

ASHE Corporate Sponsor Program

Become an ASHE Corporate Sponsor and showcase your commitment to leading efficient and sustainable initiatives for health care facilities.

ASHE's Corporate Sponsor Program delivers a fully customizable, year-long engagement opportunity for organizations interested in furthering the mission of the Society and advancing health care engineering throughout the field. Help ASHE develop education programs and products, provide orientation and training, build enthusiasm and motivation, and create a forum in which members and the vendor community can network and exchange ideas.

There are four levels of sponsorship and the program consists of two elements:

- 1
Initiation Benefits are activated as soon as you become a corporate sponsor and consists of branding items, ASHE membership, and more.
- 2
Custom Credit allows you to choose how to promote your brand through ASHE's marketing assets and events.



Corporate Sponsor Levels

Premier	\$100,000 (\$10,000 initiation benefits) (\$90,000 custom credit)
Champion	\$75,000 (\$7,000 initiation benefits) (\$68,000 custom credit)
Leader	\$55,000 (\$5,000 initiation benefits) (\$50,000 custom credit)
Advocate	\$40,000 (\$3,500 initiation benefits) (\$36,500 custom credit)

See following page for an overview of benefits included in each sponsor level.

LET'S GET STARTED!

Contact Sue Griffin at 312-673-5586 or sgriffin@smithbucklin.com to customize your corporate sponsorship program.

2021 ASHE CORPORATE SPONSORS



CORPORATE SUPPORT

ASHE Corporate Sponsor Program

Corporate Sponsor Levels & Benefits	Premier \$100,000	Champion \$75,000	Leader \$55,000	Advocate \$40,000
Custom Credit: Amount to spend on advertising, exhibits, sponsorships, and lead generation programs across ASHE's marketing portfolio	\$90,000	\$68,000	\$50,000	\$36,500
Initiation Benefits: Includes all of the branding items and priority benefits below	\$10,000 (\$27,699 value)	\$7,000 (\$15,999 value)	\$5,000 (\$6,399 value)	\$3,500 (\$4,299 value)
Complimentary ASHE memberships for sponsor representatives	10 included	6 included	4 included	2 included
Permission to use ASHE's Corporate Sponsor logo in advertising and promotional materials	✓	✓	✓	✓
Corporate sponsor recognition on ashe.org	✓	✓	✓	✓
Complimentary listing in ASHE's online buyer's guide	✓	✓	✓	✓
Opportunity to provide (1) sponsored post on ASHE's LinkedIn, Twitter, and Facebook pages	✓	✓	✓	✓
Opportunity to sponsor a Lunch & Learn webinar or provide a full page ad in <i>HFM</i> magazine*	2 included	1 included		
Banner ad in <i>HFM Insider</i> or <i>HFM PDC News</i> e-newsletter (size and placement based on availability)	4 included	3 included	2 included	1 included
Opportunity to provide an article in <i>HFM Insider</i> e-newsletter* (based on availability)	2 included	1 included	1 included	1 included
Access to valuable networking opportunities with ASHE industry leaders attending board meetings, council/committee meetings, and executive forums.	✓			
Discount on ASHE/HFM print and digital advertising (includes <i>HFM</i> magazine ads, website, digital edition, e-newsletters)	15%	15%	15%	15%
Bonus priority points for the PDC Summit and ASHE Annual Conference	+12 points	+9 points	+7 points	+6 points

*All sponsor-provided content (including webinars, articles, and case studies) are subject to ASHE approval. An abstract of all *HFM Insider* articles must be submitted to the ASHE/HFM Editorial Advisory Board three months prior to publication date. If accepted, ASHE will provide an author agreement to be signed by sponsor who develops final article. The final article must be between 1,250 – 1,500 words and submitted as a Word Document. The final article is subject to further review and editing for content and commercialism. ASHE will provide more detailed guidelines with deadlines upon signed agreement.



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