ALIGN WITH THE TRUSTED ORGANIZATION FOR HEALTH CARE FACILITY PROFESSIONALS.

Reach more than 11,000 professionals who work in optimizing the health care built environment.
The American Society of Healthcare Engineering (ASHE) is a personal membership group of the American Hospital Association. With more than 11,000 members, ASHE is a diverse network dedicated to optimizing the physical environment of health care facilities from the initial planning stages for construction/renovation throughout their lifespans. ASHE is the leading membership group and resource for health facility operations; maintenance; engineering; planning, design, and construction; and codes and standards affecting hospitals and clinics. Aligning with ASHE will strengthen the credibility of your organization and will showcase your commitment to leading efficient and sustainable initiatives for health care facilities.

ASHE MEMBER INFORMATION

Members of ASHE are divided into two categories: Professional Active Members (PAMs), or those directly employed by a health care facility, and Associate Members, or those who work for companies or organizations that service health care facilities.

ASHE MEMBERS INCLUDE THE FOLLOWING HEALTH CARE PROFESSIONALS:

- Facility managers
- Health care design professionals
- Infection control practitioners
- Maintenance engineers
- Consultant engineers
- Clinical and Biomedical engineers
- Plant management personnel
- Contractors
- Safety/security professionals
- Support service personnel
- Architects
- Health care construction manager

KEY STATISTICS:

Hospitals spend more than $11 BILLION per year on facility management operations.

Spending on health care facility construction and maintenance over the next year is estimated at $13.4 BILLION.

On average hospitals allocate 51 PERCENT of their capital budget to construction projects that include facilities maintenance, renovation, and new construction.

Total construction spending on health care in the United States totals more than $38 BILLION per year.

Source: 2013 Reader Survey
CORPORATE SPONSORSHIPS

ASHE offers year-long corporate sponsorship opportunities to key industry vendors who want to align strategic goals and resources to advance health care engineering and planning, design, and construction throughout the industry. These relationships create significant value for ASHE members through education programs and research opportunities; orientation and training; building enthusiasm and motivation; and creating a forum in which members and the vendor community can network and exchange ideas.

An example of opportunities available through a corporate sponsorship with ASHE includes:

- Group membership opportunities
- Knowledge exchange initiatives through education, publishing, and resource development.
- Exclusive networking and advertising opportunities.
- Platinum-level sponsorship and maximum exposure at both the ASHE’s two annual conferences, the PDC Summit and ASHE Annual Conference
- New value-added programs or initiatives built in collaboration with ASHE that provide value to the industry
- Premium-level sponsorship and maximum exposure through the Sustainability Roadmap for Hospitals (sustainabilityroadmap.org)

2014 Corporate Sponsors include:

For more information on corporate sponsorships, please contact:
Patrick (PJ) Andrus, Deputy Executive Director, Operations
312-422-3814 • pandrus@aha.org
EXHIBIT RATES
$2,800 per 10 x 10 ft. (100 sq. ft.) booth; $450 fee applies per corner
Additional perks included, such as one complimentary full registration and three complimentary guest passes.

SPONSORSHIP RATES
Select from a menu of opportunities to qualify for platinum, gold, or silver levels (opportunities range from $500-$25K)
Additional advertising opportunities are offered complimentary to silver, gold, and platinum level sponsors.

2015 PDC Summit
March 15–18, 2015 | San Antonio, TX | pdcswebsite.org
International Summit & Exhibition on Health Facility Planning, Design, & Construction (PDC Summit)
2014 PDC Summit exhibitor prospectus available at ashe.org/pdcexhibit.

The PDC Summit is attended by senior leaders from hospitals, design firms, and construction companies with responsibility for the planning, design, and construction of health care facilities. The program is meticulously crafted with input from top industry minds from leading organizations. At the PDC Summit, reach more than 3,000 health care professionals on-site and connect with senior-level health care executives, architects, construction managers, interior designers, health care facility managers, and engineers.

2014 PARTICIPANT PROFILES

LEVEL OF RESPONSIBILITY
- 20% Principal/owner/chief executive officer
- 31% Vice president/director (multiple department responsibility)
- 37% Manager/Supervisor/coordinator
- 12% General staff/team member

AREA OF DIRECT INVOLVEMENT
- 23% Architecture
- 29% Construction
- 23% Facility management and engineering
- 12% Interior design
- 6% Support services
- 7% Technology integration

PURCHASER RESPONSIBILITY
- 12% Final decision maker on all products
- 32% Final decision maker for select products
- 40% Recommend products
- 16% N/A

Continued on next page...
EXHIBIT RATES
$2,700 per 10 x 10 ft. (100 sq. ft.) booth; $450 fee applies per corner
Additional perks included, such as one complimentary full registration and three complimentary guest passes.

