

20 | Engage Health Care Risk Managers

16 | ASHRM Year-Round Sponsorship Program

Connect with 13,500+ Leaders in Health Care Risk Management



ASHRM and Our Members

The American Society for Healthcare Risk Management (ASHRM) is an association of more than 6,000 educated and influential decision-makers in health care risk management and health care-related professional services.

ASHRM promotes safe and trusted health care through education, leadership and professional support. Our efforts emphasize the development and implementation of safe and effective patient care practices, the preservation of financial resources and the maintenance of a safe working environment in health care.

13,500+
Risk Management Leaders

6,000+
Members Nationwide

Every Day Risk Managers DECIDE on

Event Reporting Video Camera Systems Loss Tracking
Re-insurance **Auto Insurance** Credential Tracking
Outside Legal Counsel Captive Insurance *Infection Control*
Barcode Systems **Insurance Placement** Automatic Medication Dispensing Devices
Security and Safety Systems **Patients Safety Devices** Cyber Liability Insurance
Patient ID Systems Emergency Preparedness Plans and Products Facilities Management
Leadership and Development Courses **Signage** *Special Event Insurance*
Continuing Education Providers **Fire Alarms, Testing and Drills** **Emergency Call Systems**
Property and Casualty Insurance **Claims Management Systems**
Lighting **Workers' Compensation Insurance** **IV Companies and Compounding**
Excess Insurance Carriers *Predictive Modeling*
Building Design and Renovation Documentation Systems
Auxiliary and Emergency Lighting Systems
IT Security Studies

Partner with ASHRM! Contact our team today.
Kris King – krking@smithbucklin.com P: 312-673-5505 F: 312-673-6577

ASHRM 2016 Annual Conference & Exhibition

ASHRM 2016
ANNUAL CONFERENCE
September 25-28, 2016 Orlando, Florida

Showcase your products and services at the largest annual conference in health care risk management – the ASHRM Annual Conference and Exhibition. More than 2,000 highly-engaged professionals at all levels attend the ASHRM Annual Conference each year. By exhibiting at ASHRM 2016, you will connect with decision-makers who use the exhibit hall to learn about the tools and resources to help them improve patient safety, protect assets, manage risk and perform better at their job.



Impact:

- **2,000+ Health Care Leaders**
- **10 Hours of face-to-face time in the Exhibit Hall**
- **Risk Managers are key decision makers in moving products and services forward**
- **Risk Managers evaluate, decide and purchase**

“ Seeing the new innovations and products in the Exhibit Hall, keeps me up to date with the latest trends in health care risk management.

“ I attend the ASHRM Annual Conference annually, because I can meet with all the major players that impact health care risk management.

Meet Face to Face with:

- Chief Risk Officers
- Chief Executive Officers
- Chief Financial Officers
- Presidents
- Assistant Vice Presidents
- Corporate Directors, Risk Management
- Executive Vice Presidents of Business Strategy
- Executive Directors, Quality Management
- Directors of Risk Management
- Senior Vice Presidents
- Clinical Operations Officers
- Deputy Directors, Insurance
- Directors of Legal Affairs
- Directors of Operations
- Directors of Patient Safety and Quality
- General Counsel
- Patient Safety Officers
- Regional Directors of Risk Management
- Senior Chief Risk Officers
- Vice Presidents of Risk Management

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Annual Conference Sponsorship and Exhibition Opportunities



ASHRM offers a variety of sponsorship opportunities to help partners engage conference attendees and build brand recognition. Partners that invest in sponsorships will be recognized in Annual Conference materials and receive exclusive benefits such as priority points towards future exhibit space.

Benefits	Platinum Partner \$35,000+	Gold Partner \$30,000- \$34,999	Silver Partner \$20,000- \$29,999	Bronze Partner \$10,000- \$19,999
Exhibit Space	10'X10' with 1 Corner	10'X10' Inline	50% Discount on 10'X10'	
Priority Points	8	6	4	2
Invitations to Presidents Reception	6	4	3	2
Full Conference Registrations	6	4	2	1
Additional Exhibit Only Badges	2	2	1	1
Push Notifications on Mobile App	3	2	1	
Full Banner Ad on Conference Webpage	1			
Priority Requested Meeting Room	1			
Sponsor Level Recognition	X	X	X	X
Exhibit Only \$2,750				
<ul style="list-style-type: none"> • 10'X10' Inline Exhibit Space • New! Pre & Post Show Attendee List (company, contact, title, mailing address) • 4 Exhibitor Badges • 1 Full Conference Badge • Logo Recognition in Mobile App • 7'x44' Booth Identification Sign • Pipe & Drape • Additional \$200 Per Corner 				

