNITIES

SOLD OUT

## VIP Tech Lab

The VIP TechLab is a unique opportunity to connect with Traumasoft and EMS experts.

It's an allotted time providing the chance for customers to connect directly with the leadership, technical and product team of Traumasoft.

Includes an exclusive networking session for all VIP attendees.



# Speakers

**J. Todd Sheridan will be joining us and keynote speaker at the Evolve day 2 kick-off on Monday morning.**

For those unaware, Mr. Sheridan is a seasoned EMS leader with expertise in operations, finance and strategic planning. Mr. Sheridan's consulting projects have ranged in size from smaller community initiatives to large urban high-performance EMS systems. His skills include assessment and strategic planning, data analysis, operational performance improvement, financial modeling, and staff development. He previously served as the firm's contracted Director of Operations for Robert Wood Johnson University – EMS/Mobile Health Services.





# Speakers

**Brian S. Werfel, Esq. is a partner in Werfel & Werfel, PLLC, a New York based law firm specializing in reimbursement and compliance issues affected EMS providers.**

Brian is the Medicare Consultant to the American Ambulance Association, and is the author of the AAA's Medicare Reference Manual, the AAA's HIPAA Compliance Manual, and a co-author of the AAA's Compliance and Documentation Manuals. Brian is also a frequent lecturer at national and state EMS conferences. Brian is a graduate of the University of Pennsylvania and the Columbia School of Law.



# Speakers

## **Scott A. Moore will be speaking at Evolve on Tuesday morning**

Scott A. Moore, Esq. has been in the emergency medical services field for over 31 years. Scott has held various executive positions at several ambulance services in Massachusetts. He'll talk about Medicare Cost Accounting among other important topics at the Tuesday morning breakfast session.

Scott is a licensed attorney, specializing in Human Resources, employment and labor law, ambulance service reimbursement, and corporate compliance matters. He is the Human Resources & Operational Consultant to the American Ambulance Association (AAA) and he created Newton 360, a performance feedback and operational efficiency mobile platform designed specifically for EMS agencies.



# Speakers



**Brian Balow**  
CO-FOUNDER AND CEO,  
TRAUMASOFT



**Mike Coffman**  
CO-FOUNDER, TRAUMASOFT



**Chris Vattimo**  
CRO, TRAUMASOFT



**Shawn Oosterlinck**  
CTO, TRAUMASOFT



**M. Justin Kinsey**  
SALES MANAGER,  
TRAUMASOFT



**Jeremy Laird**  
VP PRODUCT DEVELOPMENT,  
TRAUMASOFT



**Rob Stone**  
VP CUSTOMER SUCCESS,  
TRAUMASOFT



**Lisa Eardley**  
DIRECTOR, CORPORATE  
TRAINING, TRAUMASOFT

# Speakers



**Josh Weinstein**  
SENIOR SOFTWARE ENGINEER,  
TRAUMASOFT



**Sherri A. Hardewig**  
EXECUTIVE REVENUE  
CONSULTANT, TRAUMASOFT



**Omar Masri**  
CEO, MAMORI



**Jon Yegge**  
ACCOUNT EXECUTIVE,  
TRAUMASOFT



**CJ Vattimo**  
EXECUTIVE TRAINER,  
TRAUMASOFT



**Marie Eisbrenner**  
DIRECTOR OF DEPLOYMENTS,  
TRAUMASOFT

## EXHIBITOR OPPORTUNITIES

# About Kissimmee

Kissimmee is a Florida favorite for generations. World-famous theme parks. Shopping, dining, boating, biking, golfing, and fishing. Year-round sunshine, great accommodations, and friendly people. It's all part of the Kissimmee experience. And it's why year after year, friends and families come to Kissimmee for memories that last them a lifetime.

