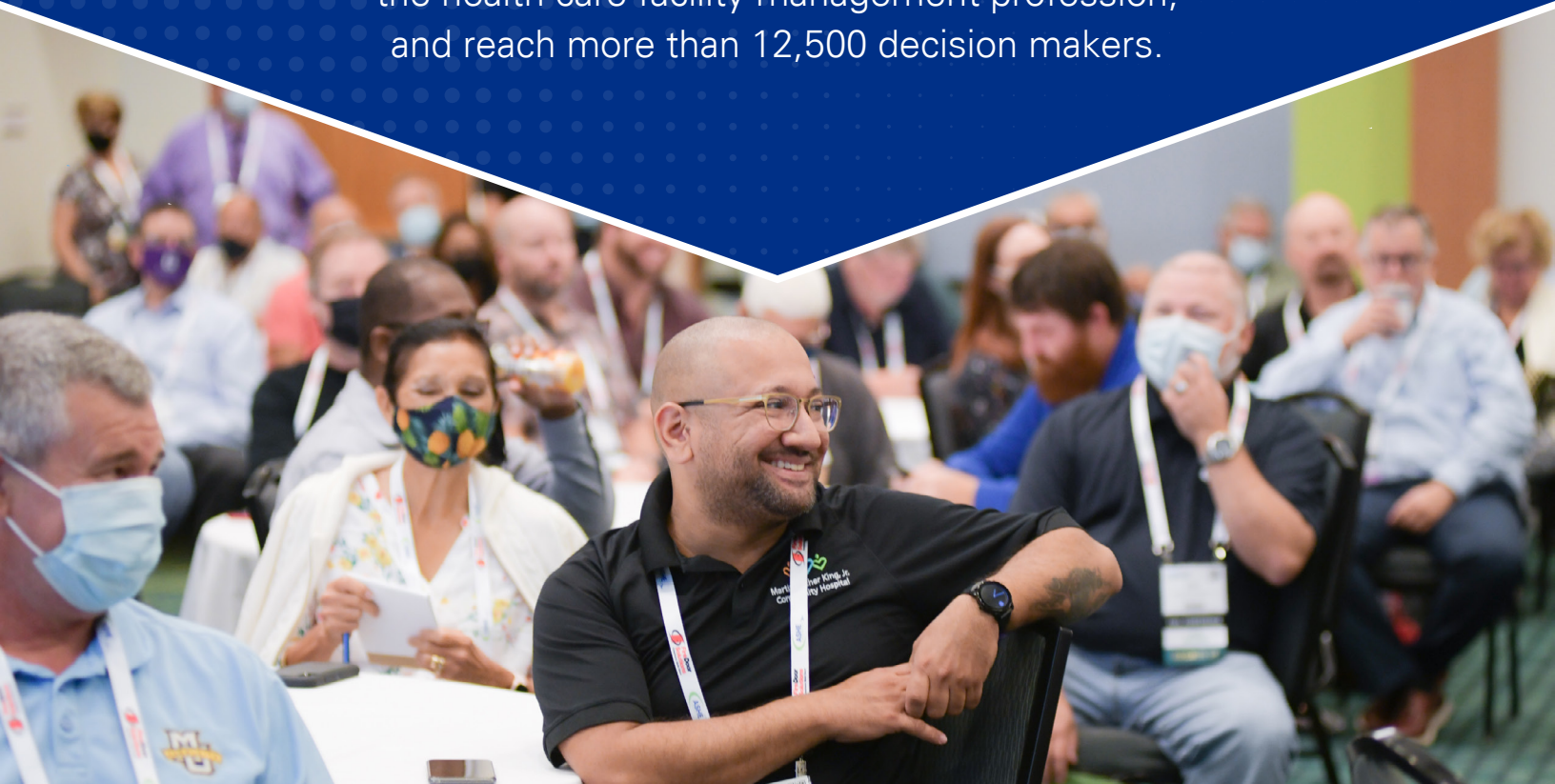




2022 MARKETING GUIDE



Align with ASHE, the trusted organization for the health care facility management profession, and reach more than 12,500 decision makers.



ashemarketingsolutions.org



Updated May 26, 2022

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Looking to reach health care facility professionals through the media channels and events they trust and rely on most? Start with ASHE.

The American Society for Health Care Engineering (ASHE) connects you with more than 12,500 professionals dedicated to optimizing the physical environment of health care facilities. As a professional membership group of the American Hospital Association, ASHE is the leading resource for health facility operations; maintenance; engineering; planning, design, and construction; and codes and standards affecting hospitals and clinics.

Aligning with ASHE strengthens the credibility of your business and showcases your commitment to leading safe and sustainable initiatives for health care facilities. Discover our extensive portfolio of offerings in this marketing guide and contact the Smithbucklin team to get started on your custom program today.

ASHE Media Sales

Nick Schuette

Phone: 312-673-4974

Email: nschuette@smithbucklin.com

ASHE Corporate Support and Event Sales

Sue Griffin

Phone: 312-673-5586

Email: sgriffin@smithbucklin.com



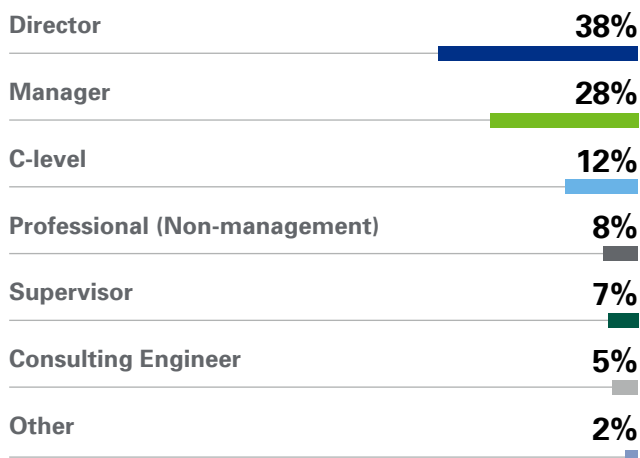


Audience Snapshot

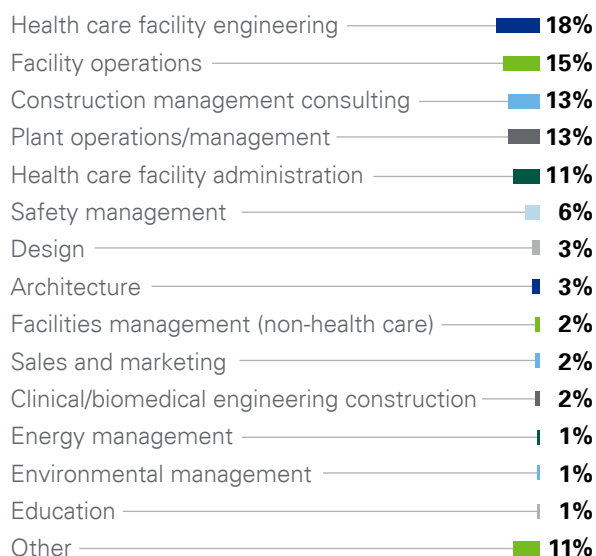
80%

of ASHE members are directly involved in the planning, design, or construction of new health care projects, renovations, or enhancements to existing facilities, infrastructure, or systems.

