

# EXHIBITOR AND SPONSOR PROSPECTUS



#AAEM26 [www.aaem.org/aaem26](http://www.aaem.org/aaem26)

## DEAR COLLEAGUES AND PARTNERS,

Join us at emergency medicine's premier event — the 32nd Annual Scientific Assembly of the American Academy of Emergency Medicine (AAEM), taking place April 11-15, 2026, in Seattle, WA — where education, advocacy, and innovation intersect.

With more than 8,000 members — including emergency physicians, residents, and medical students — AAEM proudly serves as the champion of the emergency physician. Our mission is to support fair practice environments, safeguard board certification, and advance the highest standards of patient care.

The Scientific Assembly is our flagship event and a powerful expression of that mission: a vibrant, inclusive forum where leaders, learners, and innovators gather to shape the future of emergency medicine.

By partnering with us as a sponsor or exhibitor, you're not only reaching the people who make purchasing and clinical decisions — you're also directly supporting the advocacy and education that empowers emergency physicians and strengthens our specialty.

Thank you for considering this opportunity. We are grateful for your support and look forward to collaborating with you in Seattle.

With appreciation,



Robert Frolichstein, MD FAAEM  
President, American Academy of Emergency Medicine



**AAEM**  
AMERICAN ACADEMY OF  
EMERGENCY MEDICINE  
CHAMPION OF THE EMERGENCY PHYSICIAN

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APRIL 11-15, 2026 | SEATTLE, WI



## WHY PARTNER WITH AAEM AT SCIENTIFIC ASSEMBLY?

Trusted by leading organizations to reach the leaders shaping emergency medicine.

### Engage with Emergency Medicine Leaders

Reach board-certified physicians who influence purchasing, clinical decisions, and the future of the specialty.

### Put Your Brand at the Center of the Conversation

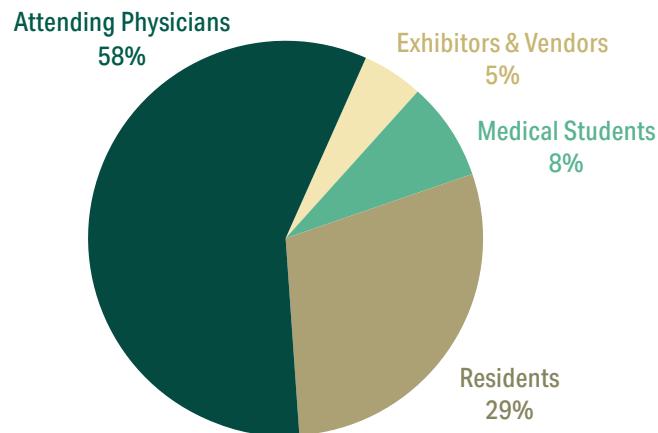
Stand out at emergency medicine's most respected and anticipated annual event — where innovation, advocacy, and education converge.

### Build Trusted Relationships

Create meaningful, face-to-face connections with those who value quality, collaboration, and long-term partnerships.

### Maximize ROI with Custom Opportunities

Tailor your presence with flexible sponsorship levels, branding, and exhibitor packages designed to deliver measurable results.



Based on prior Scientific Assembly data.



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## WHY SPONSOR THE SCIENTIFIC ASSEMBLY

*Proven to create high-visibility connections that influence decisions and drive results.*

With unmatched access to the physicians, residents, and future leaders shaping emergency medicine, the Scientific Assembly delivers more than visibility—it gives your brand a seat at the table where key decisions are made.

Whether your goal is to launch a new solution, grow market presence, or deepen relationships with existing customers, this is where your brand belongs.

### Contact:

Lindsay Cox  
AAEM Meetings Manager  
800.884.2236 | [info@aaem.org](mailto:info@aaem.org)  
<https://www.aaem.org/aaem26/>

## TAILORED SPONSORSHIPS AVAILABLE

**Don't see the perfect fit in our pre-set sponsorship packages? Many of our most successful sponsors build custom packages with us.**

**Let's make it work. We're flexible, creative, and ready to collaborate to design a sponsorship that matches your goals, budget, and brand.**