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Connect with your Customers

Branding and Engagement

NEW! Mobile App (Exclusive) \$25,000

NEW! Conference Pocket-Guide Map (Exclusive) \$20,000

Wireless Sponsorship (Exclusive) \$15,000

NEW! Hydration Station \$15,000

Mobile Charging Station (limit 2) \$10,000

Conference Lanyards (Exclusive) \$10,000

NEW! Oversized Window Clings (Limited Availability) \$7,000

Large Circular Floor Decal Centered in Exhibit Hall Entrance Foyer (Exclusive) \$5,000

Hotel Key Cards



Networking, Parties and Business Development

Physicians Lunch (Exclusive) \$15,000

Networking Lunch (Exclusive) \$7,000

Chapter Leaders Lunch (Exclusive) \$5,000

Sunday Evening Welcome Reception

NEW! VIP/Past Presidents Lounge

NEW! Wine and Dine Reception

Thought Leadership and Education

Opening Keynote Sponsorship (Exclusive) \$15,000

Closing Keynote Sponsorship (Exclusive) \$15,000

Education Track Sponsor \$6,000

Industry Partner Spotlight \$5,000

Bite Sized Learning Session \$3,000



Drive Traffic to Your Booth

NEW! Exhibitor Speciality Gift at Opening Reception (Exclusive) \$5,000

Passport to Prizes \$1,000

NEW! Coffee Cart (limit 3)

NEW! Monday Expo Specialty Drink Reception (limit 5)

Special Insert in Conference Tote Bag (limit 3)

“Meeting face-to-face with vendors at ASHRM is essential. I can compare services and make decisions about new products.”

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Bonus Opportunities Build a Custom Brand Experience

American Society for Healthcare Risk Management

ASHRM 2016 ANNUAL CONFERENCE

September 25-28, 2016 Orlando, Florida

NEW! Attendee Pedometer Challenge

(Exclusive) \$10,000

ASHRM will be hosting a "Steps" competition.
Logo'd pedometer handed out at registration.

NEW! Selfie Station (Exclusive) \$8,000

Photo station with props for attendees to take
selfies and post to social media outlets.

Conference Notepad (Exclusive) \$6,000

Logo'd notepad included in tote bag.

NEW! Hand Sanitizer (Exclusive) \$6,000

Keep attendees healthy! Logo'd mini hand sanitizer
included in tote bag.

Conference Pen/Highlighter (Exclusive) \$5,000

Logo'd Pen/Highlighter Included in Tote Bag

NEW! Professional Headshot Lounge

Exhibit Hall Snack Stations

Guest Room TV Channel (entire event)

NEW! Illuminated Light Boxes

Hilton Digital 3 Panel Sign Above Escalators

Monthly Annual Conference E-blast Banner
Advertisement

Banner Ad on Annual Conference Webpage

Double Sided Meter Boards

Floor Decals

Convention Center Column Wraps

Past Annual Conference & Exhibit Partners

AHA Solutions

American Congress
of Obstetricians and
Gynecologists

Aon

Beazley

BerkleyMed

Bermuda Business
Development Agency

BVI

Chubb & Son

CNA

Coverys

Datix

Endurance Insurance

Healthcare Liability Solutions

Hudson Insurance Group

KBCore by CRG Medical, Inc.

Loyola University Chicago

MagMutual

MarkelCorp

Marsh

McGriff, Seibels & Williams

MCN Healthcare

Medical Interactive

Medical Risk Management

MRM Group

Newton Media

Ob Hospitalist

Pavisse Incident Management
Solution

PMA Companies

ProAssurance

Quantros

Risk & Insurance

Riskconnect

RiskQual

RL Solutions

Sedgwick

Standard Register

The Risk Authority

The Sullivan Group

TIDI Products

Towers Watson

Travelers

Wells Fargo

Western Litigation

Willis

Zurich

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ASHRM Academy 2016

ASHRM
ACADEMY
April 18-21, 2016 • San Antonio

ASHRM Academy is an intensive four-day program for health care risk management professionals to build their expertise and work on credentials such as the HRM Certificate and the CPHRM. Nearly 200 future leaders in health care risk management attend this program each year. The programs are led by experienced leaders in the profession and are intended for learners at the foundational, practitioner and advanced levels. This setting offers partners an opportunity to connect with potential clients in an intimate setting.



