



August 7-10, 2022 | Anaheim, CA



EXHIBITOR & SPONSOR PROSPECTUS
Meet Qualified Buyers and
Decision-Makers from
Health Care Supply Chain

annual.ahrmm.org



Exhibit at the Leading Education and Networking Event for the Health Care Supply Chain

With more than **93% of provider executives experiencing supply chain shortages***, it is more important than ever for hospitals and health systems to deepen collaborative relationships with key suppliers and diversify their supply base.

Join us as an exhibitor at the **AHRMM22 Conference & Exhibition (August 7-10, Anaheim, CA)** and bring forward your solutions to build a more connected, resilient, and efficient health care supply chain. You will be in a great position to network and meet face-to-face with **1,000+ health care leaders and professionals** who are expected on-site.

*AHA 2022 Environmental Scan

Event Snapshot



100+
expected
exhibiting
companies



1,000+
professionals
from the supply
chain community



6
dedicated
exhibit
hours



4 days
of continuing
education,
knowledge
sharing and
networking



30+
learning labs
covering the
latest health care
supply chain
innovations

CONNECT WITH YOUR SALES REP TODAY »

EXHIBITS (A-M) & ADVERTISING

Nick Schuette
nschuette@smithbucklin.com
(312) 673-4974

EXHIBITS (N-Z) & SPONSORSHIP

Kris King
krking@smithbucklin.com
(312) 673-5505

Who You'll Meet



More than **1,000 professionals from the supply chain community** are expected to gather at AHRMM22.

Make sure your company is there to capture their interest, develop new business partnerships and drive sales. Attendees include:

- Vice Presidents of Supply Chain
- Directors of Supply Chain
- Directors of Materials Management
- Chief Financial and Resource Officers
- Supply Chain Managers
- Materials Managers
- Contract Administrators
- Military Logisticians
- Operating Room Buyers
- And Much More!

**AHRMM21 Attendee Data*



Attendee Profile*

Level of Responsibility

Director	36%
Executive (CSCO, CRO, EVP, SVP, VP)	20%
Manager	20%
Vendor/Consultant	9%
Staff - Buyer/Technician	5%
Supervisor	4%
Other	6%

Organization Type

Hospital/Medical Center	33%
Integrated Delivery Network	27%
Group Purchasing Organization	9%
Acute Care Facility	6%
Consulting Firm	5%
Vendor	5%
Academic Institution	4%
Military/VA/Government	4%
Other	8%

Areas of Buying Influence

Medical/Surgical	47%
Operating Room	33%
Administration	23%
Central Service	11%
Emergency	10%
Facility Planning & Construction	10%
Cardiology	9%
Mailroom/Printing	6%
Physician Clinic	6%
Environmental Services	5%
Diagnostic Imaging	5%
Endoscopy/GI Service Line	4%
Oncology	2%
Other	33%

Exhibit Information

Exhibit Hours

(Hours subject to change)

EXHIBITOR MOVE-IN

Saturday, August 6

1:00 p.m. - 5:00 p.m.

Sunday, August 7

8:00 a.m. - 5:00 p.m.

Monday, August 8

7:00 a.m. - 12:00 p.m.

EXHIBIT HALL OPEN

Monday, August 8

2:15 p.m. - 5:30 p.m.

Exhibit Hall Happy Hour

4:00 p.m. - 5:30 p.m.

Tuesday, August 9

9:00 a.m. - 12:00 p.m.

EXHIBITOR MOVE-OUT

Tuesday, August 9

12:00 p.m. - 7:00 p.m.

Wednesday, August 10

8:00 a.m. - 12:00 p.m.

Booth Pricing

\$3,300 per 10'x10' inline booth

\$300 for each corner

Space includes:

- FREE marketing tools
- 1 full conference and 3 exhibit hall badges
- Company listing in print and digital conference materials *(subject to deadlines)*
- Post-show attendee mailing list
- Opportunity to purchase advertising and sponsorship opportunities
- 8' high back drape and 3' side drape
- 7"x44" identification sign

View Floor Plan

bit.ly/3vg9ttu

Submit Booth Contract

bit.ly/3seRYI2



New to the AHRMM Exhibition?

Ask about placement in the New Exhibitor Pavilion. For only \$4,500, your organization will receive a turnkey 10x10 booth that includes carpet, two chairs, one wastebasket, and an entry into the Search for Solutions attendee game (exhibitors must supply a prize valued at \$100+). New exhibitors will be highlighted in the mobile app and pavilion will be designated by three large floor decals.

