

Our Mission

Founded in 1979, the AAA's Mission is: "To promote health care policies that ensure excellence in the ambulance services industry and provide research, education and communications programs to enable its members to effectively address the needs of the communities they serve." The American Ambulance Association represents ambulance services across the United States that participate in serving more than 75% of the U.S. population with emergency and nonemergency care and medical transportation services. The AAA was formed in response to the need for improvements in medical transportation and emergency medical services. The Association services as a voice and clearinghouse for ambulance services across the nation. The Association views prehospital care not only as a public service, but also as an essential part of the total public health care system.

Our Vision

The AAA has a proven track record for working with federal agencies and law makers to shape legislation that helps optimize revenue and reduce regulatory burdens for the entire EMS industry. Partnering with the AAA lets your customers know you are like minded in your mission to provide business solutions that allow ambulance professional to focus on the business of excellent patient care.

The Media Kit contains a comprehensive list of promotional opportunities, but custom packages can be created.

Contact: dlafont@the-aaa.org for more info.



Advertising Opportunities

E-Blasts

Have a new product or service to announce? Send your business message directly to our members. Requirements: Send your message in an email to the Education & Membership Committee for approval. Once approved your message will be scheduled as a dedicate email blast to our list of 3,500 contacts. \$1,000 one time use. Limited to 4 unique advertisers for one time distribution.



Daily Digest Banner Ad

Submit your linked banner ad for our extremely popular Daily Digest.

Purchase one week (5 issues) or more and receive click through statistics.

Purchase a month and get a linked story within the digest.

One week: \$500, Two weeks: \$1,000, One month: \$2,000

State of the Union Quarterly Banner Ad

Published quarterly, the Member Update focuses on timely stories, legislative updates, member news and surveys. Ranked a favorite benefits among our members, reach your targeted audience in banner and thumbnail ads. *Limited to 4 unique advertisers for one time distribution.* \$1,250

Event Website Banner Ad:

Your promotional banner ad will be displayed on the AAA Event page. Sponsors can purchase banner ads for the Annual Convention and Stars of Life for the life of the event site. Your linked ad will run for the life of the event pages. Click-through analytics are provided. *Limited to 2. \$5,000*

Average Monthly Web Sessions



Unique Users





Session Duration

2:06

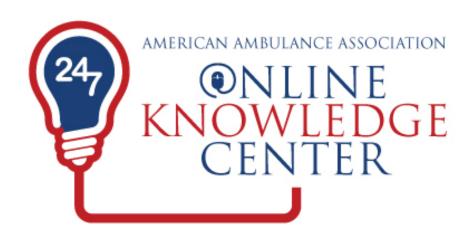


New Users per Month

54%

Webinar Sponsorship

DRIVE YOUR BRAND LOYALTY AND AWARENESS, SPONSOR AN AMERICAN AMBULANCE ASSOCIATION WEBINAR.



With the growing time and budget pressures ambulance services face, the convenient training options available through the AAA's live and on-demand webinars is more important and desirable than ever.

Sponsoring an AAA webinar associates your company's brand with our year-round dedication to educational programs and professional development. Our sponsors are recognized as partners and thought leaders evolving the ambulance and healthcare industry.

Acknowledgement of our valued sponsorship will appear in all AAA webinar communication touch points.

BENEFITS YOU'LL RECEIVE:

AAA's webinar registration averaged 65 organizations per webinar with an average of 120 participants. And our members have access to both live and on-demand webinars. AAA webinars are promoted to 2,500+ individuals in services throughout the country. In addition, you'll receive:

- · Sole sponsorship for the webinar/s you select
- Company logo posted on webinar web page with link to your company's website
- Company logo listed in email blasts promoting the webinars (average of 3-5 per webinar series)
- · Sponsor recognition during the login phase of the webinar
- Opportunity to address the audience
- · Attendee list
- 2 webinar registrations

Sponsors can provide their own presenter or sponsor content developed for the AAA by volunteers. The AAA handles all marketing and registration and will provide the webinar platform for presentation. Content provided by sponsors must be vendor neutral and is subject to review by the AAA for approval.

