“Pinnacle brings together the best of EMS and healthcare to share innovative solutions you can’t get anywhere else.”

MELISSA COSTELLO
EMS Section Chair
ACEP
Mobile, Alabama
THE YEAR’S BEST SELLING OPPORTUNITY

MEET with the industry’s top executives, chiefs, medical directors and managers in a relaxed, networking-friendly setting.

More than a conference, Pinnacle is a high-level executive forum designed to address the most important issues facing EMS decision-makers.

Don’t miss this exclusive opportunity to participate in the EMS industry’s most prestigious event.

For More Information
Call Lynn Kundin at 760-942-1610

“Pinnacle is the one place we can reach the decision-makers who control agency budgets. We wouldn’t miss it.”

Director of Sales, Enterprise Software & Dispatch Solutions
ENJOY AN EXECUTIVE SETTING

TIRED of traditional trade shows in cavernous exhibit halls? Experience Pinnacle 2018 at the luxurious JW Marriott Desert Ridge Resort.

Set on 316 spectacular acres in the Sonoran Desert, this award-winning resort is the perfect setting for small sales presentations, intimate client meetings, focus groups, product launch events and other face-to-face marketing efforts directed at senior EMS leadership. And with our exclusive discounted room rate of just $169 a night, you can afford to bring your entire team.

For More Information
Call Lynn Kundin at 760-942-1610

“The EMS chiefs and executives at Pinnacle are always looking for new and better ways to do things — the exact kind of leaders we want to reach.”

VP of Marketing,
Medical Data & Technology Company
UNLIKE national conventions or state conferences, Pinnacle’s audience is exclusively leaders — the people who set organizations’ priorities and make confident decisions. Collectively, Pinnacle’s attendees control budgets worth an estimated $6 billion.

ONE of Pinnacle’s most valuable and exclusive features is the opportunity for sponsors to participate in educational sessions. It’s your chance to discover not just what’s happening in EMS, but what’s going to happen next. To learn what really matters to your best prospects. To build trust and relationships with influential EMS leaders. And, in the process, gain a serious advantage over your competitors.

For More Information
Call Lynn Kundin at 760-942-1610

“We’ve been to every single Pinnacle — the program is always top-notch and attracts the best and brightest leaders in EMS. It’s one of the highlights of our year.”

President, Data Analysis Software Developer
2018 SPONSORSHIP OPPORTUNITIES

Strategic Partner $20,000 (Limited to 2)

Exclusive opportunity to address the audience at the Opening Keynote or Pinnacle Leadership Series session.¹

- Best selection of 6-foot skirted tabletop¹
- Option to purchase additional tables
- 4 registrations with unlimited access to the entire 5 days of the conference (valued at $4,300)
- Option to purchase additional discounted sponsor badges for entire Pinnacle event or main conference
- Ability to conduct a special meeting or display a vehicle²
- Priority consideration for hosted Friday Bonus Session³
- Option to conduct a webcast as a part of the Pinnacle Webinar Series, before or after the event
- Company logo in Pinnacle conference brochure
- Custom e-mail to all attendees, before and after the event (valued at $3,000)
- List of attendees, pre- and post-event
- Signage and recognition on-site, on the Pinnacle website (to include logo and link to sponsor’s site) and in the mobile app
- Materials in registration packet
- Banner advertisement in mobile app
- Right of first refusal as Strategic Partner for subsequent year⁴

1. Choice of keynote address, Pinnacle Leadership Series session and tabletop location is based on registration date and time of deposit receipt.
2. Subject to availability. Focus groups to be finalized by March 1, 2018.
3. Friday Bonus Session approved topic & speaker should be finalized by December 1, 2017 to include session in printed conference brochure.

Additional opportunities reserved exclusively for Strategic Partners, Platinum and Gold sponsors can be found on page 8.
2018 SPONSORSHIP OPPORTUNITIES (continued)

**PLATINUM $8,750 (limited to 8)**

Exclusive opportunity to address the audience during a general session of your choice or conduct a focus group or special meeting, sponsor Pinnacle Power Seminar or Friday bonus session, or vehicle display.¹

- Priority choice of 6-foot skirted tabletop¹
- Option to purchase additional tables
- 2 registrations with unlimited access to the entire 5 days of the conference, 2 main conference-only registrations
- Option to purchase additional discounted sponsor badges for entire Pinnacle event or main conference
- Company logo in Pinnacle conference brochure
- Custom e-mail to all attendees, before or after the event (valued at $1,500)
- List of attendees, pre- and post-event
- Signage and recognition on-site, on the Pinnacle website (to include logo and link to sponsor’s site) and in the mobile app
- Materials in registration packet
- Right of first refusal as Platinum Sponsor for subsequent year²

¹ Priority choice of general session, Friday bonus session time, focus group date and tabletop location is based upon registration date and time of deposit receipt. Friday Bonus Session approved topic and speaker must be finalized by December 1, 2017 to include session in printed conference brochure. Focus groups and special meetings to be finalized by March 1, 2018.


