



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 three levels of sponsorship and the program includes high-visibility branding opportunities, ASHE membership, a custom credit to spend on ASHE's marketing assets and events, and much more.



Corporate Sponsor Levels

Premier	\$100,000 (\$90,000 custom credit)
Champion	\$75,000 (\$68,000 custom credit)
Leader	\$50,000 (\$45,000 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.

2022 ASHE CORPORATE SPONSORS



CORPORATE SUPPORT

ASHE Corporate Sponsor Program

Corporate Sponsor Levels & Benefits	Premier \$100,000	Champion \$75,000	Leader \$50,000
Custom Credit: Amount to spend on advertising, exhibits, sponsorships, and lead generation programs across ASHE's marketing portfolio	\$90,000 [^]	\$68,000 [^]	\$45,000 [^]
Complimentary ASHE memberships for sponsor representatives	10 included	6 included	4 included
Permission to use ASHE's Corporate Sponsor logo in advertising and promotional materials	✓	✓	✓
Corporate sponsor recognition on ashe.org, select ASHE email communications, and promotional materials	✓	✓	✓
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> e-newsletter (size and placement based on availability)	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	
Two invitations to the President's Reception at the PDC Summit and Annual Conference, or the ASHE Business/ Awards Breakfast at the Annual Conference.	✓		
Discount on ASHE/HFM print and digital advertising (includes <i>HFM</i> magazine ads, website, digital edition, e-newsletters)	15%	15%	15%
Bonus priority points for the PDC Summit and ASHE Annual Conference	+12 points	+9 points	+7 points

[^]Custom credit cannot be applied to the ASHE Sustainability Initiative.

*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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ASHE Sustainability Initiative

Working together for a sustainable future

ASHE is dedicated to working collaboratively to help health care facilities become more sustainable by adopting environmental, social, and fiduciary practices that support healthy, equitable, and resilient environments and communities. In support of this mission, we are looking for solution providers to demonstrate thought leadership in helping hospitals attain sustainability goals. In addition, the solution providers would help ASHE identify ways to be more sustainable in our business practices, especially at conferences.

Sponsor Levels & Benefits	Optimize \$5,000	Electrify \$12,500	Decarbonize \$25,000
Marketing Kit – includes ASHE Sustainability Solution Provider logo and language to use on your website.	✓	✓	✓
Recognition on the ASHE website as a Sustainability Solution Provider – logo with link.	✓	✓	✓
Recognition at ASHE Academy as a Sustainability Solution Provider.	✓	✓	✓
Recognition at Annual Conference and PDC Summit as a Sustainability Solution Provider – badge ribbon and logo in general session.*	✓	✓	✓
First right of refusal on conference sponsorships that further showcase your commitment to sustainability.			✓
Opportunity to participate in an ASHE Workshop as part of Annual Conference and/or PDC Summit concurrent session programming to discuss current challenges of meeting sustainability targets for hospitals.		✓	✓
Opportunity to participate in additional thought leadership opportunities as available.		✓	✓
Opportunity to provide one (1) Sustainability Tip of the Month to be published on the ASHE website and advertised in the HFM Insider e-newsletter (includes author bio and headshot).	✓	✓	✓
Opportunity to provide a video version of your organization's Sustainability Tip of the Month.			✓
Participation in ASHE Sustainability Solution Provider network with quarterly solution meetings.		✓	✓
Participation in "Working Together and Taking Action" focused discussion bringing facility managers and solution providers together.		✓	✓
Opportunity to present at ASHE Annual Conference (choice of location: ASHE Connect Booth, Exhibit Hall, or Concurrent Session Room). Presentation must be educational in nature and not a sales pitch - content is subject to ASHE approval.			✓

By joining the ASHE sustainability initiative, participating companies will agree to the following:

- You will recognize that reducing the carbon footprint in healthcare will be based on the efforts of many organizations.
- Your company is committed to sustainable products and/or providing services that help hospitals reduce their carbon footprint.
- Your company is committed to sustainable production processes.
- Your company demonstrates commitment to waste reduction by agreeing to forgo disposable tchotchke/collateral and instead contribute to a sustainability coffee hour at the PDC Summit and Annual Conference.
- Fair pricing for sustainable products and services.
- Your company will promote the ASHE Sustainability Initiative at the PDC Summit and Annual Conference through your media of choice (social media, website, print etc.) by using the official hashtag and "Working together for a sustainable future" tagline.

A LA CARTE OPPORTUNITIES (available only to ASHE Sustainability Initiative Sponsors)

Energy to Care Case Study | \$3,750

Publish your content on [EnergytoCare.org](#) homepage for one month. Case study will be archived in the [Success Stories](#) page and marked as "Sponsored Content". Includes promotion in two ASHE tweets and one issue of the Energy to Care e-newsletter.

Energy to Care E-newsletter | Starting at \$1,150

Become an exclusive advertiser of this quarterly e-newsletter that is delivered to more than 10,000 subscribers. [See page 17.](#)

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: 3,700; LinkedIn: 10,700; Twitter: 5,200



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