



CARDIAC ARREST SURVIVAL
SUMMIT

Reconnect & Recharge

Strengthening connections and communities
to save more lives

**EXHIBITOR
SPONSORS**

2021

DECEMBER 7th-10th, 2021
San Diego, California



**CITIZEN CPR
FOUNDATION**

www.citizencpr.org/summit2021

2021 Cardiac Arrest Survival Summit Exhibitor / Sponsor Prospectus

Plan to Sponsor and Exhibit Today!

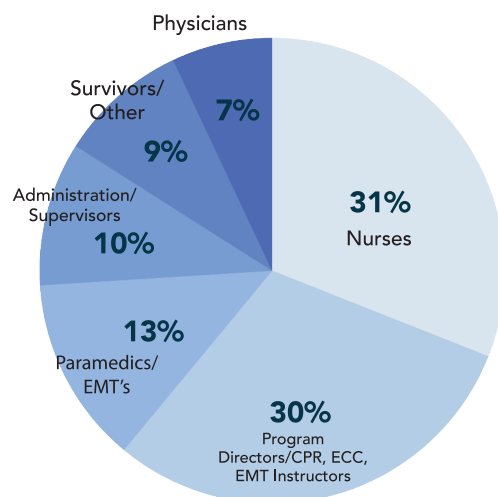
The Cardiac Arrest Survival Summit is the place where the widest spectrum of resuscitation professionals and advocates for CPR, AEDs and improved community response to sudden cardiac arrest come together.

We're adding new audiences to the 2021 Summit with new tracks and sessions for law enforcement professionals, medical directors and international attendees.

"The Cardiac Arrest Survival Summit is THE gathering place for all the leaders of CPR programs – local, national and global – AND the 'giants' of resuscitation! It is sure to be the must-attend, must-exhibit event of the year."

John Amato, President & CEO, World Point

WHO ATTENDS SUMMIT?



Additional Opportunities: High Impact Sponsorships

PLATINUM SPONSORS ARE ELIGIBLE TO ADD THESE HIGH VISIBILITY EXTRAS

- Opening Reception Sponsor - \$20,000 exclusive; \$10,000 shared
- Hotel Key Cards - \$10,000
- Registration Kiosks/Splash Screens - \$10,000
- High Impact Exhibit Hall Pathway Signage - \$6,000 (limit 1)
- Registration Foyer Balcony Signage - \$5000 per area (limit 2)
- Social Media Takeover - \$3000 per day (limit 1 per day for 2 days)
- Lounge Sponsor - \$3,000 each
 - Newbie (first time attendee)
 - HEARTSafe Community
- Special Event Sponsor - \$6,000 each
 - 40 Under 40 Reception
 - Women in Resuscitation Leadership Session



PRESENTED BY:



SUPPORTED BY:



SPONSOR LEVELS & BENEFITS

Benefit	Platinum \$25,000	Gold \$12,500	Silver \$6,250	Bronze \$2,250
Summit sponsor signage	In key traffic areas ✓	✓	✓	✓
Logo and link on summit 2021 page on citizencpr.org	✓	✓	✓	✓
Logo and link on summit mobile app	✓	✓	✓	✓
Marketing literature in tote bag (sponsor provided)	✓	✓	✓	
Recognition in summit marketing emails	✓	✓	✓	
Pre-event attendee list	✓	✓	✓	✓
Post-event attendee list	✓	✓		
Demo stage presentation	✓	✓		
App push notifications	2	1		
App web banner	✓			
2 president's reception invitations	✓			
Premium customized giveaway in tote bag	✓			
PLUS – SELECT ONE In addition to the benefits above, select one of the following high-visibility options on a first-come, first-served basis within your level.	<ul style="list-style-type: none"> • Wi-Fi • Lanyard • Tote bag • Wednesday breakfast • Thursday breakfast • Mobile app 	<ul style="list-style-type: none"> • Charging station • Wednesday refreshment break • Thursday refreshment break 		

EXHIBITOR BENEFITS

- All booths include pipe and drape and an 11" x 17" identification sign
- Listing in official program
- Listing on event website
- Listing on mobile app
- Breakfast, breaks and opening reception located in exhibit hall
- 24-hour booth security beginning at set-up and concluding at teardown
- Electronic lead retrieval system; available for purchase



CITIZEN CPR FOUNDATION

EXHIBITOR ADD-ONS

Exhibitors are eligible to add on these exciting new options.

