

Think virtual events can't be engaging and interactive?

Wait until you see ACEP20!

Think TikTok-style video competitions, puppy cams, hot-topic roundtable discussions and Guac with a Doc.

ACEP attendees will be energized, engaged and fully participating in ACEP20 UNCONVENTIONAL!



**UNCONVENTIONAL
2020**



See how you can be a part of the action!

Join us on October 26-29, 2020

Pre-Event Media



**Your message delivered
to attendees' inboxes at key times**

Log-in Email #1

An email to registered attendees on Thursday, Oct. 22, reminding them that ACEP20 starts Monday.

- Audience: Registered attendees (up to 8,000).
- Distribution: Oct. 22.
- Single advertiser gets banner ad at bottom of email.

\$6,000

Log-in Email #2

An email to registered attendees on Sunday, Oct. 25, reminding them that ACEP20 starts "tomorrow."

- Audience: Registered attendees (up to 8,000).
- Distribution: Oct 25.
- Single advertiser gets banner ad at bottom of email.

\$6,500

Registrant Emails

A package of five emails beginning in early September, designed to get attendees excited about ACEP20. Content includes platform features, session details, must-see events and more!

- Audience: Registered attendees (up to 8,000).
- Distribution: Five emails through August, September and October.
- Single advertiser gets banner ad at bottom of each email.

\$20,000



Preview Newspaper

A print preview co-mailed with the October issue of the *ACEP Now* magazine, highlighting the education, events and exhibitors at ACEP20.

- Audience: 40,000 ACEP members.
- Distribution: October.

Ad positions:

- Back cover: \$14,400
- Inside front cover: \$12,600
- Full page: \$9,000
- Half page: \$6,300

Event Preview Email

An e-newsletter to highlight the virtual event platform, provide navigation information and the event schedule.

- Audience: 40,000 ACEP members.
- Distribution: Early September.

Ad positions:

- Leaderboard: \$10,000
- Premium banners: \$7,500

Exhibit Showcase Email

An email exhibit guide with details on how the Exhibit Showcase works, exhibitor appointments and more.

- Audience: Registered attendees (up to 8,000).
- Distribution: Early October.

Ad positions:

- Leaderboard: \$6,000
- Premium banners: \$4,500

Industry Education Email

An email newsletter all about industry events: Education, Expert Theaters, Hot Sims Cases!

- Audience: Registered attendees (up to 8,000).
- Distribution: Early October.

Ad positions:

- Leaderboard: \$6,000
- Premium banners: \$4,500

Career Guide Email

An email for registered attendees covering the career fair, Health-e career searching/CV review, informational content about the EM job market and courses at ACEP20 related to careers.

- Audience: 40,000 ACEP members.
- Distribution: Late September.

Ad positions:

- Leaderboard: \$10,000
- Premium banners: \$7,500

Additional Event Media

Mystery Diagnosis

Based on the popularity of FOAMed, Mystery Diagnosis will encourage attendees to make a diagnosis through a series of mystery images provided by the sponsor.

- Audience: Registered attendees during the event (up to 8,000), and all ACEP social media followers pre-event.
- Distribution: Eight social media posts through ACEP's Facebook and Twitter channels with mystery photos beginning Sept. 1 and continuing until ACEP20. Viewers are sent to a page on the ACEP20 website where answers are revealed. An additional four photos in the meeting eDaily during the event will point readers to the advertiser's booth.
- Single advertiser gets recognition on all social media and eDaily posts.

\$20,000



Digital Program

Reach all attendees with your message in the program for ACEP20. A link to the Program will be sent to all registered attendees with Login Email #1, #2 and each day's eDaily.

- Audience: Registered attendees (up to 8,000).
- Distribution: Oct. 22, Oct. 26, Oct. 27, Oct. 28 and Oct. 29.

Ad positions:

- Inside front cover: \$9,500
- Full page: \$7,500
- Half page: \$5,000



Awards Program

Profiles of ACEP award winners and presentation of new class of FACEPs. Perfect for congratulatory or "salute" ads.

