



Connect with more than **600**

**EMERGENCY MEDICINE PHYSICIAN ASSISTANTS**

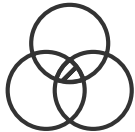
**MAY 10 - 14, 2021**

## THE FACTS



Emergency medicine is the fastest and largest growing PA specialty

As emergency physician workforce shortages increase and demand for emergency care rises, EMPAs play a pivotal role in today's emergency department



EMPAs are utilized in all emergency department settings, and see similar patient loads as EM physicians

66% of SEMPA members are key influencers of purchases made for their Emergency Departments



Conference surveys reveal attendees want more access to emergency medicine health care companies and industry led education

90% of SEMPA exhibitors and sponsors report high event ROI due to the strong level of attend engagement



## SEMPA MEMBERS PERFORM ON A REGULAR BASIS

100% PRESCRIBE

98% BASIC DIAGNOSTICS

99% WOUND MANAGEMENT

97% THERAPEUTIC PROCEDURES

98% INITIAL RADIOGRAPHIC INTERPRETATION

36% ULTRASOUND GUIDED PROCEDURES

41% HEMODYNAMIC TECHNIQUES

48% ANESTHESIA

## Expert Theaters

45-minute, pre-recorded video presentation, followed by 15-minute live Q&A

- Banner ad and logo on session page, 750-character count company description and up to two company PDFs.
- Promotion in pre-event communication and on the official schedule.
- Featured on the platform home page on session day.
- High point value for incentivized platform gamification.
- Polling option in the chat box to engage in real time. Access to all attendee leads post meeting and site access for 90 days post event.
- Expert Theaters will migrate and live on the SEMPA website for one full year, and SEMPA will promote enduring sessions through appropriate member communication channels.



**\$10,000 each (limit 2 per day)**

## Hot Sim Cases - NEW THIS YEAR!

Perfect for hands-on demos and case studies, 15-minute, pre-recorded video followed by 15-minute live Q&A.



- Banner ad and logo on session page 750- character count company description and the option to include 1-2 company PDFs on the page.
- Promotion in pre-meeting communication and on the meeting schedule.
- Featured on the platform home page session day.
- High point value for incentivized platform gamification.
- Polling option in the chat box to engage in real time.
- Access to all attendee leads post meeting and site access for 90 days post event.
- Hot Sim will migrate and live on the SEMPA website for one full year, SEMPA will promote enduring sessions through appropriate member communication channels.

High-demand topics:

- Ultrasound ● Airway ● IO ● Chest Tube

**\$5,000 each (limit 2 per day)**

## Satellite Symposium

Create practical medical education beyond traditional accredited education offering during the meeting.

- Symposium listed on meeting schedule, initiated on platform page and linked to your off-platform site.
- Proposals must be submitted and approved by April 1, 2021 (Applications will be accepted after deadline date, if space available).

**\$5,000 each**

## Focus Groups

Learn more about your customers' needs and interests in this unique market research opportunity. ACEP will work with your company to recruit emergency medicine professionals to participate in a focus group during the meeting. Focus groups require an additional honorarium for participants, in addition to sponsorship fee.

**\$7,500 per focus group**

## Roundtable Discussions

Be the host of a one-hour roundtable discussion. Lead a moderated conversation that guides important dialogue on relevant topics in emergency medicine. Roundtables will be held in a "Zoom-like" environment in the virtual platform. To ensure great conversation, this format is capped at 30 people.

- Roundtables will be prominently featured on key section of the meeting platform.
- Banner ad and logo on session page, 750-character count company description and up to two company PDFs.
- Roundtables will be featured on the conference home page the day of the session and on the official conference schedule.
- High-point value for incentivized platform gamification.
- Polling option in the chat box to engage in real time.
- Access to all attendee leads post meeting.

**\$2,500 per Roundtable**

# Career Roundtables + Panels

45-minute presentation, live or recorded, with live 15-minute Q&A on topic of your choice.

