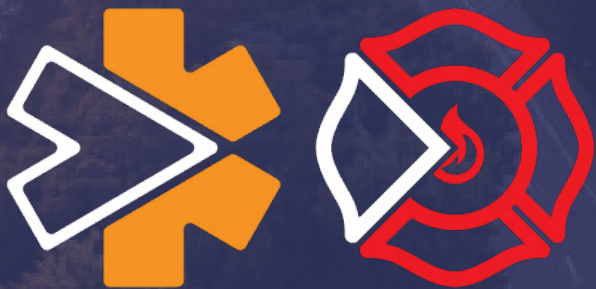


**UNITING THE
FIRST RESPONDER COMMUNITY**

- since 2013 -

EMS & FIRE PRO
EXPO + CONFERENCE

2026 Prospectus



OCTOBER 22-24, 2026

MOHEGAN SUN

EARTH EXPO & CONVENTION CENTER

UNCASVILLE - CONNECTICUT

emspro.org

ABOUT

EMS & FIRE PRO EXPO



The **EMS & FIRE PRO Expo** continues to stand among the nation's premier event for professionals in emergency medical services, fire service, and public safety. Entering its 12th year in 2026, the Expo has evolved into a trusted, high-impact experience—bringing together thousands of EMS providers, firefighters, educators, chiefs, and emergency managers from across the United States and beyond. For sponsors and exhibitors, it offers a powerful platform to connect with a highly engaged and influential audience.

Hosted at the world-class Mohegan Sun Resort & Convention Center in Uncasville, Connecticut, the **EMS & FIRE PRO Expo** delivers an immersive environment where education, innovation, and collaboration come together. Attendees can take part in more than 100 expert-led educational sessions, hands-on demonstrations, and a dynamic expo hall featuring 180+ exhibitors showcasing the latest advancements in emergency response technology, equipment, and services.

Building on past success, the Expo continues to expand its educational footprint. Our pre-conference programs the **Pediatric Symposium** and the **Weathering the Storm Summit**, have drawn strong attendance and exceptional feedback. In 2026, we were excited to introduce a new collaboration with the **EMS Institute** in March: a one-day symposium titled MCI: Managing the Mayhem, designed to deliver critical insights into large-scale incident response.

What truly distinguishes **EMS & FIRE PRO** is its foundation. The Expo is organized by a volunteer-driven committee of active professionals in EMS, fire, and law enforcement. This grassroots leadership ensures the event remains practical, relevant, and grounded in real-world experience—while providing sponsors and exhibitors with authentic, meaningful access to the communities they serve.

The Expo is further supported by the annual **First Responder Golf Tournament** held in August. A community-focused event that brings together public safety professionals, local supporters, and industry partners for a day of networking and camaraderie. Proceeds from the tournament directly support the Expo and help expand its educational offerings, making it a valuable and visible sponsorship opportunity.

Whether your goal is to showcase innovative products, launch new services, or strengthen brand presence within the public safety sector, the **EMS & FIRE PRO Expo** offers a proven platform to build relationships, generate qualified leads, and demonstrate your commitment to those on the front lines.

We invite you to partner with us in supporting the **EMS & FIRE PRO Expo** and the first responders who rely on it. Your sponsorship or exhibitor participation helps us deliver accessible, high-quality education, expand access to essential tools and resources, and honor the dedication of EMS and fire professionals nationwide.

Together, we can make a lasting impact. Join us in shaping the future of emergency response.

