

# CORPORATE PARTNER PROGRAM 2024



Partner with NAEMT to support, strengthen, and advance EMS.



NAEMT is at the forefront of discussions and initiatives that impact the EMS industry. We address the clinical and operational needs of EMS agencies and their personnel.

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

Our members work in all 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.



Partner with NAEMT to support the EMS industry. Contact: [corporatepartners@naemt.org](mailto:corporatepartners@naemt.org)

# NAEMT AT-A-GLANCE

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## NAEMT Education Programs

- Train more than 155,000 students in 96 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

**Silver level** and above receives access to our *new!* Corporate Engagement Council, a forum for EMS suppliers and EMS care providers to discuss key issues.

## 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



# ADVERTISING OPPORTUNITIES

## NAEMT WEBSITE

### Run-of-site Ad

Ad category limited to 10 ad placements. 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
728x90 px*	\$3,900	\$6,500
250x250 px**	\$3,300	\$5,500

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

# 1.5M+

Total page views

# 250K+

Page views per year, top performing page

### Static Ad

Ad (w x h)	1X/ea	6X/ea	12X/ea
Home Page*			
350x350 px	\$1,100	\$990	\$880
Landing Page**			
250x250 px	\$950	\$855	\$760
Secondary Page**			
250x250 px	\$600	\$540	\$480

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

### Video Ad

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

\*Limit one per month

➔ Can't find what you need? Contact us!

[corporatepartners@naemt.org](mailto:corporatepartners@naemt.org)

Let us create a solution that works for you.

# EMAIL

## Email to Decision Makers & EMS Professionals

Provide your subject line and html with hosted full image URLs. NAEMT will provide an email preview for approval prior to send. (HTML content and art subject to NAEMT approval.)  
Limit to 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 Pulse

Monthly e-newsletter sent to more than 110,000 NAEMT members. Posted on public page in About NAEMT section of website.

Ad (w x h)	1X	6X/ea	12X/ea
Leaderboard 600x100 px	\$1,600	\$1,440	\$1,280
Skyscraper 120x600 px	\$1,400	\$1,260	\$1,120
Spotlight Logo 250x250	\$1,300	\$1,160	\$960
Best Fit 300x250 or 600x100 px	\$1,000	\$890	\$720

## NAEMT Faculty Update

Quarterly e-newsletter sent to more than 18,000 NAEMT Faculty worldwide (instructors, coordinators and medical directors). Distribution includes both English/Spanish-language versions.

Ad (w x h)	1X	4X/ea
Leaderboard 600x100 px	\$1,100	\$880
Skyscraper 120x600 px	\$900	\$720
Top half 300x250 or 600x100 px	\$750	\$600
Bottom 300x250 or 600x100 px	\$600	\$480

# 55%

Open rates up to 55%

# 200K+

EMS professional contacts





# SOCIAL MEDIA

## NAEMT Facebook Post

One post reaching over 40k audience. Limit one per month. Option to add text, link to webpage or video.

<b>Ad (w x h)</b>	<b>1X</b>
2,048x2,048 px	\$500



Congratulations to NAEMT faculty and participants of the first NAEMT Prehospital Trauma Life Support (PHTLS) course at the Haiti Air Ambulance in Delmas, Haiti. We appreciate your dedication to quality education. #NAEMEducation #PHTLS

# PRINT & DIGITAL

## NAEMT News

Quarterly, full-color publication. The print version is mailed to full NAEMT members, federal agency partners, national EMS organizations and corporate partners. The digital version is emailed to introductory members and available in the Member Portal of the NAEMT website.

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

Ad Trim Size (w x h)	Bleed Size (w x h)	1X	4X/ea
Back Cover 8.5x8.5*	9x9	\$2,800	\$2,240
Inside Back Cover 8.5x11	9x11.5	\$2,650	\$2,120
Full Page 8.5x11	9x11.5	\$2,500	\$2,000
1/2 Page 7.5x4.75	NA	\$1,500	\$1,200
1/3 Page 3.625x7.25	NA	\$1,000	\$800
1/4 Page 3.625x4.5	NA	\$750	\$600

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

# 110K+

Print/digital distribution to NAEMT members



# NAEMT WEBINARS

Sponsor an NAEMT webinar or series on clinical and operational topics for practitioners and educators. NAEMT will market and host a live webinar branded with your company's logo.

*Benefits include:*

- Registration list
- Opportunity to provide a flyer or promotional item to attendees (supplied by sponsor; requires NAEMT approval)
- At least 1 e-blast to promote webinar
- Webinar recording is posted on NAEMT website and promoted through NAEMT's social media platforms and electronic newsletter
- Webinar may subsequently be offered for CE credit on the Recert online education platform, at NAEMT's discretion

**WEBINAR TOPICS**  
 4-6 CLINICAL  
 4 OPERATIONAL  
 4 LEADERSHIP

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



# NETWORK WITH THE NAEMT BOARD

*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

1 Dinner	\$3,500
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# MEETINGS & EVENTS

## 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 / with video \$7,000**

The largest social event for NAEMT members.

*Benefits include:*

- Five invitations
- One reserved table
- Opportunity to provide a flyer or promotional item to attendees (supplied by sponsor; requires NAEMT approval)
- 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
- Recognition from the podium

### **Annual EMS Leaders Meeting and Luncheon – \$3,000**

Meet with national and state EMS association leaders.

*Benefits include:*

- Three invitations
- Opportunity to welcome attendees

### **Annual Faculty Town Hall and Reception – \$3,000**

Network with NAEMT Faculty and learn about new NAEMT courses being developed.

