



# EVOLVE24

## Exhibitor Opportunities

Florida, February 5th, 6th & 7th 2024

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# About Traumasoft

As a high-performance technology company, Traumasoft specializes in automation, system integration, and providing organizations with one solution to manage all their business needs.

Traumasoft was built with the input and expertise of actual EMS owners, managers, and personnel. Pairing real world EMS professionals with a team of expert developers resulted in a solution capable of managing every facet of an EMS operation.

With an inherent belief that software is only as good as the problems that it solves, Traumasoft continuously solicits and implements user feedback and suggestions from existing clients. We believe the future of world-class EMS software lies in innovation and collaboration.



## The only complete EMS software solution

## Conference Overview

Join us and be a part of our second Technology and User Conference in February 2024.

We believe that our software products and our service must be constantly evolving and we're excited about seeing you again, this time at Margaritaville Resort, Orlando.

Join us for the industry's best EMS Technology Conference – learn, connect and thrive at **Evolve 24**.



# Conference Tracks

## T1

### General Sessions

From billing to dispatch, routing to HR and payroll - and everything in between. Join us for sessions that uncover the beating heart of any good EMS practice.

**Open Q&A session after session**

## T2

### Training Sessions

Forging forward means unlocking the potential of software. Grow your knowledge and make your processes smarter and faster.

Sessions for all levels.

**Open Q&A session after session**

## T3

### VIP Sessions

A chance to mix with operators, founder and leaders in the field. Traumasoft executive team will be on hand to answer questions, make introductions and provide advice.

**Open Q&A session after session**

## TechLab Sessions

By Appointment. Schedule time to talk one-on-one with a Traumasoft specialist. Solve your specific problem by tapping directly into the people behind the software.

# Speakers



# Speakers

## J. Todd Sheridan

Mr. Sheridan is a seasoned EMS leader with expertise in operations, finance and strategic planning. Mr. Sheridan's consulting projects have ranged in size from smaller community initiatives to large urban high-performance EMS systems.

His skills include assessment and strategic planning, data analysis, operational performance improvement, financial modeling, and staff development. He previously served as the firm's contracted Director of Operations for Robert Wood Johnson University – EMS/Mobile Health Services.

 FITCH  
& ASSOCIATES

## Scott A. Moore

Scott A. Moore, Esq. has been in the emergency medical services field for over 31 years. Scott has held various executive positions at several ambulance services in Massachusetts. He'll talk about Medicare Cost Accounting among other important topics at the Tuesday morning breakfast session.

Scott is a licensed attorney, specializing in Human Resources, employment and labor law, ambulance service reimbursement, and corporate compliance matters. He is the Human Resources & Operational Consultant to the American Ambulance Association (AAA) and he created Newton 360, a performance feedback and operational efficiency mobile platform designed specifically for EMS agencies.



**moore**  
EMSCONSULTING LLC



## Brian S. Werfel Esq.

Brian S. Werfel Esq. is a partner in Werfel & Werfel, PLLC, a New York based law firm specializing in reimbursement and compliance issues effecting EMS providers.

Brian is the Medicare Consultant to the American Ambulance Association, and is the author of the AAA's Medicare Reference Manual, the AAA's HIPAA Compliance Manual, and a co-author of the AAA's Compliance and Documentation Manuals. Brian is also a frequent lecturer at national and state EMS conferences. Brian is a graduate of the University of Pennsylvania and the Columbia School of Law.



