



September 2022, Boston | Virtual

### **Event Prospectus »**

Explore all the exhibit and sponsorship opportunities to connect with 1,700+ health care risk management professionals.

*Updated August 2022*



# Showcase your products and services at the largest annual conference in health care risk management



Make plans to be in **Boston, September 11-14**, for the ASHRM 2022 Annual Conference. This highly-anticipated event is your opportunity to:

- Showcase your brand in front of the health care risk management community
- Discuss ideas, share knowledge and best practices with industry leaders and decision-makers
- Gain access to a wide array of networking opportunities with other leaders and solution providers in health care risk management field
- Connect with customers face-to-face over three days of exclusive exhibit hall time



**Reach the ASHRM audience!**

**1,700+**

Average Total Attendance

**5,800+**

Members Nationwide

**13,500+**

Risk Management Leaders

# ASHRM Annual Conference Highlights



Get in front of Health Care Risk Managers **EARLY** and **OFTEN**!

**81%**

of ASHRM Conference attendees are **recommending, influencing, or deciding on** what products or services to bring to their facilities.

**25%**

of ASHRM Conference attendees are there for the **first time**.

**52%**

of ASHRM Conference participated in Bite-Size Learning Sessions.

## What attendees are saying!

**"This 'must attend meeting' is critical to being current and relevant in one's patient safety/risk management role."**

**"Great opportunity to hear what issues colleagues are facing; and discover potential solutions."**

**"Learn what new products/technologies are available to increase patient safety. Great for networking!"**

## What exhibitors are saying!

**"The floor layout, traffic of attendees, and overall lead generation was excellent!"**

**"The work that ASHRM does to increase traffic in the Solution Center is awesome and appreciated. It outperforms other conferences. This is the best-organized conference we've attended."**

# Solution Center Booth Packages



In-person exhibit booths are still \$28 per sq. ft. with virtual booth add-on options available. Booths can be expanded to create larger exhibit spaces. Become an exhibitor today to get in front of health care risk management decision-makers while gaining extra exposure with the sponsorship and advertising opportunities for both in-person and virtual options.



| Booth Benefits & Features   | In-Person Only                 | Virtual Only |            | In-Person & Virtual        |                          |
|---|--------------------------------|--------------|------------|----------------------------|--------------------------|
|   | 10' x 10' Booth                | Premium      | Standard   | Premium                    | Standard                 |
|   | \$2,800<br>(Corner fee: \$200) | \$2,500      | \$1,500    | \$4,050<br>(Save \$1,250!) | \$3,550<br>(Save \$750!) |
| 100 square foot booth space ( <a href="#">view floor plan</a> )   | •                              |              |            | •                          | •                        |
| Inclusion on mobile app   | •                              |              |            | •                          | •                        |
| Display company logo, description, and URL  | •                              | •            | •          | •                          | •                        |
| Share marketing collateral, video, and images   |                                | 10 files     | 5 files    | 10 files                   | 5 files                  |
| Access real-time booth performance analytics including booth visitors, visitor type, downloads, and attendee list (with emails, opt-ins only) |                                | •            | •          | •                          | •                        |
| Group text chat & private one-on-one chat   |                                | •            | •          | •                          | •                        |
| Video chat  |                                | •            | •          | •                          | •                        |
| Private meetings w/ exhibitors via Let's Meet   |                                | •            | •          | •                          | •                        |
| Exhibit only staff registrations  | 3 included <sup>^</sup>        | 5 included   | 3 included | 5 included <sup>^</sup>    | 3 included <sup>^</sup>  |
| Enhanced exhibitor designation and positioning  |                                | •            |            | •                          |                          |

<sup>^</sup>Exhibitors also receive (1) full conference registration for the in-person conference.

