

SPONSORSHIP PROSPECTUS

31st Annual SCIENTIFIC ASSEMBLY



25

April 6-10, 2025
Miami, FL

#AAEM25 www.aaem.org/aaem25



AAEMTM
AMERICAN ACADEMY OF
EMERGENCY MEDICINE
CHAMPION OF THE EMERGENCY PHYSICIAN

TABLE OF CONTENTS

About AAEM and Our Mission page 2

AAEM Board of Directors page 3

Ways To Support Our Mission page 4

Scientific Assembly Work Groups & Ad Hoc Members page 5

Benefits of Support page 6

Branding Opportunities page 7

Sponsorship Opportunities for Residents & Medical Students page 10

Print Advertising Opportunities page 11



ABOUT AAEM

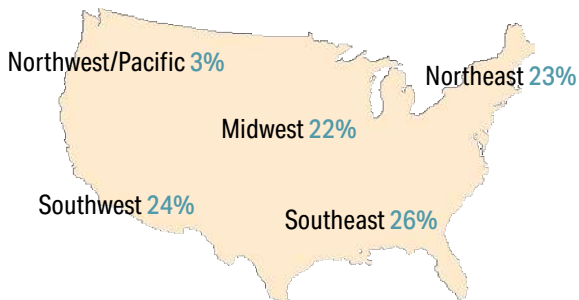
The American Academy of Emergency Medicine (AAEM) was established in 1993 to promote fair and equitable practice environments necessary to allow emergency physicians to deliver the highest quality of patient care. For 30 years, AAEM has been a leader in protecting board certification in emergency medicine and confronting the harmful influence of the corporate practice of medicine. We support fair and equitable practice environments that allow emergency physicians to deliver the highest quality of patient care.

Member Categories:

- Fellow
- Fellow-in-Training
- Full Voting
- Associate
- Emeritus
- International
- Resident
- Student

AAEM HAS OVER 8,000 MEMBERS

EM Physicians - 64%
 EM Residents - 34%
 Medical Students - 2%



International Representation - 2%

OUR MISSION

AAEM is *the* specialty society of emergency medicine. AAEM is a democratic organization committed to the following principles:

1. Every individual, regardless of race, ethnicity, sexual identity or orientation, religion, age, socioeconomic or immigration status, physical or mental disability must have unencumbered access to quality emergency care.
2. The practice of emergency medicine is best conducted by a physician who is board certified or eligible by either the American Board of Emergency Medicine (ABEM) or the American Osteopathic Board of Emergency Medicine (AOBEM).
3. The Academy is committed to the personal and professional wellbeing of every emergency physician which must include fair and equitable practice environments and due process.
4. The Academy supports residency programs and graduate medical education free of harassment or discrimination, which are essential to the continued enrichment of emergency medicine, and to ensure a high quality of care for the patient.
5. The Academy is committed to providing affordable high quality continuing medical education in emergency medicine for its members.
6. The Academy supports the establishment and recognition of emergency medicine internationally as an independent specialty and is committed to its role in the advancement of emergency medicine worldwide.



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AAEM BOARD OF DIRECTORS**OFFICERS****ROBERT FROLICHSTEIN, MD FAAEM***President*
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WAYS TO SUPPORT OUR MISSION

AAEM offers various ways for you to get involved and contribute to our advocacy and education initiatives. Discover how you can make a difference by exploring the opportunities below.

AAEM FOUNDATION

AAEM established its foundation to:

- (1) study and provide education on the access and availability of emergency medical care, and
- (2) defend the rights of patients to receive, and emergency physicians to provide, such care.

The latter purpose may include providing financial support for litigation to further these objectives. The Foundation will limit financial support to cases involving physician practice rights and cases involving a broad public interest.



[LEARN MORE](#)

LEAD-EM

The AAEM Institute for Leadership, Education & Advancement in the Development of Emergency Medicine, Inc. (LEAD-EM) was established after the tragic and unexpected death of AAEM's

President, Dr. Kevin G. Rodgers. The Kevin G. Rodgers Fund and the Institute will LEAD-EM just like Dr. Rodgers did. The funds will support crucial projects aimed at developing leadership qualities and enhancing the clinical and operational knowledge of emergency physicians. These initiatives are designed to improve and advance the quality of medical care in emergency medicine, ultimately benefiting public health, safety, and well-being.