WERFEL &  
WERFEL, PLLC

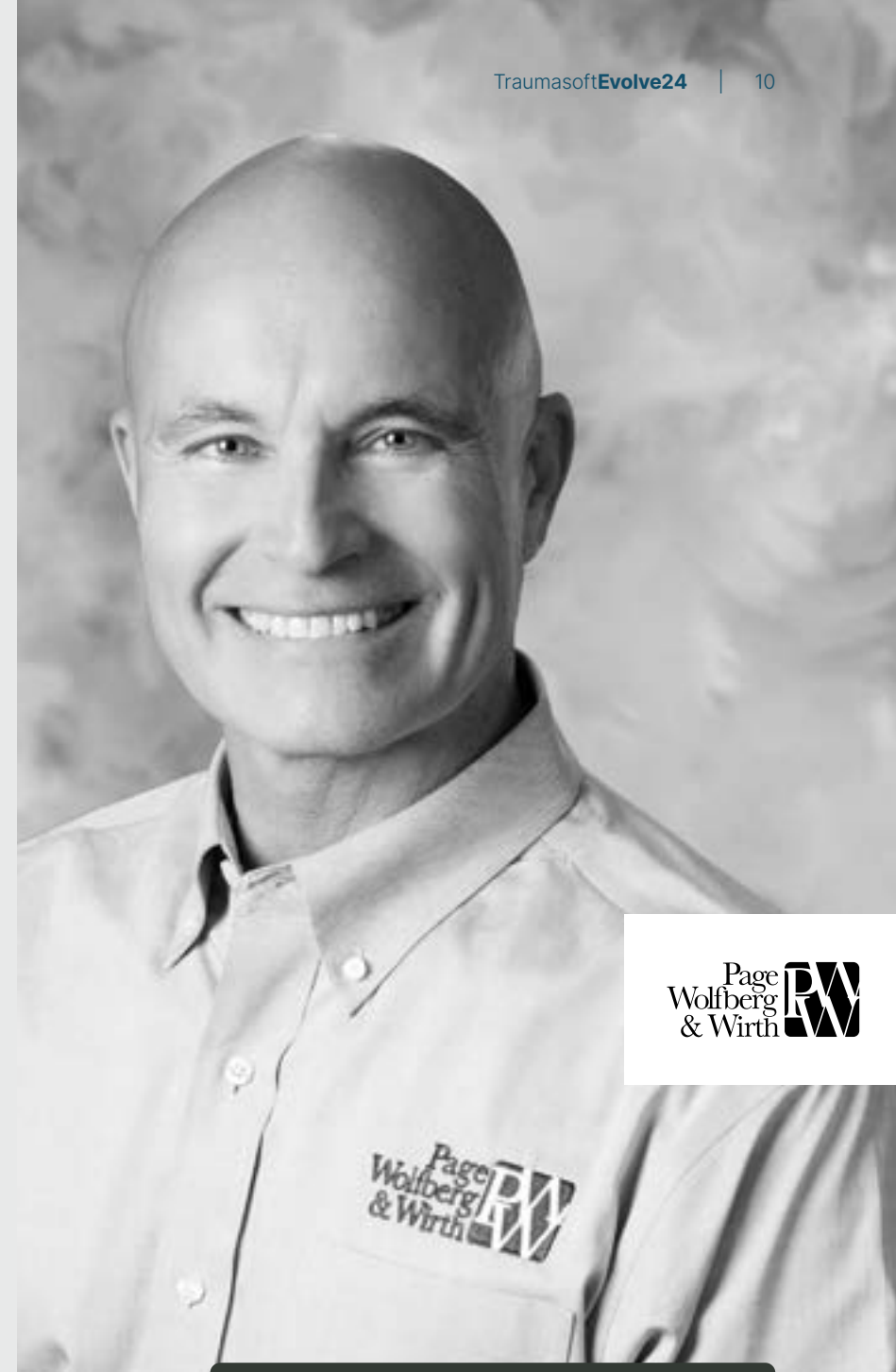


## Stephen R. Wirth, Esq., EMT-P

Steve Wirth is a founding partner of Page, Wolfberg & Wirth, the National EMS Law Firm representing EMS agencies from all sectors throughout the United States. He is a dynamic and engaging national speaker whose presentations address a wide range of EMS legal, compliance, workplace, and leadership topics.

In a distinguished four-decade public safety career, Steve has worked in virtually every facet of EMS (both volunteer and career) from the ground up and was one of central Pennsylvania's first paramedics. Steve is an adjunct professor for the University of Pittsburgh EMS degree program and was a past chair of the Panel of Commissioners for CAAS, the national ambulance service accrediting body.

Steve serves on the board of the National EMS Memorial Service, is a member of the NAEMT Lighthouse Leadership Mentorship Project, and is an active participant in the National EMS Memorial Bike Ride – the “Muddy Angels.”



Page  
Wolfberg  
& Wirth 

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Wolfberg  
& Wirth 

## Chris Kelly

Christopher Kelly is General Counsel for Amerimed EMS and its family of companies and is the managing attorney for Mobile Healthcare Law, LLC.

Chris is an attorney with 25 years of experience focused on the mobile healthcare industry, including EMS and ambulance service, mobile integrated healthcare and community paramedicine, non-emergent medical transportation, and origination-site telehealth. He writes regularly for EMS World and sits on the magazine's editorial advisory board. He has co-authored two guides on HIPAA for EMS and ambulance services. He has been an adjunct instructor for Virginia College, teaching Legal Aspects of Healthcare Administration and Health Law and Ethics.

Chris has represented many ambulance services in Medicare audits and formal investigations, State licensing issues, contracting issues, overpayment appeals and other EMS related matters, winning several cases that have had major impact on ambulance reimbursement in the U.S. He is also a contributor to various other mobile healthcare publications, authoring dozens of articles over the span of his career, and is a frequent lecturer at State and National EMS meetings and conferences.



