



January 15, 2023

RE: 2023 TARS Annual Convention and Training Events

Dear Exhibitor:

It is time once again to make plans to attend Tennessee Association of Rescue Squads (TARS) Annual Convention and Training Event. It will once again be held in Pigeon Forge, TN, in the best tourist destination of our state at the Music Road Resort & Convention Center, beginning on Tuesday October 3<sup>rd</sup> through Saturday, October 7<sup>th</sup>, 2023. Our convention is not merely a great place to exhibit your products, but an opportunity for you to bring your entire family for a fun vacation. We anticipate our largest attendance to date. We will be hosting Rescue Squad, EMS, and Fire leaders and personnel from across Tennessee and the Southeast. We will be providing educational classes for each of these public safety entities, and will have several national and locally known speakers, and instructors.

We certainly hope you will consider attending our annual convention to display your products for everyone to see. Please visit our website to register for the 2023 TARS Convention as soon as possible so we can be sure to provide you with the amount of space you require. We look forward to hearing from you and want to thank you for supporting Rescue and EMS training and education in Tennessee and providing us with the tools we require to do our jobs.

If you have any questions do not hesitate to contact me via email or phone as listed below.

#### 2023 Tentative Schedule of Events:

October 3 <sup>rd</sup> –	CC Paramedic Class 8-5 (TBD)
October 3 <sup>rd</sup> –	Pediatric Pre-Conference 1-5 PM
October 4 <sup>th</sup> - 5 <sup>th</sup> –	EMS Symposium
October 4 <sup>th</sup> & 5 <sup>th</sup> –	Advanced Rescue Class TBD
October 6 <sup>th</sup> & 7 <sup>th</sup> –	Annual Convention and Training

Respectfully,

*Shannon Lawson*

Shannon Lawson  
TARS Interim Executive Director  
865-689-3256  
[shannon@tnars.org](mailto:shannon@tnars.org)  
[www.tnars.org](http://www.tnars.org)



# 2023 Convention

## Exhibitor Guidelines

- Exhibit Dates:** Wednesday – October 4<sup>th</sup>, 2023, thru Saturday – October 7<sup>th</sup>, 2023  
Exhibits must be set up by Thursday October 5<sup>th</sup> at 5:00 PM and **remain set-up until Saturday October 7<sup>th</sup> at 12:00 PM**. Exhibits must be taken down beginning at 12:00 Noon Saturday October 7<sup>th</sup>.
- Location:** **Music Road Resort and Convention Center**  
303 Henderson Chapel Road  
Pigeon Forge, TN 37863  
844-993-9644
- TARS Contact:** Shannon Lawson  
[shannon@tnars.org](mailto:shannon@tnars.org)  
865-689-3256  
Additional information may also be obtained at our web site: [www.tnars.org](http://www.tnars.org)
- Attendees:** First Responders, EMTs, AEMTs, Paramedics, Critical Care Paramedics, RNs, MDs, all levels of Rescue and Fire Instructors, Department Officers, and Department members.  
  
**Attendance of 400-500 is anticipated.**
- Display Materials:** Shipping, receiving, storage of materials, and additional supplies or equipment request should be made with Music Road Resort & Convention Center and may include additional costs for which the exhibitor is responsible. Contact hotel representative at (855) 577-3222 for further information.
- Display Fees:** Exhibitor space is reserved on a first come basis, so please register early to assure a space.
- Exhibitor:** **\$400.00** – includes 8 x 8 exhibit space and will consist of a draped table for display, 2 chairs and exhibit badges, and complimentary Wi-Fi. First and second booth are \$400.00 each. Additional booths are \$200.00 each.
- Wheeled Trailer:** **\$500.00** – a limited number of wheeled or trailer vehicles will be assigned outside the indoor exhibit area.
- Bronze Sponsor:** **\$600.00** – includes 8 x 8 exhibit space and will consist of a draped table for display, 2 chairs, exhibit badges, TARS website recognition with link, 110V electric outlet and complimentary Wi-Fi. Additional booths are \$200.00 each.