[LEARN MORE](#)

FOUNDERS CIRCLE

AAEM believes the future of our specialty and society are in the hands of our future emergency physicians. As a result, the Founders Circle was created to promote sponsorship for emergency medicine residents and residency programs. Contributions to the Founders Circle are designated for sponsoring group memberships for residency programs, thereby introducing residents to AAEM's mission and core values.



The cost of an individual resident membership is as follows:

- 1 year - \$60 .00
- 2 years - \$100 .00
- 3 years - \$150 .00
- 4 years - \$200 .00
- 5 years - \$250 .00

[LEARN MORE](#)



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SCIENTIFIC ASSEMBLY WORK GROUPS AND AD HOC MEMBERS

SCIENTIFIC ASSEMBLY PLANNING WORK GROUP

CO-LEADS:

Zachary Repanshek, MD FAAEM
Julie Vieth, MD FAAEM FACEP

VICE LEAD:

Harman S. Gill, MD FAAEM

MEMBERS:

Kene A. Chukwuanu, MD FAAEM
Sarah B. Dubbs, MD FAAEM
Jessica Fujimoto, MD FAAEM
Michael Gottlieb, MD FAAEM
Matthew N. Graber, MD PhD FAAEM
Andrew W. Phillips, MD MEd FAAEM
Alice Min Simpkins, MD FAAEM
Eric M. Steinberg, DO MEHP FAAEM
Kathleen M. Stephanos, MD FAAEM

AAEM/RSA REPRESENTATIVE:

Leah B. Colucci, MD MS

ADVISORS:

Laura J. Bontempo, MD MEd FAAEM
Christopher Colbert, DO FAAEM
Molly K. Estes, MD FAAEM FACEP
Joanne Williams, MD MAAEM FAAEM
George C. Willis, MD FAAEM

BREVE DULCE WORK GROUP

Jason Adler, MD FAAEM
Dennis Allin, MD FAAEM
Danielle Biggs, MD FAAEM
Sarah B. Dubbs, MD FAAEM
Diana K. Ladkany, MD FAAEM
Lauren Lamparter, MD
Sherri L. Rudinsky, MD FAAEM
Kathleen M. Stephanos, MD FAAEM

AD HOC MEMBERS

AAEM BOARD PRESIDENT:

Robert A. Frolichstein, MD FAAEM

AAEM PRESIDENT-ELECT:

Vicki Norton, MD FAAEM

AAEM SECRETARY-TREASURER:

Phillip A. Dixon, MD MBA MPH FAAEM CHCQM-PHYADY

AAEM IMMEDIATE PAST PRESIDENT:

Jonathan S. Jones, MD FAAEM

AAEM PAST PRESIDENTS COUNCIL REPRESENTATIVE:

Tom Scaletta, MD MAAEM FAAEM

EDUCATION COMMITTEE CHAIR:

Michael E. Silverman, MD MBA FAAEM FACEP

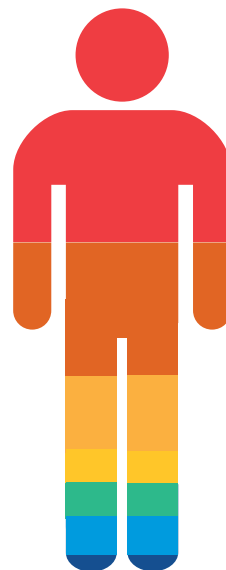
EDUCATION COMMITTEE VICE CHAIR:

Kathleen M. Stephanos, MD FAAEM

EDUCATION COMMITTEE BOARD LIAISON:

Laura J. Bontempo, MD MEd FAAEM

ATTENDEE PROFILE:



Total Registered:
1,437

- Members: **562**
- Residents: **320**
- Speakers: **192**
- Students: **89**
- Non-Members: **104**
- Non-Member Residents: **135**
- Non-Member Students: **35**