## EXHIBITOR HOURS

- **Move In**  
**Saturday, September 10**  
 8:00am – 5:00pm  
**Sunday, September 11**  
 8:00am – 3:00pm
- **Solution Center Open**  
**Sunday, September 11**  
 5:15 pm – 7:00 pm  
**Monday, September 12**  
 7:30 am – 9:00 am  
 11:30 am – 1:00 pm  
 4:45 pm – 6:30 pm  
**Tuesday, September 13**  
 7:30 am – 9:00 am  
 12:00 pm – 2:00 pm
- **Dismantle**  
**Tuesday, September 13**  
 2:00pm – 8:00pm

**Partner with ASHRM. Contact our team today.**  
**Nick Schuette** – nschuette@smithbucklin.com P: (312) 673-4974



# Sponsorship Program & Levels



The ASHRM Annual Conference Sponsorship Program recognizes organizations that invest in the conference at a higher level (\$10,000 and up in total spend). Choose from our extensive menu of thought leadership, branding, and networking opportunities on pages 6-10 to build a custom program and activate additional benefits.

| Sponsor Levels & Benefits   | Platinum<br>(\$40,000 and above)            | Gold<br>(\$20,000-\$39,999)                 | Silver<br>(\$10,000-\$19,999) |
|---|---|---|-------------------------------|
| Opportunity to request hotel sub-block  | Up to 40 rooms                              | Up to 30 rooms                              | Up to 20 rooms                |
| Sponsor level recognition in onsite signage   | Platinum Recognition                        | Gold Recognition                            | Silver Recognition            |
| Sponsor level recognition in conference communications  | •   | •   | •                             |
| Sponsor level recognition on badge ribbon   | •   | •   | •                             |
| Enhanced listing in the Mobile App  | Platinum Recognition                        | Gold Recognition                            | Silver Recognition            |
| Opportunity to provide an insert to be included in the official Conference Bag                                  | Sponsor can provide one piece of collateral | Sponsor can provide one piece of collateral |                               |
| Additional priority points towards 2023 Solution Center space selection (in addition to standard awarded spend) | 6 Points                                    | 4 Points                                    | 2 Points                      |
| Sponsor level recognition on the Annual Conference Partnership Page   | Platinum Recognition                        | Gold Recognition                            | Silver Recognition            |
| Opportunity for (1) pre or post show email to attendees (ASHRM sends on behalf)                                 | •   | •   |                               |

**Partner with ASHRM. Contact our team today.**  
**Nick Schuette** – [nschuette@smithbucklin.com](mailto:nschuette@smithbucklin.com) P: (312) 673-4974

# Sponsorship Opportunities



## THOUGHT LEADERSHIP & EDUCATION

### ■ Opening Keynote \$15,000

Kick off the week by welcoming the ASHRM Opening Keynote. Sponsorship includes an introduction of the speaker, chair drop, and your company logo on pre-conference materials and signage.

### ■ Closing Keynote \$15,000

Close out the week by welcoming the ASHRM Closing Keynote to the stage. Sponsorship includes an introduction of the speaker, chair drop, and your company logo on pre-conference materials and signage.

### ■ Patient Safety Award \$15,000

The Patient Safety Award recognizes organizational excellence in patient safety and celebrates the efforts of risk management professionals in promoting patient safety across the health care enterprise. Sponsorship includes sponsor logo on nomination materials, program campaign emails, recognition in mobile app, on conference signage, and a full banner ad on the ASHRM homepage.

### ■ Education Track \$5,000 (8 Available)

Reach attendees by sponsoring an education track at the Annual Conference. Your logo will be recognized as a sponsor on signage\* and in conference materials. Tracks include: Clinical/Patient Safety, Financial, Legal & Regulatory, Hazard, Operational, Strategy, Technology, Human Capital

*\*Inclusion on conference signage is subject to ASHRM approval.*

### ■ Bite Size Theater \$5,000 (8 Available)

Grab the attention of attendees by showcasing your best idea, solution, or product in a 20 minute presentation in the Red Theater. ASHRM will promote your session in pre-show marketing materials, the mobile app, website, and onsite signage. Limited spots available on Monday, September 12 and Tuesday, September 13. This opportunity is first-come, first-served for exhibiting companies only. Your time slot will be assigned once the application is completed.

