

The National Association of State Emergency Medical Services Officials

Engagement Portfolio

2022

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Our Organization



The National Association of State EMS Officials (NASEMSO) is the lead national organization for emergency medical services, a respected voice for national EMS policy with comprehensive concern and commitment for the development of effective, integrated, community-based,

universal and consistent EMS systems. We are the only organization in the country that is comprised of state-level EMS directors, medical directors, and program managers in data, personnel licensure, health and medical preparedness, trauma systems, and pediatric emergency care. Our members are experienced professionals who stay abreast of cutting-edge health technology and medical science to ensure the very best in prehospital care.

Covering a full range of disciplines involved in system development and care delivery, NASEMSO members are responsible for state level policy-making, EMS program management, and grant administration that augments EMS equipment and service needs at the local, regional, and statewide levels.

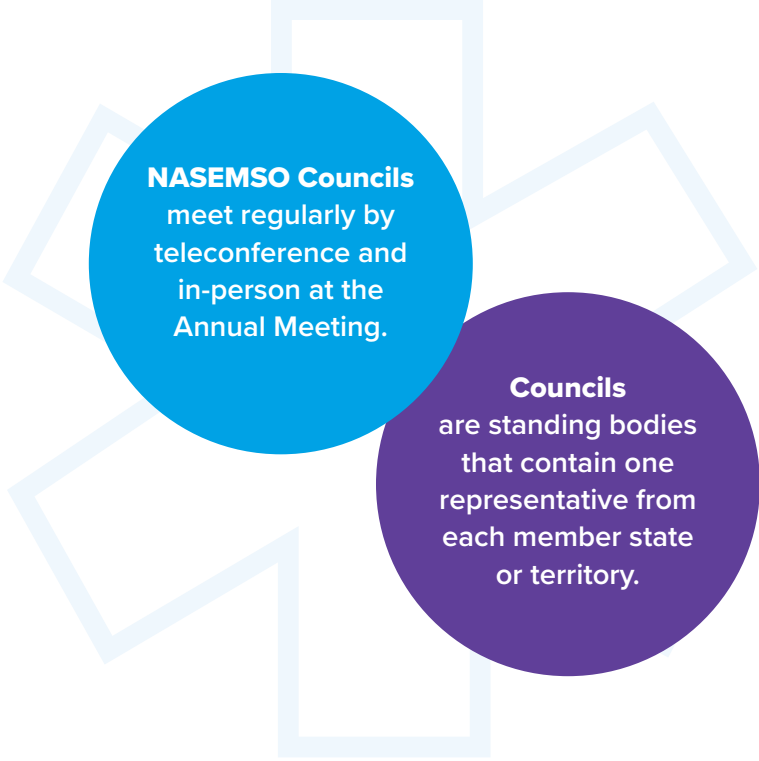
Please visit
our web site at
www.nasemso.org

Responsibilities of the state lead agency for EMS can include:

- Write regulatory language and protocols related to the provision of emergency medical services in the state
- Approve prehospital skills and devices that are permitted under state laws
- License EMS practitioners
- Determine what training/continuing education must take place for EMS practitioners to function in the field
- Distribute federal and state grant funding to communities and EMS agencies
- Determine approved equipment lists
- License ambulances and EMS agencies
- Provide information when multiple manufacturers offer similar products
- Collect patient data that supports EMS research and practice
- Work with institutional review boards to facilitate product trials
- Approve EMS research projects
- Limit and/or prohibit the use of specific devices and products when a product is determined to be insufficient to meet the standard of care in a particular state
- Counsel or discipline an EMS practitioner when they use a device that is not permitted or misuse a product for which it is not intended

NASEMSO members are regulators and their primary responsibility is to “protect the public.” They implement state and national policy changes that determine what EMS practitioners can and cannot do in the field. It is important for them to understand why your product or service is in the best interest of EMS and patient care!

Description of NASEMSO Councils



NASEMSO Councils meet regularly by teleconference and in-person at the Annual Meeting.

Councils are standing bodies that contain one representative from each member state or territory.

Data Managers Council

Formulates recommendations on policies and positions specific to EMS data systems. This Council serves as a national leader in developing and maintaining a fully-integrated and functioning National EMS Information System (NEMIS) in all states and territories.