LEVEL OF MANAGEMENT



PRIMARY JOB RESPONSIBILITY

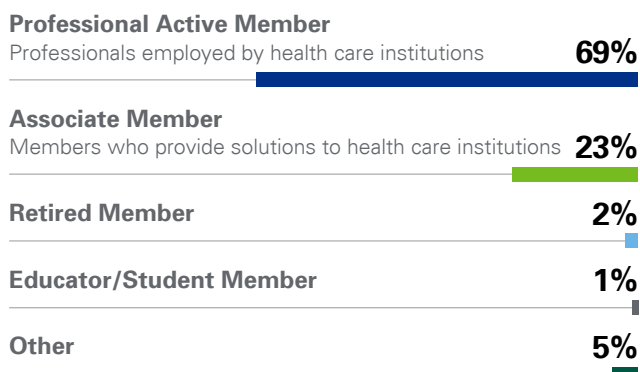


HIGHEST LEVEL OF EDUCATION

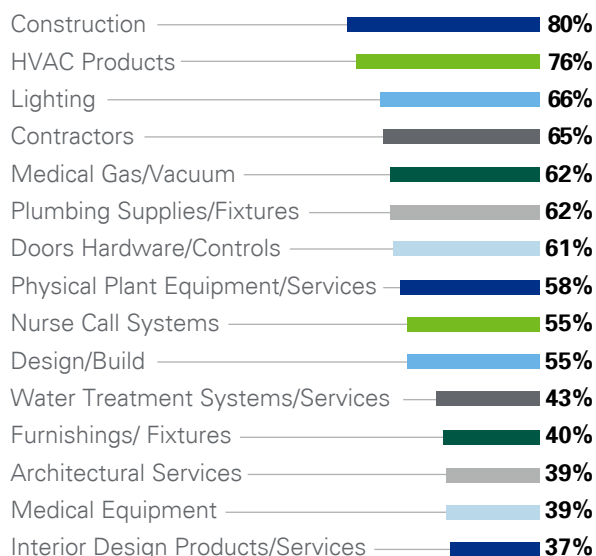


40%	Bachelor's Degree
24%	Master's/Doctorate Degree
23%	Technical, Associate, or Vocational Degree
10%	High School Diploma
4%	Other

MEMBERSHIP TYPE



TYPES OF PROJECTS MEMBERS HAVE BEEN INVOLVED IN THE PAST THREE YEARS



Source: 2018 ASHE Member Survey, McKinley Advisors



PRINT OPPORTUNITIES

PRINT OPPORTUNITIES

Health Facilities Management

Circulation: 56,000+

(17,800 Print & Digital | 16,000 Print Only | 22,200 Digital Only)

Health Facilities Management (HFM) is the most trusted and credible publication in its field, providing comprehensive coverage of the unique challenges facing the health facility design, construction, and operations communities. Through our close working relationships with facilities managers, consultants, suppliers, plus industry leading organizations, we offer exclusive access to experts who keep readers abreast of the latest industry changes.

Advertise with HFM and reach a diverse network of health facilities management leaders and extend your message beyond the ASHE membership.



Sponsor the HFM digital edition!
See page 14 for details.

HFM READER PROFILE



Job Title

- 51%** C-level/VP/Director
- 29%** Manager
- 11%** Supervisor
- 5%** Staff
- 4%** Technician



Work Setting

- 46%** Hospital - Acute Care
- 8%** Hospital - Specialty/Critical Access
- 5%** Assisted Living/Long-Term Care
- 4%** Freestanding Medical Office, Clinic, or Emergency Department
- 11%** Architecture or Engineering Firm
- 8%** Consulting Firm
- 5%** Construction Firm
- 13%** Other

Top Areas of Purchasing Influence

Design/Construction Products or Services	67%
Engineering Services	59%
Fire Safety Equipment	57%
Security/Safety/Fire Protection	57%
Flooring/Ceiling Products	54%
HVAC	54%
Plumbing Fixtures	51%
Building Controls	47%
Wall Coverings	46%
Generator/Power Systems	45%



Purchasing Power

- 84%** are involved in purchasing, specifying, or influencing the purchase of products and services
- 73%** took action as a result of seeing an ad in HFM