<https://www.experiencekissimmee.com>









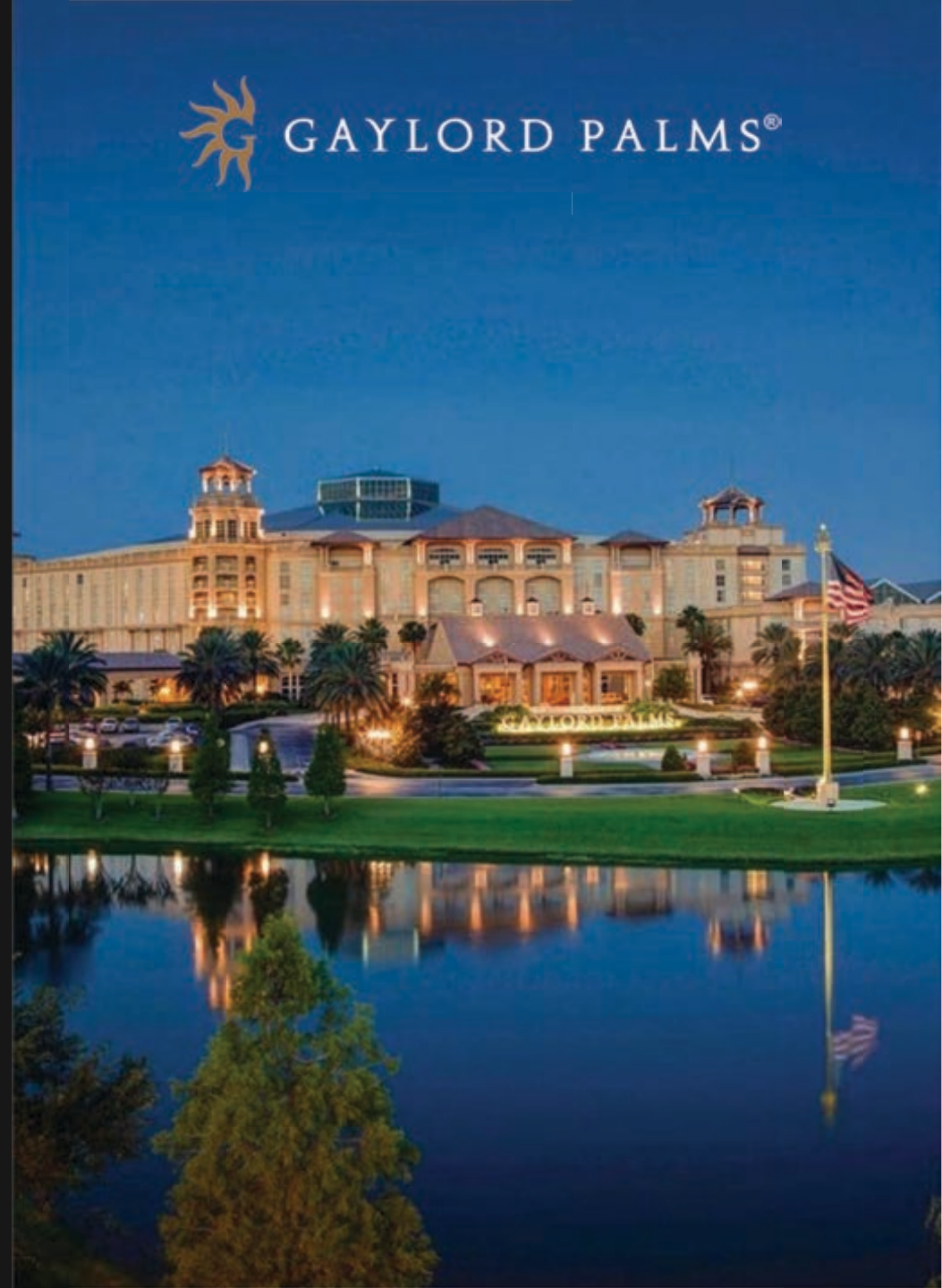
EXHIBITOR OPPORTUNITIES

# The Convention Center

Located in beautiful Central Florida, Gaylord Palms Resort & Convention Center welcomes guests to an upscale, one-of-a-kind experience.

Explore four-and-a-half acres of indoor garden atriums, nine award-winning restaurants, bars, world-class Relâche Spa, and a state-of-the-art fitness center.

