

CORPORATE PARTNER PROGRAM



Partner with the organization that is improving the practice of EMS

NAEMT is focused on improving the practice of EMS. We are at the forefront of national and global discussions and initiatives that have significant impact on the EMS industry. Most importantly, NAEMT fosters the critical elements that ensure an integrated role for EMS in our nation's changing healthcare system by supporting innovation, education and advocacy.

Our membership is inclusive of all EMS delivery models and NAEMT has a direct reach to more than 200,000 EMS professionals worldwide.

Partner with NAEMT to prepare the EMS industry for the future. Contact corporatepartners@naemt.org.

NAEMT At-A-Glance *(2019 Statistics)*

NAEMT education programs:

- Trained more than 130,000 students in 77 countries
- Offered at more than 2,700 training centers worldwide
- Taught by more than 14,000 EMS instructors
- Recognized by the National Registry of EMTs (NREMT) and accredited by the Commission on Accreditation of Pre-hospital Continuing Education (CAPCE)
- Key U.S. Partners: American College of Surgeons, American College of Emergency Physicians, American Academy of Pediatrics, American Geriatric Society, International Association of Fire Chiefs, National Association of EMS Physicians, Special Operations Medical Association.

NAEMT members are:

- EMS professionals from all delivery models and geographic regions.
- Paramedics, EMTs, EMS managers, educators, physicians, nurses, other prehospital professionals, and students.



→ EMS Corporate Engagement Council

→ Marketing

→ Events

→ Education



VIEW NAEMT CORPORATE PARTNERS

EMS Corporate Engagement Council



The National Association of Emergency Medical Technicians (NAEMT) is pleased to announce the establishment of a new EMS Corporate Engagement Council (EMS-CEC).

The EMS Corporate Engagement Council is an exciting new collaboration that will provide a forum for those who supply the EMS industry with products and services and those who provide EMS care to discuss key issues impacting the industry and understand their implications. The Council will be hosted by our NAEMT team, with support from subject matter experts from Winning Strategies Washington (WSW), who will bring their decades' worth of legislative and regulatory experience to enhance Council discussions.

This Council will create an ongoing venue for industry suppliers to engage directly with EMS providers and other industry experts in a *smaller scale, focused environment* than is possible in other settings, such as national conferences and industry trade shows. Topics for discussion will include updates on key federal and state legislation and regulation, new and developing equipment mandates and standards, trends in product utilization, developments in training and accreditation, and the impact of reimbursement changes on purchasing.

Membership in the EMS-CEC is \$5,000 per year and is separate from other Corporate Partner opportunities.

EMS-CEC Membership Benefits will include:

Two Annual Summit events in Washington, DC

Invitation to exclusive EMS-CEC semi-annual summits in Washington, DC, to discuss business, regulatory, legislative, and education trends and their impact on EMS.

- Speakers and panelists for these small scale, face-to-face events will include top industry decision makers, key legislators and their staff, and federal agency representatives. Two attendees per organization per summit; additional attendees may attend for an additional fee.

EMS-Specific “Members Only” Regulatory, Legislative, and Election Insight and Updates

Includes exclusive quarterly regulatory and legislative updates on issues of interest to the EMS industry; real-time “Special Reports” on significant hearings, roundtables, forums, and other events in Washington that may impact the industry; and an annual “Members Only” webinar with subject matter experts on specific issues impacting business development.

Additional Engagement Opportunities

- Private webinars or workshops for an individual company that are directly related to the organization’s questions or needs; may incur an additional fee.
- Priority ability to schedule an NAEMT-organized focus group in conjunction with the NAEMT annual meeting or other NAEMT event; may incur an additional fee.
- Member input and feedback on federal government requests for information on specific issues impacting EMS, including Requests for Information (RFIs) from federal agencies, and public comment response for pending rules or regulations of interest.

Planning for EMS-CEC events is already underway, so join now and don’t miss this great opportunity. To join the EMS-CEC or for more information, please contact Pamela Lane at pamela.lane@naemt.org or Chelsey Hickman at chelsey@wswdc.com.

Marketing

NAEMT Website www.naemt.org (2019 statistics)

More than 3 million total page views (30% unique); top-performing page receives more than 600k views; unrestricted visibility across all EMS audiences.

