

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.

Corporate Partner Levels

Corporate Partner levels are determined by the total annual (12-month) contribution an organization makes to support NAEMT. In exchange for financial investment in NAEMT, Corporate Partners can select advertising, marketing, sponsorship or program development opportunities (listed below) to meet the needs of their companies.

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)

All NAEMT Corporate Partners receive:

- Recognition on the NAEMT website, at the NAEMT Annual Meeting, and in the quarterly *NAEMT News* printed newsletter.
- All published content, including the monthly *NAEMT Pulse* e-news, the quarterly *NAEMT News*, the quarterly *NAEMT Faculty Update*, educational reports and Advocacy Updates, as available.
- Use of NAEMT Corporate Partner logo.



NAEMT At-A-Glance (2016 statistics)

NAEMT education programs:

- Trained 94,000 students in 64 countries
- Offered at more than 2,000 training centers worldwide
- Taught by more than 12,000 EMS instructors
- Recognized by the National Registry of EMTs (NREMT) and accredited by the Commission on Accreditation of Pre-hospital Continuing Education (CAPCE)
- Key Education Partners: American College of Surgeons, American Geriatric Society, American Academy of Pediatrics, 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.

Digital Opportunities

NAEMT Website www.naemt.org (2016 statistics)

More than 4 million total pageviews (60% unique); top-performing page received more than 800k views; unrestricted visibility across all EMS audiences.

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

Ad Size (pixels): 180 wide x 150 high; Flash: 15 seconds.

Home page (top).....	\$1,750 per month
Home page (bottom).....	\$1,250 per month
Landing page	\$1,000 per month
Secondary page (side).....	\$700 per month
Secondary page (inner).....	\$500 per month

NAEMT Facebook Post

One post reaching an average 20k audience.....**\$400 per month**
Limit one per month. Video links will also be posted on NAEMT's YouTube page.

NAEMT Pulse

Sent to more than 65,000 NAEMT members.

Top leaderboard 600 wide x 100 high (pixel)	\$1,500
Top screen 300 wide x 250 high (pixel)	\$1,000
Top screen 600 wide x 100 high (pixel)	\$900
Bottom screen 300 wide x 250 high (pixel).....	\$600
Bottom screen 600 wide x 100 high (pixel).....	\$500

NAEMT Faculty Update

Sent to more than 12,000 NAEMT Faculty worldwide.
300 wide x 250 high (pixel).....**\$400**

Direct Email to EMS Professionals

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

Cost: \$200/1,000 emails

Print Opportunities

NAEMT News

Quarterly, full-color publication with a total circulation of 65,000+, includes a printed version mailed directly to Full NAEMT members, federal agency partners, national EMS organizations and corporate partners (11k+ distribution).

Ad Size	1 X	4 X
Full page	\$1,700	\$6,500
1/2-page horizontal	\$1,000	\$3,800
1/3-page vertical	\$800	\$3,000
1/4-page vertical	\$600	\$2,300
1/2-page vertical	\$1,200	\$4,600
Back cover	\$2,000	\$7,600

Direct Mailing to NAEMT Members

NAEMT coordinates; advertiser provides materials and covers mailing fee and postage. List segments available.

Cost: \$200/1,000 addresses

NAEMT Branded Merchandise

Add your organization's logo to merchandise marketed directly to EMS professionals as part of an annual campaign (items may include T-shirts, hats, mugs, etc.)

Cost (exclusive sponsorship): \$10,000/annual campaign

The screenshot shows the NAEMT website interface. At the top, there's a navigation bar with links for Home, Become a Member, Advocacy, Education, EMS Health & Safety, MHA-CP, NADAT Foundation, About EMS, and About Us. A search bar and social media icons are also present. The main content area features several news items:

- EMS Vehicle Operator Safety Course:** Promotes a culture of safe driving, provides collision analysis and diversion strategy, challenges EMS providers to reconsider preconceptions about safe vehicle operations, and is available for 8 or 16 hours of CPE credit.
- Helping EMS Patients Heal Their Hidden Wounds:** Discusses the psychological impact of trauma on EMS providers and patients, and how to address these issues.
- NAEMT News:** A quarterly publication providing news and updates for the EMS community.

On the right side, there's a 'QUICK LINKS' section with links to Annual Meeting, E.V.E.N.T., Online Legislative Service, Renew your Membership, and World Trauma Symposium. Below that, there's a 'In this Issue' section listing articles from the current issue of NAEMT News.

Meetings & Events

All include recognition on signage and in promotional communications. Sponsor promotional items are subject to NAEMT approval.

NAEMT Annual Meeting

Annual Board of Directors Dinner

Cost: \$2,500 (two invitations)

Exclusive: \$6,000 (four invitations)

Annual Membership Reception

Benefits include: one reserved table and an opportunity to provide a promotional item to attendees.

Cost: \$5,000 (five invitations)

Exclusive: \$15,000 (unlimited invitations)

International Partner Reception

Network with NAEMT International education partners and learn about NAEMT education. *Benefits include:* opportunity to welcome and provide a brief presentation to attendees.

Cost: \$2,500 (five invitations)

Exclusive: \$6,000 (unlimited invitations)

Preconference Education Courses

Benefits include: Opportunity to provide a one-page flyer or company branded item to participants at a preconference training program at EMS World Expo.

Cost: \$1,000

Annual Affiliate Advisory Council Luncheon

Meet with national and state EMS association leaders. *Benefits include:* opportunity to welcome participants and provide a brief presentation.

Cost: \$2,500 (two invitations)

Exclusive: \$6,000 (five invitations)

Annual Faculty Meeting and Reception

Network with NAEMT Faculty and learn about NAEMT education. *Benefits include:* opportunity to welcome and provide a brief presentation to attendees.