ASHRM Academy Partner Levels

Benefits	Executive Level \$7,500 Limit 5	Leader Level \$5,000	Business Level \$2,500
Full Conference Registrations	3	2	1
Logo Placement with Link to Partner Website on the Academy Partner Page on ASHRM Website	X	X	X
One Table Top to Display Materials in Exhibit Gallery	X	X	X
Use of Pre-Show Attendee Direct Mailing List	X	X	
Use of Post-Show Attendee Direct Mail List	X	X	
Use of Post-Show Attendee Direct Email List*	X		
Ad Placement on Academy Landing Page on ASHRM Website	X		
Priority Points towards 2016 Annual Conference	3	2	1

* Email content must be approved by ASHRM and will be sent by ASHRM under "ASHRM Partners."

Partner level is based on total investment. Logo must be received by March 4, 2016, in order to be included in the e-Newsletters prior to ASHRM Academy.

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ASHRM Academy 2016

Sponsorship Opportunities

NEW! Snack Break \$6,000

Sponsor the healthy snack break by putting your name on the branded baggies that will be used at our trail mix bar. Snack break sponsors will also have the opportunity distribute materials to attendees.

Custom Evening Reception(s)

Deliver a brief welcome speech at ASHRM Academy Reception and receive recognition in pre-event and onsite materials as reception sponsor.

Educational Session (4 Available) \$5,500

Lead a 30-minute educational presentation during lunch at ASHRM Academy. The sponsor will be recognized in pre-event and onsite materials.

NEW! Welcome Amenity Bag (Exclusive) \$5,000

Include your branding and promotional materials in the gift bag that attendees receive when they check into the hotel. Sponsor is responsible for all costs, materials included within and assembly of gift bags.

Conference Lanyard (Exclusive) \$4,000

Hotel Key Card (Exclusive) \$4,000

Attendee Bag (Exclusive) \$4,000

NEW! Coffee Cart (2 Available) \$3,500

Sponsor a barista cart/station in the Exhibit Gallery making specialty coffee drinks for attendees. The sponsor will be recognized in pre-event and onsite materials.

Conference Notepad/Pen (Exclusive) \$3,000

Morning Exercise Sessions \$2,500

- Morning Walk (3 Available)
- Morning Yoga (2 Available)

Partner may provide branded yoga equipment, pedometers, or distribute t-shirts at sessions. The sponsor will be recognized in pre-event and onsite materials.

NEW! Infused Water Break (3 Available) \$2,500

Email Blast (4 Available) \$2,000

Send an email to Academy attendees. Content must contain information relevant to health care risk management professionals.

Ad on Academy Event Page (Tower Ad) \$1,500

Chair Drop (3 Available) \$1,500

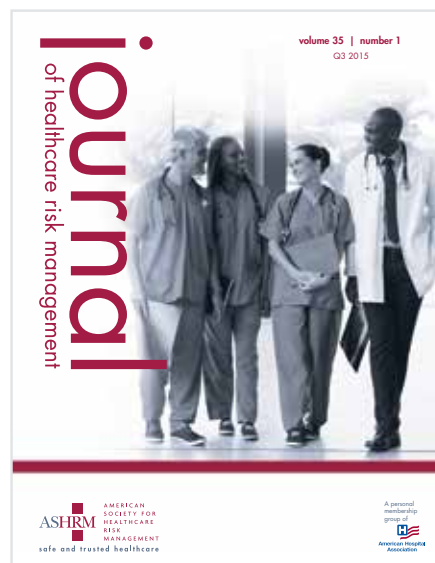
Customized Sponsorship Opportunities Available

Year-Round Opportunities

Journal Advertising

Position your services alongside the insightful, peer-reviewed content of the *Journal of Healthcare Risk Management*. Every ASHRM member receives our quarterly journal as a benefit of membership.

Location	B&W	Color
Outside Back Cover	NA	\$2,500
Inside Cover	NA	\$2,500
Full Page	\$1,500	\$1,900
Horizontal or Vertical Half Page	\$600	\$900



Website Advertising

90-day ad placements throughout the ASHRM website, including the homepage and the ASHRM 2016 conference webpage.

Opportunity	90 Day
Tower	\$3,200
Full Banner	\$3,000
Half Banner	\$1,500



Mailing List Rental

\$1,300 – Send a one-time mailing to ASHRM’s 6,000+ members.

ASHRM Monthly E-Mail Blast

Email blast will be distributed once a month, with the exception of the four weeks leading up to ASHRM Academy and ASHRM Annual Conference.

