



**2013 Preparedness, Emergency Response
& Recovery Consortium (PERRC) & Exposition
Orlando, Florida
Exhibition Dates: May 7 - 9, 2013
Consortium Dates: May 8 - 10, 2013**

The 2013 Preparedness, Emergency Response and Recovery Consortium and Exposition brings together approximately 600 healthcare, volunteer and public health emergency management and medical personnel in both the governmental and private sectors.

The 2013 Preparedness, Emergency Response, and Recovery Consortium and Exposition (PERRC) is sponsored by the Chesapeake Health Education Program, Inc (CHEP). Since 2009 CHEP has been a co-sponsor of the Integrated Training Summit with HHS and its partners, and was positioned to be a co-sponsor again in 2013 until funding was withdrawn from the educational offering. Our intent is to provide a smaller scale training event with the below goals in mind.

- Provide the most up to date disaster preparedness, response and recovery training for all attendees.
- Recognize practice gaps, identify changes in practice outcomes and provide better standards of care to disaster victims.
- Obtain / renew critical hands-on skills which will improve essential responder skills as well as improve response integration capabilities, effectiveness, communication and coordination of partner agencies and responders at the local, state, tribal level.
- Provide opportunities for the exchange of ideas and the development of partnerships within every level of mitigation, response, and recovery.
- Focus on a comprehensive all hazards approach.



It is the goal of this consortium to discuss shared practices in mitigation, emergency management and response before, during, and after a disaster. This forum will provide a hands-on, adult learning environment promoting the sharing of ideas and discussion of best practices.

Our vision is to provide as many beneficial educational and networking opportunities that will fit into a 2 and a half day consortium, allowing attendees prime access to the leading businesses and organizations in the disaster response, public health and recovery industry.

Target Audience

- Agriculture and Natural Resources
- Certified Counselors
- Communications personnel
- Coroners
- Dentists
- Emergency Managers
- EMT/Paramedics
- Energy
- Environmental Health Specialists
- External Affairs
- Faith Based Organizations
- Firefighting/Fire Services
- Forensic Dentists
- Funeral Directors
- Hazardous Materials Teams
- Health Education Specialists

- Healthcare & Medical Administrators
- Healthcare Emergency Management Personnel
- Hospital Emergency Administrators & Managers
- Industrial Hygienists
- Law Enforcement
- Long-term Community Recovery & Mitigation
- Mass Care, Housing, & Human Services Personnel
- Medical Examiners
- Military Personnel
- Non-Profit Organizations
- Nurses
- Pharmacists

- Physicians
- Private Companies
- Psychologists
- Public Health and Medical Services Personnel
- Public Safety and Security
- Public Works and Engineering
- Resources Support
- Respiratory therapists
- Search and Rescue Personnel
- Social workers
- Transportation personnel
- Urban Search and Rescue
- Veterinarian Technicians
- Veterinarians
- Volunteer Managers

Make your Mark at the PERRC Exposition by highlighting your products and services!

Equipment including but not limited to:

- Decontamination
- Emergency Lighting
- Hazmat Response
- Medical Suppliers and Equipment
- Mobile Response
- Office Furniture Equipment
- Safety and Rescue Equipment
- Shelters

Technology including, but not limited to:

- Computer programs (hardware and software)
- Crisis Communications
- Information Technology

Establishments/Resources, including, but not limited to:

- Educational Establishments
- Healthcare Systems
- Maintenance
- Mass Casualty Systems
- Pharmaceuticals
- Power Sources
- Public Health and Safety
- Public Works
- Training Programs/Services
- Social Services
- Transportation
- Water Systems



Exhibit at 2013 PERRC to reach hundreds in the local, state, Federal and tribal disaster response community!

General Booth Information

- If registered by February 1 we will include your company logo on the PERRC homepage at no additional cost!
- \$19 sq ft. for a 8x10 booth
- One 8' x 10' booth with 3' draped sidewalls and 8' back drape
- Breakfast provided each day in the exhibit hall
- One full conference registration per 8'x10' booth space
- Three (3) booth badges (exhibit hall only) for staff per 8'x10' booth space purchased
- Listing in the online Exhibitor Directory
- Listing in the event manual
- Booth identification sign with company name and booth number
- Consortium registrations at a reduced rate for your staff

Al La Carte Items:

(see last page for advertising dimensions & formats)

Drink Tickets:

- o 25 tickets - \$375
 - o 50 tickets - \$650
 - o 100 tickets at - \$1200
- (will include your company logo)

Print Advertising:

- o Black and white advertisement in the consortium manual - 1/4 page - \$95
- o Black and white advertisement in the consortium manual - 1/2 page - \$145
- o Color advertisement in the consortium manual - 1/4 page - \$225
- o Color advertisement in the consortium manual - 1/2 page - \$275