## SPONSORSHIP BENEFIT COMPARISON

SPONSORSHIP BENEFITS	CHAMPION (\$50,000+)	ADVOCATE (\$25,000 - \$49,999)	PARTNER (\$10,000 - \$24,999)
Full Conference Registrations	✓ (4)	✓ (2)	✓ (1)
Complimentary Exhibit Booth	✓ (10'x20')	✓ (10'x10')	✓ (10'x10')
Logo Exposure & Placement	Signage, Website, App, Looping Slides	Signage, Website, App	Signage, App
Mobile App Push Notification (1)	✓	-	-
Opportunity to Sponsor Non-CME Session/Event	✓ (Priority selection)	✓ (Based on availability)	-
Promotional Item Display (Registration Area)	Sponsor-provided item of choice, Standalone branded table, Option to have your staff present during peak registration hours	Sponsor-provided item of choice, Shared table placement	Sponsor-provided item of choice, Shared table placement
Invitation to President's Reception	✓ (4)	✓ (2)	✓ (1)
Opportunity to Renew at Current-Year Rates (if confirmed by June 1, 2026)	✓	✓	✓
15% Discount on Branding Opportunities	✓	✓	✓

**Need more access?** Additional full-conference badges are available for \$550 each for all sponsors, exhibitors, and branding partners.

## BRANDING OPPORTUNITIES

*Elevate Your Presence. Leave a Lasting Impression.*

In a bustling conference environment, it's not just about being seen — it's about being remembered. Our branding opportunities are designed to help you stand out in meaningful, high-visibility ways that reach attendees where it counts: at registration, during sessions, and in everyday interactions throughout the event.

Whether you're looking to make a bold first impression, spark conversation, or keep your brand top-of-mind, we'll help you find the perfect fit.

### WHY INVEST IN BRANDING OPPORTUNITIES?

- Built-in Visibility:** Every branding sponsor is featured in the mobile app and on the event website.
- Exclusive Access:** Many options are limited to one sponsor — secure yours before it's gone.
- Flexible & Creative:** Want something custom? We're ready to collaborate and make it happen.

OPPORTUNITY	DESCRIPTION	INCLUSIONS	SPONSOR PROVIDES	# AVAILABLE	INVESTMENT
<b>Evening Connections Reception</b>	Be the exclusive host of the conference's signature cocktail hour — your one-of-a-kind opportunity to connect face-to-face with attendees in a relaxed, engaging atmosphere. Build relationships, share your brand story, and create memorable interactions that last beyond the event.	Listing in official conference schedule; Signage outside reception room; Push notification during event; Attendee lead list post-event; Two (2) full conference registrations; Company featured on mobile app and event website	Food & beverage costs; Any branded giveaways (optional); Any décor or enhancements to the reception space	1	\$25,000
<b>Midday Masterclass</b>	Position your brand as a thought leader by hosting a non-CME educational session over lunch. Every year, these rooms are filled to capacity, giving you a prime opportunity to share your expertise, showcase solutions, and connect directly with attendees. All content must be pre-approved by AAEM.	Listing in official conference schedule; Push notification during event; Room and AV setup; Attendee lead list post-event; Two (2) full conference registrations; Company featured on mobile app and event website	All presentation content (subject to AAEM approval); Food & beverage costs; Any branded giveaways or materials (optional)	3	\$25,000

## BRANDING OPPORTUNITIES, CONT.

OPPORTUNITY	DESCRIPTION	INCLUSIONS	SPONSOR PROVIDES	# AVAILABLE	INVESTMENT
<b>Headshot Lounge Experience</b>	Give attendees a professional headshot they'll value — and associate with your brand. This highly popular service creates lasting goodwill and drives steady foot traffic to your sponsored space. Every time attendees use their new headshot — on LinkedIn, for hospital credentials, or speaker bios — they'll remember your brand made it possible.	Branded presence in headshot lounge area; Push notification to attendees; Recognition in email to headshot recipients; Option to distribute branded materials or giveaways; One (1) full conference registration; Company featured on mobile app and event website	Any branded giveaways (optional); Additional lounge décor or enhancements (optional)	1	\$10,000
<b>In Every Inbox</b>	Get persistent visibility in the body of every Scientific Assembly email campaign sent to our database of over 80,000 emergency medicine contacts. A long-tail opportunity to keep your brand in front of attendees, prospects, and key decision-makers.	Persistent sponsor presence in the body of all Scientific Assembly email campaigns; One (1) full conference registration; Company featured on mobile app and event website	High-resolution JPEG or PNG ad image (final specs to be provided; Destination URL for clicks	1	\$10,000
<b>Scan &amp; Win: Gamification Experience</b>	Turn attendee exploration into an exciting, sponsor-branded adventure. As the exclusive backer of this interactive QR code scavenger hunt, your brand becomes the reason attendees move, mingle, and engage. Your booth becomes a bonus-point destination, and you can add custom trivia to reinforce your message.	Branded presence in mobile app scavenger hunt instructions; Inclusion in prize promotion; One (1) full conference registration; Company featured on mobile app and event website	Giveaway item; Logo file; Branded messaging and trivia questions	1	\$10,000

