



# 2023 Marketing Guide

Enhance your visibility and reputation among the nation's health care environmental services professionals.

**Partner → Advertise → Exhibit**

[ahe.org/sponsor](https://ahe.org/sponsor)

*Updated January 2023*



# The AHE Audience

The Association for the Health Care Environment (AHE) members are experienced professionals in health care environmental services. According to AHE Trend Data, 2015-2021 most respondents have over 20 years in environmental services (72%), and over 22 years in health care (77%). They are influencers with purchasing authority.

AHE is the organization of choice for over 2,800 facility based professionals committed to pathogen free, healing environments across all care settings. Suppliers engaged with AHE help the profession to establish and maintain care environments free of surface contamination and that support safety, service, and efficient and effective operations.

## AHE members are directly responsible for budgets related to:

- Cleaning and surface disinfection
- Waste management operations
- Laundry processing/linen, laundry contract management, distribution/textile processing
- Pest control management
- Safety and security
- Selection of interior design/finishes/textiles/furniture
- Flooring/carpets/tile
- Bath and restroom fixtures
- Infection prevention
- Hospitality services
- Grounds management
- Guest relations
- Patient transport and flow
- Carts/moving systems
- Environmental sustainability

## AHE members have purchasing authority:

**72%**  
work for  
acute care  
hospitals.

**75%**  
represent multiple  
facilities, with a  
median number of  
beds being 220.

**87%**  
of AHE members  
are in leadership  
positions, including  
**42%** directors  
and **45%**  
managers.

**98%**  
would  
recommend  
AHE  
membership.

**88%**  
sit on their facility's  
or health care  
system's infection  
control  
committee.

# Position Your Organization as an Industry Thought Leader

Build upon your Corporate Champion program with the following lead-generation and speaking opportunities or choose to participate on an a la carte basis. Either way, AHE will connect you to health care environmental services professionals with true buying power.

## Dedicated Email

**\$2,500 | 2 Available Per Month**

Promote your brand and solutions to qualified leads in need of your services with a dedicated email sent to 2,600 AHE members and 9,900 nonmember EVS and relevant non-EVS professionals. HTML file due 10 business days prior to send date. Dedicated emails are sent on Tuesdays. [Download the guidelines](#). No Javascript, tokens and other customized instance-specific code generated by marketing platforms such as Hubspot.

- Average Open Rate: 18%

## AHE Signature Programs

[Signature Programs](#) empower environmental services technicians to take charge of their organization's strategic goals in the environment of care. Contribute to the advancement of the profession by underwriting one or more **program topics**.

### Lunch & Learn | \$5,000

Sponsor lunch for live AHE Signature Program attendees. Includes 30 minute presentation time during the event.

### Folder Insert | Starting at \$500

Include your collateral in a virtual AHE Signature Program folder for attendees. Available only as an add-on to the Lunch & Learn.

## AHE Engage Education Platform Call for pricing

Sponsor the online tools and resources that are free to AHE members, including:

- Online Course Series
- Webinar Series

Benefits include:

- Logo on website pages
- Logo on webinar powerpoint slide decks and mentioned during intro and extro scripts
- Listing of registrants to include names, titles, facilities, and facility addresses

## AHE Awards | Call for pricing

Award presentation and speaking opportunities at AHE Exchange.

- Phoenix Award
- EVS Department of the Year

## Technical White Paper | \$5,000

Host your product agnostic, technical white papers on AHE.org and reach thousands of site visitors who rely on AHE for the most up-to-date and credible information in the field. All white papers are promoted in AHE EVS News and archived on AHE.org under **White Papers**.



## Live Webinar\* | \$5,000

Sponsor a live AHE webinar or host a custom webinar to spotlight your product agnostic, technical or commercialized content to a large audience of health care facility leaders. Benefits include:

### Pre-webinar

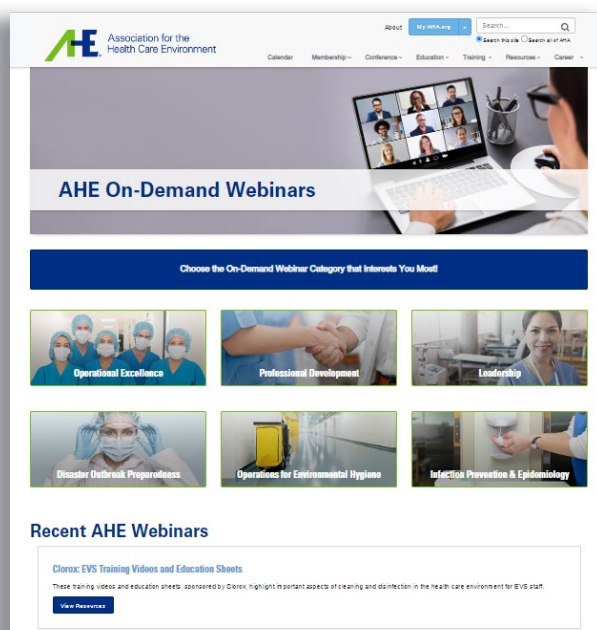
- Logo recognition on all marketing and social media promotion, including a “thank you for support” link to the sponsoring company

### During webinar

- 60-minute slot
- Logo recognition on the webinar intro and sponsor slides
- Opportunity to provide an announcer read advertisement to appear in the first and last two minutes of the webinar

### Post-webinar

- Access to the list of registered attendee information, including emails and titles
- Performance metrics
- Webinar available on-demand on AHE’s sponsored content webpage for one year



## On-Demand Webinar\* | \$5,000

Sponsor an on-demand webinar to spotlight your educational content. Opportunity includes promotion within AHE EVS News, and archived webinar in AHE’s sponsored content webpage.