## BRAND RECOGNITION

### ■ Conference Mobile App \$20,000

Engage ASHRM attendees through the highly popular mobile app (**87% download rate**). Sponsorship includes a customized splash page, (optional) notification per day, logo recognition on the Genius Bar, and an icon listed on the menu navigation page with opportunity to provide a link to a product/promotion page on your website.

### ■ Wi-Fi in Convention Center \$15,000

Attendees love to be connected at all times and your company can make that happen. This sponsorship opportunity includes a customized SSID, Password, and Branded Splash Page. Your company logo will be placed on signage throughout the conference.

### ■ Hotel Room Key Cards \$12,500

Hold the key to reaching ASHRM Annual Conference Attendees! All inclusive of production and distribution costs. Exhibitor may provide a custom design or a logo for the room keys. Specifications will be provided by show management and design must be approved by ASHRM.

**Partner with ASHRM. Contact our team today.**  
**Nick Schuette** – nschuette@smithbucklin.com P: (312) 673-4974



# Sponsorship Opportunities

## BRAND RECOGNITION CONT'D

### ■ Charging Station

**\$10,000 (2 Available)**

Expand your presence at the Annual Conference and help attendees charge up to stay connected! This station will be located in a high traffic area with the opportunity to customize graphics.

### ■ Hydration Station

**\$10,000**

Make sure attendees fill up and stay hydrated during the Annual Conference! Water bottles that include your company logo will be handed out to all registered attendees and infused water will be provided during conference breaks.

### ■ Hand Sanitizer Station

**\$7,500**

Health is key to a successful conference! Sponsorship includes your company logo on hand sanitizer stations that will be placed throughout the Annual Conference.

### ■ Banner on Registration Confirmation Email

**\$5,000**

Your customized banner ad will be placed at the bottom of each attendee's registration confirmation. Registration is scheduled to launch in May 2022.

### ■ Banner on Annual Conference Web Page

**\$3,500 (2 Available)**

Your customized banner ad will be placed at the bottom of the Annual Conference website.

### ■ Conference Bag Insert

**\$3,000 (5 Available)**

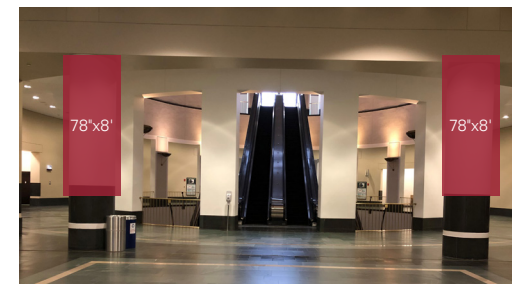
Drive traffic to your booth or promote a new solution by getting your marketing collateral into the hands of all attendees! Exhibitors must provide collateral to be stuffed in the conference bags prior to the opening of the Annual Conference. Content is subject to review and approval by ASHRM.

### ■ Convention Center Signage

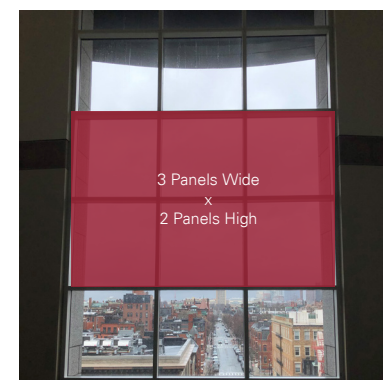
**Starting at \$2,500**

Gain maximum brand recognition by placing your message and branding all over high-traffic areas inside the Convention Center. Opportunities include:

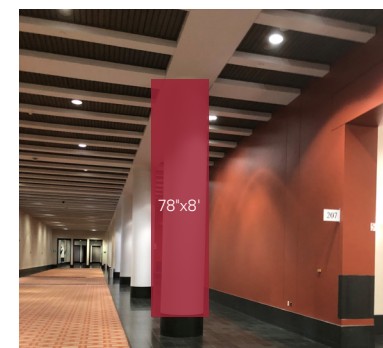
- Column Wraps
- Window Clings
- Floor Clings
- Cube Towers
- And More! [\[Download Sales Sheet\]](#)



