

## 2021 SPONSOR PRICING

In these challenging times, we've seen EMS clinicians act heroically, often in harm's way. We've also been inspired by EMS leaders who have adapted and innovated, preparing for a potential sea change in how we view patient care, operations and finance—indeed, our larger role in the healthcare system. The Pinnacle 2021 program will reflect the insights learned from this experience and provide a view into the future of EMS.

We're delighted that more than 85% of sponsors who had signed up last year have already committed to be back in 2021. We at Fitch & Associates are dedicated to producing a safe and rewarding experience for you at Pinnacle. We look forward to seeing you at the beautiful JW Marriott Desert Ridge.

Jay Fitch, PhD  
Anthony Minge, EdD  
Co-Chairs, Pinnacle Program Committee

*A unique  
retreat*

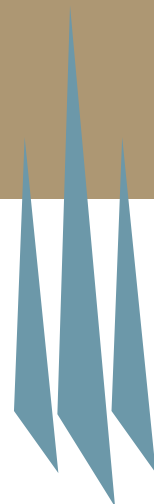
*An inspired  
experience*

*A view into  
the future*

# SPONSOR PROSPECTUS

JW Marriott Desert Ridge Resort | Phoenix, AZ  
**AUGUST 9 - 13, 2021**

**PINNACLE**<sup>™</sup>  
INSPIRING EMS LEADERSHIP





*“Pinnacle offers the unique opportunity to build and strengthen relationships with the leading minds in EMS.”*

**Tony Bradshaw**

President

Bradshaw Consulting Services

**PINNACLE**<sup>™</sup>  
INSPIRING EMS LEADERSHIP







*"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

## 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 perfect venue for staying up to date on industry trends and learning what’s coming next.”*

**Holly Stewart**

North American Clinical, Sales and Program Manager

Medtronic



## Enjoy a Unique Retreat-Like Setting

**TIRED** of the traditional trade shows in cavernous exhibit halls? Experience Pinnacle 2021 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 \$180 a night, you can afford to bring your entire team.

**FOR MORE INFORMATION**

Call **Lynn Kundin** at 760-942-1610

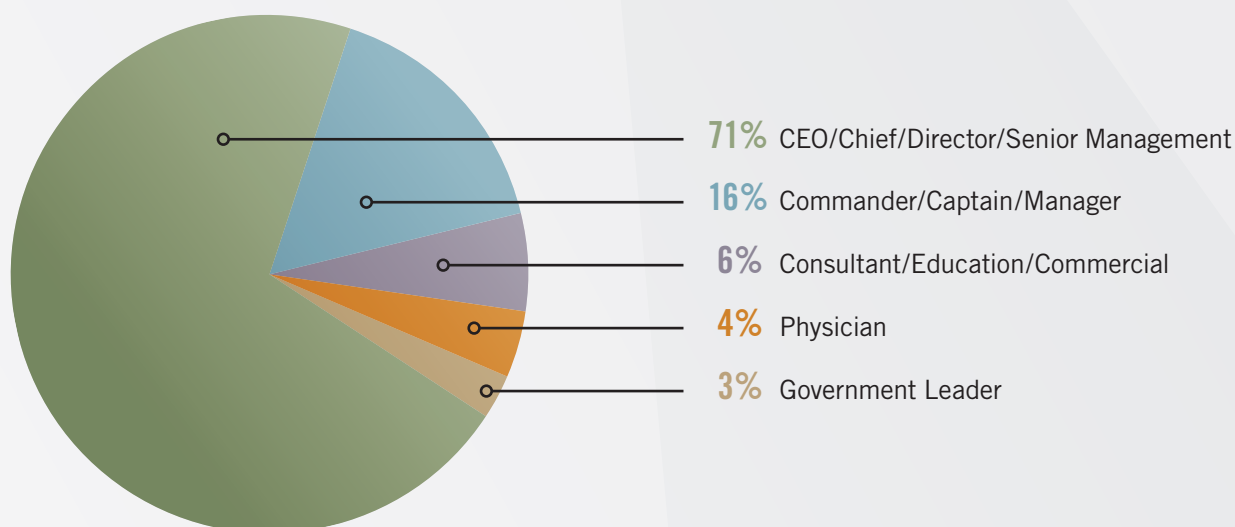


*“At Pinnacle, you engage with industry leaders and decision makers from every service model.”*