Tiered Sponsorship Program

Exclusive to AHRMM22 exhibitors, the Tiered Sponsorship Program recognizes organizations that invest in the conference at a higher level (\$10,000 and up). Build your custom sponsorship program by using our extensive menu of **branding, speaking and networking opportunities** on the next page and activate additional benefits below:

Sponsor Levels and Benefits	SILVER \$10,000 to \$19,999	GOLD \$20,000 to \$29,999	PLATINUM \$30,000 and up
Logo on AHRMM22 Website	•	•	•
Logo in a post-conference issue of <i>Supply Chain Strategies & Solutions</i> magazine mailed to 3,600+ AHRMM members (<i>subject to deadline</i>)	•	•	•
Pre-Event Attendee List	•	Includes opt-in emails	Includes opt-in emails
Sponsor Badge Ribbon for company personnel	•	•	•
Additional priority points towards 2023 Exhibit Booth Selection	3 points	5 points	10 points
One-time use of the AHRMM Member Mailing List (\$1,800 value; emails not included)		•	•
Opportunity to include promotional literature about your company or products in the conference bag		•	•
Advertising in one conference-related dedicated email sent to registered attendees (\$5,500 value)			•

CONNECT WITH YOUR SALES REP TODAY »

EXHIBITS (A-M) & ADVERTISING

Nick Schuette
 nschuette@smithbucklin.com
 (312) 673-4974

EXHIBITS (N-Z) & SPONSORSHIP

Kris King
 krking@smithbucklin.com
 (312) 673-5505

Sponsorship Options

**All sponsors must have a presence on the Exhibit Hall show floor. Please contact the AHRMM Sales Team for details.*

Speaking & Networking Opportunities

KEYNOTE ADDRESS

\$22,000 (Exclusive)

This opening session is one of the highest-profile opportunities of AHRMM22. Welcome the keynote speaker to the stage and provide a flyer seat drop for added exposure. Your logo will also be included in the agenda and prominently displayed during the introduction.

LUNCH AND LEARN

\$20,000 (6 Available)

Share your expertise with attendees in an engaging 60-minute session while they enjoy lunch during AHRMM22. Your session will be invite-only and AHRMM will provide a registration list for you to curate an audience from. For optimal lead generation, badge scanners are available for rent through your exhibit booth.

GENERAL SESSION

\$15,000 (2 AVAILABLE)

Reach a large audience at the best-attended sessions of AHRMM22. Welcome the general speaker to the stage and provide a seat drop flyer. Your logo will also be prominently displayed during the introduction of the general session.



LEARNING PAVILION

\$7,500 (8 AVAILABLE)

Maximize your trade show ROI by presenting a 30-minute education program in one of two Learning Pavilions held in the Exhibit Hall. A Learning Pavilion is a great way to showcase your products and business solutions and position your company as a trusted expert in the eyes of your clients and prospects.

MEETING SPACE

FROM \$1,000 PER DAY

Continue the meaningful conversations you have on the show floor by renting a daily meeting room space for your private meetings with clients and/or internal representatives. *(Meeting spaces are only available to partners who have invested at least \$5,000 towards exhibit or sponsorship opportunities.)*

Attendee Amenities & Branding Opportunities

REGISTRATION SPONSOR

\$30,000 (EXCLUSIVE)

Get premium branding exposure by sponsoring AHRMM22 Registration. Each attendee will see your logo on the registration confirmation email and onsite registration area, including a large floor decal and logo on the check-in screens.

MOBILE APP

\$20,000 (EXCLUSIVE)

The AHRMM22 Mobile App keeps attendees connected, engaged, and informed. As the exclusive sponsor, you'll receive recognition on the home screen, a daily push notification, an exclusive section in the mobile app, and recognition on marketing collateral and signage.

Sponsorship Options

**All sponsors must have a presence on the Exhibit Hall show floor. Please contact the AHRMM Sales Team for details.*

LANYARDS

\$15,000 (EXCLUSIVE)

Feature your logo in color on the official AHRMM22 lanyards, which are worn by all attendees throughout the event.

WI-FI

\$15,000 (EXCLUSIVE)

Be the lifeline to connectivity for AHRMM22 attendees. Benefits include a unique password (e.g. COMPANY123), event signage, and online logo recognition.

CONFERENCE BAG

\$12,500 (EXCLUSIVE)

Gain valuable brand exposure! Your company logo will be co-branded on the AHRMM22 conference bags that will be handed out to attendees at registration. Sponsorship includes an opportunity to provide a full-page insert to be placed inside the bag.

HOTEL KEY CARDS

\$12,500 (EXCLUSIVE)

Extend your reach to AHRMM22 attendees staying at the conference hotels. Feature your logo, website, booth number, and/or message on the key cards.

HAND SANITIZER BOTTLES

\$12,250 (EXCLUSIVE)

Promote health and safety among AHRMM22 attendees by providing individual hand sanitizer bottles. Printed with your company logo and/or message, the hand sanitizers will be distributed at registration to all attendees to use onsite and on-the-go.

HAND SANITIZER STATIONS

\$10,000 (EXCLUSIVE)

Hand sanitizer stations are conveniently distributed throughout the conference. Your company branding will be prominently featured on 20 stations to increase brand exposure. Choice of Exhibit Hall or Meeting Room stations.

CHARGING STATION

\$10,000 (EXCLUSIVE)

Sponsor this high-profile, networking-style station where attendees can charge their mobile devices. To drive traffic to your booth, include a survey at this station and have them turn it in at your booth for a prize. Customization opportunities are available.