## BRANDING OPPORTUNITIES, CONT.

OPPORTUNITY	DESCRIPTION	INCLUSIONS	SPONSOR PROVIDES	# AVAILABLE	INVESTMENT
<b>Seattle Coffee Break Experience</b>	Fuel meaningful connections with the most requested refreshment of the event — coffee. As the exclusive sponsor of a dedicated break, your brand becomes a welcome part of attendees' daily rhythm. This high-traffic opportunity invites relaxed interaction, giving your team the perfect opening to greet attendees, spark conversation, and drive booth traffic.	Listing in official conference schedule; Branded presence at coffee station; Push notification during scheduled break; One (1) full conference registration; Company featured on mobile app and event website	Food & beverage cost; Branded disposable coffee cups, napkins, or sleeves (optional); Any branded giveaways (optional)	3	\$10,000
<b>Welcome Bag Impact</b>	Make a powerful first impression that lasts. As the exclusive sponsor of the official registration bags, your brand will be co-branded with the event and handed to every attendee at check-in. These bags offer extended brand visibility and daily impressions throughout the event and beyond.	Co-branding with Scientific Assembly; Distribution to all attendees at check-in; Production and labor included; One (1) full conference registration; Company featured on mobile app and event website	Logo file in vector format by deadline; Optional printed inserts or materials (subject to approval)	1	\$7,500
<b>Social Spotlight</b>	Take the stage in a short Q&A-style video posted to AAEM's social media accounts (45,000+ followers across platforms). You'll be tagged and featured with a compelling call-to-action to drive engagement with your brand. Includes repost rights and basic post analytics after the event.	Q&A video posted to AAEM's official social media accounts (45K+ followers) with sponsor tag and compelling CTA; Repost rights and post-event analytics; One (1) full conference registration; Company featured on mobile app and event website	Company social media handle(s); Preferred focus for Q&A video (e.g., booth promotion, specific call-to-action, or key message); Company representative availability during the event for video filming	3	\$6,000
<b>Always in Sight Lanyards</b>	Put your brand front and center on the most-worn accessory at the conference. Every attendee, speaker, and exhibitor will wear your co-branded lanyard throughout the event, giving you continuous visibility.	Logo placement on attendee lanyards; Distribution at check-in; Production and labor included; One (1) full conference registration; Company featured on mobile app and event website	Logo file (vector format) by provided deadline	1	\$5,000

