



Dear Pinnacle Sponsor:

On behalf of Fitch & Associates, thank you for your sponsorship commitment to Pinnacle 2017. The conference will be held in Boca Raton, Florida at the Boca Raton Resort, August 7-11, 2017.

Please find enclosed for your reference, the Pinnacle Sponsor Information Guide. This guide contains the information necessary to successfully implement your sponsorship benefit package.

The process is a little different this year. **Show Management Convention Services (SMCS)** will be handling the additional items you may need for your tabletop such as electrical, audio visual, etc. Please refer to the PDF attachment for instructions and order forms.

The ongoing positive responses we receive to this premier EMS leadership forum assures that you will encounter a large number of high caliber leaders to exchange ideas and network with throughout Pinnacle 2017.

In order to make this the most rewarding experience for you and your organization, we will work together to convey and receive information in a timely way. Below is a list of upcoming deadlines we have identified for information exchange.

Deadline	Task	Source
<b>ASAP</b>	Company logo & profile	See page 6 and separate attachment
<b>June 5, 2017</b>	Remaining sponsorship fee due	Contact <a href="mailto:sconroy@fitchassoc.com">sconroy@fitchassoc.com</a>
<b>June 23, 2017</b>	Submit sponsor badges (see page 6)	Go to: <a href="http://www.pinnacle-ems.com/registration">www.pinnacle-ems.com/registration</a>
<b>June 23, 2017</b>	Hotel reservations	Call 888-543-1277. Reference Pinnacle 2017.
<b>August 3, 2017</b>	Shipping deadline for tabletop items	See page 4
<b>August 3, 2017</b>	Bag Insert shipping deadline	See page 4

Please take some time to review the packet, and if you have any questions, please contact me at [sconroy@fitchassoc.com](mailto:sconroy@fitchassoc.com) or 816-431-2600. We look forward to seeing you at Pinnacle 2017.

Sincerely,

Sharon Conroy  
Pinnacle Conference Manager  
Fitch & Associates, LLC  
Phone: 816-431-2600  
Email: [sconroy@fitchassoc.com](mailto:sconroy@fitchassoc.com)

cc: Lynn Kundin

# PINNACLE 2017 SPONSOR INFORMATION GUIDE

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## SPONSOR SCHEDULE

All locations indicated below are located within the Boca Raton Resort, 501 East Camino Real Boca Raton, Florida 33432.

### Exhibit Hours

The exhibit schedule has been developed based on past sponsor and attendee feedback to coincide with the attendee's break times and to allow for the greatest traffic flow. **Please note that we are now holding the Wednesday evening networking reception in the Grand Ballroom exhibit area from 5-6PM.** This is a change from the Wednesday exhibit hours published in the Sponsor Prospectus.

Please refer to the conference website ([www.pinnacle-ems.com](http://www.pinnacle-ems.com)) for those times when most attendees will be in specific conference sessions/presentations. These will be lower traffic times in the exhibit areas so you may wish to use this opportunity to attend conference sessions — a special benefit Pinnacle extends to you as a sponsor to help you gain insight into the issues facing your customers and prospects.

#### ***Tuesday, August 8, 2017***

- 7:00 am – 4:00 pm Pick-up sponsor badge at registration desk
- 12:00 pm – 12:30 pm Kick-off meeting with Exhibit Hall coordinators (Anthony & Joe)
- 12:00 pm – 4:30 pm Move In: Grand Ballroom
- 6:30 pm – 8:30 pm Exhibits Open (Opening Reception in Grand Ballroom)

#### ***Wednesday, August 9, 2017***

- 10:00 am – 3:00 pm Exhibits Open (breaks and lunch served in Grand Ballroom)
- 5:00 pm – 6:00 pm Exhibits Open (Networking reception in Grand Ballroom)

#### ***Thursday, August 10, 2017***

- 7:45am – 1:30 pm Exhibits Open (breakfast, breaks and lunch served in Grand Ballroom)
- 1:30 pm – 4:30 pm Move Out

## EXHIBIT HALL INFORMATION

The Grand Ballroom is located in the Mizner Conference Center within the hotel.

