

# CORPORATE PARTNER PROGRAM 2025



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



NAEMT is at the forefront of discussions and initiatives that impact the EMS profession. 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 profession to ensure EMS has the resources and support needed to help patients and communities.

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.

**Partner with NAEMT to support the EMS industry for the future.**

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

# NAEMT AT-A-GLANCE (2024 Statistics)

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The EMS Corporate Engagement Council is an NAEMT collaborative connecting EMS product and service providers with EMS care providers to discuss key policy issues and share issues of importance with NAEMT leadership, lobbyists, and each other.



## NAEMT Education Programs

- Train 170,000 students in more than 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
- Innovator ..... \$40,000
- 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 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	6X	12X
Home Page* 350x350 px	\$1,100/mth	\$990/mth	\$880/mth
Landing Page** 250x250 px	\$950/mth	\$855/mth	\$760/mth
Secondary Page** 250x250 px	\$600/mth	\$540/mth	\$480/mth

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

Get the CE you need, when you need it, all in one easy to use place. The [Recert.com](#) course library offers HUNDREDS of high-quality EMS trauma, medical and operational online courses, including the best

# 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	\$900	\$810	\$720

## NAEMT Faculty Update

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

<b>Ad (w x h)</b>	<b>1X</b>
2,048x2,048 px	\$600



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 2025	February 28	April 11
Summer 2025	May 30	July 11
Fall 2025	August 29	October 10
Winter 2026	November 21	January 9, 2026

Ad Trim Size (w x h)	Bleed Size (w x h)	1X	4X/ea
Back Cover 8.5x8.5*	9 x 9	\$2,800	\$2,240
Inside Back Cover 8.5x11	9 x 11.5	\$2,650	\$2,120
Full Page 8.5x11	9 x 11.5	\$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



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## 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.

*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 \$5,000

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

### WEBINAR TOPICS

- 4-6 CLINICAL
- 4 OPERATIONAL
- 4 LEADERSHIP



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## 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**

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 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).

### **Reception Napkins – \$1,200**

Logo printed on napkin.

*Benefits include:*

- Two invitations to the General Membership Meeting
- One ad (350 x 250 px) in pre-conference email to attendees

### **Banner Flag – \$1,000**

Banner supplied by sponsor; requires NAEMT approval.

*Benefits include:*

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





# 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 flyers to attendees (flyer supplied by sponsor; requires NAEMT approval).



## **Presentation Sponsor – \$4,000**

*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

## **Continental Breakfast – \$3,000**

*Benefits include:*

- One registration
- Recognition from the podium
- Tabletop signage
- One ad (350 x 250 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 (350 x 250px) 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 (350 x 250 px) 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 include:*

- Two registrations
- Recognition from the podium
- One ad (350 x 250 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

## **Clear Bag Sponsor – \$1,500**

Logo printed on clear bag.

*Benefits include:*

- One registration to World Trauma Symposium
- One ad (350 x 250 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 to Hill Day events
- 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
- One ad (350 x 250 px) in pre-conference email to attendees
- Company logo and link on Hill Day App

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

*Benefits include:*

- Three registrations to Hill Day events
- 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
- One ad (350 x 250 px) in pre-conference email to attendees
- Company logo and link on Hill Day App

## Opening Networking Reception – \$6,000

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

*Benefits include:*

- Two registrations to Hill Day events
- 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)
- One ad (350 x 250 px) in pre-conference email to attendees
- Company logo and link on Hill Day App

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

Up to three awards presented annually.

*Benefits include:*

- Two registrations to Hill Day events
- Recognition from the podium

## Tabletop Display – \$2,200

*Benefits include:*

- Two registrations to Hill Day events
- One tabletop display
- Opportunity to provide a flyer or promotional item to attendees (supplied by sponsor; requires NAEMT approval)
- One ad (350 x 250 px) in pre-conference email to attendees
- Company logo and link on Hill Day App

## Advocacy Coordinator Dinner – \$2,000

Dinner with NAEMT Advocacy Coordinators.

*Benefits include:*

- Two invitations to dinner
- Recognition on signage

## Reception Napkins – \$1,200

Logo on napkin.

*Benefits include:*

- Two registrations to Hill Day events
- One ad (350 x 250 px) in pre-conference email to attendees

## Clear Bag Sponsor – \$1,000

Logo printed on clear bag.

*Benefits include:*

- One registration to Hill Day events
- One ad (350 x 250 px) in pre-conference email to attendees

# REPORTS & SCHOLARSHIPS

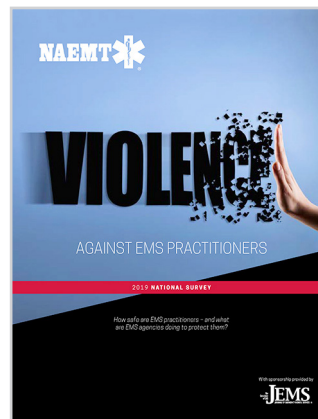
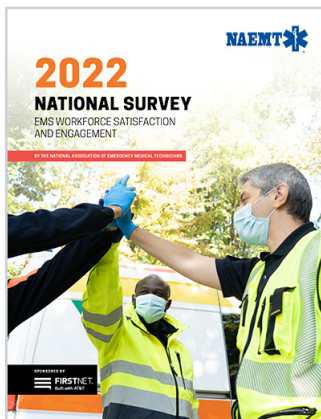
## NATIONAL STUDY OR REPORT

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

Scholarship	\$5,000
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### Can't find what you need?

Contact us at [corporatepartners@naemt.org](mailto:corporatepartners@naemt.org) to create a solution that works for you.

