mercyFLIGHT
WHEN MINUTES MATTER

2027 SPONSORSHIP & EXHIBITOR PROSPECTUS

WHEN MINUTES MATTER

JUNE 22–23, 2027 • TERMINAL B, OUTER HARBOR
BUFFALO, NEW YORK

Pre-conference June 21 | Post-conference June 24



BE PART OF A DIFFERENT KIND OF EMS CONFERENCE.

Hands-on education, live demonstrations, EMS innovation, and meaningful industry engagement for providers nationwide.

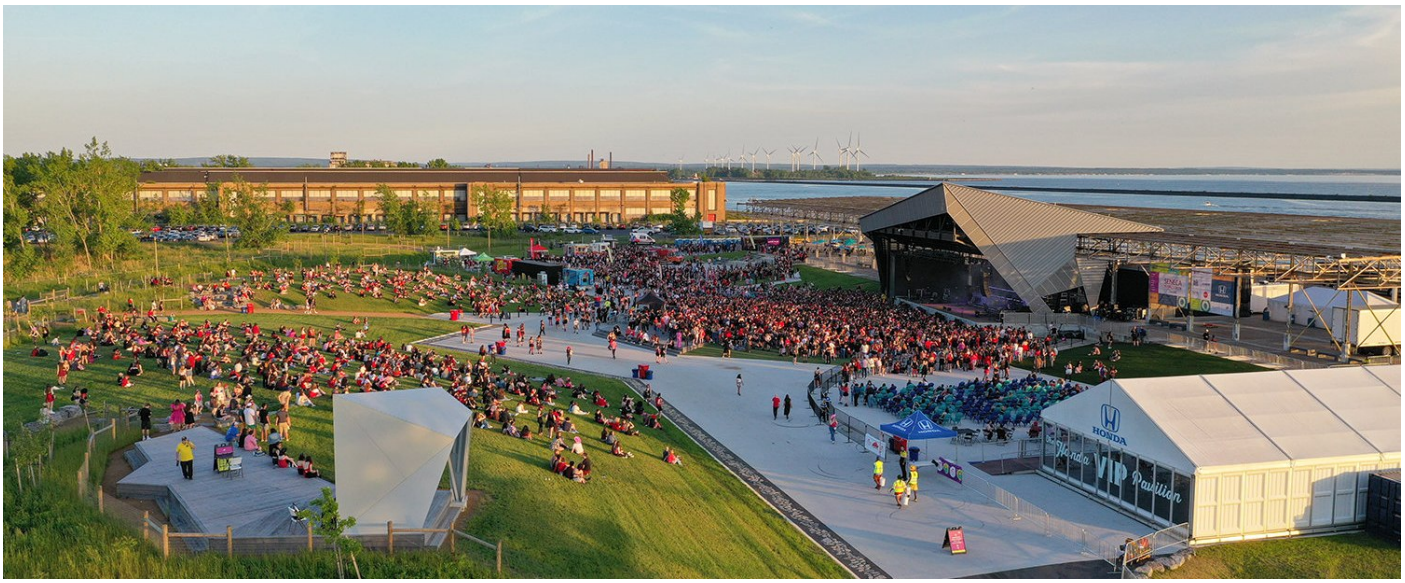
FIVE PACKAGE LEVELS / NAMED EXPERIENCES / EXHIBITS

THE EVENT

CONFERENCE OVERVIEW

EDUCATION IN THE FIELD.

When Minutes Matter is a proposed outdoor EMS conference focused on practical learning. It serves the full profession, from EMT-Basic to advanced ground and critical care flight teams.



TERMINAL B AT OUTER HARBOR | Buffalo, New York

The venue offers room for four outdoor learning sites, skills labs, live demonstrations, a vendor marketplace, and helicopter fly-ins and displays when approved and operationally available.

BLS TO CRITICAL CARE

Education for every provider

LEARN BY DOING

Aiming for 60–70% interactive sessions

EMS INNOVATION

Technology and equipment demonstrations

ONE EMS COMMUNITY

Connecting providers nationwide

Venue photo depicts a separate public event, not conference attendance.