Content: Focused sections; all NAEMT programs, professional resources, news and events.

Run-of-site Ad: Each ad category limited to 10 advertisers.

Total # impressions: 1,960,961

Total # of click-throughs: 3,415

Top-performing ads: 320,111 impressions / .37% CTR

728 x 90 pixels (below fold) \$6,500 per year

250 x 250 pixels (below fold on interior pages) ... \$5,500 per year

Flash: 15 seconds.

Static Ad:	1 X	4 X
Home page (below fold).....	\$1,100	\$3,520
Landing page (above fold)	\$950	\$3,040
Secondary page	\$600	\$1,920

250 x 250 pixels wide x high; Flash: 15 seconds.

NAEMT Website Ads Due:

Art due seven days prior to scheduled date ad is to run.

NAEMT Facebook Post

One post reaching an average 30k audience. **\$400 per month**
Limit one per month. Video links will also be posted on NAEMT's YouTube page.

NAEMT Pulse

Monthly NAEMT e-newsletter sent to more than 70,000 NAEMT members each month.

Content: Focused sections; all NAEMT programs, news and events.

Ad Size: wide x high	1 X	4 X
Leaderboard 600 x 100 pixels.....	\$1,100	\$3,520
Top screen 300 x 250 pixels	\$950	\$3,040
Bottom screen 300 x 250 pixels.....	\$600	\$1,920
Bottom screen 600 x 100 pixels.....	\$500	\$1,600

NAEMT Pulse Ads Due:

Art due the first business day of the month ad is scheduled to run.

NAEMT Faculty Update

Quarterly NAEMT e-newsletter sent to more than 14,000 NAEMT Faculty worldwide (instructors, coordinators and medical directors).

Content: Focused sections; all NAEMT programs, news and events.

Ad Size: wide x high	1 X	4 X
Leaderboard 600 x 100 pixels	\$800	\$2,560
Top screen 300 x 250 pixels	\$650	\$2,080
Bottom screen 300 x 250 pixels	\$500	\$1,600
Bottom screen 600 x 100 pixels	\$400	\$1,280

NAEMT Faculty Update Ads Due:

Art due seven days prior to scheduled date ad is to run.

Direct Email to EMS Professionals

Provide html for an email sent to NAEMT's data list of EMS professionals (html subject to approval). Limit one e-blast per month. List segments available upon request.

Cost: \$200/1,000 emails (\$1,000 minimum)

NAEMT News

Quarterly, full-color publication with a total circulation of 70,000 members, includes a printed version mailed directly to Full NAEMT members, federal agency partners, national EMS organizations and corporate partners (13k+ distribution).

Ad Size (inches) wide x high	1 X	4 X
Back cover 7.5 x 6.35	\$1,700	\$5,440
Full page 8.5 x 11	\$1,500	\$4,800
1/2-page vertical 3.625 x 9.5	\$1,300	\$4,160
1/2-page horizontal 7.5 x 4.75	\$1,150	\$3,680
1/3-page vertical 3.625 x 7.25	\$900	\$2,880
1/4-page vertical 3.625 x 4.5	\$500	\$2,240

300dpi; full color.

NAEMT News Ads Due:

Spring 2020 issue: Feb 14, 2020

Summer 2020 issue: Jun 5, 2020

Fall 2020 issue: Aug 17, 2020

Winter 2021 issue: Nov 19, 2020

Events

NAEMT Annual Meeting

Held in conjunction with EMS World Expo, the largest EMS event in North America. All sponsors receive recognition on promotional materials.

NAEMT General Membership Meeting and Reception – \$5,000

The largest social event for NAEMT members. *Benefits include:* five invitations; one reserved table; and an opportunity to provide a flyer or promotional item to attendees (supplied by sponsor; requires NAEMT approval) and recognition from the podium.

International Reception – \$3,000

Network with NAEMT's International faculty and members, and EMS leaders

from around the world. *Benefits include:* three invitations and recognition from the podium.

Annual Affiliate Advisory Council Luncheon – \$3,000

Meet with national and state EMS association leaders. *Benefits include:* three invitations and an opportunity to welcome attendees.