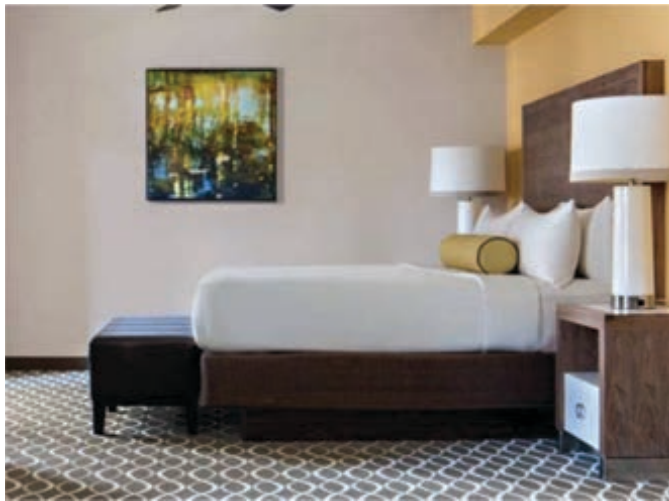
The hotel features a newly expanded convention center and 1,718 guest rooms, including 129 spectacular suites and 306 brand-new rooms in Gulf Coast tower. We have negotiated a discounted room rate, please [click here to book now](#).







Evolve '22 – Traumasoft User Conference





EXHIBITOR OPPORTUNITIES

# Attending

Join us in balmy Orlando and enjoy the stunning Gaylord Palms Resort Conference Center.

This is a unique in-person experience to connect with industry experts and innovators and to hear from the Traumasoft team about optimising your system and what future developments hold.

Join us virtually too – hear from, and connect with professionals in the live event and from afar. Either way you'll mingle, network and hear from the best and brightest in the EMS sector.



# Exhibiting Virtually

We want everyone who can't make in person to have a great experience at our inaugural technology and user conference.

We're providing a fully virtual live streamed event in conjunction with the in-person event.

Vendors virtual booths provide marketing assets for visitors and a way to connect directly and chat. Customers and prospects visit in real-time to showcase products and explain tailored offerings.

We're using vFairs the gold-standard virtual exhibition software to run our virtual event

- Provide materials, brochures, videos and downloads for attendees
- Chat virtually with attendees
- Customise your booth with corporate colours
- Add banners and animation to your booth signage
- See who's visiting your booth
- Add links to your website, social media and marketing





# Schedules and Tracks



Evolve '22 – Traumasoft User Conference



[Blog Article](#)

## Interactive Booth Ideas for Virtual Trade Show Exhibitors





# Monday, 7 November

07:00 - 08:30 AM	Registration & Breakfast				
08:30 - 9:45 AM	Official Welcome and Keynote: J. Todd Sheridan, MBA - Fitch & Associates				
	<b>BILLING TRACK</b>	<b>DISPATCH TRACK</b>	<b>NEW PRODUCT TRACK</b>	<b>TRAINING TRACK</b>	<b>VIP TECH LABS</b>
10:00 - 11:00 AM	<ul style="list-style-type: none"> <li>• Workflows</li> </ul>	<ul style="list-style-type: none"> <li>• 911: CAD</li> <li>• Geo-Fencing</li> <li>• Advanced Compliancy</li> <li>• ProQA</li> <li>• Twilio - ETA Calls &amp; Paging</li> </ul>	<ul style="list-style-type: none"> <li>• Employee App</li> </ul>	<ul style="list-style-type: none"> <li>• Open to all</li> </ul>	<ul style="list-style-type: none"> <li>• Dedicated sessions &amp; networking</li> </ul>
11:00 AM - 12:00 PM	<ul style="list-style-type: none"> <li>• Schedules &amp; Hold Reasons</li> </ul>	<ul style="list-style-type: none"> <li>• MDT/GPS/CHAT</li> <li>• Advanced Chat &amp; Communication</li> </ul>	<ul style="list-style-type: none"> <li>• Payroll &amp; HR</li> </ul>	<ul style="list-style-type: none"> <li>• Open to all</li> </ul>	<ul style="list-style-type: none"> <li>• Dedicated sessions &amp; networking</li> </ul>
Noon - 2:00 PM	Lunch Break   Noon - 1:30PM Vendor Pavilion   Noon - 2:00PM				
02:00 - 03:00 PM	<ul style="list-style-type: none"> <li>• Denial Management</li> </ul>	<ul style="list-style-type: none"> <li>• Dispatch Q&amp;A</li> </ul>	<ul style="list-style-type: none"> <li>• RealTime Routes</li> </ul>	<ul style="list-style-type: none"> <li>• Open to all</li> </ul>	<ul style="list-style-type: none"> <li>• Dedicated sessions &amp; networking</li> </ul>
03:00 - 04:00 PM	<ul style="list-style-type: none"> <li>• Fee Schedules</li> </ul>	<ul style="list-style-type: none"> <li>• Logic Rules</li> <li>• Visibility</li> <li>• Imports</li> <li>• iOS/Android &amp; Offline</li> <li>• Et3 Communication</li> </ul>	<ul style="list-style-type: none"> <li>• ACC &amp; Ryde Central</li> </ul>	<ul style="list-style-type: none"> <li>• Open to all</li> </ul>	<ul style="list-style-type: none"> <li>• Dedicated sessions &amp; networking</li> </ul>

