NAEMT®

National Association of
Emergency Medical Technicians

2027 Corporate Partner, Sponsorship & Advertising Prospectus

Advancing the EMS profession



NAEMT®

SUPPORT. STRENGTHEN. ADVANCE EMS.



Partner with NAEMT to connect with the clinicians, leaders, educators, and decision-makers shaping the future of EMS.









NAEMT is the leading association representing and supporting EMS professionals across all delivery models and career stages.

Through advocacy, education, leadership development, and industry collaboration, NAEMT advances the EMS profession and strengthens the workforce that communities rely on every day.

CONTACT US TODAY!

corporatepartners@naemt.org



NAEMT®

National Association of
Emergency Medical Technicians



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About NAEMT

NAEMT Mission

To educate, support, and advocate for all EMS professionals.

Who Is NAEMT?

NAEMT is the premier association representing EMS clinicians, educators, and industry leaders across the globe. NAEMT reaches EMS professionals at every level—from front line clinicians to executive leadership—creating unique opportunities for industry partners to build meaningful relationships with the EMS community.

EVENTS

EMS World Expo & NAEMT Annual Meeting

September 27–October 1, 2027
New Orleans, Louisiana

October 23–October 27, 2028
San Antonio, Texas

EMS on the Hill Day

April 7–8, 2027
Washington, DC

March 29–30, 2028
Washington, DC

Reach Your Target Market

The Largest Professional Association Representing EMS

200,000+
EMS PROFESSIONALS

170,000
COURSE REGISTRANTS ANNUALLY

90,000
SOCIAL MEDIA FOLLOWERS

20,000
EMS INSTRUCTORS

17,000
COURSES TAUGHT ANNUALLY

16,000
DUES-PAYING MEMBERS

2,600
TRAINING CENTERS WORLDWIDE

95
COUNTRIES REPRESENTED

14,000 certified by the NREMT

An estimated **8,000** EMS decision-makers including chiefs, captains, directors, supervisors, administrators, CEOs, and medical directors.

Every Provider Type is Represented

FIRE-BASED | THIRD-SERVICE | HOSPITAL-BASED | PRIVATE | VOLUNTEER

AIR MEDICAL PROVIDERS | COMMUNITY PARAMEDICINE | MIH PROGRAMS

MILITARY | SPECIAL OPERATIONS | RESCUE TEAMS

Why Partner with NAEMT?

Increased Brand Visibility

Connect your company with one of the most respected and trusted brands in EMS through year-round exposure across education, advocacy, digital platforms, and events.

Strategic Networking Opportunities

Build relationships with EMS leaders, educators, and clinicians through exclusive networking opportunities and sponsored engagement experiences.

Establish Thought Leadership

Position your company as a contributor to the advancement of EMS through educational initiatives, webinars, leadership programs, advocacy support, and industry collaboration.

Engage with the EMS Community

Demonstrate your commitment to the EMS profession by supporting initiatives that strengthen workforce development, leadership, education, and patient care.

Become an NAEMT Corporate Partner

NAEMT Corporate Partners play a vital role in supporting the EMS profession through advocacy, education, workforce initiatives, and leadership development. Corporate Partners receive year-round recognition and engagement opportunities designed to maximize visibility, strengthen relationships, and align organizations with the advancement of EMS.

Corporate Partners are recognized by levels commensurate with their support within a 12-month period.

Corporate Partner Levels

	LEVEL	ANNUAL SUPPORT
	Prestige*	$50,000
	Innovator	$30,000
	Catalyst	$20,000
	Alliance	$10,000



Proud partner of
NAEMT®
Advancing the EMS profession

Corporate Partner Levels

All Corporate Partners Receive:

- Recognition on the NAEMT website and at the NAEMT Annual Meeting
- Use of the NAEMT Corporate Partner logo
- Right of first refusal on sponsorship and advertising opportunities
- Dedicated social media recognition throughout the year
- Dedicated email recognition throughout the year
- Opportunities for direct engagement with EMS leaders and decision-makers
- Invitation to participate on the Corporate Engagement Council**

*Prestige Partner Exclusive Benefits

Exclusive Industry Positioning

- Prestige-level Corporate Partners receive tier level exclusivity

Executive Access

- Dedicated annual meeting with the NAEMT Executive Director and President
- Exclusive sponsorship of one NAEMT Board dinner annually
- Opportunity to participate in additional Board networking events

Enhanced Visibility

- One stand-alone email sent by NAEMT on partner's behalf
- Post-event branded photo assets provided for corporate use
- Expanded recognition opportunities throughout the year

**Corporate Engagement Council

The EMS Corporate Engagement Council is an NAEMT collaborative that connects those who supply the EMS industry with products and services with those who provide EMS care to discuss key policy issues impacting the industry. This is a forum for industry suppliers to share issues of importance with NAEMT leadership, lobbyists, and each other in a small-scale, focused setting.

