EMS REGIONS 1 & 3

Eastern New Mexico
Emergency Medical Services Corporation

2421 East 21st Street • PO Box 1895 • Clovis, NM 88102-1896 • Phone • (575) 769-2639

2027 ANNUAL CONFERENCE

EXHIBITOR REGISTRATION & SPONSORSHIP PACKET

April 30 – May 2, 2027 | Ruidoso Convention Center | Ruidoso, New Mexico

November 13, 2026

To: EMS Exhibitor Representatives and Interested Parties

Re: 2027 Exhibitor Registration and Sponsorship Opportunities

Dear Exhibitor,

EMS Region III invites you to participate in the exhibitor show at our 2027 Annual Conference in Ruidoso, New Mexico. Planning is underway for a week of activities, April 26 – May 2, culminating in the conference April 30 – May 2. We anticipate more than 900 participants and welcome exhibitors and educators from New Mexico and across the country.

Reserve space to connect with EMS professionals, volunteers, educators, administrators, and decision-makers representing more than 400 organizations from New Mexico, Texas, Colorado, and Arizona.

Exhibitor schedule

Vehicle arrival / setup	Wednesday, April 28, 2027 — vehicle arrive at the Ruidoso Convention Center by 1:00 p.m.
Booth setup	Thursday, April 29, 2027 — 8:00 a.m.–5:00 p.m.
Exhibitor show	Friday, April 30–Saturday, May 1, 2027
Earliest booth teardown	Saturday, May 1, 2027 — 5:00 p.m.
Final booth removal	Sunday, May 2, 2027 — 10:00 a.m.

Exhibitor Setup and Teardown requirements

To ensure a professional and enjoyable experience for all conference participants, exhibitors are required to maintain their displays until **5:00 p.m. on Saturday, May 1, 2027**.

Exhibitors may begin dismantling their displays after 5:00 p.m. on Saturday, May 1, 2027. All exhibits and equipment must be removed from the convention center no later than **10:00 a.m. on Sunday, May 2, 2027**.

A $500 fee per space will be assessed for exhibits dismantled before the designated teardown time or not removed by the final deadline.

We appreciate your cooperation in helping us provide a successful conference experience for attendees, exhibitors, and sponsors.

Sponsorship opportunities

Your sponsorship helps EMS Region III keep hands-on education affordable, especially for volunteer EMS personnel. Sponsors can showcase their organizations through conference materials and event support. Opportunities include conference shirts, bags, bottled water, badge lanyards, and other conference needs. Please indicate your interest on the sponsorship form. For branded items, notify EMS Region III by January 10, 2027.

Space in the exhibit hall is limited, and booth availability is on a first come basis. We encourage you to submit your completed exhibitor application/agreement and sponsorship form as early as possible to secure your space. Registration confirmation and additional setup details will be provided upon receipt of your completed registration.

We look forward to welcoming you to Ruidoso!

Sincerely,

Brandie Bray
Executive Director, EMS Region III
Office: (575) 769-2639 | Cell: (575) 309-1624
brandie@emsregion3.org | www.emsregion3.org

Exhibitor application and agreement

2027 EMS Region III Annual Conference | April 30 – May 2, 2027

Company information

Company / organization: _____

Representative: _____

Mailing address: _____

City / State / ZIP: _____

Phone: _____ Email: _____

Products / services to be displayed:_____

Exhibitor contract terms

1. Exhibitor shall pay the applicable space rental fee when submitting this completed application. Payment is final and is nonrefundable upon cancellation.

2. All fees must be paid, or a purchase order presented, no later than April 10, 2027.

3. Space may be used only to display or sell the products or services identified above. Subleasing or sharing space requires prior approval from EMS Region III.

4. Displays may not extend into adjacent booths, aisles, walkways, or public areas, exceed 15 feet in height, or alter the exhibit area without EMS Region III consent.

5. Exhibitors shall maintain their exhibit areas in a clean condition.

6. Exhibitor agrees to hold harmless EMS Region III and its agents from liability for personal injury or loss of or damage to property during the conference, subject to applicable law.

7. Vehicles must be at the Ruidoso Convention Center by 1:00 p.m. on Wednesday, April 28, 2027.

8. Booth setup is Thursday, April 29, 2027, from 8:00 a.m. to 5:00 p.m. EMS Region III determines booth assignments.

9. Exhibitors are required to maintain their displays until 5:00 p.m. on Saturday, May 1, 2027. Exhibitors may begin dismantling their displays after 5:00 p.m. on Saturday, May 1, 2027. All exhibits and equipment must be removed from the convention center no later than 10:00 a.m. on Sunday, May 2, 2027**. A $500 fee per space will be assessed for exhibits dismantled before the designated teardown time or not removed by the final deadline.**

10. Each paid booth space includes wireless internet, a 10 × 10 ft booth with pipe and drape, skirted table, chairs, electrical service, carpeting, and up to two Friday cookout dinner tickets (one per exhibitor).

11. Each paid vehicle space includes wireless internet, a 10 × 25 ft space, and up to two Friday cookout dinner tickets (one per exhibitor).

Exhibitor representative signature: _____

Printed name / title: _____ Date: _____

Return completed forms to: EMS Region III, PO Box 1895, Clovis, NM 88102-1895
Fax: (575) 769-3485 | Email: brandie@emsregion3.org

2027 Exhibitor Registration Form
EMS Region III Annual Conference
Exhibitor Show • April 30 – May 2, 2027
Ruidoso Convention Center

Exhibitor Information

Name: _____ Company: _____

Address: _____ City: _____ State: ____ Zip: _____

Phone/Cell: _____ Email: _____

Booth Representatives

1 Name: _____ 3 Name: _____

2 Name: _____ 4 Name: _____

Registration Fees (**Vehicle Space is STRICTLY reserved for vehicles ONLY)

☐ 10 × 10 Booth — $700	☐ 10 × 40 Large Vehicle Space — $1,700
☐ Extra 10 × 10 Booth — $500	☐ Extra Booth Staff — $25
☐ 10 × 25 Ambulance Space — $1,200	If vehicle, what type? _____

Sponsorship Options and Tier Assignment

Vendors may purchase any number of sponsorship items and choose multiple items from any group. Your final tier is determined by the total amount spent across all sponsorship selections.

***Bronze*: $500–$999 | *Silver:* $1,000–$2,499 | *Gold*: $2,500+**

Sponsorship Items — Select One or Multiple

$500 per item	$1,500 per item	$2,000 per item
☐ Friday Night Bar-B-Q and DJ	☐ Conference Shirts	☐ Notebooks & Pens
☐ Breakout - Refreshment Breaks	☐ Conference Bags	☐ Conference Cups
	☐ Water w/ Company Logo	
	☐ Badge Lanyards	

TOTAL (Registration Fees and/or Sponsorship Items) $ _____

If sponsoring Conference merchandise, please send an updated logo to Brandie Bray at brandie@emsregion3.org

Methods of Payment

(If paying by credit card, you may fax your completed form to EMS Region III at 575-769-3485)

☐ Check (payable to EMS Region III) ☐ Purchase Order (must have PO when submitting form)

☐ American Express ☐ Visa ☐ MasterCard ☐ Discover

Cardholder Name:		Expiration (MM/YY):		CVV:	
Credit Card Number:		Email Receipt to:			

For Office Use Only

Date Received	Type of Payment	Amount of Payment	Confirmation