*\*Content is subject to approval. Attendees are eligible for Continuing Professional Education (CPE) credits at no additional cost for technical, non-commercialized, product agnostic content.*



# EVS Week Sponsorship

Every year during the second full week of September, AHE celebrates and recognizes all the professionals working in healthcare environmental services for their extraordinary teamwork and leadership. Highlight your support by becoming a sponsor and presenting your solutions to this key audience.

This Year's Dates: **September 10-16, 2023**

**Investment: Starting at \$7,500 (3 opportunities available)**

## Sponsor benefits include:

- Opportunity to provide (1) on-demand webinar to spotlight your educational content (*live webinar option available for an additional \$2,500*)
- Sponsor webinar archived on [AHE's On-Demand Webinars](#) page
- Access to webinar registrant list, including email addresses
- (1) Dedicated email send to AHE members
- Choice of a banner ad or sponsored content placement in (1) issue of EVS News (subject to availability)
- Banner ad on [AHE.org/EVSWWeek](#) during the month of September
- Sponsor recognition on official EVS Week videos, select marketing communications and social media posts

## Noteworthy Statistics:

- EVS Week webpage: **12,000 pageviews** in 2022
- Average time on page: **4:30**
- EVS Week emails Open Rate: **20%**
- EVS Week emails Click to Open Rate: **16%**

## Materials Submission

A list of deliverables and deadlines will be provided. Email materials to [AHE@smithbucklin.com](mailto:AHE@smithbucklin.com).



Connect with **Sue Griffin at 312-673-5586 or [sgriffin@smithbucklin.com](mailto:sgriffin@smithbucklin.com)** to reserve your space.

# AHE.org

**Total Unique Visitors: 109,000 annually**

**Total Website Visits: 157,000 annually**

AHE.org is the first line of member support and the source for answers to almost all EVS questions. Extend your reach to thousands of professionals in health care environmental services. The AHE website offers prominent ad placements that generate valuable exposure for your products and services.

**Align your ad with content in the following areas:**

**728x100**

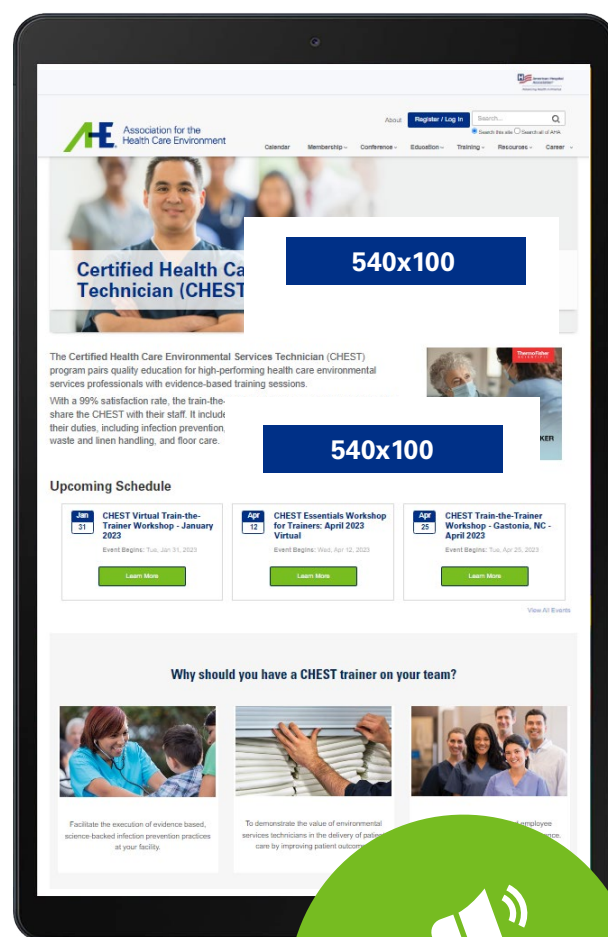
Landing Page/ Content Channel	Annual Pageviews	Net Rate Per Quarter*
<a href="#">Calendar</a>	8,600	\$2,000
<a href="#">Education</a>	5,000	\$1,000
<a href="#">Core Competencies</a>	2,000	\$1,000
<a href="#">CHESP</a>	6,000	\$2,000
<a href="#">CHEST</a>	21,000	\$3,000
<a href="#">CMIP</a>	3,000	\$1,000
<a href="#">CNACC</a>	4,100	\$1,000
<a href="#">CSCT</a>	10,500	\$2,000

## Ad Specifications

- Static and web-ready JPG, GIF, or PNG file
- 300x250 (some ads will be automatically resized to 280x233 to fit templates)
- 150 KB max weight/load

## Ad Submission

Ad materials due 10 business days prior to campaign launch. Email materials to [AHE@smithbucklin.com](mailto:AHE@smithbucklin.com).