- Silver Sponsor:** **\$1000.00** - includes two 8 x 8 exhibit space and will consist of a draped table for display, 4 chairs, exhibit badges, TARS website recognition with link, 110v electric outlet, and complimentary Wi-Fi. Additional booths are \$200.00 each.
- Gold Sponsor:** **\$3000.00** - includes two 8 x 8 exhibit space and will consist of a draped table for display, 4 chairs, exhibit badges, TARS website recognition with link, 110v electric outlet, complimentary Wi-Fi, and recognition as a sponsor of Thursday night dinner. Additional booths are \$200.00 each.
- Platinum Sponsor:** **\$6000.00** - includes two 8 x 8 exhibit space and will consist of a draped table for display, 4 chairs, exhibit badges, TARS website recognition with link, 110v electric outlet, complimentary Wi-Fi, and recognition as a sponsor of Awards Banquet, Vendor Hall, Etc. . Additional booths are \$200.00 each.
- Create your own Sponsorship:** We can build your custom sponsorship. Please contact Shannon Lawson by phone at 865-689-3256 or email at [shannon@tnars.org](mailto:shannon@tnars.org).
- Exhibit Space:** **Exhibit spaces will be assigned by TARS at the convention.**
- Amenities:** **Exhibit space includes items mentioned above convention agendas will be provide at registration. Exhibitors are responsible for their own signage. Electrical connections are provided for an additional fee and only as requested at the time of registration through Stacy Rhodes and are the financial responsibility of the Exhibitor. Wi-Fi is included with the exhibitor fee.**
- Registration and Payment:** Each Sponsor may register either from the TARS website or mailing into the TARS State Office. This registration is the Contract of Sponsorship. The Contract of Sponsorship with payment must be received by September 1<sup>st</sup>, 2023, to guarantee sponsorship.
- This registration is the Contract of Exhibit. Contract of Exhibit with payment must be received by September 15<sup>th</sup>, 2023.
- Check-In/Out and Set-up Information:** Exhibitor on-site check-in and setup:
- Wednesday, October 4<sup>th</sup>, 2023, from 8:00 AM to 5:00 PM
  - Thursday, October 5<sup>th</sup>, 2023, from 8:00 AM – 5:00 PM EST.
- You may check-in and setup during these times. If you wish to set up for the EMS Symposium, you can begin at 8:00 AM on Wednesday. If you want to exhibit for Wednesday through Saturday, your registration fees cover this. We encourage you to be set up by Thursday morning and be there for the classes on Thursday and stay through Saturday at 12:00 PM.
- All Exhibits must be set-up and ready to receive foot traffic by Thursday 5:00 PM EST for Convention on Friday.**
- Lodging:** Room reservations: Call 1-855-790-4646 and mention the Tennessee Association of Rescue Squads to our reservation agent. Exhibitors are encouraged to take advantage of the TARS discounted group rate of \$150 plus taxes, for Tuesday night thru Sunday at the Music Road Resort. Rooms are limited, so early registration is recommended. The TARS Convention rate is available on a first come basis until either the room block is filled, or September 1, 2023, arrives, whichever occurs first. After the TARS room block is filled prevailing rates will apply.
- Restrictions:** TARS reserves the right to prohibit or require the removal of any display or exhibit or any part of an exhibit which it deems not suitable or in accordance with these regulations or in accordance

with these regulations or in acceptable professional ethics or for other reasons deemed necessary or appropriate by TARS. All exhibits shall conform in all respects to applicable safety, health, and fire codes plus rules of the Music Road Resort.

- Use of Space:** Exhibitors shall arrange their exhibits, so they do not obstruct other exhibits. Aisles must be kept clear. All safety, and /or fire and equipment must always be left accessible and in full view.
- Security:** Insurance of booth contents and personnel is recommended. TARS does not insure exhibitor property. Exhibitors shall use reasonable care during the hours of installation, the show and dismantling for the protection of the exhibitor's materials and displays. Beyond this, TARS, the convention facility, their respective officers, directors, and employees or agents shall not be responsible for the safety or protection of the property of the exhibitor, its employees, and agents for any cause.
- Liability:** By exhibiting, exhibitors for and on behalf or itself, its employees, agents, and invitees, and each other, releases and waives any and all claims, demands or actions against TARS, the facility, facility services, and their respective officers, directors, employees, and agents resulting from any act or omission of exhibitor, its employees, agents, and invitees. In addition, exhibitor agrees to hold harmless and indemnify TARS, the facility, and facility services and their respective officers, directors, employees, and agents and each of them from any and all claims, demands or actions arising out of or as a result of any act or omission on the part of the exhibitor, its officers, directors, employees, agents or invitees, and each of them, as a result of its exhibit or otherwise related to the TARS Convention.
- Restrictions:** TARS reserves the right to prohibit or require the removal of any display or exhibit or any part of an exhibit which it deems not suitable for in accordance with these regulations or in accordance with acceptable professional ethics or prohibits for other reasons deemed necessary or appropriate by TARS. All exhibits shall conform in all respects to applicable safety, health, and fire codes plus rules of the convention facility.
- Cancellations:** Applicants who register for sponsorship may cancel, in writing, to TARS, and must be received at the registration address prior to June 1, 2023, to receive a refund minus a 50% cancellation fee. Applicants who register for space only may cancel, in writing, to TARS, and must be received at the registration address prior to September 17, 2023, to receive a refund minus a 50% cancellation fee. Applicants who cancel after the above dates will forfeit the entirety of their registration fee.
- Failure to Occupy Space:** Any space not occupied on Thursday by 5:00 PM shall be deemed forfeited by the exhibitor. TARS may reassign such space without any obligation to the exhibitor.
- Digital Logo:** Please provide TARS with a digital copy of your logo and business link for our website advertisement. The logo should be emailed to Shannon at [shannon@tnars.org](mailto:shannon@tnars.org).
- Contract to Exhibit:** Please go to [www.tnars.org](http://www.tnars.org) to register. Completion of the registration form is considered completion of the contract of exhibit.
- W-9:** Available upon request.