# Tuesday, 8 November

07:00 - 08:00 AM	Sponsor Breakfast				
08:00 - 09:00 AM	Keynote: Scott A. Moore – Moore EMS Consulting				
	<b>BILLING TRACK</b>	<b>OPERATIONAL TRACK</b>	<b>NEW PRODUCT TRACK</b>	<b>TRAINING TRACK</b>	<b>VIP TECH LABS</b>
09:15 - 11:00 AM	<ul style="list-style-type: none"> <li>• Payment Posting</li> </ul>	<ul style="list-style-type: none"> <li>• Scheduling</li> </ul>	<ul style="list-style-type: none"> <li>• Medicare Cost</li> <li>• Accounting</li> </ul>	<ul style="list-style-type: none"> <li>• Open to all</li> </ul>	<ul style="list-style-type: none"> <li>• Dedicated sessions &amp; networking</li> </ul>
11:00 AM - 12:00 PM	<ul style="list-style-type: none"> <li>• Reporting</li> </ul>	<ul style="list-style-type: none"> <li>• People Operations</li> <li>• Fleet Operations</li> <li>• Virtual Classroom</li> </ul>	<ul style="list-style-type: none"> <li>• Cyber Security</li> <li>• Two Factor Authentication</li> <li>• Active Directory</li> </ul>	<ul style="list-style-type: none"> <li>• Open to all</li> </ul>	<ul style="list-style-type: none"> <li>• Dedicated sessions &amp; networking</li> </ul>
Noon - 2:00 PM	Lunch Break   Noon - 1:30PM Vendor Pavilion   Noon - 2:00PM				
02:00 - 03:00 PM	<ul style="list-style-type: none"> <li>• Billing Performance</li> </ul>	<ul style="list-style-type: none"> <li>• Form Builder</li> <li>• Reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Business Development</li> </ul>	<ul style="list-style-type: none"> <li>• Open to all</li> </ul>	<ul style="list-style-type: none"> <li>• Dedicated sessions &amp; networking</li> </ul>
03:00 - 04:30 PM	<ul style="list-style-type: none"> <li>• Billing Q&amp;A</li> </ul>	<ul style="list-style-type: none"> <li>• Operations Q&amp;A</li> </ul>	<ul style="list-style-type: none"> <li>• Care Points</li> <li>• Heart Monitor Integration</li> </ul>	<ul style="list-style-type: none"> <li>• Open to all</li> </ul>	<ul style="list-style-type: none"> <li>• Dedicated sessions &amp; networking</li> </ul>

# Wednesday, 9 November

07:00 - 08:00 AM	Sponsor breakfast				
08:00 - 09:00 AM	TBD				
	PARTNER TRACK	PARTNER TRACK	NEW PRODUCT TRACK	TRAINING TRACK	VIP TECH LABS
09:00 - 11:00 AM	• Partner session	• Partner session	• Telehealth & ET3	• Open to all	• Dedicated sessions & networking
	• Partner session	• Partner session			
	• Partner session	• Partner session			
11:00 AM - 12:00 PM	• Partner session	• Partner session	• Data & Reporting Analytics	• Open to all	• Dedicated sessions & networking
	• Partner session	• Partner session			
Noon - 2:00 PM	Lunch Break   Noon - 1:30PM   Vendor Pavilion   Noon - 2:00PM				
02:00 - 03:00 PM	• Partner session	• Partner session	• TBD	• Open to all	• Dedicated sessions & networking
03:00 - 04:30 PM	• Partner session	• Partner session	• TBD	• Open to all	• Dedicated sessions & networking
	• Partner session	• Partner session			