## Brian Balow

Brian has worked in EMS for 35+ years – in the field as a medic, and then 25 years as the CEO of a small community service that grew into a medium-sized operation serving multiple counties in Southwest Michigan.

He also started and operated a successful website design and development firm. Brian leads product, customer support, IT and training at Traumasoft.



**TRAUMASOFT**

# Traumasoft Speakers



**Brian Balow**

**Co-Founder & CEO,  
Traumasoft**



**Mike Coffman**

**Co-Founder,  
Traumasoft**



**Chris Vattimo**

**CRO,  
Traumasoft**



**Shawn Oosterlinck**

**CTO,  
Traumasoft**



**M. Justin Kinsey**

**Sales Manager,  
Traumasoft**



**Jeremy Laird**

**VP Product Development,  
Traumasoft**



**Rob Stone**

**VP Customer Success,  
Traumasoft**



**Lisa Eardley**

**Director, Corporate Training,  
Traumasoft**

# Traumasoft Speakers



**Josh Weinstein**  
**Senior Software  
Engineer, Traumasoft**



**Sherri A. Hardewig**  
**Executive Revenue  
Consultant, Traumasoft**



**RJ Morrison**  
**Senior Consultant,  
Traumasoft**



**Ricky Powell**  
**Account Executive,  
Traumasoft**



**Henry Cary**  
**Executive Trainer,  
Traumasoft**



**Marie Eisbrenner**  
**Director Of Deployments,  
Traumasoft**

# Venue and location



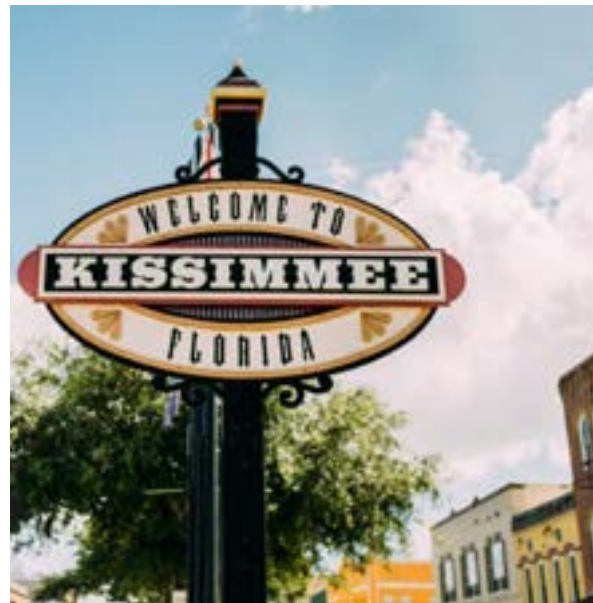
## About Kissimmee

Kissimmee is a Florida favorite for generations. World-famous theme parks. Shopping, dining, boating, biking, golfing, and fishing. Year-round sunshine, great accommodations, and friendly people. It's all part of the Kissimmee experience. And it's why year after year, friends and families come to Kissimmee for memories that last them a lifetime.

<https://www.experiencekissimmee.com>







# Margaritaville Resort

Our resort in Orlando is designed so that you can relax your way. Choose between modern guest rooms, spacious suites, and private cottages and villas. Once you're settled, our soothing spa and beach club provide endless opportunities. Afterward, head to Sunset Walk for some of the area's best shopping, dining, and entertainment at the Promenade. Dive into adventure at our Island H2O Water Park from March through November. Explore all our offerings and start picturing yourself in paradise.