SPONSORSHIP RATES
Select from a menu of opportunities to qualify for platinum, gold, or silver levels (opportunities range from $500-$25,000)
Additional advertising opportunities are offered complimentary to silver, gold, and platinum level sponsors.

LEVEL OF RESPONSIBILITY
- 7% Principal/owner/chief executive officer
- 42% Vice president/director (multiple department responsibility)
- 46% Manager/supervisor/coordinator (responsible for area(s) within a department)
- 5% Entry level/staff (no management responsibility)

AREA OF DIRECT INVOLVEMENT
- 63% Facility management/engineering/support services
- 10% Architecture/design
- 15% Construction
- 12% Other

PURCHASER RESPONSIBILITY
- 40% Full responsibility
- 47% Recommend
- 13% Specify

52nd ASHE Annual Conference
July 12–15, 2015 | Boston, MA
ashe.org/annual
The ASHE Annual Conference and Technical Exhibition is the go-to resource for decision-makers in all realms of health care facility management, including environmental, safety, security, and facility operations management. At this premier event, your company can connect with more than 3,200 health care facility management professionals. If you sell products or services that improve our nation’s health care physical environment, you don’t want to miss out on the exhibit and sponsorship opportunities that await you at this industry-leading event.

EXHIBIT RATES
$2,700 per 10 x 10 ft. (100 sq. ft.) booth; $450 fee applies per corner
Additional perks included, such as one complimentary full registration and three complimentary guest passes.

SPONSORSHIP RATES
Select from a menu of opportunities to qualify for platinum, gold, or silver levels (opportunities range from $500-$25,000)
Additional advertising opportunities are offered complimentary to silver, gold, and platinum level sponsors.

LEVEL OF RESPONSIBILITY
- 7% Principal/owner/chief executive officer
- 42% Vice president/director (multiple department responsibility)
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- 5% Entry level/staff (no management responsibility)

AREA OF DIRECT INVOLVEMENT
- 63% Facility management/engineering/support services
- 10% Architecture/design
- 15% Construction
- 12% Other

PURCHASER RESPONSIBILITY
- 40% Full responsibility
- 47% Recommend
- 13% Specify

For more information on exhibit or sponsorship opportunities, contact:
Stuart Lawry, ASHE Sales Manager
312-673-5440 • slawry@smithbucklin.com
Inside ASHE is a quarterly publication that is mailed to every ASHE member. This magazine is ranked as one of the top membership benefits by ASHE members and presents stories on the latest industry trends, best practices, research, and association news. Inside ASHE is also available to members in a fully interactive digital format.

**ADVERTISING | PRINT FORMAT**

All rates include an eLink in the digital edition of the magazine.

Revisions and Proofs: $50.00

Position Guarantee: 15% Premium

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**PRINT ADVERTISING | COMMISSIONING INSIDER**

Our all new supplement, Commissioning Insider, is designed to help our members understand the importance and money-saving principals of health care commissioning. As a supplement to Inside ASHE, this once-a-year publication is sent to our entire membership giving them articles, tips, and best practices on health care commissioning. Don’t miss out on your only chance of the year to get additional exposure in the key member resource.

**SELECT FROM THE FOLLOWING OPTIONS:**

- Outside Back Cover  | $4,200
- Inside Back Cover  | $4,025
- Inside Front Cover | $4,025
- Full Page, Full Color | $3,500
- 1/2 Page Hz., Full Color | $2,000
- 1/3 Page Vt., Full Color | $1,800
- 1/4 Page Vt., Full Color | $1,400

Continued on next page...
ADVERTISING | DIRECT MAIL AND BELLY BAND OPPORTUNITIES

Advertise your products and services by including your flyer, brochure, or postcard in the clear plastic bag in which Inside ASHE is mailed. Whether you are promoting an event, a new product, or your entire product line, placing a direct-mail piece in our polybag with the publication will ensure tremendous exposure for your company.

You can also ensure your message is the first readers see by wrapping it around Inside ASHE with a belly band. Since readers must detach the belly band to access the rest of the publication, your full-color ad is ideally placed to get noticed. This is an exclusive advertising opportunity, as only one belly band is sold per issue.

DIGITIZE YOUR AD!

In addition to the printed version, Inside ASHE is digitally reproduced and is e-mailed to members and archived on ASHE’s website. We can attach your direct-mail piece or belly band to the digital publication for a nominal fee. To be included, advertisers must supply the digital file of the direct-mail piece or belly band in high-resolution PDF format. If you would like to animate your ad, additional charges apply.

Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply. All pieces except the Belly Band are furnished by the advertiser.

NET RATES*

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*Advertisers placing a display ad and direct mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value. **3-Pages/6-Surfaces or more available; quotes supplied upon request.

