



Equipment Sponsorship Prospectus

*Your Technology. Their Training.
A Lasting Impact on Emergency Medicine!*



AAEM[™]
AMERICAN ACADEMY OF
EMERGENCY MEDICINE
CHAMPION OF THE EMERGENCY PHYSICIAN

The Future of Emergency Medicine Belongs to the Tools Physicians Trust

Put Your Technology at the Center of Their Training

Emergency physicians rely on equipment that performs under pressure. The tools they use during training become the tools they look for in practice. That is why the American Academy of Emergency Medicine (AAEM) builds its hands-on education around real, industry-leading technology that reflects the realities of modern emergency care.

AAEM is a national professional society representing more than eight thousand board-certified emergency physicians committed to clinical excellence, patient safety, and the highest professional standards. Through high-impact live education, simulation-based exams, and procedural workshops, AAEM shapes how emergency physicians learn, practice, and make purchasing decisions.

Your equipment should be the foundation in this process!

When you partner with AAEM, your technology becomes the standard with which emergency physicians train on, trust, and remember when it is time to recommend, request, or purchase equipment for their department.

WHO YOU REACH

- Board-certified attending emergency physicians who lead departments and influence equipment purchasing
- Residents who form early equipment preferences and become future decision-makers
- Medical students beginning to develop expectations around tools and technology
- Education leaders who shape training standards and influence equipment choices within AAEM programs and across their own institutions and networks

WHY EQUIPMENT SPONSORSHIP WORKS

1

Training determines long-term product preference.

Emergency physicians prefer equipment that feels intuitive, reliable, and ready for real-world use. Equipment used in training becomes the natural choice in practice.

2

AAEM education creates genuine experience, not passive exposure.

Hands-on workshops, high-stakes simulations, and exam scenarios give physicians meaningful time with your equipment. This depth of use influences future purchasing decisions.

3

You reach the highest-impact audience in emergency medicine.

AAEM education attracts attending physicians, residency leadership, faculty examiners, simulation directors, and rising residents. These are the individuals who shape departmental decisions and influence adoption.

4

Your support enables training that cannot happen otherwise.

AAEM procedural and simulation-based courses require in-kind equipment support. Your partnership directly enables vital training and keeps it accessible for residents and students.

5

Your brand gains repeated visibility across multiple programs.

AAEM offers a multi-event educational ecosystem that reinforces your presence throughout the year, not just at one annual meeting

SPONSORSHIP OPPORTUNITY

Certifying Exam Review Course

ABOUT THE CERTIFYING EXAM REVIEW COURSE

The AAEM Certifying Exam Review Course prepares emergency physicians for the high-stakes certification process governed by the American Board of Emergency Medicine (ABEM), the national organization responsible for certifying emergency physicians in the United States. ABEM has introduced an updated in-person exam format that requires physicians to perform in realistic, simulation-based encounters.

AAEM recreates this experience so physicians can practice under true exam conditions. This format depends on real equipment to run accurate, high-pressure scenarios, including ultrasound machines. AAEM will host multiple Certifying Exam Review Course dates in 2026, and each date requires two ultrasound systems.



WHAT IS NEEDED

Each Certifying Exam Review Course date requires two (2) ultrasound systems, (1) chest tube manikin, and (1) lumbar puncture model to support simulation encounters and hands-on skills performance.

SPONSOR PROVIDES

- Loaned equipment for each exam date
- Shipping to and from each exam location

SPONSOR RECEIVES

- Recognition in all pre-event and post-event communications sent to exam participants and faculty
- Sponsor listing on the AAEM Certifying Exam Review Course webpage
- Opportunity to speak to participants during the lunch break
- One sponsor mention in the AAEM e-newsletter
- One branded social media post with sponsor tag

SPONSOR FIVE OR MORE EXAM DATES

Receive all benefits above plus:

- One co-branded blog post or interview published on the AAEM website
- One sponsor-hosted webinar or virtual demonstration promoted by AAEM

SPONSORSHIP OPPORTUNITY

Scientific Assembly

ABOUT THE SCIENTIFIC ASSEMBLY

The AAEM Scientific Assembly is one of the most respected annual conferences in emergency medicine, drawing attending physicians, residents, and medical students from across the country. It is a CME-accredited meeting designed around hands-on education, high-impact workshops, procedural training, and skills development.