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**GOLD $5,750**

Exclusive recognition and signage at your choice of a Continental Breakfast, a networking breakfast, the Opening Reception, the Wednesday Networking Reception, a main conference day lunch, or vehicle display.¹

- Early selection of 6-foot skirted tabletop¹
- 1 registration with unlimited access to the entire 5 days of the conference, 2 main conference-only registrations
- Option to purchase additional discounted sponsor badges for entire Pinnacle event or main conference
- Signage and recognition on-site, on the Pinnacle website (to include logo and link to sponsor’s site) and in the mobile app
- List of attendees, pre- and post-event
- Materials in registration packet

¹ Gold benefits are subject to availability and offered on a first-come, first-served basis in order of receipt of deposit payment.

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For More Information
Call Lynn Kundin at 760-942-1610

Additional opportunities reserved exclusively for Strategic Partners, Platinum and Gold sponsors can be found on page 8.
2018 SPONSORSHIP OPPORTUNITIES (continued)

Additional Opportunities for Strategic Partners, Platinum and Gold Sponsors

- **6-foot Table Add-on** $3,250 each (maximum 2 additional tables)
- **Power Seminar Sponsorship** $2,500
  Address a highly targeted audience for 2 — 3 minutes, provide pre-approved materials for distribution. Sponsorship will include 1 registration with unlimited access to the entire 5 days of the conference.
- **Focus Group, User Group or Special Reception Room** $3,000^1
  Meetings of more than 10 people require advance approval from Fitch & Associates. Opportunities to host a special event, up to two hours in length, will be offered on a first-come, first-served basis to: Strategic Partners, Platinum and Gold sponsors on Tuesday afternoon or Wednesday or Thursday evening. Price does not include food and beverage or AV. Event will be promoted on the Pinnacle website and mobile app in advance, if requested.
- **Conference Registration With Unlimited Access** $550
  Allows full access to all preconference sessions, main conference and food/beverage service (a savings of $455).
- **Ambulance Display** $1,600
  Display your ambulance on site at Pinnacle. Size of the vehicle will determine its display location. There are a limited number of spaces available.

1. Focus groups, user groups and special meetings to be finalized by March 1, 2018.

**SILVER $3,950**

- 6-foot skirted tabletop^1
- 2 main conference registrations *(valued at $1,490)*
- Option to purchase additional main conference badges
- Signage and recognition on-site, on the Pinnacle website and in the mobile app
- List of attendees, pre- and post-event
- Materials in registration packet

1. Tabletop selection for Silver sponsors is based upon registration and deposit payment receipt date.

**BRONZE $1,450^1**

- 1 main conference registration *(valued at $765)*
- Option to purchase one additional main conference badge
- Recognition on-site, on the Pinnacle website and in the mobile app
- List of attendees, pre- and post-event
- Materials in registration packet