<https://www.margaritavilleresorts.com/margaritaville-resort-orlando>





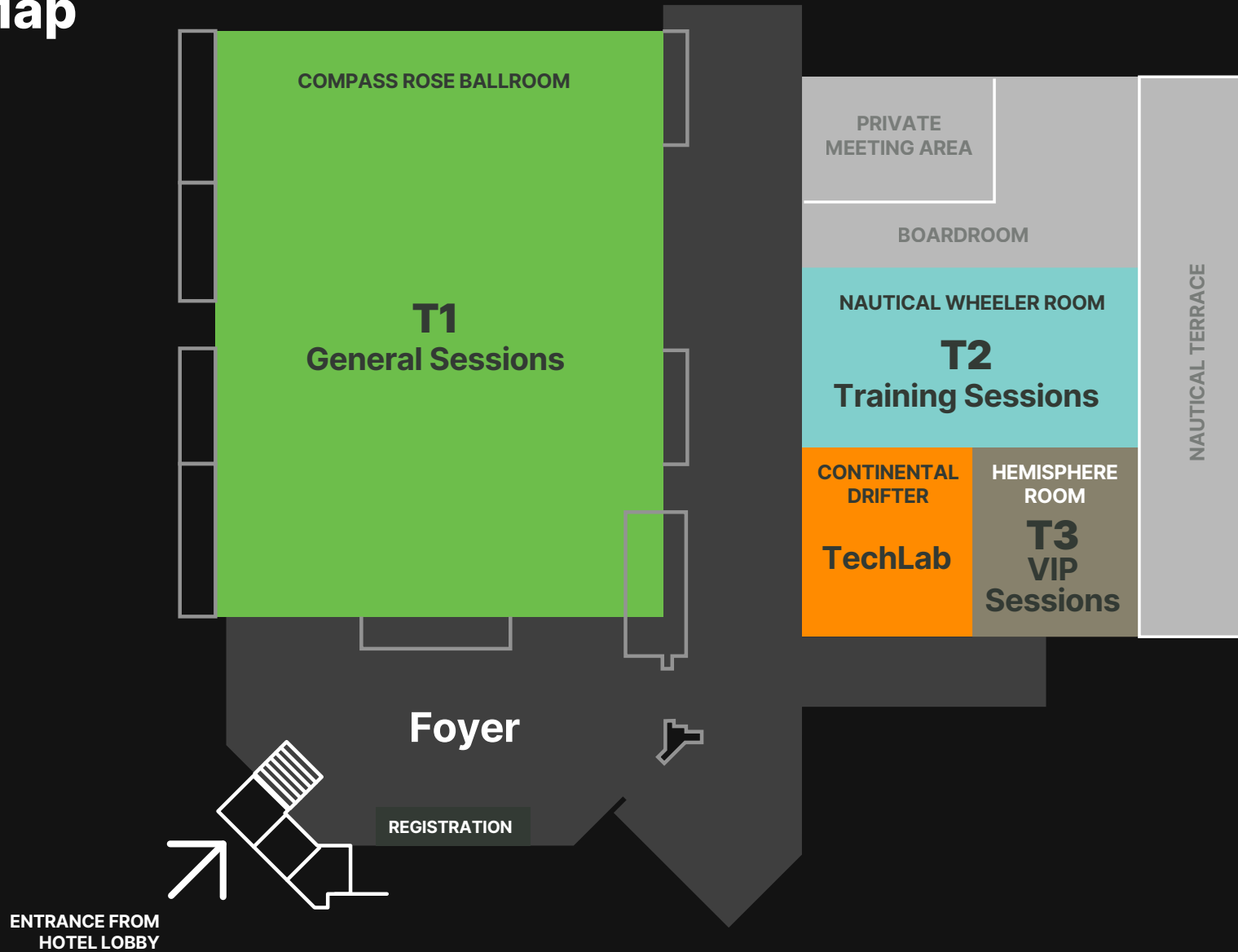
# Conference Schedule and tracks



Monday 5th February - Wednesday 7th February

In-person Registration opens Sunday 4 - 6 pm

# Map



# Day 1 Monday 5th February

	T1 - General Sessions <small>CRB</small>	T2 - Training Sessions <small>CRB</small>	T3 - VIP Sessions <small>HEM</small>	
7:30 - 8:45	<b>Breakfast &amp; Registration</b>			
9:00 - 9:45	<b>Welcome &amp; Kickoff</b> - Brian Balow & Michael Coffman			<b>TECH LAB</b> BY APPOINTMENT
9:45 - 10:45	<b>Billing</b> - Sherri Hardewig	<b>Traumasoft EDU Workshop Level 1 - 100</b> Josh Weinstein & Melanie Franklin	<b>Special Welcome, Introductions, Overview &amp; More</b> Traumasoft Executive Team	
11:00 - 11:45	<b>Billing</b> - Sherri Hardewig			
12:00 - 1:45	<b>Lunch</b>			
2:00 - 2:45	<b>Billing</b> - Sherri Hardewig	<b>Traumasoft EDU Workshop Level 1 - 100</b> Josh Weinstein & Melanie Franklin	<b>Round-Table Networking &amp; Special Interactive Session</b> Traumasoft Executive Team	<b>TECH LAB</b> BY APPOINTMENT
3:00 - 3:45	<b>Billing</b> - Sherri Hardewig			
4:00 - 4:45	<b>EPCR</b> - Justin Kinsey			
5:00 - 5:45	<b>Opening Keynote &amp; Dinner</b> - Scott Moore - Moore EMS Consulting			
	<b>Opening Reception</b> - Special Event			