The Scientific Assembly depends on real, high-quality equipment to deliver its workshops. Ultrasound systems, ventilators, airway manikins, and task trainers are used throughout multiple days of procedural and simulation-based education. By providing this equipment, sponsors help AAEM deliver practical, realistic training that cannot occur without industry support.



WHAT IS NEEDED

Scientific Assembly workshops require equipment across a variety of clinical and procedural areas. Final equipment needs are determined after educational sessions are selected and may vary from year to year. The list below represents the types of equipment commonly used in past workshops and is intended to provide prospective sponsors with an overview of potential equipment needs.

Common equipment categories include:

High-Fidelity Manikins (adult and pediatric) for airway management, chest tube insertion, pericardiocentesis, thoracentesis, lumbar puncture, peripheral IV placement, neonatal resuscitation, and vaginal delivery skills.

Airway Management Devices such as video laryngoscopes, disposable intubating laryngoscopes, disposable bronchoscopes, nasopharyngeal airways, and laryngeal mask airways.

Mechanical Ventilation Equipment including ventilators, test lungs, and lung simulators.

Ultrasound Equipment including point-of-care ultrasound systems, TEE training simulators, and ultrasound phantoms.

If your organization is interested in supporting hands-on education, we encourage you to reach out now to begin the conversation. Final equipment requests will be based on the workshops selected for this year's program, and specific needs will be communicated once the program is finalized.

SPONSOR PROVIDES

- Loaned equipment for use in assigned workshops
- Shipping to and from the conference venue
- On-site technical support
- Signed Letter of Agreement, as required for CME-accredited programming

SPONSOR RECEIVES

- Sponsorship recognition signage outside assigned workshop rooms
- Up to two badges for company representatives
- First right of refusal to sponsor the same workshop the following year
- Sponsor logo and link featured on the AAEM Scientific Assembly webpage
- Recognition on AAEM social media channels
- One sponsor-provided post-conference email sent to AAEM's email audience
- Secure storage of equipment outside workshop hours

EXCLUSIVE ADD-ON FOR MULTI-PROGRAM SPONSORS

Ultrasound Guide: Emergency Medicine Bedside Ultrasound Guide

ABOUT THE ULTRASOUND GUIDE

The Emergency Medicine Bedside Ultrasound Guide is a high-utility, portable reference designed for the pace and demands of emergency medicine. It includes key measurements, annotated ultrasound images, and essential point-of-care ultrasound instructions. The guide is distributed to every first-time new member of AAEM/RSA, placing it directly in the hands of medical students and residents beginning their careers in emergency medicine.

This audience is forming long-term equipment preferences, clinical habits, and brand awareness. Your sponsorship connects your company to the newest generation of emergency physicians at the moment they begin relying on ultrasound in real patient care.



SPONSOR PROVIDES

- A sponsorship fee of \$5,000 USD
- Artwork for a full-page advertisement

SPONSOR RECEIVES

- Company logo printed in the Emergency Medicine Bedside Ultrasound Guide
- One branded social media post highlighting your support
- Visibility to thousands of early-career emergency physicians as they begin using point-of-care ultrasound

AVAILABILITY

- Three (3) sponsorships available annually

Become an AAEM Equipment Sponsor

AAEM welcomes partnerships with organizations committed to supporting high-quality, hands-on emergency medicine education. Equipment sponsors play a direct role in delivering training that shapes clinical practice, strengthens physician skills, and influences long-term equipment adoption.

Whether you support a single program or multiple initiatives throughout the year, AAEM provides a straightforward, professional sponsorship process that makes partnering easy and meaningful.



CONTACT

For all equipment sponsorship inquiries:
info@aaem.org | (800) 884-2236

HOW TO GET STARTED

STEP 1

Email AAEM

Begin by emailing info@aaem.org with your interest in becoming an equipment sponsor. Please include:

- Your company name
- The program(s) you are interested in supporting
- The equipment you can provide (type and quantity)

The AAEM Education Team will confirm availability and next steps.

STEP 2

Review and Sign the Letter of Agreement

AAEM will send a CME-compliant agreement outlining requirements, responsibilities, and event details.

STEP 3

Ship Your Equipment

AAEM will provide shipping instructions, delivery windows, and on-site contact information.

STEP 4

Participate

Depending on the opportunity, you may provide technical support, meet participants, or receive recognition across AAEM channels.

Partner with AAEM to put your technology directly in the hands of the physicians who will rely on it throughout their careers.