

## Exhibitor & Sponsor Prospectus

WMS Virtual Summer Conference | June 27-July 1, 2021

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Imagine reaching nearly a thousand wilderness medicine practitioners and adventure enthusiasts, without ever leaving your home or office. The ability to participate remotely as an exhibitor means that connecting with physicians, PAs, NPs, nurses, paramedics, etc. is more convenient and affordable than ever before. While we long for the day where we can travel and be together again, this will be our third virtual conference, and we continue to see record growth as an organization and are finding more and more ways to provide more value to our exhibitors and sponsors.

The premiere benefit of being an exhibitor is our Exhibitor Showcase. You will have the opportunity to submit a 5-minute pre-recorded video to be shown immediately following the focal point of our conference: the keynote presentation with legendary climber Lynn Hill. You can use this video in whatever way you'd like to pitch your company and describe your product or services during one of the highest attended points of conference. This year, we've also added an exhibitor preview, where a shorter 3-minute video will also be shared during the welcome reception to familiarize attendees with who you are right from the start.

In addition to these two video pitches during the conference, exhibitors also receive:

- 🎧 Complimentary registration to the entire 5-day virtual conference (a \$385+ value)
- 🎧 Inclusion in the exhibitor directory on the virtual conference landing page (pg. 3)
- 🎧 A dedicated exhibitor web page customizable by you with contact information, space for a video, additional downloadable resources, etc. (pg. 4)
- 🎧 **NEW** attendee directory and networking feature with your own dedicated chat room on the conference platform (pg. 5)
- 🎧 Your 5-minute recorded pitch sent out in the Trailblazer newsletter to our medical, travel, and outdoor community of 29k+, resulting in approximately 100 additional views, plus your 3-minute video preview shared on WMS social media (12k+ followers)
- 🎧 Mention of your company on WMS social media and in multiple pre-conference emails to attendees, plus access to an exclusive attendee-only Facebook group (pg. 6)

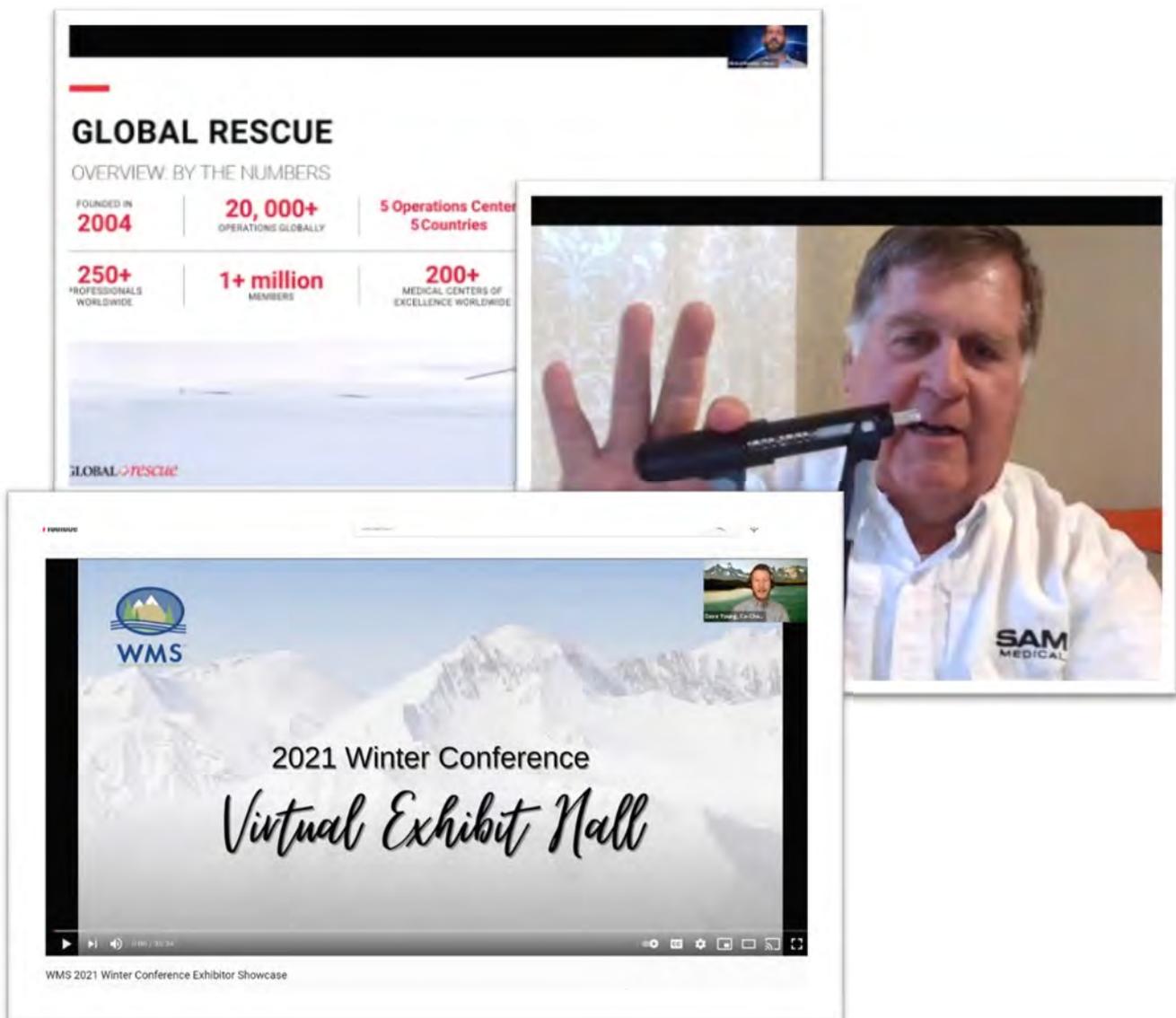
If your goal is to increase your visibility and sales among medical professionals who provide high quality care in the outdoors, read on for more information. Reserve your standard exhibitor package today by visiting [wms.org/conferences/vendor.asp](https://wms.org/conferences/vendor.asp), or [contact us](#) to build a customized package.

