



# 2019 SPONSORSHIP, EXHIBITOR & MARKETING OPPORTUNITIES

Reach Florida's Emergency Medicine Professionals

## ABOUT US

The Emergency Medicine Learning & Resource Center (EMLRC) is a nonprofit organization dedicated to advancing emergency care through education and advocacy. We proudly serve the entire spectrum of emergency medical providers, including 911 dispatchers, paramedics/EMTs, nurses, physicians and other individuals involved in clinical and administrative roles of patient care.

### Education

The Florida Emergency Medicine Foundation (FEMF) prepares Florida and the nation for emergencies and disasters by educating and training emergency care providers. For more than 25 years, FEMF has provided critical life-saving education to over 50% of Florida's EMS agencies, fire departments and emergency physicians. Further, the launch of [EMLRC Online](#) in March 2018 has expanded our reach on a national level.

### Advocacy

Founded in 1972, the Florida College of Emergency Physicians (FCEP) exists to promote best practices in emergency medical care by empowering emergency physicians through benefits of membership and advocating for pro-emergency care policies. FCEP has over 2,000 members—and this number continues to grow each year.



Bill Shearer International ALS/BLS Competition  
Hosted during CLINCON

**Making an investment in FEMF today ensures that you, your loved ones and all of Florida's citizens and visitors receive cutting-edge, emergency pre-hospital and emergency care.**

## IMMEDIATE BENEFITS

### Reach Your Audience

Whether it's a variety of emergency medicine professionals or a specific audience, such as residents—we have you covered.

### Increase Your Market Share

Our providers are always searching for new products and services to help them provide the highest quality pre-hospital and emergency care. Supporting our programs can increase your sales and market share in the emergency medicine industry.

### Unique and Customizable Packages

EMLRC offers a variety of sponsorship and marketing opportunities to fit the goals and budget of your organization. From intimate Board of Directors meetings to our top-notch conferences, we'll find the perfect opportunity to meet your needs.



This is an interactive document! Click on photos, links and more for additional info.



ABC's of Pediatric EMS 2018

## **Payment Reform Summit: Cost-Effective Care in a Risk-Based World** February 7-8, 2019 | Orlando, FL

At this summit, leaders in emergency medicine and health care from across the U.S. unite under one theme: the future of health care delivery and payment reform. Attendees from different departments will interact, share knowledge and work collaboratively on solutions.

**Target Audience:** ED medical directors & leadership; EMS leaders; EM group business leaders; practice management & revenue cycle management companies; hospital executives; nursing leadership; academic leaders

## **EMS Awards Ceremony** July 17, 2019 | Orlando, FL

The Department of Health EMS Advisory Council and Constituent Groups meet in conjunction with CLINCON and the ALS/BLS Competition, and meetings conclude with the annual EMS Awards Ceremony. Over 200 EMS professionals and their families attend this ceremony, including EMS and Fire Chiefs, Medical Directors and state decision-makers.

**Target Audience:** Same as CLINCON, with an emphasis on state decision-makers and award recipients

## **Life After Residency (LAR) Workshop** September 2019 | TBD

This program aims to educate residents on a variety of topics that will help them balance their work, personal and social lives upon entering the workforce. Sponsors can mingle with residents in a laid-back atmosphere.

**Target Audience:** EM residents and program directors

## **Emergency Medicine Days (EM Days)** March 11-13, 2019 | Tallahassee, FL

Every year, FCEP members visit our state capitol to meet with legislators and lobby for pro-emergency medicine policies. This is the premier advocacy event for FCEP members.

**Target Audience:** EM physicians, residents and medical students

## **Bill Shearer International ALS/BLS Competition** July 17-18, 2019 | Orlando, FL

Held during CLINCON, this annual competition provides EMT and paramedic teams an educational opportunity through scenario-based competitions. Approximately 200 EMTs and paramedics travel to participate in this event.

**Target Audience:** EMTs, paramedics and students

## **Advanced Practice Provider (APP) Skills Camp** 2019 | TBD

This course is designed to enhance the knowledge and skills of advanced practice providers who care for patients in the ED or urgent care setting, or who are looking to brush up on their emergency medicine skills.

**Target Audience:** Nurse practitioners, PA's, physicians and other health professional

## **CLINCON: Premier EMS Conference** July 15-20, 2019 | Orlando, FL

For over 40 years, CLINCON has provided high quality education to EMS and EM professionals by integrating pre-hospital research and cutting-edge clinical practice. This conference is held in conjunction with state EMS meetings, offering our sponsors and exhibitors access to EMS leaders and decision-makers.

