



2021 MARKETING GUIDE



Align with ASHE, the trusted organization for the health care facility management profession, and reach more than 12,500 decision makers.



ashe.org

CONTENTS

- 4 Audience Snapshot
- 5 Print Opportunities
- 11 Digital Opportunities
- 17 Events & Trade Shows
- 21 Lead Generation
- 24 Corporate Support



Looking to reach health care facility professionals through the media channels and events they trust and rely on most? Start with ASHE.

The American Society for Health Care Engineering (ASHE) connects you with more than 12,500 professionals dedicated to optimizing the physical environment of health care facilities. As a professional membership group of the American Hospital Association, ASHE is the leading resource for health facility operations; maintenance; engineering; planning, design, and construction; and codes and standards affecting hospitals and clinics.

Aligning with ASHE strengthens the credibility of your business and showcases your commitment to leading safe and sustainable initiatives for health care facilities. Discover our extensive portfolio of offerings in this marketing guide and contact the SmithBucklin team to get started on your custom program today.

ASHE Media Sales

Nick Schuette

Phone: 312-673-4974

Email: nschuette@smithbucklin.com

ASHE Corporate Support and Event Sales

Sue Griffin

Phone: 312-673-5586

Email: sgriffin@smithbucklin.com



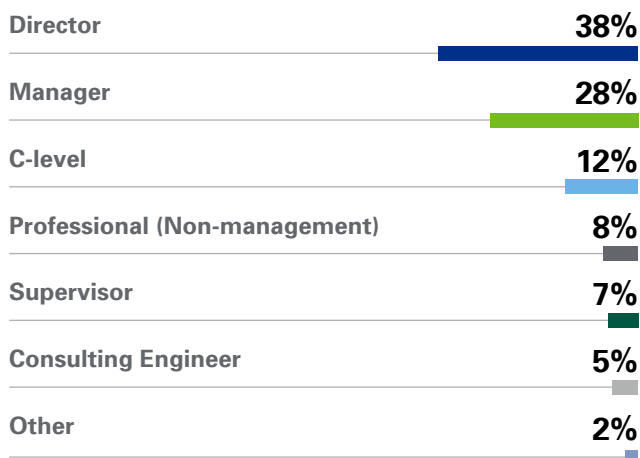


Audience Snapshot

80%

of ASHE members are directly involved in the planning, design, or construction of new health care projects, renovations, or enhancements to existing facilities, infrastructure, or systems.

LEVEL OF MANAGEMENT

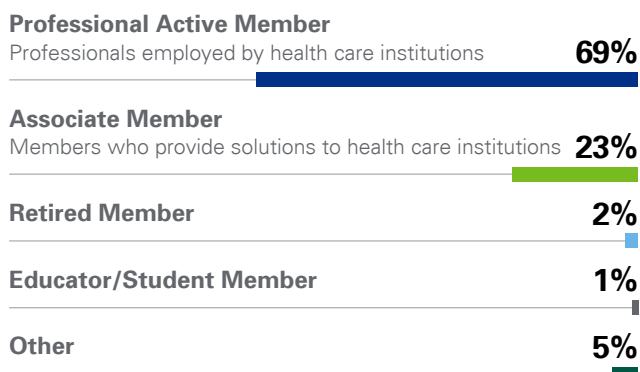


HIGHEST LEVEL OF EDUCATION

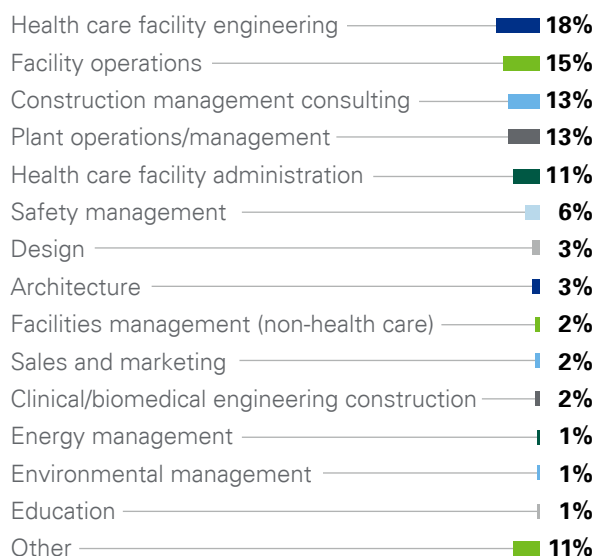


| | |
|-----|--|
| 40% | Bachelor's Degree |
| 24% | Master's/Doctorate Degree |
| 23% | Technical, Associate, or Vocational Degree |
| 10% | High School Diploma |
| 4% | Other |