ADVERTISING | DIGITAL FORMAT

In the full interactive digital versions of Inside ASHE and the Commissioning Insider, viewers can virtually flip through the pages, forward articles of interest to colleagues, and click on ads to be redirected to the advertiser’s website. Members and readers receive each issue via e-mail, and each new issue is posted on ASHE’s website. A full archive of past issues is available, ensuring the longevity for your online presence.

DIGITAL EDITION SKYSCRAPER | $1,999.50

The skyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

DIGITAL EDITION SPONSORSHIP $1,699.50

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

DIGITAL EDITION TOOLBAR | $1,299.50

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

DIGITAL EDITION AD LINK | INCLUDED IN DISPLAY AD RATES

Links increase traffic from your ad in the digital edition to your company’s website or a corporate e-mail address. Additional fees apply where noted.

For more information on advertising in Inside ASHE, contact:
Chris Zabel, Publication Director
352-333-3420 • czabel@naylor.com
NATIONAL MEMBER E-NEWSLETTER | ASHE INSIDER

Now more than ever, professionals consume information on the go. Our ASHE Insider e-newsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted e-newsletter.
• Delivers your message directly to the inbox of 11,000 members on a regular basis
• Frequently forwarded to others for additional exposure
• Directs visitors to the landing page of your choice to facilitate the purchasing process
• Archives are accessible for unlimited online viewing
• Limited available ad space makes each position exclusive
• Change artwork monthly at no additional cost to promote time-sensitive offers and events

PREMIUM BANNER
12 Months | $20,000 6 Months | $11,000 3 Months | $6,050
• Only one spot available – NO ROTATION
• Located between popular sections of the e-newsletter

CUSTOM BANNER
12 Months | $10,000 6 Months | $5,500 3 Months | $3,025
• Only one spot available – NO ROTATION
• Placed next to content and visible the entire time the e-newsletter is being viewed

DISTRIBUTED WEEKLY!
Sections include:
• Codes and Standards
• Industry Updates
• ASHE Updates

For more information on advertising in Inside ASHE, contact:
Chris Zabel, Publication Director
352-333-3420 • czabel@naylor.com
Developed by leaders in health care facility design and construction, operations and maintenance, supply chain, and environmental services, the Sustainability Roadmap for Hospitals provides access to reliable, unbiased resources that can help organizations integrate sustainable practices into the health care environment. The Roadmap is a free, comprehensive website that is a national clearinghouse for performance improvement measures, or PIMs, which are how-to guides for actions to improve a health care facility’s sustainability quotient. Included are background information, funding strategies, tools and calculators, case studies, and more. To ensure this robust source of hands-on information continues to be regularly updated with the latest research and best practices, we need your support.

Share your expertise and support the Sustainability Roadmap for Hospitals and reach more than 17,000 health care leaders working in health care facility management, supply chain, and environmental services. Supporters are given optimal visibility within the Sustainability Roadmap as well as at ASHE, AHRMM, and AHE conferences and trade shows.

For more information on the Sustainability Roadmap, contact:
Patrick (PJ) Andrus, Deputy Executive Director, Operations
312-422-3814 • pandrus@aha.org
ARCHITECTURE FOR HEALTH SHOWCASE

2015 ARCHITECTURE FOR HEALTH SHOWCASE

The 2015 Architecture for Health Showcase markets your best work directly to thousands of health care leaders and decision-makers. As the health care industry’s premier architectural program, it offers a variety of touchpoints with your potential clients. The audience is diverse, and so are their design needs—firms of all sizes are encouraged to participate.

ARCHITECTURE FOR HEALTH COMPENDIUM™

Reach more than 4,000 American Hospital Association CEO members through direct mail and more than 3,000 health care leaders at the 2015 PDC Summit and ASHE Annual Conference. This high-quality bound booklet will maintain a shelf life and guarantees that health care C-suite leaders see your best designs. For more information, please contact Son Cao at scao@aha.org.

Compendium participation includes:

PROJECT LISTING

- One full page in the Compendium of Architecture for Health
- Two to four color photographs (no smaller than 4" x 5" at 300 DPI; must be CMYK)
- Project name, city, and state
- Firm name
- Firm logo (.eps file or 300 DPI jpeg files only)
- Project description (1,100 characters maximum with spaces)

INDEX DIRECTORY LISTING

- Firm name and website
- Executive contact name, title, and e-mail address (one only)
- Firm address*, city, state, and zip code
- Telephone number
- Description of services (400 characters maximum with spaces)

*Up to three office locations can be listed.

