



CORPORATE SUPPORT

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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Energy to Care Program

The Energy to Care website attracts 20,000+ annual pageviews.

Showcase your health care sustainability solution with ASHE's Energy to Care Program

Join ASHE's Energy to Care program to help more than 3,600 health care facilities reduce consumption, providing value to the organization and improving patient care. Energy to Care sponsors are highlighted at both the ASHE Annual Conference and all year-round. Combine our sponsor packages and a la carte opportunities for maximum exposure.

ENERGY TO CARE SPONSOR LEVELS

Supporter | \$5,000

- Logo recognition on EnergytoCare.org and on select ASHE Annual Conference signage
- Opportunity to provide a [Sustainability Tip of the Month](#) to be published in *HFM Insider* and on EnergytoCare.org
- Use of the Energy to Care supporter logo and language on your website and to promote applicable products

Sapphire | \$25,000 (five available)

Supporter level benefits, plus:

- Opportunity to provide a promotional flier or brochure to be distributed to ASHE Annual Conference attendees
- Two complimentary registrations for the Energy to Care Treasure Hunt at the ASHE Annual Conference
- Banner ad (420x300) on EnergytoCare.org for six months

Diamond | \$50,000 (five available)

Sapphire level benefits, plus:

- Additional sponsor recognition on select signage at the PDC Summit
- Co-presentation at the ASHE Annual Conference in Connect Booth or Solutions Center
- Banner ad (420x300) on EnergytoCare.org for an additional six months (one year total)
- Opportunity to provide (1) one Energy to Care webinar as part of ASHE's Lunch & Learn Series
- First right of refusal for 2022

ADDITIONAL OPPORTUNITIES

Energy to Care Treasure Hunt

\$15,000 (two available)

The Energy to Care Treasure Hunt is a one and a half day event hosted by ASHE and brings together health care facility professionals on a quest to discover low-cost energy savings opportunities at a hospital or clinical site. ASHE has conducted Treasure Hunts all over the country with an average of \$874,000 in savings opportunities identified. The Treasure Hunt allows up to 50 attendees and typically sells out. Benefits include:

- Energy to Care Supporter package
- Logo recognition in Treasure Hunt pre and post-event communications
- Logo recognition on signage and verbal recognition during event
- Two complimentary registrations to attend the Treasure Hunt to network with attendees and participate in the Treasure Hunt
- Two additional complimentary registrations for additional guests
- Sponsor recognition in Treasure Hunt article on hfm magazine.com with quote from sponsor representative
- Access to Treasure Hunt attendee list with full contact information
- Banner ad (420x300) on EnergytoCare.org for two months



Greater efficiency supports patient care.

Energy to Care Case Study | \$3,750

Have a success story or case study to share with the Energy to Care audience? Take advantage of this opportunity to publish it on EnergytoCare.org. Available only to Energy to Care sponsors. Benefits include:

- Placement on the EnergytoCare.org homepage for one month
- Case study will be archived in the EnergytoCare.org [Success Stories](#) page and marked as "Sponsored Content"
- Social media promotion and sponsor recognition in two ASHE tweets
- Inclusion of case study in one issue of the Energy to Care quarterly e-newsletter

Energy to Care E-newsletter

\$2,850 per issue

Become an exclusive advertiser of the new Energy to Care quarterly e-newsletter that is delivered to more than 14,000 sustainability focused ASHE members, Energy to Care award winners, and participants. Available only to Energy to Care sponsors. Benefits include:

- 728x90 top leaderboard
- Sponsored content: 4-word headline and 8-word description



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National Health Care Facilities and Engineering Week

Share your engineering expertise by sponsoring ASHE's Engineering Week!

Every year in the last week of October, ASHE celebrates the important role that facility team members have in ensuring a safe and efficient environment for all patients, residents, visitors and staff within hospitals. ASHE will host three must-attend webinars during the month of October that will provide key content for industry professionals. Highlight your support by becoming a sponsor of these webinars. There's also an additional opportunity to present your solutions to ASHE members with a custom webinar.

ASHE Engineering Week Webinar Sponsorship Package | \$5,000

As a sponsor of the Engineering Week webinars, your benefits will include:

- Banner ad on the Engineering Week [website](#) homepage during the month of October
- Banner ad on the [hfm magazine.com](#) during Engineering Week
- Logo recognition in two (2) issues of *HFM Insider* and five (5) ASHE social media posts**
- Logo recognition on webinar registration pages and introduction slide during ASHE's three (3) Engineering Week webinars



Custom Webinar Add-on | Add \$5,000

Upgrade your Engineering Week webinar sponsorship package by adding an opportunity to provide educational content* and speakers for (1) custom webinar. Benefits include:

- Access to custom webinar registrant list, including email addresses
- Access to ASHE's hosting and webinar registration platforms
- Practice rehearsal prior to live webinar
- Exclusive email blast to 12,500+ ASHE Members
- Logo recognition on webinar registration page

*Webinar content is subject to approval by ASHE

**HFM Insider circulation: 62,500+ | ASHE followers: Facebook: 3,600; LinkedIn: 8,200; Twitter: 5,100



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