**James Woodson**

Founder & CEO

Pulsara



## Connect With Top EMS Leaders

**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

# 2021 Sponsorship Opportunities

## Strategic Partner: \$20,000 *(Sold Out)*

### EXCLUSIVE TO STRATEGIC PARTNERS

Opportunity to address the audience at the Opening Keynote or Pinnacle Leadership Series session<sup>1</sup>

Best selection of two 6' skirted tabletops<sup>1</sup>

Option to purchase up to 1 additional table

4 registrations with unlimited access to the entire 5 days of the conference *(valued at \$5,500)*

2 main conference only registrations *(valued at \$1,580)*

Option to purchase additional discounted sponsor badges for entire Pinnacle event or main conference

Ability to conduct a special meeting or customer dinner<sup>2</sup>

Priority consideration for hosted Monday Evening Bonus Session, Friday Bonus Session or Pinnacle Power Seminar<sup>3</sup>

Option to conduct a webcast as a part of the Pinnacle Webinar Series, before or after the event<sup>4</sup>

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 year<sup>5</sup>

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. Food and beverage and Audio Visual costs are not included.
3. Monday evening or Friday Bonus session approved topic & speaker should be finalized by November 29, 2020 to include session in printed conference brochure.
4. Webinar is one hour in length. Topic and speaker subject to approval. Choice of webinar date is based upon registration date and time of deposit receipt.
5. Right of first refusal for Pinnacle 2022 Strategic Partner expires September 15, 2021.

# 2021 Sponsorship Opportunities

## Platinum: \$8,950 *(Limited to 9)*

### EXCLUSIVE TO PLATINUM SPONSORS

Choose one of the following benefits:<sup>1</sup>

- Address audience during general session of your choice
- Conduct a Focus Group, Special Meeting or Reception
- Sponsor a Pinnacle Power Seminar
- Sponsor a Monday Evening or Friday Bonus Session
- Exclusive sponsor of Tuesday Opening Reception
- Conduct a webcast as part of the Pinnacle Webinar series, before or after Pinnacle
- Vehicle Display

Priority choice of 6-foot skirted tabletop<sup>1</sup>

Option to purchase up to 2 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 year<sup>2</sup>

1. *Priority choice of general session, Monday evening or Friday Bonus session, date of approved webcast, meeting room date & time and tabletop location is based upon registration date and time of deposit receipt and subject to availability. Monday evening or Friday bonus session approved topic and speaker must be finalized by November 29, 2020 to include session in printed conference brochure.*
2. *Right of first refusal for Pinnacle 2022 Platinum sponsorship expires September 15, 2021.*

## Gold: \$5,850

### EXCLUSIVE TO GOLD SPONSORS

Choose one of the following benefits:<sup>1</sup>

- Recognition and signage at your choice of a:
  - Continental breakfast on Monday AND Tuesday
  - Networking Breakfast on Wednesday or Thursday
  - Wednesday Networking Reception
  - Main conference Wednesday or Thursday luncheon
  - Wednesday or Thursday Bonus Breakfast session
- Vehicle Display

Early selection of 6-foot skirted tabletop<sup>1</sup>

Option to purchase up to 2 additional tables

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 based upon registration date and time of deposit receipt.*

### 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 7.

# 2021 Sponsorship Opportunities

## Additional Opportunities for Strategic Partners, Platinum and Gold Sponsors

**6-foot Table Add-on: \$3,400 each**

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**Webcast in Pinnacle Webinar Series: \$2,500**

Be the exclusive sponsor of one of our one hour Pinnacle webinars in our Pinnacle Webinar Series. Webinars are educational in nature and topics and speakers are subject to approval by Fitch & Associates, held either before or after Pinnacle 2021.

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**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.

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**Focus Group, Special Meeting or Reception: \$2,500**

Opportunity to host a special event, up to 3 hours in length, will be offered on a first-come, first-served basis on Sunday evening, Monday evening, Tuesday afternoon, Wednesday or Thursday evening. Price does not include food & beverage or AV. Event will be promoted on the Pinnacle website and mobile app in advance, if requested. Includes email sent by Pinnacle committee on behalf of sponsor to promote event to registered attendees.

*Focus groups, user groups and special meetings to be finalized by March 1, 2021.*

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**Conference Registration with Unlimited Access: \$575**

Allows full access to all preconference sessions, main conference and food/beverage service (*a savings of \$800*).