# Day 2 Tuesday 6th February

	T1 - General Sessions <small>CRB</small>	T2 - Training Sessions <small>NWR</small>	T3 - VIP Sessions <small>HEM</small>	
7:30 - 8:45	<b>Breakfast</b>			
9:00 - 9:45	<b>Industry Topic</b> - (Speaker/Topic TBD)			<b>TECH LAB</b> BY APPOINTMENT
9:45 - 10:45	<b>Dispatch/CAD</b> - Justin Kinsey	<b>Traumasoft EDU Workshop Level 2 - 200</b> Josh Weinstein, Melanie Franklin & Shawn Oosterlinck	<b>Round-Table Networking &amp; Special Interactive Session</b> Traumasoft Executive Team	
11:00 - 11:45	<b>MDT/GPS/CHAT</b> - Justin Kinsey			
12:00 - 1:45	<b>Lunch</b>			
2:00 - 2:45	<b>Scheduling + Payroll</b> - Justin Kinsey	<b>Traumasoft EDU Workshop Level 2 - 200</b> Josh Weinstein, Melanie Franklin & Shawn Oosterlinck	<b>Round-Table Networking &amp; Special Interactive Session</b> Traumasoft Executive Team	<b>TECH LAB</b> BY APPOINTMENT
3:00 - 3:45	<b>Fleet &amp; Inventory</b> - Jeremy Laird + User Spotlight			
4:00 - 4:45	<b>Employee App</b> - Core - Charlie Coffman			
5:00 - 5:45	<b>Cyber Security, 2 Factor Authentication</b> - Shawn Oosterlinck			
6:30 - 9:30			<b>Networking Dinner</b> VIP's, Sponsors, and Traumasoft Executive Team	

# Day 3 Wednesday 7th February

	T1 - General Sessions <span>CRB</span>	T2 - Training Sessions <span>NWR</span>	
7:30 - 8:45	<b>Breakfast</b>		
9:00 - 9:45	<b>User Spotlight</b> - Chris Kelly from Amerimed Ambulance		<b>TECH LAB</b> BY APPOINTMENT
9:45 - 10:45	<b>Business Development</b> - Ricky Powell	<b>Traumasoft EDU Workshop</b> <b>Level 3 - 300</b> Josh Weinstein, Shawn Oosterlinck, Jeremy Laird	
11:00 - 11:45	<b>Business Development</b> - Ricky Powell		
12:00 - 1:45	<b>Lunch</b>		
2:00 - 2:45	<b>Closing Keynote</b> - Todd Sheridan - Fitch & Associates	<b>Traumasoft EDU Workshop</b> <b>Level 3 - 300</b> Josh Weinstein, Shawn Oosterlinck, Jeremy Laird	<b>TECH LAB</b> BY APPOINTMENT
3:00 - 3:45	<b>Reporting &amp; Power BI</b> - Ricky Powell, Justin Kinsey, Sherri Hardewig		
4:00 - 4:45	<b>Extracting critical data insights</b> - Ricky Powell, Justin Kinsey, Sherri Hardewig		
5:00 - 5:45	<b>Conference Wrap-up</b> - Brian Balow & Michael Coffman		

CRB - Compass Rose Ballroom / NWR - Nautical Wheeler Room / NWR - Nautical Wheeler Room / HEM - Hemisphere Room



## Tech Lab by appointment

### Daily - By Appointment

Traumasoft Technical Team

Traumasoft will have team members ready to provide one-on-one training on any topic presented during our breakout sessions.

If there are any specific questions that need to be addressed, please stop by, and take advantage of this special opportunity. We will have workstations setup with the ability to access individual system to provide real-time feedback about system features.

One-on-one  
training on any  
topic presented

# Training Tracks

## EDU Workshop - 100

### Day 1 - Level 1

Josh Weinstein & Melanie Franklin

Our beginner workshop, hosted on our first day, will consist of basic compliance training to help new users get acquainted with our system modules.

This workshop will be designed for brand new customers who have not finished the onboarding process, or who have not gone through a formal Traumasoft Training. This can also be beneficial for newer customers who have already launched their Traumasoft system, but would like a refresher if some time has passed since their initial training to help boost user confidence.

## EDU Workshop - 200

### Day 2 - Level 2

Josh Weinstein, Melanie Franklin & Shawn Oosterlinck

Our Basic Compliance Training 102 workshop will be a little more advanced than the 101 training and will focus on specific scenarios related to best practices within the system.

This will be a great follow up from day one, to continue to deepen your knowledge of permissions and newer enhancements to get the most out of the system and help to improve efficiencies within your organization. Users do not need to attend the Basic Compliance Training 101 to attend this workshop, as it is designed for users who are familiar with the system.

## EDU Workshop - 200

### Day 3 - Level 3

Josh Weinstein, Shawn Oosterlinck & Jeremy Laird

Do you want to become a Traumasoft Super User? If so, then this training is just right for you.