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BENEFITS OF SUPPORT

	Champion \$50,000+	Gold \$20,000-\$49,999	Silver \$5,000-\$19,999	Bronze Up to \$4,999
Sponsor name and logo will be part of non-CME event promotions (if applicable)				
Session times available (first come first served)				
First right of refusal for continued sponsorship for the following year				
Complimentary pre-event email broadcast				
Complimentary post-event email broadcast				
Opportunity to include one promotional item in conference registration bag (no publications allowed)				
Prominent listing in final program	Half Page Ad			
Signage outside of room with your logo				
Complimentary mobile app push notification to promote event on day of event				
Complimentary booth in exhibit hall with registration for exhibitor representatives	Six (6) representatives and 10'x20' booth	Four (4) representatives and 10'x20' booth		
Complimentary full registrations for the conference	Four (4) registrations	Two (2) registrations	One (1) registration	
Prominent name and logo placement in printed materials and on-site sponsorship signage related to AAEM25				
Company listing and website link with logo in sponsors section of the conference website and/or mobile app				
Electronic pre-registration attendee list (name only)				
15% discount on advertising in <i>Common Sense</i>				

BENEFITS OF SUPPORT



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BRANDING OPPORTUNITIES

DIGITAL DISPLAYS

(\$5,000)

Promote your company's exhibit booth, product, or upcoming event on the registration video monitor. All digital ads must be approved by AAEM, with artwork submitted by **February 25, 2025**. Each company is limited to four (4) ads. Ads will run at least four (4) times daily alongside AAEM content. Accepted formats include JPEG (preferred), Microsoft PowerPoint, PNG, and MP4 with h264 compression (no audio). Video ads must be exactly 15 or 30 seconds in length, as videos are scheduled in 15-second increments.

COFFEE/REFRESHMENT BREAK

(\$5,000)

Engage with attendees one-on-one and promote your company by sponsoring a beverage break between sessions. You can provide reusable water bottles, branded cups or napkins, or simply chat with attendees during their break. These breaks are scheduled at convenient times throughout the conference, and sponsors are recognized through signage. The sponsorship includes coffee, tea, or soda for approximately 400 attendees. You can enhance your sponsorship by adding other food and beverages (additional fees apply). If you wish to provide napkins, cups, or other items, please contact AAEM.

COMMEMORATIVE ITEM

(\$1,500)

After picking up their registration materials, attendees check their tote bags to see what's inside. What better way to boost your brand recognition than by placing a useful item in the hands of every conference attendee? Sponsors can provide a branded product, subject to AAEM approval. Sponsors are responsible for providing and shipping 1,200 items to the fulfillment center by **February 25, 2025**.

EDUCATIONAL PROGRAM-NON-CME

(\$25,000)

Non-CME educational programs offer commercial organizations the chance to present information about their products or services to delegates at the AAEM Scientific Assembly. The material presented can be promotional and focus on a specific product. These programs can last up to 90 minutes and are scheduled during unopposed times, such as the lunch period, before, or after educational sessions. They are open to Assembly attendees on a first-come, first-served basis. All content must be approved by AAEM.

The sponsorship fee includes:

- Function space at the headquarter hotel
- Promotion of the program in the Scientific Assembly mobile app, website, and final program
- One (1) email broadcast to pre-registered conference attendees
- One (1) advertising insert in the Scientific Assembly registration bag
- Room space with basic audiovisual set-up, on-site AV tech, and signage provided by AAEM

Enhancements (additional fees apply):

- Catering from Intercontinental Miami
- Push notifications

It is the responsibility of the sponsor to coordinate these enhancements, and additional fees will apply.

FLOOR CLINGS

(\$1,000)

Place footsteps or up to 3'x3' floor clings in high-traffic areas, such as the carpeted foyer. Sponsors will collaborate with AAEM and the hotel to approve the message and adhesive.

LANYARDS

(\$4,000)

Showcase your logo on the lanyards worn by all attendees and exhibitors at the conference. Since everyone is required to wear a badge to access the exhibit hall and meeting spaces, your brand will be highly visible. Production and labor charges are included.

Sponsors provide the lanyards, and AAEM must approve the design and message prior to printing. Lanyards must be delivered to the fulfillment center by **February 25, 2025**.



25

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Miami, FL



BRANDING OPPORTUNITIES**MOBILE APP****(\$10,000)**

Maximize your exposure on the Scientific Assembly mobile app by featuring your company's logo and a link to your website on the AAEM25 homepage. All graphics must be pre-approved by AAEM.