Source: 2018 HFM Readership Survey

PRINT OPPORTUNITIES

2022 HFM Editorial Calendar

ISSUE	DEADLINES	COVER STORY	FEATURES	MARKETPLACE	SOLUTIONS
JANUARY/ FEBRUARY	Ad Close: 12/14/21 Materials: 12/23/21 Mail Date: 1/14/22	Advocacy and Compliance	<ul style="list-style-type: none"> Health care building trends ASHE Excellence in Health Care Facility Management Award EVS operations 	Building controls and automation	<ul style="list-style-type: none"> Medical gas equipment Plumbing products
MARCH PDC Summit Preview Issue + Bonus Distribution	Ad Close: 2/7/22 Materials: 2/14/22 Mail Date: 3/7/22	[SPECIAL SECTION] ASHE Annual Construction Survey	<ul style="list-style-type: none"> ASHE PDC Summit preview Facilities and engineering trends EVS operations 	Health care furnishings	<ul style="list-style-type: none"> Nurse communication systems Fire safety products
APRIL	Ad Close: 3/3/22 Materials: 3/11/22 Mail Date: 4/6/22	ASHE Strategic Objective	<ul style="list-style-type: none"> ASHE Vista Awards Facilities and engineering trends EVS operations 	Security and access control	<ul style="list-style-type: none"> Lighting equipment HVAC products
MAY	Ad Close: 4/5/22 Materials: 4/12/22 Mail Date: 5/4/22	Design and Construction	<ul style="list-style-type: none"> Interior design issues Facilities and engineering trends EVS operations 	Signage and wayfinding	<ul style="list-style-type: none"> Laundry equipment and supplies Computerized maintenance management systems
JUNE ASHE Annual Conference Preview Issue + Bonus Distribution	Ad Close: 5/6/22 Materials: 5/16/22 Mail Date: 6/7/22	ASHE Strategic Objective	<ul style="list-style-type: none"> ASHE Annual Conference preview Health care building trends Facilities and engineering trends EVS operations 	Floor coverings	<ul style="list-style-type: none"> Automated disinfection systems Power and electrical equipment
JULY	Ad Close: 6/3/22 Materials: 6/10/22 Mail Date: 7/6/22	Compliance Challenges	<ul style="list-style-type: none"> Health care building trends EVS operations 	Lighting equipment	<ul style="list-style-type: none"> Medical gas equipment Security and access control
AUGUST	Ad Close: 7/1/22 Materials: 7/12/22 Mail Date: 8/3/22	Sustainability	<ul style="list-style-type: none"> Health care building trends Facilities and engineering trends EVS operations 	HVAC equipment	<ul style="list-style-type: none"> Computerized maintenance management systems Patient education and entertainment systems
SEPTEMBER	Ad Close: 8/4/22 Materials: 8/15/22 Mail Date: 9/7/22	Design and Construction	<ul style="list-style-type: none"> Health care building trends Facilities and engineering trends 	Floor care equipment	<ul style="list-style-type: none"> Hand-hygiene equipment Cleaning products
OCTOBER AHE Exchange 2022 Bonus Distribution	Ad Close: 9/6/22 Materials: 9/13/22 Mail Date: 10/5/22	AHE Environmental Services Department of the Year	<ul style="list-style-type: none"> Interior design issues Facilities and engineering trends EVS operations 	Real-time location systems	<ul style="list-style-type: none"> Fire safety products Health care furnishings
NOVEMBER/ DECEMBER	Ad Close: 10/10/22 Materials: 10/17/22 Mail Date: 11/8/22	ASHE Strategic Objective	<ul style="list-style-type: none"> Health care building trends Facilities and engineering trends EVS operations 	Plumbing products	<ul style="list-style-type: none"> Signage and wayfinding Power and electrical equipment

**Editorial calendar is subject to change.*

PRINT OPPORTUNITIES

2022 HFM Rate Card & Ad Specifications

Net Rates

4-COLOR	1x	3x	6x
Full Page	\$7,350	\$7,130	\$6,490
2/3 Page	\$5,345	\$5,185	\$5,025
1/2 Page*	\$4,415	\$4,280	\$4,155
1/3 Page*	\$3,220	\$3,125	\$3,025
1/4 Page	\$2,600	\$2,520	\$2,445
1/6 Page	\$1,930	\$1,870	\$1,815

*Please specify ad orientation for 1/2 and 1/3 page ads.

Ad Specifications

AD SIZE	DIMENSIONS
Full Page (Non-bleed)	8" x 10.75"
Full Page (Bleed)	8.25" x 11"
Two-page Spread (Non bleed)	16" x 10.75"
Two-page Spread (Bleed)	16.25" x 11"
2/3 Page	4.5" x 9.5"
1/2 Page Island	4.5" x 7.5"
1/2 Page Vertical	3.375" x 9.5"
1/2 Page Horizontal	7" x 4.875"
1/3 Page Vertical	2.1875" x 9.5"
1/3 Page Horizontal	4.5" x 4.875"
1/4 Page	3.375" x 4.875"
1/6 Page	2.1875" x 4.875"

Inserts, Gatefolds, & Belly Bands

HFM offers custom advertising units such as inserts, gatefolds, belly bands, polybags, and more. Please contact the ASHE Sales Team for pricing and requirements.

Ad Submission

Please send ad materials via [WeTransfer.com](https://www.wetransfer.com) or email to Hanna Vedder at hvedder@smithbucklin.com.

Premium Positions & Rates

(in addition to 4-color earned rate)

Back Cover	+15%
Inside Front Cover	+10%
Inside Back Cover	+10%
Opposite TOC	+10%
Position Guarantee	+15%

Mechanical Requirements

Trim size: 8" x 10.75"

Spread trim size: 16" x 10.75"

Live matter: 0.5" from trim/gutter (7.5" x 10.25")

Printing: Web Offset | **Binding:** Saddle-stitched

- High-resolution PDF is required. PDF/X1-a (2001) is the preferred file format sized to 100% of mechanical requirements, with 0.125" bleeds on all sides for full-page and spread ads.
- Downsample color and grayscale images to 250 ppi for all images over 250 ppi.
- Full-page files are to be cropped at the bleed edge. Do not include color bars, page information, or registration when distilling the final PDF. Fractional ads do not need bleeds and crop marks.
- Only CMYK files are accepted for publication. Files using RGB and PMS colors will be rejected and returned for revision.
- ASHE reserves the right to decline or remove any ads. The publisher is not responsible for errors due to low-resolution images or improper file preparation, and assumes all supplied advertising files will reproduce in a satisfactory manner. The advertiser, or its agency, will be notified if materials do not pass preflight, and corrective action is required. Revisions and proofs are subject to additional fees. Please inquire for additional information.

PRINT OPPORTUNITIES

HFM Specialty Advertising

Solutions Products + Services Section

\$3,250 (Limit 2 per issue)

Every month, HFM features a [Solutions](#) department that showcases the latest products and services on ASHE's radar. Grab the attention of HFM readers with an exclusive promoted listing, which will appear in both the print and digital editions of HFM. Limited availability. Reserve your spot today.

Material Specifications

Due one week prior to published ad close deadline. Submit a 200-word product description, target URL, and a high-resolution product image (4" x 3") to Hanna Vedder at hvedder@smithbucklin.com. Content is subject to ASHE approval.



Case Study

\$8,500 (Limit 2 per issue)

Solidify your position as an industry thought leader by sharing your ideas and best practices in a two-page hard card (full page ad and full page content). Submit a print-ready PDF or collaborate with HFM to produce a product that works best for your organization. Copywriting and design services are available for an additional fee.

Material Specifications

Due one week prior to published ad close deadline. Submit print-ready case study to Hanna Vedder at hvedder@smithbucklin.com. Content is subject to ASHE approval and must be labeled as "Advertisement".

CASE
STUDY

WHITE
PAPER

Q&A

PRINT OPPORTUNITIES

HFM Survey Sponsorships

ASHE Annual Hospital Construction Survey

\$8,000 (Limit 5 sponsors)

Many hospitals and health systems are planning new facilities or evaluating existing ones to determine how to make them more efficient for care delivery and responsive to the needs of patients and their families. The 2022 Hospital Construction Survey will examine how hospitals are responding to these and other challenges as they work to redefine what being a hospital means in this turbulent health care landscape. The survey will appear in the HFM March issue.

Sponsored Research

Starting at \$13,000 (Web-based survey)

Interested in receiving industry insights and feedback from ASHE members? Partner with ASHE on a custom web-based research survey. Sponsor fee includes five (5) closed questions and a narrative report, plus full data tables. Contact the ASHE Sales Team for pricing.