## Roundtable Discussion

- Capped at 12 people for optimal interaction (suggested topics: contract negotiations, CV review, locums positions)
- Banner ad and logo on session page, 750-character count company description and the option to include 1-2 company PDFs on the page
- Featured on platform home page session day of and listed on meeting schedule
- High point value for incentivized platform gamification
- Polling option in the chat box to engage in real time
- Access to all attendee leads post meeting

**\$2,500 each**

## Panel Presentations

- Unlimited attendees (suggested topics: salary negotiations, interview tips, networking, diversity hiring)
- Banner ad and logo on session page and where advertised, 750-character count company description and the option to include 1-2 company PDFs on the page
- Featured on platform home page session day of and listed on meeting schedule
- High point value for incentivized platform gamification
- Polling option in the chat box to engage in real time
- Access to all attendee leads post meeting

**\$4,000 each**





## Coffeehouse Chat

Daily host or official supporter of a 30-minute morning chat session, topic and host of your choice, capped at 30 people for optimal interaction.

- Banner ad and logo on the event page, 750-character count company description and the option to include 1-2 company PDFs on the page.
- Event promoted on meeting schedule.
- Access to all attendee leads post meeting.



**\$1,500 per day**

## TRIVIA Night



### Trivia Night

Trivia Night has proven to be so popular at other virtual conferences that we're bringing it to the SEMPA 360 Conference. This evening event has great sponsor integration, allowing you to provide educational content while joining attendees in a uniquely fun event!

- Provide 25 fun or clinical questions (optional).
- Recognition as event host where Trivia Night is promoted and on meeting schedule.
- Lead information for attendees participating in the Trivia Night.
- Banner ad and logo on event page, 750-character count company description and the option to include 1-2 company PDFs on the page.

**\$3,000 (exclusive)**

## Murder Mystery Opening Party



Be the exclusive sponsor for our exciting SEMPA 360 opening night murder mystery – This One Last Time. This modern-day spin on the movie “Clue” will focus on a group of eight people who are all being black-mailed and are invited to a mansion by the mysterious “RIP.” The characters are quirky and unique, and of course, a murder mystery ensues upon their arrival to RIP’s mansion.

- One of your corporate leaders can play a suspect alongside of the professional actors (they can even dress up!).
- You’ll have the option of providing prizes for the winners.
- Recognition as event host where the Murder Mystery Opening Party is promoted and on meeting schedule.
- Lead information for attendees participating in the Murder Mystery.
- Banner ad and logo on event page, 750-character count company description and the option to include 1-2 company PDFs on the page.

**\$5,000 (exclusive)**

## Puppy & Kitten Cams

Yes, even in a virtual event, we have furry friends! Video feeds from multiple cameras will catch puppies at their most playful throughout the day. The puppies will come from an organization training service dogs for veterans. Playful kittens will be live streamed from a shelter in Los Angeles. Located on the Wellness page, these cams full of cuteness are sure to be a hit with attendees!

- Streams are available 24/7.
- Puppy & Kitten Cams promotion (with supporter name) will be featured, as appropriate, on one or more of the prominent conference home page sections.
- Additional eDaily mention will promote the Puppy & Kitten Cams.
- Supporter will have a banner ad and logo by the Puppy & Kitten Cams linked to their booth, as well as a 750-character company description and up to two company PDFs.

**\$2,500 (exclusive)**



## Leaderboard

Be connected to all the fun!

Be ACEP's official leaderboard sponsor. Receive a banner ad at top of the dropdown leaderboard featured on all navigation pages of the conference platform. Attendees will be clicking on the leaderboard throughout the day to check their score in our highly gamified environment. The conference will feature many timed games where attendees can win prizes.

- Supporter gets to award prizes for daily point leaders (additional expense - prizes should equal \$50 or more in value)
- Banner ad will click through to supporter's virtual exhibit
- Weave your promotional message into 3 key notifications throughout each day of the conference
- Get recognized in platform opening onboarding session as the exclusive Leaderboard supporter

**\$2,000 each**

## Banner Ads

Large banner ads available on the main platform pages. Banners ads have huge visibility with ongoing activities across multiple channels of the platform. Ads featured during meeting and remain 90 days post meeting. Ads can be linked to your exhibit booth or sites off the platform.