**Target Audience:** EMTs; paramedics; first responders; firefighters; EMS/fire administrators, medical directors & educators; emergency physicians, PA's & nurses; other allied health professionals

## **Symposium by the Sea (SBS): FCEP's Annual Meeting** August 1-4, 2019 | Boca Raton, FL

Symposium by the Sea is the most anticipated event of the year for FCEP members. The conference hosts educational opportunities with a pediatric track, two residency competitions, a research competition, socials and networking events, and the Board of Directors meeting in which FCEP's new president begins his or her year of service.

**Target Audience:** Emergency physicians, residents, medical students, nurses, PA's and other allied health professionals

## **ABC's of Pediatric EMS** 2020 | TBD

This robust, one-day program dives into best practices for pediatric patients in the field using didactic lectures, simulations and hands-on skills stations.

**Target Audience:** EMTs, paramedics and other EMS providers

## **FCEP Board of Directors & Committee Meetings**

Sponsoring a lunch or exclusive dinner event during our quarterly Board and committee meetings is the perfect opportunity for face-to-face time with some of our most highly-engaged FCEP members.

### **Committee Meetings:**

**November 28, 2018**  
9:00 am – 4:00 pm  
EMLRC in Orlando, FL

**February 13, 2019**  
9:00 am – 4:00 pm  
EMLRC in Orlando, FL

**May 22, 2019**  
9:00 am – 4:00 pm  
EMLRC in Orlando, FL

### **Board Meetings:**

**November 29, 2018**  
9:00 am – 1:00 pm  
EMLRC in Orlando, FL

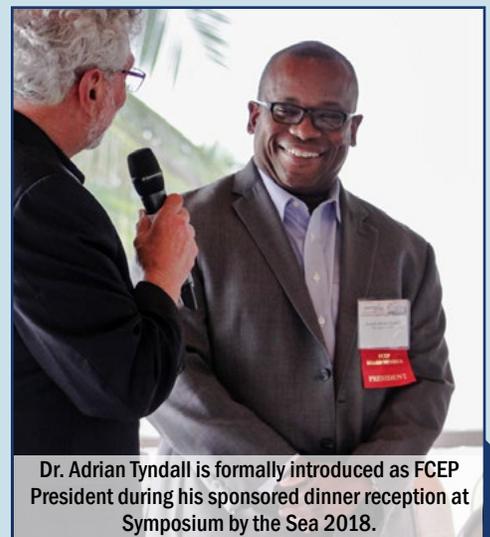
**March 11-13, 2019**  
TBD | Tallahassee, FL  
*Held during EM Days*

**May 23, 2019**  
9:00 am – 1:00 pm  
EMLRC in Orlando, FL

**August 1, 2019**

TBD | Boca Raton, FL

*Committee and Board meetings will be held during Symposium by the Sea*



Dr. Adrian Tyndall is formally introduced as FCEP President during his sponsored dinner reception at Symposium by the Sea 2018.

# THE ANNUAL CORPORATE SPONSORSHIP PROGRAM .....

Designed to create new, sustainable relationships and enhance existing relationships with corporate partners, FEMF’s Annual Corporate Sponsorship Program provides our supporters with year-round visibility to EMS and emergency medicine professionals through a variety of channels and events.

**A minimum contribution of \$10,000 annually to FEMF education programs is required. Higher contributions receive additional benefits.**

### All Corporate Sponsors Receive:

- 365-logo recognition with a 50-word description and link to website at emlrc.org
- Logo recognition in each issue of *EMpulse Magazine*: FCEP’s quarterly publication
- Introductory and quarterly social media posts recognizing corporate sponsors, along with event-specific posts
- Quarterly listing of FCEP new members
- Annual focus group meeting and/or survey
- Excellent customer service as a “VIP”



Symposium by the Sea 2018

## CORPORATE SPONSORSHIP LEVELS

<b>EM INNOVATOR \$25,000</b>	<b>EM DIGNITARY \$20,000</b>	<b>EM CHAMPION \$15,000</b>	<b>EM ADVOCATE \$10,000</b>
PLATINUM level sponsor recognition at up to 5 programs/events	PLATINUM level sponsor recognition at up to 4 programs/events	GOLD level sponsor recognition at up to 4 programs/events	GOLD level sponsor recognition at up to 4 programs/events
EXCLUSIVE event sponsorship and speaking opportunities	EXCLUSIVE event sponsorship and speaking opportunities	<i>Only available at Innovator and Dignitary levels</i>	<i>Only available at Innovator and Dignitary levels</i>
(4) full page ads or reference articles in <i>EMpulse Magazine</i> , (1) in PREMIUM position	(3) full page ads or reference articles in <i>EMpulse Magazine</i>	(2) full page ads in <i>EMpulse Magazine</i>	(1) full page ad and (1) half-page ad in <i>EMpulse Magazine</i>
365-day listing on EMLRC website Job Bank with bi-monthly revisions	365-day listing on EMLRC website Job Bank with quarterly revisions	6-month listing on EMLRC website Job Bank with 1 revision	6-month listing on EMLRC website Job Bank
Also includes 1 “exclusive” and 2 “additional” opportunities annually*	Also includes 1 “exclusive” and 1 “additional” opportunities annually*	Also includes 1 “additional opportunity” annually*	Also includes 1 “additional opportunity” annually*

\*Find additional opportunities on [page 6](#).

