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.

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
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.

81% of attendees found innovatED valuable

Number of attendees who visited innovatED: 3,974

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

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

89% of 2018 innovatED companies attained their objectives for participating

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

81% RECOMMEND

65% PARTICIPATE
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

“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

“My overall impression of innovatED is that it’s a great environment to demo/promote products.”

› PAST SPONSOR

“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.

- 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

<table>
<thead>
<tr>
<th>innovatED Online Info Center</th>
<th>Presenting Supporter</th>
<th>Diamond Supporter</th>
<th>Silver Supporter</th>
<th>Bronze Supporter</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>150 words</td>
<td>100 words</td>
<td>50 words</td>
<td>25 words</td>
</tr>
<tr>
<td>ACEP19 Mobile App</td>
<td>Company listing and description featured in the innovatED section.</td>
<td>150 words</td>
<td>100 words</td>
<td>50 words</td>
</tr>
<tr>
<td>innovatED Program</td>
<td>Company listing, logo, url, and description. Distributed to all attendees entering the exhibit hall.</td>
<td>150 words</td>
<td>100 words</td>
<td>50 words</td>
</tr>
<tr>
<td>Priority Points</td>
<td>All companies will receive priority points toward their ACEP20 exhibit space draw.</td>
<td>40 points</td>
<td>20 points</td>
<td>8 points</td>
</tr>
<tr>
<td>Advertising</td>
<td>Online banner ad on ACEP national website</td>
<td>6 months ($12,000 value)</td>
<td>3 months ($6,000 value)</td>
<td>1 month ($2,000 value)</td>
</tr>
</tbody>
</table>
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.

$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.

### Influencer Insights

**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.)

**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 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.

**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 (support must be secured by May 1, 2019).

**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

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.

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 (support must be secured by May 1, 2019).

Premier Companies

$25,000
Multiple Available
Silver Supporter Package

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.

Includes All Core Benefits Package, Plus:

- **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.

- **Education/Thought Leadership**: Two (2) downloadable educational materials (whitepapers or case studies) accessible via the ACEP19 mobile app and the innovatED Online Info Center.

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Bronze Supporter Package

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.

$5,000
Multiple Available
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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