SPONSORSHIP PACKAGES

FIVE CORE LEVELS

FIVE WAYS TO PARTNER.

All five levels include exhibit space, an 8-foot table, two chairs and venue Wi-Fi. Electricity has no added charge.

ONLY ONE PRESENTING PARTNER | NO FIXED QUANTITY LIMITS ON OTHER TIERS

01 **PRESENTING PARTNER** **$25,000**

SOLE AVAILABLE PACKAGE

Exclusive conference-wide "Presented by" recognition.

10 x 20 ft exhibit | 8 staff credentials

02 **MISSION PARTNER** **$15,000**

EXCLUSIVE NAMING OF A MAJOR EXPERIENCE

Named sponsorship of one approved major experience, once the program is set.

10 x 20 ft exhibit | 6 staff credentials

03 **RESPONSE PARTNER** **$10,000**

MAJOR EXPERIENCE SUPPORTER (NONEXCLUSIVE)

Shared recognition at an organizer-selected major experience.

10 x 10 ft exhibit | 4 staff credentials

04 **EXPERIENCE PARTNER** **$5,000**

SMALLER ACTIVITY SUPPORTER (NONEXCLUSIVE)

Shared recognition at an organizer-selected activity or skills area.

10 x 10 ft exhibit | 3 staff credentials

05 **COMMUNITY PARTNER** **$2,500**

COMMUNITY SKILLS SUPPORT (NONEXCLUSIVE)

Shared recognition at a smaller activity or skills area; no private station promised.

10 x 10 ft exhibit | 2 staff credentials

Major and smaller activities are examples, not yet confirmed. All assignments depend on the final program.

COMPARISON

CORE PACKAGE BENEFITS

WHAT EACH LEVEL INCLUDES.

Clear recognition and exhibit benefits, with no promise of a specific activity before program approval.

BENEFIT	25K	15K	10K	5K	2.5K
Conference-wide "Presented by" (one available)	●	-	-	-	-
Exclusive major experience naming	-	●	-	-	-
Major experience supporting recognition	-	-	●	-	-
Smaller activity / skills recognition (shared)	-	-	-	●	●
Conference and applicable activity signage	●	●	●	●	●
Event website logo and exhibitor listing	●	●	●	●	●
Detailed sponsor webpage profile	●	●	●	●	-
Main-stage sponsor recognition	●	●	●	-	-
Keynote acknowledgments	●	●	-	-	-
Exhibit space, table, chairs and Wi-Fi	●	●	●	●	●
Social media acknowledgment (at least one)	●	●	●	●	●
Post-event recap	●	●	●	●	●
Future sponsor discussions	●	●	●	●	●

Only the Mission Partner receives exclusive naming rights to a confirmed conference activity. Presenting recognition is exclusive to one overall sponsor.

All other activity recognition may be shared among sponsors. The activity lineup, sponsor assignments and exhibit locations will be confirmed by Mercy Flight as planning progresses.

EXPERIENCE PLANNING

ILLUSTRATIVE EDUCATION EXPERIENCES

HOW THE EXPERIENCE SUPPORT WORKS.

Programming is still being developed. These are examples of what could take place, not a final lineup or a menu sponsors must choose from. Mercy Flight will assign sponsors as activities are confirmed.



MAJOR EXPERIENCES / MISSION $15,000 + RESPONSE $10,000

Mission: exclusive naming of one approved major experience.

Response: nonexclusive supporting recognition; multiple sponsors may share an activity.

Typical activity size: about 30 x 30 to 60 x 60 ft (900-3,600 sq. ft.)

- EMS Team Skills Competition
- Vehicle Extrication & Rescue Demo
- Air Medical / Emergency Vehicle Showcase
- Mass Casualty Incident Simulation
- Critical Care Simulation Experience
- Custom Large-Scale Interactive Experience

SMALLER ACTIVITIES / EXPERIENCE $5,000 + COMMUNITY $2,500

Both levels receive nonexclusive recognition at one or more approved smaller activities. Several sponsors may share one activity or skills area. No dedicated station is guaranteed.

