



exhibitor information kit

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Section 1: GENERAL INFORMATION

EMS CHIEFS & DIRECTORS CONFERENCE

The British Columbia Ambulance Service (BCAS), is pleased to host the 2008 annual premier EMS Canadian conference and trade show in Victoria, British Columbia. This is a two-day conference and trade show for emergency medical leaders including, but not limited to, EMS Chiefs, managers and supervisors; dispatch managers and supervisors; as well as emergency department physician and managers. We have pulled together an exciting program of national and international speakers who will deal with a diverse range of issues - both informative and controversial - all focused on *The Future of Emergency Medical Services in Canada—Charting the Course Ahead*. This year's conference builds on the release of the White Paper, a document outlining the status and future direction of EMS in Canada.

CONFERENCE SPONSORS

Platinum Level

Medtronic of Canada Ltd.
Stryker Canada
In Motion Technology

Gold Level

Advanced Response Vehicles Inc.
Allied Medical
Crestline Coach Ltd.

Silver Level

CAE Professional Services
First Watch
Justice Institute of British Columbia
Veriburn
Zoll

Friend

Canadian Emergency News

CONFERENCE CONTACT INFORMATION:

Conference Management
Resource Solutions Group
Suite 100-852 Fort Street
Victoria, BC V8N 1V5
1-250-385-1157, Ext 2

Contact: Suzanne Dane
Direct Line: 1-250-385-1157, Ext 1
Email: suzanne@resourcesolutions.ca

Venue
Laurel Point Inn
680 Montreal Street
Victoria, BC V8V 1Z8
1-800-663-7667

Contact: Jennifer Charlebois
Direct Line: 1-250-414-6727
Email: Jennifer.charlebois@laurelpoint.com

Section 2: SCHEDULING

TRADE SHOW SCHEDULING

Move In & Set Up:	Wednesday, May 28 th , 2008 (Please note - all exhibits must be fully set up by 3:00 p.m.)	9:00 a.m. - 3:00 p.m.
Show Opening:	Wednesday, May 28 th , 2008 Wine & Cheese Opening Reception	5:00 p.m. - 7:00 p.m.
Show Hours:	Thursday, May 29 th , 2008 Friday, May 30 th , 2008	7:00 p.m. - 5:00 p.m. 7:30 a.m. - 3:30 p.m.
Tear Down:	Friday, May 30 th , 2008	3:30 a.m. - 5:00 p.m.

CONFERENCE PROGRAM

Wednesday, May 28th

8:30 - 3:30 pm	EMS Chiefs Board Meeting
4:00 - 5:30 pm	Annual General Meeting
7:30 - 10:00 pm	Opening Wine & Cheese Reception <i>Sponsored by Crestline Coach Ltd.</i>
10:00 - 12:00 am	Hospitality Suite <i>Sponsored by Medtronic</i>

Thursday, May 29th

7:00 - 5:00 pm	Vendor Displays <i>Sponsored by Advanced Response Vehicles Inc.- Demers Ambulances</i>	
8:00 am	Breakfast	
8:00 am	Conference Opening	
8:30 am	The Future of EMS in Canada: Defining the Road Ahead	<i>Bruce Farr & Steve Rapanos EMS Chiefs of Canada</i>
9:00 am	Keynote Presentation <i>Sponsored by Stryker Canada Service</i>	<i>Peter Bradley, CEO London (UK) Ambulance</i>
10:15 am	Break, Networking and Vendor Displays	
10:45am	Technology in EMS <i>Sponsored by In Motion Technology</i>	<i>Jerry Overton, Executive Director Richmond Ambulance Authority</i>
12:00 pm	Lunch	
1:00 pm	Stable Funding in EMS - Alignment of Accountability, Responsibility and Cost	<i>Brian Mann CFO, BCAS</i>
2:00 pm	CPR Feedback in Medical Devices <i>Sponsored by Zoll Medical</i>	<i>Dr. Sheldon Cheskes Medical Director, Sunnybrook Osler Centre</i>
2:45 pm	Break, Networking and Vendor Displays	
3:15 pm	Patient Safety Culture, Performance Improvement and ROC	<i>Dr. Jim Christenson VP Medical Programs, BCAS</i>
4:00 pm	Panel Discussion - Medical Standards	<i>Dr. Christenson & Dr. Cheskes</i>
4:30 pm	Free Time	

5:30 pm **Social Gala - Royal BC Museum**

Wine and Beer Tasting
Sponsored by Allied Medical

Dinner
Sponsored by Medtronic

Artifact or Artifiction

Please be sure to arrive at 5:30 pm sharp for this night of entertainment and surprises, to be held at various locations throughout the museum.