The EMS & FIRE PRO Expo Committee

www.emspro.org - info@emspro.org

CONTACTS

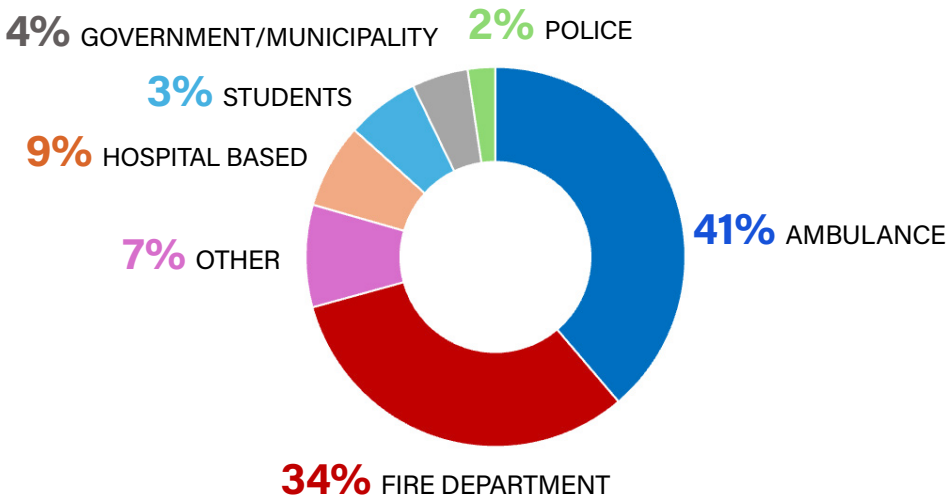
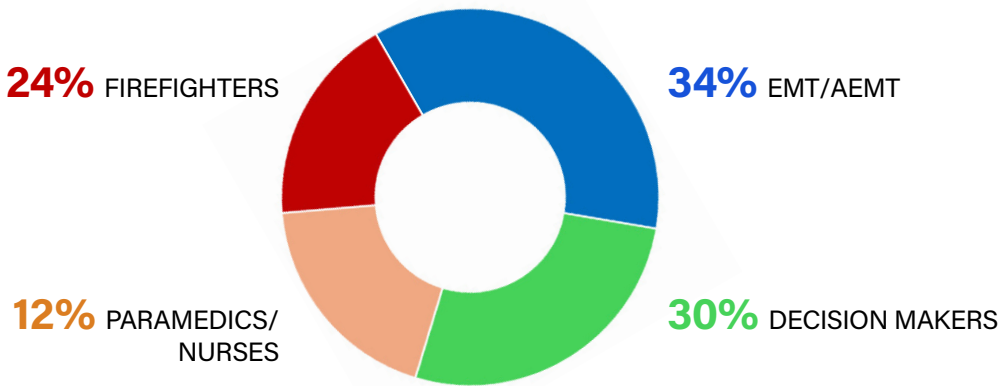
EXHIBIT HALL
JOE LAUCELLA
jlaucella@emspro.org

SPONSORSHIPS
Michele Connelly
mconnelly@emspro.org

EMS & Fire Pro Expo
October 22-24, 2026
Mohegan Sun in Uncasville, CT

IMPORTANT DATES
SEPT. 1: sponsorship assets required
OCT. 21: exhibitor setup
OCT. 22-24 - exhibit hall open
OCT. 24 - 4pm: exhibitor breakdown

Key Attendee Profiles





The premier event for EMS, fire, and public safety professionals across the Northeast!

2,400+
ATTENDEES*

32 STATES
REPRESENTED*

180+
EXHIBITORS*

WHO WILL YOU MEET

- Emergency Medical Technicians
- EMRs/First Responders
- Advanced EMTs
- Paramedics
- Critical Care Paramedics
- Community Paramedics
- Military Medics
- EMS Medical Directors
- Emergency Managers
- EMS Educators and Instructor/Trainers
- EMS Chiefs, Officers and Administrators
- Firefighters
- Rescue Personnel
- Fire/Rescue Chiefs, Officers, and Administrators
- Tactical EMS Providers
- Nurses and Advanced Practice Nurses

*Source: 2025 EMS & Fire Pro Expo statistics

WHY EXHIBIT?



Connect

with the largest gathering of EMS and fire service decision-makers on the East Coast.



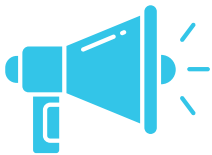
Build

meaningful relationships with influential leaders who are shaping the future of the first responder community.



Elevate

your brand and showcase what sets your organization apart and stand out in a competitive landscape.



Maximize

your impact and create a tailored sponsorship package designed to increase your visibility while supporting our mission.