MOBILE APP – PUSH NOTIFICATION**(\$2,000 EACH)**

Eight opportunities available. Limit two (2) per company. Text-only push notification.

NOTEPADS**(\$2,000)**

Notepads will be distributed to over 1,000 delegates in their registration bags. Your company logo can be printed on the notepads, subject to AAEM's advance approval of the design. Sponsors are responsible for providing and shipping 1,200 notepads to the fulfillment center by **February 25, 2025**.

OPENING EVENT SPONSORSHIP**(\$3,000)**

The Welcome Reception is the first social networking event of the Scientific Assembly, and everyone is invited! Sponsors will be recognized through signage and have the option to be present at the event. Enhance your sponsorship with additional food and beverages (additional fees apply).

PENS**(\$2,000)**

Show your support and extend your brand by providing branded pens for distribution to conference attendees through the onsite registration bags. Sponsors are responsible for producing the pens (with the message pre-approved by AAEM) and shipping 1,200 pens to the fulfillment center by **February 25, 2025**.

EDUCATIONAL ADD-ON SPONSORSHIP**(\$5,000)**

Educational add-ons provide attendees with specialized instruction from experts in the field. Sponsors are recognized through signage and have the option to be present at the event. Enhance your sponsorship with additional food and beverages (additional fees apply). Sponsors can choose which educational add-on to support.

REGISTRATION BAGS**(\$5,000)**

Feature your company logo on the highly popular cotton canvas conference tote bag. Your logo will be visible throughout the entire conference and beyond. This exclusive opportunity allows you to showcase your brand alongside the Scientific Assembly conference logo on the official registration bag. Production is included.

SELFIE/PHOTO BOOTH STATION**(\$2,000)**

The selfie stand photo booth is prominently located in the exhibit hall. This unit can be partially or fully wrapped with a custom graphic representing your brand and the Scientific Assembly conference logo (subject to AAEM approval). From the booth, attendees and exhibitors can instantly share their photos on social media. As the sponsor, you will receive full analytics on shared photos, custom hashtag usage, and captured leads. Sponsors are responsible for providing accessories and backdrops. Enhance your sponsorship with additional food and beverages (additional fees apply).

SNAPCHAT FILTER**(\$2,500)**

Purchase a Snapchat geofilter for participants to use in the conference area for up to 12 hours. Filters can include your company logo, booth number, or other graphics.



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BRANDING OPPORTUNITIES

SOCIAL EVENT SPONSORSHIP

(\$3,000)

The Social Event Sponsorship invites all AAEM members and Scientific Assembly attendees to a mixer designed to encourage networking, mentorship, and camaraderie. Now in its fifth consecutive year, this social event can be hosted by any AAEM Chapter Division or Section. Sponsors are recognized through signage and have the option to be present at the event. Enhance your sponsorship with additional food and beverages (additional fees apply).

T-SHIRT SPONSORSHIP

(\$3,000)

Showcase your logo on every attendee with a t-shirt sponsorship. Work with AAEM to create the design, ensuring your logo is prominently placed. Sponsors are responsible for providing and shipping the shirts to the fulfillment center by **February 25, 2025**.

SOCIAL MEDIA BOARD

(\$10,000)

Showcase your company's name and logo by sponsoring the Scientific Assembly Social Media Board. This prominent screen displays a live feed of posts featuring the Scientific Assembly hashtag. Located in a high-traffic area, the board offers a unique opportunity to highlight your company and capture the attention of numerous attendees.

VIDEO INFORMATION MONITOR

(\$1,200)

A video monitor near the registration desk will provide up-to-date conference information throughout the event. Sponsors will be recognized through signage.

WATER BOTTLES

(\$2,000)

AAEM invites you to provide BPA-free water bottles to our attendees, either at your booth or included in the registration bag. Your company name will be prominently displayed on the bottle. Sponsors are responsible for supplying the water bottles.

WAYFINDING SIGNS

(\$5,000)

Attendees benefit from signage that helps orient them throughout the meeting space. Incredible full-meeting exposure. "Wayfinding signs sponsored by <Company logo>" will appear on each directional sign.