Demo Stage Session - \$5,000

15-minute presentation on the demo stage in the exhibit hall. Limited number available. Included with Gold and Platinum sponsorship.

App Ad - \$3,000

Banner ad on attendee mobile app.

Charging Station - \$3,000

Branded area for convenient cell-phone charging.

Web Schedule Ad - \$3,000

Banner add on web-page hosting interactive schedule.

Bag stuffer - \$1,000

Place your flier in the attendee tote bag.

Custom Email Blast - \$2,000

Your message and brand sent to the entire Citizen CPR Foundation list (approx. 23,000). Price is per email.

Additional Staff Badges - \$150 per person

Single-day Client Passes - \$50 per person
(exhibit hall only)

Exhibitor Pricing

20' x 30' ISLAND BOOTH - \$9,750

Includes six complimentary full-meeting registrations, for use by exhibit staff only and two complimentary exhibit hall badges.

20' x 20' ISLAND BOOTH - \$6,900

Includes four complimentary full-meeting registrations, for use by exhibit staff only and two complimentary exhibit hall badges.

10' x 20' STANDARD BOOTH - \$4,500

Includes three complimentary full-meeting registrations, for use by exhibit staff only and one complimentary exhibit hall badge.

10' x 10' PREFERRED BOOTH - \$3,000

Includes two complimentary full-meeting registrations, for use by exhibit staff only.

10' x 10' STANDARD BOOTH - \$2,500

Includes two complimentary exhibit hall badges.

ISLAND BOOTHS 20' x 40' and larger – pricing available upon request.



Additional Information

Important Contract Dates

Deposit Due – 50% with Contract

Final Payment Due – October 8, 2021

Exhibitor / Sponsor Cancellation Deadline – October 1, 2021

Important Event Dates

Registration Opens – Tuesday, June 1, 2021

Hotel Room Reservation Deadline - Friday, November 12, 2021

Exhibit Hall Schedule and Activities

All times tentative.

Tuesday, December 7

7:30 am – 6:00 pm – Exhibitor Move In*

7:00 pm – 9:00 pm – Summit Opening Reception

Wednesday, December 8

7:00 am – 4:15 pm – Exhibit Hall Hours

- Breakfast with the Exhibitors
- Demo Stage Presentations
- Morning Break
- Cash and Carry Lunch
- Afternoon Break

Thursday, December 9

7:00 am – 4:15 pm – Exhibit Hall Hours

- Breakfast served in Exhibit Hall
- Demo Stage Presentations
- Morning Break
- Cash and Carry Lunch

2:00 pm – 6:00 pm – Exhibitor Move Out

*Exhibitors needing additional set up time, please contact show management.

Hotel Information

Rooms are available at the Town and Country Hotel and Resort for \$189 plus tax. The room block opens with event registration. Watch your email and the exhibitor/sponsor platform for reservation links.

Official Exposition Company

All materials including electrical, booth furnishings, plants, labor, freight, crate storage, equipment, etc. must be ordered through Viper Tradeshow Services. Exhibitor kits will be provided by Viper Tradeshow Services three months prior to the show dates.

Exhibitor Portal

Citizen CPR Foundation's exhibitor portal provides a simple way to make payments, access schedules and information, upload your documents and manage the planning process. After your sponsorship or booth purchase is confirmed, you will receive your custom log-in information for the system.

For exhibitor and sponsor information, contact Ginna Gutierrez,
Sponsor and Exhibit Manager, at ggutierrez@citizencpr.com