# Zoom Virtual Exhibitor Showcase

## Pitch Your Product or Service

Rather than just having people stroll past your booth, the Virtual Exhibitor Showcase is presented to a captive audience immediately following the conference keynote address. Using the Zoom platform, each exhibitor will have a five-minute window of time during which their pre-recorded video pitch will be played for attendees. While it's playing, exhibitors will be able to have live interaction with attendees – answer questions, send people to your website, and drive enthusiasm in real time through use of Zoom's chat feature. Participation is maximized through giveaways from exhibitors, as well as a grand prize drawing provided by WMS to one individual in attendance for the entire exhibit hall. The reach doesn't end there though, the recording will be sent out in our Trailblazer monthly newsletter for additional views, and this year we have added an additional exhibitor preview, where you can submit a 3-minute video to be played on Day 1 of the conference and on the WMS Facebook page, which has 12,000 followers.

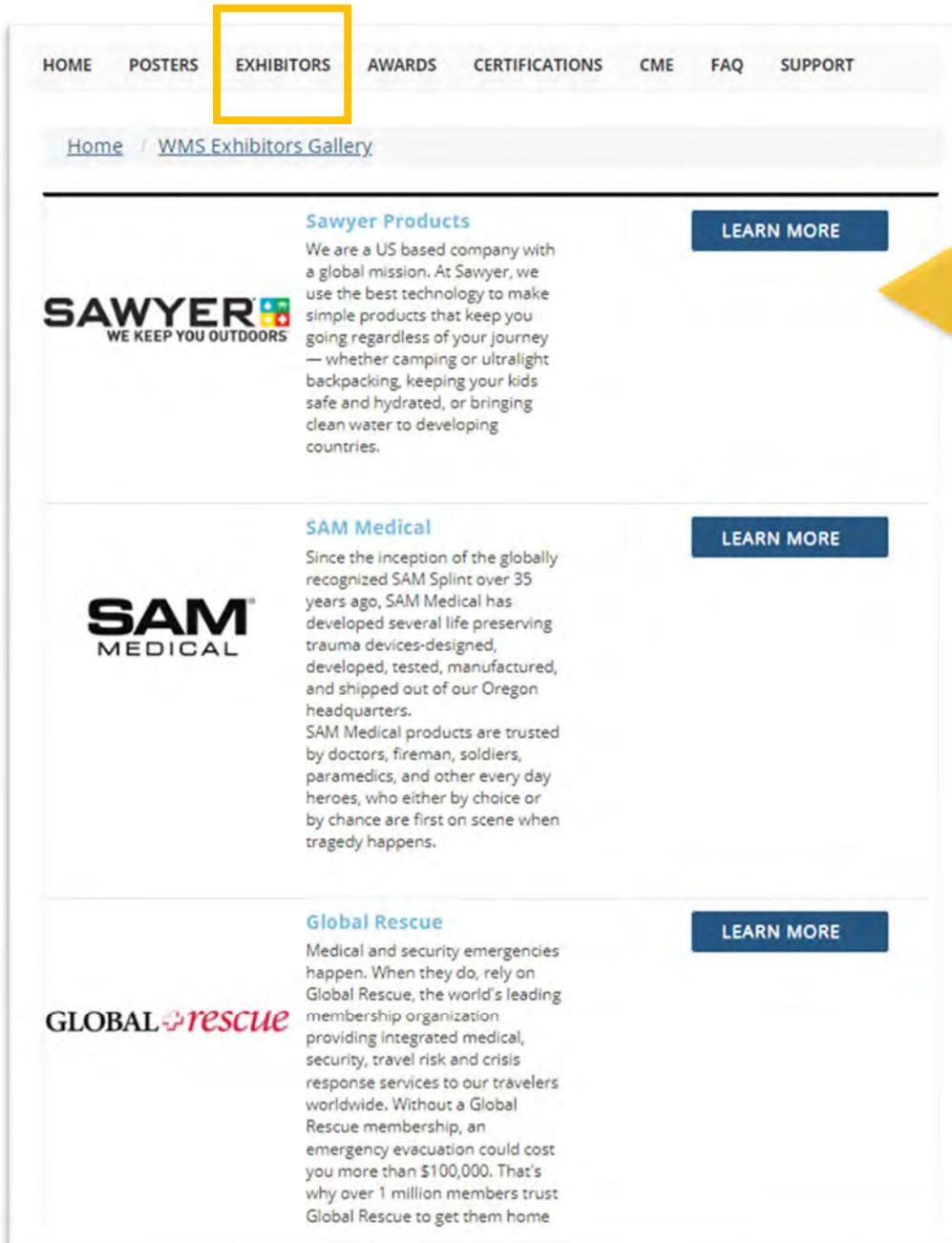
[Click here to view the 2021 Winter Conference Exhibitor Showcase!](#)



# Virtual Conference Site

## Exhibitor Listing & Ranked Placement

The WMS virtual conference site features an Exhibitor listing that allows attendees to view all exhibitors at a glance. The sleek layout displays your name, logo, and a brief summary of who you are, and allows attendees to visit your dedicated webpage to find more information and contact you. For the 2021 Virtual Summer Conference, we have added in tracking so that you'll know how many visitors checked out the full exhibitor gallery, as well as your specific page.



Similar to search engines, the top results receive the most clicks. Exhibitors wanting greater exposure have the option to upgrade their listing to one of [the first three positions](#).

