

Corporate Partner Program **2024**



TO SUPPORT, STRENGTHEN, AND ADVANCE EMS





Why Partner with NAEMT

NAEMT is at the forefront of national and global discussions and initiatives that impact the EMS industry. We address the clinical and operational needs of EMS agencies and their personnel through innovative programs on key issues including mental health resilience, leadership development, recruiting a diverse workforce, as well as our globally recognized education courses.

NAEMT is a national leader in advocating on behalf of the EMS industry. Our goal is to ensure EMS is receiving the resources and support needed to help our patients and communities, and protect our personnel.

Our members work in all types of EMS delivery models and serve as clinicians, managers, educators and medical directors. We have a direct reach to more than 200,000 EMS professionals worldwide.

NAEMT At-A-Glance (2023 Statistics)

NAEMT education programs:

- Train more than 155,000 students in 90 countries.
- Offered at more than 2,400 training centers worldwide
- Taught by approximately 18,000 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 Ambulance Association, American College of Surgeons, American College of Emergency Physicians, American Academy of Pediatrics, American Geriatric Society, Emergency Nurses Association, International Association of Fire Chiefs, International Association of Fire Fighters, National Association of EMS Physicians, Special Operations Medical Association.

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.

Prestige	\$50,000
Elite	\$30,000
Premier	\$20,000
Diamond	\$15,000
Platinum	\$10,000
Gold	\$7,500
Silver	\$5,000
Bronze	\$2,500
Annual	\$1,000

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.
- Gold level and above will be recognized as a Featured Corporate Partner on the NAEMT homepage.
- Use of NAEMT Corporate Partner logo.



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Partner with NAEMT to prepare the EMS industry for the future.

Contact corporatepartners@naemt.org.

NAEMT Website



More than 1.5 million page views per year; top performing page receives more than 250k views per year; unrestricted visibility across all EMS audiences.

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

Ad Due Date: Art due seven days prior to scheduled date the ad is to run.

Run-of-site Ad

Each ad size limited to 10 advertisers. Total # impressions: 2.5 million; CTR: 0.16%
Sample ad performance (1yr): 842,767 impressions / 1,683 clicks

Ad (w x h)	6 mths	1 year
728 x 90 px*	\$3,900	\$6,500
250 x 250 px**	\$3,300	\$5,500

*Below fold; **Below left nav on all interior pages; Flash: 15 seconds

Static Ad

Ad (w x h)	1X	6X	12X
Home Page* 350 x 350 px	\$1,100/mth	\$990/mth	\$880/mth
Landing Page** 250 x 250 px	\$950/mth	\$855/mth	\$760/mth
Secondary Page** 250 x 250 px	\$600/mth	\$540/mth	\$480/mth

*Limit one per month; ** Above fold; Flash: 15 seconds

Video Ad

Ad (w x h)	1X	6X	12X
Landing Page 500 x 300 px	\$1,500/mth	\$1,350/mth	\$1,200/mth
Secondary Page 500 x 300 px	\$1,000/mth	\$900/mth	\$800/mth

1.5M+

Total page views

250K+

Page views per year of top performing page

Email and Social Media

NAEMT Pulse

Monthly NAEMT e-newsletter sent to more than 90,000 NAEMT members each month. Posted on public page in About NAEMT section of website.

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

Ad Due Date: Art due the first business day of the month the ad is scheduled to run.

Ad (w x h)	1X	6X	12X
Leaderboard 600 x 100 px	\$1,600	\$1,440	\$1,280
Skyscraper 120 x 600 px	\$1,400	\$1,260	\$1,120
Top half 300 x 250 or 600 x 100 px	\$1,200	\$1,080	\$960
Bottom half 300 x 250 or 600 x 100 px	\$900	\$810	\$720

NAEMT Faculty Update

Quarterly NAEMT e-newsletter sent to more than 18,000 NAEMT Faculty worldwide (instructors, coordinators and medical directors).

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

Ad Due Date: Art due seven days prior to scheduled date the ad is to run.

Ad (w x h)	1X	4X
Leaderboard 600 x 100 px	\$1,100	\$880/each
Skyscraper 120 x 600 px	\$900	\$720/each
Top half 300 x 250 or 600 x 100 px	\$750	\$600/each
Bottom half 300 x 250 or 600 x 100 px	\$600	\$480/each

Direct Email to EMS Professionals

Corporate Partner to provide subject line and html with full image URLs embedded and hosted by Corporate Partner. NAEMT will provide an email preview for approval prior to send. (Html content and art subject to NAEMT approval.) Limit one e-blast per quarter. List segments available upon request.