Cost per webinar \$2,500

Stars of Life Sponsorship Opportunities



STARS OF LIFE OVERVIEW

Stars of Life is a unique program. Its sole purpose is to publicly recognize and celebrate the achievements of all people working in the selfless and heroic ambulance industry. The Stars of Life Program seeks to honor outstanding individuals as a thank you for their service, their sacrifice and the inspiration they bring to all of us.

So join us and show your support by being part of the celebration.

Stars of Life (April 11-13, 2016) Sponsorship Opportunities

DIAMOND STAR - \$10,000 OR GREATER (LIMITED TO THREE)

- · Break or meal function sponsorship
- Two full registrations
- Podium time at the event to thank and congratulate the Stars
- Individual signage at event
- Linked Company logo on AAA Stars website with click through rates
- Logo or ad on marketing emails
- Logo recognition in onsite materials
- Dedicated event signage

GOLD STAR - \$7,500-\$5,000

- Speaking opportunity at event
- · Company logo on AAA website
- Company name in marketing materials
- Name recognition in onsite materials
- · Logo Recognition on event signage

SILVER STAR - \$2,500

- · Company logo on AAA website
- Company name in marketing materials
- Name recognition in onsite materials
- Name recognition in event signage

BRONZE STAR - \$1,000

- Company name in marketing materials
- · Name recognition in onsite materials
- Name recognition in event signage





CONFERENCE OVERVIEW

The American Ambulance Association's Annual Convention and & Tradeshow is the leading industry event dedicated to connecting AAA members to the people and information that can optimize revenue, deliver expert education, fuel best practices and establish hard core connections. The AAA Annual attracts over 700 senior executives, key influencers and decision makers over the course of the 3 day convention.

It is the perfect forum to increase your industry exposure and solidify your brand identity.

If you are looking to introduce a new product or service directly to your client base or looking to reaffirm your commitment to the industry, then the AAA Annual is the premiere organization for maximum exposure to our audience of highly charged and engaged ambulance providers and suppliers.

DIAMOND SPONSOR PACKAGES \$20,000 OR ABOVE

Mobile App Sponsor \$20,000

Set yourself apart as a forward thinking leader with the sponsorship of the conference app. Attendee lists, messaging, appointment setting, lead retrieval and complete meeting details at your fingertips.

Exhibit Hall Reception Drink Ticket Sponsors \$25,000

(Limited to 2) Sponsors have the option of distributing drink tickets at their booth or having drink tickets pre-stuffed with attendee badges. Your logo will be prominently displayed on each ticket along with your booth number. Announcements will be made via the PA System in the Exhibit Hall, during sessions etc. The attendees will thank you!

Exhibit Hall Luncheon Sponsor-\$25,000

Strategically placed food and beverage stations with dedicated signage will get you noticed as the Exhibit Hall lunch sponsor open to all attendees. All Diamond Sponsor Packages include:

- 1 10x10 Exhibit Hall Booth Space with Prime Placement
- 4 Full Conference Registrations
- Dedicated Sponsor Signage
- PA Announcement in the Exhibit Hall to visit your booth
- 1 Linked Sponsor Logo on Annual Email Promotions
- 1 Sponsor Spotlight in AAA's Member Update
- 1 dedicated email blast to all AAA members
- Logo Recognition on the Conference Website and all printed materials
- Logo Recognition at the keynote and all other session intros





GOLD SPONSORSHIP PACKAGE \$15,000

Continental Breakfast Sponsor \$15,000

The Continental Breakfast will take place in the exhibit hall for one hour prior to the first sessions. The Breakfast Sponsor can make P.A. Announcement in addition to signage inside and outside the hall.

Attendee Lounge- \$15,000

Wifi enabled room across from the breakout sessions for attendees to take a break and grab a coffee or soft drink. It's a great location for your collateral and sales team to chat with attendees outside the exhibit hall

Keynote Sponsor \$15,000

Sponsor the 90 minute keynote address session. Place your collateral at each place setting, address the audience in a 2 minute presentation and introduce the keynote presenter.