### Tabletops

Sponsor tabletops will be available for **setup between 12:00 pm and 4:30 pm on Tuesday, August 8**. Set up must be completed by 4:30 pm on Tuesday or materials will be returned to storage and Sponsor will not be able to set up until Wednesday, August 9 between 8:00 am – 10:00 am. Tear down and move out is 1:30 pm – 4:30 pm on Thursday, August 10.

Your designated tabletop will consist of one, six-foot draped table with two chairs and wastepaper basket. The Grand Ballroom exhibit area is carpeted.

### ***Tabletop Display Restrictions (see examples on page 4)***

In keeping with the unique Pinnacle environment, we ask that each sponsor abide by the following rules. If you have any questions about your display and whether it fits the parameters of this guide, send a photo of the set-up to Sharon Conroy ([sconroy@fitchassoc.com](mailto:sconroy@fitchassoc.com)) for review. Please forward this information to the onsite sales representative from your company.

- Displays behind and/or on top of the table should be no more than six feet wide, eight feet high (including table height) and seven feet deep (from wall and including table).
- Under no circumstances may any sponsor's display, product sample, furniture, materials or other item be placed or protrude outside the six-foot width of the sponsor's assigned space or in walkways.
- Use of provided tabletop is not required as long as displays do not exceed eight feet in height, six feet in width and seven feet deep (see page 3, figure 4 as an example). Refer to the Show Management Exhibitor Kit for options and pricing if you choose to use a different (approved) set-up.
- No displays distracting from the upscale Pinnacle conference experience will be allowed including bright, flashing or strobe lights. Loud or amplified sound will not be allowed.
- Videos with sound are allowed; however, the volume should be no louder than is necessary to comfortably hear when standing in front of the tabletop.
- Casino games such as roulette wheels and other party games will not be allowed.
- Every effort will be made to accommodate a literature rack (up to two feet wide) immediately to one side of your tabletop. This will be subject to space availability.

Strategic Partners, Platinum and Gold sponsors have the opportunity to purchase a maximum of two additional tabletops. Additional tables are adjacent to each other and includes the three foot space between tables in the exhibit area. Displays behind the tabletops will not exceed the length of the tables. For example, when using two tabletops, displays will not exceed 15 feet in width, eight feet in height (including table height) and seven feet deep (from wall and including table).

**Event management (Fitch & Associates) reserves the right at any time to dismantle and/or remove any display that does not meet these criteria. In such instances, no refunds or credits will be issued.**

Examples of Approved Displays

Figure 1

not to exceed 8 ft

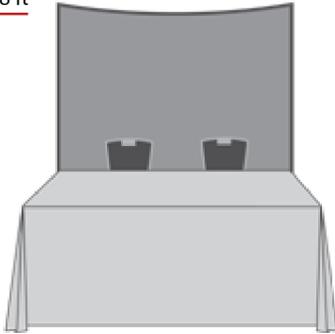


Figure 2



Figure 3

not to exceed 8 ft

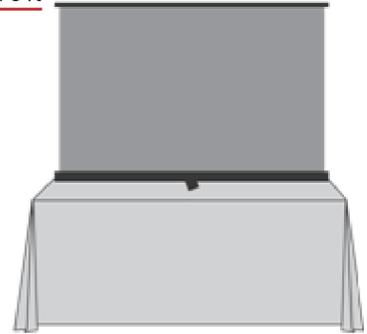


Figure 4

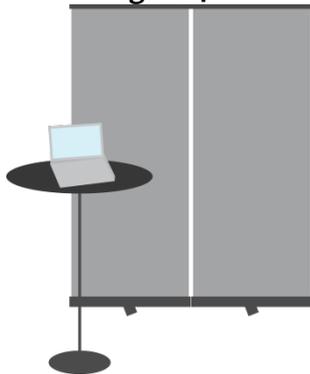
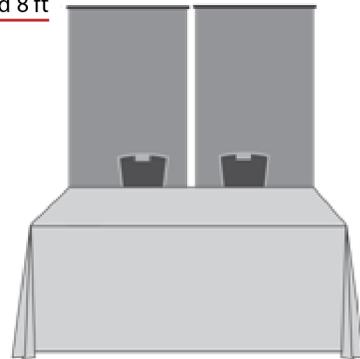