1. Bronze sponsorship does not include a tabletop.

**Networking lunches and networking breakfasts are included on main conference days (Wednesday and Thursday).**

**For More Information**

Call Lynn Kundin at 760-942-1610
# 2018 Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Program and Exhibit</th>
<th>Strategic Partner (2)</th>
<th>Platinum (8)</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive opportunity to address the audience at the Opening Keynote or Pinnacle Leadership Series session</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to address the audience during a general session, or conduct a focus group, special meeting, or sponsor a Pinnacle Power Session, a Friday bonus session or display a vehicle</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition and signage at a Continental Breakfast, networking breakfast on Wednesday or Thursday, Opening Reception, Wednesday Networking Reception, main conference day lunch, or display a vehicle</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ability to conduct a focus group or special meeting, or display a vehicle</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Priority consideration for hosted Friday Bonus Session</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option to purchase the ability to conduct a focus group or special meeting</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option to purchase the ability to display a vehicle</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6-foot skirted tabletop</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Option to purchase additional tables</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>PRINT AND DIGITAL COLLATERAL</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Signage and recognition on-site, on the Pinnacle website (including logo and sponsor’s site link) and in the mobile app</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Banner advertisement in mobile app</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company logo in Pinnacle brochure</td>
<td>✓</td>
<td></td>
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</tr>
<tr>
<td>Exclusive e-mail to all attendees, before and after the event</td>
<td>✓</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Exclusive e-mail to all attendees, before or after the event</td>
<td>✓</td>
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<td></td>
</tr>
<tr>
<td>SPONSOR BADGES</td>
<td></td>
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</tr>
<tr>
<td>4 conference registrations with unlimited access to the entire 5 days of the conference</td>
<td>✓</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>4 conference registrations (2 unlimited access to the entire 5 days of the conference, 2 main conference-only)</td>
<td>✓</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>3 conference registrations (1 unlimited access to the entire 5 days of the conference, 2 main conference-only)</td>
<td>✓</td>
<td></td>
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<td></td>
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<tr>
<td>2 main conference registrations</td>
<td>✓</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 main conference registration</td>
<td>✓</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Option to purchase additional discounted sponsor badges for entire Pinnacle event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Option to purchase additional discounted sponsor badges for main conference</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>ATTENDEE ACCESS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>List of attendees, pre- and post-event (name, title, company, physical address and email addresses for opt-in attendees)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Materials in registration packet</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
Note: Selection of tabletop locations based on level of sponsorship and date of deposit. Sponsor room layout subject to change.
“If you want to meet innovative leaders who are bringing EMS into the future, Pinnacle is the place to do it.”

ERIC GRIFFIN
Fire/Rescue Chief
Greenville, North Carolina
SPONSOR REGISTRATION

COMPANY NAME __________________________

SPONSORSHIP LEVELS (Choose one)

☐ STRATEGIC PARTNER LEVEL $20,000 (Limited to 2) $_______________

Includes the opportunity to address the audience during the Opening Keynote or Pinnacle Leadership Series session. Please rank your choices from 1 (most desired) to 2 (least desired). Priority is based on date deposit is received.

____ Opening Keynote  ____ Pinnacle Leadership Series Session

Strategic Partner sponsors agree to send an e-mail about their sponsorship of Pinnacle to their e-mail list. Fitch & Associates will provide sponsor’s clients with a main conference discount and will deliver the e-mail to the sponsor in HTML by May 1, 2018. Sponsor will send the e-mail by May 31, 2018.

☐ PLATINUM $8,750 (Limited to 8) $_______________

Includes the opportunity to address the audience during a general session, host a focus group/special meeting, sponsor a Pinnacle Power Seminar, a Friday bonus session, or display a vehicle. Please indicate your top 3 choices. Priority is based on date deposit is received. Options:

____ Wed a.m.  ____ Wed mid-day  ____ Wed p.m.  ____ Thurs a.m.  ____ Thurs mid-day

____ Focus Group  ____ Friday Bonus Session  ____ Vehicle Display  ____ Power Seminar

Platinum sponsors agree to send an e-mail about their sponsorship of Pinnacle to their e-mail list. Fitch & Associates will provide sponsor’s clients with a main conference discount and will deliver the e-mail to the sponsor in HTML by May 1, 2018. Sponsor will send the e-mail by May 31, 2018.

☐ GOLD $5,750 $_______________

Includes one of the benefits listed below.* Please rank your choices from 1 (most desired) to 8 (least desired). Priority is based on date deposit is received.

____ Cont. Bkfst Mon  ____ Cont. Bkfst Tues  ____ Opening Reception  ____ Networking Bkfst Wed  ____ Lunch Wed

____ Wed. Network Reception  ____ Networking Bkfst Thurs  ____ Lunch Thurs  ____ Vehicle Display

*Subject to availability

☐ SILVER $3,950 $_______________

☐ BRONZE $1,450 (does not include tabletop) $_______________

FOR STRATEGIC PARTNERS, PLATINUM AND GOLD SPONSORS

☐ Power Seminar Sponsorship $2,500 $_______________

☐ Focus Group, User Group or Special Reception Room $3,000 $_______________

☐ Ambulance/Vehicle Display $1,600 $_______________

☐ Additional table $3,250 each  ____ x $3,250 = $_______________

Maximum 2 additional tables

☐ Additional unlimited access registration $550  ____ x $550 = $_______________

Allows access to all sessions, meals and events during main conference plus unlimited access to Pinnacle Power Seminars on Monday and Tuesday