Learn more at nasemso.org/councils/data-managers/

Health and Medical Preparedness Council

Formulates policies and resources to assist states to provide a coordinated EMS response to incidents that impact public health. Provides technical assistance for and representation of state EMS officials regarding both natural as well as terrorist type incidents, to include emerging infectious disease outbreaks, as they relate to planning, preparedness, response and recovery, to include homeland security activities.

Learn more at nasemso.org/councils/health-medical-preparedness/

Medical Directors Council

Composed of state EMS medical directors, this Council provides medical expertise and leadership to NASEMSO and formulates recommendations to the NASEMSO Executive Committee on policies and positions in support of the mission of NASEMSO.

Learn more at nasemso.org/councils/medical-directors/

Pediatric Emergency Care Council

Formulates recommendations on policies and positions specific to emergency medical services for children and other pediatric system challenges. This Council maintains a vision to improve health outcomes for children by promoting an emergency medical care system that addresses the unique needs of children.

Learn more at nasemso.org/councils/pediatric-emergency-care/

Personnel Licensure Council

Formulates recommendations on policies and positions specific to EMS licensure, credentialing, and certification matters.

Learn more at nasemso.org/councils/personnel-licensure/

Trauma Managers Council

Formulates recommendations on policies and positions specific to statewide trauma systems to ensure universal access to high-quality trauma care in all states and territories.

Learn more at nasemso.org/councils/trauma-managers/

Description of NASEMSO Committees

NASEMSO Committees meet regularly by teleconference and in-person at the Annual Meeting.

Committees can include NASEMSO members and partner organizations. They may address short-term or long-term issues.

Air Medical

Discusses issues surrounding air EMS treatment and transport. committee members include state directors and regulators, air ambulance providers, and others interested in recognizing the essential role and unique challenges encountered by air transport services.

Learn more at nasemso.org/committees/air-medical/

Agency and Vehicle Licensure

Helps industry professionals and state EMS office staff responsible for the oversight and regulation of agencies and vehicles stay current on ambulance design requirements and standard testing.

Learn more at nasemso.org/committees/agency-vehicle-licensure/

Communications and Technology

Advances EMS communications in the public safety communications setting.

Learn more at nasemso.org/committees/communications-technology/

Community Paramedicine

Supports state EMS office efforts to explore and develop, as appropriate, the emerging role of EMS in CP-MIH.

Learn more at nasemso.org/committees/community-paramedicine-mobile-integratedhealth/

EMS Education

Serves as a resource for state EMS officials that are tasked to implement the consensus-based approach to EMS education described in the EMS Education Agenda for the Future: A Systems Approach and its components.

Learn more at nasemso.org/committees/education/

Specialty Systems of Care

The Specialty Systems of Care Committee discusses issues and shares state information resources involving system integration, coordination of assets, evidence that support practice/destination decisions, and special EMS education and competencies. The committee's priority focus is on systems of care for time sensitive emergencies where quantifiable evidence is already available, such as STEMI and stroke.

Learn more at nasemso.org/committees/specialty-systems-of-care/

Highway Incident and Transportation Systems

Engages NASEMSO on highway safety issues relevant to EMS. Collaborates with highway safety partners to promote their understanding of EMS and identify opportunities for cooperative efforts to reduce injuries and save lives.

Learn more at nasemso.org/committees/highway-incident-transportation-systems/

Rural EMS

Focuses on the needs facing EMS systems in rural and frontier areas, such as inaccessibility, aging infrastructure, communication technology problems, and more.

Learn more at nasemso.org/committees/rural-ems/

Safe Transport of Children

Examines current resources and pursues research to develop specific and practical recommendations and promising practices for safely transporting children in ground ambulances.