Sponsorships & Events

NAEMT sponsorship opportunities create meaningful engagement with EMS professionals through events, leadership initiatives, networking experiences, and educational programming.

EMS On The Hill Day (400+ attendees)

Advocate for the Future of EMS

EMS on the Hill Day brings EMS professionals from across the country to Washington, D.C., to advocate for policies that strengthen EMS.
All participating companies receive:

- Attendee list
- Recognition on on-site signage
- Company logo on Hill Day Mobile App
- Recognition in event emails and on website
- Two registrations for Hill Day events, except where noted
- Opportunity to provide a flyer or promotional item to attendees
  (supplied by sponsor; requires NAEMT approval)

Thought Leadership Opportunities

- **CAPITOL PARTNER - $10,000**
- Four registrations for Hill Day events
- One tabletop display
- One ad (350x250 px) with QR code displayed on screen at event

EXEXCLUSIVE UPGRADECLUSIVE UPGRADE
Provide opening remarks at the Pre-Hill Briefing for an additional $2,000

PRE-HILL BRIEFING - $7,500

- Three registrations for Hill Day events
- One ad (350x250 px) with QR code displayed on screen at event

EXCLUSIVE UPGRADE
Provide opening remarks for an additional $2,000 SOLD

EDUCATIONAL WORKSHOP - $5,000

- Two registrations for Hill Day events
- One ad (350x250 px) with QR code displayed on screen at event

EXCLUSIVE UPGRADE
Provide opening remarks for an additional $2,000

ADVOCATE OF THE YEAR AWARDS - $3,000

- Company representative on stage during award presentation
- Recognition on promotional Advocate of the Year Awards materials

Networking Opportunities

OPENING NETWORKING RECEPTION - $6,000

- Held Wednesday evening at the conclusion of the Pre-Hill Briefing

EXCLUSIVE
Company logo printed on napkins for an additional $1,500 SOLD

POST-HILL CLOSING RECEPTION - $6,000

- Held Thursday evening at the conclusion of Hill visits

EXCLUSIVE
Company logo printed on napkins for an additional $1,500

TABLETOP DISPLAY - $2,500

- One tabletop display (8x30 with two chairs)

Sponsorships & Events

AFTER-HOURS RECEPTION - $3,000

- Sponsor an after-dinner signature cocktail at the host hotel bar on Wednesday or Thursday evening

EXCLUSIVE

Company logo printed on napkins for an additional $1,500

COFFEE & REFRESHMENT BREAK - $2,500

- Held Wednesday during exhibit hours and session breaks

ADVOCACY COORDINATOR DINNER - $2,500

- Two invitations to the NAEMT Advocacy Coordinator Dinner
- Opportunity to provide remarks

EMS LOUNGE ON CAPITOL HILL - $2,000

- Opportunity to greet and network with attendees in the EMS Lounge on Capitol Hill

Branding Opportunities

MOBILE APP - $5,000 **EXCLUSIVE**

- Premier position as app sponsor with company logo and hyperlink

WIFI - $5,000 **EXCLUSIVE**

- Recognized as NAEMT Wifi Sponsor

EVENT BAGS - $2,000 NON-EXCLUSIVE / $4,500 EXCLUSIVE

- Company logo printed on bags distributed to all attendees.

PHOTOGRAPHER - $4,000

- Recognized as NAEMT Photographer Sponsor
- Dedicated photos at sponsor tabletop, if applicable
- Logo placement on step-and-repeat banner

FRIENDS OF EMS - $1000

- Show your support with an entry level investment
- Recognition on on-site signage and mobile app only

NAEMT Annual Meeting (400+ attendees)

Held in conjunction with EMS World Expo, NAEMT events bring together EMS clinicians, educators, leaders, and decision-makers from around the world. All participating companies receive:

- Recognition on on-site signage
- Recognition in event emails and on website

Thought Leadership Opportunities

NAEMT GENERAL MEMBERSHIP MEETING & RECEPTION - $7,500

The largest social event for NAEMT members.