## BRANDING OPPORTUNITIES, CONT.

OPPORTUNITY	DESCRIPTION	INCLUSIONS	SPONSOR PROVIDES	# AVAILABLE	INVESTMENT
<b>Conference Coordinates</b>	Sponsor the single most-requested item at the registration desk. The conference venue map helps attendees navigate their experience — and now it can guide them straight to you, with your logo, booth number, and a scannable QR code included.	Branding on printed venue maps distributed at the registration desk; Option to include QR code and booth number; One (1) full conference registration; Company featured on mobile app and event website	Logo file (vector format); QR code and booth number for print deadline	1	\$5,000
<b>Know Before You Go Spotlight</b>	Be the exclusive brand featured in the most-opened email of the conference. This pre-event email delivers arrival info and final reminders, giving you a valuable moment to insert a branded message or invitation to visit your booth.	Dedicated sponsor placement in the "Know Before You Go" email; Option to include booth invitation or short branded message; Company featured on mobile app and event website	High-resolution JPEG or PNG ad image (final specs to be provided); Destination URL for clicks	1	\$4,000
<b>Wellness Room Experience</b>	Support the wellbeing of attendees by sponsoring the designated wellness room — a quiet space for reflection, rest, or personal time. Your brand can be integrated into the room design, with optional materials and swag available to visitors.	Branded signage at room entrance; Option to decorate or customize the space (subject to approval); Push notification inviting attendees to visit the wellness room; Company featured on mobile app and event website	Any room décor, literature, or branded items; Logo file in vector format by deadline	1	\$4,000
<b>Notes That Stick</b>	Make your mark on every meeting. Your custom-branded notepads will be placed at the registration desk and in each welcome bag, offering repeated exposure and lasting value.	Distribution at the registration desk and in each welcome bag; Company featured on mobile app and event website	Sponsor-branded notepads (quantity and shipping deadline provided upon confirmation)	1	\$3,500
<b>Conference Companion Pens</b>	Get noticed every time attendees take notes. Your branded pens will be placed at the registration desk, ensuring frequent use and continuous brand exposure.	Distribution at the registration desk; Company featured on mobile app and event website	Sponsor-branded pens (quantity and shipping deadline provided upon confirmation)	1	\$2,500

**Need more access?** Additional full-conference badges are available for \$550 each for all sponsors, exhibitors, and branding partners.

## EXHIBITOR BOOTH PACKAGES

	PREMIUM PACKAGE	DELUXE PACKAGE	NON-PROFIT PACKAGE
<b>INCLUSIONS</b>			
10' X 10' Corner booth	10' X 10' booth	10' X 10' booth	10' X 10' booth
\$3,800	\$3,300	\$3,300	\$2,500
<b>Late Registration</b> (After January 2)	<b>Late Registration</b> (After January 2)	<b>Late Registration</b> (After January 2)	<b>Late Registration</b> (After January 2)
\$4,200	\$3,700	\$3,700	\$3,000
10'x10' Booth	✓	✓	✓
Draped Back Wall	✓	✓	✓
Identification Sign	✓	✓	✓
Exhibit Booth Staff Badges	4	2	1
Lead Retrieval	✓	✓	✓
Electronic Pre-Registration Attendee List (Name Only)	✓	✓	✓
Company Listed in the Event Mobile App	✓	✓	✓
Access to Networking Opportunities Throughout the Conference and During the Welcome Reception	✓	✓	✓

## IMPORTANT DATES

Cancellation Deadline for Full Refund: ..... **January 2, 2026**  
 Hotel Cut-Off / Deadline to Book at Group Rate: ..... **March 20, 2026**  
 AAEM26 Westin Seattle: ..... **April 11-15, 2026**  
 Exhibitor Move In: ..... **April 12, 2026**  
 Exhibitor Move Out: ..... **April 14, 2026**

## EXHIBIT HALL SCHEDULE

**SUNDAY APRIL 12**  
**10:00am-5:00pm** Exhibitor Set Up  
**6:00pm-7:00pm** Welcome Reception in Exhibit Hall

**MONDAY, APRIL 13**  
**9:00am-1:30pm** Exhibit Hall Open  
**1:30pm-2:15pm** Exhibit Hall Closed  
**2:15pm-4:45pm** Exhibit Hall Open

**TUESDAY, APRIL 14**  
**9:00am-1:30pm** Exhibit Hall Open  
**1:30pm** Exhibit Hall Closed  
**1:30pm-5:00pm** Exhibitor Move-Out

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## ANNUAL PARTNERSHIP TIER OPTIONS

Stay Engaged. Stay Relevant. Stay Ahead.

Your connection with the AAEM audience doesn't have to end when the conference does. Our year-round corporate partnerships offer a powerful platform to maintain visibility, reinforce your brand, and build meaningful relationships with emergency physicians across the country — all year long.

Whether you're seeking to launch a new solution, establish thought leadership, or keep your brand top-of-mind, our flexible engagement tiers help you accomplish it — with scalable options for every goal and budget.

### WHY INVEST IN A YEAR-ROUND PARTNERSHIP?

- Direct access to a highly engaged audience of emergency physicians and decision-makers
- Multi-channel exposure across digital, print, and social platforms
- Strategic alignment with AAEM's mission, community, and credibility
- Customizable options tailored to your brand's voice and vision

### PARTNERSHIP TIERS

#### Essential Visibility – \$5,000

A streamlined package for ongoing brand presence and reach.