Learn more at nasemso.org/committees/safe-transport-of-children/

Partnership Opportunities & Descriptions

Annual Meeting Events

Welcome Reception

(Platinum Level Minimum)

Capture the attention of the full NASEMSO membership with a Special Evening Event at the Annual Meeting. Includes quality hors d'oeuvres and full bar. Kick off the evening by introducing yourself personally to the membership with five minutes of podium time. A NASEMSO member favorite. *(1 available)*

NASEMSO Founders Luncheon

(Platinum Level Minimum)

This high-exposure Annual Meeting awards luncheon is our best-attended event. Captivate the NASEMSO membership and meeting attendees with your thirty-minute presentation on technology, science, research, or clinical practice solutions. *(1 available)*

President's Reception

(Gold Level Minimum)

Host a lively evening networking event in the NASEMSO Presidential Suite at the Annual Meeting. Enjoy casual conversation with attending NASEMSO members and leadership. *(1 available)*

Board Meeting Luncheon

(Gold Level Minimum)

Receive an introduction and five minutes of microphone time in front of the NASEMSO Board of Directors at the Annual Meeting. *(1 available)*

State EMS Directors Networking Breakfast

(Silver Level Minimum)

As the host of this Annual Meeting event, you'll receive five minutes of podium time and the opportunity to dine with the State EMS Directors. This is an efficient way to broadcast your message to all our states and territories. *(1 available)*

Hexagon Event

(Silver Level Minimum)

A fast-paced, fun-filled evolution of the exhibit hall, this year's Hexagon is a two-hour-long strolling lunch event at the Annual Meeting. Attendees rotate between informal "innovation stations" at intervals, maximizing the potential for personal introductions. Hexagon is all about research, development, and product solutions related to your service line! NASEMSO encourages attendees to reconsider the traditional concepts of EMS and amplify them by embracing EMS care within and throughout the healthcare continuum. Hexagon takes educational "360" sessions to the next level by providing an in-person, hands-on program, and access to industry and government leaders that attend our annual meeting. Replace the expense of moving displays and large equipment with personal interactions. Meet the state EMS officials and industry thought leaders that influence change. Must convey any AV needs (power, WiFi, projector, etc.) to NASEMSO two months prior to event. Maximum capacity of six sponsors. *(6 slots available)*

NASEMSO Focus Group

(Silver Level Minimum)

Host a one-hour Annual Meeting luncheon with members of the NASEMSO council or committee of your choice. Partners are permitted the addition of one agenda topic during the luncheon. Duration strictly limited. Must be ordered by April 30. Limit one sponsor per council or committee. *(6 available)*

"Wrap-up/Wind Down" Reception

(Bronze Level Minimum)

Help attendees transition from a long day of meetings and sessions with an abbreviated social event with cooling refreshments and light appetizers before they return to their rooms and pursue evening outings on their own. *(90 minutes maximum)*

Partnership Opportunities & Descriptions

Annual Meeting WiFi

(Bronze Level Minimum)

NASEMSO members will thank you for providing a full week of unlimited wireless network access at the Annual Meeting. A high-visibility offering with signage and access. *(1 available)*

Standing Billboard or Display in High Traffic Area

(Bronze Level Minimum)

Make your presence known in the Annual Meeting registration area (or another high-traffic location as space permits) with a standing billboard up to four feet wide by eight feet tall. *(6 positions available)*

Refreshment Break

(Bronze Level Minimum)

Display your name and logo during one refreshment break at the week-long Annual Meeting. *(10 available)*

Annual Meeting Logo Item

(Bronze Level Minimum)

NASEMSO staff will distribute your items to 100% of Annual Meeting registrants at time of check-in. Consider lanyards, bags, pens, folders, power packs, and more! Partner must produce and ship to NASEMSO at least 400 items no later than April 30, 2022.

EMS Spotlight Presentation

(Bronze Level Minimum)

A fifteen-minute presentation during one meeting of the Council or Committee of your choice. *(6 available)*



Virtual Engagement with NASEMSO

EMS 360 — Powered by NASEMSO

Benchmarking Reports/Case Studies

(Platinum Level Minimum)

Opportunities to develop and produce system benchmarking reports and/or best practice case studies are available and can be co-branded with NASEMSO and your company logo in a true emergency medical services system partnership. This is a high-level focus on a “best practice” by a state, region, or EMS agency to distinguish a project, campaign, company or individual that identifies a situation, recommended solutions, implementation actions, and identification of those factors that contributed to failure or success.

