

Thank you for joining us at the 2025 American Ambulance Association Annual Conference & Trade Show! Please note that our agenda is subject to change. Please download the AAA 2025 Yapp app sponsored by PatientCare EMS Solutions for live updates. *Revised June 5, 2025 at 13:30 ET*



Saturday, June 21 | Board Meeting & Preconference Activities

Registration 08:00–17:00 in the Main Street Lobby

7:30	9:00	Breakfast for Board, EMSNext, Preconference Workshops	Hall Near Mtg Rooms 1–8
8:00	9:00	EMSNext Breakfast (Closed Meeting)	Meeting Room 3&4
9:00	12:00	Board Meeting (Open to AAA Members)	Meeting Room 8
9:00	17:00	CAAS Accreditation Seminar (Preregistration Required)	Meeting Room 5
9:00	17:00	SafeTech Executive Leadership Retreat (Preregistration Required)	Meeting Room 1&2
12:00	13:00	Lunch for Preconference Workshop Participants	Hall Near Mtg Rooms 1–8
12:00	17:00	Grab-and-Go Snacks (<i>Sponsored by American Specialty Vehicles</i>)	Main Street Lobby
13:00	16:00	AIMHI Board Meeting (Closed Meeting)	Meeting Room 9AB
14:00	17:00	Horse Farm Tour (Preregistration Required) Pre-registrants meet in the Main Street Lobby at 13:50 for the bus to Spy Coast Farm.	Spy Coast Farm
18:00	20:00	Welcome Reception (<i>Sponsored by VisitLEX</i>) Free and open to all attendees! Outdoor welcome reception near the Main Street Lobby of the convention center. Join colleagues for bluegrass, food, drinks, and fun!	The Gorge at CBC

Sunday, June 22 | Conference Day 1

Registration 07:30–16:00 in the Main Street Lobby | Trade Show 12:00–18:00

7:45	9:00	Drop-In Breakfast (<i>Sponsored by Mohawk Ambulance Service</i>)	Ballroom PreFunction
7:45	15:00	All-Day Beverages (<i>Sponsored by Mayo Clinic</i>)	Hall Near Mtg Rooms 1–8
8:30	9:50	Keynote Solve Tomorrow's Problems with Heather McGowan + EMSNext Awards <i>Sponsored by Bell Ambulance</i>	Ballroom 1–3
10:00	10:50	AAA Advocacy EMS Payment Reform (<i>Sponsored by Bound Tree</i>)	Meeting Room 1&2
10:00	10:50	Just One of the Guys	Meeting Room 3&4
10:00	10:50	What Do You Really Need to Worry About?	Meeting Room 8
10:00	10:50	EMS Response to Hurricanes Helene and Milton	Meeting Room 5
10:00	10:50	Never Have I Ever: Never Events in EMS	Meeting Room 6&7
11:00	11:50	Fleet Security and Hyper Reliability	Meeting Room 5
11:00	11:50	Medicare Update 2025	Meeting Room 1&2
11:00	11:50	Leading, Directing, & Juggling the Priorities	Meeting Room 3&4
11:00	11:50	From Provider to Patient: Lessons from a Life-Changing Journey	Meeting Room 6&7
11:00	11:50	Data-Driven EMS Leadership	Meeting Room 8
12:00	14:00	Lunch in the Trade Show (<i>Sponsored by Global Medical Response</i>)	Exhibit Hall A&B
13:00	13:30	Snacks in the Trade Show (<i>Sponsored by Lakes Region EMS</i>)	Exhibit Hall A&B