10:00 - 12:00 am Hospitality Suite
Sponsored by Medtronic

Friday, May 30th

7:30 - 3:30 pm Vendor Displays
Sponsored by Advanced Response Vehicles Inc.- Demers Ambulances

7:30 am **Breakfast**

8:30 am Conference Opening - Day 2

8:45 am Presentation by 2009 Conference Hosts *EMS Niagara*

9:00 am EMS Performance Management *Alan Murray
CEO, Wales Ambulance*

10:15 am **Break, Networking and Vendor Displays**

10:45 am Ambulance Service Accreditation:
Development in the CCHAS Process *Stephane Cardinal
Canadian Council on Health
Services Accreditation*

12:00 pm **Lunch & Poster Display Judging**

1:00 pm Concurrent Sessions - Series A:

A1: Developing and Evaluating Front Line Supervisors Linked to KPI's *Kevin Smith
Niagara EMS*

- or -

A2: EMS Master Planning Development *Steve Rapanos &
Brian Singleton*

2:00	pm	Concurrent Sessions - Series B:	
		B1: International Roundtable on Community Paramedicine	<i>Michael Neill Toronto EMS</i>
		- or -	
		B2: Infant Transport Team - Specialized Paramedicine in the Long Term	<i>Dr. Andrew Macnab (tbc)</i>
<hr/>			
3:00	pm	Break, Networking and Vendor Displays	
<hr/>			
3:30	pm	The Road to 2010: Creating a Medical Sport Response and Management Team on the World Stage	<i>Dr. Jack Taunton CMO, Vancouver Olympic Committee</i>
4:30	pm	Concluding Remarks	<i>Bruce Farr, President EMS Chiefs of Canada</i>
5:00	pm	Conference Closes	

Section 3: ADMINISTRATION

MESSAGES

There will be a Registration/Hospitality Desk on-site at the conference and trade show from 2:00 p.m. Wednesday, May 28th through to 6:00 p.m. Friday, May 30th. Incoming calls and messages may be directed to the main switchboard at the Laurel Point Inn - 1-800-663-7667. All messages will be forwarded to the Hospitality Desk.

LOST & FOUND

A lost and found desk will be located at the Registration/Hospitality desk from 2:00 p.m. Wednesday, May 28th through to 6:00 p.m. Friday, May 30th.

NAME BADGES

Name badges will be provided upon check-in. A Name Badge Request Form is included for you to identify the names of exhibitors who will be participating on behalf of your company.

Section 4: EXHIBIT INFORMATION

VENDOR LISTING

Advanced Response Vehicles Inc.
Allied Medical
CAE Professional Services
Canadian Council on Health Services Accreditation
Canadian Emergency News
Cardiac Science
CAREStream
Crestline Coach Ltd.
Ferno
First Response
First Watch
In Motion Technology
Interdev Technologies
Interfleet
Justice Institute of British Columbia
Lakeland College
Maxill
Medtronic of Canada Ltd.
Niagara EMS
Optima Corporation
Stryker Canada
Tema Conter Memorial Trust
Veriburn
Zoll Medical

Reference attached floor plan for specific booth locations.

BOOTH INCLUSIONS

Exhibit Booths include:

- 8' x 10' booth
- 8' high drapery backwalls
- 3' high drapery sidewalls

Table Displays include:

- 2' x 6' skirted table
- 2 chairs
- 1 electrical outlet

The Trade Show area will be draped in blue and red. The backwall and sidewalls will be draped in blue. Table skirting will be in red with white tops.

Additional display requirements are available through the official supplier - Showtime Event & Display. Order forms are attached with this package.