# EVENT SPONSORSHIP

Hosting conferences and educational workshops is not possible without the generous support of our sponsors. Sponsoring specific events is a great way to get involved as a new partner or if your target audience is very specific.

## EVENT SPONSORSHIP PACKAGES

PLATINUM	GOLD	SILVER
Logo recognition on program materials, signage, website, social media sites and mobile application (if available)	Logo recognition on program materials, signage, website and social media sites	Logo recognition on program materials, signage, website and social media sites
Verbal recognition during programming	Verbal recognition during programming	Verbal recognition during programming
(2) 8' x 10' Exhibit Booths or display tables and (8) representative badges at applicable programs	(1) 8' x 10' Exhibit Booth or display table and (4) representative badges at applicable programs	(1) 8' x 10' Exhibit Booth or display table and (2) representative badges at applicable programs
Pre- and post-conference attendee mailing lists (digital)	Pre- and post-conference attendee mailing lists (digital)	Post-conference attendee mailing lists (digital)
Dedicated pre-conference email featuring your company	<i>Only available to Platinum sponsors</i>	<i>Only available to Platinum sponsors</i>
(2) Mobile app notifications (if available)	(2) Mobile app notifications (if available)	(1) Mobile app notification (if available)
(3) Logo floor decals (CLINCON & SBS)	<i>Only available to Platinum sponsors</i>	<i>Only available to Platinum sponsors</i>
Participation in the Exhibit Hall Game (prize not included)	Participation in the Exhibit Hall Game (prize not included)	<i>Only available to Platinum &amp; Gold sponsors</i>
EMRAF Networking Reception Display Table (SBS and LAR)	<i>Only available to Platinum sponsors</i>	<i>Only available to Platinum &amp; Gold sponsors</i>
Exhibit Hall Reception – 3 bottles of wine (CLINCON and SBS)	Exhibit Hall Reception – 3 bottles of wine (CLINCON and SBS)	<i>Only available to Platinum &amp; Gold sponsors</i>

Available EXCLUSIVELY through the Corporate Partnership Program

## GENERAL EVENT SPONSORSHIP

Some events do not offer levels of sponsorship. Rather, all sponsors receive the same benefits that are unique to that program. Events include: ABC's of Pediatric EMS, APP Skills Camp and Board & Committee Meetings. Contact us for more information on these sponsor benefits.



Advanced Practice Provider (APP) Skills Camp

# ADDITIONAL EVENT SPONSORSHIP & ADVERTISING OPPORTUNITIES

In effort to maximize exposure for our partners, we offer additional sponsorship and advertising opportunities “a la carte” for each conference or program. Add these to your sponsorship packages or choose one (or more!) as your contribution.

## Event sponsorship

## Advertising/branding

## Advertising/company promotion



### Exhibit Hall Game

Boost your booth traffic with a guaranteed opportunity to start the conversation with our attendees! Attendees must visit booths of ALL participating exhibitors in order to win fabulous prizes. Prize not included.



### Exhibit Hall Reception

Increase your exposure by supporting an Exhibit Hall Reception! Includes (3) bottles of wine to be served at your booth and logo recognition on all signage.



### Food & Beverage Breaks

Become everyone’s new best friend by sponsoring a food & beverage station during conference breaks and meetings. Includes logo recognition on food stations, 1 mobile app notification & a 10-min speaking opportunity when available.



### Lanyards

Get your logo on lanyards at one of our conferences. Remember, lanyards are visible in event photos!

**EXCLUSIVE OPPORTUNITY**



### Mobile App Notification

Drive traffic to your booth or website during conferences through a mobile app notification to event attendees!



### Name Badges

Your logo will be displayed on all name badges. Subject to ACCME standards\* of commercial support. Remember, name badges are visible in event

**EXCLUSIVE OPPORTUNITY**



### Photo Booth

Spice up the party with a photo booth! Your logo will be included on photo strips and signage. Where applicable, the photo booth will be placed next to your Exhibit Hall booth.

**EXCLUSIVE OPPORTUNITY**



### Pre-Conference Email

Promote your company or new product through a dedicated email around conference time! Emails will be sent to all attendees.



### Product Demonstration

Just launched a new product? Show it off via an exclusive Product Demonstration! Event time must be non-competing. You control the programming. Offering CME\* is an option.

**EXCLUSIVE OPPORTUNITY**



### Special Event

Sponsor a social event or awards ceremony! Attend the event, welcome attendees & more. Event times must be non-competing with educational programs. Ask us about options or pitch your idea!