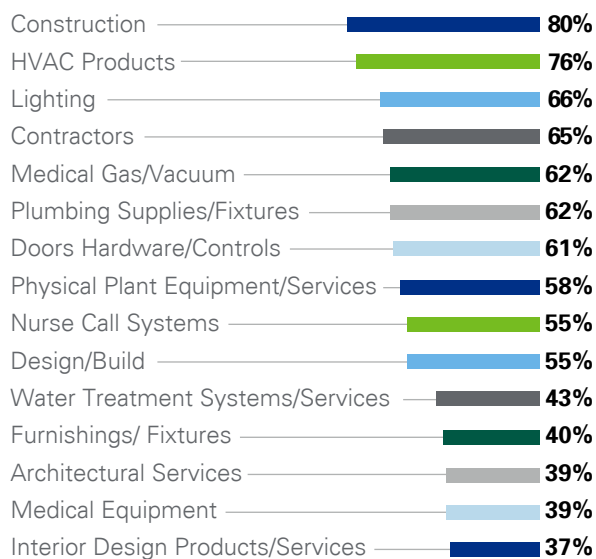
MEMBERSHIP TYPE



PRIMARY JOB RESPONSIBILITY



TYPES OF PROJECTS MEMBERS HAVE BEEN INVOLVED IN THE PAST THREE YEARS



Source: 2018 ASHE Member Survey, McKinley Advisors



PRINT OPPORTUNITIES

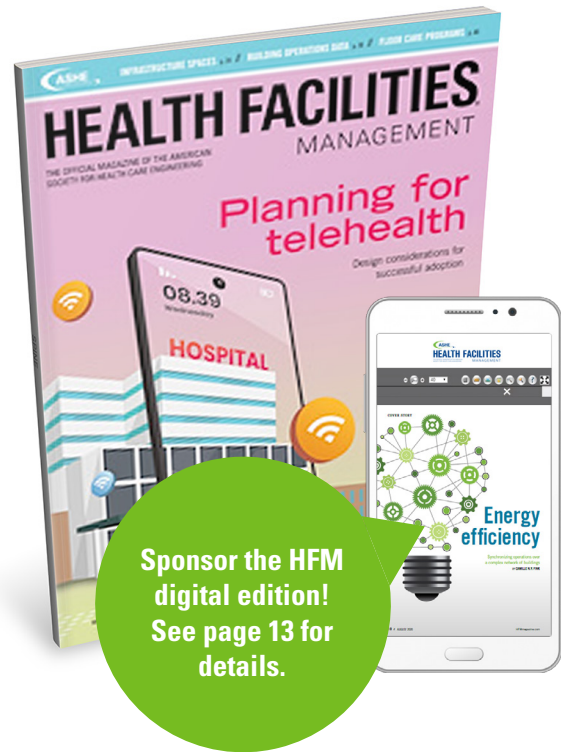
PRINT OPPORTUNITIES

Health Facilities Management

Print Circulation: 39,900

Health Facilities Management (HFM) is the most trusted and credible publication in its field, providing comprehensive coverage of the unique challenges facing the health facility design, construction, and operations communities. Through our close working relationships with facilities managers, consultants, suppliers, plus industry leading organizations, we offer exclusive access to experts who keep readers abreast of the latest industry changes.

Advertise with HFM and reach a diverse network of health facilities management leaders and extend your message beyond the ASHE membership.



Sponsor the HFM digital edition!
See page 13 for details.