This is the most advanced training we offer, and you must be pre-approved to be in this workshop, as it is designed for users who are very familiar with the system but would like to become a master of permissions and configurations. This will require an exit exam to ensure proper use of the system as configurations will have a direct impact on overlapping modules within the Traumasoft system.

# Deadlines for sponsors

JULY	AUGUST	OCTOBER	DECEMBER	FEBRUARY
<b>July 17</b>	<b>August 31</b>	<b>Oct 31</b>	<b>Dec 31</b>	<b>Feb 5th</b>
Hotel Block Opens for Exhibitors  Deadline for Evolve Advertising Artwork  Exhibitor Registration Opens	Deadline for Evolve Attendee Guide Advertising Sales	Deadline to Submit Company Descriptions for Conference Guide  Deadline for Evolve Conference Guide Advertising Art	Hotel Reservations Discount Deadline,  Deadline to Request Affiliate Meeting Space  Order Audio Visual and Monitors from Encore	<b>Sunday 4th - 4pm-6pm - Move in begins</b>  On-site registration available  Move out 7th Feb

# Advertising & Sponsorship Packages

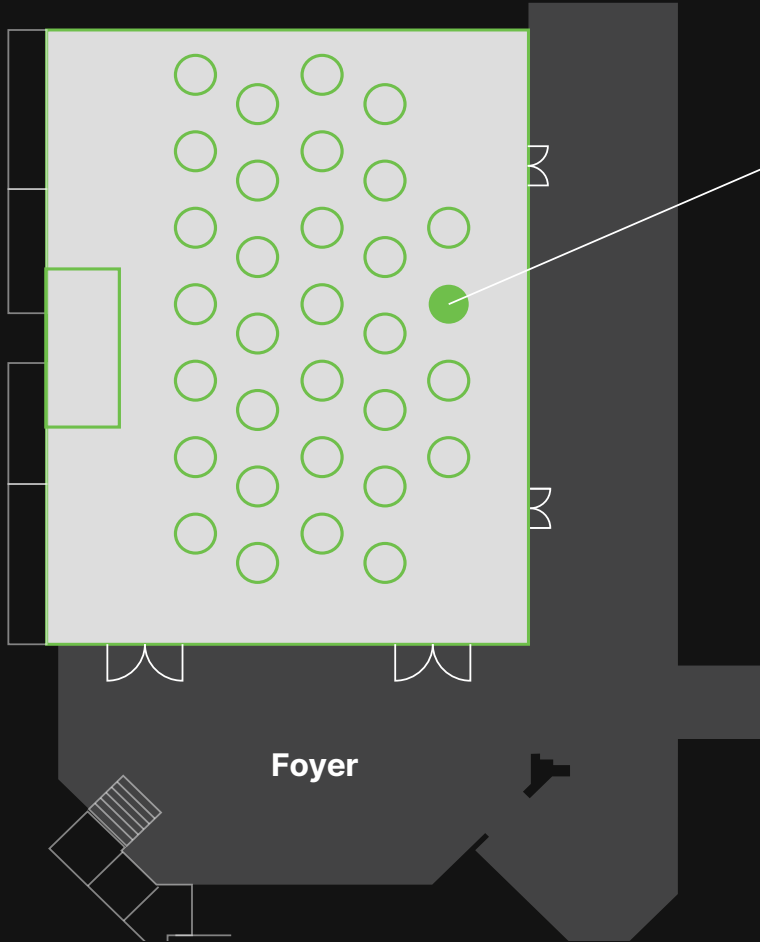


# Sponsorship Opportunities

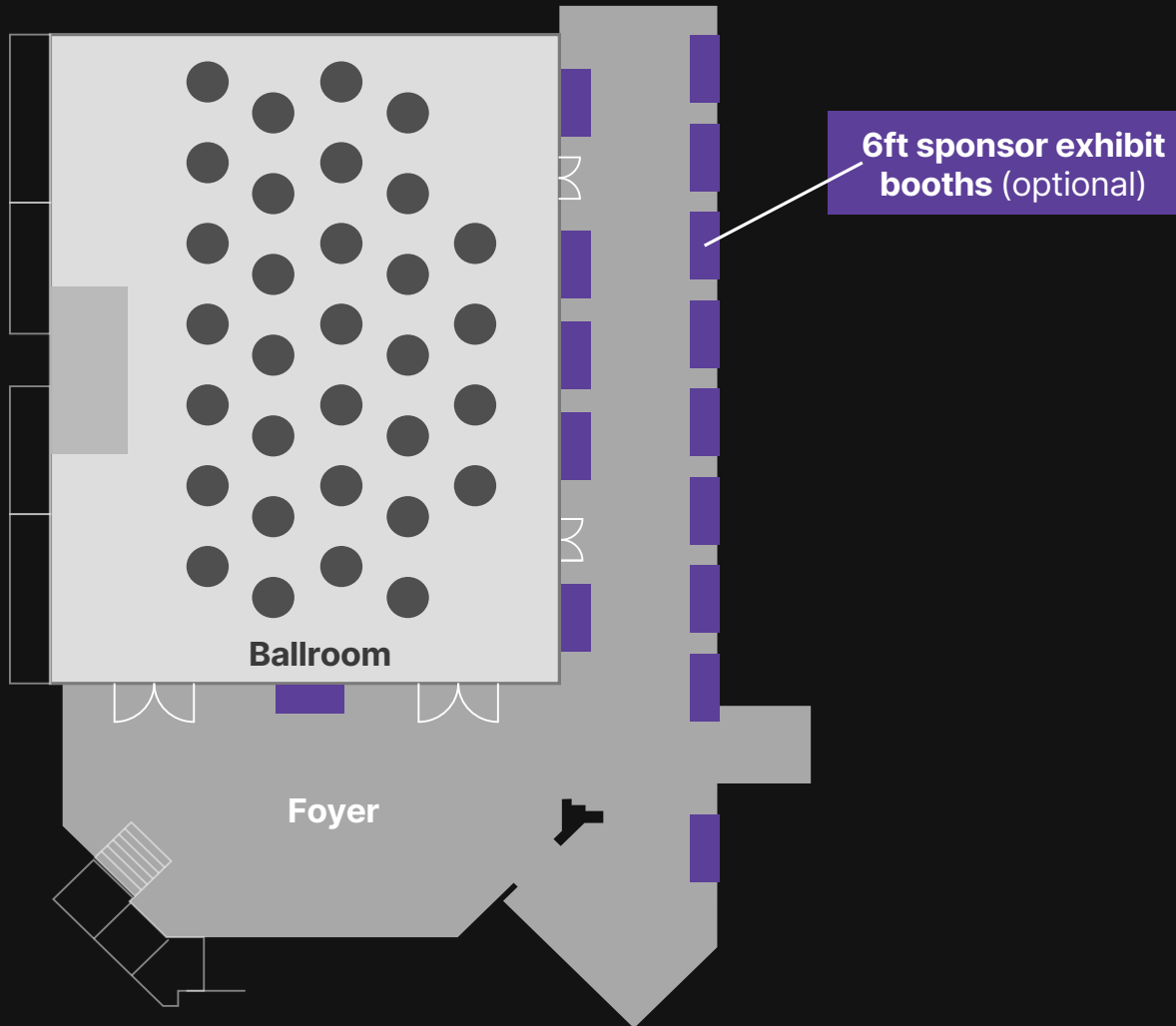
	Strategic Partner \$15,000	Platinum Sponsor \$10,000	Gold Sponsor \$7,500	Silver Sponsor \$5,000