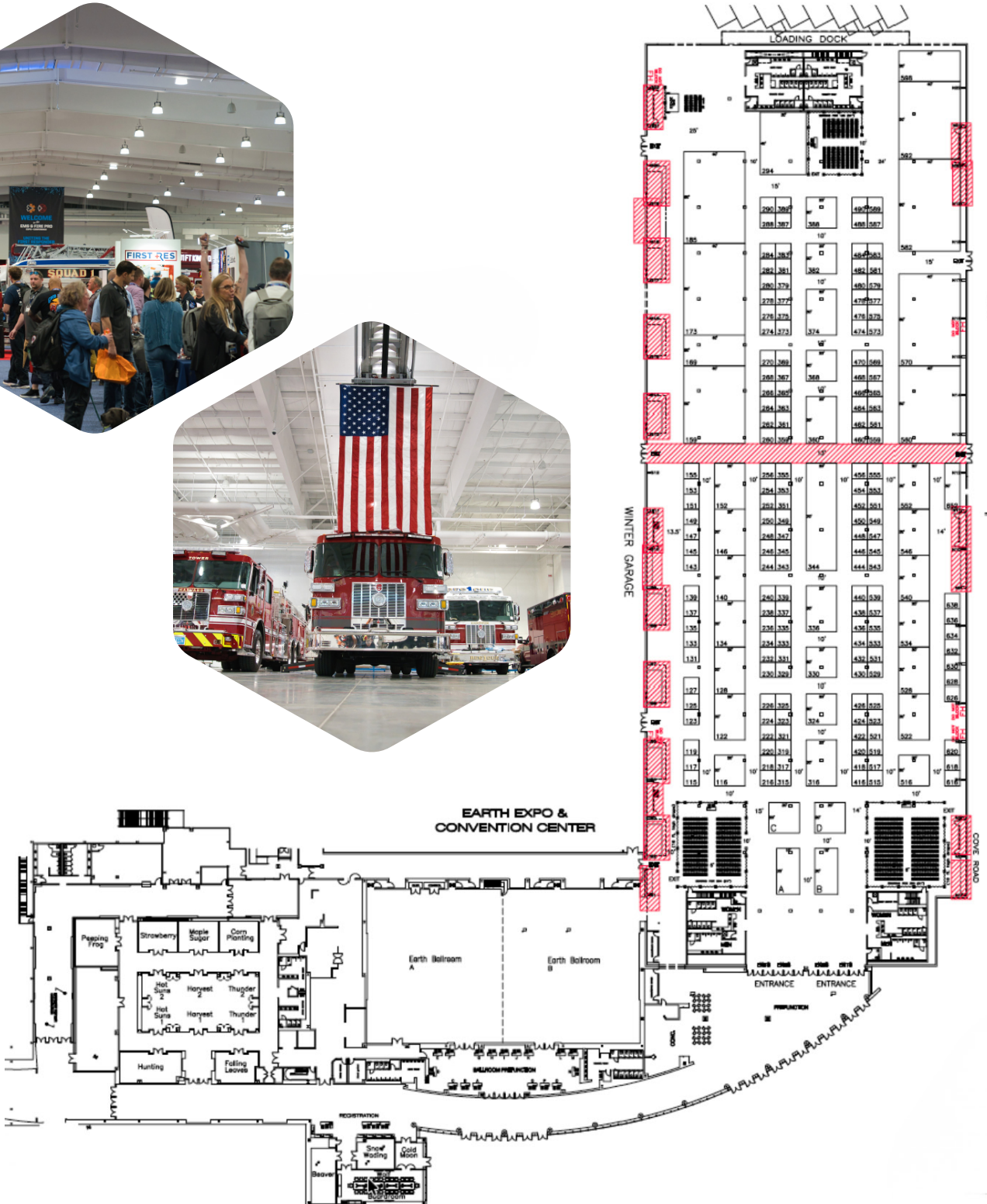
CALLING ALL EXHIBITORS

REGISTRATION IS

NOW OPEN

Sponsorship Opportunities

2026 Exhibitor Floor Plan



EXHIBITOR INFORMATION

BOOTH TYPE & STANDARD PRICING

Booth Type	Size	before 4/27	Standard Pricing
Hospital	30' x 60'	\$12,000	
Island	20' x 20'	\$5,000	\$5,450
Vehicle	20' x 30'	\$2,950	\$3,250
Premium	10' x 10'	\$2,500	\$2,750
Inline	10' x 10'	\$1,850	\$2,000
Non-Profit**		\$500	

