

EXHIBITOR PROSPECTUS



AMERICAN AMBULANCE ASSOCIATION

2010 **Annual
Convention
& Tradeshow**

LAS VEGAS HILTON | NOVEMBER 15 - 17

SUCCESS BEGINS IN VEGAS AND INCLUDES YOU!

Connect with your Core Customers and the Decision-Makers in your Industry

SIGN UP TODAY!

Plan now to direct your promotion right to the ambulance industry owners and directors at the



AMERICAN AMBULANCE ASSOCIATION
2010 Annual Convention & Tradeshow

LAS VEGAS HILTON | NOVEMBER 15 - 17

The American Ambulance Association brings the industry decision-makers to you in Las Vegas for the 2010 Annual Convention and Trade Show. This is where ambulance owners come to network, see the latest products and technology and keep up with their industry. Our attendees are not a mixture of related service providers but the owners and operators of independent companies. This is your core customer base.

Answer your customer and potential customer's questions on the spot. Present your product and introduce your newest technology and improvements.

Kick off the meeting with a reception in the exhibition hall so you can meet potential customers right from the start. Exhibit hall time scheduled in program when there are no sessions pulling attendees.

Exhibit where the ambulance company owners and managers attend.

- **Qualified and Interested Buyers**
- **Great return on your marketing dollar**
- **Sales Leads**
- **Industry Exposure**
- **Year long editorial support**
- **Internet-based marketing**
- **Links to your website**
- **Access to prospect lists**
- **Networking events**

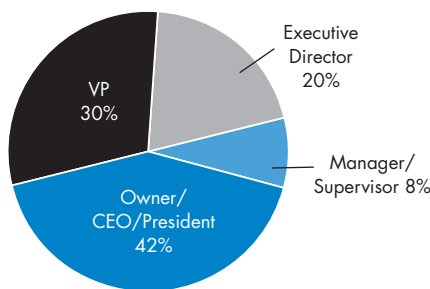
THE AMERICAN AMBULANCE ASSOCIATION IS DEDICATED TO SUPPORTING ITS COMMUNITY
 AAA is dedicated to "promoting health-care policies that ensure excellence in the ambulance services industry and providing research, education and communications programs to enable its members to effectively address the needs of the communities they serve".

Your company's products and services are part of our community

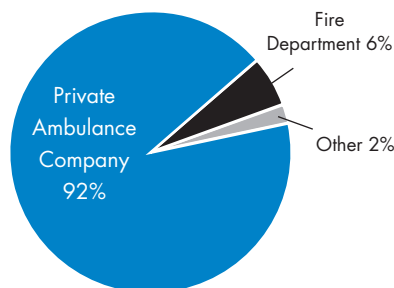
RESPOND TO YOUR MARKET FACE-TO-FACE

Sign up now to network with attendees who are the decision-makers in your industry

PROFILE OF AAA ATTENDEES:



WHERE AAA'S ATTENDEES WORK:



THE AAA SHOW IN VEGAS IS YOUR PLATFORM FOR DIRECT SALES. Attendees visit your booth as well as meet with you at networking events.

Present what your product can do for their business.

Customers give you immediate and invaluable feedback.

AAA IS BACK IN VEGAS IN 2010

Where the previous convention enjoyed unprecedented attendance for a stand alone event. **Find your audience at AAA's Show in Vegas.**

DON'T WAIT! Call 703-245-8045 today to exhibit at AAA's 2010 Annual Convention & Trade Show at the Las Vegas Hilton

IT'S VEGAS • IT'S AMBULANCE OWNERS EXHIBITORS — RESERVE TODAY!

PAST EXHIBITORS

- Acadian Ambulance • American Emergency Vehicles • Accessible Vans & Mobility • Accurate Transmissions Inc. • Advantage Funding • Ambulance Services Insurance Program • Bound Tree Medical • Cast Products • Cindy Elbert Insurance Services, Inc. • Crestline Coach LTD • Demers Ambulances • Digitech Computer Inc. • Drivecam Inc. • eCore Software, Inc • EMSED.COM, LLC • Extensity Public Safety • Ferno • Fitch & Associates, LLC • Frazer LTD. • Healthware Solutions • Hercules Vehicle Wash Systems • HSI Financial Services, LLC • Intergrated Vehicle & Equipment Leasing • Marque Inc.(McCoy Miller, LLC) • Medix Specialty Vehicles • Mentor Engineering Inc. • Mobility Works • Monster Medic • MultiMed Billing Service, Inc. • National Van Builders, Inc. • New England Wheels • Ninth Brain North Central EMS • Ortivus North America • Page, Wolfberg & Wirth • Panasonic • Per -Se Technologies • Road Safety International • ROAM IT • Sansio • Schroth Safety Products • Stryker • Sun Capital Healthcare Inc. • Talley Medical • Taylor Made Ambulances • Thomco • TriTech Software Systems • Wheeled Coach Industries, Inc. • The Wise Company • Whelen • Zoll Medical Corporation



