

Association Partnership Agreement

The EMS Strong Campaign

Driving EMS Week into the future

The EMS Strong campaign vision is a future in which EMS is respected among other healthcare and first responders as evidenced by professionalism, pay, training, influence, improved collaboration with other healthcare professions, and an expanded role in the delivery of healthcare.

The purpose of EMS Strong campaign is to inspire the EMS profession and increase confidence in its potential. To enhance the perception of EMS professionalism, both inside EMS and among other stakeholders, including the public, the healthcare community and national and state-level officials. The envisioned result is greater influence, enhanced credibility and more opportunities to protect and pursue the interests of the profession.

To bring EMS Week into the future, the American College of Emergency Physicians (ACEP), has invited leading associations, media and sponsors, to participate as strategic partners in the EMS Strong campaign.

EMS Week will become a 365-day initiative, with exponentially increased outreach via association and media partners. As a result, EMS (and EMS Week) will have significantly greater visibility among other health professions and communities in general, putting Emergency Medical Services squarely where it belongs: as an indispensable part of the healthcare continuum.

Leading industry associations are a key part of the EMS Strong campaign. The following outlines partnership elements and responsibilities:

EMS Strong/EMS Week will provide:

- Recognition as “Strategic Association Partner” on the EMSstrong.org website, emails and social media; includes association logo where possible
- Recognition as “Strategic Association Partner” in all materials distributed; includes logo where possible
- Recognition at annual American College of Emergency Physicians conference with any signage and materials related to EMS Strong/EMS Week; includes logo where possible
- 2 sponsor “thank you” posts to EMS Strong social media (Facebook, Twitter)
- Inclusion in one full-page sponsor recognition ad featuring all sponsors in the 2015 EMS planning guide, to be published in March/April. Includes logo.
- Recognition in article on 2015 EMS Strong, included in printed Planning Guide and on website

- Recognition as “Strategic Association Partner” in printed promotions used at industry trade shows
- Acknowledgement of support in ACEP EMS Section newsletter
- “Proud sponsor of EMS Strong” logo for use in activities, content, etc.

NASEMSO will provide:

- EMS Strong logo and link on website; ideally, include an EMS Strong web page (content will be provided to Association)
- Include articles, videos, etc., on website where possible
- Provide 1 dedicated email to membership between January 1-May 10 2015 (html to be provided by ACEP)
- Include EMS Strong article/link in 2 emails/enewsletters to membership between January 1-May 10 2015
- Make 2 posts to association social media promoting EMS Strong between January 1-May 10 2015.
- Promote EMSstrong at industry trade shows with handout materials to be provided to Association

Agreed to:

NASEMSO:

Name	Title	Organization	Date
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EMS Strong/EMS Week:

Name	Title	American College of Emergency Physicians	Date
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