



2020 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.

EDUCATION

The Florida Emergency Medicine Foundation (FEMF) prepares Florida and the nation for emergencies and disasters by educating and training emergency care providers. Continuing education is provided through [EMLRC Online](#), conferences, workshops and special events.



50% OF FLORIDA'S EM PROVIDERS
served by FEMF

ADVOCACY

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 state advocacy. FCEP is a chapter of the American College of Emergency Physicians.



4TH LARGEST CHAPTER
2,100+ members

OUR AUDIENCES: THE EMERGENCY CARE PROVIDER SPECTRUM

EMTs	Paramedics	Nurses	Physician Assistants	Physicians	Medical Students
Firefighters			Nurse Practitioners	Resident Physicians	ACEP Members
			EMS Medical Directors	EM Residency Directors	

FEMF Audiences

FCEP Audiences

IMMEDIATE BENEFITS OF SPONSORSHIP:

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 & 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.

REACH YOUR SPECIFIC AUDIENCE

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

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.



ANNUAL EVENTS CALENDAR

Emergency Medicine Days (EM Days)

January 27-29, 2020 | 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

Emergency Medicine Reimbursement & Innovation Summit

Feb. 27-28, 2020 | Orlando, FL

At this summit, leaders in emergency medicine and healthcare from across the U.S. unite under one theme: the future of healthcare delivery and payment reform.

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

Ultrasound Skills Workshop

April 2020 | TBD

This new workshop will introduce advanced practice clinicians to ultrasound skills and procedures.

Target Audience: Nurse practitioners, PA's, physicians

ABC's of Pediatric EMS

May 11, 2020

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

CLINCON: Premier EMS Conference

July 8-11, 2020 | Orlando, FL

For over 40 years, CLINCON has provided high quality education to EMS and EM professionals. 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

Bill Shearer International ALS/BLS Competition

July 9-10, 2020 | Orlando, FL

Held during CLINCON, this annual competition gives EMT & paramedic teams a chance to prove their skills through scenario-based competitions. About 200 EMTs and paramedics travel to participate in this event.

Target Audience: EMTs, paramedics and students

Symposium by the Sea (SBS): FCEP's Annual Meeting

August 6-9, 2020 | Clearwater Beach, FL

Symposium by the Sea is the most anticipated event of the year for FCEP members. The conference hosts CME, three 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

Life After Residency Retreat

September 2020 | TBD

This retreat aims to prepare residents for a healthy career in emergency medicine. Sponsors have immediate access to residents in a laid-back atmosphere.

Target Audience: EM residents and program directors

Florida Reception at ACEP20

October 2020 | TBD

FCEP hosts a reception for its members at ACEP's Scientific Assembly, and it has grown into a popular event! Exclusive sponsorship opportunities start at a minimum of \$15,000.

Target Audience: FCEP member physicians, residents & med students; ACEP members

Advanced Practice Provider (APP) Skills Camp

2021 | 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

FCEP Board of Directors & Committee Meetings

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

Board Meetings:

January 28, 2020

Hotel Duval in Tallahassee, FL
Held during EM Days

May 2020

EMLRC in Orlando, FL

August 6, 2020

Clearwater Beach, FL
Held during SBS

November 2020

EMLRC in Orlando, FL

Committee Meetings:

February 2020

EMLRC in Orlando, FL

May 2020

EMLRC in Orlando, FL

August 6, 2020

Clearwater Beach, FL
Held during SBS

November 2020

EMLRC in Orlando, FL



CLINCON 2019 Exhibit Hall

THE ANNUAL CORPORATE SPONSORSHIP PROGRAM



Designed to create new, sustainable relationships and enhance existing ones 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"



ALS/BLS Competition 2019

CORPORATE SPONSORSHIP LEVELS

EM INNOVATOR \$25,000	EM DIGNITARY \$20,000	EM CHAMPION \$15,000	EM ADVOCATE \$10,000
PLATINUM level sponsor recognition at up to 5	PLATINUM level sponsor recognition at up to 4	GOLD level sponsor recognition at up to 4	GOLD level sponsor recognition at up to 4
EXCLUSIVE event sponsorship & speaking	EXCLUSIVE event sponsorship & speaking	Only available at Innovator and Dignitary	Only available at Innovator and Dignitary
(4) full page ads or reference articles in EMPulse Magazine, (1) in PREMIUM position	(3) full page ads or reference articles in EMPulse Magazine	(2) full page ads in EMPulse Magazine	(1) full page ad and (1) half-page ad in EMPulse Magazine
Includes 1 "exclusive" and 2 "additional"	Includes 1 "exclusive" and 1 "additional"	Also includes 1 "additional opportunity"	Also includes 1 "additional opportunity"

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

EVENT SPONSORSHIP

Hosting conferences 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 & mobile app <i>(if available)</i>	Logo recognition on program materials, signage, website and social media	Logo recognition on program materials, signage, website and social media
Recognition during programming	Recognition during programming	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 <i>(if available)</i>	(2) Mobile app notifications <i>(if available)</i>	(1) Mobile app notification <i>(if available)</i>
(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 & Gold sponsors</i>
EMRAF Networking Reception Display Table (SBS and LAR)	<i>Only available to Platinum sponsors</i>	<i>Only available to Platinum & 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 & Gold sponsors</i>

Available EXCLUSIVELY through the Corporate Partnership Program

GENERAL EVENT SPONSORSHIP

Some events do not offer levels of sponsorship. Instead, 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.

Kendall Regional Medical Center's emergency medicine residents pose in front of FCEP letters & floor logo decals—a platinum sponsor benefit—at Symposium by the Sea 2019.



