

Wave 2027

FEATURING

eso[®] Training Academy

MARCH 30 – APRIL 1 | AUSTIN, TEXAS

SPONSORSHIP & EXHIBITOR

PROSPECTUS

WHAT IS WAVE?

AND WHY SHOULD YOU CONSIDER SPONSORING AND EXHIBITING WITH US

Wave brings together the fire, EMS, hospital, and state communities for three days of hands-on ESO product training and thought leadership on where our industry is headed. At the center of it all is the exhibit hall, positioned right in the flow of the conference so attendees can't help but stop by.

The Wave 2027 sponsorships were developed to highlight your brand's mission and to allow dedicated face time with the conference attendees. Your onsite staff will gain invaluable networking opportunities with peers who are using data to drive a better standard of care across healthcare and public safety.



SIGNATURE EVENTS



WELCOME RECEPTION

Start the week off right at the Welcome Reception on Tuesday, March 30. Grab a drink, catch up with familiar faces, and meet new ones as you connect with industry leaders in a relaxed, welcoming setting rounded out with cocktails, beverages, and appetizers.



DATA AFTER DARK

Data After Dark returns for another night to remember. On Wednesday, March 31, attendees will step into a true Austin experience, complete with live music, networking, and appetizers and libations crafted with them in mind.

AUDIENCE AT WAVE

Get in front of the people shaping what's next in EMS, fire, and healthcare data. Wave 2027 puts you shoulder-to-shoulder with an audience committed to improving community health and safety outcomes through the power of data, from C-level executives down to the end user, including fire chiefs, medical directors, paramedics, EMTs, and more.

EXPO HOURS

Tuesday March 30: 12:30 – 7:30pm

Wednesday March 31: 9:30am – 5:00pm

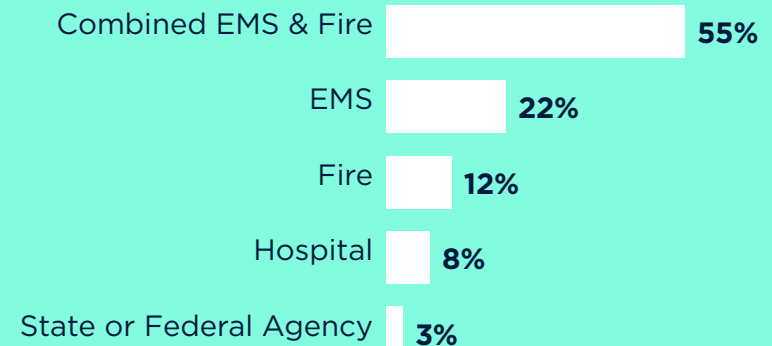
Thursday April 1: 9:30am – 1:30pm

CAN'T MAKE IT TO WAVE 2027?

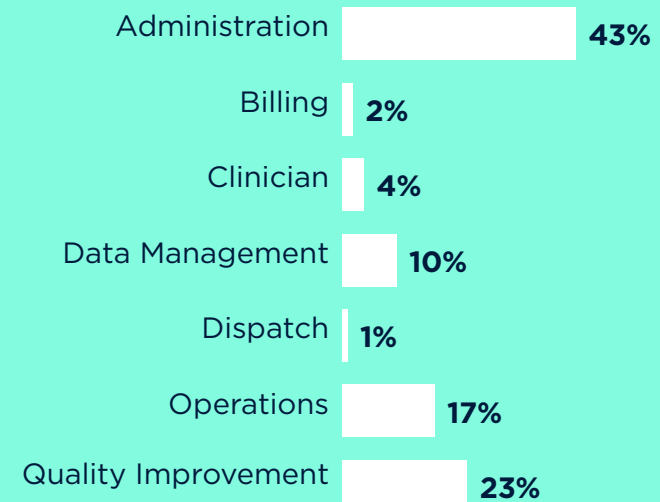
Connect with wave@eso.com to discuss other partnership opportunities.



INDUSTRY BREAKDOWN



PRIMARY ROLE



2027 SPONSOR BENEFITS

	PLATINUM \$30,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000
Presence				
Booth Space (includes pipe and drape, 6 ft table, chairs, Wi-Fi)	10x20	10x10	10x10	10x10
Meeting Room for 2-hour time block (Holds up to 20 people)	x			
Reserved Lunch Table	x	x		
Thought Leadership				
45-minute educational breakout session (content subject to approval by ESO)	x			
Complimentary Passes				
Conference Passes	6	2	2	1
Data After Dark Passes	4	2	1	
Marketing and Branding				
Logo and thank you displayed before general sessions	x			
Sponsor acknowledgement in emails sent to event registrants	x			
Sponsorship email blast	x	x		
Sponsored coffee break		x		
Signature drink at Data After Dark	x			
Social media post recognition	x	x	x	
Linked logo on conference sponsorship page	x	x	x	x
Inclusion in the mobile app	x	x	x	x