Cost (\$2,000 minimum)

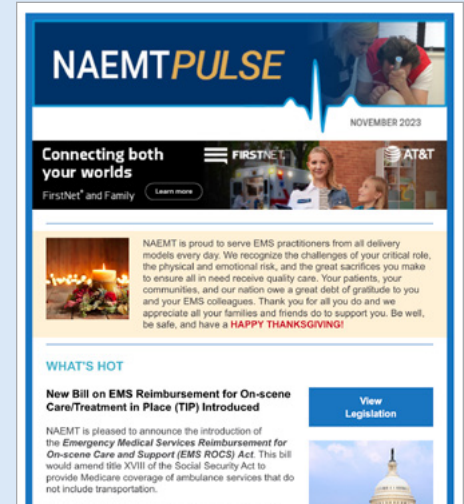
Decision makers	\$400/1,000
EMS professionals	\$200/1,000

NAEMT Facebook Post

One post reaching an average 40k audience. Limit one per month.

Ad (w x h)

2,048 x 2,048 px	\$500/post
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NAEMT News

NAEMT NEWS
A quarterly publication of the National Association of Emergency Medical Technicians

SPRING 2022

In This Issue

- 8 How to Build Mental Health Resilience in EMS
- 15 NAEMT Joins 14 EMS Organizations in Pledging Statement on the Use of Lights and Sirens
- 17 NAEMT Political Academy: Learn How to Run for Office - and Then!

EMS Agencies Finding New Ways to Alleviate EMS Workforce Shortages

Labor shortages are rippling through EMS agencies of all types. The lack of personnel has forced some EMS agencies to resort to longer wait times and cuts in service, some agencies have ceased operations. The shortages are further straining an EMS workforce that's already exhausted from two years of pandemic response.

To attract more candidates, some EMS agencies are offering signing bonuses and relocation assistance of \$5,000, \$10,000 and even \$20,000. Financial incentives and higher pay are certainly a positive and necessary step toward both attracting new recruits into the field, and keeping them in EMS over the long term. More of this is needed.

But for many in EMS, the reasons for being an EMT or a paramedic extend beyond the paycheck. Working in EMS is about being part of a team, having the opportunity to help the community, and to do meaningful work.

To attract young people into the field, EMS as a profession needs to make sure that message is heard, said Robert Luckert, NAEMT EMS Workforce Committee chair. "EMS agencies need to make sure young people are aware of EMS as a viable and rewarding career option, that young people are able to become trained and certified, and that once in EMS, they find reasons to stay," said Luckert, who is also chief of Austin-Travis County EMS.

The workforce crisis is urgent. According to the Bureau of Labor Statistics (BLS), there will be an expected 20,700 job openings annually for EMTs and paramedics. Employment is expected to grow 11% over the next decade. EMS needs to develop a new generation of dedicated EMS professionals who can answer the call for help when the community most needs it.

To highlight some of the innovative strategies that EMS agencies are using to raise awareness of EMS as a career option and recruit a new generation of EMTs and paramedics, the NAEMT EMS Workforce Committee has collected some best practices and case studies. The guide, *Innovative Recruitment Strategies for EMS Agencies*, is available at [naemt.org](#) and is free to download. NAEMT News will feature excerpts from the recruitment strategies guide in the next several issues. [SEE PAGE 11](#)

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EMS MEMORIAL BIKE RIDE [SEE PAGE 28](#)

NAEMT NEWS
A quarterly publication of the National Association of Emergency Medical Technicians

SUMMER 2023

In This Issue

- 7 Extraordinary Lessons in Paramedic Care: Register Now for the World Trauma Symposium
- 12 EMS Advocates Make 2023's EMS On The Hill Day a Massive Success!
- 24 Member Spotlight: Highlighting the People Who Make NAEMT Strong

How to Create a Culture of Workforce Engagement in EMS

Turnover at EMS agencies has been rampant over the past few years. The loss of so many EMS practitioners has contributed to workforce shortages that have led to cuts in services, added stress and strain on those who remain on the job, and even agency closures.

To boost retention, EMS agency leaders, and those who aspire to be, need to ask whether they are doing enough to establish a culture of workforce engagement.

What's engagement? Employee engagement is the level of commitment, loyalty and dedication an employee feels toward their organization. Research has shown that engaged employees are more likely to stay with their employer. They also perform better on multiple performance outcomes, such as lower absenteeism and fewer patient safety incidents. [SEE PAGE 11](#)

Yet employee engagement is difficult to achieve in EMS, and across other industries. A Gallup survey of U.S. workers found that just 32% of American workers are engaged in their jobs, while 52% say they're "just showing up" and 17% are "actively disengaged."