- Audience: Award winners and FACEP class; approximately 1,000. In addition, the Awards Program will be housed on the ACEP virtual event platform and linked to one eDaily and one ePost. The PDF will also move to ACEP.org for the next year, and be promoted through various ACEP communications channels.
- Distribution: Oct. 26-29.

Ad positions:

- Full page: \$1,000
- Half page: \$500



Banner Ads

Large banner ads available on the main pages of the ACEP20 virtual environment.

- Banners ads have huge visibility with activities taking place on these pages through the conference.
- Banner ad remains all four days of the event.
- Locations available:
 - Networking
 - Must-See
 - Career Fair
 - Non-CME
 - Wellness

\$10,000 each

Post-Event Media

Highlights Email

An e-newsletter to recap event highlights, CME reminders and On Demand access instructions.

- Audience: Registered attendees (up to 8,000).
- Distribution: Week of Nov. 2.

Ad positions:

- Leaderboard: \$6,000
- Premium banners: \$4,500

Topic-Based Emails

Six emails highlighting curated event content based on the six most popular topics as determined by event AI.

- Audience: Segments of registered attendees (up to 8,000).
- Distribution: November and December.
- Single advertiser gets banner ad at bottom of emails.

\$4,000 each

Ask your Account Manager for the available topics.

Innovation Round-Up Email

A post-event newsletter highlighting the innovations from ACEP20, including TikDoc videos, incubatED winners and more!

- Audience: Registered attendees (up to 8,000).
- Distribution: Week of Nov. 9.

Ad positions:

- Leaderboard: \$6,000
- Premium banners: \$4,500

ACEP20 Marketing Opportunities

COVID-19 Thank You Video Wall

Share your gratitude with emergency room teams through your Thank You video displayed on the home page and/or the Wellness page of the ACEP20 conference platform. This provides huge visibility for your message of support for our front-line providers.

- No commercials; “thank you”-type videos only.
- Videos are 7-30 seconds.
- Video wall will be featured, as appropriate, on one of the prominent conference home page sections.
- Supporter company name and logo will be visible beneath home page videos.
- Videos on the Wellness page will be included as a news item in one of the eDailies.
- Links to the videos will be included in one of the post-conference emails.

- Information about the videos will also be included in EMToday or in a Weekend Review issue after the conference.
- Supporter provides video.



Home page video wall: \$25,000 (limit 8)

Wellness page video wall: \$20,000



Coffee Lounges

Sponsor the Coffee Lounges where people will come to chat! Three “always open,” topical, yet unmoderated chat lounges designed for social conversations. ACEP will choose two topics each day; supporter can suggest one each day. (ACEP must approve topic.) Topics will change daily to ensure activity. The Coffee Lounges are housed in a top spot on the Networking page of the virtual environment.

- Coffee Lounges (with supporter name) will be featured, as appropriate, on one or more of the prominent conference home page sections.
- Supporter will have a banner ad and logo in Coffee Lounge area linked to their booth, as well as a 750-character count company description and up to two company PDFs (optional).

\$15,000 exclusive supporter

Roundtables

There will be three, one-hour moderated roundtables each day held Zoom-style for up to 50 people each. Topics will change daily to ensure activity. ACEP will choose two topics each day, and the supporter may choose a topic and moderate the third roundtable. (ACEP must approve topic.) Roundtables will be posted on multiple pages within ACEP20, including the Networking page, Non-CME Education page and the home page.

- All roundtables (with supporter names) will be featured, as appropriate, on one or more of the prominent conference home page sections.
- Current topics are:
 - Airway
 - Sepsis
 - Stigmas and bias (racial disparity)
 - Women in emergency medicine
 - Diversity
 - COVID-19
- Supporter will have a banner ad and logo by its roundtable linked to their booth, as well as a 750-character count company description and up to two company PDFs (optional).
- Supporter may have two representatives sit in on their roundtable.
- Roundtables will appear on the official ACEP20 schedule.