Includes:

- One (1) sponsor mention in the AAEM e-newsletter (~22,000+ reach)
- One (1) branded social post with sponsor tag (~45,000+ followers)
- Sponsor logo listing on the AAEM website

#### Strategic Spotlight – \$20,000

Build authority and generate leads with a fully integrated digital presence.

Includes all Momentum Builder benefits, plus:

- Lead-generating whitepaper or resource with email opt-in promotion
- Two (2) spotlight sponsor features in AAEM e-newsletters
- One (1) targeted email campaign per quarter (up to 4x/year)
- One (1) co-created short-form video or Q&A featured on Instagram and e-newsletter



#### Momentum Builder – \$10,000

Strengthen your visibility and elevate your voice through content and connection.

Includes all Essential Visibility benefits, plus:

- One (1) co-branded blog post or interview on AAEM website
- One (1) sponsor-hosted webinar or virtual demo, promoted by AAEM

#### Executive Access – \$35,000

Our most comprehensive and exclusive option — ideal for brands ready to lead.

Includes all Strategic Spotlight benefits, plus:

- Invitation to host a virtual executive roundtable with AAEM leaders (by approval)
- Custom co-branded thought leadership series (e.g., two-part blog or video series)
- One (1) exclusive sponsor poll or survey of AAEM members, with results shared
- Advanced sponsor analytics and reporting on campaign performance



## THANK YOU SCIENTIFIC ASSEMBLY PLANNING COMMITTEE

The success of the AAEM Scientific Assembly would not be possible without the dedication, insight, and tireless effort of our Planning Committee members. Their passion for emergency medicine and commitment to delivering an exceptional educational experience continue to elevate this event year after year.

We are deeply grateful for their leadership in shaping a conference that informs, inspires, and advances our specialty.

**With sincere appreciation, we thank:**

### SCIENTIFIC ASSEMBLY PROGRAM PLANNING COMMITTEE

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Julie Vieth, MD FAAEM FACEP

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## PARTICIPATION DISCLAIMER & ELIGIBILITY

AAEM reserves the right, in its sole discretion, to review, approve, or reject any exhibitor, sponsor, recruiter, or partner application ("Participant") for any reason and at any time.

### EMPLOYMENT OPPORTUNITY STANDARDS

Any Participant that engages in employment-related activities at AAEM events—meaning presenting, promoting, or recruiting for jobs—must ensure that all positions provide due process rights (including notice of alleged grounds and a meaningful opportunity to respond), include transparent financial reporting (with compensation structure and material financial terms disclosed in writing), and offer an equitable practice track (a clear, fair pathway to governance/ownership or equivalent influence). Positions may not involve lay ownership and may not require any restrictive covenant, including non-competes, non-solicitation terms, training-repayment penalties, or comparable restraints on practice.

### PRIVATE-EQUITY RESTRICTION

Companies engaged in employment-related activities that have ties to private equity are not permitted to participate. "Ties to private equity" include ownership, control, governance influence, or material financing by a private-equity firm or its affiliates.

### AFFILIATES, NO CIRCUMVENTION, AND VERIFICATION

These requirements apply to the Participant and its parents, subsidiaries, affiliates, portfolio companies, and third-party representatives. Participation may not be routed through another entity to avoid these criteria. By applying, the Participant represents and warrants compliance with these standards, agrees to provide information reasonably requested by AAEM to verify compliance, and will promptly notify AAEM of any change that could affect eligibility.

### ENFORCEMENT, REFUNDS, AND FUTURE PARTICIPATION

AAEM may deny, revoke, or rescind participation; remove materials from physical or digital spaces; revoke badges/credentials; and bar future participation. Companies found in violation may be required to leave the conference immediately. Fees, sponsorships, and in-kind contributions are non-refundable if participation is denied or revoked for non-compliance.

### POLICY UPDATES, FINALITY, AND COMPLIANCE

AAEM may update these criteria before the event, and continued participation is conditioned on compliance with the most current version. AAEM's eligibility decisions are final. Participants must comply with all applicable laws and venue rules. AAEM's decisions are based on these criteria and values and do not consider protected characteristics.

**Questions:** Call (800) 884-2236 or email us at [info@aaem.org](mailto:info@aaem.org).



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