**\$2,000 each**

## Bumper Video for Platform Orientation Video

First few days of event, attendees will receive a platform orientation with coaching on how to set up profiles, navigate the platform, interact with exhibitors and attendees. Your 30 second video will play just prior to this orientation that kicks off both days of the meeting.

**\$5,000 (exclusive)**

## Poll of the Day

Sponsor an attendee poll to gain insight for a new product, a special project or to improve an existing product. Daily polls will be prominently featured on the platform home page.

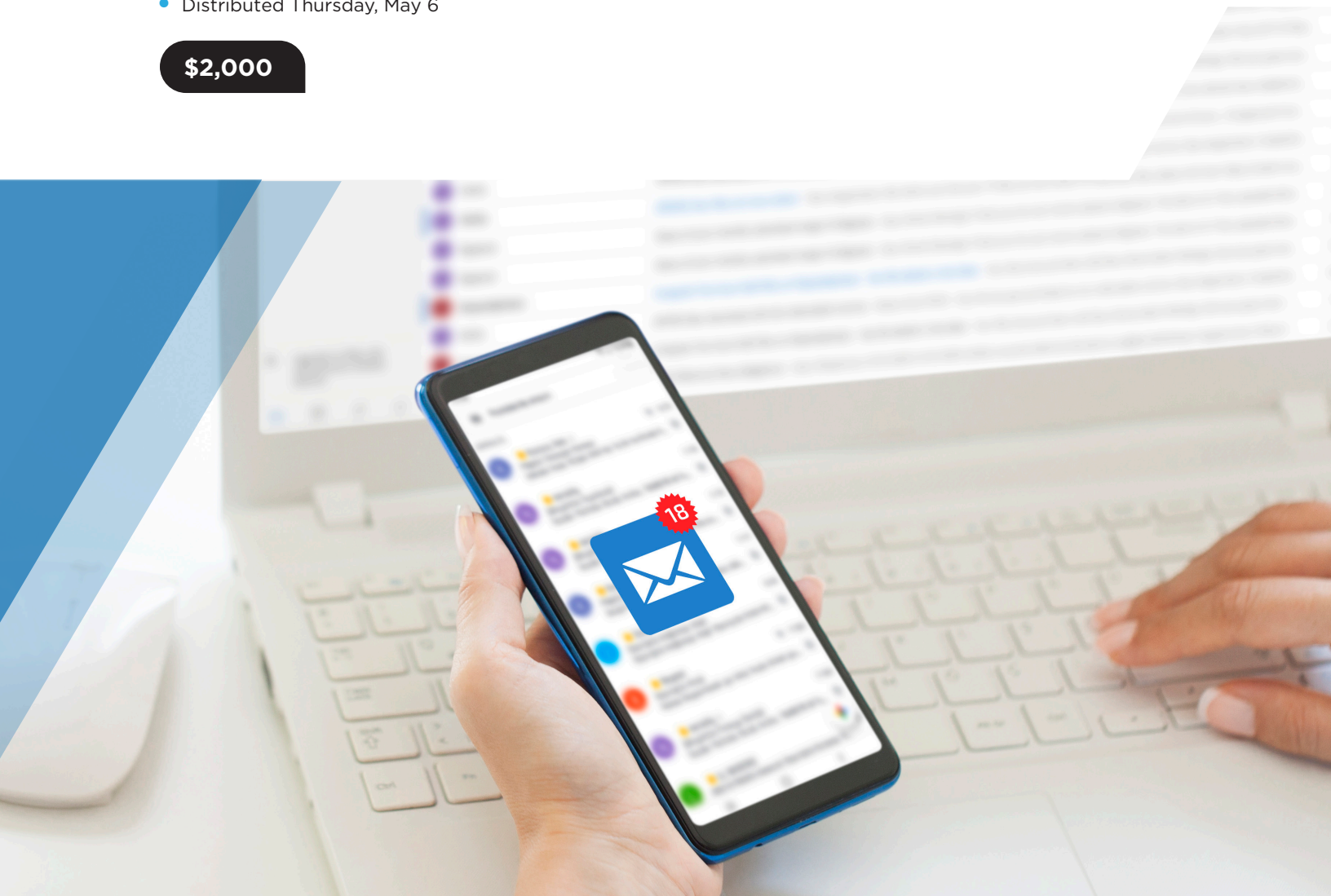
**\$2,000 each day**

## Log-in Email Banner Ad #1

Be the exclusive advertiser in the first promotional email to all registered attendees.

- Banner ad at footer of email linking to your desired URL
- Distributed Thursday, May 6

**\$2,000**



## Log-in Email Banner Ad #2

Be the exclusive advertiser in the first promotional email to all registered attendees.

- Banner ad at footer of email linking to your desired URL
- Distributed Sunday, May 9

**\$2,000**

## Industry Activities Email Banner Ad

Be the exclusive advertiser in an email guide sent to all registered attendees highlighting the Exhibit Showcase and Industry Educational Events.

- Banner ad at footer of email linking out to your desired URL
- Distributed the week of April 26

**\$2,000**

## Daily e-Newsletter Banner Ad

Be the exclusive advertiser in a daily e-newsletter highlighting that day's educational program and industry-supported events and encouraging attendees to visit exhibitors.

- Banner ad at footer of email linking out to your desired URL
- Distributed daily May 10-13

**\$2,000 per day**

## Registration Confirmation Email Banner Ad

Be the exclusive advertiser on highly visible confirmation email to all meeting attendees. This is a great opportunity to promote your presence in advance of the conference.

- Ad placed on email with a link your booth or desired URL
