

# Be The One

..... WHO MAKES A DIFFERENCE

innovatED is an interactive, award-winning educational space at ACEP19 that highlights your products and services as solutions to the most pressing problems in the emergency department.



Showcase  
a new or existing  
product that solves  
a challenge and  
improves patient care



innovat**ED**

Go Beyond  
the traditional sales pitch  
in the exhibit hall -  
innovatED offers a package of  
year-round benefits to  
keep your solution top of mind



Use Interactive  
hands-on demos  
in a mock ED  
setting for realistic and practical  
application to educate emergency  
department decision-makers



Oct. 27-29, 2019 | Denver, Colorado | [acep.org/innovatED](http://acep.org/innovatED)

# innovatED by the Numbers

Participation in innovatED is designed around giving your most innovative product or service the spotlight in an educational environment, while your exhibit booth exposure is designed to help you sell your entire suite of available products and/or services. innovatED helps position your company as an innovative leader and enables attendee engagement in new and different ways.

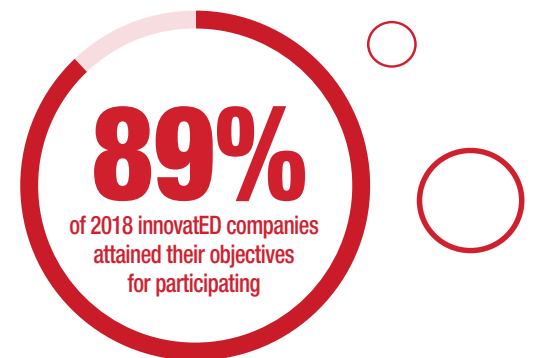
## Attendees visit innovatED to:

- ▶ Learn more about innovations in products, technology, and ED Design
- ▶ Evaluate new products and services that improve patient care in the ED
- ▶ Discuss, debate and design improvements to emergency medical treatment and patient care
- ▶ Envision future ideas and product innovations

**81%** of attendees found innovatED valuable



Number of attendees who visited innovatED : **3,974**



Media and social media coverage of innovatED extends far beyond the event through mainstream and industry press.



ACEP members influence purchasing in their emergency departments:

**81%**  
RECOMMEND

products and/or supplies to their institutions

**65%**  
PARTICIPATE

in their institution's purchasing decisions



# Participation Categories

With innovatED, ACEP is building a rich, immersive environment to showcase the most innovative, problem-solving products, services and future directions of emergency care.

Examples include:

- ▶ EMS/Pre-hospital
- ▶ Virtual Reality/Augmented Reality
- ▶ Neurovascular/Stroke
- ▶ Cardiovascular
- ▶ Ultrasound
- ▶ Data/IT Integration
- ▶ Hardware/Software Solutions
- ▶ EMR
- ▶ Telemedicine
- ▶ Airway
- ▶ Respiratory
- ▶ Pediatrics



## Past innovatED Supporters

Adeptus Health  
Aerogen  
B-Line Medical  
Butterfly Network  
CAE Healthcare  
Centurion Medical Products  
Clarius Mobile Health  
Collective Medical Technologies (CMT)  
DuPont Surfaces  
Edwards LifeSciences  
EmOpti, Inc.  
Ferno Washington  
FUJIFILM SonoSite  
Gaumard Scientific  
Healcerion Co., LTD  
Janssen Pharmaceuticals  
KARL STORZ Endoscopy-America  
MedLogic, LLC  
Paladin Healthcare LLC  
PerSys Medical  
RevMedx  
Samsung  
Sharp Medical Products  
Simulab Corporation  
Steelcase Health  
Stryker  
Teleflex  
Thinklabs Medical  
Vapotherm  
VITAS Healthcare  
Welch Allyn



*"All-in-all, a good event and we got our return on the investment"*

► PAST SPONSOR



*"My overall impression of innovatED is that it's a great environment to demo/promote products."*

► PAST SPONSOR



*"I thought that the entire innovatED staff did a great job both before and during the conference. Best supported conference I have ever attended."*

► PAST SPONSOR



*"Some very cool, emerging tech ideas presented here!"*

► PAST ATTENDEE

*"innovatED is the best part to the exhibit hall! "*

► PAST ATTENDEE

# Core Benefits Package

All innovatED corporate support packages will include these benefits.

