



Get a Free AED

The Collegiate Sports Medicine Foundation has teamed up with Life Signs America and the Indiana Athletic Trainers Association to offer a unique program to businesses, school sports medicine programs and athletic departments. This program provides a free AED, training of personnel, maintenance and replacement costs for five (5) years. In addition to the AED the host facility would receive a \$1000 cash or \$1000 voucher/credit with Sports Health. In exchange for these benefits, Life Signs America would place an Eye Catcher™ display in a high traffic location on site or within the community. Life Signs America would then be responsible for selling advertisements to support the AED program. The host facility will have final approval of all advertising. The host facility would receive the AED, training and supply credit when nine (9) advertisements have been sold. In addition, the Indiana Athletic Trainers' Association would receive a \$500 donation per AED Program placed in the school system or business.

Facility Responsibility Summary:

- Identifying and securing a high traffic area (with a power source) for which the Eye Catcher™ display can be placed.
- Routine monitoring of the Eye Catcher™ display to ensure proper working status

Facility Benefits Summary:

- AED
- AED Training for three (3) individuals
- AED Annual maintenance
- \$1000 cash or in medical supplies/equipment of choosing from Sports Health annually



Frequently Asked Questions (FAQs)

How quickly can an EyeCatcher™ display and AED be installed at my location?

LifeSigns America's goal is to sell the advertising and have the device up and running within 60 days from the time you sign a contract with LifeSignsAmerica.

What is the EyeCatcher™ display made of? How much room does it take up?

The EyeCatcher™/AED unit is on a pedestal that is 74 inches tall. The top sign box is 43 inches high, 30 inches wide and six inches deep. The EyeCatcher™ includes 18 ads that are backlit on 4 ml. films, which scroll from left to right and then back again. The ads are 23 inches wide and 34 inches high. Ad viewing times can be pre-set from one second to 10 hours. Ad view time is usually 12 seconds.

The EyeCatcher™ unit is manufactured by DiAZiT, a strategic alliance partner in the LifeSignsAmerica program. This company recently built the largest sign in Times Square for Toys "R" Us.

Who services or repairs the EyeCatcher™ display?

LifeSignsAmerica contracts with local small businesses to provide any service or repairs needed by the EyeCatcher™ display. However, these displays are very reliable and seldom need service.

Who creates and prints the ads that go on the EyeCatcher™ display?

Our partners that sell the advertising also handle all aspects of creating and printing the advertising used on the display.

How often are the ads on the EyeCatcher™ display changed?

The ads usually change every quarter.

Who changes the ads on the display?

LifeSignsAmerica contracts with local small businesses to change the ads, once again supporting the local community and economy.

Is there the possibility of placing more than one (1) AED in the school or business?

Yes, when Life Signs America has completed the first advertising campaign, and in the event there are more advertisers available, they would begin work on the second EyeCatcher™ display. Again, when nine advertisements are reached on the second display a second AED would then be placed in the school with the additional benefit package.

Does the EyeCatcher™ display have to be placed with the AED?

No. The AED can be located in any location separate of the EyeCatcher™ display.

What locations should we consider for the placement of the EyeCatcher™ display?

High and Consistent Visibility

- Student Cafeteria
- School Lobby
- Grocery Store
- Hardware Store
- Shopping Mall

How do we get started on the AED Program (Basic)?

Contact the Collegiate Sports Medicine Foundation at the numbers below and/or fill out the information request form on the web site if you haven't done so already.



For more information, you may access information online and submit an inquiry form on our web site at http://www.csmfoundation.org/AED_Program_Indiana.html