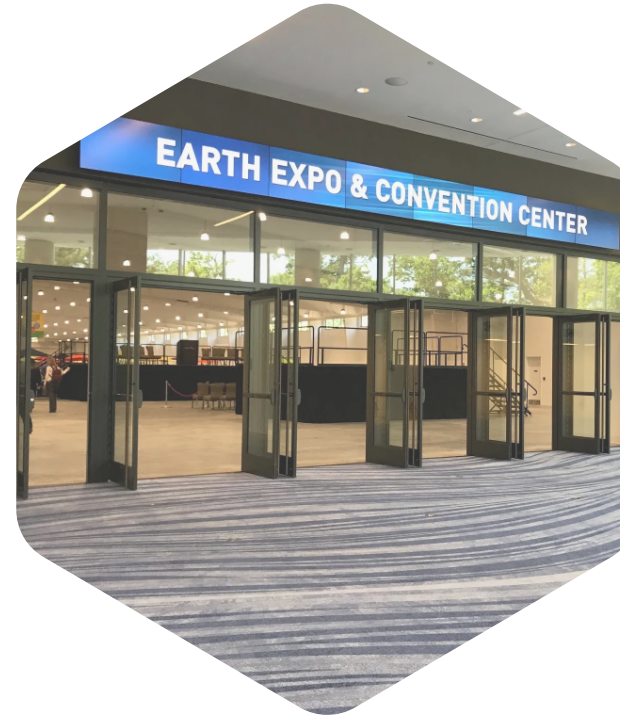


EXHIBIT FEES INCLUDE

- Exhibit Booth/Space
- Two chairs
- One 6' x 30" high draped table
- One wastebasket
- 7" h x 44" l Exhibitor I.D. sign with company name & booth number
- 8' high backdrop and 3' high side drape in show colors
- Complimentary listing in the EMS & FIRE PRO Guide Book
- Website & Social Media Promotions
- Two Exhibitor badges with access to exhibitor floor only (additional badges may be purchased for \$75 each)

Not included in fee: additional furniture rental, janitorial service, installation/ dismantling service, and storage/drayage. (Please note: we reserve the right to use a 3' rear drape on end cap booths.)

BOOTH ASSIGNMENTS

All space will be assigned by the EMS & FIRE PRO Exhibitor Committee. Booth space will be based on the availability of exhibit space; on a first come basis determined by the postmark date/time of the envelope containing exhibit space payment). The EMS & FIRE PRO Exhibitor Committee will make every effort to provide the booth location as selected by the exhibitor.

**THE NON-PROFIT REDUCED EXHIBITOR FEE

Purpose:

To define eligibility requirements for reduced exhibitor fees for non profit organizations participating in the conference.

Policy Statement:

To qualify for reduced exhibitor fees, a nonprofit organization must not engage in fee-for-service activities. This includes offering services for payment, such as consulting, training, clinical care, or other revenue-generating activities that function on a per-fee basis.

This policy is intended to ensure that discounted exhibitor space is reserved for mission-driven, community-focused organizations whose operations are primarily supported by grants, donations, or public funding, not by commercial service delivery.

Nonprofit organizations applying for exhibitor fee reductions must be prepared to verify that their core activities do not rely on billing for services or earning income through client or customer payments.



CONTRACT RULES & REGULATIONS

The following rules and regulations will govern the exhibits at the EMS & FIRE PRO Expo. To avoid any misunderstandings, please read the rules and regulations and enclosed contract carefully. An authorized signature on the contract confirms acceptance of the rules and regulations.

EACH BOOTH INCLUDES

8' high back drape and 3' high side drapes, one 6' skirted table, two chairs, one wastebasket, and one sign. (Please note: we reserve the right to use a 3' rear drape on end cap booths.) Dismantling of Exhibits on Saturday will begin 15 minutes after the last class starts. The early dismantling of exhibit booths will not be allowed and will jeopardize future participation.