Web Advertising Opportunities

- o ***E-Newsletter advertisement*** – Promote your company's services in an e-newsletter to CHEP's marketing list of 13,000 emergency responders once every 4 weeks beginning in January '13. - \$145
- o ***Promotional Video*** – If your company has a video advertisement send it to us and we will include it on our website! - \$195
- o ***Be featured in a Podcast!*** - Create a podcast with CHEP to promote your business and have it posted on the PERRC website and our blog, included in one e-newsletter, published in CHEP's social media outlets. - \$245
- o ***Sponsor a podcast*** - Your company and services will be highlighted multiple times during one of our podcasts leading up to the consortium. - \$100
- o On-line Logo Advertisement on www.perrc.org homepage - \$500

Sponsorships

(All sponsorships include the items provided in the exhibitor package)

SILVER LEVEL SPONSORSHIPS

- Lanyards (1 available) - \$3,500

Each attendee will need a lanyard so why not sponsor it?! Your company will have a constant presence each day of the consortium and expo with hundreds of attendees walking around with your logo around their necks!

- o Color Logo on lanyards
- o 1 complimentary PERRC registrations (valued at \$1,000)
- o Upgraded virtual booth
- o Upgrade to 8x20 booth
- o 1/4 page black and white advertisement in the manual

- IPAD Giveaway (2 available) - \$4,500

Make a PERRC attendee very happy with this IPAD Giveaway which will occur in the exhibit hall at a designated time to be announced in marketing materials prior to and during the consortium!

- o 2 complimentary PERRC registrations (valued at \$1,000)
- o Upgraded virtual booth
- o Upgrade to 8x20 booth
- o 1/4 page black and white advertisement in the manual

- Hotel Room Keys (1 available - exclusive) - \$4,800

Sponsors will have the opportunity to personalize the key card design for all PERRC attendees offering incredible exposure to advertise your company.

- o 4 Color design on 1 side of the keycard
- o 2 complimentary PERRC registrations (valued at \$1,000)
- o Upgraded virtual booth
- o Upgrade to 8x20 booth
- o 1/4 page black and white advertisement in the manual

GOLD LEVEL SPONSORSHIPS

- Monopack/Backpack: (1 available) - \$7,000

What first responder doesn't deserve a new backpack? Gain maximum exposure by having your color logo printed on the giveaway all attendees look forward to receiving!

- o Logo printed on the bag (2 color process)
- o 2 complimentary PERRC registrations (valued at \$1,000)
- o Logo on the welcome banner
- o 1/2 page black and white advertisement in the event manual
- o Upgraded virtual booth
- o Upgrade to 20x20 booth size
- o E-Newsletter Notices – your company logo and link to your website will be included in every e-newsletter prior to the consortium reaching approximately 13,000 disaster response personnel (starts January '13)
- o Sponsorship Specific E-Newsletter - approximately 1 month prior to the consortium and expo a newsletter will be sent to all registered attendees highlighting your company and its products!



- Breakfast: (2 available) (Wednesday, May 8 or Thursday, May 9) - \$8,000

An attendee that is provided a healthy, plentiful breakfast is a happy attendee! Breakfast will be provided in the exhibit hall on Wednesday and Thursday for maximum exposure.

- o 2 complimentary PERRC registrations (valued at \$1,000)
- o Logo on the welcome banner
- o Signage in breakfast area recognizing your company as the sponsor
- o 1/2 page black and white advertisement in the event manual
- o Upgraded virtual booth
- o Upgrade to 20x20 booth size
- o E-Newsletter Notices – your company logo and link to your website will be included in every e-newsletter prior to the consortium reaching approximately 13,000 disaster response personnel (starts January ‘13)
- o Sponsorship Specific E-Newsletter - approximately 1 month prior to the consortium and expo a newsletter will be sent to all registered attendees highlighting your company and its products!

- Boxed Lunch: (2 available Wednesday only) - \$ 8,000

By sponsoring a lunch you will gain even more access to the PERRC audience. Lunch will not be provided unless sponsored!

- o Provided in the exhibit hall for maximum exposure
- o Company Logo on the lunch boxes
- o 2 complimentary PERRC registrations (valued at \$1,000)
- o Logo on signage designated for the provided lunch
- o 1/2 page black and white advertisement in the event manual
- o Upgraded virtual booth
- o Upgrade to 20x20 booth
- o E-Newsletter Notices – your company logo and link to your website will be included in every e-newsletter prior to the consortium reaching approximately 13,000 disaster response personnel (starts January ‘13)
- o Sponsorship Specific E-Newsletter - approximately 1 month prior to the consortium and expo a newsletter will be sent to all registered attendees highlighting your company and its products!

PLATINUM LEVEL SPONSORSHIPS

- Cyber Cafe: (1 available - exclusive) - \$10,000 for 6 stations

PERRC attendees still need to stay connected while away from everyday work responsibilities. Give them the tools to do so with a Cyber Cafe located in the exhibit hall!

