

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 against a dark blue background. The word "TRAUMA" is in white, and "SOFT" is in green. The background features a faint, dark blue aerial view of a city street grid with a green curved shape in the bottom left corner.

TRAUMASOFT



EVOLVE

Traumasoft User Conference '22

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-TechLab' 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-TechLab' 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-TechLab' 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

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 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 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

Omar Masri

Omar Masri is a software entrepreneur and is currently the founder CEO of Mamori.io, a cybersecurity solutions company. He is also a director of a data migration and security services company and is co-incubating a non-emergent transport market services start-up.

Omar works with businesses and helps them deal with the ever-growing cost and complexity of cybersecurity - preventing attacks, meeting compliance and cyber insurance requirements.



mamori.io



Speakers

Stephen R. Wirth, Esq., EMT-P

Steve Wirth is a founding partner of Page, Wolfberg & Wirth, the National EMS Law Firm representing EMS agencies from all sectors throughout the United States. He is a dynamic and engaging national speaker whose presentations address a wide range of EMS legal, compliance, workplace, and leadership topics. In a distinguished four-decade public safety career, Steve has worked in virtually every facet of EMS (both volunteer and career) from the ground up and was one of central Pennsylvania's first paramedics. Steve is an adjunct professor for the University of Pittsburgh EMS degree program and was a past chair of the Panel of Commissioners for CAAS, the national ambulance service accrediting body. Steve serves on the board of the National EMS Memorial Service, is a member of the NAEMT Lighthouse Leadership Mentorship Project, and is an active participant in the National EMS Memorial Bike Ride – the “Muddy Angels.”



Speakers

Christopher Kelly

Christopher Kelly is an attorney with the law firm of Page, Wolfberg & Wirth which focuses on the ambulance industry. He writes regularly for EMS World and sits on the magazine's editorial advisory board. He has been an adjunct instructor for Virginia College, teaching Legal Aspects of Healthcare Administration and Health Law and Ethics.

Chris represents many ambulance services in Medicare audits and formal investigations, State licensing issues, contracting issues, overpayment appeals and other EMS related matters, winning several cases that have had major impact on ambulance reimbursement in the U.S. He is also a contributor to various other EMS publications and is a frequent lecturer at State and National EMS meetings and conferences.



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](#).





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

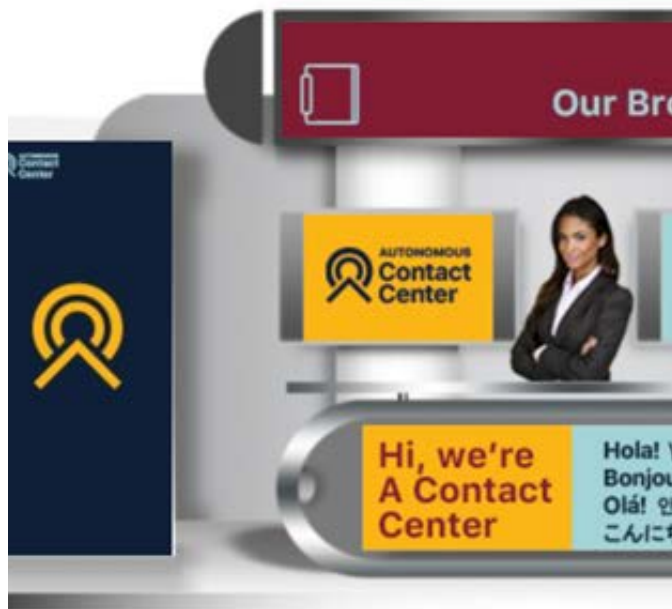
- Provide materials, brochures, videos and downloads for attendees
- Chat virtually with attendees
- Customise your booth with corporate colours
- Add banners and animation to your booth signage
- See who's visiting your booth
- Add links to your website, social media and marketing



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				
	BILLING TRACK	DISPATCH TRACK	NEW PRODUCT TRACK	TRAINING TRACK	VIP TECH LABS
10:00 - 11:00 AM	<ul style="list-style-type: none"> • Workflows 	<ul style="list-style-type: none"> • 911: CAD • Geo-Fencing • Advanced Compliancy • ProQA • Twilio - ETA Calls & Paging 	<ul style="list-style-type: none"> • Employee App 	<ul style="list-style-type: none"> • Open to all 	<ul style="list-style-type: none"> • Dedicated sessions & networking
11:00 AM - 12:00 PM	<ul style="list-style-type: none"> • Schedules & Hold Reasons 	<ul style="list-style-type: none"> • MDT/GPS/CHAT • Advanced Chat & Communication 	<ul style="list-style-type: none"> • Payroll & HR 	<ul style="list-style-type: none"> • Open to all 	<ul style="list-style-type: none"> • Dedicated sessions & networking
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"> • Denial Management 	<ul style="list-style-type: none"> • Dispatch Q&A 	<ul style="list-style-type: none"> • RealTime Routes 	<ul style="list-style-type: none"> • Open to all 	<ul style="list-style-type: none"> • Dedicated sessions & networking
03:00 - 04:00 PM	<ul style="list-style-type: none"> • Fee Schedules 	<ul style="list-style-type: none"> • Logic Rules • Visibility • Imports • iOS/Android & Offline • Et3 Communication 	<ul style="list-style-type: none"> • ACC & Ryde Central 	<ul style="list-style-type: none"> • Open to all 	<ul style="list-style-type: none"> • Dedicated sessions & networking

Tuesday, 8 November

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

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

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

PROGRAM & EXHIBIT

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

✓

✓

✓

✓

✓

PRINT & DIGITAL COLLATERAL

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

\$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

\$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

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

EVOLVE



Traumasoft User Conference '22

We're looking forward to seeing you in November

INQUIRE NOW