# Customizable Exhibitor Webpages

## Dedicated Page for Visitors throughout the Conference

The dedicated exhibitor pages allow each exhibitor to build a web page for attendees to check out on their own leading up to, throughout, and after the conference. Exhibitor pages are flexible and easy to create, allowing you to easily share contact info, video, downloadable resources and social media links.

HOME POSTERS EXHIBITORS AWARDS CERTIFICATIONS CME FAQ SUPPORT

Home / WMS Exhibitors Gallery / Sawyer Products

**SAWYER**  
WE KEEP YOU OUTDOORS

**Sawyer Products**  
We Keep You Outdoors - Water Filtration, Insect Repellent, Sunscreen, & First Aid

Organization Website: [www.sawyer.com](http://www.sawyer.com)

Contact Name: [REDACTED]

Contact Phone: [REDACTED]

Contact Email: [REDACTED]

**Organization Information:** We are a US based company with a global mission. At Sawyer, we use the best technology to make simple products that keep you going regardless of your journey — whether camping or ultralight backpacking, keeping your kids safe and hydrated, or bringing clean water to developing countries.

[Video Conference / Schedule a Call](#)

Attendees can even schedule a 1x1 meeting with you directly from this page.

**Resources**

- What sets Sawyer filters apart? These 4 elements are why Sawyer filters are the most trusted in the world.
- Tips on staying protected from Lyme and other tick borne diseases.
- Lyme Disease infographics to print and place in your place of work.
- In partnership with The Last Well, we're on a mission to provide the entire country of Liberia with clean water by the end of 2020. Using GIS software, we are able to track dramatic health impacts. We're seeing over a 90% reduction in diarrhea within 2 weeks of intervention.
- Why Picaridin is our favorite insect repellent for the entire family.