In 2022, NAEMT surveyed EMS practitioners to get a sense for how engaged and satisfied they were with their jobs. The survey found that most felt engaged with certain aspects of their work, such as providing patient care.

But other aspects of the job caused so much stress and unhappiness that people were looking for the exit. Sources of dissatisfaction included work-life balance, pay, mental and physical health concerns, lack of professional development opportunities, and poor leadership and communication from agency leaders. [SEE PAGE 11](#)

How Alline Health EMS Supports a Culture of Engagement and Resilience [SEE PAGE 11](#)

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NAEMT NEWS
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WINTER 2023

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- 5 Please Join Us for EMS On The Hill Day 2023 - Back on Capitol Hill
- 18 PHTLS 12th Edition Course Board
- 20 EMS Lighthouse Leadership Program Has Successful First Year

National Report on Engagement and Satisfaction in EMS Reveals What EMS Personnel Want from Employers

Across the nation, EMS agencies have sounded the alarm about ongoing difficulties with recruiting and retaining EMS personnel.

Equally worrisome: the labor shortages are taking a toll on the EMS personnel who remain on the job. EMS practitioners report feeling under strain due to heavier workloads, and pressure to work long hours, including excessive overtime. Some agencies have implemented mandatory overtime to ensure that ambulances are available to respond.

Against that challenging backdrop, NAEMT conducted a survey of field practitioners nationwide about various aspects of their work, including pay, how well supported they feel by employers, their feelings of satisfaction and engagement in their jobs, and if they had plans to leave the profession.

Nearly 1,300 paramedics, advanced EMTs, and emergency medical responders in all 50 states, and representing all EMS delivery models, responded. The results painted a picture of a workforce that remains committed in caring for patients and serving the community, but is under a high degree of strain.

EMS practitioners also shared their ideas for how EMS agencies could improve retention, all of which was shared in our just-published report, *2022 National Survey on EMS Workforce Engagement and Satisfaction*.

Survey Finds low pay and work-life balance are top concerns

In the survey, many respondents indicated that pay was a top concern - 63% said they felt their pay and benefits were not adequate for the work performed. Likewise, [SEE PAGE 11](#)

MEMBER SPOTLIGHT: Outgoing FNY EMS Chief Jillian Brisignone looks back at her groundbreaking career. [SEE PAGE 24](#)

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NAEMT News is a quarterly, full-color publication with a total circulation of more than 90,000 members. The printed version is mailed directly to full NAEMT members, federal agency partners, national EMS organizations and corporate partners (16k+ distribution). The digital version is emailed to introductory members and available in the Member Portal of the NAEMT website.

90,000+
Members

Issue	Ad Due Date	Drop Date
Spring 2024	February 23	April 2
Summer 2024	May 24	July 9
Fall 2024	August 23	October 4
Winter 2025	November 22	January 6, 2025

16,000+
Newsletters Mailed Quarterly

Ad	Trim Size (w x h)	Bleed Size (w x h)	1X	4X
Back Cover	8.5 x 8.5*	9 x 9	\$2,800	\$2,240/each
Inside Back Cover	8.5 x 11	9 x 11.5	\$2,650	\$2,120/each
Full Page	8.5 x 11	9 x 11.5	\$2,500	\$2,000/each
½ Page	7.5 x 4.75	NA	\$1,500	\$1,200/each
⅓ Page	3.625 x 7.25	NA	\$1,000	\$800/each
¼ Page	3.625 x 4.5	NA	\$750	\$600/each

Ads should be 4-color and 300dpi. * Ad runs below mailing indicia area.

NAEMT Webinars

Sponsor one or more of NAEMT's webinars on clinical and operational topics for practitioners and educators. NAEMT will market and host a live webinar branded with your company's logo. Includes the registration list; opportunity to provide attendee handout (requires NAEMT approval); at least 1 e-blast and 2 social media posts to promote webinar. Webinar recording is posted on NAEMT website and promoted through NAEMT's social media platforms and electronic newsletter.

Webinar	\$5,000
CAPCE Accredited Webinar	\$6,000
CAPCE Accredited Webinar with video	\$7,000

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



Network with the NAEMT Board



2023 NAEMT Board of Directors

Benefits include: Two dinner invitations and recognition at the dinner.

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

Host an NAEMT Board of Directors Dinner	\$3,500
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Annual Meeting

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

NAEMT General Membership Meeting and Reception - \$6,000

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.