- Five invitations
- One reserved table
- Company logo on digital display looping throughout the evening
- Opportunity to provide a promotional item to attendees *(supplied by sponsor; requires NAEMT approval)*
- Standing banner or feather flag outside by door, inside by stage, or by bar *(banner supplied and set up/torn down by sponsor)*
- Attendee list following the event

EXCLUSIVE UPGRADE
Provide opening remarks for an additional $2,000

NAEMT PRECONFERENCE COURSE - $1,500

- Company logo on digital display looping during breaks
- Opportunity to provide promotional items or flyers to attendees *(supplied by sponsor; requires NAEMT approval)*
- Two company representatives to join the speakers for lunch

EXCLUSIVE UPGRADE
Provide opening remarks for an additional $2,000 per course

NAEMT COMMITTEE MEETING BREAK - $1,500 each

- Company logo recognition on break table at either the Regional European Education Committee or the Latin America Regional Education Committee meting
- Opportunity to provide promotional items or flyers to attendees *(supplied by sponsor; requires NAEMT approval)*

Sponsorships & Events

ADVOCACY BRIEFING - $3,500

- Three invitations
- Company logo on digital display at meeting
- Standing banner or feather flag outside by door or inside by stage
  (banner supplied and set up/torn down by sponsor)

EXCLUSIVE UPGRADE
Provide opening remarks for an additional $2,000

AFFILIATE ADVISORY COUNCIL MEETING & SOCIAL - $3,500

- Three invitations
- Company logo on digital display looping during meeting
- Standing banner or feather flag outside by door or inside by stage
  (banner supplied and set up/torn down by sponsor)

EXCLUSIVE UPGRADE
Provide opening remarks for an additional $2,000

NAEMT EDUCATION SERVICE AWARDS - $3,000

- Two invitations to faculty reception
- Company logo on digital display looping during reception
- Company representative on stage during award presentation

Networking Opportunities

NAEMT MEMBER LOUNGE- $7,500 DAILY; $22,500 EXCLUSIVE
A dedicated lounge for NAEMT members to relax and grab a drink and snack during EMS World Expo (Wed-Fri).

- Greet NAEMT members throughout the day in one room
- One tabletop display
- One wireless scanner to collect visitors contact info
- Email to NAEMT members recognizing company as sponsor

- ***NEW!* NAEMT EDUCATION APPRECIATION RECEPTION - $5,000**

  Network with NAEMT education providers both international and domestic faculty and members from the US and around the world.

  - Three invitations
  - Company logo on digital display looping throughout the evening
  - Standing banner or feather flag outside by door, inside by stage, or by bar *(banner supplied and set up/torn down by sponsor)*

EXCLUSIVE UPGRADE

Provide opening remarks for an additional $2,000 SOLD



Branding Opportunities

- **PHOTOGRAPHER - $4,000**
  - Recognized as NAEMT Photographer Sponsor
  - Dedicated photos at sponsor tabletop, if applicable
  - Logo placement on step-and-repeat banner

- **MEETING ROOM BANNER FLAG - $2,000 PER PLACEMENT**

  Banner supplied and set up/torn down by sponsor.

  - Standing banner or feather flag prominently displayed outside one of NAEMT dedicated meeting rooms throughout the week

- **RECEPTION NAPKIN - $1,500 PER RECEPTION**

  Available receptions include Member Reception,International Reception, and Faculty Reception.

  - Two invitations to sponsored reception
  - Company logo printed on napkins used at sponsored reception
  - Company logo on digital display looping during sponsored reception

- **FRIENDS OF EMS - $1000**
  - Show your support with an entry level investment
  - Recognition on on-site signage

World Trauma Symposium (300+ Attendees)

Held in conjunction with EMS World Expo, the largest EMS event in North America. All participating companies receive:

- Recognition on on-site signage
- Recognition in event emails and on website
- Two registrations to WTS, except where noted
- Opportunity to provide a flyer or promotional item to attendees
  (supplied by sponsor; requires NAEMT approval)
- All sponsors at $2,500 and above receive attendee list

Thought Leadership Opportunities

PREMIER PARTNER - $7,500

- Two additional (four total) registrations to World Trauma Symposium
- One tabletop display
- Half-page color advertisement in digital program

PRESENTATION PARTNER - $4,500

- One tabletop display
- One quarter-page color advertisement in digital program
- Company logo displayed on screen before an individual presentation

SCOTT B. FRAME LECTURE AWARD - $4,000 **EXCLUSIVE**

- One quarter-page color advertisement in digital program
- Company representative on stage during award presentation