# Schedule

**EXHIBITOR HOURS****DEDICATED SHOW  
HOURS****MOVE IN HOURS****MOVE OUT HOURS**

Sunday 6, November

03:00PM – 05:00PM

**Monday 7, November****10:00AM - 3:00PM****3.5**

08:00AM – 10:30AM

**Tuesday 8, November****10:00AM - 3:00PM****3****Wednesday 9, November****10:00AM - 3:00PM****2.5**

03:00PM – 05:00PM

# Deadlines

February	July	September	November
<b>15<sup>th</sup></b> Deadline for Evolve Attendee Guide Advertising Sales	<b>31<sup>st</sup></b> Deadline to Submit Company Descriptions for Conference Guide	<b>9<sup>th</sup></b> Hotel Reservations Discount Deadline, Deadline to Request Affiliate Meeting Space	<b>6,7<sup>th</sup></b> Move in begins
<b>18<sup>th</sup></b> Hotel Block Opens for Exhibitors  Deadline for Evolve Advertising Artwork	<b>31<sup>st</sup></b> Deadline for Evolve Conference Guide Advertising Art		
<b>23<sup>rd</sup></b> Exhibitor Registration Opens		<b>20<sup>th</sup></b> Order Audio Visual and Monitors from Encore	

# Advertising and sponsorship

# Audience + Stats

**100+**

**Owners and  
Operators**

**50+**

**Sessions**

**100hrs+**

**of quality content**

## Sponsorship Opportunities

	Strategic Partner	Platinum	Gold	Silver	Virtual
	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500
<b>PROGRAM &amp; EXHIBIT</b>					
Recognition at 'Welcome' & 'Kickoff' as 'Strategic Integrated Partner'	✓				
Open, one-hour 'Partner Session' to highlight products, services and integration with Traumasoft	✓	✓			
Recognition and signage at networking breakfast	✓	✓			
Open, one-hour 'Partner Webcast' or on-demand session pre- or post-conference	✓	✓			
Traumasoft facilitated Vendor-Customer introductions	✓	✓			
Two six-foot skirted tabletops	✓				
Materials in Registration Pack/Conference Bag	✓	✓	✓		
One six-foot skirted tabletop		✓	✓	✓	
One virtual exhibit booth	✓	✓	✓	✓	✓
Access to virtual 'Evolve Lounge'	✓	✓	✓	✓	✓
Access to Evolve attendee list before/after conference	✓	✓	✓	✓	✓
<b>PRINT &amp; DIGITAL COLLATERAL</b>					
Logo & half-page ad in EVOLVE program brochure	✓				
Partner logo and link on Traumasoft Software login page (40k users) - 180 days	✓				
Partner logo and link on Traumasoft Software login page (40k users) - 30 days		✓			
Exclusive e-mail to all attendees, before and after event	✓	✓			
Logo & quarter-page ad in EVOLVE program brochure	✓	✓	✓		
Exclusive e-mail to all attendees, post-event	✓	✓	✓		
Logo & banner ad on EVOLVE website	✓	✓	✓	✓	✓
Signage & recognition on-site at each breakout session	✓	✓	✓	✓	✓