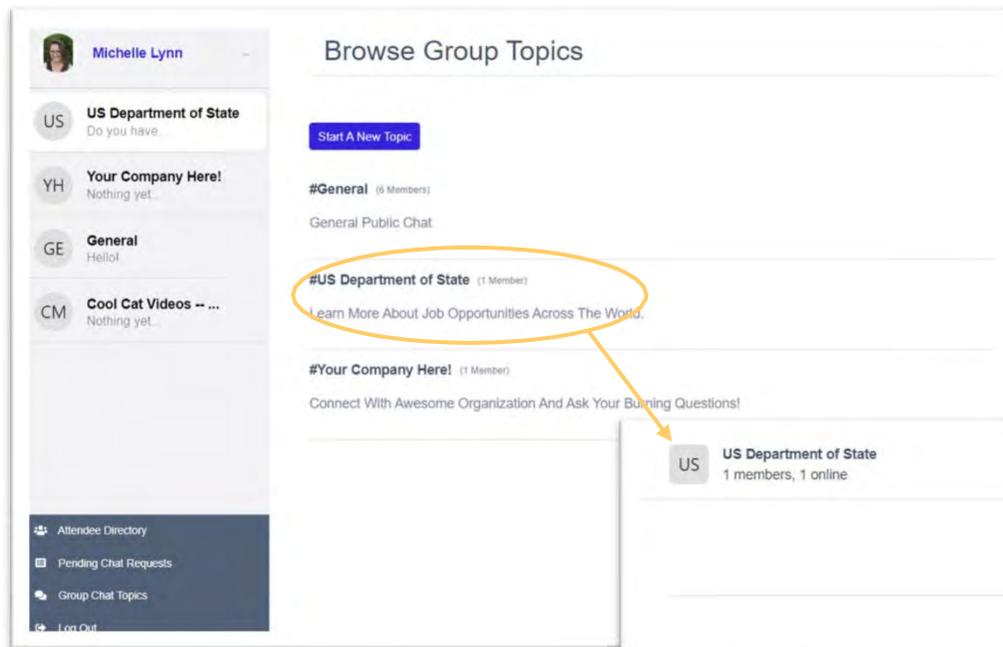
**Social Media**

Twitter Instagram

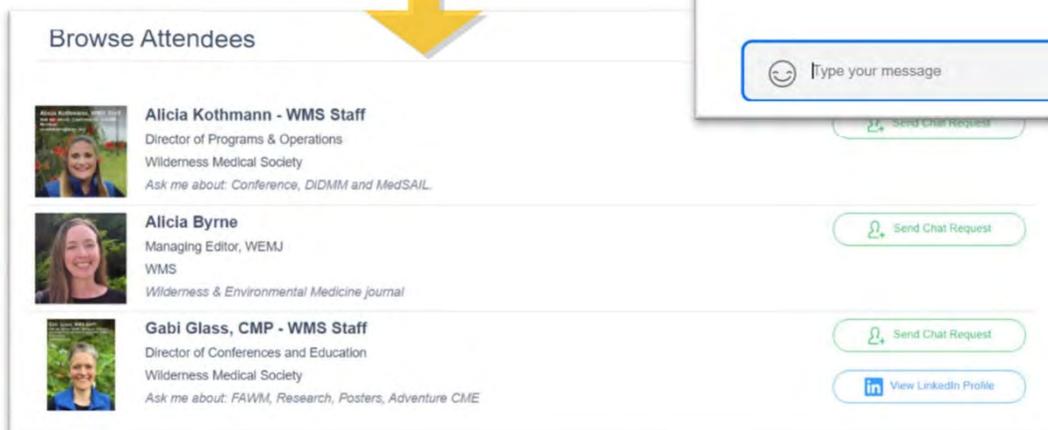
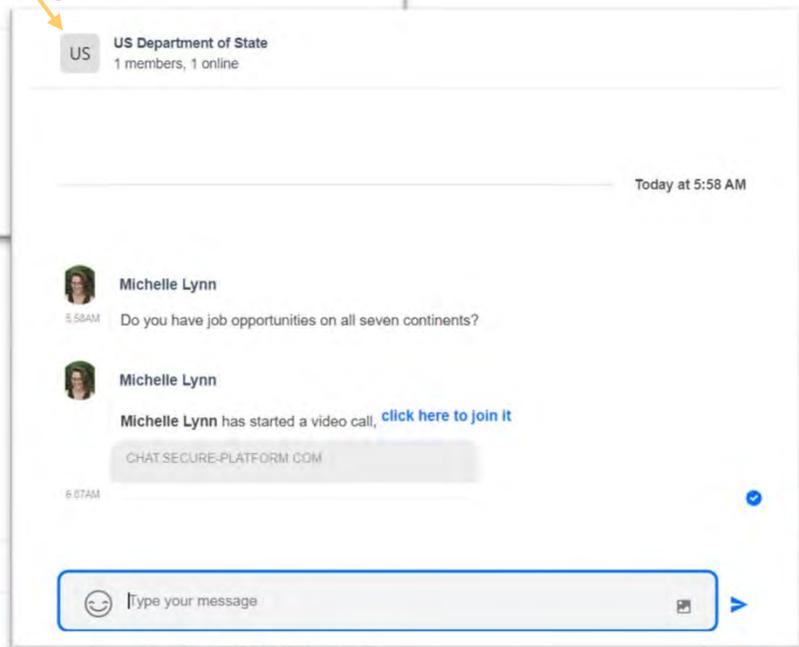
# Networking & Dedicated Chat Room