SPONSORSHIP OPPORTUNITIES

PHILANTHROPIC EVENT SPONSORSHIP \$15,000

- (2) Full conference passes
- (2) Sponsored push notifications within the conference app
- (2) ESO Data After Dark guest passes
- Sponsorship recognition on the philanthropic signage and promotion
- Logo on table tents for tables in event space (ESO provided)
- Linked logo on the conference website and listed in the conference app
- Dedicated event email with company recognition

DATA AFTER DARK SPONSOR \$30,000

- (2) Full conference passes
- (2) Sponsored push notifications within the conference app
- (2) ESO Data After Dark guest passes
- Stage introduction of the band
- Logo on table tents displayed throughout the venue (ESO provided)
- Linked logo on the conference website and listed in the conference app
- Recognition in email and social media promotions for ESO Data After Dark
- Sponsor of onsite event activation or experience
- Post-event attendee list with opted-in contacts



WELCOME RECEPTION SPONSOR \$10,000

The perfect way to kick off the conference and put your name front and center at the beginning of the week. It includes:

- (2) Full conference passes
- (2) Sponsored push notifications within the conference app
- Sponsorship recognition on welcome reception signage and promotion
- Logo on table tents for tables throughout reception (ESO provided)
- Listed as a sponsor of a craft cocktail at the bar
- Linked logo on the conference website and app

ONE COFFEE BREAK SPONSOR \$7,000

- Logo placed on coffee sleeves during one coffee break
- Coffee stations located in multiple high-traffic area

DIGITAL APP SPONSOR \$5,000

- (1) Full conference pass
- (1) Sponsored push notification within the conference app
- Exclusive sponsor of the event app
- Logo on the app splash screen
- Linked logo on the conference website and app

CHARGING STATION SPONSOR \$5,000

- Your logo featured on two charging stations
- Charging stations located near high-traffic areas

ADD-ON OPTION

BRANDED ON-SITE CONFERENCE KIT \$5,500

- Lifesavers
- Blister bandage
- Ibuprofen packet
- Tissue pack
- Device wipes
- Antacid tablet
- Antimicrobial Wipes



SPONSORSHIP INQUIRY

Please complete the form below and email it to wave@eso.com. One of our dedicated ESO sponsorship team members will reach out to you to finalize your sponsorship. We appreciate your support!

EXHIBITOR OPPORTUNITIES

- | | |
|---|-----------------|
| ☐ Platinum Exhibitor | \$30,000 |
| ☐ Gold Exhibitor | \$15,000 |
| ☐ Silver Exhibitor | \$10,000 |
| ☐ Bronze Exhibitor | \$5,000 |

SPONSORSHIP OPPORTUNITIES

- | | |
|--|-----------------|
| ☐ Philanthropic Event Sponsorship | \$15,000 |
| ☐ Data After Dark Sponsor | \$30,000 |
| ☐ Welcome Reception Sponsor | \$10,000 |
| ☐ One Coffee Break Sponsor | \$7,000 |
| ☐ Digital App Sponsor | \$5,000 |
| ☐ Charging Station Sponsor | \$5,000 |

ADD-ON

- | | |
|---|----------------|
| ☐ Branded On-Site Conference Kit | \$5,500 |
|---|----------------|

Company Name

Contact Name and Title

Address

Billing Contact Name

Billing Contact Email

Date

Phone Number

Email Address

Please be sure to check the appropriate sponsorship opportunities (all costs are net) and initial Terms and Conditions pages.

Conference Participation Agreement - Terms and Conditions

1. Agreement Term; Payment Schedule. The term ("Term") of this Conference participation Agreement ("Agreement") shall commence as of the date you complete your online registration and terminate upon the conclusion of the Wave 2027 conference held on March 30 – April 1, 2027 at the JW Marriott –Austin ("Conference"). During the Term hereof, you ("Sponsor") and Sponsor's signing Company ("Company") agree to sponsor the Conference and agree to pay ESO a sponsor fee ("Sponsor Fee") as outlined in your registration. Sponsor agrees to pay the full Sponsor Fee as part of and to complete the online registration process prior to the Conference. The Sponsor Fee payment is due the earlier of forty-five (45) days of Sponsor's signature and full execution of the Agreement and twenty-one (21) days before the start of the Conference. A late fee of 1.5% per month may be assessed on all Sponsor Fees unpaid within thirty (30) days of the applicable due date. Failure to agree to these Terms & Conditions or failure to make Sponsor Fee payments when due may result in loss of category exclusivity and limit ESO's ability to provide all the Sponsor benefits.

