

# CORPORATE PARTNER PROGRAM



## Partner with the organization that supports, strengthens, and advances EMS

NAEMT is at the forefront of national and global discussions and initiatives that impact the EMS industry. NAEMT fosters the critical elements to ensure a strong, integrated role for EMS in healthcare systems through innovation, education and advocacy. Our membership is inclusive of all EMS delivery models and we have a direct reach to more than 200,000 EMS professionals worldwide.

Since the COVID-19 outbreak, NAEMT has been leading efforts to help EMS agencies and practitioners secure the resources they need to serve their communities on the frontlines of the pandemic. Our goal is to ensure EMS is receiving the assistance, equipment, training, and support needed to help our patients and protect our personnel.

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

### NAEMT At-A-Glance (2021 Statistics)

NAEMT education programs:

- Train more than 100,000 students in 78 countries
- Offered at more than 2,400 training centers worldwide
- Taught by more than 16,000 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



# EMS Corporate Engagement Council



The National Association of Emergency Medical Technicians (NAEMT) established the EMS Corporate Engagement Council (EMS-CEC) in 2019.

The EMS Corporate Engagement Council is an exciting collaboration that provides 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 is hosted by our NAEMT team, with support from subject matter experts from Winning Strategies Washington (WSW), who bring their decades' worth of legislative and regulatory experience to enhance Council discussions.

This Council creates an ongoing venue for industry suppliers to engage directly with EMS providers and other industry experts on a *smaller scale, focused environment* than is possible in other settings, such as national conferences and industry trade shows. Topics for discussion 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.

[View EMS Corporate Engagement Council Members](#)

EMS-CEC Membership Benefits 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 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](mailto:pamela.lane@naemt.org) or Chelsey Hickman at [chelsey@swdc.com](mailto:chelsey@swdc.com).

# Marketing

## NAEMT Website [www.naemt.org](http://www.naemt.org) (2021 statistics)

More than 2.5 million total page views; top performing page receives more than 300k views per year; unrestricted visibility across all EMS audiences.

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

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

Total # impressions: 2,890,600; CTR: 0.18%

Sample average ad performance: 303,000 impressions / 485 clicks

728 x 90 pixels\* ..... \$3,900/6 mth ..... \$6,500/year

250 x 250 pixels\*\* ..... \$3,300/6 mth ..... \$5,500/year

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

Static Ad:	1 X	6 X	12 X
Home page .....	\$1,100/mth.....	\$990/mth .....	\$880/mth
Landing page* .....	\$950/mth.....	\$855/mth .....	\$760/mth
Secondary page* .....	\$600/mth.....	\$540/mth .....	\$480/mth

\*above fold; 250 x 250 pixels wide x high; Flash: 15 seconds.

Video Ad:	1 X	6 X	12 X
Landing page* .....	\$1,500/mth.....	\$1,350/mth .....	\$1,200/mth
Secondary page* .....	\$1,000/mth.....	\$900/mth .....	\$800/mth

\*500 x 300 pixels wide x high

### 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/post  
Limit one per month. 2,048 x 2,048 pixels.

## 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	6 X	12 X
Leaderboard (600 x 100) ..	\$1,200.....	\$1,080 .....	\$960
Top screen (300 x 250) ...	\$1,050.....	\$945 .....	\$840

Bottom screen:

300 x 250 .....	\$700.....	\$630 .....	\$560
600 x 100 .....	\$600.....	\$540 .....	\$480

### 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 16,000 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).....	\$900 .....	\$2,880
Top screen (300 x 250).....	\$750 .....	\$2,400

Bottom screen:

300 x 250 .....	\$600 .....	\$1,920
600 x 100 .....	\$500 .....	\$1,600

### NAEMT Faculty Update Ads Due:

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

## 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: \$200/1000

## NAEMT News

Quarterly, full-color publication with a total circulation of more than 70,000 members, includes a printed version mailed directly to Full NAEMT members, federal agency partners, national EMS organizations and corporate partners (15k+ distribution).

Ad Size (inches) wide x high	1 X	4 X
Back cover 8.5 x 8.5 .....	\$2,700 .....	\$2,160
Full page 8.5 x 11 .....	\$2,500 .....	\$2,000
1/2-page horizontal 7.5 x 4.75 .....	\$1,500 .....	\$1,200
1/3-page vertical 3.625 x 7.25 .....	\$1,000 .....	\$800
1/4-page vertical 3.625 x 4.5 .....	\$750 .....	\$600

300dpi; full color.

### NAEMT News Ads Due:

Spring 2022, ads due Feb 19, drop date Mar 30

Summer 2022, ads due Jun 8, drop date July 6

Fall 2022, ads due Aug 19, drop date Sep 23

Winter 2023, ads due Nov 30, drop date Jan 9, 2023

## 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, 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.*

## NAEMT Annual Meeting

Held in conjunction with EMS World Expo,  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 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).

## 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 promotional materials and the opportunity to provide flyers to attendees (Flyer supplied by sponsor; requires NAEMT approval).



### Live Stream Sponsor - **\$8,000**

*Benefits include:* One-minute video advertisement at beginning of WTS presentation; 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.

### 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.

**CONTINUES**



## 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.

## 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 500w 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 – \$5,000

*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 – \$5,000

*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 – \$5,000

*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).

## Padfolio Sponsorship (Exclusive) – \$10,000

*Benefits include:* logo on padfolio cover; four registrations; attendee list; distribution of flyer to attendees.

*Exclusive sponsorship opportunities may be available. Contact us for information at: [corporatepartners@naemt.org](mailto:corporatepartners@naemt.org)*

## 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 four dinner opportunities:

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

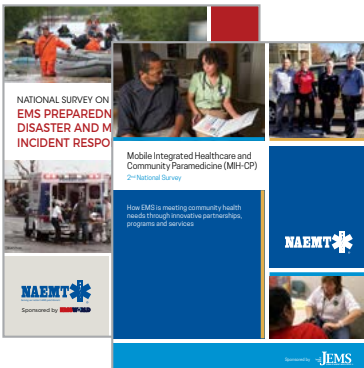
*Add a one-minute video advertisement to the sponsorship of an NAEMT virtual or face-to-face event: \$1,000*

# 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 support the EMS workforce by sponsoring EMS scholarships.

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; for EMTs to become Paramedics; and for 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.

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

### Can't Find What You Need?

We welcome the opportunity to discuss your ideas. Contact us at: [corporatepartners@naemt.org](mailto: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.
- Gold level and above will be recognized as a Featured Corporate Partner on the NAEMT homepage.

### NAEMT Corporate Partner Levels:

- Prestige Level (\$50,000 & up)
- 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