## Personally Connect with Attendees

Take advantage of our all-new networking feature with an attendee directory and individual chat rooms for each exhibitor! Your company will have its own dedicated room for attendees to join and interact with you at any time on a personal level. Answer questions, share links/photos, connect via live video, and engage with attendees with more ease than ever before!



Search for attendees who have expressed interest or work in specific fields and easily chat one-on-one or connect with them on LinkedIn!



# Additional Included Recognition

## Website, Social Media & Email Mentions

Exhibitors are recognized on the conference registration page, WMS social media channels, and in emails to attendees prior to and during the conference.

Tomorrow after our 9:40 a.m. (US Central Time) networking session, you'll have the opportunity to hear from several of our supporters during a fast-paced exhibitor showcase. In addition to several smaller giveaways, one lucky attendee will win a **FREE registration to the 2021 Virtual Summer Conference!** You must be logged in to win, and here's a list of the exhibitors who will be presenting, plus the prizes they'll be giving away:

- **Global Rescue:** Complimentary two-week membership
- **Rare Disease Therapeutics, Inc.**
- **Sawyer:** Water Filter and a Permethrin Clothing & Gear Insect Repellent
- **Panakeia, LLC:** Leatherman Raptor® and Parabelt™
- **U.S. Department of State**
- **BTG Specialty Pharmaceuticals**

In addition to learning about products, services and opportunities to enhance your wilderness medicine experiences, support from these exhibitors helps keep registration costs down, so please make sure to tune in as a sign of appreciation!

### WMS 2021 WINTER CONFERENCE

OVERVIEW PRE-CONFERENCE



The WMS 2021 Winter Conference is going virtual, February 21-25! Our summer conference was wildly successful in the virtual format, and we are excited to bring you a fantastic learning opportunity amidst the current uncertainty due to COVID-19.

Summer conference attendees' reactions to the summer virtual format:

- "Full of excellent practical researched medical information presented by experienced clinicians."
- "Incredible evidence-based talks! And so many extras (links, contacts, suggestions, anecdotes, etc.) in the sidelines via the Chat option."
- "I loved the virtual interaction - this was an amazing opportunity to stay connected during a pandemic. The WMS community is so amazing!"

As you know, improvisation is one of the key tenets of wilderness medicine, adapt and grow based on the unexpected challenges of our current times. As we scaled back, education, creativity, and building community is continuing.

The WMS virtual conference will be an interactive format with a live chat feature, therefore, get the exceptional education that you've come to expect from this knowledge and skills, but now also get the added benefit of accessing this education if convenience was not enough of a reason to participate, then affordability discounted the registration fee by 50%, making this the most affordable option.

Highlights of the conference include two **Camp Gladiator** workouts by trained instructors (to use after the conference!), more than 20 fascinating lectures including smaller breakout workshops. See the Schedule tab for more details.

We will also be having a virtual exhibit hall with exciting prize giveaways. Exhibitors will be showcasing their products:

- Sawyer
- Panakeia
- Global Rescue
- Elsevier
- BTG The Manufacturers of CroFab
- U.S. Department of State
- Rare Disease Therapeutics, Inc.