*Benefits include:*

- Three invitations
- Recognition from the podium



### **NAEMT Education Service Awards – \$2,500**

*Benefits include:*

- Two event invitations
- Recognition from the podium

### **Preconference NAEMT Education – \$1,000**

NAEMT courses held at EMS World Expo

*Benefits include:*

- Opportunity to provide a flyer or promotional item to attendees (supplied by sponsor; requires NAEMT approval)





# WORLD TRAUMA SYMPOSIUM

**Held in conjunction with EMS World Expo, the largest EMS event in North America.**

All sponsors at \$2,200 and above receive participant list. All sponsors receive recognition on signage and promotional materials and the opportunity to provide a flyer to attendees (*flyer supplied by sponsor; requires NAEMT approval*).

## **Presentation Sponsor – \$4,000 / with video \$5,000**

*Benefits include:*

- Two registrations
- Recognition from the podium
- One tabletop display
- One ad (350 x 250 px) in pre-conference email to attendees
- 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 (350x250 px) in pre-conference email to attendees
- 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 (350x250 px) in pre-conference email to attendees
- One quarter-page color ad in on-site program

## **Speaker Dinner – \$3,000**

Host a dinner for Symposium presenters during EMS World Expo.

*Benefits include:*

- Two invitations to the speaker dinner
- One ad (350x250px) in pre-conference email to attendees
- One quarter-page color ad in on-site program



## **AWARDS:**

**Scott B. Frame Service Award – \$3,000**

**McSwain Leadership Award – \$3,000**

*Benefits of each award include:*

- Two registrations
- Recognition from the podium
- One ad (350x250 px) in pre-conference email to attendees
- One quarter-page color ad in on-site program

## **Tabletop Display – \$2,200**

*Benefits include:*

- One tabletop display
- Two registrations
- One ad (350 x 250 px) in pre-conference email to attendees

## **Tote Bag – \$1,000**

*Benefits include:*

- Logo recognition on tote bag
- One registration
- One ad (350x250 px) in pre-conference email to attendees





# EMS ON THE HILL DAY

Sponsors receive recognition on promotional materials.

## Capitol Level Sponsor – \$10,000

*Benefits include:*

- Four registrations
- One-minute MP4 video presented during opening of Pre-Hill Briefing and posted on the NAEMT website Hill Day page for two months (static ad 500x300 px is an acceptable alternative to video ad)
- Attendee list
- Opportunity to provide a flyer or promotional item to attendees (supplied by sponsor; requires NAEMT approval)
- Interior page ROS ad for six (6) months

## Pre-Hill Briefing Sponsor – \$7,500

*Benefits include:*

- Three registrations
- Attendee list
- Opportunity to provide a flyer or promotional item to attendees (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

## Opening Networking Reception – \$6,000

*Benefits include:*

- Two registrations
- Recognition on signage and from the podium; recognition on Briefing PPT presentation
- Attendee list
- Opportunity to provide a flyer or promotional item to attendees (supplied by sponsor; requires NAEMT approval)

## Post-Hill Closing Reception – \$6,000

*Benefits include:*

- Two registrations
- Recognition on signage and from the podium
- Recognition on Briefing PPT presentation
- Attendee list
- Opportunity to provide a flyer or promotional item to attendees (supplied by sponsor; requires NAEMT approval)



## Advocate of the Year Awards – \$3,000

Up to three awards presented annually.

*Benefits include:*

- Two registrations and
- Recognition from the podium

## Advocacy Coordinator Dinner – \$2,000

Up to three awards presented annually.

*Benefits include:*

- Two invitations to dine with NAEMT Advocacy Committee and network of Coordinators

## Advocate Sponsor – \$1,000

Recognition for your support of the EMS profession.

*Benefits include:*

- One registration



# REPORTS & SCHOLARSHIPS

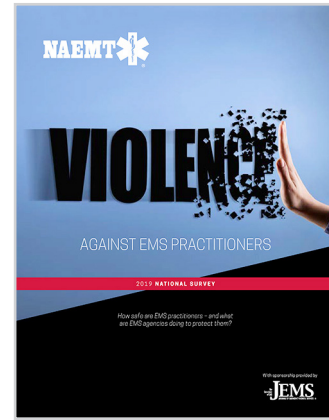
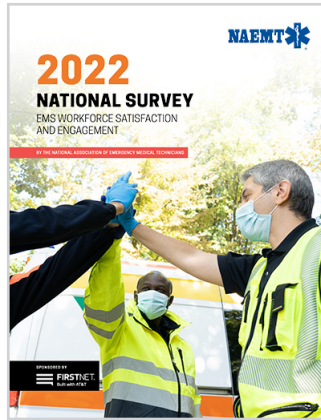
## NATIONAL STUDY OR REPORT

Sponsor an NAEMT national study or report. 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.

*Benefits include:*

- Organization logo on front cover
- Full-page color ad.

National Study or Report	\$5,000
1/2 Page Inside Color Ad	\$2,000
1/4 Page Inside Color Ad	\$1,000



## SCHOLARSHIPS

Help support the EMS workforce by sponsoring EMS scholarships. NAEMT offers scholarships to support NAEMT Members who wish to advance their EMS education. We also offer diversity scholarships to help individuals from underrepresented communities join the EMS profession, and to promote the development of greater diversity in the EMS workforce.

*Benefits include:*

- Logo recognition on scholarship page of NAEMT website
- Recognition as a sponsor in the announcement emails to scholarship recipients

Scholarship	\$5,000
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### About the EMS Corporate Engagement Council

The Council is a new collaboration forum for EMS industry suppliers to discuss key industry issues with those who provide EMS care. Discussion topics include: 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. The Council is a benefit of NAEMT's Corporate Partner program, Silver level (\$5,000) and above. Added benefits include exclusive webinars and meetings, legislative updates and special reports, and other focused activities. NAEMT hosts the Council with support from the experts from Winning Strategies Washington (WSW) on legislative and regulatory issues.