Annual Faculty Meeting and Reception – \$3,000

Network with NAEMT Faculty and learn about new NAEMT courses being developed. *Benefits include:* three invitations and recognition from the podium.



NAEMT Education Service Awards – \$2,000

Benefits include: two invitations and recognition from the podium.

Preconference NAEMT Education – \$1,000

NAEMT courses held at EMS World Expo
Benefits include: Opportunity to offer a flyer or promotional item to attendees (supplied by sponsor; requires NAEMT approval) at preconference NAEMT provider courses held at EMS World Expo.

World Trauma Symposium

Held in conjunction with EMS World Expo. All sponsors receive recognition on promotional materials and the opportunity to provide printed flyers to attendees (NAEMT pre-approval required).

Keynote Luncheon – \$5,000

Benefits include: reserved table with speaker; two registrations; recognition from the podium; one tabletop display; one ad (300w x 200h pixel) distributed in an email to attendees; and one half-page ad in on-site program.

Challenge Coin Sponsor – \$5,000

Benefits include: exclusive sponsorship of a commemorative World Trauma Symposium Challenge Coin; two registrations; one tabletop display; and one ad (300w x 200h pixel) distributed in an email to attendees.

Presentation Sponsor – \$3,000

Benefits include: two registrations; recognition from the podium; one tabletop display; one ad (300w x 200h pixel) distributed in an email to attendees; and one quarter-page color ad in on-site program.

Continental Breakfast – \$3,000

Benefits include: one registration; recognition from the podium; tabletop signage; one ad (300w x 200h pixel) distributed in an email to attendees; and one quarter-page color ad in on-site program.

Speaker Dinner – \$3,000

Host a dinner for World Trauma Symposium presenters during EMS World Expo. *Benefits include:* two invitations to the speaker dinner; one ad (300w x 200h pixel) distributed in an email to attendees; and one quarter-page color ad in on-site program.

Scott B. Frame Service Award – \$2,000

Benefits include: two registrations; recognition from the podium; one ad (300w x 200h pixel) distributed in an email to attendees; and one quarter-page color ad in on-site program.

McSwain Leadership Award – \$2,000

Benefits include: two registrations; recognition from the podium; one ad (300w x 200h pixel) distributed in an email to attendees; and one quarter-page color ad in on-site program.



Morning Break Sponsor – \$2,500

Benefits include: two registrations; recognition from the podium; tabletop signage; one ad (300w x 200h pixel) distributed in an email to attendees; and one quarter-page color ad in on-site program.

Afternoon Break Sponsor – \$2,500

Benefits include: two registrations; recognition from the podium; tabletop signage; one ad (300w x 200h pixel) distributed in an email to attendees; and one quarter-page color ad in on-site program.

Tabletop Display – \$1,900

Benefits include: one tabletop display; two registrations; and one ad (300w x 200h pixel) distributed in an email to attendees.

Tote Bag – \$1,000

Exclusive: \$3,000 (two registrations + benefits)
Benefits include: logo recognition on tote bag; one registration; and one ad (300w x 200h pixel) distributed in an email to attendees.

EMS On The Hill Day

All sponsors receive recognition on promotional materials.

Padfolio Sponsor (Exclusive) – \$12,500

Benefits include: logo on padfolio cover; four registrations; and distribution of flyer or promotional item to attendees (supplied by sponsor; requires NAEMT approval).

Pillar Sponsor – \$10,000

Benefits include: four registrations; post-event email to attendees; and distribution of flyer or promotional item to attendees (supplied by sponsor; requires NAEMT approval).

Opening Networking Reception – \$5,000

Benefits include: two registrations and recognition from the podium.

Post-Hill Closing Reception – \$5,000

Benefits include: two registrations and recognition from the podium.

Pre-Hill Briefing Sponsor – \$5,000

Benefits include: two registrations and recognition from the podium.

Steward – \$2,500

Recognition for your support of the EMS profession. *Benefits include:* two registrations.

Advocate of the Year Awards – \$2,000

Up to three awards presented annually. *Benefits include:* two registrations and recognition from the podium.

Advocacy Coordinator Dinner – \$2,000

Benefits include: two invitations to dine with the NAEMT Advocacy Committee and the national network of Advocacy Coordinators.