Figure 5

not to exceed 8 ft



Examples of Unapproved Displays

Figure 6

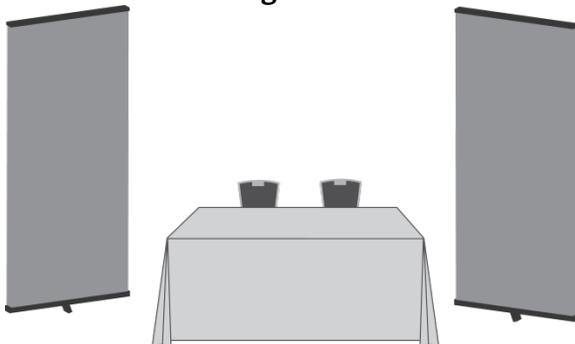
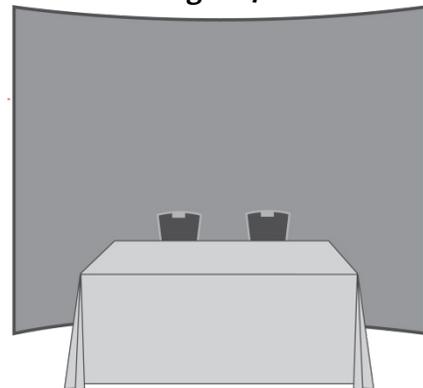


Figure 7



## IMPORTANT TELEPHONE NUMBERS

Audio Visual department (PSAV) (561) 447-3304  
Show Management Exhibitor Services [customerservice@showmanagement.com](mailto:customerservice@showmanagement.com) or (954)-764-7719  
Boca Raton Hotel main phone number (561) 447-3000

## ONSITE CONTACT INFORMATION

You will have two primary onsite contacts that can assist with questions and help with needs you may have. Look for them in the exhibit area or registration desk in a bright orange golf shirt with the Fitch logo. Following is their contact information:

Anthony Minge (509) 842-8642  
Joe Coons (816) 215-9479

## PRE-CONFERENCE AND POST-CONFERENCE ATTENDEE LISTS

The pre-conference attendee list will be distributed by email no later than **July 7**. Post-conference attendee list will be distributed by email no later than **August 25**. These lists will be in Excel format and will include name, title, organization and physical address. Email addresses will only be provided by attendees who opted in.

## SHIPPING INFORMATION & COSTS

**Refer to the Show Management Exhibitor Kit for shipping instructions and pricing. NOTE there are two different label formats. One for shipping items for your tabletop and one for shipping material to insert in the attendee registration bag.**

**It is IMPERATIVE that the onsite representative has their confirmation number in the event your packages need to be tracked.**

### Shipping Boxes and Materials for Your Tabletop

Refer to the Show Management Exhibitor Kit for shipping instructions and pricing.

### Attendee Registration Packets

Each Pinnacle sponsor is entitled to place one flyer, or one company/product brochure, up to 8.5" x 11" in size and not to exceed three ounces in weight, in the Pinnacle attendee registration packet. This packet will be distributed to all Pinnacle attendees at registration. If you would like to take advantage of this opportunity, please send 700 pieces of your chosen insert to the shipping address **provided in the Show Management Exhibitor Kit**. Shipments must arrive no later than **August 3**. Please notify Sharon Conroy ([sconroy@fitchassoc.com](mailto:sconroy@fitchassoc.com)) with the number of packages shipped. It is strongly suggested that you track your packages to ensure delivery.

**Important: You must specify "Registration Bag" on the shipping label so we can easily identify the material(s) to be distributed in the attendee registration bag. Materials that do not meet the insertion requirements will not be inserted or returned.**

## ELECTRICAL, INTERNET ACCESS AND AUDIO VISUAL NEEDS

Refer to page 15 of the Show Management Exhibitor Kit for ordering and pricing.