**EXCLUSIVE OPPORTUNITY**



### Social Media Post

Receive a dedicated social media post to promote your company! Each post includes your logo, link to your website and copy provided by you. Posts reach our entire online audience.



### T-shirts

Sponsor t-shirts for one of our conferences or events and receive premium logo placement in the design.

**EXCLUSIVE OPPORTUNITY**

# EVENT SPONSORSHIP & ADVERTISING OPPORTUNITIES CONTINUED



## Tote Bags

Give attendees a convenient way to carry their handouts and Exhibit Hall freebies while featuring your corporate logo! Subject to ACCME standards\* of commercial support.

**EXCLUSIVE OPPORTUNITY**



## Welcome Folder Insert

Add your flyer or brochure to our Welcome Folders, where applicable. This is a great way to stay involved if you can't attend the event.



## Wi-Fi

Receive a customized login splash page and your logo on all Wi-Fi signage.

**EXCLUSIVE OPPORTUNITY**

\*What are the ACCME standards of commercial support? [Click here](#) to find out.

↓ OPPORTUNITY BY EVENT →	Payment Reform Summit	EM Days	CLIN CON	ALS/ BLS Comp	SBS	LAR	APP Skills Camp	ABC's of Peds	BOD Mtgs	Exclusive Opp?
Platinum, Gold & Silver Packages Available	•	•	•	•	•	•				
General Event Sponsorship							•	•	•	
Exhibit Hall Booths Available			•	•	•	•				
Exhibit Hall Game			•	•	•	•				
Exhibit Hall Reception			•	•	•					
Exhibit Hall Reception w/Wine at Booth			•	•	•					
Food & Beverage Breaks	•	•	•	•	•	•	•	•	•	
Lanyards	•	•	•		•	•	•	•		•
Logo Floor Decals			•	•	•					
Logo Recognition on all Event Promotions	•	•	•	•	•	•	•	•		
Mobile App Notification		•	•		•					
Name Badges	•	•	•		•	•	•	•		•
Photo Booth			•	•	•					•
Pre-conference Email to Attendees	•	•	•	•	•		•	•		
Product Demonstration			•	•						•
Special Event	•	•	•	•	•	•				•
Social Media Post	•	•	•	•	•	•	•	•		
T-shirts			•	•	•					•
Tote Bags			•		•					•
Verbal Recognition During Programming	•	•	•	•	•	•				
Welcome Folders Insert			•		•					
Wi-Fi			•	•	•					•

Available through sponsorship packages only

## OTHER ADVERTISING OPPORTUNITIES .....



### EMPULSE QUARTERLY MAGAZINE

The redesigned *EMpulse* Magazine is FCEP's quarterly publication containing member news, legislative updates concerning emergency medicine, scientific articles and more. It has a direct-mail distribution to over 2,000 emergency physicians, residents and medical students, along with Florida legislators and other emergency medicine leaders. In addition, each issue is available online, extending our readership statewide and nationally.

#### Advertisement Pricing:

- Full Page, Bleed or No Bleed: \$1,800
- 1/2 Page, Horizontal or Vertical: \$1,000
- 1/3 Page Vertical: \$800
- 1/4 Page Horizontal or Vertical: \$600
- 1/6 Page Vertical: \$400

*Note: Full page premium placements of inside-front-cover and inside-back-cover are reserved for annual corporate sponsors.*



#### Advertising Deadlines:

	Spring '19	Summer '19	Fall '19	Winter '19-20
Order Due	Feb. 15	May 17	July 26	Oct. 25
Artwork Due	March 1	May 31	Aug. 8	Nov. 8
In Mailboxes	April 1-15	July 1-15	Oct. 1-15	Jan. 1

Learn more and read editions at [emlrc.org/empulse](http://emlrc.org/empulse).

### EMNEWS NOW: FCEP'S WEEKLY NEWSLETTER

Every Wednesday morning, 2,500+ emergency physicians and EM supporters receive EMNews Now, FCEP's weekly newsletter, in their inboxes. There are many advertising options available, ranging from top banner ads to sponsored content. Learn more at [mk.multibriefs.com/MediaKit/Pricing/fcep](http://mk.multibriefs.com/MediaKit/Pricing/fcep).

### ONLINE JOB BOARD

Our online Job Board is a quick and easy way to link members with desirable positions across the state. Prices range from \$200 for a 30-day listing to \$550 for a 6-month listing. Learn more at [emlrc.org/job-board](http://emlrc.org/job-board).



## CONTACT US

#### For All Sponsorship & Exhibit Hall Inquiries:

**Melissa Keahey, Director of Meetings and Events**

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407.281.4407 (fax)

mkeahey@emlrc.org  
www.emlrc.org

#### For *EMpulse*, eNews or Job Board Advertising Only:

**Samantha League, Communications Manager**

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