<b>PROGRAM &amp; EXHIBIT</b>				
Recognition at 'Welcome' & 'Kickoff' as 'Strategic Integrated Partner'	✓			
30-min open, 'Partner Session' to highlight products, services & integration with Traumasoft	✓			
Logo on conference bag and polo shirt	✓			
Logo on conference polo shirt	✓	✓		
Recognition and signage at networking breakfast	✓	✓		
Open, one-hour 'Partner Webcast' or on-demand session pre- or post-conference	✓	✓		
Traumasoft facilitated Vendor-Customer introductions	✓	✓		
Materials in Registration Pack/Conference Bag	✓	✓	✓	
One six-foot skirted tabletop (Optional)	✓	✓	✓	✓
Table logo & Seat	✓	✓	✓	✓
Access to Evolve attendee list before/after conference	✓	✓	✓	✓
Includes 2 invites to the special VIP network on Tuesday night	✓	✓	✓	✓
<b>PRINT &amp; DIGITAL COLLATERAL</b>				
Logo & half-page ad in EVOLVE program brochure	Full	1/2	1/4	Logo
Partner logo and link on Traumasoft Software login page (40k users) - 180 days	✓			
Partner logo and link on Traumasoft Software login page (40k users) - 30 days		✓		
Exclusive e-mail to all attendees, before and after event	✓	✓		
Exclusive e-mail to all attendees, post-event	✓	✓	✓	
Logo & banner ad on EVOLVE website	✓	✓	✓	✓
Signage & recognition on-site at each breakout session	✓	✓	✓	✓

