

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.

NAEMT At-A-Glance *(2017 Statistics)*

NAEMT education programs:

- Trained more than 95,000 students in 67 countries
- Offered at more than 2,300 training centers worldwide
- Taught by more than 13,800 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.



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 (following pages) 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.

Digital Opportunities

NAEMT Website www.naemt.org (2017 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, news and events.

Static Ad (pixels): wide x high	1 X	4 X
Home page (above fold)	\$1,400	\$4,700
Home page (below fold)	\$1,100	\$3,850
Landing page (above fold)	\$950	\$3,200
Secondary page	\$600	\$1,800

300 x 250; Flash: 15 seconds.

Run-of-site Ad (pixels): Each limited to 10 advertisers.
 728 x 90 (below fold) \$6,500 per year
 300 x 250 (below fold) \$5,500 per year
 Flash: 15 seconds.

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

Sent to more than 65,000 NAEMT members.

Ad Size (pixels): wide x high	1 X	4 X
Leaderboard 600 x 100	\$1,100	\$3,400
Top screen 300 x 250	\$950	\$2,900
Bottom screen 300 x 250	\$600	\$1,900
Bottom screen 600 x 100	\$500	\$1,600

NAEMT Faculty Update

Sent to more than 13,000 NAEMT Faculty worldwide (instructors, coordinators and medical directors).

Ad Size (pixels): wide x high	1 X	4 X
Leaderboard 600 x 100	\$700	\$2,300
Top screen 300 x 250	\$550	\$1,800
Bottom screen 300 x 250	\$400	\$1,200
Bottom screen 600 x 100	\$400	\$1,200

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

Print Opportunities

NAEMT News

Quarterly, full-color publication with a total circulation of 65,000 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	\$1,500	\$5,000
Full page 8.5 x 11	\$1,300	\$4,300
1/2-page vertical 3.625 x 9.5	\$1,100	\$3,500
1/2-page horizontal 7.5 x 4.75	\$950	\$2,900
1/3-page vertical 3.625 x 7.25	\$700	\$2,400
1/4-page vertical 3.625 x 4.5	\$500	\$1,800

300dpi; full color.



NAEMT News Ads Due:

- Spring 2018 issue: Feb 15, 2018
- Summer 2018 issue: Jun 8, 2018
- Fall 2018 issue: Aug 18, 2018
- Winter 2019 issue: Nov 20, 2018

NAEMT Pulse Ads Due:

First business day of the month ad is scheduled to run.

NAEMT Faculty Update Ads Due:

First business day of the month ad is scheduled to run.

Website & Online Ads/Posts Due:

Seven days prior to date ad is scheduled to run.

Meetings & Events

NAEMT Annual Meeting

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

NAEMT Member 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:* five invitations and an opportunity to welcome attendees and provide a brief presentation.

Annual Affiliate Advisory Council Luncheon – \$2,500

Exclusive: \$5,000 (five invitations + benefits)
Meet with national and state EMS association leaders. *Benefits include:* two invitations and an opportunity to welcome attendees and provide a brief presentation.

Annual Faculty Meeting and Reception – \$2,500

Exclusive: \$5,000 (five invitations + benefits)
Network with NAEMT Faculty and learn about new NAEMT courses being developed. *Benefits include:* two invitations and an opportunity to welcome attendees and provide a brief presentation.

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) at preconference NAEMT courses held at EMS World Expo.

NAEMT Faculty Education Service Award – \$2,000

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

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

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.

Speaker Dinner – \$2,500

Host a dinner for World Trauma Symposium presenters during EMS World Expo. *Benefits include:* two invitations; 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.

Continental Breakfast – \$2,000

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.

Morning Break Sponsor – \$2,000

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.

Afternoon Break Sponsor – \$2,000

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.

Tabletop Display – \$1,700

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.

Opportunities that Drive the EMS Profession

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 – \$1,000

Help advance the training and development of NAEMT members — our nation's EMS workforce. *Benefits include:* organization logo on NAEMT scholarship website page and other promotional materials.

Educational Webinar – \$5,000

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.

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 corporatepartners@naemt.org.

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.

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).

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

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

Benefits include: one registration.

Friend – \$500



EMS 3.0 Transformation Summit

EMS3.0 Transformation

All sponsors receive recognition on promotional materials.

Summit 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 – \$2,000

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

Afternoon Break – \$2,000

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).