Field providers and EMS agencies are provided a survey link via state licensing databases, NASEMSO’s newsletter, website, and social media to ensure a broad response from the front lines of EMS. NASEMSO will work with your team to identify data elements and help answer critical questions facing the EMS community while developing professional quality reports that can be used internally and externally to inform decisions. Pricing will vary depending on the depth and breadth of data collection and reporting.

- Includes up to 40 hours of data collection and/or technical writing. Actual costs may need to be recalculated if workload exceeds anticipated effort.
- Focus on evidence or technology, not a specific product
- Highlight best practice, campaign, company, or individual
- Co-branded by NASEMSO and corporate partner
 - Survey link distributed via state licensee databases (where permitted)
 - Voluntary compliance of individuals and agencies



State Practice Benchmarking Reports

(Gold Level Minimum)

NASEMSO/Partner collaboration to evaluate feasibility, originality, usefulness, relevance to EMS industry

- Includes up to 25 hours of data collection and/or technical writing. Actual costs may need to be recalculated if workload exceeds anticipated effort.
- Benchmark state EMS policies or practices
- Co-branded by NASEMSO and corporate partner

Co-branded Webinar

(Gold Level Minimum)

Delivers cutting edge education at no cost to state regulators, medical directors, legislative staff, systems managers, and more on the benefits of various technologies and resource strategies that are available to EMS administrators and clinical personnel. Focus areas include but are not limited to EMS data, documentation, and epidemiology; emergent and chronic patient care needs; assessment, stabilization, and treatment in a range of environments; documentation and compliance issues; mobile integrated healthcare and community paramedicine; medical oversight; medical transportation; and credentialing and licensing strategies. You provide the educational content and speakers, and NASEMSO provides the platform! Our Platinum and Gold packages include one 60-minute EMS 360 webinar with a Q&A. NASEMSO staff will coordinate your session, advertise the broadcast to the NASEMSO membership, and facilitate the session using NASEMSO’s conferencing platform. Your session will be recorded, shared via NASEMSO social media, and hosted on NASEMSO.org during your sponsorship year. Product marketing presentations are not permitted. Presentations must focus on technology or evidence rather than any specific product. Presentations must be approved by NASEMSO in advance of the broadcast.

Virtual Engagement with NASEMSO

NASEMSO Spotlight

(Bronze Level Minimum)

“Ask Our Members” Mini-survey

NASEMSO will distribute one mini-survey of up to five questions to the entire NASEMSO membership, Council, or Committee. A valuable tool to understand state practices and policies. Distribution subject to review by NASEMSO.

- NASEMSO staff to review data and strip/edit raw data references that might reflect negatively on state responders (such as bad grammar, misspelling, etc).
- A copy of the (scrubbed) raw data will be provided to the sponsor as an Excel spreadsheet or CSV file.
- All data is considered “proprietary” and any use of the data beyond internal corporate purposes (such

as reports or memos) shall be coordinated with NASEMSO.

- To avoid potential burden to NASEMSO members, a total maximum of 3 mini-surveys” per quarter are available on a first come, first served basis. (If requests exceed maximum, request will be deferred until next available quarter.)

Email Blast

NASEMSO staff will broadcast your email blast to all NASEMSO members. May include a PDF attachment.

Short Presentation

A fifteen-minute presentation during one meeting of the Council or Committee of your choice by teleconference. (Subject to council/committee schedules.)

Advertising and Social Media

The following opportunities for connecting with our members and partners are as follows:

Washington Update

National EMS newsletter distributed electronically to 1800 unique subscribers each month and widely distributed by NASEMSO members to EMS agencies and professionals across the country!

1950x300 pixels
Approximate size

Leaderboard – premier position provides your company with top exposure. This offering will be seen at the top of a page right after the Table of Contents and seen immediately by the user when the page loads.

Ad dimensions: 1950x300 pixels

File format: jpeg preferred

File Size: 40k

Cost: \$500 per issue (3 issue minimum required)

Lower Leaderboard – lower leaderboard gives your company a prominent position above or below the content related to our member committees and councils, federal updates, or industry news.

Ad dimensions: 1950x300 pixels

File format: jpeg preferred

File Size: 40k

Cost: \$400 per issue (no minimum requirement)

Corporate Logo or Product Showcase – Create awareness or showcase your latest product with this image placement and include a photo, 5 word headline, 50 word description, and link to your site.