**Maximize exposure  
by running on  
multiple channels!**

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→ **ADVERTISE WITH AHE**

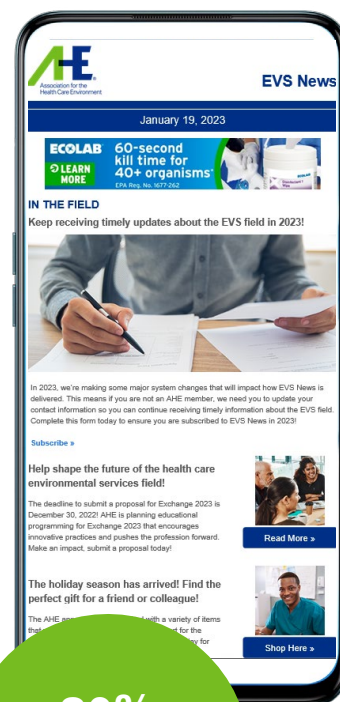
# AHE EVS News

**Circulation: 28,000**

AHE's biweekly e-newsletter offers a collection of news articles, reports, and expert guidance from the profession's top thought leaders in environmental services, infection prevention, and other decision makers with a stake in maintaining the environment of care.

## Net Rates

Ad Unit	1x	6x	12x	24x
Leaderboard 728x90 (resized to 580x72)	\$1,345	\$1,280	\$1,200	\$1,075
Medium Rectangle 300x250 (resized to 280x233)	\$1,050	\$1,000	\$925	\$840
Sponsored Content 126x66 image + text	\$1,345	\$1,280	\$1,200	\$1,075
Ad Takeover Ad units above + logo	\$4,500			
Advertorial 100 words + article link	\$3,500			



**20%**  
Average  
Open Rate

## Ad Specifications

- Static and web-ready JPG, GIF, or PNG file
- 40KB max weight/load
- **Sponsored Content:** Submit an image (126x66), headline (6-10 words), description (20-30 words), and provide all target URLs.
- **Ad Takeover:** Includes (1) leaderboard, (4) medium rectangles, (1) sponsored content, plus a logo mention at the top of the newsletter beneath the AHE EVS News header.
- **Advertorial:** Submit text preview as a Word document (100 words max) and provide an external link to full article/resource.
- All content is subject to AHE approval.

## Ad Submission

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→ EXHIBIT WITH AHE

# AHE Exchange 2023



Over 500 health care professionals with a stake in the environment of care come together and exchange ideas during rigorous learning labs, inspiring breakout and general sessions and unparalleled networking events. Join environmental services professionals, infection preventionists, content experts, academics, regulatory agencies and industry leaders at Exchange 2023.

**Now accepting exhibit and sponsorship applications!**  
Visit [ahemediakit.org/ahe-exchange/](https://ahemediakit.org/ahe-exchange/) to view all  
available opportunities.





# Become a Corporate Champion

Gain greater visibility with health care environmental services professionals and increase and enhance access to AHE members throughout the year. The AHE Corporate Champion retention rate is 94% for the last 20 years because each Champion is a valued relationship and received one-on-one attention from our support team. Corporate Champion benefits include branding, meaningful strategic interaction, and access to information and environmental services insiders. AHE also offers a variety of **customizable opportunities that provide access to AHE members with purchasing authority and that are consistent with company strategic goals.**

## Corporate Champion Benefits

### Branding and Recognition

- Licensed use of AHE Corporate Champion Logo
- Logo recognition on AHE's EVS News
- Logo recognition on the AHE website and select event marketing collateral

### Access, Data, and Insights

- Complimentary Associate Memberships
- Trends Data 2023 Survey input and access to report
- Access to Voice of the Customer and Membership Surveys
- Opportunity to send one (1) dedicated email or a 10-15 question survey to AHE facility based members

### Strategic Collaboration

- Quarterly strategic discussions with AHE Executive Management
- Opportunity to underwrite and develop new [AHE Signature programs](#) (requires an additional fee)
- Marketing campaign support
- Additional customized benefits based on level of spend



## Thank You to Our 2023 Corporate Champions

AHE thanks its 2023 corporate strategic champions. Support exclusive education, networking and other key strategic opportunities and generate mutually beneficial value. Join these industry leaders as a 2023 Corporate Champion.



Corporate Champions as of January 2023

Connect with **Patti Costello** at [pcostello@aha.org](mailto:pcostello@aha.org) to learn more about the AHE Corporate Champion program.



The Association for the Health Care Environment (AHE) is a Professional Membership Group of the American Hospital Association. AHE represents a broad and diverse network of more than 2,600 decision making professionals dedicated to pathogen free, healing environments across all care settings.



**AHE Sales Contact**

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312-673-5586 / [sgriffin@smithbucklin.com](mailto:sgriffin@smithbucklin.com)