RATES, REFUNDS, & PAYMENT

Booth rates are stated on the official application. No space will be assigned without a completed application and full payment. All cancellation requests must be made in writing to EMS & FIRE PRO. If cancellation is received prior to 7/24/2026, a refund will be issued minus a 20% cancellation fee per booth. Cancellations received after 7/24/2026 will result in the retention of the entire booth fee by EMS & FIRE PRO. EMS & FIRE PRO reserves the right to rearrange the floor plan in the event of a conflict regarding space requests or conditions beyond its control. Any booth space not claimed by the start of the Expo, or for which no special arrangements have been made prior to the opening of the exhibits, may be resold or reassigned by EMS & FIRE PRO without any refund to the exhibitor.

EXHIBIT SPACE

The Exhibitor acknowledges that the EMS & FIRE PRO is merely a licensee of Mohegan Sun and that the exhibit halls of the Mohegan Sun are licensed to the EMS PRO. Accordingly, the exhibitor shall use its exhibit space in compliance with all rules and regulations with respect to such use from time to time imposed by Mohegan Sun. In addition, the exhibitor will only display products or material manufactured or distributed by it in the regular course of its business, and, for no other items or things of any nature. The exhibitor recognizes and agrees that the contract of which these rules and regulations are a part, constitutes a sub-license agreement of its space, and shall not assign, further sub-license or otherwise apportion or dispose of its exhibit space or any other part thereof, or any use of all or any part of its space to any person, firm or entity other than the Exhibitor without permission from the EMS & FIRE PRO.

REGISTRATION

Each exhibit is limited to individuals, business firms, manufacturers, and dealers who have contracted and paid for space.

Exhibit booths must be manned by registered exhibitor personnel at all times during the open exhibit hours. All exhibit personnel must be bona fide employees of the exhibiting company or Representatives who receive a commission, brokerage, or salary from the exhibitor. False certification of individuals as exhibitor representatives, misuse of exhibitor badges or any other method or devices used to assist unauthorized persons to gain admission to the exhibit floor may be subject to a fine and expulsion of the exhibitor from the Expo and barring him/her from further entrance to the floor without obligation on the part of the EMS & FIRE PRO for a refund of any fees. Upon the exercise of the authority by the EMS & FIRE PRO, the exhibitor, his employees and/or agents, waives any rights to claim for damages against the EMS & FIRE PRO arising out of the enforcement of this paragraph.

LIABILITY & SECURITY

The Exhibitor assumes responsibility and agrees to indemnify and defend the EMS & FIRE PRO and Hotel and Tribe and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The

Exhibitor understands that neither the EMS & FIRE PRO nor Mohegan Sun maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance. All exhibits and respective contents are at the Exhibitor's risk. The EMS & FIRE PRO will not be responsible for damage or loss by fire, riots, strikes, etc. However, as an additional service to the Exhibitors, general security will be provided for the protection of exhibits. Any item that is sold at this show is subject to Connecticut State Sales Tax. The and responsibility to obtain Connecticut State Sale Tax registration is solely that of the Exhibitor.

DAMAGES

No signs or articles may be affixed, nailed or otherwise attached to walls, doors, floor, etc., in such manner as to deface or destroy. Any violations of these rules, the exhibitor will be held liable for any damages resulting from such violations.

SPONSORSHIP OPPORTUNITIES

ADVERTISING OPPORTUNITIES

Program Guide Advertising

Make your company stand out at EMS & Fire Pro Expo by advertising in the Official Program Guide — the resource every attendee uses to navigate the event. Get unparalleled visibility and drive traffic directly to your booth.

Artwork Deadline: September 1, 2026

Full Page – \$1,500

Half Page – \$1,000

Quarter Page – \$500

Program Guide Bellyband

Want to guarantee every attendee sees your message? Bellyband ads wrap the official onsite program guide and must be removed to open — giving your brand prime exposure before the guide is even read.

Artwork Deadline: September 1, 2026

Printed by EMS & Fire Pro – \$3,500

Digital Display Advertising

Showcase your company and products on a digital monitors 1920 x 1080 placed in high-traffic area at the entrance of the exhibit hall. Your image or video will play continuously throughout the expo, giving you repeated exposure to thousands of attendees.