See the Schedule tab for more details



Wilderness Medical Society

February 24 · 🌐

Many of you are familiar with Sawyer products - don't miss your chance to win some during the exhibitor showcase tomorrow, plus you'll learn about their recent efforts bringing clean water to Liberia!



👍 6

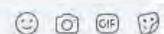
Seen by 135

👍 Like

💬 Comment



Comment as Wilderness Medical Society



# Unique Sponsorship Opportunities

## Pick an Event and Make it Yours Alone

Want to receive even greater recognition during the virtual conference? Sponsor the keynote presentation, daily networking sessions, a virtual wellness activity, or other non-CME events throughout the conference! Sponsors receive special verbal and written thanks during their sponsored activity, additional mention as a sponsor in conference emails, and placement of their company logo directly on the corresponding presentation slides.



Wilderness Medical Society

July 22 · 🌐

The WMS virtual summer conference is underway, and we've been enjoying all the wonderful connections taking place and hearing from fantastic speakers on a variety of WM-related topics! Tonight we look forward to our keynote presentation, "A True Wilderness – Working at an Altitude of 400,000 Meters," presented by former NASA astronaut Stephen Robinson and sponsored by BTG Specialty Pharmaceuticals® The Manufacturers of CroFab®.

Due to the virtual format of this event, we want to invite you to join us for tonight's keynote, which will be live streamed right here on the WMS Facebook page! Grab your friends and family and tune in beginning by the awards presentation and will not be available out with us during this



Immediately following exhibit hall, we will be recognizing some of the best in wilderness medicine during our 2020 Awards Presentation. After a quick Board of Directors Installation, the day will conclude with an out of this world keynote presentation, *A True Wilderness: Working at an Altitude of 400,000 Meters*. This keynote presentation by former NASA astronaut Stephen Robinson will begin at 6:45 p.m. US Mountain Time and is sponsored by BTG Specialty Pharmaceuticals®, the manufacturers of [CroFab®](#).



We will be live-streaming these evening activities to [Facebook](#), so be sure to send the information to friends and family who might be interested in tuning in!

## Exhibit/Sponsor Pricing

### Build Your Customized Package

View the available options for virtual conference exhibitors and sponsors below, then **contact [Kelly George](#)** to finalize your selections. Have something else in mind? Contact us to discuss further!

Exhibitor/Sponsorship Options	Included	Cost
<p><b>Virtual Exhibitor</b> (required prior to any of the three add-ons below)</p>	<ul style="list-style-type: none"> <li>- Listing in exhibitor gallery</li> <li>- Customizable, dedicated exhibitor webpage on virtual conference site</li> <li>- Dedicated exhibitor chat room</li> <li>- 5-minute pre-recorded pitch during live virtual Exhibitor Showcase &amp; 3-minute pre-recorded preview during welcome reception</li> <li>- Social media and email mention</li> </ul>	\$1,000
<p><b>Gold Sponsor – Keynote Address</b></p>	<ul style="list-style-type: none"> <li>- Additional mention on social media and emails</li> <li>- Verbal and written (chat) recognition during keynote</li> <li>- Company logo on intro slide for the keynote</li> </ul>	\$1,500
<p><b>Activity Sponsor</b> (each of the below is one option)</p> <ul style="list-style-type: none"> <li>- Opening Networking &amp; Info Session</li> <li>- Wellness Activities</li> <li>- Welcome &amp; State of the WMS</li> <li>- Networking Sessions</li> <li>- Networking Sessions byInterest Group</li> <li>- Trivia</li> <li>- Breaks</li> </ul>	<ul style="list-style-type: none"> <li>- Additional mention on social media and emails</li> <li>- Verbal and written (chat) recognition during activity</li> <li>- Company logo on slide during activity</li> </ul>	\$500
Exhibitor Add-On Options	Included	Cost
<p><b>Exhibit Area – Position 1</b> (subject to availability)</p>	<ul style="list-style-type: none"> <li>- Top placement in exhibitor directory</li> </ul>	\$200
<p><b>Exhibit Area – Position 2</b> (subject to availability)</p>	<ul style="list-style-type: none"> <li>- Secondary placement in exhibitor directory</li> </ul>	\$150
<p><b>Exhibit Area – Position 3</b> (subject to availability)</p>	<ul style="list-style-type: none"> <li>- Tertiary placement in exhibitor directory</li> </ul>	\$100

Thank you for considering support of the WMS. Our last two virtual conferences have been our biggest WMS events ever and we're looking forward to gathering once more in this interactive format!