

EXHIBITOR PROSPECTUS

IEMSA
Iowa Emergency Medical Services Association

36th Annual CONFERENCE & TRADE SHOW
November 12-14, 2026 - DES MOINES

LOCATION

- **IOWA EVENTS CENTER**
730 THIRD ST. DES MOINES, IA 50309
- **LOADING ENTRANCE**
LOCATED OFF 5TH & CENTER STREETS

AUDIENCE

Over 1250 EMS professionals of ALL CERTIFICATION LEVELS attend—from First Responders to Service Directors. A copy of the Conference Registration Brochure is available online at www.iemsa.net

Booth Assignments & Requests

Booths are for sale with the release of this prospectus. Corporate Sponsors will receive priority location of their choice, as available at the time of their application. All other spaces will be assigned to "paid in full vendors 10/30/2026" on a "first come-first serve" basis-priority will be given to previous vendors. Application Deadline is 10/30/2026-or when sold out. **Save \$50--register before August 15, 2026. Late Fee of \$25 --applied to Applications Received after 9/15/2026.**

WED
Nov 11th

- **MOVE-IN FOR VEHICLES ONLY**
11:00AM - 5:00PM

THU
Nov 12th

- **SET-UP FOR BOOTHS** : 7:00AM-11:00AM
- **EXHIBITOR MEETING** : 11:00AM-11:30AM
- **EXHIBIT HALL HOURS** : 11:45AM - 6:30PM
EXTENDED LUNCH : 11:45AM - 1:30PM

NEW! DEDICATED EXHIBIT HALL BREAK : 1:50PM-2:35PM

VENDOR WELCOMING RECEPTION : 4:30PM-6:30PM
(BEVERAGES + FOOD SERVED)

FRI
Nov 13th

- **EXHIBIT HALL HOURS** : 9:00AM-3:50PM
 - DEDICATED EXHIBIT HALL BREAK : 9AM-9:45AM
 - LUNCH : 11:55AM-12:55PM
 - DEDICATED EXHIBIT HALL BREAK : 3:05PM-3:50PM

ENTRANCE TO THE FRIDAY-NIGHT PARTY IS FREE TO VENDORS:
WE ENCOURAGE YOU TO STAY AND ATTEND THE FRIDAY-NIGHT PARTY FROM 8-11:30PM AT THE EVENT CENTER, IT'S A GREAT OPPORTUNITY TO NETWORK AND SELL IN A RELAXED NO-PRESSURE SETTING.

SAT
Nov 14th

- **NEW! FREE EXHIBIT HALL PASS DAY**
EXHIBIT HALL HOURS : 9:00AM-3:00PM
 - HONORING OUR OWN CEREMONY + EXHIBIT HALL BREAK : 9:55AM-11:05AM
 - LUNCH : 1:05PM-12:15PM
- **MOVE-OUT BEGINS** : 3:00PM
(Early teardown will result in a penalty equal to the full booth fee and loss of eligibility to exhibit the following year.)

JOIN IEMSA as a Corporate Member and SAVE!

You are invited to become an IEMSA Corporate Member. There are three membership levels that offer tiered benefits, including booth discounts, priority booth location renewal, and advertising in the IEMSA Annual VOICE publication and more.

To receive the applicable Corporate Member Booth discount, Corporate Members MUST first join online as a member and apply online for booth space.

NEW! FREE-Saturday-Only Exhibit Hall Pass
AND
Dedicated Exhibit Hall Time Added

We are pleased to offer free admission to our exhibit hall on Saturday from 9:00 a.m. to 3:00 p.m.

IEMSA is actively marketing this free pass throughout Iowa and the Midwest. This dedicated exhibit time is designed to attract EMS providers statewide to engage directly with vendors, explore new products and services, and strengthen industry partnerships.

We are confident this initiative will drive strong attendance and meaningful engagement for our exhibitors.

NEW! DEDICATED EXHIBIT HALL BREAK :
THURSDAY FROM 1:50PM-2:35PM

- All exhibit hall snack breaks and the Welcome Reception will take place in the exhibit hall.
- All exhibitors must be fully set up by 11:00 a.m. Thursday and attend the mandatory exhibitor meeting from 11:00-11:30 a.m. in the hall.
- Access will be monitored once the hall opens. All booth staff must wear their badges for entry.

- **NEW! FREE Saturday-Only Exhibit Hall Passes are available for exhibitors to distribute to customers and prospects.**

Early teardown will result in a penalty equal to the full booth fee and loss of eligibility to exhibit the following year.

EXHIBIT HALL RULES

This Prospectus and/or the online application constitutes a binding contract requiring the vendor to display products and services for the full conference hours as indicated on this application.

BOOTH SHARING: This booth application permits one company to exhibit its products and services. If an additional company shares or exhibits within the assigned space, a \$500 fee per additional company will be assessed.

BADGES: Badges are required for all exhibitor personnel for admission to the exhibit hall and to take part in all break and welcoming reception refreshments. Two Badges for each Vendor are included in your booth fee. ADD'L badges purchased (\$75 ea.)

Registration Deadline
10/30/2026

The deadline to register for exhibit space is September 15th, 2026. The Exhibit Committee cannot guarantee accommodations after that date.

\$50 Early-Bird Discount Deadline is 8/15/2026 and Applications received after 9/15/2026 will incur a \$25 Late Fee.

RESERVE YOUR BOOTH SPACE:

- ONLINE AT <https://iemsa.net/event/2026ExhHallApp>
- OR COMPLETE THE FORM ON THE BACK AND RETURN

WITH PAYMENT TO: IOWA EMS ASSOCIATION
PO BOX 65098
WEST DES MOINES, IA 50265

Questions? Call us --515.225.8079
or Email us at administration@iemsa.net

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