EDUCATION TRACKS

\$5,000 (LIMITED AVAILABILITY)

Demonstrate your organization's commitment to education by supporting one of AHRMM22's educational tracks. Benefits include logo recognition on signage and conference materials. Choose from the following tracks:

- Clinically Integrated Supply Chain
- Professional Development and Leadership
- Community Impact
- Senior Supply Chain Leader Track
- Continuity of Supply and Preparedness Response

Booth Traffic Drivers

EXHIBIT HALL HAPPY HOUR BAR CART

FROM \$7,000 | 3 AVAILABLE

Be a great host. Provide a specialty cocktail bar cart near your booth during the Exhibit Hall Happy Hour. Includes logo recognition on a tabletop sign, a decal on the front of the bar, and an opportunity to name a specialty cocktail.

SNACK BREAK

FROM \$5,000 | LIMITED AVAILABILITY

Attract attendees to your booth by hosting a fun snack station during Exhibit Hall hours. Two stations are available first-come, first-served for Monday and Tuesday. Snacks may only be purchased through AHRMM and other catering orders will not be permitted.

EXHIBIT HALL HAPPY HOUR RAFFLE

\$2,500 (5 AVAILABLE)

During the Exhibit Hall Happy Hour on Monday evening, attendees who visit your booth can enter for a chance to win \$500. AHRMM will provide the prize. Attendees must be present to win.

Sponsorship Options

**All sponsors must have a presence on the Exhibit Hall show floor. Please contact the AHRMM Sales Team for details.*

METER BOARD

\$2,000 | 10 AVAILABLE

Direct attendees to your booth by promoting your location on a highly-visible meter board sign inside the Exhibit Hall. Sponsor to provide artwork for the meter board.

MOBILE APP PUSH NOTIFICATION

\$1,500 | LIMITED AVAILABILITY

Send your marketing message (max 100 characters) directly to the mobile devices of AHRMM22 attendees.

SEARCH FOR SOLUTIONS

\$750 (PLUS PRIZE VALUED AT \$100 OR MORE)

Drive traffic to your booth by stamping attendees' cards as they stop by your booth to answer a question about your company. Participants must provide a prize of \$100 or greater to be raffled off during the closing reception. Attendees must be present to win.

Convention Signage & Advertising Opportunities

ESCALATOR BRANDING

\$15,000 (EXCLUSIVE)

Take advantage of this high-visibility location to showcase your corporate or product branding message. Artwork will be placed on the main access escalator from the session rooms to the Exhibit Hall.

EXHIBIT HALL ENTRANCE DECAL

\$10,000 | EXCLUSIVE

Welcome attendees to AHRMM22 and direct them to your booth with a 10x10 floor decal at the entrance of the exhibit hall. Artwork is subject to AHRMM approval.

aisle signs

\$7,500 | EXCLUSIVE

Showcase your company logo on the official aisle signs which hang from the ceiling and are highly visible throughout the Exhibit Hall.

DEDICATED EMAIL

FROM \$5,500 | LIMITED AVAILABILITY

Send a dedicated email message to all registered attendees before, during, or after AHRMM22. Use this opportunity to promote a giveaway, a sponsored session, or as a sales follow-up. The sponsor provides the HTML email and content is subject to approval.

EXHIBIT HALL FLOOR DECAL

\$1,750

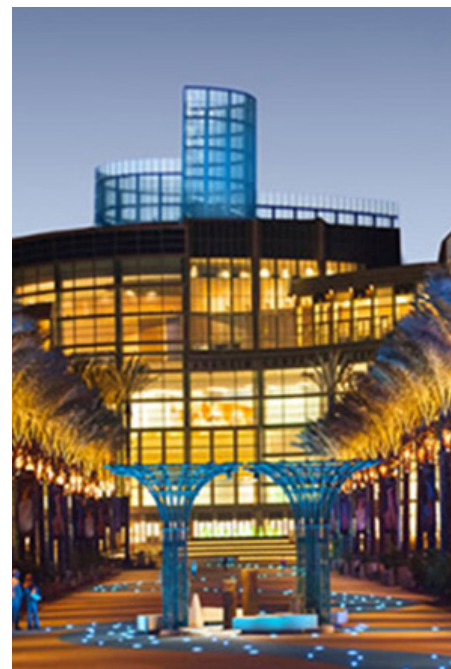
Gain maximum brand recognition by advertising to all AHRMM22 attendees in high-traffic areas. Floor clings are 4' x 4' and sponsor provides artwork.

BANNER IN AHRMM22 DAILY EMAILS

FROM \$1,500 | LIMITED AVAILABILITY

Include your banner ad in one or more of the daily email updates that will be sent to all AHRMM22 attendees each day of the conference.

- Top Banner: \$3,500/day (3 available)
- Bottom Banner: \$1,500/day (3 available)





August 7-10, 2022 | Anaheim, CA



SEE YOU IN ANAHEIM!

EXHIBITS (A-M) & ADVERTISING

Nick Schuette
nschuette@smithbucklin.com
(312) 673-4974

EXHIBITS (N-Z) & SPONSORSHIP

Kris King
krking@smithbucklin.com
(312) 673-5505

EVENT INQUIRIES

AHRMM@smithbucklin.com

annual.ahrmm.org