SCOTT B. FRAME SERVICE AWARD - $3,500

- One quarter-page color advertisement in digital program

McSWAIN LEADERSHIP AWARD - $3,500

- One quarter-page color advertisement in digital program

Sponsorships & Events

Networking Opportunities

- **SPEAKER DINNER - $5,000** **EXCLUSIVE**
  - Two invitations to the World Trauma Symposium Speaker Dinner
  - Opportunity to provide remarks
- **CONTINENTAL BREAKFAST - $3,500**
  - Company logo on digital display looping during breaks
- **LUNCH - $3,500**
  - Company logo on digital display looping during breaks
- **TABLETOP DISPLAY - $2,500**
  - One tabletop display at World Trauma Symposium (one table with two chairs)

Branding Opportunities

- **EVENT BAG - $2,000** **NON-EXCLUSIVE** // **$4,500** **EXCLUSIVE**
  - Company logo printed on bag distributed at World Trauma Symposium

Thought Leadership

- **NETWORK WITH THE NAEMT BOARD* - $5,000/DINNER**

  Connect directly with NAEMT leadership through networking opportunities held throughout the year.
  - Winter - meeting of the Board; location varies
  - Spring - in conjunction with EMS on the Hill Day
  - Summer - meeting of the Board; location varies
  - Fall - in conjunction with EMS World Expo
- **Benefits include:**
  - Two dinner invitations
  - Recognition at dinner

**Right of first refusal to Prestige-level Corporate Partners. Limited to three sponsors per dinner.*

ROUNDTABLE DISCUSSIONS - $10,000

Sponsor-led roundtable discussions may be offered virtually or in person and provide opportunities to facilitate meaningful conversations on topics such as industry trends, leadership challenges, innovation, and workforce issues.

NATIONAL EMS WEEK THEME DAY SPONSOR - $5,000

EXCLUSIVE One sponsor per theme day.

National EMS Week is an annual celebration recognizing the dedication, professionalism, and lifesaving work of EMS professionals across the country. Align your organization with one of seven official EMS Week theme days and showcase your support while connecting with thousands of EMS leaders and providers through NAEMT's digital channels.

BENEFITS INCLUDE:

- Exclusive sponsorship of one official EMS Week Theme Day
- Recognition on the NAEMT website throughout EMS Week
- Recognition in NAEMT EMS Week email communications
- Dedicated recognition across NAEMT social media on your sponsored day
- Opportunity to collaborate with NAEMT on a themed member giveaway or engagement campaign

  (supplied by sponsor; requires NAEMT approval)
- Brand alignment with a nationally recognized EMS Week initiative
- Post-campaign engagement metrics

AVAILABLE THEME DAYS EXCLUSIVE

- **Sunday**: Health, Wellness & Resilience Day
- **Monday**: EMS Education Day
- **Tuesday**: Safety Day SOLD
- **Wednesday**: EMS for Children Day
- **Thursday**: Save-A-Life Day (CPR & Stop the Bleed) SOLD
- **Friday**: EMS Recognition Day
- **Saturday**: EMS Remembrance Day

Webinars

Share your company's information with an average of 1,000 attendees as they earn continuing education credits in topics relevant to EMS.

Live webinar sponsorship of pre-programmed NAEMT content and speaker "Supported by" - $7,500*

- **BENEFITS INCLUDE:**
  - Registration list
  - Option to introduce speaker(s)
  - Recognition on lobby slide and last slide
  - Recognition during moderator's introduction and conclusion
  - Recognition through NAEMT digital channels (email, social media)
  - Opportunity to provide a digital flyer to attendees
    (supplied by sponsor; requires NAEMT approval)
  - Recognition on webinar recording posted on the NAEMT website

Live webinar sponsorship of corporate-provided content and speaker "Supported by" - $10,000*

- **BENEFITS INCLUDE:**
  - Registration list
  - Option to have NAEMT leadership introduce speaker(s) and thank sponsor
  - Recognition on lobby slide and last slide
  - Recognition during moderator's introduction and conclusion
  - Recognition through NAEMT digital channels (email, social media)
  - Opportunity to provide a digital flyer to attendees
    (supplied by sponsor; requires NAEMT approval)
  - Recognition on webinar recording posted on the NAEMT website
  - Post-event attendee e-blast from NAEMT thanking sponsor and inviting attendees to visit sponsor's website.

* Webinars are intended for educational purposes only and are not to be used for sales or product promotion. Content must be eligible to meet CAPCE criteria. Subject to NAEMT approval.

97% of webinar attendees

WOULD RECOMMEND NAEMT'S CONTINUING EDUCATION WEBINARS TO THEIR EMS COLLEAGUES.



