

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

### **NAEMT At-A-Glance** *(2018 Statistics)*

NAEMT education programs:

- Trained more than 110,000 students in 71 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:

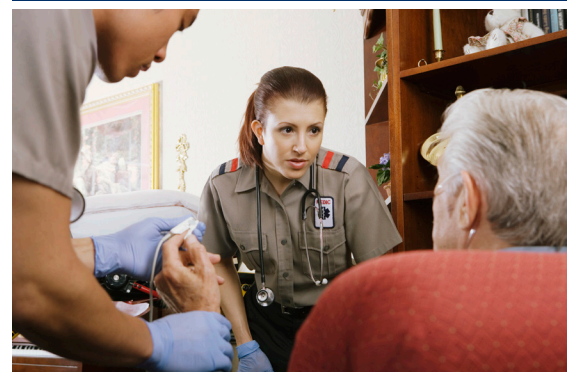
- EMS professionals from all delivery models and geographic regions.
- Paramedics, EMTs, EMS managers, educators, physicians, nurses, other prehospital professionals, and students.



→ Marketing

→ Events

→ Education



# Marketing

## NAEMT Website [www.naemt.org](http://www.naemt.org) (2018 statistics)

More than 3 million total page views (30% unique); top-performing page receives more than 600k views; unrestricted visibility across all EMS audiences.

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

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

*Total # impressions: 1,960,961*

*Total # of click-throughs: 3,415*

*Top-performing ads: 320,111 impressions / .37% CTR*

728 x 90 pixels (below fold) ..... **\$6,500 per year**

250 x 250 pixels (below fold) ..... **\$5,500 per year**

*Flash: 15 seconds.*

Static Ad:	1 X	4 X
Home page (above fold) .....	<b>\$1,400</b>	<b>\$4,700</b>
Home page (below fold).....	<b>\$1,100</b>	<b>\$3,850</b>
Landing page (above fold) .....	<b>\$950</b>	<b>\$3,200</b>
Secondary page .....	<b>\$600</b>	<b>\$1,800</b>
<i>300 x 250 pixels wide x high; Flash: 15 seconds.</i>		

**NAEMT Website Ads Due:**

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

## NAEMT Facebook Post

One post reaching an average 25k audience. **\$400 per month**  
Limit one per month. Video links will also be posted on NAEMT's YouTube page.

## NAEMT Pulse

Monthly NAEMT e-newsletter sent to more than 65,000 NAEMT members each month.

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

Ad Size: wide x high	1 X	4 X
Leaderboard 600 x 100 pixels .....	<b>\$1,100</b>	<b>\$3,400</b>
Top screen 300 x 250 pixels .....	<b>\$950</b>	<b>\$2,900</b>
Bottom screen 300 x 250 pixels.....	<b>\$600</b>	<b>\$1,900</b>
Bottom screen 600 x 100 pixels.....	<b>\$500</b>	<b>\$1,600</b>

**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 13,900 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 pixels .....	<b>\$700</b>	<b>\$2,300</b>
Top screen 300 x 250 pixels .....	<b>\$550</b>	<b>\$1,800</b>
Bottom screen 300 x 250 pixels .....	<b>\$400</b>	<b>\$1,200</b>
Bottom screen 600 x 100 pixels .....	<b>\$400</b>	<b>\$1,200</b>

**NAEMT Faculty Update Ads Due:**

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

## Direct Email to EMS Professionals

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

**Cost: \$200/1,000 emails (\$1,000 minimum)**

## NAEMT News

Quarterly, full-color publication with a total circulation of 67,000 members, includes a printed version mailed directly to Full NAEMT members, federal agency partners, national EMS organizations and corporate partners (11k+ distribution).

Ad Size (inches) wide x high	1 X	4 X
Back cover 7.5 x 6.35 .....	<b>\$1,500</b>	<b>\$5,000</b>
Full page 8.5 x 11 .....	<b>\$1,300</b>	<b>\$4,300</b>
1/2-page vertical 3.625 x 9.5 .....	<b>\$1,100</b>	<b>\$3,500</b>
1/2-page horizontal 7.5 x 4.75 .....	<b>\$950</b>	<b>\$2,900</b>
1/3-page vertical 3.625 x 7.25 .....	<b>\$700</b>	<b>\$2,400</b>
1/4-page vertical 3.625 x 4.5 .....	<b>\$500</b>	<b>\$1,800</b>
<i>300dpi; full color.</i>		

**NAEMT News Ads Due:**

Winter 2020 issue: Nov 20, 2019

Spring 2020 issue: Feb 14, 2020

Summer 2020 issue: Jun 5, 2020

Fall 2020 issue: Aug 17, 2020

Winter 2021 issue: Nov 19, 2020

# Events

## NAEMT Annual Meeting

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).

### International Reception – \$3,000

Network with NAEMT's International faculty and members, and EMS leaders from around the world. *Benefits include:* three invitations and an opportunity to welcome attendees.