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



Exhibit Hall Game

Boost traffic at your booth with a guaranteed opportunity to start a conversation! Attendees who play must visit ALL participating exhibitor booths in order to win fabulous prizes. Prize not included.

Advertising: branding



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.

Advertising: company promotion



Food & Beverage Breaks

Be everyone's new best friend by sponsoring a food & beverage station during conference breaks & 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 name badges, which are required for all attendees. Subject to ACCME standards* of commercial support.

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



Dedicated Email

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



Product Demonstration

Just launched a new product? Show it off at 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! Event times must be non-competing with educational programs. Ask us about options or pitch us 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 →	EM R&I 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			•		•					•
Recognition During Programming	•	•	•	•	•	•				
Welcome Folders Insert			•		•					
Wi-Fi			•	•	•					•

Available through sponsorship packages only

DIGITAL ADVERTISING OPPORTUNITIES



NEW DIGITAL OPPORTUNITY: LANDING PAGE LEADERBOARD ADS

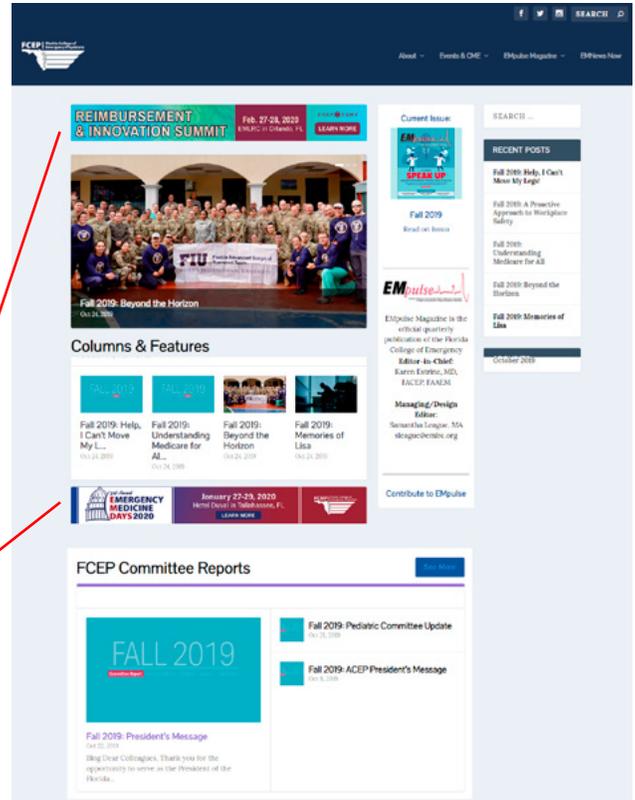
We're launching fcep.org with a new section: **EMpulse Online**. Each EMpulse article will have its own webpage like your standard news service, and there will be four landing pages from the main menu:

- EMpulse Homepage
 - Committee Reports Landing Page
 - Residency Updates Landing Page
 - Columns & Features Landing Page

Each of those landing pages will have two leaderboard ad spaces for purchase:

- **Premium 1 (PREM1):** placed before any content at the top of the page
- **Premium 2 (PREM2):** placed just "below the fold" on desktop, after two modules of content

Landing page ad space will be available on a monthly basis, with the exception of four months (January, April, July and October) on EMpulse's Homepage, which are reserved for corporate sponsors with Prem1 and Prem2 print advertisements.



Rough mockup of EMpulse's Homepage on fcep.org

Pricing:

EMpulse Homepage Leaderboard Ads:

- Prem1: \$500 Months available: FEB MAR MAY JUN AUG SEP NOV DEC
- Prem2: \$450 Months available: FEB MAR MAY JUN AUG SEP NOV DEC

Committee Reports Landing Page Leaderboard Ads:

- Prem1: \$300 Months available: JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC
- Prem2: \$250 Months available: JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Residency Updates Landing Page Leaderboard Ads:

- Prem1: \$300 Months available: JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC
- Prem2: \$250 Months available: JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Columns & Features Landing Page Leaderboard Ads:

- Prem1: \$300 Months available: JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC
- Prem2: \$250 Months available: JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

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.



PRINT ADVERTISING OPPORTUNITIES (& MORE)



EMPULSE QUARTERLY MAGAZINE

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 2,100 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.

We're thrilled to announce an added-bonus for print advertisers in 2020, courtesy of our new fcep.org website, which will host EMPulse articles on individual webpages: all print advertisements now come with ad space on digital articles.



Pricing:

Print Ad	Price	# of Article Ads
Prem1 Print*	\$2,000	4
Prem2 Print*	\$1,800	4
Full Page	\$1,500	4
Ref Article	\$1,500	1
1/2 Page	\$1,000	3
1/3 Page	\$800	2
1/4 Page	\$600	1
1/6 Page	\$400	1

For example:
Purchasing a full-page ad for Spring 2020 means you also receive 4 ad slots on digital articles published that issue.

Details:

- All ads are the same size: leaderboard 728 x 90 px
- No revisions once submitted
- Ads will be assigned to articles randomly. You may submit preferences for placement, i.e. "display my ad on the Government Affairs committee report," which we will do our best to honor
- Ads can be unique or the same per issue, i.e.: if you receive 4 article ads, 1 design can be used in all 4 slots or you can submit up to 4 unique designs

**Reserved for corporate sponsors. In addition to leaderboard ads on articles, Prem1 and Prem2 print advertisers receive the corresponding ad slots on EMPulse's Homepage during the month of the issue's debut.*

CONTACT US

For All Sponsorship & Exhibit Hall Inquiries:

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