Free basic wireless internet service within the conference center is provided to you courtesy of Brandt VX, LLC. If you need your own dedicated bandwidth to use for high-end streaming, you will need to order separate access. Refer to page 15 for pricing and order form.

## HOTEL RESERVATIONS

All Pinnacle events will take place at the Boca Raton Resort in Boca Raton, Florida. We have arranged for special discounted room rates starting at just \$175 per night. Reservations can be made by calling 888-543-1277 and referencing Pinnacle. Or reserve online by going to [www.pinnacle-ems.com/location](http://www.pinnacle-ems.com/location). **The room block expires June 23.**

**WARNING:** Housing Pirates are contacting exhibitors. Please be aware that there are unauthorized phone calls being made to exhibitors from housing companies who are claiming to have rooms in the official Pinnacle housing block. Please ignore any solicitations you receive. Booking rooms with unapproved housing vendors may result in high cancellation penalties, bait and switch tactics or no room at all. Pinnacle hotel reservations must be made directly with the Boca Raton Resort.

## PARKING

Complimentary self-parking is included in the resort room rate. The self-parking garage is a short walk to the hotel.

## GROUND TRANSPORTATION

The Boca Raton Resort is conveniently located just 24 miles north of Fort Lauderdale / Hollywood International Airport (FLL) ([www.fll.net](http://www.fll.net)) and only 28 miles from Palm Beach International Airport (PBI) ([www.pbja.org](http://www.pbja.org)). The Boca Raton Resort does not provide shuttle service. Transportation options can be found on the airport websites.

## SPONSOR BADGES

**Pinnacle Sponsors are required to wear a conference badge** while onsite. Submit your badge information by going to: [www.pinnacle-ems.com/registration](http://www.pinnacle-ems.com/registration), click the “Register Online” link and choose “Pinnacle 2017 – Sponsor” as your registration type. Refer to your Pinnacle sponsorship agreement or sponsor registration confirmation email for the number of badges included with your sponsorship. Please submit your badge information as soon as possible, **but no later than June 23.**

Silver sponsors receive two Main Conference badges; gold sponsors receive three badges (2 Main Conference and 1 Full Pinnacle Experience); platinum sponsors receive four badges (2 Main Conference and 2 Full Pinnacle Experience); strategic partner sponsors receive four badges (4 Full Pinnacle Experience). Additional Main Conference Sponsor badges and Full Conference badges (strategic partner, platinum and gold sponsors only) are available for sale and can be purchased by contacting Sharon Conroy ([sconroy@fitchassoc.com](mailto:sconroy@fitchassoc.com)).

**Main Conference Sponsor badges** entitle you to the same benefits as Pinnacle attendees. You may attend any main conference session starting Tuesday afternoon through Friday. Your badge also entitles you to food and beverages served at the Opening Reception (Tuesday night) and Wednesday and Thursday breakfasts and lunches and the Wednesday evening networking reception. Additional Main Conference Sponsor Badges cost \$350 each. Attendance to Pinnacle Power Seminars (preconference sessions) scheduled Monday and Tuesday morning requires an additional fee.

**Full Pinnacle Experience Sponsor Badges** are available to Strategic Partner, Platinum and Gold Sponsors. Allows full access to all Pinnacle Power Seminars (preconference sessions) scheduled on Monday & Tuesday morning as well as the main conference sessions and food and beverage service. Additional Full Pinnacle Experience badges cost \$525 each. To register full conference badges online, you will need a special code. Contact Sharon Conroy ([sconroy@fitchassoc.com](mailto:sconroy@fitchassoc.com)).

## COMPANY LOGO AND PROFILE

Your company profile and logo will appear on the Pinnacle website and within the Pinnacle mobile app. Please go to [www.pinnacle-ems.com/sponsor-directory](http://www.pinnacle-ems.com/sponsor-directory) to view your listing and let me know if you have any changes. If you do not see your profile and logo, you will need to complete and return the attached form. Logos need to be submitted in either .eps, .jpeg or .png formats only. Please provide these items as soon as possible, but no later than **June 5, 2017**.