Sponsorship Deadlines

ASHE Hospital Construction Survey

October 14, 2021 (Phase 1 Deadline)

February 7, 2022 (Phase 2 Deadline)

Sponsorship Benefits

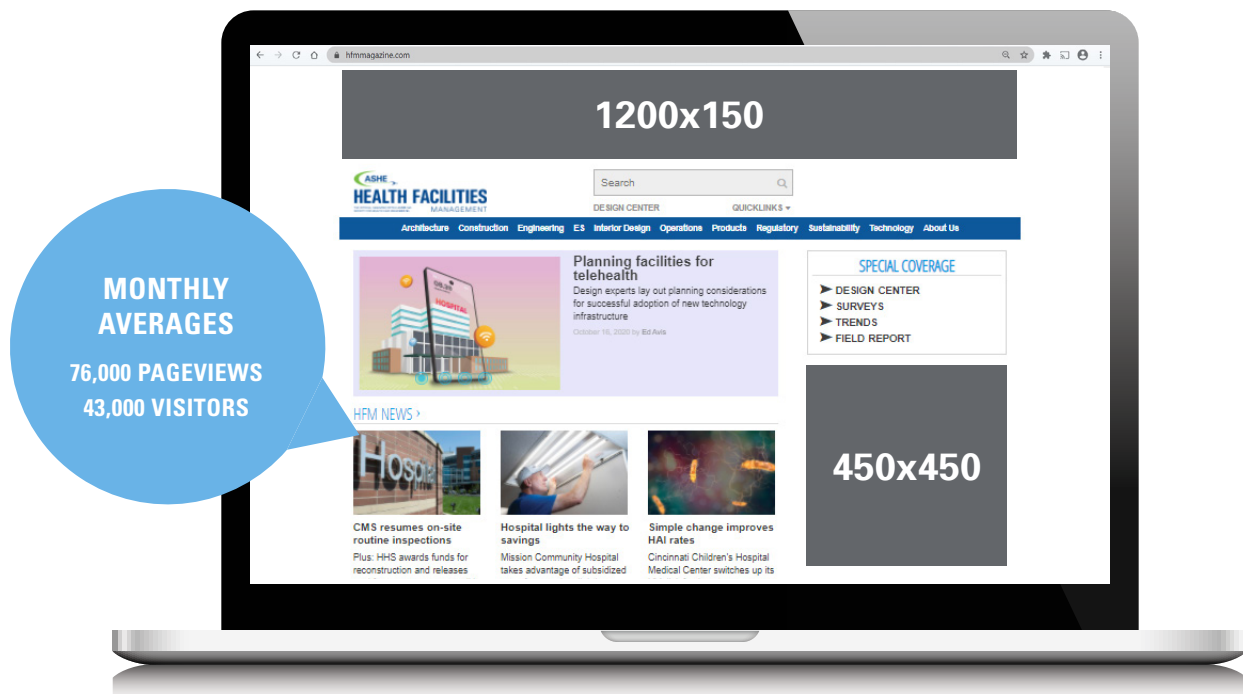
- Full page ad in the March issue of HFM magazine.
- Sponsor logo recognition in HFM print article about survey results.
- Yearlong logo recognition in HFM online article and data charts about the survey results.
- Sponsor recognition on survey instrument (if confirmed by Phase 1 deadline).
- Sponsor can submit one (1) survey question (if confirmed by Phase 1 deadline). The submitted question and answers will not appear in final article/survey results. Question cannot be brand/product specific or promotional in nature and is subject to ASHE's approval.
- Sponsor will receive a PDF of the article to distribute post-production.
- Sponsor will receive survey data for submitted question in PDF format.



DIGITAL OPPORTUNITIES

DIGITAL OPPORTUNITIES

HFM Website



Source: Google Analytics, July 1, 2020–June 30, 2021

hfm magazine.com

With a presence on ASHE's *Health Facilities Management* magazine website, you'll reach more than 43,000 monthly visitors who rely on the site for the most up-to-date and credible information in the field.

Align your ad with content in any area of health care facility management, including environmental, safety, security, and facility operations.

HFM Website Advertising

# OF IMPRESSIONS	NET RATE
10,000 impressions	\$90 CPM
10,001+ impressions	\$85 CPM
Video Ad (top right side banner only)	\$180 CPM

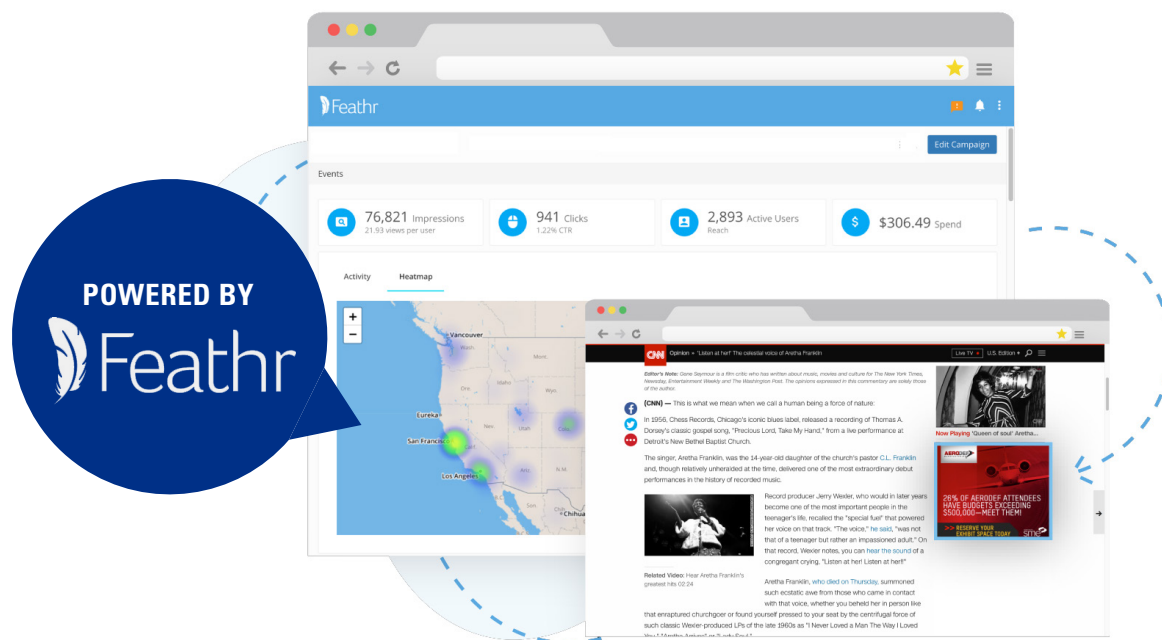
*Minimum purchase of 10,000 impressions required. Rate includes both ad sizes except the video ad which will appear in the top right side banner position only. See page 16 for ad specifications.