WELLNESS FUN RUN/WALK SPONSORSHIP

(\$3,000)

A dedicated group of attendees participates in the annual Wellness 5K Fun Run and Walk, held on one morning of the conference. Up to 80 participants will run or walk the two-mile course. This sponsorship supports bib numbers, bottled water, t-shirts, transportation to the course (if necessary), and prizes for the first and second fastest male and female runners. First place items for Fun Run/Walk participants are also welcome with AAEM approval. Specific sponsorship opportunities, such as t-shirt sponsorship, are available. Contact AAEM for more details. Enhance your sponsorship with additional food and beverages (additional fees apply).

WELLNESS ROOM SPONSORSHIP

(\$5,000)

The AAEM Wellness Committee is excited to offer an on-site oasis room featuring meditation, yoga, and other inspiring activities. Associate your company name with these wellness opportunities through signage displayed throughout the conference. Enhance your sponsorship with additional food and beverages (additional fees apply).

WI-FI ACCESS

(\$10,000 PER DAY)

Conference-wide Wi-Fi is an essential tool, and this exclusive sponsorship offers a premier branding opportunity. More than 1,300 devices log in during the Scientific Assembly. Sponsors have the option to choose a custom password, providing a unique Wi-Fi access code for each conference participant.



25

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SPONSORSHIP OPPORTUNITIES FOR RESIDENTS & MEDICAL STUDENTS

SUTURE KITS & LACERATION COURSE ACCESS

(\$10,000 FOR EXCLUSIVE SPONSORSHIP)
(\$6,000 FOR SUPPORTING SPONSORSHIP)

Medical students will participate in a track designed to uncover the pearls and pitfalls of emergency medicine (EM), offer tips for applying to EM residency, and provide hands-on workshops to practice clinical skills, including suturing, initial trauma care, and bleeding control. This opportunity includes access to the Laceration Course and provides a suture kit for each attendee of the Medical Student Track. Sponsors are recognized through signage, acknowledgment on the suture kit, and have the option to be present at the event.

Don't see a resident or medical student sponsorship option that fits your needs? Contact us at info@aaemrsa.org to discuss additional ideas!

RSA PARTY

(\$50,000 FOR EXCLUSIVE SPONSORSHIP)
(\$10,000 FOR SUPPORTING SPONSORSHIP)

We're celebrating our members with an unforgettable party! Join us as we stay up late to enjoy all that Miami has to offer. Sponsors will be recognized through signage and have the option to be present at the event.



BENEFITS OF SUPPORT



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 Miami, FL



PRINT ADVERTISING OPPORTUNITIES

FINAL PROGRAM ADVERTISING

(\$1,200)

The final program, containing key conference information, is given to each attendee upon check-in at the registration desk. Advertisers receive one full-page black-and-white advertisement, subject to pre-approval.

PRICING

Common Sense is the member magazine of the American Academy of Emergency Medicine (AAEM). This bi-monthly publication reports on AAEM activities and news from the emergency medicine community. It is delivered to over 8,000 members, including emergency physicians, residents, and others interested in emergency medicine.



AD TYPE	SIZE	SINGLE INSERTION	MULTIPLE INSERTION
Full Page	7½" w x 9¾" h	\$641.75	\$549.10 each
Half Page Vertical	3⅝" w x 9¾" h	\$549.10	\$475.15 each
Half Page Horizontal	7½" w x 4¾" h	\$549.10	\$475.15 each
Quarter Page	3⅝" w x 4¾" h	\$456.45	\$401.20 each

Above pricing includes exhibitor discount .

Rates are based on providing a high resolution PDF. *Common Sense* is a four-color publication .

www.aaem.org/publications/common-sense/advertise

FIRST RIGHT OF REFUSAL

AAEM adheres to a right of first refusal process for organizations that supported particular programs or activities the previous year. This means that last year's sponsors are given the option to confirm their support for the same program or activity at next year's meeting before it is offered to another organization. For the latest availabilities, additions, ad specifications, and deadlines, contact Missy Zagroba, Executive Director, at 800-884-2236 or mzagroba@aaem.org. Please note that some opportunities are subject to change. All advertisements must be approved by AAEM prior to printing.



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