



ASHRM

ASHRM23

ANNUAL CONFERENCE

October 1-4, 2023 | Minneapolis

Event Prospectus »

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

Updated March 2023

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



Make plans to be in **Minneapolis, October 1-4**, for the ASHRM 2023 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!

"There were so many great sessions with concrete and practical suggestions that we could take and start applying at our organization almost immediately."

"The conference always provides great opportunity to network but more importantly gives a sense that we are all part of the same family working to further the practice of risk management and continually improve the care we provide."

"I look forward to the Conference every year. It is packed full of amazing content and I value it as an essential growth tool for my Risk Professionals team."

What exhibitors are saying!

"I personally have always found ASHRM and all of the conferences one of the best sources of information in this realm of Risk & Healthcare and one of the best places to meet other people for networking and support purposes."

"It is important to resume healthy networking and educational opportunities. We found both at the 2022 ASHRM conference."

Solution Center Booth Packages

In-person exhibit booths are \$28 per sq. ft. with a virtual booth add-on 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.

Save
50%
 on a virtual booth
 with this package!

	In-Person Only	Virtual Only	In-Person & Virtual
	10' x 10' Booth	Premium	10' x 10' Booth + Premium
Booth Benefits & Features	\$2,800 (Corner fee: \$200)	\$2,000	\$3,800 (Save \$1,000!)
100 square foot booth space (view floor plan)	•		•
Inclusion on mobile app	•		•
Display company logo, description, and URL	•	•	•
Share marketing collateral, video, and images		10 files	10 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	3 included	5 included
1 Full conference registration	•		

SOLUTION CENTER HOURS

- Move In**
Saturday, September 30
 8:00am – 5:00pm
Sunday, October 1
 8:00am – 3:00pm
- Solution Center Open**
Sunday, October 1
 5:15 pm – 7:00 pm
Monday, October 2
 8:00 am – 9:00 am
 11:15 am – 1:00 pm
 4:45 pm – 6:30 pm
Tuesday, October 3
 8:00 am – 9:00 am
 12:30 pm – 2:30 pm
- Dismantle**
Tuesday, October 3
 2:30pm – 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 6-13 to build a custom program and activate additional benefits.

Sponsor Levels & Benefits	Platinum (\$40,000 and above)	Gold (\$20,000-\$39,999)	Silver (\$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)	•	•	

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Sponsorship Opportunities | Thought Leadership

■ Opening Keynote

\$15,000 (Exclusive)

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

■ Closing Keynote

\$15,000 (Exclusive)

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

■ Patient Safety Award

\$15,000 (Exclusive)

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. Sponsor logo on presentation slides, option to run video with winner.

■ Risk Management Professional of the Year Award

\$15,000 (Exclusive)

The Risk Manager of the Year Award is an award that recognizes and outstanding individual for their advancement and service to health care risk management. 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. Sponsor logo on presentation slides, option to run video with winner.

■ Industry Symposia

\$10,000 (3 Available)

Share your expertise with attendees in an engaging 60-minute session on Monday, October 2 and Tuesday, October 3. Your session will be highlighted in the conference agenda and will be open to all attendees. For optimal lead generation, attendee badge scanners are available for rent. F&B not included but can be added on.

■ Chapter Leaders Lunch

\$5,000 (Exclusive)

Opportunity to kick off lunch with 5 minute speaking opportunity to ASHRM Chapter Leaders. Sponsorship includes chair drop and your company logo on pre-conference materials and signage.

■ 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*, mobile app, 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 Blue and Red Theater. ASHRM will promote your session in pre-show marketing materials, the mobile app, website, and onsite signage. Limited spots available on Monday, October 2 and Tuesday, October 3. This opportunity is first-come, first-served for exhibiting companies only. Your time slot will be assigned once the application is completed.

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Sponsorship Opportunities | Brand Recognition

Conference Mobile App

\$20,000 (Exclusive)

Engage ASHRM attendees through the highly popular mobile app (**87% download rate**). Sponsorship includes a customized splash page, (1) push 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 (Exclusive)

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 (Exclusive)

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

Individual Branded Hand Sanitizers

\$7,500 (Exclusive)

Provide attendees with on-the-go hand sanitizer placed in the registration bags. Your company's logo will be on the sanitizer bottles.

Banner on Registration Confirmation Email

\$5,000 (Exclusive)

Your customized banner ad will be placed at the bottom of each attendees registration confirmation. Registration is scheduled to launch in May 2023.

Banner Ad in Daily Attendee e-Blast

\$5,000 (2 Available, Per Newsletter)

Promote your products and services with an ad in the daily emails that are sent out every day of the conference to attendees and ASHRM members.