Illustrative activity sizes: Experience 20 x 20 to 30 x 30 ft; Community 10 x 10 to 20 x 20 ft.

- Airway Management Challenge
- Stop the Bleed Station
- Pediatric Emergency Skills Station
- Wellness or Recharge Area
- CPR Skills Challenge
- ECG Rhythm Recognition Challenge
- IV/IO Skills Challenge
- Custom Interactive Skills Station

CUSTOM EXPERIENCES ARE WELCOME

Have your own idea? Sponsors may suggest an experience, demonstration or skills station. Ideas are reviewed for fit with the final program and sponsorship level.

Examples and areas are illustrative, not commitments. Mercy Flight selects and approves activities, sponsors, naming rights and final footprints. Safety rules and venue capacity apply. Activity footprints do not automatically include exhibit space.

FIRST-NIGHT NETWORKING

JUNE 22 EVENING / PROPOSED

THE SHIFT CHANGE SOCIAL.

A chance to connect outside the learning sites. The social will feature a cash bar and food available for individual purchase. Sponsorship does not include free meals or drinks.



SOCIAL EXPERIENCE SPONSORSHIPS

$10,000

Shift Change Social Lead Sponsor

Featured evening recognition, entrance signage and sponsor acknowledgment.

$3,000

Live Music Sponsor

Recognition near the performance area and in event announcements.

$2,500

Networking Lounge Sponsor

Sponsor recognition in the designated gathering and seating area.

$2,000

Social Photo Experience

Recognition at an optional photo wall or photo station.

Food and beverage service is pay-as-you-go; there are no food or bar sponsorships in this prospectus. Social sponsors support event visibility, music or shared spaces. All sponsorships depend on venue approval, vendor agreements and applicable compliance policies.

ADDITIONAL INVENTORY

ADDITIONAL OPPORTUNITIES

PRACTICAL VISIBILITY.

Individual sponsorships help support useful parts of the attendee experience. They can be booked on their own or added to a main package.

Conference swag bags

$4,000

Attendee lanyards

$3,000

Morning coffee

$2,000 per day

Device charging area

$2,500

Outdoor Comfort & Hydration Package

$5,000

Includes water refill station(s), a shaded seating area, sunscreen dispensers, and sponsor recognition at the sponsored amenities. Final placement and quantities are subject to approval.

WHAT IS INCLUDED

A la carte sponsors receive recognition at the selected item. These opportunities do not include exhibit space or staff passes unless separately purchased.

Amenities, quantities, locations and sponsor signage are subject to final site planning and organizer approval.

EXHIBITS AND REGISTRATION

A PLACE IN THE MARKETPLACE.

Full-day exhibits on both main conference days, June 22 and 23, 2027. Exhibit hours will follow the daily conference schedule. Exact opening and closing times will be published.

STANDALONE EXHIBITOR OPTIONS

STANDARD EXHIBITOR	10 x 10 ft | 2 staff passes	**$1,500**
PREMIUM EXHIBITOR	10 x 20 ft | 4 staff passes	**$2,500**
VEHICLE DISPLAY	20 x 30 ft | one vehicle	**$3,000**
AIRCRAFT DISPLAY	Upper LZ | 4 spots total	**$3,500**

INCLUDED WITH EVERY EXHIBIT SPACE

- One 8-foot table and two chairs
- Outdoor exhibit footprint
- Venue-provided Wi-Fi
- Two full conference exhibit days

ELECTRICAL SERVICE — NO EXTRA CHARGE

Electrical service will be arranged without a separate fee. Final capacity, booth locations and power needs will be confirmed with exhibitors during site planning.

OPTIONAL EXHIBITOR TENTS — +$100 / TENT

Mercy Flight can provide an optional exhibitor tent for both June 22 and 23. The $100 charge is per tent for the two-day event. Tent sizes and placement will be confirmed with the site plan.

Setup, power and vehicle arrival instructions will follow with the final exhibitor guide. Aircraft displays are limited to four Upper LZ spots and require organizer approval, flight coordination, suitable weather and site safety clearance.