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**Ambulance Display: \$2,000**

Display your ambulance on site at Pinnacle. Size of the vehicle, sponsorship level and registration date will determine its display location. Limited number of spaces available.

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**½ Day of Meeting Room Space**

Opportunity to use a meeting room to hold your internal company meetings, will be offered on a first-come, first-served basis on Sunday evening, Monday evening, Tuesday afternoon, Wednesday evening, Thursday evening, or Friday morning. Availability is very limited; price varies dependent upon room size and does not include food & beverage or AV.

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### FOR MORE INFORMATION

Call Lynn Kundin at 760-942-1610

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



# 2021 Sponsorship Opportunities

## Silver: \$3,975

6-foot skirted tabletop<sup>1</sup>

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2 main conference registrations *(valued at \$1,580)*

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Option to purchase additional main conference badges

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Signage and recognition on-site, on the Pinnacle website and in the mobile app

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List of attendees, pre- and post-event

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Materials in registration packet

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1. *Tabletop selection for Silver sponsors are based upon registration date and time of deposit receipt.*

## Bronze: \$1,100

1 main conference registration *(valued at \$790)*

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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

---

Bronze sponsorship does not include a tabletop.

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## Opportunities for all Sponsors:

### Hotel Key Card: \$5,000

Opportunity to be the exclusive sponsor of hotel key cards. Graphic art on one side of the hotel key card will be available to sponsor, subject to Fitch & Associates approval.

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### Wireless Internet Sponsor: \$2,500

Opportunity to be the exclusive sponsor of wireless internet service in the exhibit area. Includes signage at registration table, ability to select the wireless network password (subject to approval by Pinnacle Management committee) and includes a banner tile ad in the Pinnacle mobile app.

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### Mobile app rotating tile ad: \$2,000 *(limited to 4 paid sponsors)*

Opportunity to place a rotating tile ad and 2 mobile app push notifications between August 9-13, 2021. Attendees use the mobile app multiple times a day to view the schedule and find other conference details, making this a high visibility sponsorship option.

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### Conference Lanyards Sponsor: \$5,000

Be the exclusive sponsor of the Pinnacle lanyards given to all attendees at check-in. Your company logo will be included on all conference lanyards, providing high brand visibility throughout the entirety of the event.

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### Additional Main Conference Sponsor Badge: \$425

Ability to attend all Pinnacle Main Conference sessions scheduled Tuesday afternoon through Friday morning and the following food and beverage networking events: Tuesday Opening Reception, Wednesday breakfast and luncheon, Wednesday networking reception, Thursday breakfast and luncheon.

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# 2021 SPONSORSHIP OPPORTUNITIES

**Strategic  
Partner**<sup>(Sold Out)</sup>  
\$20,000

**Platinum**<sup>(8)</sup>  
\$8,950

**Gold**  
\$5,850

**Silver**  
\$3,975

**Bronze**  
\$1,100

## Program and Exhibit

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

✓

Opportunity to address the audience during a general session, conduct a focus group or special meeting, sponsor a Pinnacle webinar, sponsor a Pinnacle Power Seminar, a Monday Evening Bonus Session, a Friday Bonus session, exclusive recognition at the Tuesday Opening Reception, or display a vehicle

✓

Recognition and signage at a Continental Breakfast on Monday and Tuesday, Networking Breakfast on Wednesday or Thursday, Wednesday or Thursday Bonus Breakfast session, Wednesday Networking Reception, main conference day lunch, or display a vehicle

✓

Ability to conduct a special meeting or customer dinner

✓

Ability to conduct a one hour webcast as part of the Pinnacle Webinar series

✓

Priority consideration for a hosted Monday evening or Friday Bonus Session, or sponsor a Power Seminar

✓

Two 6-foot skirted tabletops

✓

6-foot skirted tabletop

✓

✓

✓

## Print and Digital Collateral

Signage and recognition on-site, on the Pinnacle website (including logo and sponsor's site link) and in the mobile app

✓

✓

✓

✓

✓

Banner advertisement in mobile app

✓

Company logo in Pinnacle brochure

✓

✓

Exclusive e-mail to all attendees, before and after the event

✓

Exclusive e-mail to all attendees, before or after the event

✓

## Sponsor Badges

6 conference registrations  
(4 unlimited access to the entire 5 days of the conference, 2 main conference-only)