Ad dimensions:

450x300 pixels

File format: jpeg preferred

File Size: 40k

Cost: \$400 per issue
(no minimum requirement)

450x300 pixels
Approximate size

Featured Article – Feature your best content with this placement included as an item in “Industry News” with a 5-7 word headline, and 150 word description with a link to an article or web site of your choice. (No images, please.)

Cost: \$300 per issue

Virtual Engagement with NASEMSO



NASEMSO Social Media

Create awareness for innovation through NASEMSO's Facebook and Twitter Accounts

Options included as part of a larger engagement.
Please ask our team for details!

NASEMSO Website Advertising

With an average of 9,000 visits per month, advertising on the NASEMSO website is sure to get your company noticed.

Corporate advertisements are placed on the home page so website visitors will see your advertising any time they visit the website. Please note, when multiple companies purchase ads, all ads will be placed on a timed rotation.

1-2 Months

Set-up Fee: \$450

Monthly Maintenance Fee: \$60/month

3-6 Months

Set-up Fee: \$450

Monthly Maintenance Fee: \$50/month

Over 6 months

Set-up Fee: \$450

Monthly Maintenance Fee: \$40/month

File format: Ads should be submitted in jpg, png, or gif format (300x400 pixels) via email to our Member Services Specialist.

Classified/Job Ads

Ads will be located on the Job Postings page under the Resources menu.

File format: Content must be submitted in Word file; logo must be sent as .tif, eps or jpg file.*

1-2 Months

Set-up Fee: \$175

Monthly Maintenance Fee: \$60/month

3-6 Months

Set-up Fee: \$175

Monthly Maintenance Fee: \$50/month

Over 6 months

Set-up Fee: \$175

Monthly Maintenance Fee: \$40/month

**Company Logo Included*

\$50 (in additional to set-up fee)

Posting to NASEMSO List Serves – **complimentary for members only.**

Partner Pricing and Entitlements

Our highest
level of
engagement
and
recognition!

PLATINUM (\$15,000 Commitment)

The Platinum level includes:

- **NASEMSO Staff Concierge assigned to you** as a guide and resource throughout your sponsorship year
- **Host a special networking function** at the annual meeting reserved for elite partners. *(This level includes access to Welcome Reception or NASEMSO Founders Luncheon.)* OR one **EMS 360: Powered by NASEMSO Benchmarking Report or Case Study** AND one **EMS 360: Powered by NASEMSO webinar** during your partnership year
- Partnership-year **membership on NASEMSO Corporate Advisory Council**
- Distribution of **corporate announcements** to NASEMSO members
- **Logo prominently displayed** at the Annual Meeting registration area
- **2 Complimentary Annual Meeting Registrations** with Partner recognition ribbons
- **Acknowledgment by the NASEMSO President** during Annual Meeting opening ceremonies
- **Logo and link on the NASEMSO website** during your partnership year
- **Introductions and podium recognition** at your sponsored Annual Meeting events

GOLD (\$10,000 Commitment)

The Gold level includes:

- **Host a special networking function at the annual meeting** reserved for elite partners. *(This level includes access to President's Reception or Board Meeting Luncheon.)* OR one **EMS 360: Powered by NASEMSO webinar** during your partnership year OR one **EMS 360 State Practice Benchmarking Report**
- Partnership-year **membership on NASEMSO Corporate Advisory Council**
- **Distribution of corporate announcements** to NASEMSO members
- **Logo prominently displayed** at the Annual Meeting registration area
- **2 Complimentary Annual Meeting Registrations** with Partner recognition ribbons
- **Acknowledgment by the NASEMSO President** during Annual Meeting opening ceremonies
- **Logo and link on the NASEMSO website** during your partnership year
- **Introductions and podium recognition** at your sponsored Annual Meeting event

Enjoy a robust
relationship with
our members
along with a level
of commensurate
recognition.

