2020
SPONSORSHIP, EXHIBITOR & MARKETING OPPORTUNITIES

Reach Florida’s Emergency Medicine Professionals
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.

**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.

**OUR AUDIENCES: THE EMERGENCY CARE PROVIDER SPECTRUM**

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<tr>
<th>EMTs</th>
<th>Paramedics</th>
<th>Nurses</th>
<th>Physician Assistants</th>
<th>Physicians</th>
<th>Medical Students</th>
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<tr>
<td>Firefighters</td>
<td>Nurse Practitioners</td>
<td>Resident Physicians</td>
<td>EMS Medical Directors</td>
<td>EM Residency Directors</td>
<td>ACEP Members</td>
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**FEMF 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

Event Photos
emlrc.pixieset.com
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”

EM INNOVATOR
$25,000
PLATINUM level sponsor recognition at up to 5
EXCLUSIVE event sponsorship & speaking
(4) full page ads or reference articles in EMpulse Magazine, (1) in PREMIUM position
Includes 1 “exclusive” and 2 “additional”

EM DIGNITARY
$20,000
PLATINUM level sponsor recognition at up to 4
EXCLUSIVE event sponsorship & speaking
(3) full page ads or reference articles in EMpulse Magazine
Includes 1 “exclusive” and 1 “additional”

EM CHAMPION
$15,000
GOLD level sponsor recognition at up to 4
Only available at Innovator and Dignitary
(2) full page ads in EMpulse Magazine
Also includes 1 “additional opportunity”

EM ADVOCATE
$10,000
GOLD level sponsor recognition at up to 4
Only available at Innovator and Dignitary
(1) full page ad and (1) half-page ad in EMpulse Magazine
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

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

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.
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.

<table>
<thead>
<tr>
<th>Event sponsorship</th>
<th>Advertising: branding</th>
<th>Advertising: company promotion</th>
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<tbody>
<tr>
<td><strong>Exhibit Hall Game</strong>&lt;br&gt;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.</td>
<td><strong>Exhibit Hall Reception</strong>&lt;br&gt;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.</td>
<td><strong>Food &amp; Beverage Breaks</strong>&lt;br&gt;Be everyone’s new best friend by sponsoring a food &amp; beverage station during conference breaks &amp; meetings. Includes logo recognition on food stations, 1 mobile app notification &amp; a 10-min speaking opportunity when available.</td>
</tr>
<tr>
<td><strong>Lanyards</strong>&lt;br&gt;Get your logo on lanyards at one of our conferences. Remember, lanyards are visible in event photos!</td>
<td><strong>Mobile App Notification</strong>&lt;br&gt;Drive traffic to your booth or website during conferences through a mobile app notification to event attendees.</td>
<td><strong>Name Badges</strong>&lt;br&gt;Your logo will be displayed on name badges, which are required for all attendees. Subject to ACCME standards* of commercial support.</td>
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<tr>
<td><strong>Photo Booth</strong>&lt;br&gt;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.</td>
<td><strong>Dedicated Email</strong>&lt;br&gt;Promote your company or new product through a dedicated email around conference time! Emails will be sent to all registered attendees.</td>
<td><strong>Product Demonstration</strong>&lt;br&gt;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.</td>
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<td><strong>Special Event</strong>&lt;br&gt;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!</td>
<td><strong>Social Media Post</strong>&lt;br&gt;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.</td>
<td><strong>T-shirts</strong>&lt;br&gt;Sponsor t-shirts for one of our conferences or events and receive premium logo placement in the design.</td>
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*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.

**Exclusive Opportunity**

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

**Exclusive Opportunity**

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

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#### Opportunity by Event

<table>
<thead>
<tr>
<th>Platinum, Gold &amp; Silver Packages Available</th>
<th>EM &amp; R&amp;I Summit</th>
<th>EM Days</th>
<th>CLIN</th>
<th>ALS/ BLS Comp</th>
<th>SBS</th>
<th>LAR</th>
<th>APP Skills Camp</th>
<th>ABC's of Peds</th>
<th>BOD Mtgs</th>
<th>Exclusive Opp?</th>
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<td>General Event Sponsorship</td>
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<td>Exhibit Hall Reception w/Wine at Booth</td>
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Available through sponsorship packages only
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.

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

DIGITAL ADVERTISING OPPORTUNITIES

EMNEWS NOW: FCEP’S WEEKLY ENEWSLETTER

Every Wednesday morning, 2,500+ emergency physicians and EM supporters receive EMNews Now, FCEP’s weekly enewsletter, 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.
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:

<table>
<thead>
<tr>
<th>Print Ad</th>
<th>Price</th>
<th># of Article Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prem1 Print*</td>
<td>$2,000</td>
<td>4</td>
</tr>
<tr>
<td>Prem2 Print*</td>
<td>$1,800</td>
<td>4</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,500</td>
<td>4</td>
</tr>
<tr>
<td>Ref Article</td>
<td>$1,500</td>
<td>1</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,000</td>
<td>3</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$800</td>
<td>2</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$600</td>
<td>1</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$400</td>
<td>1</td>
</tr>
</tbody>
</table>

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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Florida College of Emergency Physicians
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Orlando, FL 32812
407.281.7396 ext 231 (Direct)
407.281.4407 (fax)
mkeahey@emlrc.org
www.emlrc.org

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