HFM Sponsored Article \$4,500 (add video for \$750)

Pair your banner ad with a sponsored content package for even more exposure and impact!

- Homepage position on the HFM website for four consecutive weeks
- Social media promotion and sponsor recognition in two (2) ASHE tweets and one (1) LinkedIn post
- Article to be archived on HFM website under related area
- Content must follow [ASHE policy and guidelines](#) and is subject to approval

Ad Retargeting



Ad retargeting is a new opportunity provided by ASHE, and one of the most effective forms of digital advertising—using cookies to access the audience you specify as they search the internet and interact on social media. With ad retargeting, you can gain sustained brand exposure to quality leads across the web, plus:

Stay top-of-mind and drive sales

Hone your audience based upon the ASHE websites they visit (hfm magazine.com, ashe.org, or energytocare.org) and target your offerings to potential customers who accessed these resources.

Extend your event reach

Build brand awareness, drive traffic to your booth or other participation opportunity at an ASHE event, or promote your activities and offerings before and after an ASHE event takes place.

Best of all, you'll receive detailed reports of your campaign results including impressions, clicks, and geographical locations of where your ads are promoted.

Contact the [ASHE Sales Team](#) for more information and to get started on your next ad retargeting campaign!

Ad Retargeting

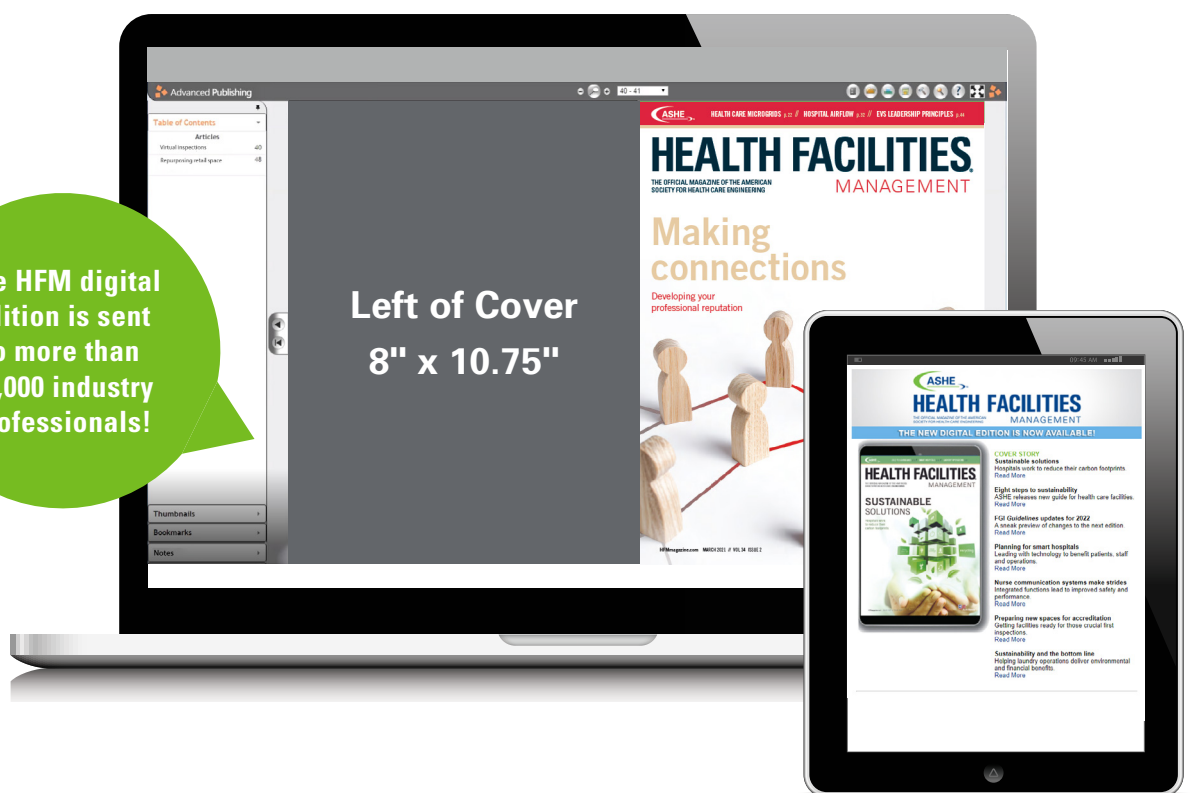
# OF IMPRESSIONS	NET RATE
Minimum 50,000 impressions	\$130 CPM

**Minimum purchase of 50,000 impressions required. Rate includes four ad sizes over an agreed duration of time. See page 16 for ad specifications.*

HFM Digital Edition & Email Alert

The HFM digital edition is sent to more than 40,000 industry professionals!

Left of Cover
8" x 10.75"



Digital Circulation: 40,000

Average Open Rate: 15%

As a sponsor of the HFM digital edition, your ad message is prominently displayed on the left cover of the magazine, in the email alerting readers to the latest issue, and on the website landing page. Fully interactive, the digital edition allows viewers to flip through the pages, click on content and ads, and forward articles of interest to colleagues. Issues are posted on the [HFM website](#) and a full [archive](#) of past issues is available, ensuring longevity for your ad presence.

Digital Edition Exclusive Sponsorship

NET RATE	1x	3x	10x
Exclusive banner on email alert, left of cover ad, and banner on digital edition landing page	\$4,370	\$3,800	\$3,230
With print ad purchase	\$3,933	\$3,420	\$2,907

Save 10% with a print ad purchase. See page 16 for ad specifications.

Digital Edition Add-Ons Starting at \$500

Enhance your print ad with one or more of the following add-on opportunities! Video, audio, and pop-ups ads are also available. Please contact the ASHE Sales Team for pricing information.

Digital Belly Band	\$600
Blow-in Card	\$600
Right or Left Skyscraper	\$500
Navigation Bar Logo	\$500

Rates are net per issue.

Source: Higher Logic, July 1, 2020 - June 30, 2021

DIGITAL OPPORTUNITIES

HFM E-newsletters

HFM INSIDER

Circulation: 55,000 | Average Open Rate: 11%

This weekly e-newsletter covers health care facility operations hot topics, including codes and standards information, ASHE updates, and other relevant news.