Held in conjunction with
EMSWORLD
EXPO



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 - \$2,500

Benefits include: two event 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 at preconference NAEMT provider courses held at EMS World Expo (Flyer supplied by sponsor; requires NAEMT approval).

➔ Add a one-minute video advertisement to the sponsorship of an NAEMT virtual or face-to-face event: **\$1,000**

World Trauma Symposium

Held in conjunction with EMS World Expo. All sponsors at \$1,900 and above receive participant list. All sponsors receive recognition on signage and promotional materials and the opportunity to provide flyers to attendees (Flyer supplied by sponsor; requires NAEMT approval).

Live Stream Sponsor - \$5,000

Benefits include: One-minute video advertisement at beginning of WTS presentation; two registrations; recognition from the podium; one tabletop display; one ad (350 x 250 px) distributed in an email to attendees; and one half-page ad in on-site program.

Keynote Luncheon - \$5,000

Benefits include: reserved table with speaker; two registrations; recognition from the podium; one tabletop display; one ad (350 x 250 px) distributed in an email to attendees; and one half-page ad in on-site program.

Presentation Sponsor - \$3,500

Benefits include: two registrations; recognition from the podium; one tabletop display; one ad (350 x 250 px) 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 (350 x 250 px) 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 (350 x 250 px) distributed in an email to attendees; and one quarter-page color ad in on-site program.

Scott B. Frame Service Award - \$2,500

Benefits include: two registrations; recognition from the podium; one ad (350 x 250 px) distributed in an email to attendees; and one quarter-page color ad in on-site program.

McSwain Leadership Award - \$2,500

Benefits include: two registrations; recognition from the podium; one ad (350 x 250 px) distributed in an email to attendees; and one quarter-page color ad in on-site program.



Refreshment Breaks Sponsor - \$3,500

Sponsor recognition at morning and afternoon refreshment breaks for attendees. *Benefits include:* two registrations; recognition from the podium; tabletop signage; one ad (350 x 250 px) distributed in an email to attendees; and one quarter-page color ad in on-site program.

Tabletop Display - \$2,000

Benefits include: one tabletop display; two registrations; and one ad (350 x 250 px) 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 (350 x 250 px) distributed in an email to attendees.

EMS On The Hill Day

All sponsors receive recognition on promotional materials.

Capitol Level Sponsor - \$10,000

Benefits include: four registrations; one-minute MP4 video advertisement presented during opening of Pre-Hill Briefing and posted on the EMSHD page for two months (static ad 500 x 300px is an acceptable alternative to video ad); attendee list; and distribution of flyer to attendees (Flyer supplied by sponsor; requires NAEMT approval); interior page ROS ad for six (6) months.

Pillar Level Sponsor - \$7,500

Benefits include: three registrations; attendee list; and distribution of flyer to attendees (Flyer supplied by sponsor; requires NAEMT approval); one-minute MP4 video advertisement during opening of Pre-Hill Briefing; banner ad for two (2) months on EMSHD page; interior page ROS ad for three (3) months.



Pre-Hill Briefing Sponsor - \$6,000

Benefits include: two registrations; recognition on Briefing PPT presentation, on signage and from the podium; attendee list; and distribution of flyer to attendees (Flyer supplied by sponsor; requires NAEMT approval).

Advocate Sponsor - \$1,000

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

Advocate of the Year Awards - \$2,500

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

Advocacy Coordinator Dinner - \$2,000

Benefits include: two (2) invitations to dine with NAEMT Advocacy Committee members and the national network of Advocacy Coordinators.

Opening Networking Reception - \$6,000

Benefits include: two (2) registrations; recognition on signage and from the podium; recognition on Briefing PPT presentation; attendee list; and distribution of flyer to attendees (Flyer supplied by sponsor; requires NAEMT approval).