**Pre-function Column Wraps**



**Window Clings**



**Registration Column Wraps**

# Sponsorship Opportunities

## PROMOTIONAL PRODUCTS

### Conference Backpack \$25,000

Market your company by sponsoring the conference registration bag. The bags are distributed at the registration desk upon attendee arrival. This sponsorship entitles you to provide your company logo on this prominent piece that is sure to be used during and after the conference. Bags include sponsor logo and ASHRM logo.

### Attendee Notepad \$15,000

Attendees need a place to take notes while they network and learn throughout the Annual Conference! Sponsorship includes your company logo placed on the cover of an exclusive portfolio that will be distributed to attendees through the registration bags.

### Conference Lanyard \$12,500

Attendees will not only see your logo, they will wear it. Take advantage of this opportunity to put your company's name around the neck of attendees, speakers, sponsors, and exhibitors. This opportunity is exclusive.

## BOOTH TRAFFIC DRIVERS

### Photo Booth \$10,000

Provide attendees the chance to remember the ASHRM Conference by setting up a photo booth near your booth that allows attendees to mark this special occasion.

### Snack Stations \$3,500 (6 Available)

Draw traffic by hosting a fun snack station in your booth during Solution Center hours. Stations are available Monday and Tuesday afternoon, limited to one per day and available first-come, first-serve. Snacks can only be purchased through ASHRM. Other catering orders will not be permitted.

### Solution Center Happy Hour \$3,500 (6 Available)

Provide a Boston-themed beer, wine, or food cart near your booth during the Solution Center Happy Hour. Includes a tabletop sign and inclusion in the Taste of Boston attendee passport game.

### Search for Solutions \$1,500 + \$100 prize (12 Available)

Stamp attendee cards as they visit your booth to answer a question about your company. Participants must provide a prize to be raffled off on September 13. Attendees must be present to win.

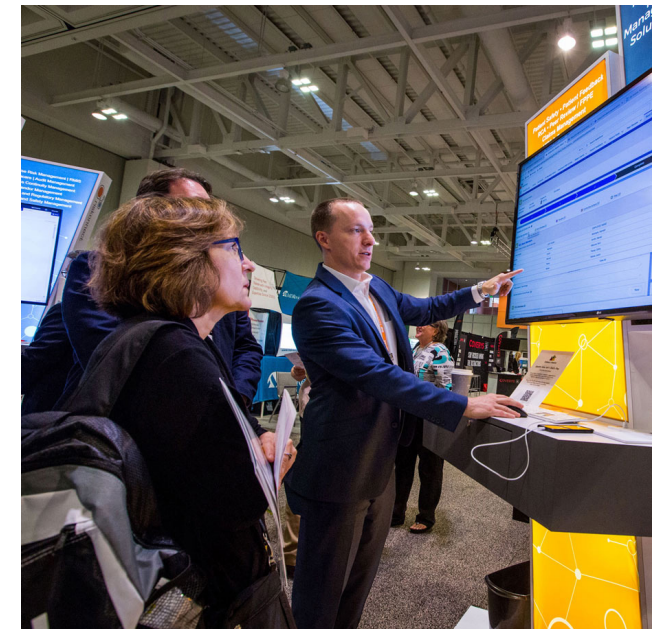
## NETWORK WITH ATTENDEES

### Hospitality Suite \$10,000 (Limited Availability)

Sponsor must reach a \$5,000 spend with ASHRM to apply for a hospitality suite. Includes meeting room signage and recognition on the mobile app and website.

### Chapter Leaders Lunch \$5,000

Opportunity to kick off lunch with 15 minute speaking opportunity to ASHRM Chapter Leaders. Sponsorship includes chair drop and your company logo on pre-conference materials and signage.