### 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 and provide a brief presentation.

### Annual Faculty Meeting and Reception – \$3,000

Network with NAEMT Faculty and learn about new NAEMT courses being developed. *Benefits include:* three invitations and an opportunity to welcome attendees and recognition at the podium.

### NAEMT Faculty Education Service Award – \$2,000

*Benefits include:* two invitations and an opportunity to be on stage during award presentation.

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

**NAEMT courses held at EMS World Expo**

*Benefits include:* Opportunity to offer a flyer or promotional item to attendees (supplied by sponsor; requires NAEMT approval) at preconference NAEMT provider courses held at EMS World Expo.

## World Trauma Symposium

Held in conjunction with EMS World Expo. All sponsors receive recognition on promotional materials.



### Keynote Luncheon – \$5,000

*Benefits include:* reserved table with speaker; verbal recognition of sponsor; two registrations; 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:* verbal recognition at event; two registrations; 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; 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:* three 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.

### Scott B. Frame Service Award – \$2,000

*Benefits include:* one registration; an opportunity to be on stage during award presentation; 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:* one registration; 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:* one registration; 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.

# Events CONTINUED...

## EMS On The Hill Day

All sponsors receive recognition on promotional materials.

### Padfolio Sponsor (Exclusive) – \$12,500

*Benefits include:* logo on padfolio cover; four registrations; and distribution of flyer or promotional item to attendees (supplied by sponsor; requires NAEMT approval).

### Pillar Sponsor – \$10,000

*Benefits include:* four registrations; post-event email to attendees; and distribution of flyer or promotional item to attendees (supplied by sponsor; requires NAEMT approval).

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

### Opening Networking Reception – \$5,000

*Benefits include:* two registrations and an opportunity to briefly address attendees.

### Post-Hill Closing Reception – \$5,000

*Benefits include:* two registrations and an opportunity to briefly address attendees.

### Pre-Hill Briefing Sponsor – \$5,000

*Benefits include:* two registrations and opportunity to briefly address attendees.

### Steward – \$2,500

Recognition for your support of the EMS profession. *Benefits include:* two registrations.

### Advocacy Coordinator Dinner – \$2,000

*Benefits include:* two invitations to dine with the NAEMT Advocacy Committee and the national network of Advocacy Coordinators.

### Advocate – \$1,000

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

### Friend – \$500

Recognition for your support of the EMS profession.



## EMS 3.0 Workshops

All sponsors receive recognition on promotional materials.



### EMS 3.0 Luncheon – \$5,000

*Benefits include:* two registrations; opportunity to briefly address attendees; reserved table; and an opportunity to provide a flyer or promotional item to attendees (supplied by sponsor; requires NAEMT approval).



### Presentation Sponsor – \$3,000

*Benefits include:* two registrations and an opportunity to provide a flyer to attendees (supplied by sponsor; requires NAEMT approval).

### Coffee Service Bar – \$2,500

*Benefits include:* two registrations; tabletop signage; and an opportunity to provide a flyer to attendees (supplied by sponsor; requires NAEMT approval).

### Afternoon Break – \$2,500

*Benefits include:* two registrations; tabletop signage; and an opportunity to provide a

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

### Speaker Breakfast – \$1,500

Host a breakfast for Summit presenters. *Benefits include:* one registration; tabletop signage; and an invitation to the speaker breakfast.

### Marketing Sponsor – \$1,000

*Benefits include:* one registration and an opportunity to provide a promotional flyer to attendees (subject to NAEMT approval).

## 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 three dinner opportunities:

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



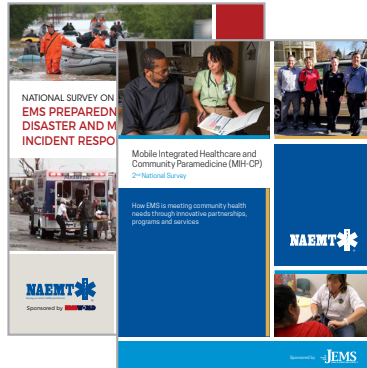
# Education

## National Study or Report – \$5,000

Sponsorship of 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 an EMT become a Paramedic with a scholarship awarded in the name of your organization. *Benefits include:* Sponsor recognition on scholarship announcement and notice to recipient; organization's logo on NAEMT scholarship website page and other promotional materials.

## Webinars

Sponsor an NAEMT webinar on a hot EMS topic. NAEMT will market and host a live webinar branded with your company's logo. Promotion includes up to two e-blasts and social media posts. Webinar recording is posted on NAEMT website and promoted through NAEMT's social media platforms and electronic newsletter. Content may be provided by sponsor.

- Educational Webinar: **\$5,000**
- CAPCE Accredited Webinar: **\$6,000**

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

## 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](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 (following pages) 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.

### 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)

Proud partner of

**NAEMT**   
Advancing the EMS profession