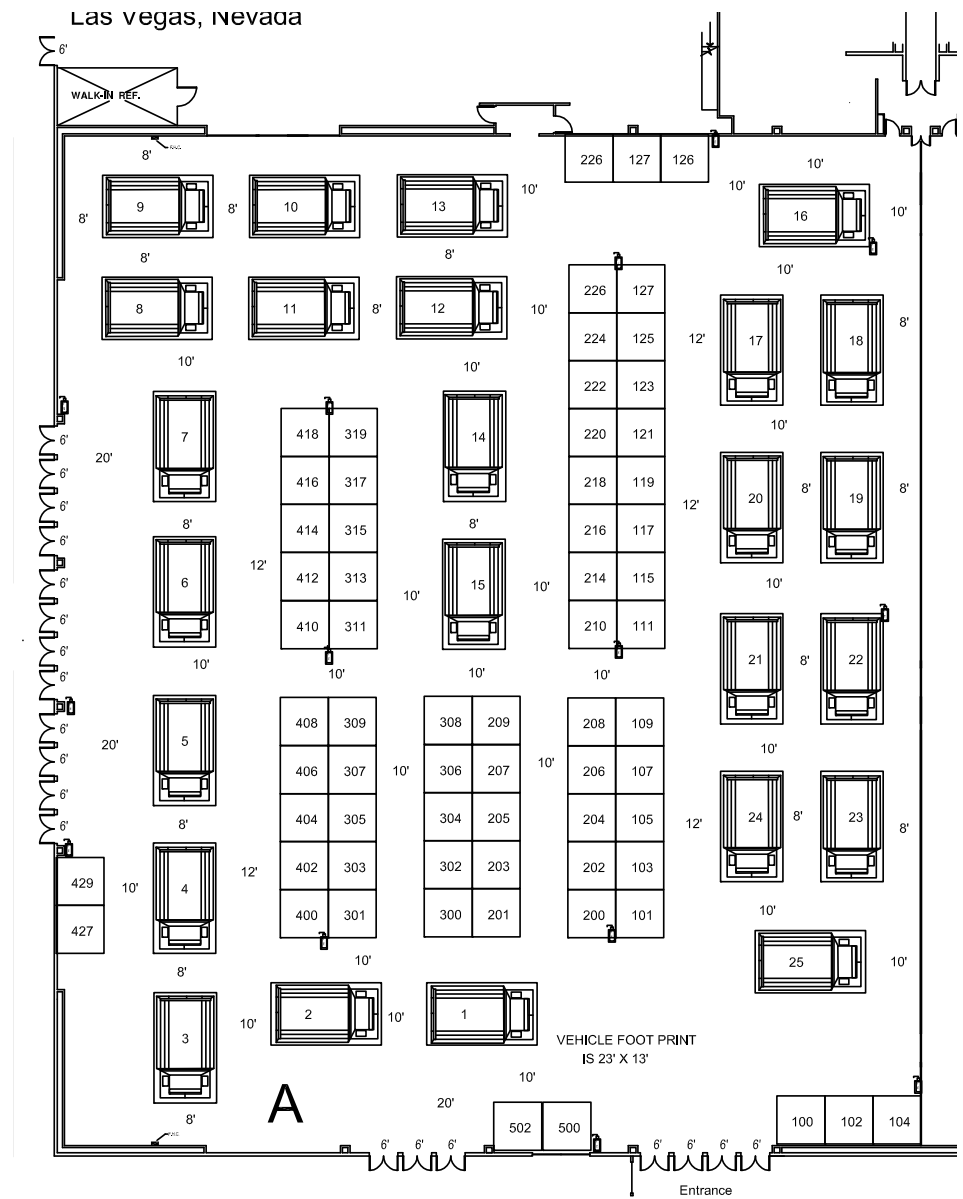


Exhibit Dates & Hours

Exhibitor Move-In:

Sunday, November 14: 2pm – 6pm
 Monday, November 15: 7am – 3pm

Exhibit Hall Open*:

Monday, November 15 – Opening Reception
 Tuesday, November 16 – Breakfast, Breaks and Dedicated Exhibit Hall Time

*Specific hours to be set April 2010

Exhibitor Move-Out:

Tuesday, November 16: 6pm – 9pm

Each Space Includes:

- Exhibitor name badges for two (2) representatives
- Two sets of tickets for Welcome Reception on Monday. (Events are subject change.)
- Post-conference attendee list
- Booth identification sign and aisle carpet
- 24 hour security
- Listing in the AAA’s Ambulance Industry Journal
- Listing on the Online AAA Trade Show information site
- Listing in Conference Attendee brochure (must register by June, 2010)

Decoration Services

Brede Exposition services will provide services other than supervision. A complete exhibitors kit from Brede will be sent 90 days prior to the show.

Contact Kathleen Smith, phone: 781-741-5900, email: ksmith@brede.com for questions.