THE ARCHITECTURE FOR HEALTH GALLERY

The Architecture for Health Gallery is one of the most visited areas at the PDC Summit and the ASHE Annual Conference, both of which are attended by health care leaders (see conference descriptions on adjacent pages 3 and 4). Reach more than 3,000 health care leaders—2,200 of whom are at the manager, vice president/director, and owner/CEO levels. You will also have the opportunity to gain face-time with conference attendees and network with peers to learn about their design initiatives.

Gallery participation includes:

PROJECT LISTING

- 40" x 40" board featuring one design project* at both conferences

Complete board specifications are available at archshowcase.org.

*See “Important Information” on adjacent page for project submission rules and additional board and project opportunities.

Architecture for Health Compendium

Continued on next page...
ARCHITECTURE FOR HEALTH ONLINE
archshowcase.org

Reach 1,000 users who each spend an average of nearly five minutes exploring the site. This added resource will showcase your projects year round on the Web and will be promoted in tandem with the PDC Summit and ASHE Annual Conference. In addition, this new database will help health care leaders find your company when they search by project, project region, or architect. Visit archshowcase.org to explore the site's value and to see who participated in 2013.

Online participation includes:

SEARCHABLE PROJECT AND DIRECTORY LISTING AND INDIVIDUAL WEB PAGE WITH:

- Two to four color photographs (must be Web-saved jpeg or png files; must be RGB)
- Project name, city, and state
- Project description (2,200 characters maximum with spaces)
- Searchable directory listing
  - Firm name and website
  - Firm logo that will link to your website (must be Web-saved jpeg or png formats)
  - Executive contact name, title, and email address (one only)
  - Firm address*, city, state, and zip code
  - Telephone number
  - Description of services (800 characters maximum with spaces)

*Up to three office locations can be listed.

*IMPORTANT INFORMATION
If you would like to showcase your one project using more than one board, additional boards are available for $600 each. Multiple design projects that are submitted with the purchase of one package will not be accepted. If you wish to showcase more than one project, you will need to purchase additional packages listed in the right column of this page. Bundled packages are available for those interested in submitting more than four projects.

Available for design firms of all sizes, the 2015 Architecture for Health Showcase offers value enhanced packages.

For one project*, you can choose among the following packages:

ALL-INCLUSIVE PACKAGE ($2,200)
- Two display boards to showcase your one project in the Architecture for Health Gallery at both the 2015 PDC Summit and 52nd ASHE Annual Conference
- One full-page entry in the Architecture for Health Compendium
- One Web entry in Architecture for Health Online (includes up to four photos)

GALLERY PACKAGE ($1,800)
- One display board featuring your one project in the Architecture for Health Gallery at both the 2015 PDC Summit and 52nd ASHE Annual Conference and Technical Exhibition

PRINT AND DIGITAL PACKAGE ($1,600)
- One full-page entry in the Compendium of Architecture for Health
- One Web entry in Architecture for Health Online (includes up to four photos)

For more information on the 2015 Architecture for Health Showcase, contact:
Son Cao • 312-322-3803 • scao@aha.org
JOB POSTINGS | CAREER FLASH

Career Flash is a job listing service that is distributed weekly to more than 11,000 ASHE members. Career Flash is an opportunity for employers to connect with highly skilled health care professionals that make up ASHE’s membership. As an ASHE member benefit, the service allows members to discover career opportunities across the health care field.

You will have the opportunity to post a career listing with the following criteria on Career Flash:

- Position Title
- City, State
- Organization Name
- Job description
- Date posted

RATE: $600 for a four week run (flat rate).

Once the position has been received and or posted on the website, any additional editing will be at a cost of $150 per edit. An invoice, PDF version of the ad, and a W9 form will be sent after the position has posted on the website. Initial billing is at 30 days net.

For more information about Career Flash and to download a Job Posting Request Form, visit ashe.org/promotional.

INTRODUCING AHA SMARTMARKET™: A NEWLY LAUNCHED SOCIAL PLATFORM OF THE AMERICAN HOSPITAL ASSOCIATION

AHA SmartMarket™ is an interactive community where you can share information about your products and services, and connect with the professionals who use them.

With AHA SmartMarket, it’s easier to engage with customers and gain exposure for your brand. That’s because it allows you to make personal connections with more facility management professionals and potential customers in other buyer groups.

Leverage AHA SmartMarket as a valuable tool to interact with and educate our members.

To start building stronger relationships with your audience today, subscribe now for $3,500 ahasmartmarket.com/vendors.

For more information about AHA SmartMarket, contact
Jason Arges, Vendor Coordinator • 312-895-2537 • jarges@aha.org
ABOUT ASHE

The American Society for Healthcare Engineering (ASHE) is a personal membership group of the American Hospital Association. ASHE represents a diverse network of more than 11,000 members dedicated to optimizing the health care physical environment.

For more information about ASHE, visit ashe.org or call 312-422-3800.