Gold Sponsorship Packages Include:

- 1 10x10 Exhibit Hall Booth Space
- 3 Full Conference Registrations
- Dedicated Sponsor Signage
- PA Announcement in the Exhibit Hall to visit your booth
- 1 Linked Sponsor Logo on Annual Email Promotions
- 1 Dedicated Email Blast with Silver Sponsors to all AAA members
- 1 Sponsor Spotlight in AAA's Member Update
- Logo Recognition on the Conference Website and all printed materials
- · Logo Recognition at the keynote and all other session intros

SILVER SPONSORSHIP PACKAGE \$10,000

Monday & Wednesday PM Break Sponsors \$10,000 (Limited to 2)

Light refreshment for conference attendees will be made available near the session rooms with signage and announcements listing your booth number. Collateral may be displayed in the area. This will take place prior to the Exhibit Hall Welcome Reception

Exhibit Hall Phone Charging Kiosk Sponsor- \$10,000

A quick charge kiosk in your booth area will anchor attendees for a least 10 minutes while there phone charges. Signage and app push notifications will steer the crowd to the charger. It's a great way to engage your audience. The kiosk can be branded with your logo and photo slide shows or video can be uploaded to the kiosk display screen. The phone charger was a huge hit in 2013 so we're bringing it back.

Silver Sponsorship Packages Include:

- 1 10x10 Exhibit Hall Booth Space
- Dedicated Sponsor Signage
- PA Announcement in the Exhibit Hall to visit your booth
- 1 Linked Sponsor Logo on Annual Email Promotions
- 1 Dedicated Email Blast with Gold Sponsors to all AAA Members
- 1 Sponsor Spotlight in AAA's Member Update
- Logo Recognition on the Conference Website and all printed materials
- Logo Recognition at the keynote and all other session intros.





BRONZE SPONSORSHIP PACKAGE \$7,500 -\$9,500

Pocket Program Sponsor - \$7,500

Sponsor receives logo on the front of the pocket guide and back cover ad.

Coffee Break Sponsors- \$7,500

Signage and listing on the conference agenda and website as the Coffee Break sponsor. You organization also had the opportunity to place collateral in the coffee break area and registration

Bronze Sponsorship Packages Include:

- 1 Linked Sponsor Logo on Annual Email Promotions
- 1 Dedicated Email Blast with Gold Sponsors to all AAA Members
- 1 Sponsor Spotlight in AAA's Member Update
- Recognition on the Conference Website and all printed materials
- Logo Recognition at the keynote and all other session intros.

EDUCATION SUPPORTERS

Session Sponsors - \$5,000

Associate your company with an expert on the schedule and sponsor the session. Recognition includes room signage, collateral in the room, opening and closing slides and a short speaking opportunity as you introduce the speaker/s.

Session Sponsors Also Receive:

- Recognition on the Conference Website and all printed materials
- Recognition from the Podium at the Keynote Session
- · Recognition on all session intro slides

ASSOCIATION SUPPORTERS \$1,500-\$3,000

Support the association and conference as an Association Supporter.

Association Supporters are acknowledged in a number of ways:

- Recognition on the Conference Website and all printed materials
- Recognition from the Podium at the Keynote Session
- · Recognition on all session intro slides





Annual Conference & Tradeshow Exhibiting Opportunities

ANNUAL CONFERENCE & TRADESHOW

Face to Face has no equal. No matter how technologically advanced we get there is no better way to earn trust and communicate a common goal than face to face meetings. The AAA Annual Convention held at Caesars Palace is the perfect way to showcase for your company to ambulance service owners.

MEMBERS

10x10 booth \$3,000 15x25 Vehicle Space \$2,750

NON-MEMBERS

10x10 booth \$4,750 15x25 Vehicle Space \$4,500

What's included?

- Two (2) full conference registrations per space
- Two (2) guest tickets per space (not valid for session attendance)
- Pre and post conference attendee mailing lists (email not included)
- Company listing on the AAA conference website and/or the virtual exhibit hall map
- Standard booth identification signage
- · 24 hour security

*Tables, chairs, electricity, booth carpet and other accessories must be arranged with Global Experience Specialists, Inc. (GES) at the exhibitor's own cost. Vehicle placement fees will also apply. Caesars Palace is a union hotel facility.

Space is limited. Early commitment is recommended. Contact Jen Randall at jrandall@the-aaa.org or 703-610-0264 for a complete Exhibitor Prospectus.