Additional benefits will be listed with each level of support.

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- ▶ Media Invitation – Prior to the event, ACEP will provide the media with an overview of innovations being presented at innovatED. Media will be invited to tour innovatED at their leisure.
- ▶ Press Release – Inclusion in press releases about innovatED.
- ▶ ACEP19 Website – Company logo and link to company website on innovatED supporter page.
- ▶ ACEP19 Onsite Program – Company listing in the innovatED section of the ACEP19 Onsite Program that is distributed to all attendees.
- ▶ Onsite Signage – Logo recognition as a corporate supporter on signage at entrance to innovatED.
- ▶ Badge Ribbon – All company representatives will receive an innovatED ribbon to affix to the event badge.
- ▶ Lead Generation - Contact information will be provided for all attendees who visit innovatED.

## Company Listings and Priority Points

		Presenting Supporter	Diamond Supporter	Silver Supporter	Bronze Supporter
▶ innovatED Online Info Center	Company listing, description, url, logo, photo of product or service, and company contact information will be listed. Active throughout the year to provide year-round exposure for innovatED supporters.				
▶ ACEP19 Mobile App	Company listing and description featured in the innovatED section.	150 words	100 words	50 words	25 words
▶ innovatED Program	Company listing, logo, url, and description. Distributed to all attendees entering the exhibit hall.				
▶ Priority Points	All companies will receive priority points toward their ACEP20 exhibit space draw.	40 points	20 points	8 points	4 points
▶ Advertising	Online banner ad on ACEP national website	6 months (\$12,000 value)	3 months (\$6,000 value)	1 month (\$2,000 value)	-





## Presenting Supporter Package

Designed for industry-leading companies committed to innovating patient care and treatment, this stand-out opportunity aligns your company with the entire innovatED concept, providing overarching branding plus one-on-one meetings with physicians and ED influencers, and organized focus groups at ACEP19.

Industry Leaders

**\$50,000**

2 Available



## Presenting Supporter Package Includes All Core Benefits, Plus:

▶ Lead Branding	Special branding as the Presenting Supporter of innovatED	i.e., “ACEP innovatED, presented by (your company name).” Product category exclusivity will be extended to each supporter.
	Focus Group at ACEP19	Opportunity to conduct a focus group at the ACEP19 conference for up to 15 key physician influencers. (ACEP will recruit physicians and provide room. Honoraria, food/beverage, and audio-visual not included. An honorarium per participant is required.)
▶ Influencer Insights	Private Meeting at ACEP19 with Emergency Physician Leaders	Opportunity for a one-hour private appointment during ACEP19 with a select group of ACEP emergency physician leaders to discuss issues and obtain valuable feedback.
	Innovation Spotlight Sessions	Two (2) 10-minute rapid fire oral presentations on the Innovation Spotlight Stage. Presenters get 10 minutes to give a presentation on their innovative product or service, and discuss how it will solve a problem or improve work flow in the ED. Speakers may also discuss case studies or current research projects.
▶ Education/Thought Leadership	Video	ACEP will post up to two (2) corporate videos that feature your innovative products in the innovatED section of the ACEP19 mobile app and on the innovatED Online Info Center
	Downloadable Content	Six (6) downloadable educational materials (additional videos, whitepapers, and case studies) accessible via the ACEP19 mobile app and the innovatED Online Info Center.
▶ Additional Branding	Pre-Show Marketing	“Presented by” attribution with logo (as space allows) in all pre-show email marketing and on innovatED area of website ( <i>support must be secured by May 1, 2019</i> ).
	Overall innovatED area branding onsite	Included on sign as “Presented by” with company logo. Footprint Decal Branding – Company logo printed on a decal located at entrance to innovatED. Prominent logo inclusion with “Presented by” attribution on innovatED signage and in all innovatED promotional materials.