AD UNIT	1x	6x	12x	24x
Top Leaderboard	\$1,700	\$1,615	\$1,500	\$1,360
Medium Rectangle	\$1,300	\$1,225	\$1,150	\$1,050
Sponsored Content 1	\$1,700	\$1,615	\$1,500	\$1,360
Sponsored Content 2	\$1,700	\$1,615	\$1,500	\$1,360
Ad Takeover	\$6,500			

All rates are net. See page 16 for ad specifications.

HFM PDC NEWS

Circulation: 55,000 | Average Open Rate: 14%

This monthly e-newsletter provides original reporting and contributed expert guidance from the profession's top thought leaders in health care planning, design, and construction.

AD UNIT	1x	6x	12x	24x
Top Leaderboard	\$1,345	\$1,280	\$1,200	\$1,075
Medium Rectangle	\$1,050	\$1,000	\$925	\$840
Sponsored Content 1	\$1,345	\$1,280	\$1,200	\$1,075
Sponsored Content 2	\$1,345	\$1,280	\$1,200	\$1,075
Ad Takeover	\$4,500			

All rates are net. See page 16 for ad specifications.

Source: Higher Logic, July 1, 2020 - June 30, 2021

728x90

November 9, 2021

Take the annual Hospital Construction Survey for a chance to win

RESEARCH

The annual ASHE/HFM Hospital Construction Survey gathers data on planned health care projects across the U.S., while also putting a focused lens on emerging trends. This year's survey, sponsored by Gordian and Granger, will dive deeper into the impact of deferred maintenance on hospital construction projects, and how maintenance departments play a role in the design and construction of projects both large and small. Complete the survey and fill out the submission form at the end to be entered for a chance to win one of five \$100 Amazon e-gift cards.

HFM

[Complete survey >](#)

300x250

300x250

SPONSORED EDITORIAL

An electrical safety roadmap for health care environments

A unified and comprehensive approach to safety is essential to health care facilities. By design methodology, you can aud operations, protect people and property, and avoid costly oversights that could result in regulatory penalties.

Eaton

728x90

December 8, 2021

Former head of innovation at Disney to open 2022 PDC Summit

Join ASHE March 20-23 in New Orleans for the 2022 International Summit & Exhibition on Health Facility Planning, Design & Construction. Duncan Wardle, the event's keynote speaker, will impart lessons learned from his 25 years as the head of innovation and creativity at Disney.

ASHE

[Visit site >](#)

300x250

300x250

Scheduling for project success

From simple tasks to complex projects, here are best practices for monitoring activities and identifying when interventions are needed.

[Read more >](#)

SPONSORED EDITORIAL

Legrand to Debut Touchless Lighting Control Solution in Early 2022

Set to be must-see at PDC Summit 2022, Legrand's radiant® Wave Switch, launching early in the new year, lets users turn lights on, or off, with just the wave of a hand, providing a germ-and-worry free, touchless solution that's perfect for healthcare facilities and more. Creating cleaner spaces starts with cleaner control.

Legrand

[Read More >](#)

AD TAKEOVER SPONSORSHIP

Includes all ad units, sponsored content, plus recognition at the top of the newsletter.

ASHE 2022 Marketing Guide | 15

DIGITAL OPPORTUNITIES

ASHE E-newsletter

ASHE EDUCATION NEWS

Circulation: 23,000 | Average Open Rate: 20%


ASHE Education News is a great opportunity to target the health care facilities professionals with a keen interest in advancing career development. This monthly e-newsletter highlights upcoming ASHE education offerings, and provides a highly-visible marketing channel to position your organization as an industry thought leader. Take advantage of the Ad Takeover option to have 100% SOV in any one issue.

AD UNIT	1x	6x	12x	24x
Top Leaderboard	\$1,500	\$1,425	\$1,350	\$1,200
Sponsored Content	\$1,500	\$1,425	\$1,350	\$1,200
Medium Rectangle	\$1,150	\$1,095	\$1,035	\$920
Ad Takeover	\$3,350	\$3,180	\$3,015	\$2,680


Rates are net. See page 16 for ad specifications.

Source: Higher Logic, July 1, 2020 - June 30, 2021

728x90

ENERGY
to care H
improve efficiency support patient care

Quarterly Newsletter
Q1 2022



Sustainability Tips

Read the Latest Tips for Integrating Sustainable Practices into the Health Care Environment:

- #25: The Best of Both Worlds: Optimizing Energy Spend While Reducing Infection Risk in Healthcare Environments
- #26: 4 Ways Digitization Helps Healthcare Facilities Become More Efficient

[Learn More »](#)

300x250

300x250


IN THE SPOTLIGHT

Plug and Process Load (PPL) Data Needed

The Better Buildings Initiative, in partnership with the National Renewable Energy Lab (NREL), is collecting Plug and Process Load (PPL) data to help researchers understand energy loads coming from imaging equipment in healthcare facilities and the impact on energy use and carbon emissions.

If you have data available to share, please send it to Dr. Kim Trenbath, PPL Lead at NREL. Data will be kept anonymous and will be used in the aggregate for research purposes. Among the data welcomed: submetered data showing the load profiles (i.e. kilowatts) of MRI, CAT/CT, PET, and other scanners.

NREL

[Read More »](#)

Ad Specifications & Requirements

Ad materials for all digital properties are due 10 business days prior to launch date.

HFM Website Banners & Video

Advertisers are required to provide both ad sizes. For video ads, please provide a YouTube or Vimeo URL.

1x1

- Static ad size: 450x450
- Flexible ad size 1:1 aspect ratio
- Size range: 300x300 to 450x450
- Weight/load: 140KB

8x1

- Static ad size: 1200x150
- Flexible ad size 8:1 aspect ratio
- Size range: 600x75 to 1200x150
- Weight/load: 140KB

Accepted formats: Static JPG, GIF, and PNG files; animated GIFs; third-party ad tags. For creative that is third-party served, creative MUST be responsive and 10 business days is required for testing. File weight cannot exceed 150KB, be 72ppi, and fall within the min and max size ranges. All animated ads are allowed a 3-frame max, first frame must contain/start with an image or solid color background, no transparency and animation length may not exceed 15 seconds. Looping is allowed, but not beyond 15 seconds.

Additional requirements: The HFM website is a secure site, all third-party creative (CSS, Java, images, etc.) must be SSL hosted (https://). Failure to host files on a secure site may result in a security warning on the site or creative not displaying, and removal of creative from site. A 1-pixel border is required for any ad that contains a white or gray background. We recommend adding a call to action on ads and including a [UTM tracking code](#) in URLs.

HFM reserves the right to remove any ads that interfere with user experience or affect our website performance. Also note if a sponsorship/takeover is purchased (all four ad spots) only two animated ads will be allowed.

