



LEAD GENERATION



Sponsored Webinars



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.

Lunch & Learn - Live

\$7,500 per webinar *(one available per week)*

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.

Pre-webinar

- Offer Continuing Education Credits for your webinar at no additional cost. To qualify, please [submit an application](#) at least 4 weeks prior to webinar date.
- Logo recognition on all marketing, including ASHE Education News and [social media promotion](#)

During webinar

- 60-minute time slot (45-minutes + live 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

Lunch & Learn - On Demand

\$2,500 per webinar *(option to add [Continuing Education Credits](#) for \$3,200 more)*

Already have webinar content of your own? Add your recording to ASHE's [Lunch & Learn On Demand Library](#) and make it available to the entire ASHE audience. Includes promotion in ASHE Education News and an option to [offer CECs](#) for an additional fee of \$3,200. [CEC application](#) is required at least 4 weeks prior to posting webinar.

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Dedicated Emails



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 42,000 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 must follow [ASHE's Guidelines](#) and are subject to approval. Please submit materials to Hanna Vedder at hvedder@smithbucklin.com at least 10 business days prior to send date.

- Subject line (45 characters or less)
- Requested send date (ASHE will confirm final deployment date)
- Email-ready HTML file with all assets, images, and links embedded ([view guidelines](#))
- Plain text version of email

*ASHE Corporate Sponsors have first right of refusal.