# Corporate Sponsorship

## Strategic Partner

# \$15,000

2 opportunities  
1 available

- Recognition at 'Welcome' & 'Kickoff' as 'Strategic Integrated Partner'
- Open, one-hour 'Partner Session' to highlight products, services and integration with Traumasoft
- Recognition and signage at networking breakfast
- Open, one-hour 'Partner Webcast' or on-demand session pre- or post-conference
- Traumasoft facilitated Vendor-Customer introductions
- Two six-foot skirted tabletops
- Materials in Registration Pack/Conference Bag
- One virtual exhibit booth
- Access to virtual 'Evolve Lounge'
- Access to Evolve attendee list before/after conference
- Logo & half-page ad in EVOLVE program brochure
- Partner logo and link on Traumasoft Software login page (40k users) - 180 days
- Exclusive e-mail to all attendees, before and after event
- Logo & quarter-page ad in EVOLVE program brochure
- Exclusive e-mail to all attendees, post-event
- Logo & banner ad on EVOLVE website
- Signage & recognition on-site at each breakout session

# Corporate Sponsorship

## Platinum Partner Package

# \$10,000

4 opportunities  
2 available

- Open, one-hour 'Partner Session' to highlight products, services and integration with Traumasoft
- Recognition and signage at networking breakfast
- Open, one-hour 'Partner Webcast' or on-demand session pre- or post-conference
- Traumasoft facilitated Vendor-Customer introductions
- Materials in Registration Pack/Conference Bag
- One six-foot skirted tabletop
- One virtual exhibit booth
- Access to virtual 'Evolve Lounge'
- Access to Evolve attendee list before/after conference
- Partner logo and link on Traumasoft Software login page (40k users) - 30 days
- Exclusive e-mail to all attendees, before and after event
- Logo & quarter-page ad in EVOLVE program brochure
- Exclusive e-mail to all attendees, post-event
- Logo & banner ad on EVOLVE website
- Signage & recognition on-site at each breakout session

# Corporate Sponsorship

## Gold Partner Package

**\$7,500**

4 opportunities  
4 available

- Materials in Registration Pack/Conference Bag
- One six-foot skirted tabletop
- One virtual exhibit booth
- Access to virtual 'Evolve Lounge'
- Access to Evolve attendee list before/after conference
- Logo & quarter-page ad in EVOLVE program brochure
- Exclusive e-mail to all attendees, post-event
- Logo & banner ad on EVOLVE website
- Signage & recognition on-site at each breakout session

# Corporate Sponsorship

## Silver Partner Package

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\$5,000

~~6 opportunities~~  
5 available

- One six-foot skirted tabletop
- One virtual exhibit booth
- Access to virtual 'Evolve Lounge'
- Access to Evolve attendee list before/after conference
- Logo & banner ad on EVOLVE website
- Signage & recognition on-site at each breakout session

# Corporate Sponsorship

## Virtual Partner Package

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\$2,500

- One virtual exhibit booth
- Access to virtual 'Evolve Lounge'
- Access to Evolve attendee list before/after conference
- Logo & banner ad on EVOLVE website
- Signage & recognition on-site at each breakout session



# Event Advertising

Registration Packet & Conference Bag - 1500 bags (on-site & distributed to all Traumasoft customers)	\$6,500
Coffee Cart- Sponsor Logo	\$3,000
Lanyard – Sponsor Logo	\$4,000
Wi-Fi Charging Table – Sponsor Logo	\$1,500
Owners & Operators Networking Reception	\$5,000
Hand Sanitizer Station - Sponsor Logo	\$1,000
Wellness Station - Temperature & Hand Sanitizer Station	\$1,500

# Event Brochure Advertising

	<b>EARLY BIRD</b> (BY 05/31/22)	<b>REGULAR</b> (BY 07/31/22)
<b>Whole Page</b> Traumasoft Digital Display Advertising (Evolve conference website, Traumasoft web site) <ul style="list-style-type: none"> <li>• Pre-show eBlast to all registrants</li> <li>• Post-show eBlast to all Evolve Conference attendees</li> </ul>	\$600	\$850
<b>Half Page</b> Traumasoft Digital Display Advertising (Evolve conference website, Traumasoft web site) <ul style="list-style-type: none"> <li>• Pre-show eBlast to all registrants</li> </ul>	\$400	\$600
<b>Quarter Page</b> • Traumasoft Digital Display Advertising (Evolve conference website, Traumasoft web site)	\$250	\$400

**“This will be our most important  
conference of the year; we’re  
really looking forward to it”**

Traumasoft User / EMS Manager



**We're looking forward to seeing you in November**

**INQUIRE NOW**