- Distributed upon registration confirmation.

**\$2,500**

### Companies starting with A-L

Tina Carter  
Sr. Manager, Exhibits &  
Corporate Development  
202-370-9287 | [tcarter@acep.org](mailto:tcarter@acep.org)

### Companies starting with M-Z

Stephanie Batson  
Sr. Manager, Exhibits &  
Corporate Development  
469-499-0174 | [sbatson@acep.org](mailto:sbatson@acep.org)

# Exhibit

		Base Exhibit Showcase Package	Premium Exhibit Showcase Package
<b>Exhibitor Listing</b>	Logo listed on the Exhibit Showcase page	✓	
	Top level, premium logo placement on the Exhibit Showcase page		✓
<b>Detail + Design</b>	Logo on exhibit page	✓	✓
	Hero image and/or video (Limit 2)	✓	
	Hero image and/or video (Limit 4)		✓
	Company name, location and web address on exhibit page	✓	✓
	Company description on exhibit page (Limit 1,000 characters)	✓	✓
	Social media links on exhibit page	✓	✓
	Choose product and service category tags to increase artificial intelligence searchability	✓	✓
	A.I. matchmaking technology used to drive attendees to recommended booths	✓	✓
	Company collateral uploads (Limit 4)	✓	
	Company collateral uploads (Limit 6)		✓
	Thank you video on conference home page		✓
<b>Interact + Network</b>	Live “Chat Now” feature to chat with attendees	✓	✓
	Reach out and schedule 1:1 meetings with attendees	✓	✓
	Two interactive polls/questions on exhibit page	✓	
	Four interactive polls/questions on exhibit page		✓
	All-access registrations for two booth representatives	✓	✓
	Network with attendees	✓	✓
	Live public comment board	✓	✓
	Conference platform available to attendees with educational content and exhibit access for 90 days	✓	✓
<b>Leads</b>	Real-time dashboard leads and metrics available during and post event	✓	✓
	Post-event booth lead reporting	✓	✓
<b>Promotion</b>	Platform notification push to invite companies to visit your booth (best practice: provide give aways)		✓
	Pre- or post-conference attendee physical address mailing list on request	✓	✓
		<b>\$1,000</b>	<b>\$2,000</b>