Partner Pricing and Entitlements

SILVER (\$7,500 Commitment)

The Silver level includes:

- **Access to Hexagon** as a session leader/participant OR **host a special networking function** at the annual meeting reserved for elite partners. *(This level includes access to State EMS Directors Networking Breakfast or NASEMSO Focus Group.)*
- **Introductions and podium recognition** at your sponsored Annual Meeting events
- **1 Complimentary Annual Meeting Registration** with Partner recognition ribbon
- **Acknowledgment by the NASEMSO President** during Annual Meeting opening ceremonies
- **Logo and link on the NASEMSO website** during your partnership year
- **Introductions and podium recognition** at your sponsored Annual Meeting events

Member access is a hallmark of this offering to valued partners.

Get your brand in front of the crowd!

BRONZE (\$5,000 Commitment)

The Bronze level includes:

- **Host a special networking function** at the annual meeting reserved for elite partners. *(This level includes access to “Wrap-up/Wind Down” Reception. 2 available per meeting.)* OR **sponsor our annual meeting WiFi** OR provide **standing billboard or display** in high traffic area OR **host refreshment breaks** AND **access to EMS Spotlight** (such as member mini-survey, email blast, 15 minute presentation to one of our councils or committees)
- **Introductions and podium recognition** at your sponsored Annual Meeting events
- **1 Complimentary Annual Meeting Registration** with Partner recognition ribbon
- **Acknowledgment by the NASEMSO President** during Annual Meeting opening ceremonies
- **Logo and link on the NASEMSO website** during your partnership year
- **Introductions and podium recognition** at your sponsored Annual Meeting events

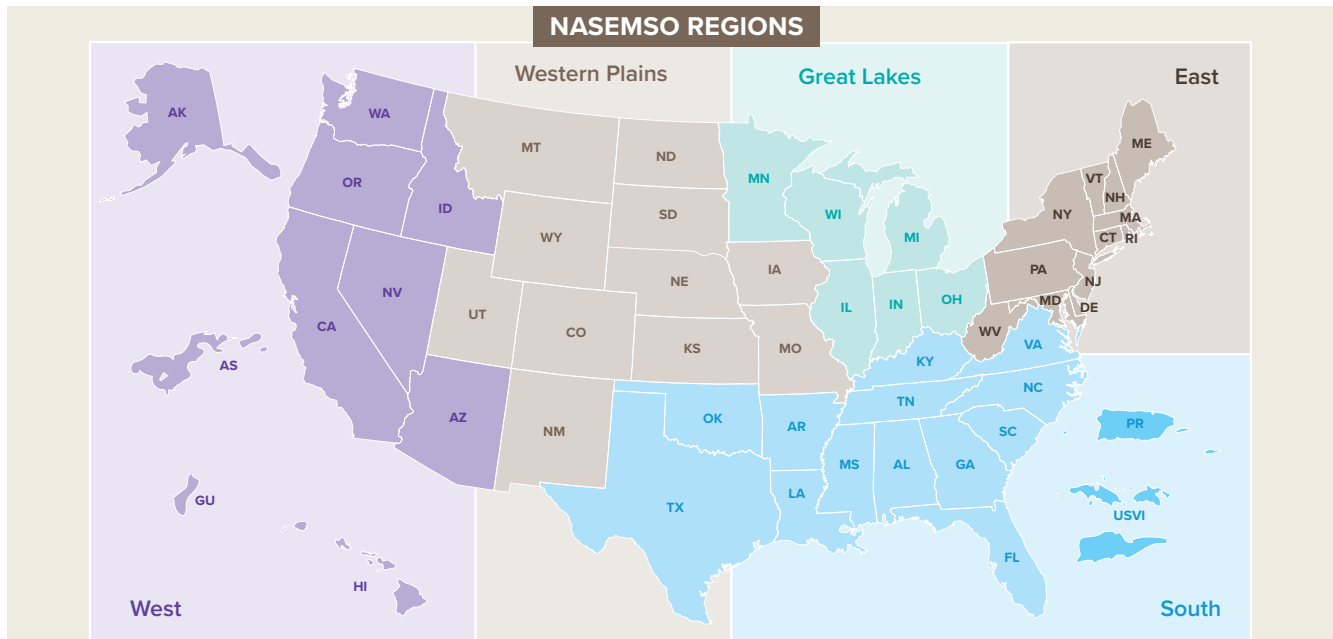
FRIEND (\$1,000 Commitment)

The Friend level includes:

- Waiver of all set-up fees on NASEMSO advertising opportunities
- Logo on the NASEMSO website during your partnership year

Show your support for NASEMSO!