2. Control of the Conference by ESO. ESO shall have exclusive control over all aspects of the Conference, including, without limitation, selection of the location, facility and date of the Conference; acquisition of all equipment, furnishings, personnel, materials and services necessary to hold the Conference; determination of the Conference schedule, content solicitation and selection of sponsors; determination of admission and other fees relating to the Conference; preparation, printing, distribution and processing of all promotional, registration and Conference program materials; direct and media marketing, advertising and other activities to promote attendance of sponsors and attendees at the Conference; facility set-up and breakdown; provision for concessions and other support services for attendees at the Conference facilities; acquisition of lodging discount block room reservations for attendees; and overall organization, management and coordination of all activities offered to attendees as part of the Conference program. All contracts entered into in connection with the performance of such duties and responsibilities, including, without limitation, contracts for facility and equipment rentals, shall be entered into exclusively between ESO or any of ESO's affiliates and the provider of such facilities, equipment or other services, and Sponsor shall have no liability or other obligation with respect thereto unless otherwise specifically provided herein.

3. Termination; Refund Policy. Sponsor Fees are not refundable except for a termination due to ESO's uncured material breach of this Agreement or a cancellation of the Conference. If this Agreement is canceled by ESO due to a cancellation of the Conference, then ESO shall refund all Sponsor Fees or apply such fees as a credit for another conference, at Sponsor's election. In the event Sponsor's Company provides a Company issued no travel mandate, all Sponsor Fees shall apply only as a credit for the Wave 2028 conference. ESO shall have no further liability to Sponsor in respect of such cancellation.

4. Limitation of Liability; Indemnification. ESO's total liability under or in connection with these Terms & Conditions or otherwise in relation to the Conference, whether arising in contract, tort or otherwise, shall not exceed the amount of the Sponsor Fee paid by Sponsor to ESO hereunder. In no event shall ESO be liable hereunder for any consequential, special or incidental damages arising out ESO's breach of these Terms & Conditions or otherwise in relation to the Conference. Sponsor agrees to indemnify and save and hold ESO harmless from and against any and all damages, losses, costs and other expenses incurred by ESO as a direct or indirect result of Sponsor's negligence or material breach of this Agreement in connection with its participation in the Conference. This Section 4 shall survive indefinitely any termination of these Terms & Conditions.

5. Intellectual Property. Sponsor shall provide all materials ESO deems reasonably necessary in a format, quality, and submission date solely determined by ESO. Failure to do so is deemed to be a material breach of this Agreement. Subject to ESO using Sponsor's Intellectual Property in compliance with any brand guidelines provided by Sponsor to ESO prior to such use, Sponsor hereby consents to the use of Sponsor's name, image, likeness, including, without limitation, Sponsor's trademarks and brand names ("Sponsor Intellectual Property") for the sole purpose of marketing, advertising, or other promotion activities related to the Conference. This right shall terminate upon the termination of this agreement.

6. General Provisions. The parties further agree that (i) a party's failure to enforce any provision herein shall not be deemed a waiver of such party's rights or in any way limit such party's ability to enforce any provision herein; (ii) no change or modification of any provision shall be valid unless it is in writing and signed by both parties; (iii) if any provision is held invalid or unenforceable, such holding shall not affect any other provision; (iv) the provisions set forth shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns and Sponsor agrees that ESO may assign, transfer or subcontract Sponsor's obligations and benefits arising out of or under these Terms & Conditions; (v) All sponsorships are subject to approval and will be recognized, by receipt of this signed Agreement by ESO. Sponsor shall return this signed Agreement to the ESO events team, at events@eso.com; (vi) these provisions, along with the sponsor's online registration, constitute the entire agreement between the parties hereto, and supersedes all prior agreements or understandings between ESO and Sponsor, with respect to the subject matter hereof; (vii) the provisions shall be governed by and construed in accordance with the laws of the State of Texas, and any action brought to enforce its terms shall be brought exclusively in a state or federal court sitting in Austin, Texas, the parties hereby submitting to the jurisdiction and venue thereof; and (viii) this Section 6 shall survive indefinitely any termination of these Terms & Conditions.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the Effective Date.

ESO Solutions, Inc.

Name: _____

Title: _____

By: _____
(Signature)

Sponsor

Name: _____

Title: _____

By: _____
(Signature)

Sponsorship
 Commitment:

 Sponsorship Price
 Commitment: _____

Company

Name: _____