Ad Retargeting

For the best results, we recommend advertisers provide four ad sizes:

- 300x250
- 728x90
- 160x600
- 180x150

Accepted formats: JPG, GIF, and PNG files; no Flash. Maximum file size is 140KB for each creative.

HFM Website Sponsored Article

Submit your content as a Word document:

- Headline: 5-7 words
- Brief summary: 10-13 words
- Article content: 1,200-1,500 words
- Author's name and title
- Header image: 700x468 static JPG

Additional items

- Sponsor agrees to follow and abide by [ASHE's policy and guidelines](#)
- Embed a video for an additional fee
- ASHE will be responsible for final layout and content is subject to editorial review and approval

HFM Digital Edition & Email Alert

Advertisers are required to provide all materials below for the exclusive digital edition sponsorship:

Email alert

- Banner: 728x90; 40KB max; static JPG, GIF, or PNG (ad will be resized to 580x72)
- Sponsored content: 4-word headline and 8-word body copy

Digital edition landing page

- Banner: 300x250; 40KB max; static JPG, GIF, or PNG

Left of cover ad

- 8"x10.75"; high-resolution PDF

Contact the ASHE Sales Team to inquire about additional digital edition advertising options to enhance your sponsorship and print ad:

Digital belly band

- 8" x 5"; high-resolution PDF

Right or left skyscraper

- 160x600; static JPG, GIF, or PNG

Navigation bar logo

- 31x150; PSD or high-resolution JPG; recommend dark lettering on transparent background

Blow-in card

- 350x500; high-resolution JPG

E-newsletters

HFM Insider/HFM PDC News

- Top leaderboard: 728x90 (ad will be resized to 580x72)
- Medium rectangle: 300x250 (ad will be resized to 280x233)
- Sponsored content: 6-10 word headline; 20-30 word description; 126x84 image
- Ad takeover: submit (1) leaderboard, (4) medium rectangles (only (2) medium rectangles are required for HFM PDC News), sponsored content, and logo.

ASHE Education News

- Top leaderboard: 728x90 (ad will be resized to 580x72)
- Sponsored content: 4-word headline; 8-word body copy
- Ad takeover: submit (1) leaderboard and sponsored content

Accepted formats: Static JPG, GIF, and PNG files. File size should not exceed 40KB and must be 72ppi (pixels per inch). Please submit sponsored content placements in a Word document.

Additional requirements: URLs must include dot and extension. All URLs to any external sites or sponsored content must be live when creative is submitted. A 1-pixel border is required for any ad that contains a white or gray background. We recommend adding a call to action on ads and including a [UTM tracking code](#) in URLs.

Ad Submission

Please send ad materials via [WeTransfer.com](#) or email to Hanna Vedder at hvedder@smithbucklin.com.



LEAD GENERATION

LEAD GENERATION

Sponsored Webinars



**Lunch & Learn
webinars drive
an average of
140 attendees!^**

Lunch & Learn Series

\$7,500 (one available per week)

ASHE's [Lunch & Learn](#) webinar series continues to be an optimal lead generation opportunity for marketers, and a top source of information for our audience.

Enlist your organization's subject-matter experts to discuss your latest product and service solutions to a captive audience of health care facility leaders. You provide the content and panelist, and we'll provide the platform and promote your custom webinar with our multi-channel marketing approach (content is subject to ASHE approval).

Please inquire for available dates.

Lunch & Learn Benefits

Pre-webinar

- Logo recognition on all marketing and social media promotion

During webinar

- 60-minute time slot (45-minute session and 10 to 15-minute Q&A)

Post-webinar

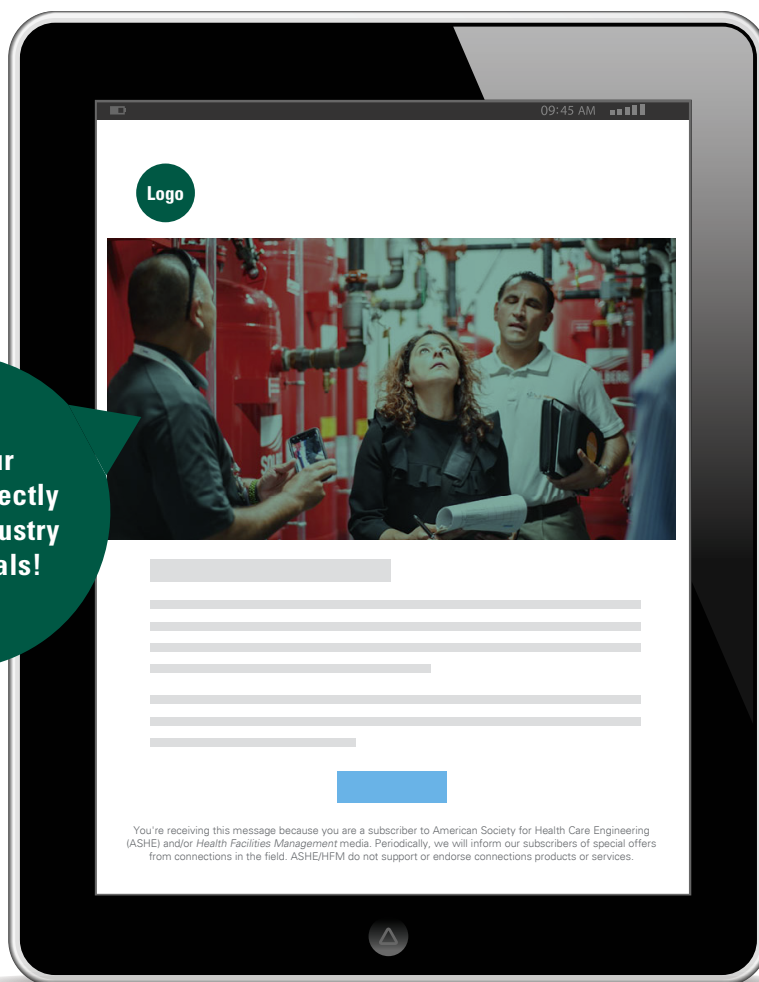
- Access to list of registered attendee information, including emails and titles
- Performance metrics
- Webinar available on-demand on [ASHE's website](#) for 12 months

^Average based on webinar attendance from July 1, 2020 – June 30, 2021.

LEAD GENERATION

Dedicated Emails

Send your
message directly
to 39,000 industry
professionals!



Partner Insights*

\$8,500 (two available per month)

ASHE's Partner Insights is a brand new offering that provides vendor partners an opportunity to send a dedicated email message directly to more than 39,000 health care facility professionals. Take advantage of this opportunity to promote your brand and solutions while driving qualified leads for your organization.