Cost: \$2,500 (five invitations)

Exclusive: \$6,000 (unlimited invitations)

World Trauma Symposium

All include recognition in on-site program and one flyer distributed on-site to attendees (supplied by sponsor).

Keynote Luncheon – \$5,000

Reserved table with speaker; verbal recognition of sponsor; four complimentary registrations; one tabletop display; one ad (300w x 200h pixel) distributed in two emails to attendees; one dedicated email to attendees; one full-page, inside-front cover color ad in on-site program; and logo recognition on broad-range promotional emails reaching diverse marketing segments.

Challenge Coin Exclusive Sponsor – \$5,000

Sponsor recognition on a commemorative World Trauma Symposium Challenge Coin; two complimentary registrations; one tabletop display; one ad (300w x 200h pixel) distributed in two emails to attendees; one full-page color ad in on-site program; and logo recognition on broad-range promotional emails reaching diverse marketing segments.

Tote Bag – \$4,000

Logo recognition on tote bag; two complimentary registrations; one ad (300w x 200h pixel) distributed in two emails to attendees; one half-page color ad in on-site program; and logo recognition on broad-range promotional emails reaching diverse marketing segments.

Presentation Sponsor – \$3,000

Verbal recognition of sponsor; two complimentary registrations; one tabletop display; one ad (300w x 200h pixel) distributed in two emails to attendees; one half-page color ad in on-site program; and logo recognition on broad-range promotional emails reaching diverse marketing segments.



Continental Breakfast – \$2,500

Two complimentary registrations; one ad (300w x 200h pixel) distributed in one email to attendees; and one half-page color ad in on-site program.

Morning Break Sponsor – \$2,000

One complimentary registration; 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 – \$2,000

One complimentary registration; one ad (300w x 200h pixel) distributed in an email to attendees; one quarter-page color ad in on-site program.

Tabletop Display – \$1,500

One tabletop display; two complimentary registrations; one ad (300w x 200h pixel) distributed in an email to attendees.

Marketing Sponsorship – \$1,000

One complimentary registration; one ad (300w x 200h pixel) distributed in an email to attendees.

On-site Program Advertising

4-color ad in on-site program.

Half-page\$500

Full-page\$750

Opportunities that Drive the EMS Profession

All include recognition on signage and in promotional communications. Promotional items are subject to NAEMT approval.

National Studies and Reports

Organization logo placed on front cover of an NAEMT report, based on research findings into an important topic area. Also receive a full-page ad inside. Reports are distributed directly to more than 100k EMS and other healthcare professionals and elected officials, and available to hundreds of thousands more.

Cost: \$5,000 per report

NAEMT Scholarship Program

Help advance the training and development of NAEMT members — our nation's EMS workforce.

Cost: \$1,000 per scholarship

Educational Webinar

NAEMT will host your webinar and market it in advance via the *NAEMT Pulse* and on NAEMT social media sites. Limit one webinar per month. Contact us regarding CAPCE continuing education credit.

Cost: \$5,000 per webinar

NAEMT Individual and Agency Member Benefits

Service Partner opportunities that 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.

Program and Service Development

Gain exposure in new or difficult-to-reach markets through the programs and services NAEMT provides to the EMS profession and national leaders. To recommend a supporting program, contact us.

EMS On The Hill Day

All sponsors receive recognition from the podium at the event, and in an *NAEMT News* article.

Padfolio Sponsor (Exclusive) – \$12,500

Sponsor logo on padfolio cover; flyer or brochure insert (supplied by sponsor); four registrations; recognition on promotional materials.

Pillar Sponsor – \$10,000

Five registrations; post-event email to attendees; distribution of flyer or promotional item to attendees (supplied by sponsor); recognition on promotional materials.

Opening Networking Reception – \$7,500

Three registrations; opportunity to briefly address attendees; and recognition on promotional materials.

Post-Hill Closing Reception – \$7,500

Three registrations; opportunity to briefly address attendees; recognition on promotional materials.

Pre-Hill Briefing Sponsor – \$5,000

Two complimentary registrations; opportunity to briefly address attendees; and recognition on promotional materials.

NAEMT Board Dinner (Exclusive) – \$3,000

Two dinner invitations including transportation; three registrations to EMS On The Hill Day program; and recognition at the dinner and on promotional materials.

Steward – \$2,500

Two complimentary registrations.

Advocacy Coordinator Dinner – \$1,500

Two invitations to dine with the NAEMT Advocacy Committee and the national network of Advocacy Coordinators.

Advocate – \$1,000

One complimentary registration.

Friend – \$500



EMS 3.0 Transformation Summit



All include recognition from podium, in on-site program, and in promotional materials.

Summit Luncheon – \$12,500

Five complimentary registrations; opportunity to briefly address attendees; reserved table; distribution of company product OR distribution of promotional flyer to attendees; dedicated email distributed by NAEMT to event attendees.

Session Sponsor – \$5,000

Three complimentary registrations; distribution of flyer to attendees.

Speaker Sponsor – \$3,000

Two complimentary registrations; distribution of company flyer to attendees.

Coffee Service Bar – \$2,500

Two complimentary registrations; tabletop signage; and distribution of company flyer to attendees.

Afternoon Break – \$2,500

Two complimentary registrations; distribution of company flyer to attendees.

Speaker Breakfast – \$1,500

One complimentary registration and an invitation to the speaker breakfast.

Marketing Sponsor – \$1,000

One complimentary registration and an opportunity to provide a promotional item to attendees (subject to NAEMT approval).