NASEMSO Regional Meeting Sponsorships



Regional Meetings Will Resume in the Fall 2022

The National Association of State EMS Officials is the lead national organization for EMS and a respected voice for national EMS policy. The goal of our more informal Fall meetings is to create a quality experience for our members and attendees. We accomplish this objective through information sharing, discussion on new resources and technologies, highlighting best practices, and a focus on coordinating activities and assets within a specific geographic area.

The 2022 dates and locations will be announced in the spring of 2022 on our web site. NASEMSO welcomes industry partners that wish to enhance learning opportunities through sponsorship. Pricing is per regional meeting.

Ruby

At the \$1000 level, sponsors receive one complimentary registration to the regional meeting, introductions from the podium, and 20 minutes to address conference attendees. (A banner stand or small table top display may be considered upon request, if space is available.)

Emerald

At the \$500 level, sponsors receive one complimentary registration to the regional meeting, introductions from the podium, and 10 minutes to address conference attendees.

For more information, please contact:

Hannah Degn, Project Coordinator

Email: hannah@nasemso.org

Phone: (703)-538-1799, Ext 1708

-OR-

Kathy Robinson, Director of Strategic Partnerships

Email: robinson@nasemso.org

Phone: (703)-538-1799, Ext 1894

National Association of State EMS Officials

201 Park Washington Court

Falls Church, VA 22046

2022 NASEMSO Annual Meeting

Dates and other information to be confirmed. For updates and additional information, go to: <https://nasemso.org/news-events/meetings/>

June 19-23, 2022

Charleston, SC

Secure Ordering Form

Please click here — https://www.surveymonkey.com/r/2020-21_NASEMSO_Partnerships

Contact us at sponsorships@nasemso.org if you have any questions about the form.

Secure Payment Form — Once you submit your order online at https://www.surveymonkey.com/r/2020-21_NASEMSO_Partnerships, please call, scan, or mail the following information to:

Hannah Degn, Project Coordinator

Phone: 703-538-1799, Ext. 1708 Email: hannah@nasemso.org

Mail: NASEMSO, 201 Park Washington Court, Falls Church VA 22046

Please check here if your organization is a NASEMSO Corporate Member that is requesting the membership discount on sponsorship fees.

Payment — Who should we contact about this payment?

First Name _____ Last Name _____

Title _____

Organization _____

Email Address _____

Phone Number _____

Contact Address Line 1 _____

Contact Address Line 2 _____

Contact City, State, ZIP _____

Check Payment — Please make checks out to “NASEMSO” and include this Payment Form with your check.

Mail checks to NASEMSO, 201 Park Washington Court, Falls Church VA 22046.

Platinum - \$15,000 Gold - \$10,000 Silver - \$7,500 Bronze - \$5,000 Friend - \$1,000

Credit Card Payment — Please use this form to submit your credit card information to NASEMSO via pdf scan/email

Hannah Degn, Project Coordinator

Phone: 703-538-1799, Ext. 1708 Email: hannah@nasemso.org

Mail: NASEMSO, 201 Park Washington Court, Falls Church VA 22046

Authorized Charge Amount — Platinum - \$15,000 Gold - \$10,000 Silver - \$7,500
 Bronze - \$5,000 Friend - \$1,000

Card Type — VISA Mastercard American Express

Card Number _____

CSV/Security Code _____ Expiration Date (MM/YYYY) _____

Credit Card Billing Name/Address if different from contact address.

First Name _____ Last Name _____

Billing Address Line 1 _____

Billing Address Line 2 _____

Billing City, State, ZIP _____

NASEMSO Contacts

Custom packages
to meet your needs
are available!
Please contact us
for a proposal!!



Hannah Degn

Project Coordinator

(703) 538-1799, Ext. 1708
hannah@nasemso.org



Kathy Robinson

Director of Strategic Partnerships

(703) 538-1799, Ext. 1894
robinson@nasemso.org