# Table-top & Networking Sponsorship

COMPASS ROSE BALLROOM  
TABLE SETTINGS



# 6ft Sponsor Exhibit Booths (optional)



# Conference Polo T-shirt





# Strategic Partner Package

- Recognition at 'Welcome' & 'Kickoff' as 'Strategic Integrated Partner'
- Open, 30-min 'Partner Session' to highlight products, services and integration with Traumasoft
- Logo on conference bag and polo shirt
- Recognition and signage throughout the event
- Open, one-hour 'Partner Webcast' or on-demand session pre- or post-conference
- Traumasoft facilitated Vendor-Customer introductions
- One six-foot skirted tabletop (optional)
- Materials in Registration Pack/Conference Bag
- Logo on conference bag and badge
- Table top logo and seat
- Access to Evolve attendee list before/after conference
- Logo & full-page ad in EVOLVE program brochure
- Partner logo and link on Traumasoft Software login page (40k users) - 180 days
- Exclusive e-mail to all attendees, before and after event
- Logo & banner ad on EVOLVE website
- Signage & recognition on-site at each breakout session

**\$15,000**

**2 opportunities available**

# Platinum Partner Package

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- Recognition and signage throughout the event
- Open, one-hour 'Partner Webcast' or on-demand session pre- or post-conference
- Traumasoft facilitated Vendor-Customer introductions
- Materials in Registration Pack/Conference Bag
- Logo on conference polo shirt
- One six-foot skirted tabletop (optional)
- Table top logo and seat
- Access to Evolve attendee list before/after conference
- Partner logo and link on Traumasoft Software login page (40k users) - 30 days
- Exclusive e-mail to all attendees, before and after event
- Logo & quarter-page ad in EVOLVE program brochure
- Exclusive e-mail to all attendees, post-event
- Logo & banner ad on EVOLVE website
- Signage & recognition on-site at each breakout session

\$10,000

**4 opportunities available**

# Gold Partner Package

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- Materials in Registration Pack/Conference Bag
- Table top logo and seat
- Access to Evolve attendee list before/after conference
- Logo & quarter-page ad in EVOLVE program brochure
- Exclusive e-mail to all attendees, post-event
- Logo & banner ad on EVOLVE website
- Signage & recognition on-site at each breakout session

**\$7,500**

**5 opportunities available**

# Silver Partner Package

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- Table top logo and seat
- Access to Evolve attendee list before/after conference
- Logo & quarter-page ad in EVOLVE program brochure
- Signage & recognition on-site at each breakout session

**\$5,000**

**10 opportunities available**

# Event Brochure Advertising

	Early Bird (BY 08/31/23)	Regular (BY 12/31/23)
<p><b>Whole Page Advertisement</b></p> <p>Traumasoft Digital Display Advertising (Evolve conference website, Traumasoft web site)</p> <ul style="list-style-type: none"> <li>• Pre-show email notification to all registrants</li> <li>• Post-show email notification to all attendees</li> </ul>	\$600	\$850
<p><b>Half Page Advertisement</b></p> <p>Traumasoft Digital Display Advertising (Evolve conference website, Traumasoft web site)</p> <ul style="list-style-type: none"> <li>• Pre-show email notification to all registrants</li> </ul>	\$400	\$600
<p><b>Quarter Page Advertisement</b></p> <p>Traumasoft Digital Display Advertising (Evolve conference website, Traumasoft web site)</p>	\$250	\$400

# Event Attendee Pricing

	Early Bird by 8/31/24	Regular by 12/31/24	Late till 2/5/2024
<b>T1 General Sessions</b> Including (Limit 200 attendees)	\$695	\$995	\$1,295
<b>T2 Training Sessions</b> (Limit 30 attendees)			
<b>T3 VIP Sessions</b> (Limit 24 attendees)	\$1,195	\$1,495	-

## Testimonials

“I had been using the Traumasoft system for 7 years when I attended my first conference and learned so much more... Every Traumasoft employee was so helpful in answering questions and offering solutions to industry issues we face.  
**You will not be disappointed when you attend this conference!”**

Debbie Rollings, Trans Care

## Testimonials

“EVOLVE 2022 allowed myself and my staff to network with a vast array of Traumasoft Staff as well as customers. We gained a deeper appreciation for features, tips, tricks, and best practices that exist today.

**We learned how it can help us best improve efficiencies and data in managing our company”**

William Rosenberg, Butler Medical Transport



## Testimonials

“We’ve been customers with Traumasoft since 2010. They have continued to develop the software to meet our industries ever changing needs and add features that keep us running efficiently... which keeps us from having multiple programs.

**It’s incredible what this software can do.  
Evolve is a must-attend.”**

David Davis, A-TEC Ambulance Inc