



EVOLUTION 2021 Overview

Presented to TEMSA's Board of Directors in November 2020

February 4, 2021

EVOLUTION 2021 *Overview*

Devil's Advocate **Identifying Worst-Case Scenarios**

The Show Probably Has to Go on

- We were fortunate in that Horseshoe Bay simply took our 2021 contract and moved it to 2024 due to the pandemic last summer.
- Unless we experience a massive, unexpected surge, it is highly unlikely that the hotel will let us out of our contract. We must move forward with the assumption that we are holding an in-person meeting.

Prepare for Social Distancing

- Odds are high that social distancing will still be in effect this summer.
- It will not affect our conference room because we already have plenty of space.
- It will likely affect our exhibit hall, and that is detailed in the following slides.

A Hybrid Meeting Is Not an Option

- A hybrid option in which we give attendees an opportunity to be in person or watch it on their computers at home is not a financial option for TEMSA.

EVOLUTION 2021 Schedule Overview

Co-Chairs

Michael Furrh (Lavaca County EMS)

Butch Oberhoff (Acadian Ambulance)

Schedule

- See TEMSA's website to download the current brochure/schedule.

Three Tracks (As Planned for 2020)

- Leadership Track
- Emerging Leaders Course (Monday, August 9) – New in 2021
- Billing/Coding Course (Tuesday, August 10)

Schedule Overview

- Several holes remain for the Leadership Track (see what is "hot").
- Wednesday morning features Brian Werfel and Asbel Montes. But how do we keep them around the rest of the morning?

Billing/Coding Course

- Gail Atnip will be virtual. We plan for Brian Werfel to be live.

EVOLUTION 2021 Budget

Expenses

- See attached spreadsheet for the breakdown.
- 2021 expenses are based on 2019 costs. And 2019 was based on past events and turned out to be very accurate.
- If revenue is not looking good, there might be some areas for adjustment.

Revenue - Registrations

- Based on 2019 registrations – see spreadsheet.

Revenue - Sponsorships

- See following slides for extensive breakdown.

EMS EVOLUTION 2021 Exhibitors

2021 Exhibit Hall **Even With a Vaccine...**

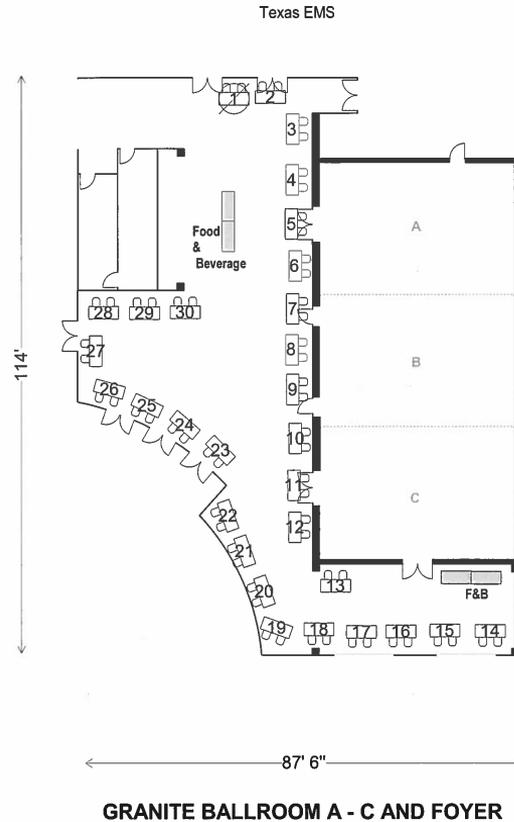
Prepare Now ... or Suffer Later

- **Option 1:** Assume that everything will be normal in August and sell the jam-packed exhibit hall in February 2021. **Problem: *If Covid-19 witnesses a smaller wave this summer that requires social distancing, will we tell half of our exhibitors that they can no longer attend?***
- **Option 2:** Operate under the assumption that social distancing will still be necessary in August. **Solution: *Sell half the exhibit hall (at a higher price to meet revenue requirements) to ensure that we are not surprised in August.***

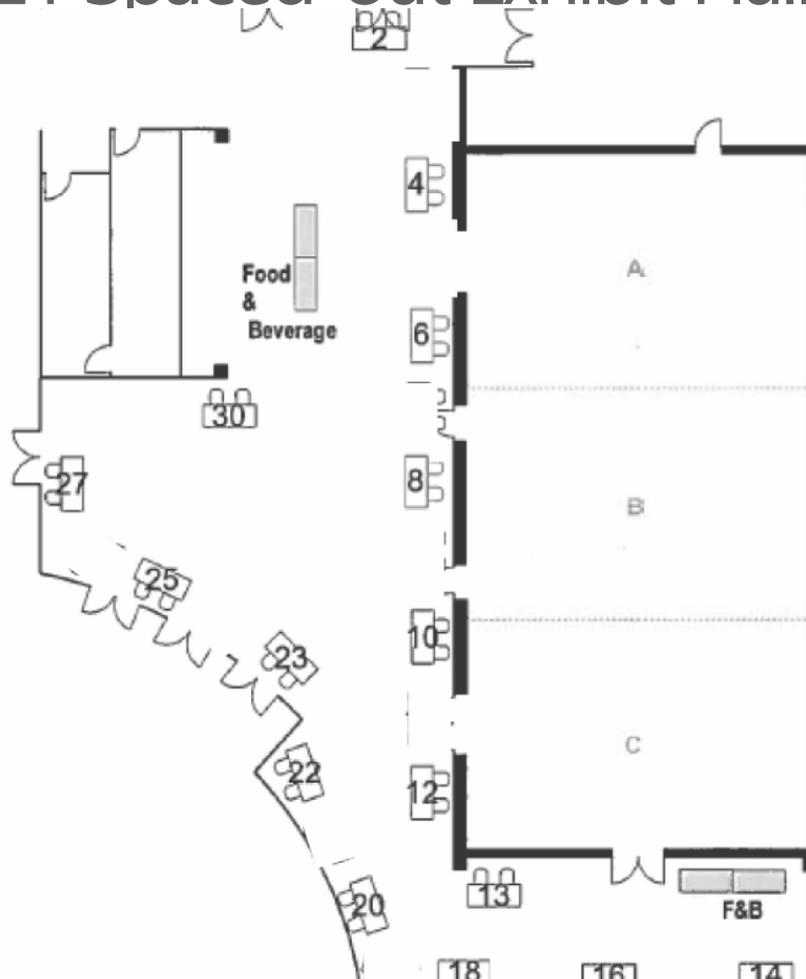
Sponsorship Revenue Is Necessary to Fund the Conference

- If we only sell 13 silver sponsorships at \$1,700 each, TEMSA will run into financial trouble.
- Therefore, TEMSA must sell only gold sponsorships at \$4,000 each until March 1. After that, a handful of silver sponsorships can be sold.
- The key is to create scarcity for the product. Thirteen gold sponsorships at \$4,000 each is the same as 27 silver sponsorships at \$1,800 each.

2019 Exhibit Hall **A Full House With 27**



2021 Spaced-out Exhibit Hall Room for 16



2021 Exhibit Hall Two Different Scenarios

A Full House

1 Title @ \$8,500 = \$8,500

4 Gold @ \$4,000 = \$16,000

21 Silver @ \$1,800 = \$37,800

26 Total = \$62,300

Social Distancing

1 Title @ \$8,500 = \$8,500

12 Gold @ \$4,000 = \$48,000

5 Silver @ \$1,800 = \$9,000

18 Total = \$65,500