13:30	13:45	Wheeled Coach & Leader 50 th Anniversary Cupcakes in the Trade Show (Sponsored by Wheeled Coach, Leader, & AEV)	Exhibit Hall A&B Booth 411
14:00	14:50	No PR Person? No Problem!	Meeting Room 6&7
14:00	14:50	Contracting Workshop: Insurer Agreements	Meeting Room 1&2
14:00	14:50	Response Reboot? Data Driven Decisions for Sustainability	Meeting Room 3&4
14:00	14:50	The Conscious Leader: Aligning Mindset, Energy, & Radical Responsibility	Meeting Room 5
14:00	14:50	"You're In Charge, Good Luck"	Meeting Room 8
15:00	16:00	Optimal Operation Workflow Using Data Platforms	Meeting Room 8
15:00	16:00	Data: Shaping Decisions and Driving Innovation Sponsored by Health Management Associates	Meeting Room 3&4
15:00	16:00	Employee Engagement Through Scheduling Input	Meeting Room 5
15:00	16:00	From Sirens to Science: The Next Era of EMS Medicine	Meeting Room 6&7
15:00	16:00	EMS Case Files: Two Truths and a Lie	Meeting Room 1&2
16:00	18:00	Trade Show Reception (Sponsored by SafeTech Solutions)	Exhibit Hall A&B
18:00	19:00	Networking Event for 2025 AAA Award Winners (Closed Meeting) Sponsored by Metro West Ambulance By Invitation Only	Wildcat Whiskey Club

Monday, June 23 | Conference Day 2

Registration 07:30–16:00 in the Main Street Lobby | Trade Show 10:30–16:00

7:45	9:00	Drop-In Breakfast (Sponsored by Zoll)	Ballroom PreFunction
7:45	15:00	All-Day Beverages (Sponsored by Life EMS Ambulance)	Hall Near Mtg Rooms 1–8
8:30	9:20	Keynote Becoming Unflappable with Dr. Darria (Sponsored by Savvik Buying Group)	Ballroom 1–3
9:30	10:20	Healthcare Insurance Trends: Just the Facts	Meeting Room 3&4
9:30	10:20	Crisis Communications	Meeting Room 6&7
9:30	10:20	If It Isn't Broken, Don't Fix It!—Right?	Meeting Room 5
9:30	10:20	Military Medics in Civilian EMS	Meeting Room 8
9:30	10:20	Wait, There's More! 12 Wastes of EMS Billing	Meeting Room 1&2
10:00	16:00	Blood Drive – Schedule your donation at https://ems.zone/25blooddrive! In Partnership with Lexington Fire Department & American Red Cross	Exhibit Hall PreFunction
10:30	11:00	Snacks in the Trade Show (Sponsored by WMK Law Group)	Exhibit Hall A&B
11:00	11:50	Building a Balanced EMS Organization	Meeting Room 1&2
11:00	11:50	Enterprise Risk Management in the World of Cyber Security	Meeting Room 3&4
11:00	11:50	From Animosity to Affinity: Reclaiming Your Reputation	Meeting Room 6&7
11:00	11:50	Stronger Together: Frenemies to Friends	Meeting Room 5
11:00	11:50	The Culture Reset Playbook	Meeting Room 8
12:00	13:30	Lunch in the Trade Show	Exhibit Hall A&B
13:00	13:50	33 Lives at 230MPH: EMS at the World's Largest Single-Day Sporting Event	Meeting Room 8
13:00	13:50	Smart Money: Using AI to Transform EMS Collections	Meeting Room 1&2
13:00	13:50	Implementing Innovative Recruitment & Retention Strategies	Meeting Room 3&4
13:00	13:50	Leadership Altitude Is in the Attitude	Meeting Room 6&7
13:00	13:50	EMS Collaboration: Thinking Outside of the Box	Meeting Room 5

14:00	14:50	Difficult Conversations with Gen Z	Meeting Room 1&2
14:00	14:50	Emerging Tech in EMS	Meeting Room 8
14:00	14:50	Undercover Assassin	Meeting Room 6&7
14:00	14:50	Is Your Compliance Program Effective?	Meeting Room 5
14:00	14:50	How Can They Do That? State MIH Comparison	Meeting Room 3&4
15:00	16:00	Trade Show Closing Reception (<i>Sponsored by Ninth Brain</i>)	Exhibit Hall A&B
16:00	18:00	President's Reception Awards Ceremony <i>Co-sponsored by FOAMfrat, Henry Schein, Master Medical Equipment, Southwest Ambulance Sales, & ZOLL</i>	Ballroom 1-3