Artwork Deadline: September 15, 2026

\$1,500 (Static Image or Video) 6 available

or \$5,000 Exclusive Sponsorship

Exhibitor Showcase Email Blast

Feature your product, description, and logo in our exclusive Exhibitor Showcase email sent directly to EMS & Fire Pro Expo attendees. Limited availability: Only 2 e-blasts will be sent, maximum 2 exhibitors per email. This is your chance to reach your audience before they hit the show floor!

\$500 - 8 available

Pre- or Post-Show Email Blast

Put your company directly in front of your target audience with a dedicated email sent to every registered EMS & Fire Pro Expo attendee — before or after the show.

\$1,000 - 4 Available

EMS & Fire Pro Expo Official Mobile App

Increase exposure and drive traffic to your booth with the popular EMS World Expo Mobile App.

Official Mobile App Sponsor

\$2,500 - exclusive sponsorship

Mobile App Push Notification

\$500 - 6 available

Mobile App Banner Ad

Homepage - \$1,000

Exhibitor List Page - \$500

Sponsorship Page - \$500



SPECIAL EVENTS

Thursday Night Social Event

Be the brand behind the night everyone remembers!

Sponsor the Thursday Night Social Event at **COMIX ROADHOUSE**, a high-energy social event with live music, where EMS professionals gather to unwind, connect, and celebrate after a full day on the expo floor. Includes: signage at the event, your company message displayed on the TV screens and a 1/2 page ad in the program book.

\$2,000 - 5 available

\$7,000 - exclusive



Friday Night Social Event

Be the brand behind the night everyone remembers!

Sponsor the Friday Night Social Event at **GAME ON**, a fun networking event with bowling and video game. Includes: signage at the event, your company message displayed on the TV screens and a 1/2 page ad in the program book.

\$2,000 - 3 available

\$5,000 - exclusive



EDUCATIONAL SPONSORSHIPS

Exhibit Hall Presentation Stage

Grab the spotlight and show EMS professionals what makes your product or service essential. Purchase a 1.25 hour dedicated slot on the Products Stage, located in a high-traffic area of the exhibit hall, and connect directly with your target audience.

Conference Track

Be the exclusive track sponsor for one of the educational tracks at the conference. Logo in official program book, website, and mobile app, 1/2-page ad in official program book, and Logo on signage at track sessions.

\$2,000 - 8 available

Tracks ALS | BLS | Educator | Leadership/Operations | EMS Pro | Fire Pro

SPONSORSHIP OPPORTUNITIES

MARKETING OPPORTUNITIES

Show Bag Insert

Maximize your exposure with a Show Bag Insert Sponsorship — include one printed piece of your company's marketing material in the official show bag distributed to every attendee at registration.

Supplied by Sponsor - \$500 - 12 available

Lanyards

Put your brand around every attendee's neck—literally!

With this sponsorship, your company logo will appear on every lanyard distributed at registration.

Printed by Expo - \$5,000 exclusive

Show Bag Sponsorship

Make a lasting impression by placing your company logo on every official show bag distributed at registration.

Printed by Expo - \$7,500 exclusive

Aluminum Floor Graphics

Draw attention and drive traffic with custom floor decals featuring your company logo and booth number, placed right on the Exhibit Hall floor. 1 Aluminum Floor Graphics 36" x 36"

Exhibit Hall - \$500

Pre-Function Hall - \$1,000



PEDIATRIC SYMPOSIUM OPPORTUNITIES

Symposium Event Sponsor

Support the success of our symposium by becoming an official event sponsor. Sponsorship provides valuable brand exposure, direct engagement with attendees, and recognition among industry leaders, professionals, and community partners. Includes signage, introduction rights, and the option to provide collateral in the event bags.

Exclusive \$10,000

Lunch & Learn

Lunch & Learn Sponsorship Branding during a dedicated documentation-focused session held during lunch

Includes signage, introduction rights, and the option to provide collateral at lunch tables.

Exclusive \$6,000

Shared \$3,000 - 2 available

Session/Presenter Sponsor

Recognition tied to a featured speaker session (topics include pediatric cardiology and cardiac arrest). Includes verbal acknowledgment and introduction, on-site signage, and optional meet-and-greet opportunities.

\$1,000 - 4 available

Snack Break Sponsor

Branded signage during 15-minute networking breaks

Includes informal engagement opportunities with attendees.

