

ASHRM Sponsorship Prospectus



ASHRM
AMERICAN
SOCIETY FOR
HEALTHCARE
RISK
MANAGEMENT

safe and trusted healthcare

A personal membership group of the
American Hospital Association

2017 ASHRM Corporate Strategic Sponsorship

\$85,000 (3 available)

Created to recognize your organization's leadership and prominent role in the advancement of Healthcare Risk Management. This is an exclusive, high level partnership where ASHRM will help you achieve your marketing objectives by providing year round meaningful engagement opportunities with over 6,000 of our members. This includes ASHRM's Annual Conference, ASHRM Academy, and Year Round Educational and Advertising Opportunities.

Exclusive Benefits

- Year round recognition on ASHRM website
- Use of ASHRM's official Strategic Sponsor logo
- Annual meeting with ASHRM leadership to discuss updates and partner strategies
- 10 Priority Points towards 2018 exhibit booth selection
- \$10,000 in Funds to use towards any ASHRM Sponsorship Opportunities (Annual Conference, Digital or Print Advertising, or ASHRM Academy)
- **High level recognition at ASHRM's Annual Conference**
 - Platinum Level Benefits
 - Exclusive Branding Opportunity in Convention Center
 - Escalator Runner on one set of main convention center escalators
 - Co-branded recognition on main convention center entrance stairs
 - An additional 100 sq. ft. to exhibit space (above the standard 30x30 island included in the Platinum Sponsorship)
 - 2 additional full conference passes
 - Corporate Strategic Sponsor Floor Decal in front of exhibit space
 - Meeting space in the convention center to host either client or internal team meetings
 - Recognition during Executive Director's opening remarks
 - Exclusive opportunity to present educational content during 1 of 3 ASHRM Corporate Strategic Sponsor Symposia's
 - Includes space with standard AV
 - Includes program promotion through all electronic and print materials
- **High level recognition at ASHRM Academy**
 - Recognition on signage near registration
 - Recognition during Executive Director's opening remarks
 - Pre and post show attendee mailing list (name, title, company, physical address)
- **Year round education and advertising**
 - 4 ASHRM Journal Ads – Full page, color
 - 1 Email communication to ASHRM members

Contact Amanda Strombeck at astrombeck@smithbucklin.com or call 312-673-4844

2017 ASHRM Annual Conference Opportunities

Exhibiting and sponsoring at ASHRM 2017 will allow your organization to showcase your solutions at the largest annual conference in healthcare risk management. More than 2,000 highly engaged healthcare risk management professionals of all levels attend the conference not just for professional development and educational opportunities, but learn about solutions and resources that are critical to the success of the organizations they represent.

Premier Sponsorship Packages

Conference Benefits	Platinum (3)	Gold (5)	Silver (Unlimited)
Price	\$40,000	\$30,000	\$20,000
Booth Space	30x30 Island (upgrade for \$1,000 per 100 sq. ft.)	20x20 Island (upgrade for \$1,000 per 100 sq. ft.)	10x20 space (upgrade for \$1,000 per 100 sq. ft.)
Full Conference Passes	6	4	2
Expo Only Badges	20	10	6
Invitations to President's Reception	6	4	2
Sponsorship Credit to be used on a la carte sponsorships (must be selected by 9/1/17)	\$20,000	\$15,000	\$10,000
Industry Partner Spotlight Presentation	X		
Floor Decal with Level Recognition in front of Exhibit Space	X	X	
Priority Points towards 2018 exhibit booth selection	6	4	2
Pre and Post Conference Mailing List	X	X	X
Logo on inclusion recognizing sponsorship on conference materials (detail)	X	X	X
Level Recognition on Conference Partnership Page	X	X	X
Registration Bag Insert	X	X	
Hotel Rooms	50 Rooms	30 Rooms	20 Rooms

Contact Amanda Strombeck at astrombeck@smithbucklin.com or call 312-673-4844

Sponsorship Opportunities

Educational Support

Opening Key Note	\$15,000
Closing Key Note	\$15,000
Education Track	\$6,000
Presentation in the Solution Showcase Theater	\$5,000

Networking

Physicians Breakfast	\$5,000
Chapter Leaders Lunch	\$5,000
Evening Receptions	(cost varies)
Specialty Cocktail Station	\$3,000

Lead Generation

Registration Bag Insert	\$3,000
Hotel Door Drop (sponsor assumes costs for printing and delivery)	\$3,000
Passport to Prizes	\$1,000
Taste of Seattle Reception	(call for pricing)
Snack Stations	\$5,000
Coffee Carts	\$7,000

Branding and Advertising

Conference Backpack	\$30,000
Conference Mobile App	\$25,000
Conference Umbrella	\$20,000
Hydration Station	\$15,000
Hotel Key Cards	\$15,000
WiFi in Convention Center	\$15,000
Executive Portfolios	\$10,000
Conference Lanyard	\$10,000
Charging Stations for Smart Phones	\$10,000
Hand Sanitizer Station	\$6,000
Registration Confirmation Banner Ad	\$5,000
Banner Ad on Conference Web Page	\$2,500
Atrium signage	(costs and locations vary)

Contact Amanda Strombeck at astrombeck@smithbucklin.com or call 312-673-4844