Tuesday, June 24 | Optional Bonus Day

Registration 08:00-10:00 am in the Main Street Lobby

7:45	9:00	Drop-In Breakfast (<i>Sponsored by Acadian Ambulance</i>)	Ballroom PreFunction
7:45	13:00	All-Day Beverages (<i>Sponsored by Emplify Health by Gundersen</i>)	Hall Near Mtg Rooms 1-8
8:00	12:00	EMSNext Leadership Program (Closed Meeting)	Meeting Room 5
9:00	9:50	Resuscitating EMS Strategy: OKRs as the Guiding Framework	Meeting Room 6&7
9:00	9:50	Don't Give Up the Ship	Meeting Room 3&4
9:00	12:00	State Association Forum (<i>Sponsored by Sellers Dorsey</i>) Limited to State Association Leaders, Staff, & Lobbyists	Meeting Room 1&2
10:00	10:50	AI and EMS Business Development	Meeting Room 3&4
11:00	11:50	The EMS Escape Fire	Meeting Room 3&4
12:30	15:30	Bourbon Distillery Tour & Tasting (Preregistration Required) (<i>Sponsored by the Kentucky Ambulance Providers Association</i>) Pre-registrants meet in the Main Street Lobby at 12:20 for the bus to Woodford.	Woodford Reserve

Thank You, Sponsors!



2025 Exhibitors

The trade show is open Sunday, June 22, from 12:00–18:00 and Monday, June 23, from 10:30–16:00 ET on level 3.

ACETECH (702)	Frazer, Ltd (337)	Operative IQ (424)
AEV (5257, 519, 511)	FR Conversions, Inc. (215, 221, 229)	Patients First Products (335)
American Specialty Vehicles (721, 728, 729)	GH Armor (611)	Priority Dispatch Corp. (230)
BCS (331)	Golf Simulator (218)	Priority OnDemand (401)
Best Practice Medicine (607)	GoSB (327)	Prodigy (325)
Blink (321)	Grant Mercantile Agency (323)	Public Safety Solutions (710)
Bound Tree Medical (426)	Handtevy (613)	Quick Med Claims (625)
Brown & Brown Insurance (422)	Hercules (438)	R&S Northeast EMS Support (200)
CAAS (311)	HiViz LED Lighting (412)	RLI Transportation Insurance (722)
Captivate Billing (204)	Huly Corp. (309)	Safety Vision (430)
Cascade365 Liquidity Solutions (402)	ImageTrend, Inc. (724)	Savvik Buying Group (319)
Cindy Elbert Insurance Services (601)	Integra Connect (305)	School of EMS (232)
Commercial Acceptance Company (704)	Kentucky Ambulance Providers Association (KAPA) (333)	Solutions Group Services (603)
Crestline Coach (539)	Leader Emergency Vehicles (505)	Stryker (207)
DataTech911 (720)	Life-Assist (301)	SwipeLock (428)
Demers (533)	LogRx (303)	Taylor Healthcare Products (420)
Digitech (307)	Markel (621)	TCP Software (210)
EMS Management & Consultants (708)	Master Medical Equipment (329)	The Code Green Campaign (206)
ESO (315)	McGriff Insurance Services (208)	Transportation Equipment Sales Corp. (TESCO) (629)
Excellance Inc. (637)	Medic Built, LLC (701, 707, 715)	Traumasoft (615)
FERNO (425)	Medicount Management (436)	Tremco Emergency Products Inc. (313)
First Due (339)	Medix Specialty Vehicles, LLC (439)	Vellox Group (228)
First Financial Resources, Inc. (623)	Med Ops Staffing, LLC (410)	VLI Tech, Inc. (406)
FirstNet, Built by AT&T (432)	Miller Coach Company (201)	Waystar (224)
First Priority Billing Solutions (726)	MP Cloud Technologies, Inc. (404)	Western Shelter (212)
FirstWatch (202)	NAAC (706)	Wheeled Coach (405, 411, 419)
FOAMfrat (226)	National Interstate Insurance (605)	Women in Emergency Services (222)
	Ninth Brain (712)	ZOLL (619)