PLANNING AND APPROVAL

EVENT LOGISTICS

PLAN WITH CONFIDENCE.

Conference dates are set. Exhibit and education sessions run on the scheduled event days, with daily clock times to follow as programming is finalized.

PRE-CONFERENCE EDUCATION

Monday, June 21 | Specialty learning sessions; times to be announced

MAIN CONFERENCE EDUCATION

Tuesday and Wednesday, June 22-23 | Daily session times to follow

EXHIBITOR MARKETPLACE

Tuesday and Wednesday, June 22-23 | Open both full conference days

SHIFT CHANGE SOCIAL

Tuesday evening, June 22 | Cash bar and cash food; time to follow

POST-CONFERENCE EDUCATION

Thursday, June 24 | Specialty learning sessions; times to be announced

EXHIBITOR SETUP AND TEARDOWN

Access windows, loading directions and vehicle arrivals will be confirmed

CORPORATE SPONSORSHIP REVIEW

Available review materials include this prospectus, a tentative agenda, Mercy Flight W-9, and written package and payment terms. Dates and benefits are subject to the final agreement. Booth placement, electricity and tent rentals require advance confirmation.

CONTACT

Christopher Ford

Flight Paramedic / Clinical Outreach Coordinator

CFord@MercyFlight.org

SPONSORSHIP SELECTION & RETURN

Choose a main package or an individual opportunity. Complete the form and return by email or mail.

01 MAIN SPONSORSHIP | SELECT ONE OR NONE

- ☐ **Presenting Partner** — $25,000
  ONE available | overall presenting rights
- ☐ **Mission Partner** — $15,000
  Exclusive naming of one major experience
- ☐ **Response Partner** — $10,000
  Shared major-experience recognition
- ☐ **Experience Partner** — $5,000
  Shared smaller-activity recognition
- ☐ **Community Partner** — $2,500
  Shared skills-area recognition
- ☐ **No main package**
  Individual sponsorship or exhibit only

02 EXHIBIT SPACE | ONLY IF YOU NEED AN EXTRA OR STANDALONE SPACE

- ☐ **10 x 10 ft (2 passes)** — $1,500
- ☐ **10 x 20 ft (4 passes)** — $2,500
- ☐ **Vehicle 20 x 30 ft** — $3,000
- ☐ **Aircraft / Upper LZ (4 avail.)** — $3,500

All main packages already include exhibit space, an 8-foot table, two chairs and venue Wi-Fi.

03 ADDITIONAL SPONSORSHIPS | SELECT ANY

- ☐ Conference swag bags — **$4,000**
- ☐ Shift Change Social lead — **$10,000**
- ☐ Attendee lanyards — **$3,000**
- ☐ Live music sponsor — **$3,000**
- ☐ Coffee / June 22 — **$2,000**
- ☐ Networking lounge sponsor — **$2,500**
- ☐ Coffee / June 23 — **$2,000**
- ☐ Social photo experience — **$2,000**
- ☐ Device charging area — **$2,500**
- ☐ Outdoor comfort & hydration — **$5,000**
- ☐ Other / Custom Sponsorship — Custom amount ($): _____

04 OPTIONAL EXHIBITOR TENT / CUSTOM DETAILS

☐ Two-day tent rental: $100 each — Qty: _____ Details: _____

05 COMPANY & CONTACT INFORMATION

Company / organization

Contact name | Title / department

Email | Phone

Billing / mailing address

City | State | ZIP / postal code

06 AMOUNT & PAYMENT PREFERENCE

Main package ($) | Extras / exhibits ($) | Tent rentals ($) | TOTAL REQUESTED ($)

Preferred payment: ☐ Invoice ☐ Check ☐ Secure card link

Authorized contact / signature | Date

No payment is due with this form. Do not enter card numbers or CVV.

Return: CFord@MercyFlight.org | Mail: Christopher Ford, Mercy Flight, 100 Amherst Villa Rd, Buffalo, NY 14225-1432