\$1,800 – Monthly

\$2,000 each for 4 Weeks leading to Annual Conference/Academy

Sponsored Webinar

Engage health care risk managers by sponsoring one of ASHRM’s live educational webinars.

\$2,500 – Sponsor an ASHRM webinar; sponsor is not involved in the development of webinar content.

\$5,000 – Sponsor may select the experts to present on a topic of the sponsor’s choice.

All advertisement and sponsored content are subject to review and approval by ASHRM.

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Year-Round Email Advertising

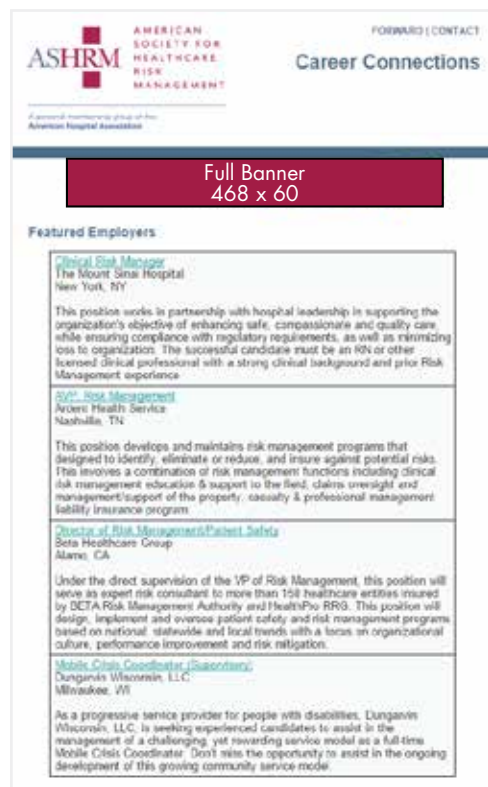
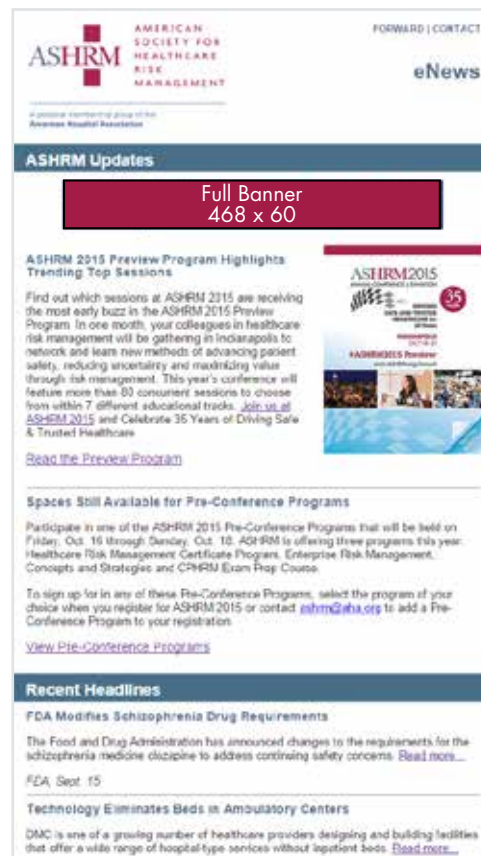
eNews Advertising

eNews is ASHRM's weekly review of professional development opportunities and industry news highlights. eNews is distributed weekly to more than 9,500 health care risk management professionals. Topics include upcoming programs, networking events and more. eNews features three banner advertisement locations.

- Average open rate is 21%
- Average click through rate is 6%

Type	Size	Placement	13-Week Cycle
Full Banner	468 x 60 px	Top	\$3,600
Half Banner	234 x 60 px	Spot 1	\$2,700
Half Banner	234 x 60 px	Spot 2	\$1,800

Note: File must be in a jpg format. Include the link to the ad.



Career Connection

Career Connections is ASHRM's weekly career development email newsletter. This features the most current employment opportunities available in the field of health care risk management and patient safety. Sponsors receive the top placement of their banner ad or promotional text. To provide maximum exposure, ASHRM allows only one sponsor per Career Connections email.

- Average open rate is 25%
- Average click through rate is 5%

Type	Size	Placement	13-Week Cycle
Full Banner	468 x 60 px	Top	\$3,600

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safe and trusted healthcare

A personal membership group of the
American Hospital Association

www.ASHRM.org

We'd like to work with you to meet your needs. Contact our team for bundle rates or for custom solutions:

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