82%

RATED THE QUALITY OF THE PRESENTATION AS GOOD TO EXCELLENT

91%

RATED THE KNOWLEDGE OF THE PRESENTERS AS EXCELLENT

81%

RATED THE OVERALL VALUE OF THE WEBINAR AS EXCELLENT

(based on post-webinar evaluation surveys from NAEMT webinars in 2025 and 2026).

Scholarships

Help support the EMS workforce by sponsoring EMS scholarships.

- **BENEFITS INCLUDE:**
- Recognition on the NAEMT website and through NAEMT digital channels (email, social media)
- Recognition in scholarship announcement emails

NAEMT EMS Scholarships - $5,000

- First Responders (to become EMT-Basic)
- EMT-Basic (to become EMT-Paramedic)
- Paramedics (to advance education in the realm of EMS)

Advocacy Coordinator Travel Scholarships - $5,000

- Provides support to NAEMT Advocacy Coordinators to attend EMS On The Hill Day

World Trauma Symposium Scholarships - $5,000

- Provides support to attend the NAEMT World Trauma Symposium at EMS World Expo

Advertising

60,775
MONTHLY AVERAGE VISITORS

27,208
MONTHLY AVERAGE UNIQUE VISITORS

44.77%
MONTHLY AVERAGE ENGAGEMENT RATE

NAEMT Website

Run-of-site advertising

Ad category limited to 10 ad placements.
Sample ad performance: ~9,100 monthly impressions / ~270 clicks.

AD SIZE	6 MONTHS	1 YEAR
728x90 px	$3,900	$6,500
250x250 px	$3,300	$5,500

Static Advertising

PLACEMENT	6X	12X
Home Page (350x350 px)	$990/month	$880/month
Landing Page (250x250 px)	$855/month	$760/month
Secondary Page (250x250 px)	$540/month	$480/month

EMS Vitals advertising

PLACEMENT	6X	12X
Landing Page (250x250 px)	$855/month	$760/month
Secondary Page (250x250 px)	$540/month	$480/month

Advertorials

Position your organization as a thought leader through paid advertorial content featured within EMS Vitals, NAEMT's online publication. Advertorials are content pieces designed to provide valuable information while highlighting an advertiser's products, services, expertise, or industry insights. All advertorials must maintain a professional, educational, and audience-relevant tone.

REQUIREMENTS:

- Length:
  - Short feature: 400–600 words **$2,500**
  - Standard feature: 600–1,000 words **$5,000**
  - Premium feature: up to 1,500 words **$10,000**
- File format: Microsoft Word (.doc/.docx) or Google Doc
- Images / Logo: High-resolution PNG or JPG (300 DPI minimum)
- Language: English
- Tone: Informative, professional, non-sales-heavy
- All advertorials must clearly disclose advertisement status.

NAEMT RESERVES THE RIGHT TO:

- Edit for grammar, formatting, and clarity
- Request revisions
- Reject content not aligned with event standards
- Add disclaimer: "Sponsored content provided by [Company Name]. The views and opinions expressed are those of the advertiser."

Email Marketing



55%
EMAIL OPEN RATE

NAEMT Pulse

Monthly e-newsletter sent to more than 100,000 EMS professionals.

AD TYPE	1X	6X/EACH	12X/EACH
Leaderboard (600x100 px)	$1,600	$1,440	$1,280
Skyscraper (120x600 px)	$1,400	$1,260	$1,120
Spotlight Logo (250x250 px)	$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.

AD TYPE	1X	4X/EACH
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

NAEMT Advocacy Briefing

Quarterly e-newsletter related to legislative and policy initiatives sent to more than 100,000 EMS professionals.

AD TYPE	1X	4X/EACH
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

Mailing List Rental*

Targeted NAEMT mailing lists are available for opportunities such as promoting products, services, and events.

NAEMT MAIL LISTS ARE:

- Accurate: Targeted and updated continuously
- Sortable: By agency type, geographic area, job position, or ZIP code
- Available: U.S. postal addresses only; no email addresses
- Cost effective: With rates as low as $250 per 1,000 names
- * Please contact us for custom pricing





Not Seeing What You Are Looking For?

NAEMT works with industry partners committed to advancing EMS through education, advocacy, workforce support, innovation, and leadership development.

If you are interested in creating a customized partnership opportunity, NAEMT will work with your company to develop a sponsorship or engagement strategy aligned with your goals.





Let's Build Something Meaningful Together



Contact Us Today!

To explore a custom partnership opportunity:

corporatepartners@naemt.org

Education & Training

Advocacy & Public Policy

Workforce Development

Innovation & Research

Leadership Development