✓

4 conference registrations  
(2 unlimited access to the entire 5 days of the conference, 2 main conference-only)

✓

3 conference registrations  
(1 unlimited access to the entire 5 days of the conference, 2 main conference-only)

✓

2 main conference registrations

✓

1 main conference registration

✓

Option to purchase additional discounted sponsor badges for entire Pinnacle event

✓

✓

✓

Option to purchase additional discounted sponsor badges for main conference

✓

✓

✓

✓

## Attendee Access

List of attendees, pre- and post-event  
(name, title, company, physical address and email addresses for opt-in attendees)

✓

✓

✓

✓

✓

Materials in registration packet

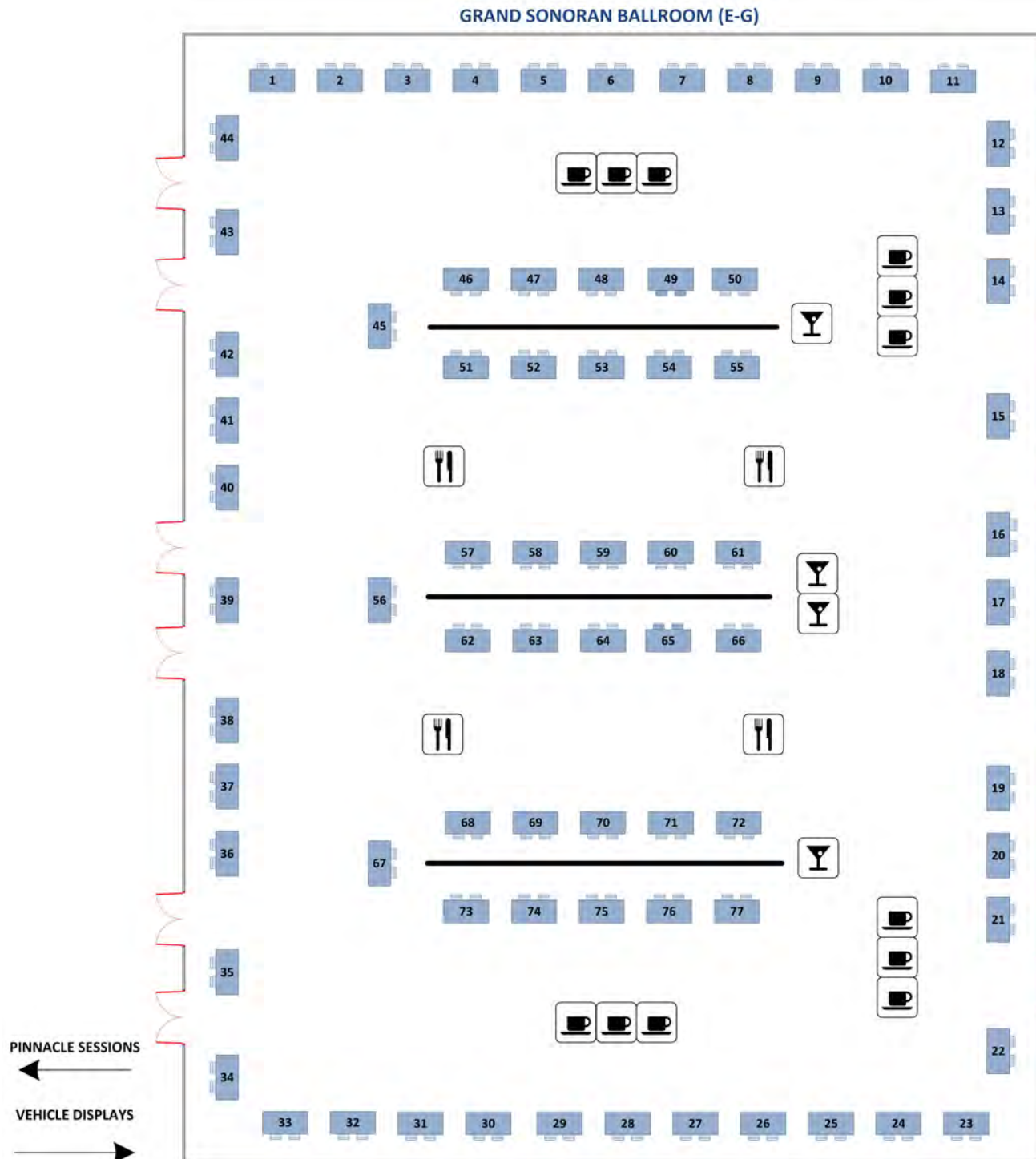
✓

✓

✓

✓

# 2021 Sponsor Tabletop Floor Plan



**Note:** Selection of tabletop locations based on level of sponsorship and date of deposit.  
Sponsor room layout subject to change.