SHOW SUPPLIERS

Exhibits & Displays: Showtime Event & Display
1925 Blanchard Street, Victoria, B.C. V8T 4J2
Phone: 1-800-721-0029 Fax: 1-250-868-3313
NOTE: Exhibitor Service Forms included.

Audiovisual: SW Audio Visual
1925 Blanchard Street, Victoria, B.C. V8T 4J2
Phone: 1-800-721-0029 Fax: 1-250-868-3313

INTERNET ACCESS

Wireless Internet is available at no cost throughout all areas of the Laurel Point Inn. Additional hard wired data ports are not available in the trade show area however we have been reassured the Internet access is dependable.

SHIPPING & DELIVERY

All shipments should be addressed to:

Laurel Point Inn
680 Montreal Street
Victoria, BC V8W 1Z8

Please ensure the shipments are clearly marked
EMS CHIEFS CONFERENCE - MAY 28 - 30 - TERRACE ROOM

The Laurel Point Inn has the ability of receiving small boxes of print materials one or two days prior to the event however all display units will not be received until 8:00 a.m. Wednesday, May 28th. Should you require pre or post Show storage, please contact Showtime Event & Display - 1-800-721-0029.

For vehicles/ambulances or special display items, please contact the Conference Manager (250-385-1157) to make appropriate arrangements.

EXHIBITOR GUESTS

The EMS Chiefs Trade Show is open to the general public at no charge. We encourage you to take advantage of this opportunity to invite guests and potential clients to view the exhibit area. We ask that you avoid having guests during the lunch period, scheduled 12:00 noon to 1:00 p.m. both Thursday and Friday, May 29th and 30th.

CHECKING IN

The Exhibit Desk will open at 9:00 a.m. Wednesday, May 28th. Please check-in upon arrival to receive your Exhibit Package and any additional materials.

DELEGATE CONTACT LISTS

A complete contact listing of all conference delegates will be provided to exhibitors upon check-in at the Trade Show.

Section 5: FOOD, BEVERAGE & ACCOMMODATIONS

FOOD & BEVERAGE

All lunches and breaks are scheduled in the trade show area and are included as part of your Exhibit Fee. There is also a restaurant located in the conference venue. In addition, volunteers will be dropping by periodically to your booth with bottled water.

ACCOMMODATIONS

If you have not yet made your hotel reservations, we would like to advise that there is space available at the Coast Harbourside - which is a lovely property less than a block away from the conference venue. The room rate is \$139 for a standard room and \$149 for a superior room (well worth the extra \$10). The hotel phone number is toll free - 1.800.663.1144 - booking number is CVH-GFC2523.

More info is available at

http://www.coasthotels.com/hotels/canada/bc/victoria/coast_victoria/overview

Section 6: SUPPLEMENTAL ACTIVITIES

POSTER CONTEST

The EMSCC will be holding a poster presentation as part of the 2008 EMSCC Conference in Victoria. The poster presentation is an ideal opportunity to share the latest research projects with other leaders in Emergency Medical Services (EMS).

The poster presentation will focus on the vision and strategies of the White Paper, a document outlining the status and future direction of EMS in Canada. Posters will be displayed from May 28 - May 30 in the main lobby of the Laurel Point Inn.

CONFERENCE SOCIAL GALA

A Gala has been scheduled for Thursday evening at the Royal BC Museum. The event will start with a Wine & Beer Tasting, brief program and 'Artifact/Artifiction' on the lower level of the Museum. Guests will then be escorted to the second level of the Museum where they will be treated to a variety of theme-buffets as they travel through the different areas of the Museum. Guests will be able to stroll through the HMS Discovery, set amongst cedar boughs, beach stones and local salal with seashells and sea grass from coastal beaches - and enjoy the Pacific Rim Seafood & Salmon Bar - or head through Old Towne with an arrangement of traditional Chinese artifacts and enjoy suishi or Thai food. In addition there

is a rustic scene set in the era of the famous Hudson Bay Trading Companies' days of trapping and gold mining complete with sirloin beef or the 'Down on the Farm' area with wings, slaw and vegetable chips. Something for everyone!

Exhibitors may purchase tickets to the Gala at a cost of \$50 per person. Tickets can be purchased by completing the enclosed Exhibitor Response Form.