Standard roundtables: \$5,000 each (limit two each day)

Supporters-choice roundtables: \$7,500 each (limit 1 each day)

ACEP20 Marketing Opportunities

World Map

Sponsor the map that will have everyone talking! All attendees will have their photos and locations loaded into a plot point on a world map so people can find their friends and see how widespread ACEP really is. The map will start on the home page on Day One and then move to the top of the Networking page for the remainder of the meeting.

- Supporter will have a banner ad and logo by the map linked to their booth, as well as a 750-character count company description and up to two company PDFs (optional).
- Supporter company headquarters location will be highlighted on map.
- World Map (with supporter name) will be recognized, as appropriate, on one or more of the prominent conference home page sections.

\$10,000 exclusive supporter

Puppy and Kitten Cams

Yes, even in a virtual event, we have puppies and kittens! Video feeds from multiple cameras will catch puppies and kittens at their most playful throughout the day. The puppies will come from an organization training service dogs for veterans, and the kittens will be from a kitten rescue. Two different feeds; one great sponsorship! Located on the Wellness page, these cams full of cuteness are sure to be a hit with attendees!



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

\$10,000 exclusive supporter of both cams

Expert Theater

Show off your science with an Expert Theater! Your 30-40 minute video presentations will be followed by a 15-minute live Q&A session. Topics will be presented each day on the Non-CME Education page. This page is a mix of ACEP content and industry content, so visibility will be high!

- Supporter will have a banner ad and logo in the presentation space, with a 750-character count company description and up to two company PDFs (optional).
- Expert Theaters will be migrated to the ACEP website and live on for one full year with ACEP driving traffic through “Weekend Review” email blasts.
- Expert Theaters will be featured on one of the prominent conference home page sections.
- This will be a high-point value target for the gamification aspect of ACEP20.

Hot Sims Cases **NEW THIS YEAR!**

Have a medical device you want to demo? The Hot Sims Case presentations will give attendees a chance to get some of the education they’ll miss from ACEP’s popular live hands-on skills labs. Present your 15-minute educational case presentation video, followed by 15 minutes of live Q&A. Twelve Hot Sims Cases will be presented each day on the Non-CME Education page. This page is a mix of ACEP content and industry content, so visibility will be high!



- Supporter will have a banner ad and logo in the presentation space, with a 750-character count company description and up to two company PDFs (optional).
- Hot Sims will be migrated to the ACEP website and live on for one full year with ACEP driving traffic through “Weekend Review” email blasts.
- Hot Sims will be featured on one of the prominent conference home page sections.
- This will be a high-point value target for the gamification aspect of ACEP20.
- Hot Sims will also be included in pre-event promotions to spur interest and excitement.
- Hot Sims will link to supporters’ booth and be featured within the booth as well.
- Leads will be provided for the attendees who participate in your Hot Sims Case through our conference platform.
- Each Hot Sims Case will have a polling option in the chat box – a great engagement tactic!
- Popular topics are:
 - Ultrasound
 - Airway
 - Transvenous pacer
 - Emergent difficult delivery
 - Intraosseous insertion

\$12,500 each (limit 12 per day)

- Expert Theaters will also be included in pre-event promotions to spur interest and excitement.
- Expert Theaters will link to supporters’ booth and be featured within the booth as well.
- Leads will be provided for the attendees who participate in your Expert Theater through our conference platform.
- Each Expert Theater will have a polling option in the chat box – a great engagement tactic!



\$35,000 each for premium hours (limit 4 per day)

\$25,000 each for standard hours (limit 2 per day)

ACEP20 Marketing Opportunities



Innovation Sandbox

A place for attendees with the next big idea for EM products or services. Attendees who are interested will be able to book time with investors, patent attorneys and the like to get feedback on their idea and advice for taking it to market. This will be housed on the Must-See page of the virtual environment.

- Supporter will have a banner ad and logo in the Innovation Sandbox, and up to two company PDFs (optional).
- Supporter will also have the ability to host group meetings of up to 12 people.
- Supporters will be listed as a go-to resource on ACEP's new innovation-focused website to allow ACEP members access to year-round brainstorming.
- The Innovation Sandbox will be featured, as appropriate, on one of the prominent conference home page sections.
- The Innovation Sandbox will also be included in pre-event promotions to spur interest and excitement.