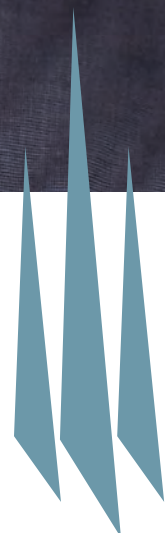


*“This is an incredibly important event for us and has been since the very first one in 2006.”*

**Todd Stout**  
Founder & President  
FirstWatch



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INSPIRING EMS LEADERSHIP



# 2021 SPONSOR REGISTRATION

Company Name: \_\_\_\_\_

## Sponsorship Levels (Choose One)

☒ **Strategic Partner Level \$20,000** (Sold Out) \$ \_\_\_\_\_

Includes the opportunity to address the audience during the Opening Keynote or Pinnacle Leadership Series session, and the opportunity to sponsor a Monday Evening Bonus Session, a Friday Bonus Session or Pinnacle Power Seminar.

Please rank your choices from 1 (most desired) to 2 (least desired).

\_\_\_ Opening Keynote \_\_\_ Pinnacle Leadership Series Session

Please rank your choices from 1 (most desired) to 3 (least desired):

\_\_\_ Monday Evening Bonus Session \_\_\_ Friday Bonus Session

\_\_\_ Pinnacle Power Seminar

*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, 2021. Sponsor will send the e-mail by May 31, 2021.*

☐ **Platinum \$8,950** (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; sponsor a Monday evening or Friday Bonus Session; sponsor the Tuesday Opening Reception; host a Pinnacle webinar or display a vehicle. Please indicate your top 3 choices. Priority is based on date deposit is received. Options:

General Session choices: \_\_\_ Wed a.m. \_\_\_ Wed mid-day \_\_\_ Wed p.m. \_\_\_ Thurs mid-day \_\_\_ Thurs p.m.

\_\_\_ Focus Group \_\_\_ Friday Bonus Session \_\_\_ Vehicle Display \_\_\_ Power Seminar

\_\_\_ Monday Night Bonus Session \_\_\_ Tuesday Opening Reception \_\_\_ Pinnacle Webinar

*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, 2021. Sponsor will send the e-mail by May 31, 2021.*

☐ **Gold \$5,850** \$ \_\_\_\_\_

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

\_\_\_ Cont. Bkfst Mon. & Tues. \_\_\_ Networking Bkfst Wed. \_\_\_ Wed. Bonus Bkfst Session \_\_\_ Lunch Wed.

\_\_\_ Wed. Network Reception \_\_\_ Networking Bkfst Thurs. \_\_\_ Thurs. Bonus Bkfst Session \_\_\_ Lunch Thurs. \_\_\_ Vehicle Display

☐ **Silver \$3,975** \$ \_\_\_\_\_

☐ **Bronze \$1,100** (Does not include tabletop) \$ \_\_\_\_\_

## For Strategic Partners, Platinum and Gold Sponsors

☐ **One-Hour Webcast in Pinnacle Webinar Series \$2,500** \$ \_\_\_\_\_

☐ **Power Seminar Sponsorship \$2,500** \$ \_\_\_\_\_

☐ **Focus Group, Special Meeting or Reception \$2,500** \$ \_\_\_\_\_

☐ **Ambulance/Vehicle Display \$2,000** \$ \_\_\_\_\_

☐ **Additional Table \$3,400 each** (Maximum 2 additional tables) \_\_\_ x \$3,400 = \$ \_\_\_\_\_

☐ **Additional Unlimited Access Registration \$575** (Allows access to all sessions, meals and events during main conference plus unlimited access to Pinnacle Power Seminars on Monday and Tuesday) \_\_\_ x \$575 = \$ \_\_\_\_\_

☐ **1/2 Day of Meeting Room Space** (Limited availability, price varies) \$ \_\_\_\_\_