## STRATEGIC & PLATINUM SPONSOR E-MAILS TO REGISTERED ATTENDEES

You will be contacted by Sharon Conroy to select an available e-mail distribution date. Strategic Partner and Platinum Sponsor e-mails must be delivered to Sharon Conroy at least one week prior to the scheduled distribution date. Sponsors choice of email distribution date is based upon sponsorship level and the date the registration form and deposit was received. All e-mail dates are scheduled at the discretion of Fitch & Associates. Following are the email specifications needed.

- 1) deliver in .html format one week prior to deployment date
- 2) provide a subject line
- 3) provide "from" name
- 4) provide "from" email address
- 5) provide web addresses for any links necessary

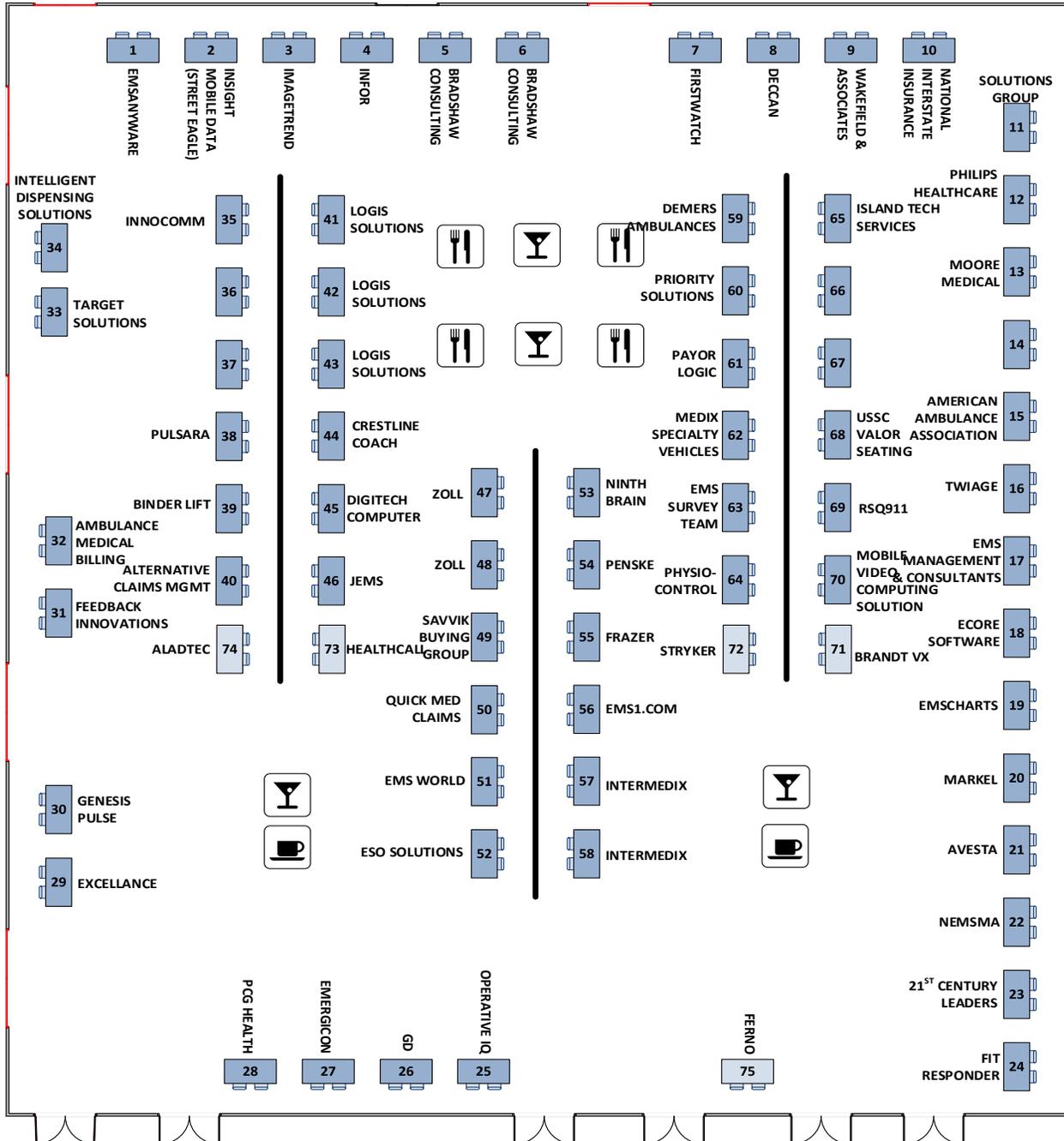
## SOCIAL MEDIA

Pinnacle will provide a mobile app to its attendees. This tool will be used by attendees to review conference sessions, learn about the presenters, search the sponsor directory, see special events and more. The app will be available for download in July. An email notification will be sent announcing its availability and where to download.

Additionally, you can like us on Facebook (Pinnacle EMS) and follow us on Twitter (@PinnacleEMS) to keep up with the latest updates and announcements. Facebook and Twitter will also be one of the components of the mobile app. We encourage sponsors to be involved in social media (#PinnacleEMS).

## TABLETOP LOCATION

Pinnacle 2017 tabletops will be located in the Grand Ballroom in the Mizner Conference Center of the hotel. A preliminary sponsor tabletop map is shown below. The final sponsor tabletop assignment map will be distributed by email no later than July 1.



## **SPONSORSHIP RULES AND POLICIES**

### **Sponsor Tabletop**

Each sponsor will be provided one 6-foot skirted tabletop, two chairs and a wastepaper basket. Tabletop setup begins at 12 p.m. on Tuesday, August 8, and must be completed by 4:30 p.m. or materials will be returned to storage and sponsor will not be able to display until Wednesday, August 10. Sponsor tabletops will be available to attendees on Tuesday, August 8 (during the evening reception only, 6:30 p.m.–8:30 p.m.) and Wednesday, August 9, from 10 a.m.–3 p.m. and 5:00 p.m.