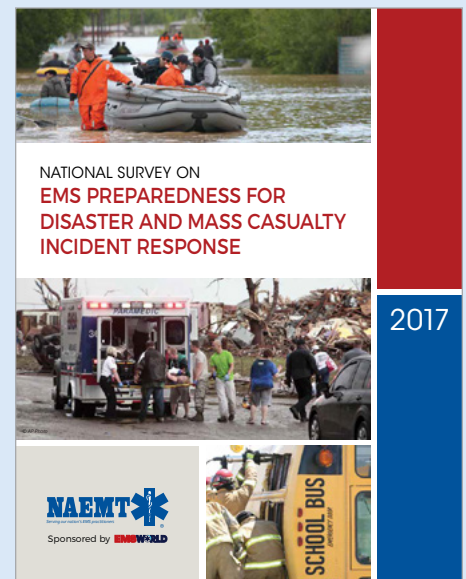
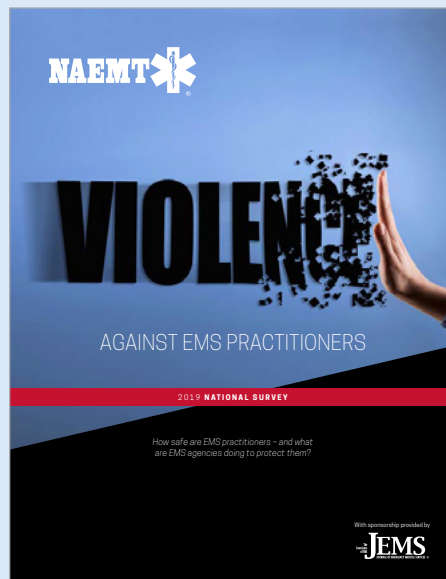
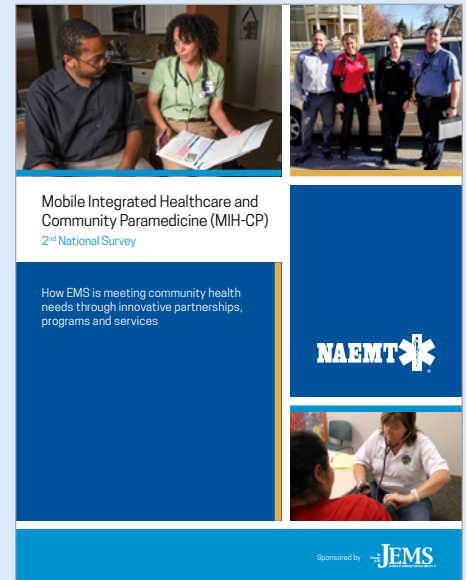
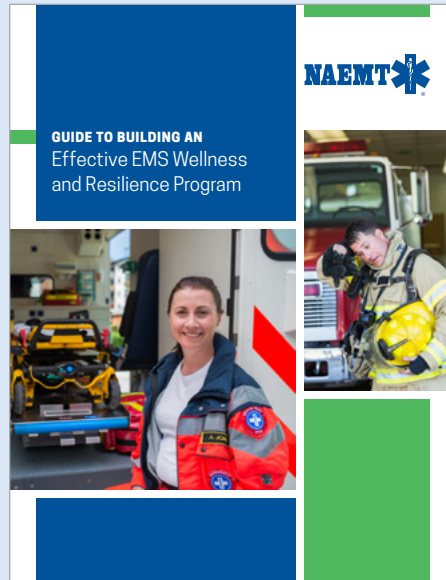
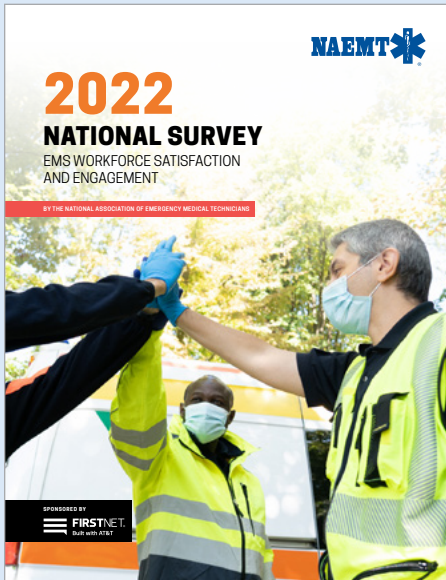
Post-Hill Closing Reception - \$6,000

Benefits include: two (2) registrations; recognition on signage and from the podium; recognition on Briefing PPT presentation; attendee list; and distribution of flyer to attendees (Flyer supplied by sponsor; requires NAEMT approval).



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

National Study or Report



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.

National Study or Report	\$5,000
½ Page Inside Color Ad	\$2,000
¼ Page Inside Color Ad	\$1,000

Scholarships

Help support the EMS workforce by sponsoring EMS scholarships. *Benefits include:* logo recognition on the respective scholarship page of the NAEMT website and recognition as a sponsor in the announcement emails to scholarship recipients.

Two sponsorship opportunities available:

1. EMS Scholarships to support NAEMT Members who wish to advance their EMS education. Includes opportunities for EMRs to become EMTs; EMTs to become Paramedics; and Paramedics to advance their education.
2. Diversity Scholarships to help support individuals from underrepresented communities in joining the EMS profession, and to promote the development of greater diversity in the EMS workforce.

Scholarship	\$5,000
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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.