\$1,500

incubated

Align your company with the latest in EM innovation. Select start-up companies that have been vetted to participate will pitch their products to ACEP attendees in two categories: medical device and digital health. Attendees will vote for their favorites, and one company in each category will be crowned the winner. Located on the Must-See page of ACEP20. Always popular; high visibility for supporter!

- "Pitches" will be recorded, with a moderator posing questions from the EM professionals who reviewed the initial applications.
- The videos will be placed in the Must-See section of the virtual environment, where attendees will vote for their favorite.
- incubated (with supporter name) will be featured, as appropriate, on prominent conference home page sections.
- The incubated competition will be included in pre-event promotions to build excitement and featured in eDaily and social media mentions to spur voting.
- Supporter can include a .5-10 minute video of its own highlighting their organization as an innovator in emergency medicine.
- Supporter will have a banner ad and logo in the area linked to their booth, as well as a 750-character count company description and up to two company PDFs (optional).

\$15,000 exclusive supporter

Gain exposure with these high-traffic spots

Opening General Session Supporter

Sponsor the Opening General Session with Anthony S. Fauci, MD!

- Your 15-second video will be played immediately before Dr. Fauci's recorded 15-minute presentation.
- This will be followed by a live international panel on COVID-19.
- During these presentations, your banner ad, logo and two PDFs will be visible on the lower portion of the viewing screen.
- 15-second maximum length.

\$25,000 exclusive supporter

Closing General Session Video

- Your 15-sec video will be played immediately before the the Closing General Session, with your logo also visible to attendees.

\$15,000 exclusive supporter

Leaderboard Point Game Banner

Be connected to all the fun. Be ACEP's official leaderboard sponsor. Receive a banner ad and fun background image on the dropdown leaderboard featured on all navigation pages of ACEP20. Attendees will be clicking on the leaderboard throughout the day to check their scores in our highly gamified environment. The conference will feature many timed games where attendees can win prizes.

- Supporter may also award prizes for leaders at its own expense.
- Banner ad will click through to supporter's virtual exhibit.

\$10,000 exclusive supporter



TikDoc Competition

Be prepared for a rousing competition where the always-competitive members of ACEP compete for prizes and bragging rights by being innovators in education. Members will compete in three areas for the most innovative short-form TikTok-style video-based education. Video submission campaigns will happen pre- and during the first few days of the conference. All member voting will be strongly promoted. TikDoc will be held on the Must-See page of ACEP20. Supporter can expect high visibility and great fun!

- Supporter will have a banner ad and logo in the TikDoc area linked to their booth, as well as a 750-character count company description and up to two company PDFs (optional).
- TikDoc (with supporter name) will be featured on prominent conference home page sections.
- Supporter will be included in the announcement of the winner.
- Supporter can include up to five of its own creative, educational TikTok style videos to highlight their company as a leader in micro learning. (Video length: 15-60 seconds each).
- All videos, including supporters, will be showcased for one full year on ACEP.org in its new micro-learning library.
- Featured in eDaily and social media mentions to spur voting.
- Supporter will be recognized in all mentions of the TikDoc competition where appropriate.
- Supporter recognition and promotion can be a part of the call for videos if support is secured in time.

\$20,000

ACEP20 Marketing Opportunities



Maintain brand awareness with virtual wellness opportunities

Yoga

Prerecorded 45-minute yoga instruction will take place at ACEP20 on the Wellness page at 7 a.m. each day. No other activity takes place at this time, so all eyes will be on your brand.

- Supporter will have a banner ad and logo in the Yoga area linked to their booth, as well as a 750-character count company description and up to two company PDFs (optional).
- Yoga (with supporter name) will be featured on one of the prominent conference home page sections.
- Additional eDaily mention will promote yoga workouts.

\$4,000 exclusive supporter

Virtual Art Gallery

ACEP has some very talented members who enjoy photography, painting and more! During ACEP20, they'll be given an opportunity to show off their creative endeavors in a Virtual Art Gallery – a true gallery experience as attendees move to various “rooms” to view these works of art. Located on the Wellness page of the event.