Advocate – \$1,000

Recognition for your support of the EMS profession. *Benefits include:* one registration.



Exclusive sponsorship opportunities may be available. Contact us for information at: corporatepartners@naemt.org

EMS Transformation Summit

All sponsors receive recognition on promotional materials.



EMS Transformation Luncheon – \$5,000

Benefits include: two registrations; recognition from the podium; reserved table; and an opportunity to provide a flyer or promotional item to attendees (supplied by sponsor; requires NAEMT approval).

Presentation Sponsor – \$3,000

Benefits include: two registrations; recognition from the podium; and an opportunity to provide a flyer to attendees (supplied by sponsor; requires NAEMT approval).

Coffee Service Bar – \$2,500

Benefits include: two registrations; recognition from the podium; tabletop signage; and an opportunity to provide a flyer to attendees (supplied by sponsor; requires NAEMT approval).

Afternoon Break – \$2,500

Benefits include: two registrations;

recognition from the podium; tabletop signage; and an opportunity to provide a flyer to attendees (supplied by sponsor; requires NAEMT approval).

Speaker Breakfast – \$1,500

Host a breakfast for Summit presenters. *Benefits include:* one registration; tabletop signage; and an invitation to the speaker breakfast.

Marketing Sponsor – \$1,000

Benefits include: one registration and an opportunity to provide a promotional flyer to attendees (subject to NAEMT approval).



Network with the NAEMT Board

Host an NAEMT Board of Directors Dinner – \$3,000

Benefits include: Two dinner invitations and recognition at the dinner and on promotional materials. Select from three dinner opportunities:

- Winter – first-quarter meeting of the Board; location varies
- Spring – in conjunction with EMS On The Hill Day
- Fall – in conjunction with EMS World Expo

Education

National Study or Report – \$5,000

Sponsor an NAEMT national study or report. *Benefits include:* organization logo on front cover and a full-page color ad. Studies and reports are distributed directly to more than 100k EMS and other healthcare professionals and elected officials, and available to hundreds of thousands more. Also available:

- Half-page inside color ad: **\$2,000**
- Quarter-page inside color ad: **\$1,000**



NAEMT Scholarship – \$5,000

Help an EMT become a Paramedic with a scholarship awarded in the name of your organization. *Benefits include:* Sponsor recognition on scholarship announcement and notice to recipient; organization's logo on NAEMT scholarship website page and other promotional materials.

Webinars

Sponsor an NAEMT webinar on a hot EMS topic. NAEMT will market and host a live webinar branded with your company's logo. Promotion includes up to two e-blasts and social media posts. Webinar recording is posted on NAEMT website and promoted through NAEMT's social media platforms and electronic newsletter. Content may be provided by sponsor.

- Educational Webinar: **\$5,000**
- CAPCE Accredited Webinar: **\$6,000**

Webinar may subsequently be offered for CE credit on the Recert online education platform, at NAEMT's discretion.

NAEMT Individual and Agency Member Benefits

Service Partner opportunities support NAEMT Individual and Agency Members through discounts and incentives, and gain exposure for products and services to the EMS market. To learn more, contact corporatepartners@naemt.org.

Can't Find What You Need?

We welcome the opportunity to discuss your ideas. Contact us at: corporatepartners@naemt.org.



Corporate Partner Levels

Corporate partners are recognized by levels commensurate to the level of support within a 12-month period. In exchange for financial investment in NAEMT, Corporate Partners can select advertising, marketing, sponsorship or program development opportunities to meet the needs of their companies.

All NAEMT Corporate Partners receive:

- Recognition on the NAEMT website, at the NAEMT Annual Meeting, and in the quarterly *NAEMT News* printed newsletter.
- All NAEMT published content.
- Use of NAEMT Corporate Partner logo.

NAEMT Corporate Partner Levels:

- Elite Level (\$30,000 & up)
- Premier Level (\$20,000 & up)
- Diamond Level (\$15,000 & up)
- Platinum Level (\$10,000 & up)
- Gold Level (\$7,500 & up)
- Silver Level (\$5,000 & up)
- Bronze Level (\$2,500 & up)
- Annual Level (\$1,000 & up)

Proud partner of

NAEMT 

Advancing the EMS profession