

Talking Points for NEW Format NASEMSO Corporate Sponsorship Program

1. We hold ourselves accountable to the highest standards to ensure that we are providing educational opportunities for our members in an appropriate manner. There are a number of policies and guidance documents from various external regulatory and policy-making organizations that form the basis for the development of these materials. We did attempt to review state ethics and conflict of interest guidelines and intense consideration was given to help eliminate potential concerns.

2. We are moving away from the static exhibit hall and focusing on promoting NASEMSO sponsorship as a PACKAGE. Individual sponsors will be able to pick from a menu of options on how to spend their “credits.”

3. NO STATE FUNDS ARE EVER USED TO PURCHASE ALCOHOL.

4. New this year, we are implementing breakfast and on-site luncheon offerings each day to expedite meeting flow for members BUT that means they will be exposed to brief corporate messaging. We should encourage members to attend these events in an overall effort to keep our meeting expenses as low as possible (and our sponsors happy!) The upside of this is that members won't have to go off-site to find a place to refresh themselves during the day. We'll set up breakfast and luncheons inside a function room with tables/seating. In other words, there won't be open access in a central hallway. Those that feel it is a conflict for them to participate are on their own. (As an aside, **most ethics rules permit participation when it is included for all participants as part of the meeting/conference.** This approach also helps eliminate antitrust concerns for our organization.) Please keep in mind, when a sponsor “hosts” an event, they are making a commitment to our organization. They are not truly covering ALL expenses related to the event (in other words, they are offsetting the expense to NASEMSO.)

5. **Each Council and Committee is being asked to set aside one session of 10-15 minutes for a “roundtable” discussion from sponsors.** The sponsor should be listed on the agenda as the host and allowed to talk about the topic of their choice. This is not intended as an “open mic” session unless the sponsor wants it to be. If we get requests from more than one sponsor/per event, we'll consult with the Chairs before accepting.

6. We are planning "real food" for *Hexagon!* to encourage participation (i.e. carving station, pasta bar, or similar). We are promoting it as a special fast-paced, fun filled event replacing the traditional exhibit hall at our Spring and Fall Meetings. “Innovation Stations” will feature solutions to EMS Safety, EMS Technology and Interoperability, EMS Education and Licensure, EMS Products and Services, EMS Preparedness and Response, and Competency/Simulation.

Please help encourage members to attend and not bail to be with friends!! I think they will find it very informative and fun and they can still network with colleagues! While a cash bar will be provided, sponsors will also have drink tickets to distribute to attendees...