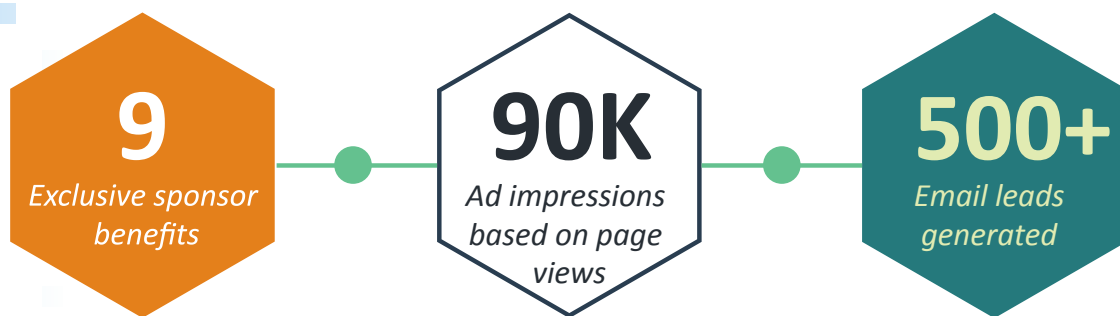


ASHRM HRM WEEK JUNE 20-24, 2016

Align your brand with one of healthcare's most positive campaigns, with a focus on risk management. Embraced by Risk Managers – HRM Week is an opportunity to blend education and appreciation for the important work that Risk Managers do every day.

Background:

Healthcare Risk Management Week, June 20-24, 2016, is the American Society for Healthcare Risk Management's annual campaign to raise awareness about the critical role risk management and patient safety professionals play in helping to eliminate preventable serious safety events.



HRM Week 2016 Sponsorship (Exclusive)

Price: \$30,000

- Sponsor will aid the selection process of HRM Week Topic if contracted before **Feb. 1, 2016**.
- ASHRM HRM Week- Presented by: XYZ will be listed in all marketing promotions regarding the ASHRM HRM Week
 - Minimum of four emails will be distributed to ASHRM Members during HRM Week
 - **One** email a week will be distributed to ASHRM Members the **four weeks** prior to HRM Week
 - Press release template for sponsors' internal use
 - **Two** website homepage placements that list HRM Week Presented by XYZ throughout month of June, specs will be provided by ASHRM
- ASHRM HRM Week- Presented by: XYZ -promoted on all ASHRM social media outlets
- ASHRM HRM Week Quiz- Presented by: XYZ
 - Quiz will be produced by ASHRM and will be topic specific to HRM Week
 - The quiz is just for fun and for informational purposes, no prizes will be awarded or names collected/distributed
- ASHRM HRM Week Webinar- Presented by: XYZ
 - Topic selection collaboration with sponsor (recommended that topic be tied to Enterprise Risk Management)
 - Topic must be approved by ASHRM and relate to the theme of the week
 - Recorded copy of webinar provided to sponsor for their use and rebroadcast
- Webinar will be linked to ASHRM Library where it will be housed for up to a year
- Opportunity to send **one** dedicated email to ASHRM members, relating to HRM Week topic. Email must be solution focused
 - HTML format and education based
 - All content must be approved by ASHRM
 - Email will be sent by ASHRM under "ASHRM Partners"
- **One** thank you email will be distributed to ASHRM Membership from ASHRM and Sponsor for participation
- **Five** Priority Points towards ASHRM Annual Conference

CONTACT

Kris King
ASHRM Sponsorship Lead
krking@smithbucklin.com
Phone: (312) 673-5505