## For all Sponsors

☐ **Hotel Key Card \$5,000** \$ \_\_\_\_\_

☐ **Wireless Internet Sponsor \$2,500** \$ \_\_\_\_\_

☐ **Conference Lanyards Sponsor \$5,000** \$ \_\_\_\_\_

☐ **Additional Main Conference Sponsor Badge \$425** (Allows access to all sessions, meals and events during main conference) \_\_\_ x \$425 = \$ \_\_\_\_\_

☐ **Drink Tickets Package 20 tickets \$300** (For use at either Tuesday Opening Reception or Wednesday Networking Reception) \_\_\_ x \$300 = \$ \_\_\_\_\_

☐ **Mobile App \$2,000** (Limited to 4 paid sponsors)  
(Rotating tile ad and 2 mobile app push notifications between August 4-8) \$ \_\_\_\_\_

Total fees \$ \_\_\_\_\_

Deposit (50% of total) \$ \_\_\_\_\_

Balance (due by June 15, 2021) \$ \_\_\_\_\_

Continued on next page →

# 2021 SPONSOR REGISTRATION (CONTINUED)

## Contact Information (Please Print)

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

## On-site Contact

Name: \_\_\_\_\_

Email: \_\_\_\_\_ Cell phone: \_\_\_\_\_

*Only to be used August 9-13, 2021 during Pinnacle*

## 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 15, 2021.

## 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: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Total Sponsorship \$ \_\_\_\_\_

Total to Charge Today \$ \_\_\_\_\_

Billing Address (if different from above): \_\_\_\_\_

Special Instructions: \_\_\_\_\_

I have read the registration form along with the Sponsorship Rules and Policies and agree to sponsor at Pinnacle 2021.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please fax both pages of this form to **Lynn Kundin** at  
**816-431-2653** or e-mail to **lkundin@redflashgroup.com**

**PINNACLE**  
INSPIRING EMS LEADERSHIP





# Sponsorship Rules and Policies

## Sponsor Tabletop

Platinum, Gold or Silver sponsors will be provided with one 6-foot skirted tabletop and Strategic Partners will be provided with two 6-foot skirted tabletops. All sponsors, except Bronze, will be provided with two chairs and a wastepaper basket. Tabletop setup begins at 12 p.m. on Tuesday, August 10, 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 11. Sponsor tabletops will be available to attendees on Tuesday, August 10 (during evening reception only, 6:30 p.m.–8:30 p.m.), Opening Reception, Wednesday, August 11, from 10 a.m.–4 p.m. and during Networking Reception, from 5 p.m.–6:30 p.m., and Networking Reception, Thursday, August 12, from 10 a.m.–3 p.m. No part of any display may exceed an 8-foot height limit or be more than 7 feet in depth. Displays behind and on top of the tabletop, consisting of “banner stands”, pop-up banners, TVs, computer displays, etc. shall not exceed the 8-foot height limit. If a sponsor has one tabletop, the display width is 6-feet; if a sponsor has 2 tabletops, the display width is 15-feet; if a sponsor has 3 tabletops, the display width is 24-feet. Under no circumstances may any sponsor’s display, product sample, furniture, materials or other item be placed or protrude outside the display space width, depth or 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 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 15, 2021, 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 and 2 main conference-only registrations. 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 15, 2021.

## 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 16, 2021, 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 16, 2021, 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.

## Monday and Friday Bonus Sessions and Webinars

For Monday evening and Friday Bonus sessions, pre-approved topic and session title must be finalized by November 30, 2020, to be included in the printed conference brochure. Webinars will be one hour in length and pre-approved topic must be finalized at least 2 months prior to scheduled date of webinar.

## Strategic Partner & Platinum Sponsor E-Mails

Strategic Partner and Platinum Sponsor e-mails must be delivered to Sharon Conroy at Fitch & Associates by April 30, 2021 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

You will receive a Pinnacle 2021 Sponsor Information Guide from Fitch & Associates via e-mail by April 20, 2021. 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.

*August 9 - 13, 2021*

JW Marriott Desert Ridge Resort  
Phoenix, AZ

**PINNACLE-EMS.COM**

For more information, contact **Lynn Kundin**  
at the RedFlash Group

**Tel:** 760-942-1610

**Fax:** 816-431-2653

**Email:** lkundin@redflashgroup.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.

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INSPIRING EMS LEADERSHIP