***Thank you for all you do for Rescue and EMS  
Training and Education in Tennessee!***



## Complimentary

# Thursday Night Dinner

On Thursday night October 5<sup>th</sup>, 2023, at 6:30 PM EST we will be having our Steak and Shrimp Dinner. This is a great place to network with your current customers and potential new customers. You will have the option of:

- 10-12 oz Steak, Baked Potato and Drink, or
- Cajun Shrimp Boil: Fresh Gulf Shrimp, Sausage, Potatoes, Corn, Mushrooms, and drink

This will be held behind the convention center in the back parking lot.

No Alcoholic Beverages are Allowed. First two tickets are complimentary and is included in your registration. For any others the cost will be \$25 per person. If you would like to attend, please fill this out with the number of people attending.

Please include my 2 complimentary tickets in my reservations: \_\_\_\_ Steak \_\_\_\_ Shrimp

Extra Tickets for Steak at \$25 per person \_\_\_\_\_ X \$25.00 = \_\_\_\_\_

Extra Tickets for Shrimp at \$25 per person \_\_\_\_\_ X \$25.00 = \_\_\_\_\_

Please include this with your payment. There may not be any tickets for sale at the event. Tickets will be available with your convention packet from 5:00 till 5:30 PM on Thursday afternoon.

If you would like to help sponsor this event, please contact Shannon Lawson at [shannon@tnars.org](mailto:shannon@tnars.org) or 865-689-3256 for more information.

Email List - If you would like to be on our email list for next year's event, please include everyone that we would need to notify:

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Thank you! And we hope to see you there!



# 2023 Convention

## Exhibitor/Sponsor Registration

Company Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, & Zip \_\_\_\_\_ Email: \_\_\_\_\_

Brief Product or Service Description: \_\_\_\_\_

Names of personnel attending: \_\_\_\_\_

1st & 2nd Standard Booth - \_\_\_\_\_ X \$400.00 ea. = \$ \_\_\_\_\_

Additional Standard Booth - \_\_\_\_\_ X \$200.00 ea. = \$ \_\_\_\_\_

Wheeled Vehicle or Trailer - \_\_\_\_\_ X \$500.00 ea. = \$ \_\_\_\_\_

Bronze Sponsor - \$600.00 \$ \_\_\_\_\_

Silver Sponsor - \$1000.00 \$ \_\_\_\_\_

Gold Sponsor - \$3000.00 \$ \_\_\_\_\_

Platinum Sponsor - \$6000.00 \$ \_\_\_\_\_

Create Your Sponsorship \$ \_\_\_\_\_

Electricity - \$50.00 (entire event) \$ \_\_\_\_\_

Thursday Night Dinner Extra Tickets - \_\_\_\_\_ @ \$25.00 ea. = \_\_\_\_\_

**(Please include the previous page with submission so we can order the correct amount of food)**

**TOTAL ENCLOSED: \$ \_\_\_\_\_**

Credit card payments can be taken over the phone.

MAKE CHECKS PAYABLE TO: Tennessee Association of Rescue Squads (TARS) and mail along with application to:

TENNESSEE ASSOCIATION OF RESCUE SQUADS  
2906 TAZEWELL PIKE – SUITE 'C'  
KNOXVILLE, TN 37918

PH: 865-689-3256 FAX: 865-688-7015

**To be received no later than:  
August 15<sup>th</sup>, 2023, for Sponsors  
September 22<sup>nd</sup>, 2023 for Exhibitors**

**Complimentary  
Thursday Night Dinner  
Tickets**

**Your registration Includes 2  
Thursday Night Dinner Tickets.  
Saturday night Awards Banquet  
Tickets are available upon  
request. Contact Shannon at  
865-689-3256 for more  
information.**

Please feel free to contact Interim Executive Director Mrs. Shannon Lawson @ [shannon@tnars.org](mailto:shannon@tnars.org) or 865-689-3256.