Email Specifications

Partner Insights emails are subject to ASHE approval. Please submit materials to Hanna Vedder at hvedder@smithbucklin.com at least 10 business days prior to send date.

- Email-ready HTML file with all assets, images, and links embedded (max width 650 pixels)
- Plain text version of email
- 40-45 character subject line and send date (ASHE will confirm final date)

**ASHE Corporate Sponsors have first right of refusal.*



EVENTS & TRADE SHOWS



Reach health care leaders and decision makers at ASHE's national conferences and trade shows.

2022 PDC Summit

International Summit & Exhibition on Health Facility
Planning, Design, & Construction
March 20-23, 2022 | New Orleans, LA

2022 ASHE Annual Conference & Technical Exhibition

July 17-20, 2022 | Boston, MA



EVENTS & TRADE SHOWS

PDC Summit

2022 PDC SUMMIT

March 20-23, 2022 | New Orleans, LA

ashe.org/2022-pdc-summit

2023 PDC SUMMIT

March 12-15, 2023 | Phoenix, AZ

At the PDC Summit, more than 3,500 senior leaders involved in the health care planning, design, and construction process come together to discuss the future of health care and its impact on the health care built environment. This summit and exhibition is all about uniting the converging perspectives of the full health care PDC team, including those working in health care administration, design, construction, facility management, and real estate. Having a presence at the PDC Summit gives you the best opportunity to discuss long-term strategy with your clients and showcase your leadership in the field.




EXHIBIT AND SPONSORSHIP OPPORTUNITIES

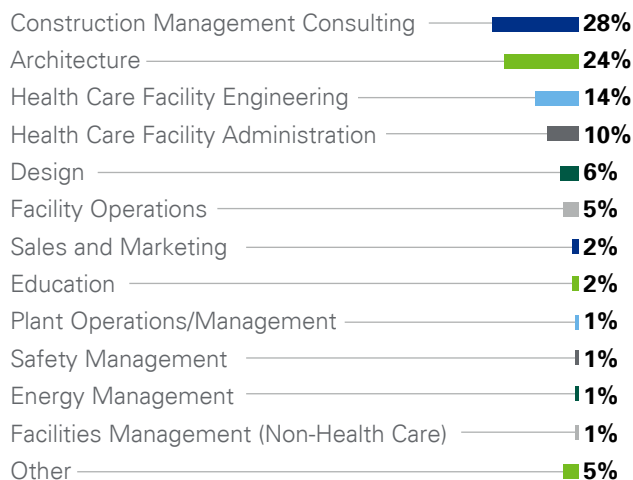
Visit ashemarketingsolutions.com or contact Sue Griffin at sgriffin@smithbucklin.com for more information.

PDC SUMMIT ATTENDEE PROFILE

 **86%** of attendees are at the management level or above

 **82%** of attendees are involved in the purchasing decisions for their organization

Areas of Direct Involvement



Top Products and Services of Interest

- | | |
|---|---|
| 1. Architecture/Engineering/Consulting | 11. Interior Finishes/Furnishings |
| 2. Fire/Life Safety | 12. Facility Equipment/Boilers/Chillers |
| 3. Infection Prevention | 13. Compliance Solutions |
| 4. HVAC Systems | 14. Electrical and Power Systems |
| 5. Energy Management | 15. Signage/Wayfinding |
| 6. Building Controls | 16. Plumbing Products |
| 7. Safety & Security | 17. Water Systems |
| 8. Lighting Systems | 18. Asset Management |
| 9. Medical Gas and Equipment | 19. Communication Systems |
| 10. Construction Equipment/Roofing/Services | 20. Environmental Services |

Source: 2021 PDC Summit Attendee Data

ASHE Annual Conference

2022 ASHE Annual Conference & Technical Exhibition

July 17-20, 2022 | Boston, MA

ashe.org/ashe-annual

The ASHE Annual Conference and Technical Exhibition is the trusted national conference and trade show for health care facility management and engineering professionals. In 2021, more than 2,500 attendees gathered in-person to get vital information on health care compliance, codes and standards updates, emerging trends, and best practices for efficiency, sustainability, emergency preparedness, and other pressing topics in the field. Whether your company is interested in strengthening relationships with current customers or meeting prospective ones, the ASHE Annual Conference is the one event you do not want to miss.



EXHIBIT AND SPONSORSHIP OPPORTUNITIES

Visit ashemarketingsolutions.com or contact Sue Griffin at sgriffin@smithbucklin.com for more information.

ASHE ANNUAL CONFERENCE ATTENDEE PROFILE

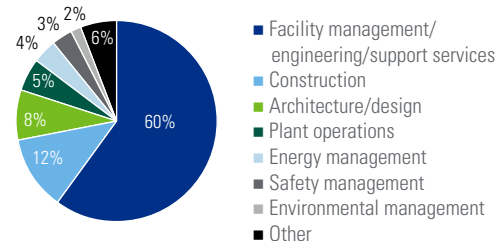
Job Titles

- Health care facility managers
- Health care engineers (clinical, biomedical, electrical)
- CEOs and CFOs
- Vice presidents of support services
- Health care construction managers
- Environmental managers
- Safety and security managers
- Project managers
- Health care property managers
- Contractors
- Architects
- Authorities with jurisdiction

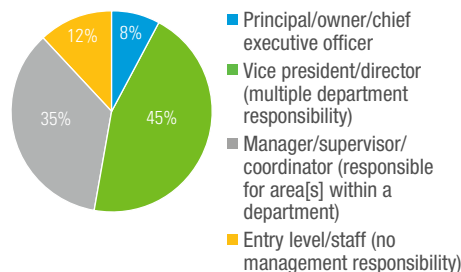


For 10+ straight years, more than **80%** of attendees have been at the management level or above.

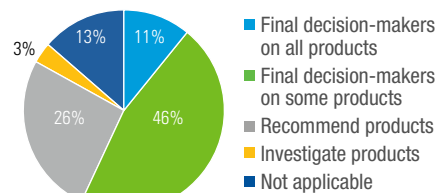
Area of Direct Involvement



Level of Responsibility



Purchasing Responsibility



Source: 2021 ASHE Annual Conference Attendee Data



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.



LET'S GET STARTED!

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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 hfmjournal.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 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 (ad will be resized to 580x72)
- Sponsored content: 4-word headline and 8-word description



LET'S GET STARTED!

Contact Sue Griffin at 312-673-5586 or sgriffin@smithbucklin.com to secure your Energy to Care sponsorship.

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



LET'S GET STARTED!

Contact Sue Griffin at 312-673-5586 or sgriffin@smithbucklin.com to secure your Energy to Care sponsorship.



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