



IEMSA
Iowa Emergency Medical Services Association

5550 Wild Rose Ln #400 | West Des Moines IA 50266 | administration@iemsas.net

CORPORATE MEMBERSHIP BENEFITS



Silver Corporate Membership Description: \$ 500/year

At IEMSA we believe corporate members are a vital part of our members ability to do their job and save lives. That's why we work hard to design a corporate sponsor program that gets as many services and products in front of our members as possible. Thankfully, it's a win-win in our business. They need you and you need them. And your support of IEMSA means we can work hard advocating for EMS across Iowa all year round.

Marketing with IEMSA—is smart and affordable. As a Corporate Member of IEMSA you support our advocacy efforts on behalf of all of Iowa EMS—and assures you solid saturation of your message to the EMS market in Iowa.

We have designed our corporate member programs to give our corporate supporters the ability to ride-a-long on our marketing and communication efforts throughout the year. As outlined below—our corporate members enjoy DEEP DISCOUNTS that cover most of the cost of your membership and give you some very strong marketing legs to our members and 12,000 EMS Providers across Iowa.

Silver Corporate Benefits:

- **As a corporate sponsor--you qualify to advertise in our IEMSA Annual Conference Brochure**-distributed to 12,000 Iowa EMS Providers by mail. The readership is very high on this much anticipated brochure. This is without a doubt our most valuable marketing tool for corporate members. **Our ad rates are so inexpensive (1/4 V 4c ad is \$150), there is no way to do a more affordable direct mailing across Iowa.** This brochure is limited to corporate member advertising. All other companies do not qualify to purchase an ad in this valuable tool.
 - **Priority booth location placement** at the Annual IEMSA Conference -- All corporate sponsors select their booth space prior to the release of the exhibit hall. This assures our corporate members get the best possible placement on the exhibit hall floor.
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Membership Description: \$1000/year

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Gold Corporate Benefits:

- **Take 50% OFF the 1st Booth Purchased at the Annual Conference** – [Value up to \\$262.50](#)
- **Receive \$300 in “IEMSA VOICE #1 (Summer) Newsletter” Ad Dollars**—[Value \\$300](#)
- **As a corporate sponsor—you qualify to purchase an ad in our IEMSA Annual Conference Brochure**—Printed as part of our **VOICE #2 (Fall)** – mailed in Mid-September and distributed to 12,000 Iowa EMS Providers by mail. This issue delivers high readership value for this much anticipated newsletter/brochure. This is without a doubt our most valuable marketing tool for corporate members. **Our ad rates are so inexpensive (1/4 V 4c ad is \$150), there is no way to do a more affordable direct mailing across Iowa.** This brochure is limited to corporate member advertising ONLY. All other companies do not qualify to purchase an ad in this valuable tool.

Find the VOICE Advertising Rate Card and Ad Specs at this link: http://www.iemsa.net/pdfs/ad_rates.pdf

- **Priority booth location placement** at the Annual IEMSA Conference -- All corporate sponsors select their booth space prior to the release of the exhibit hall. This assures our corporate members get the best possible placement on the exhibit hall floor.

Total Savings: \$562.50



Platinum Membership Description: \$3000/year

At IEMSA we believe corporate members are a vital part of our members ability to do their job and save lives. That's why we work hard to design a corporate sponsor program that gets as many services and products in front of our members as possible. Thankfully, it's a win-win in our business. They need you and you need them. And your support of IEMSA means we can work hard advocating for EMS across Iowa all year round.

Marketing with IEMSA—is smart and affordable. As a Corporate Member of IEMSA you support our advocacy efforts on behalf of all of Iowa EMS—and assure you solid saturation of your message to the EMS market in Iowa. We have designed our corporate member programs to give our corporate supporters the ability to ride-a-long on our marketing and communication efforts throughout the year. As outlined below—our corporate members enjoy DEEP DISCOUNTS that cover most of the cost of your membership and give you some very strong marketing legs to our members and 12,000 EMS Providers across Iowa.

Platinum Corporate Benefits:

- **Take 100% OFF the 1st 10x10 Booth Purchased at the Annual Conference – Value \$545**
- **Receive \$525 in “IEMSA Summer VOICE #1 Association Newsletter” Ad Dollars—Value \$525** This is your opportunity to stay in front of our members. Your ad will link out to your website on all ads, and is posted to our website for all Iowa EMS providers to read and stay up to date. ***VOICE Ad Rate Card and Specs at this link: http://www.iemsa.net/pdfs/ad_rates.pdf***
- **Receive (1) 1/4 page color ad (or \$150 discount off a larger ad – ad rate card and specs at this link: http://www.iemsa.net/pdfs/ad_rates.pdf)** in the VOICE IEMSA Association Newsletter, that includes the IEMSA Annual Conference Brochure, and is distributed to 12,000 Iowa EMS Providers by mail. Premium Position (Inside Front Cover/Back Cover/Inside Back Cover Position)—first rights of refusal given to the previous year corporate member. The readership is very high on this much anticipated brochure – **Value \$150**
- **(1) Educational Sponsorship at the Annual Conference (Value \$600-650). You receive:**
 - **Your company message displayed on the screen before, during breaks, and after the educational track of your choice for 1-2 days** (depending on the educational session you pick).
 - **Distribute a promotion item and/or brochure** at the back of the room. You can opt to have company staff distribute these items or we will have a table to distribute them at the back of the room as attendees enter the room. This is a great way to get a fun traffic builder to your booth. Promote what you are showing or promoting in the exhibit hall. Have a give-away--drive attendees to your booth in the hall with this fun opportunity to get your message out--before they hit the vendor hall.
 - **Your company name and logo are displayed on the electronic room sign** outside the session.
 - **Priority booth location placement** at the Annual IEMSA Conference -- All corporate sponsors select their booth space prior to the release of the exhibit hall. This assures our corporate members get their favorite location in the hall.

Total Savings: \$1775 - \$1870