FOR ALL SPONSORS

☐ Additional Main Conference Sponsor Badge $375  ____ x $375 = $_______________

Allows access to all sessions, meals and events during main conference

☐ Drink Tickets Package 20 tickets/$275 $_______________

For use at either Networking Reception or Opening Reception

☐ Mobile App $1,500 (limited to 4 paid sponsors) $_______________

Rotating tile ad and 2 mobile app push notifications between July 23-27

Total fees $_______________

Deposit (50% of total) $_______________

Balance (due by June 4, 2018) $_______________

Continued on next page
SPONSOR REGISTRATION (continued)

CONTACT INFORMATION (Please print)

Company Name ____________________________________________________________

Contact Name __________________________________________________________________________ Title ___________________________

Telephone ___________________________ Cell ___________________________ Fax ___________________________

Address ___________________________________________________________________________________

City ___________________________ State ___________ Zip ___________ Country __________________

E-mail __________________________________________________________________________ Website __________________

ON-SITE CONTACT

Name ______________________________________________________________________________________________

E-mail ___________________________________________________________ Cell phone __________________________

SPONSOR TABLE LOCATION CHOICE

Please note that choice of sponsor table location is determined by the date this form and deposit are 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. (See map on page 10.)

Please let us know your preferred location: 1st choice ________     2nd choice ________     3rd choice ________

Prior to assigning your tabletop, you will receive an email showing the exhibit area assignments to-date and available tabletops so you may revise your tabletop selection.

PAYMENT INFORMATION

A 50% deposit must accompany this registration form. The balance is due by June 4, 2018.

PAYMENT TERMS

☐ Check (Made payable to Pinnacle. Mail to Fitch & Associates, P.O. Box 170, Platte City, MO 64079)

☐ VISA ☐ MasterCard ☐ American Express

Name on Card ___________________________________________________________ Exp. Date __________

Card Number ____________________________________________ Total Sponsorship $ __________

Signature ____________________________________________ 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 2018.

Signature ____________________________________________ Date __________

Please fax both pages of this form to Lynn Kundin at 866-448-1436 or e-mail to lkundin@redflashgroup.com
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, July 24, and must be completed by 4:30 p.m. Material will be returned to storage and sponsor will not be able to display until Wednesday, July 25. Sponsor tabletops will be available to attendees on Tuesday, July 24 (during evening reception only, 6:30 p.m.–8:30 p.m.), Wednesday, July 25, from 10 a.m.–3 p.m. and during networking reception, from 5 p.m.–6 p.m., and Thursday, July 26, from 7:45 a.m.–1:30 p.m. 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 4, 2018, 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 this 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 4, 2018.

REFUND OR CANCELLATION
Should the Sponsor be unable to occupy and use the tabletop space, badges, and other optional items contracted for, the Sponsor shall promptly notify Lynn Kundin at the RedFlash Group in writing. In the event of a cancellation prior to June 4, 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 4, 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, 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.

FRIDAY BONUS SESSIONS
Topic and speaker subject to approval by Conference Management. Time slot preference based upon sponsorship level and registration date. Pre-approved topic and Session Title must be finalized by December 1, 2017 to be included in the printed conference brochure.

STRATEGIC PARTNER & PLATINUM SPONSOR E-MAILS
Strategic Partner and Platinum Sponsor e-mails must be delivered to Sharon Conroy at Fitch & Associates by May 1, in HTML. E-mails to be scheduled at the discretion of Fitch & Associates. Selection of available email date is based upon sponsorship level and registration date.

SPONSOR INFORMATION GUIDE
By April 20, 2018, you will receive via e-mail a Pinnacle 2018 Sponsor Information Guide from 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 setup, exhibit hours, online badge registration info and other important sponsor logistic information.

Sponsors are responsible for making sure all on-site representatives abide by these rules and policies.
JULY 23 - 27, 2018

JW MARRIOTT
DESERT RIDGE RESORT
PHOENIX, AZ

For more information, please contact
Lynn Kundin at the RedFlash Group
Tel: 760-942-1610
Fax: 866-448-1436
lkundin@redflashgroup.com
pinnacle-ems.com

Pinnacle is presented by Fitch & Associates and produced in cooperation with the RedFlash Group.

For more than 30 years, Fitch & Associates has helped hundreds of communities across the United States and around the world deliver better and more efficient emergency services, accountably and sustainably. When it comes to EMS and fire consulting services, Fitch & Associates is the only organization that combines the depth of a national, full-time professional firm with an extraordinary level of personal service and responsiveness to client needs.

The RedFlash Group is a national consulting firm that provides business development, marketing and outreach communications to organizations serving the healthcare and public safety professions. The award-winning RedFlash team helps commercial firms, government agencies, foundations and associations.