



MARKETING OPPORTUNITIES + MEDIA KIT

ECHO HELIOPS

WWW.ECHOFLIGHTCREW.ORG



WE ARE THE VOICE OF PUBLIC SAFETY AVIATION

OUR MISSION

ECHO provides free to low-cost education, high-quality training programs, crew member and program support, and networking opportunities to public safety aviation members around the world.

OUR VISION

ECHO will be leaders in improving the global public safety aviation industry through premier training opportunities, advocating for cutting-edge safety practices, and supporting the health and wellness of program personnel.

Every Coast Helicopter Operations, a volunteer-run 501(c)(3) nonprofit organization, was re-branded in 2018 due to a growing interest from flight crew members and public safety aviation organizations around the world. Originating on the east coast, ECHO membership and conference attendees now represent all parts of the United States, as well as countries from Europe and the Caribbean Islands, respectively. True to our organization's values, our mission to improve the quality of service and safety of programs around the world is accomplished through the alliance of our corporate sponsors and industry partners. Join us in 2023 for our largest events yet!

For more information, visit our website: www.echoflightcrew.org



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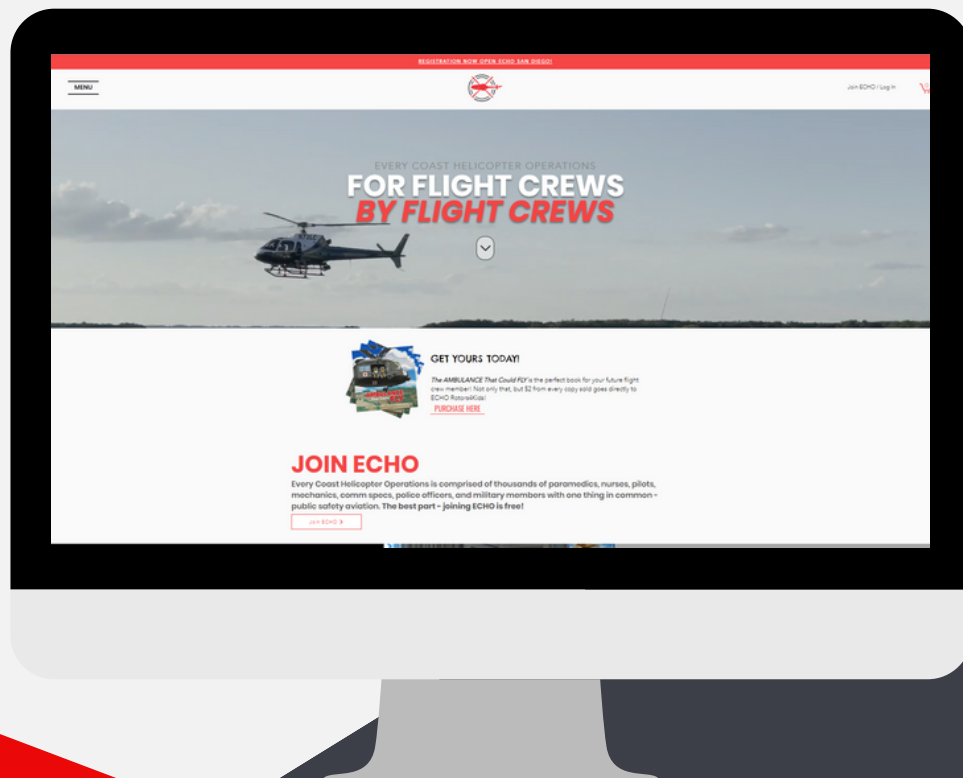
Statistics and Reach

