



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.

2023 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 (13,600+ followers), Twitter (5,100+), and Facebook (3,700+) 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	

PDC Summit and Health Care Facilities Innovation Conference Benefits

Highlighted listing in ASHE sponsored event mobile apps	✓	✓	✓
Logo recognition in ASHE sponsored event and General Session walk in slides	✓	✓	✓
Two (2) invitations to the President's Reception at the PDC Summit and Health Care Facilities Innovation Conference .	✓	✓	✓
Discount on ASHE/HFM print and digital advertising (<i>includes HFM magazine ads, website, digital edition, e-newsletters</i>)	15%	15%	15%
Bonus priority points for the PDC Summit or Health Care Facilities Innovation Conference	+12 points	+9 points	+7 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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CORPORATE SUPPORT

ASHE Sustainability

Working together for a sustainable future

Health care facilities are dedicated to working together to become more sustainable by adopting environmental, social, and fiduciary practices that support healthy, equitable, and resilient environments and communities. In support of its mission of advancing the health of individuals and communities, ASHE provides strategic thought leadership, resources, and programs to support health care organizations pursuing sustainability - [Learn more](#).

Partner with ASHE and health care facilities to share your solutions in supporting sustainability goals.

Sponsor Levels & Benefits	Decarbonize	Electrify	Optimize
Permission to use ASHE's Sustainability Solution Provider logo in advertising and promotional materials	✓	✓	✓
Logo on ASHE's Sustainability Roadmap* and <i>Sustainability Roadmap e-newsletter</i>	✓	✓	✓
Sponsored article or digital advertisement in <i>ASHE's Sustainability Roadmap e-newsletter</i> .	Quarterly	2	1
Provide one (1) Sustainability Tip to be published at ASHE's Sustainability Tips (includes author bio and head shot)	✓	✓	✓
Sustainability Tip published in the <i>ASHE's Sustainability Roadmap e-newsletter</i> .	✓	✓	
Sustainability Tip published in the <i>HFM Insider e-newsletter</i>	✓	✓	
Advertisement in Health Facilities Management (HFM) Magazine	Full Page	1/2 Page	
Provide a Case Study for the ASHE community at Success Stories . Showcase your real-world example of sustainability success story or share best practice(s) to assist health care industry professionals embarking on sustainability planning and goal setting.	✓		
Digital advertising retargeting campaign** on ASHE's Sustainability Roadmap .	50,000 Impressions		

By joining the ASHE sustainability initiative, participating companies:

- Recognize that reducing the carbon footprint in healthcare will be based on the efforts of many organizations.
- Are committed to sustainable products and/or providing services that help hospitals reduce their carbon footprint.
- Offer sustainable production processes and fair pricing for sustainable products and services.
- Will promote the ASHE Sustainability Initiative at the PDC Summit and Health Care Facilities Innovation 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
Case Study | \$3,750

Your case study will be:

- Archived on [Success Stories](#) for one (1) month
- Included in one (1) issue of the *Sustainability Roadmap*
- Promoted in one (1) ASHE tweet

E-newsletter | Starting at \$1,150

Become an advertiser of this quarterly e-newsletter that is delivered to more than **11,000+ subscribers**. [See page 17](#).

PDC Summit and Health Care Facilities Innovation Conference Benefits

One (1) 20-minute theater presentation at an ASHE sponsored event	✓		
Highlighted listing in ASHE sponsored event mobile apps	✓		
Logo recognition in ASHE sponsored event and General Session walk in slides	✓		
Sponsor Fee:	\$25,000	\$12,500	\$5,000

* Sustainability Roadmap: 3,252 total visitors (March 1 - September 30, 2023)

** [Learn more about retargeting](#)