- o Upgrade to 20x30 booth
- o Signage in the café recognizing your company as the sponsor
- o Recognition on the general session rolling banner as a top sponsor
- o 3 complimentary registrations (\$1500 value)
- o Full 8.5x11 advertisement on the inside front cover of the event manual
- o Logo on the welcome banner
- o Upgraded virtual booth
- o E-Newsletter Notices – your company logo and link to your website will be included in every e-newsletter prior to the consortium reaching approximately 13,000 disaster response personnel (starts January ‘13)
- o Sponsorship Specific E-Newsletter - approximately 1 month prior to the consortium and expo a newsletter will be sent to all registered attendees highlighting your company and its products!

• Welcome Reception: (1 available - exclusive) - \$15,000

Welcome the PERRC participants with a fantastic opportunity for networking. This ultimate sponsorship will be unforgettable in the minds of all who attend.

- o Located in the exhibit hall for maximum exposure
- o Cocktail napkins with your color logo used during the reception
- o Upgrade to 20x30 booth
- o Recognition on the general session rolling banner as a top sponsor
- o 4 complimentary PERRC registrations (valued at \$2,500)
- o Logo on welcome banner
- o Logo on signage designated for the reception
- o Full 8.5x11 advertisement on the back cover of the event manual
- o Upgraded virtual booth
- o E-Newsletter Notices – your company logo and link to your website will be included in every e-newsletter prior to the consortium reaching approximately 13,000 disaster response personnel (starts January ‘13)
- o Sponsorship Specific E-Newsletter - approximately 1 month prior to the consortium and expo a newsletter will be sent to all registered attendees highlighting your company and its products!

Exhibit Schedule

Exhibits are located in the Universal Center

Move In

Monday, May 6: 1:00 pm - 5:00 pm

Tuesday, May 7: 8:00 am - 3:00 pm

ALL EXHIBITS MUST BE SET BY 3:00 PM ON TUESDAY, MAY 7, 2013.

Move Out

Thursday, May 9: 3:16 pm – 8:00 pm

No display may be dismantled or packing started before 3:16 pm on Thursday, May 9, 2013.

NO ONE under the age of 18 is permitted on the show floor during that time.

Exposition Hours

Tuesday, May 7

- 5:00 pm – 7:00 pm - Opening Reception (if sponsored)

Wednesday, May 8

- 7:00 am - 8:00 am - Breakfast provided
- 9:45 am - 10:15 am - Mid Morning Coffee break
- 11:30 am - 1:00 pm Boxed Lunch (if sponsored)
- 2:45 pm - 3:00 pm - PM coffee break & snacks
- 4:15 pm - 5:30 pm - IPAD Giveaway (5pm)

Thursday, May 9

- 7:00 am - 8:00 am - Breakfast provided
- 9:15 am - 9:45 am - Mid Morning Coffee break
- 2:30 pm - 3:15 pm - PM coffee break and snacks (3pm IPAD Giveaway)

All exhibits must be staffed during exhibit hours!

For outdoor space to accommodate a vehicle exhibit or demonstration please contact us for rates.

Contact Information

Exhibitor Management Company

Chesapeake Health Education Program, Inc

Attn: Marianne DeFelice, PERRC

CHEP, 11 East

Building 82H, 1st Floor

Perry Point, MD 21902

410-642-1857

exhibits@chepinc.org

www.perrc.org



A La Carte Items: Print and Web

Print Advertisement

Black and White

Image Dimensions

1/2 page
(7.5 in X 5 in)

Price: \$145

Min Image Size:

300 DPI

Image Format:

PDF

Image Dimensions

1/4 Page
(3.5 in X 3.5 in)

Price: \$95

Min Image Size:

300 DPI

Image Format:

PDF

Color

Image Dimensions

1/2 Page
(7.5 in X 5 in)

Price: \$275

Min Image Size:

300 DPI

Image Format:

PDF

Image Dimensions

1/4 page
(3.5 in X 3.5 in)

Price: \$225

Min Image Size:

300 DPI

Image Format:

PDF

E- Newsletter Advertisement

Dimensions can contain picture or graphics. All advertisement space will link to a website that you provide.

Price:
\$145

Frequency:

4 non-consecutive weeks

Distribution:

13,000 Subscribers

Image Format:

JPEG, GIF, PNG

Image Dimensions Max Image Size:

176 px X 208 px 45 KB

E- Newsletter Advertisement

Sponsor

Price:
Included

Frequency:

Every
E-Newsletter

Distribution:

13,000 Subscribers

Rolling Banner, Bottom of Newsletter.

Image Dimensions Max Image Size: Image Format:

590 px X 85px 45 KB JPEG, GIF,

Website Advertisement

Price:
\$500

Static. Clickable Logo

Max Image Size:

45 KB

Image Format:

JPEG, GIF, PNG

Image Dimensions Frequency:

137 px X 72px

Logo placed on the
2013 website