MEMBERSHIP

TOTAL MEMBERSHIP	4,700+
CRITICAL CARE/HEMS	65%
LAW ENFORCEMENT	10%
FIRE/SAR	15%
MILITARY	5%
OTHER	5%

WEB TRAFFIC

ANNUAL SITE VISITORS	21,000+
TOP COUNTRIES	USA, UK, CANADA





APP TRAFFIC

ANNUAL APP VISITORS 1,150+
AVG APP SESSION 4M 30S

CONFERENCES

2023 - ECHO SAN DIEGO 510

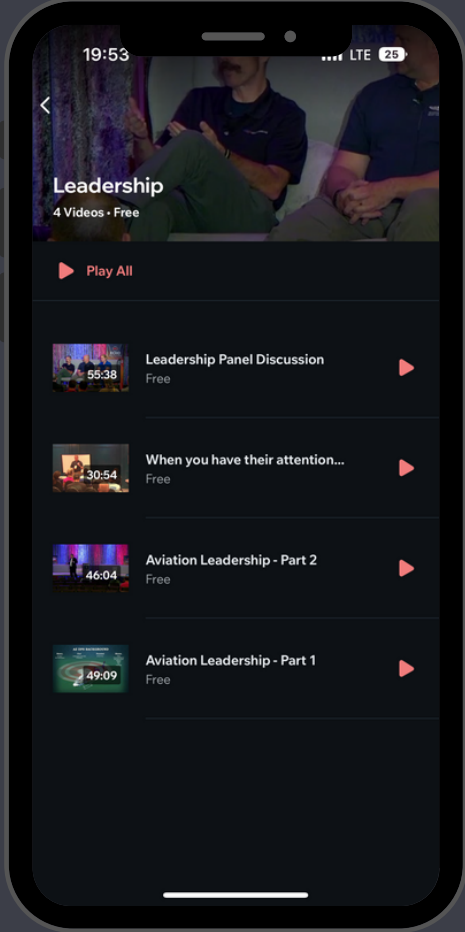
- 17 WORKSHOPS
- 40 BREAKOUTS
- 3 EXPERT PANELS
- SIM CHALLENGE

2022 - ECHO AUSTIN 376

- 14 WORKSHOPS
- 30 BREAKOUTS
- 3 EXPERT PANELS
- SIM CHALLENGE

2021 - ECHO FT MYERS 245

- 4 WORKSHOPS
- 31 BREAKOUTS
- 2 EXPERT PANELS



PODCAST REACH - HANGAR Z PODCAST

ANNUAL LISTENERS 2,460 & 89,700 PLAYS
ANNUAL EPISODES FOR ECHO 12
LISTENING PLATFORMS SPOTIFY & APPLE MUSIC

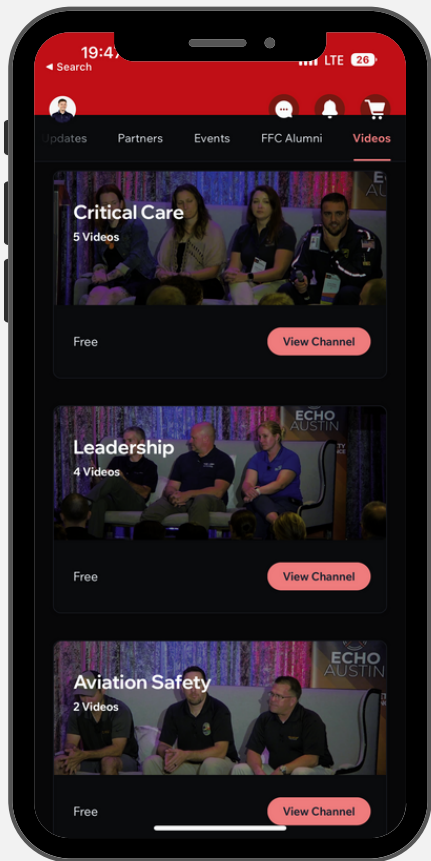




Digital Opportunities

ECHO APP - IOS & ANDROID

FULL PHOTO	<u>1080 X 1920 PX</u>
HALF PHOTO	<u>1080 X 960 PX</u>
VIDEO	<u>1920 X 1080 PX</u> (16:9) OR <u>500 X 500 PX</u> (1:1)
GIF	<u>1920 X 1080 PX</u> (16:9) OR <u>500 X 500 PX</u> (1:1)



REGULAR SOCIAL MEDIA CONTENT SHARING IS INCLUDED AT ALL LEVELS.

App media placement is flexible and can be adjusted to meet the needs of the partner. Further, the ECHO App has multiple pages and areas for opportunity, and media placement may be targeted.

Premier - One full and/or half photo, one video, and/or one gif. Targeted pages/areas included. (Max 4 total media placements)

Platinum - One full or half photo, one video or gif. Targeted pages/areas included. (Max 2 total media placements)

Red - One full or half photo, or, one video or gif. Targeted page/area included. (Max 1 total media placement)

Black - One half photo or gif. No targeting is included. (Max 1 total media placement)



Conference Opportunities

BANNERS/DISPLAYS

Banners include printed displays, step-and-repeat, classroom markers, welcome displays, and more. Displays can include digital displays.*

Premier - Logo placement on main stage banners, welcome banners, and step-and-repeat display. Option for two large printed advert placements in high-traffic areas (outside of vendor hall)

Platinum - Logo placement on welcome banners and step-and-repeat display. Option for one large printed advert placement in high-traffic areas (outside of vendor hall)

Red - Logo placement on welcome banners and step-and-repeat display. Option for one small printed advert placement in high-traffic areas (outside of vendor hall).

Black - Logo placement on welcome banners.

CONFERENCE GUIDE

Printed handout for all attendees*

Premier - Large logo (full-width)

Platinum - Medium logo (half-width)

Red - Medium logo (one-third-width)

Black - Small logo (one-fourth width)

White - Compact logo (one-sixth-width)

CONFERENCE SHIRT

Printed logo for conference t-shirt/apparel

Premier - Large logo printed**



*Logos should be in PNG, AI, or EPS format

**If manufacturer, airframe used in shirt design

For Flight Crews, By Flight Crews.

CONTACT

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