Conference Bag Insert

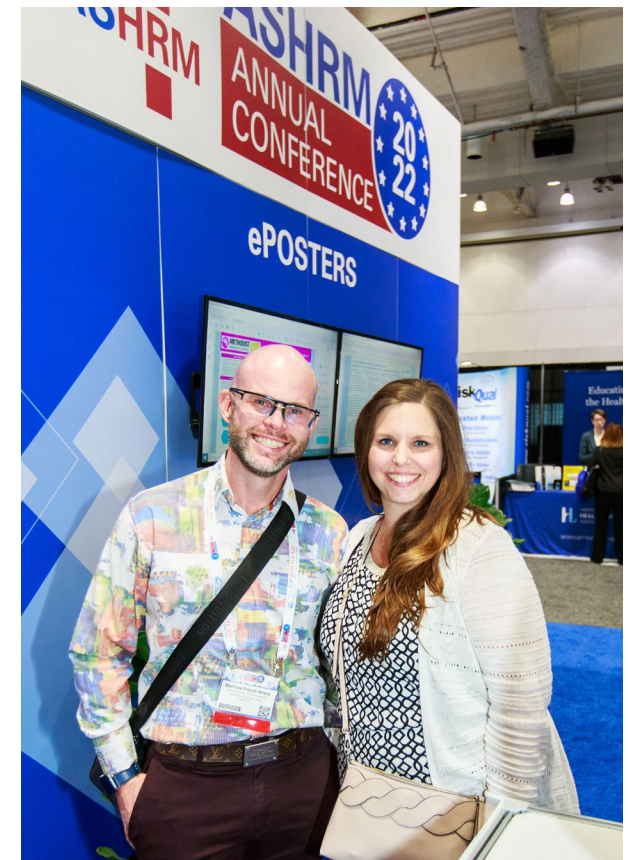
\$3,000 (5 Available)

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.

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%



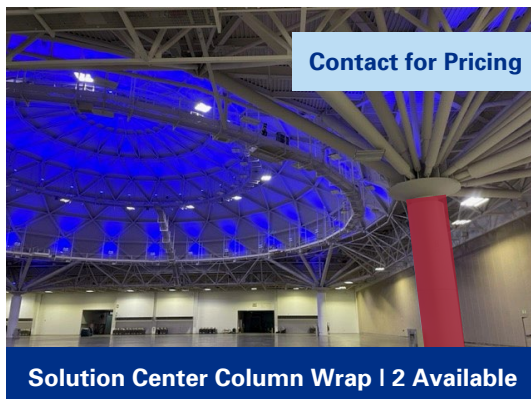
Convention Center Branding Opportunities

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 for 2023 include:



Sponsorship Opportunities | Promotional Products

Conference Backpack

\$25,000 (Exclusive)

Market your company by sponsoring the conference registration bag. 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 (Exclusive)

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 executive portfolio that will be distributed to attendees through the registration bags.

Conference Lanyard

\$12,500 (Exclusive)

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.

Branded Water Bottles & Coolers

\$10,000 (Exclusive)

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 sleeves with your logo will be placed on water coolers throughout the convention center.



Sponsorship Opportunities | Booth Traffic Drivers

■ **Massage Lounge**

\$15,000 (Exclusive)

Provide attendees the opportunity to have professional portraits taken by photographers free of charge while they are at ASHRM! Includes recognition via signage, daily push notifications, and a loudspeaker announcement per hall opening to drive traffic. Sponsor also has the opportunity to provide collateral in the lounge.

■ **Professional Headshot Lounge**

\$10,000 (Exclusive)

Provide attendees the opportunity to have professional portraits taken by photographers free of charge while they are at ASHRM! Includes recognition via signage, daily push notifications, and a loudspeaker announcement per Solution Center opening to drive traffic. Sponsor also has the opportunity to provide collateral in the lounge.

■ **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, October 2 and Tuesday, October 3, 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 (Beer & Wine)**

\$3,500 (6 Available)

Be a great host. Provide a beer and wine bar near your booth during the Solution Center Happy Hour. Includes logo recognition on a tabletop sign and a decal on the front of the bar.

■ **Solution Center Happy Hour (Specialty Cocktail)**

\$5,000 (4 Available)

Be an even greater host. Provide an upgraded specialty cocktail bar cart near your booth during the Solution Center Happy Hour. Includes logo recognition on a tabletop sign, a decal on the front of the bar, and an opportunity to name a specialty cocktail.

■ **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 October 3. Attendees must be present to win.



Sponsorship Opportunities | Networking

Insurance Lounge **\$8,000 (3 Available)**

Interact with attendees by renting a space in the private Insurance Lounge that overlooks the Minneapolis Convention Center. Your company will have the opportunity to meet one-on-one with Risk Management Leaders. The Insurance Lounge comes furnished with tables, chairs, and a built-in bar for hosting! The sponsorship is inclusive of all-day coffee, tea, and soft drinks with the option to provide an upgraded food and beverage experience. Your company logo will be included on conference signage, in the mobile app, and on the digital video display outside of the Insurance Lounge.

Select from one of three time slots:

Monday, October 2
9:00am – 12:00pm CST

Monday, October 2
1:00pm – 4:15pm CST

Tuesday, October 3
11:15am – 4:30pm CST



Sponsorship Opportunities | Virtual

Hosted Speaking Session

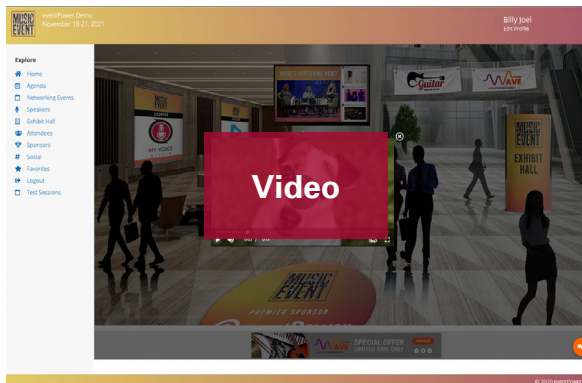
\$7,500

Host a 45-minute speaking session on October 20 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 (Exclusive)

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 (Exclusive)

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.

ASHRM Members



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Contact Us

Exhibit & Sponsorship Sales

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Event Management & Fulfillment

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