# Diamond Supporter Package

Premier Companies

Designed for premier companies revolutionizing emergency department procedures, communications and/or patient results, this robust package provides hands-on demonstration opportunities plus premier visibility pre-event, onsite and year-round through the innovatED Online Info Center.

\$25,000  
Multiple Available



## Includes All Core Benefits, Plus:

► Influencer Insights	Private Meeting at ACEP19 with Emergency Physician Leaders	Opportunity for a one-hour private appointment during ACEP19 with a select group of ACEP emergency physician leaders to discuss issues and obtain valuable feedback.
► Education/Thought Leadership	Innovation Demo Pod	One of six (6) simulation pods dedicated to a category found on page 3 of this brochure. Sponsors will have the ability to provide demonstrations, allow for hands-on practice and interact with attendees. Category exclusivity will be offered to sponsors in this area.
	Downloadable Content	Four (4) downloadable educational materials (additional videos, whitepapers, and case studies) accessible via the ACEP19 mobile app and the innovatED Online Info Center.
► Additional Branding	Pre-Show Marketing	Prominent supporter inclusion (as space allows) in all pre-show email marketing ( <i>support must be secured by May 1, 2019</i> ).





# Silver Supporter Package

Growing Companies

Designed for growing companies that are transforming emergency department procedures, communications and/or patient results, this package provides hands-on demonstration opportunities, plus networking with industry influencers.

\$7,500  
Multiple Available



## Includes All Core Benefits Package, Plus:

Education/ Thought Leadership	Innovation Spotlight Session	One (1) presentation on the Innovation Spotlight Stage. Presenters get 10 minutes to highlight their innovative product or service and discuss how it will solve a problem or improve work flow in the ED. Speakers may also discuss case studies or current research projects.
	Downloadable Content	Two (2) downloadable educational materials (whitepapers or case studies) accessible via the ACEP19 mobile app and the innovatED Online Info Center.

# Bronze Supporter Package

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\$5,000  
Multiple Available  
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Bronze Innovation Partners will provide equipment that will be incorporated into one of the ACEP Simulation Codes. The Simulation Codes will be offered at dedicated times during ACEP19 exhibit hours.





Scientific Assembly  
DENVER  
2019

## Event Dates and Location

### ► Exhibits:

October 27-29

### ► Educational Courses:

October 27-30

### ► Location:

Colorado Convention Center  
700 14th Street  
Denver, CO 80202

### ► Show Hours

Sunday, October 27	9:30 am – 3:30 pm
Monday, October 28	9:30 am – 3:30 pm
Tuesday, October 29	9:30 am – 3:30 pm

### ► Set-Up

Friday, October 25	8:00 am – 5:00 pm
Saturday, October 26	8:00 am – 5:00 pm

### ► Tear-Down

Tuesday, October 29	3:30 pm to 8:00 pm
Wednesday, October 30	8:00 am to 12 pm

## Key innovatED Deadlines

Please keep these dates in mind to maximize your reach to attendees of the 2019 innovatED.

### ► June 1

- Support confirmed

### ► June 30

- Company description, company logo, and URL for inclusion in innovatED Online Info Center, mobile app, innovatED program, ACEP website
- Innovation Spotlight Session – final title, description, and speaker for inclusion in onsite schedules and mobile app
- Downloadable Educational Materials
- Product Specifications

### ► June 30

- Cancel on or before June 30 and pay a 50% cancellation penalty

### ► After June 30

- No refunds will be given and Sponsor remains responsible for full balance due

### ► August 1

- Private meeting or Focus Group request due

### ► September 1

- Deadline for ordering all show services (electrical, computer, monitor, A/V, furniture, etc.)







## Contact Us

For more information, contact ACEP's Corporate Development team:

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# innovatED



[acep.org/innovatED](http://acep.org/innovatED)