–6:00 p.m. (networking reception), and Thursday, August 10, from 7:45 am–1:30 pm. Displays behind and on top of the tabletop, consisting of “banner stands,” pop-up banners, TVs, 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 or be more than 7 feet in depth. These rules will be strictly enforced, and no refunds will be issued to sponsors whose displays do not comply with the rules. Conference Management 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. Strategic Partners will have first choice of location (until sold out), followed by Platinum Sponsors (until sold out), followed by Gold Sponsors and then Silver Sponsors. If the full balance due is not received by June 5, 2017, Conference Management reserves the right to resell 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**

Strategic Partners receive 4 registrations with unlimited access to the entire 5 days of the conference. Platinum sponsors receive 2 registrations with unlimited access to the entire 5 days of the conference plus 2 main conference-only registrations. Gold sponsors receive 1 registration with unlimited access to the entire 5 days of the conference plus 2 main conference-only registrations. Silver sponsors receive 2 main conference-only registrations. Bronze sponsors receive 1 main conference-only registration and no tabletop. Additional badges are available for a fee. See the Sponsor Registration Form for a complete description of options.

### **Payment**

A 50% deposit must be received with the sponsor registration form. Checks, VISA, MasterCard and American Express are accepted. U.S. currency only. Please make checks payable to Pinnacle. Mail to Fitch & Associates, P.O. Box 170, Platte City, MO 64079. The final balance is due by June 5, 2017.

### **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 (lkundin@redflashgroup.com). In the event of a cancellation prior to June 5, 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 6, 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, user group meetings, 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 focus group, special reception, or user group meetings or have them included in their sponsorship packages). Sponsor shall submit to Conference Management any plans for intent to hold or host activities for written approval and time. There are opportunities to sponsor additional activities, for an additional fee, if the Sponsor so desires.