Continental Breakfast \$2,000

Afternoon Snack \$2,000

Dye-Sublimated Tension Fabric Pillar Wrap

Transform structural columns into high-impact branding with your company's logo, messaging, or product visuals.

1 Premium Dye-Sublimated Tension Fabric Wrap 115" x 70"

\$1,000 - 24 available

Window Graphics

Make a bold first impression with your company logo, message, or product featured on prominent window graphics at the venue. Be seen by every attendee entering or exiting the event.

2 Window Clings 48" x 48" - \$500

1 Large Premium Window Cling 96" x 96" - \$750

Conference Notepad

Put your company logo in front of attendees throughout the event and beyond with a branded notepad inserted into every EMS & Fire Pro Expo conference bag.

Printed by Expo - \$5,000

Hotel Keycards

Put your brand in attendees' hands—literally—every single day. Personalize the host hotel's room keys and key sleeves with your logo or custom advertisement for maximum visibility.

Printed by Expo - 5,000

WEATHERING THE STORM OPPORTUNITIES



Event Sponsor

Support the success of our symposium by becoming an official event sponsor. Sponsorship provides valuable brand exposure, direct engagement with attendees, and recognition among industry leaders, professionals, and community partners. Includes signage, introduction rights, and the option to provide collateral in the event bags.

Exclusive \$10,000

Lunch & Learn

Lunch & Learn Sponsorship Branding during a dedicated documentation-focused session held during lunch

Includes signage, introduction rights, and the option to provide collateral at lunch tables.

Exclusive \$6,000

Shared \$3,000 - 2 available

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Continental Breakfast \$2,000

Afternoon Snack \$2,000



Sponsorship Packages

package description

	8 available silver \$1,000	8 available gold \$1,500	8 available friend \$2,500	8 available partner \$5,000	2 available champion \$10,000	1 available premier \$15,000	2 available corporate \$20,000+
Logo in Program Book							
Bag Stuffer (provided by sponsor)							
Slide at the Keynote Presentation							
Large Website Listing on Homepage							
Website Listing on Homepage							
2 Window Graphic 48" x 48"							
1 Window Graphic 48" x 48"							
1 Aluminum Floor Graphic 36" x 36"							
Full Page Ad in Program							
Half Page Ad in Program							
Quarter Page Ad in Program							
4 - Three Day Conference Registrations							
2 - Three Day Conference Registrations							
1 - Three Day Conference Registrations							
6 Additional Exhibitor Badges							
4 Additional Exhibitor Badges							
2 Additional Exhibitor Badges							
4 Golfer Registrations							
2 Golfer Registrations							

packages includes one a l carte option:

friend

- 2 Aluminum Floor Graphics 36" x 36"
- 2 Window Graphics 48" x 48"
- Bag Stuffer (provided by sponsor)
- Email Blast During the Show

partner

- Pen Sponsor
- Track Sponsor - 6 available
- Program Book Wrap Ad
- Room Key Sponsor

champion

- Refreshment Break Sponsor
- Charging Station Sponsor
- Lanyard Sponsor - **SOLD**

premier

- Pad Folios & 2 Page Ad - Center Spread
- Tot Bags & 2 Page Ad - **SOLD**

corporate

- Keynote Sponsor (2 minute video during keynote) & Back Cover Ad - **SOLD**
- Cadaver Lab Sponsor & Inside Front Cover Ad - **SOLD**

PLEASE NOTE: All previous sponsors receive the first right of refusal.

Got a

Creative Idea?

for a sponsorship, advertising opportunity, or social event?

Reach out—we're **always excited** to hear new ideas and explore possibilities!



Sponsorships

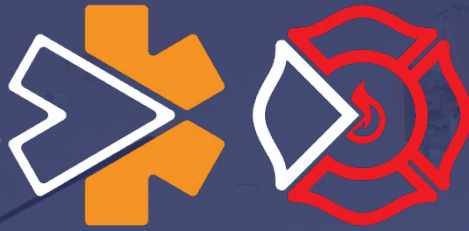


Advertising



Social Events

CONTACT US TODAY!
Email: info@emspro.org



EMS & FIRE PRO

EXPO + CONFERENCE

THANK YOU FOR YOUR SUPPORT