# Sponsorship Opportunities

## VIRTUAL PLATFORM

### Gift Box for Virtual Attendees Custom Pricing

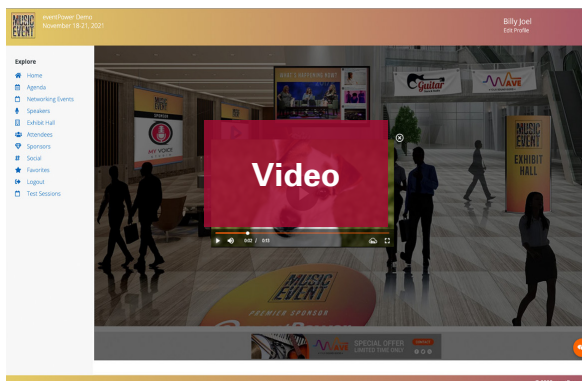
Include your company logo on a gift sent to all attendees. This opportunity is custom – call for pricing!

### Hosted Speaking Session \$7,500

Host a 45-minute speaking session on September 30 during a time when no other breakouts are happening. Your exclusive session will be promoted on the ASHRM Virtual Agenda and in the platform. It will also live in the On-Demand Library post-event.

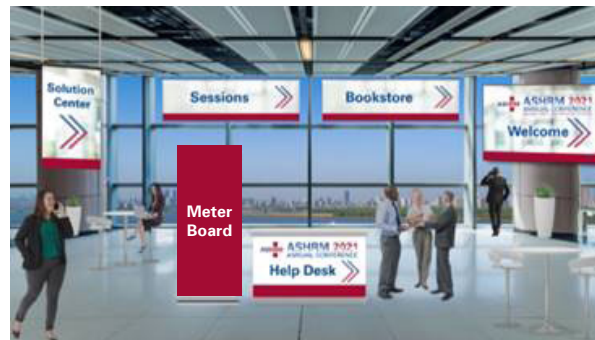
### Event Welcome Video \$7,500

Welcome attendees to the ASHRM Virtual Conference with a pre-recorded video that will automatically play the first time an attendee enters the virtual lobby.



### Virtual Lobby Meter Board \$5,000

Highlight your brand on the main splash page with a meter board in the virtual lobby next to the Help Desk.



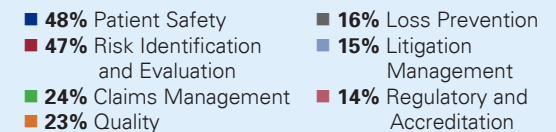
### Virtual Lobby Banners \$3,000 (5 Available)

Highlight your brand on the main splash page with a banner in the virtual lobby.

### On-Demand Education Session \$3,500

Sponsor a 45-minute pre-recorded Solution Session that will live in the On-Demand Library.

## ASHRM Members



Source: ASHRM Member Needs Survey

# Additional Opportunities to Reach Attendees

## Advertising in Conference Daily Emails \$8,000

Your customized banner ad will be placed at the bottom of every conference communication during each day of the event.

- Average Open Rate: 33%
- Average CTOR: 18%

## Pre and Post Event Emails \$3,500

Promote your participation or contribute to conversation with an email that is sent out to registered attendees before or after the conference.

- Average Open Rate: 25%

## Year-round Opportunities Starting at \$1,000

Reach ASHRM members, attendees, and other key industry professionals with an integrated year-round marketing strategy. Print, digital, and content opportunities available. [Download the media kit](#) and get in touch today to discuss the best options for your organization.



**Partner with ASHRM. Contact our team today.**  
**Nick Schuette** – [nschuette@smithbucklin.com](mailto:nschuette@smithbucklin.com) P: (312) 673-4974





## Contact Us

Exhibit & Sponsorship Sales

Nick Schuette

(312) 673-4974

[nschuette@smithbucklin.com](mailto:nschuette@smithbucklin.com)

Event Management & Fulfillment

[ASHRM@smithbucklin.com](mailto:ASHRM@smithbucklin.com)

[Submit a Booth Contract](#)