- Supporter will have multiple banners and a logo around and within the art gallery linked to its booth, as well as a 750-character count company description and up to two company PDFs (optional).
- The gallery (with supporter name) will be featured, as appropriate, on one of the prominent conference home page sections.
- Supporter may add its own staff and/or patient artwork.
- Supporter can be a part of the call for artwork if support is secured in time.
- Additional eDaily mentions will promote the Art Gallery.
- Supporter can have link to Art Gallery in its booth.

\$20,000 exclusive supporter



Social Function Sponsors

The first three nights of ACEP20 will be filled with engaging, fun activities to let attendees relax and enjoy their friends and colleagues. Activities take place on the Wellness and Must-See pages each night. Supporters can get creative and find ways to take part in the social activities, too!

- Supporter will have branding throughout the activity areas, with banners and logos linked to their booth, as well as a 750-character count company description and up to two company PDFs (optional).
- Social functions (with supporter name) will be featured on prominent conference home page sections.
- Current activities may include:
 - S'mores & Storytelling
 - Gaming Tournament
 - Happy Hours
 - Family Feud
 - Bingo
 - Trivia
 - Guac with a Doc

\$20,000 per day, exclusive supporter



ACEP20 Booth Packages

Virtual Exhibit Packages	Platinum	Gold	Silver	Bronze
	\$20,000	\$15,000	\$6,000	\$3,500
Exhibitor Listing				
Prime logo placement on Exhibit Showcase page	at Platinum level	at Gold level	at Silver level	N/A
Company logo listed on Exhibit Showcase page	X	X	X	N/A
Company name listed alphabetically on exhibitor search button	X	X	X	N/A
Detail + Design				
Hero image and logo on exhibit page	X	X	X	X
Logo featured as top ACEP20 supporter on conference Home page	X	N/A	N/A	N/A
Company provided Thank You video featured on COVID-19 Thank You video wall on Wellness page (\$20,000 value)	X	N/A	N/A	N/A
Company name, location and one web address on exhibit page	X	X	X	X
Company description on exhibit page	2,000 Characters	1,000 Characters	750 Characters	500 Characters
Social media links on exhibit page	X	X	N/A	N/A
Product and service category tags to increase artificial intelligence searchability	Limit 8	Limit 6	Limit 2	Limit 1
A.I. matchmaking technology used to drive attendees to recommended booths	X	X	X	X
Company collateral uploads on exhibit page	Limit 8	Limit 5	Limit 2	Limit 2
Videos on exhibit page (max length: 10 minutes per video)	Limit 5	Limit 3	Limit 1	N/A
Interact + Network				
Live exhibitor public chat board	X	X	X	X
Live private one-on-one chat for company representatives	X	X	X	X
Interactive polls and questions on exhibitor page	5	3	2	1
All access registrations for company booth representatives	Limit 20	Limit 15	Limit 10	Limit 5
Network with attendees (exhibitor-to-attendee -- number of outreaches based on booth level)	X	X	X	X
Schedule 1:1 meetings with attendees	X	X	X	X
Host live face-to-face group meetings on exhibitor page	X	X	N/A	N/A
Leads				
Real-time dashboard lead and metric information during event	X	X	X	X
Post-event booth lead reporting	X	X	X	X
Post-event ACEP20 Global Insights Report	X	X	X	X
Promotion				
One educational announcement in ACEP's Weekend Review (\$5,000 value)	X	N/A	N/A	N/A
One promotional notification sent per day to attendees matched by tagged interest	X	N/A	N/A	N/A
One promotional notification sent during the meeting to attendees matched by tagged interest	N/A	X	N/A	N/A
One in-booth group meeting listed on the official ACEP conference schedule	X	N/A	N/A	N/A
Upon request, pre- or post-conference attendee physical address mailing list	X	X	N/A	N/A
A "Don't Miss" section in booth to promote exhibitor's upcoming programs or sponsorships	X	X	X	X