HFM READER PROFILE



Job Title

- 51%** C-level/VP/Director
- 29%** Manager
- 11%** Supervisor
- 5%** Staff
- 4%** Technician



Work Setting

- 46%** Hospital - Acute Care
- 8%** Hospital - Specialty/Critical Access
- 5%** Assisted Living/Long-Term Care
- 4%** Freestanding Medical Office, Clinic, or Emergency Department
- 11%** Architecture or Engineering Firm
- 8%** Consulting Firm
- 5%** Construction Firm
- 13%** Other

Top Areas of Purchasing Influence

| | |
|--|------------|
| Design/Construction Products or Services | 67% |
| Engineering Services | 59% |
| Fire Safety Equipment | 57% |
| Security/Safety/Fire Protection | 57% |
| Flooring/Ceiling Products | 54% |
| HVAC | 54% |
| Plumbing Fixtures | 51% |
| Building Controls | 47% |
| Wall Coverings | 46% |
| Generator/Power Systems | 45% |



Purchasing Power

- 84%** are involved in purchasing, specifying, or influencing the purchase of products and services
- 73%** took action as a result of seeing an ad in HFM

Source: 2018 HFM Readership Survey

PRINT OPPORTUNITIES

2021 HFM Editorial Calendar

| ISSUE | DEADLINES | COVER STORY | FEATURES | MARKETPLACE | SOLUTIONS |
|--|--|---|---|---|---|
| JANUARY/ FEBRUARY | Ad Close: 12/1/20 Materials: 12/10/20 Mail Date: 1/4/21 | Advocacy and Compliance | <ul style="list-style-type: none"> Health care building trends ASHE Excellence in Health Care Facility Management Award EVS operations | Hand hygiene equipment | <ul style="list-style-type: none"> Computerized maintenance management systems Water quality products |
| MARCH | Ad Close: 2/1/21 Materials: 2/9/21 Mail Date: 3/3/21 | Building Your Professional Reputation | <ul style="list-style-type: none"> ASHE Vista Awards Facilities and engineering trends EVS operations | Fire Safety | <ul style="list-style-type: none"> Behavioral hardware and technology Health care furnishings |
| APRIL PDC Summit Preview Issue + Bonus Distribution | Ad Close: 3/3/21 Materials: 3/11/21 Mail Date: 4/6/21 | [SPECIAL SECTION] ASHE Annual Construction Survey | <ul style="list-style-type: none"> Facilities and engineering trends EVS operations | Security and access control | <ul style="list-style-type: none"> Lighting equipment HVAC products |
| MAY | Ad Close: 4/5/21 Materials: 4/12/21 Mail Date: 5/4/21 | Operational Excellence | <ul style="list-style-type: none"> Health care building trends Facilities and engineering trends EVS operations | Power and electrical equipment | <ul style="list-style-type: none"> Fire safety products Cleaning products |
| JUNE | Ad Close: 5/3/21 Materials: 5/11/21 Mail Date: 6/7/21 | Design and Construction | <ul style="list-style-type: none"> Interior design issues Facilities and engineering trends EVS operations | Floor coverings | <ul style="list-style-type: none"> Automated disinfection systems Patient education and entertainment systems |
| JULY ASHE Annual Conference Preview Issue + Bonus Distribution | Ad Close: 6/3/21 Materials: 6/11/21 Mail Date: 7/6/21 | Compliance Challenges | <ul style="list-style-type: none"> Health care building trends Compliance challenges EVS operations | Lighting systems | <ul style="list-style-type: none"> Medical gas equipment Security and access control |
| AUGUST | Ad Close: 7/2/21 Materials: 7/12/21 Mail Date: 8/3/21 | Energy Efficiency | <ul style="list-style-type: none"> Health care building trends Facilities and sustainability EVS operations | Nurse communication systems | <ul style="list-style-type: none"> Real-time location systems HVAC |
| SEPTEMBER AHE Exchange 2021 Preview Issue + Bonus Distribution | Ad Close: 8/4/21 Materials: 8/12/21 Mail Date: 9/7/21 | AHE Environmental Services Department of the Year | <ul style="list-style-type: none"> Health care building trends Facilities and engineering trends | Cleaning products | <ul style="list-style-type: none"> Waste management Floor care equipment |
| OCTOBER | Ad Close: 9/6/21 Materials: 9/13/21 Mail Date: 10/5/21 | Design and Construction | <ul style="list-style-type: none"> Interior design issues Facilities and engineering trends EVS operations | Plumbing products | <ul style="list-style-type: none"> Fire safety products Health care furnishings |
| NOVEMBER/ DECEMBER | Ad Close: 10/4/21 Materials: 10/12/21 Mail Date: 11/3/21 | [SPECIAL SECTION] ASHE/AHE Biennial Salary Survey | <ul style="list-style-type: none"> Health care building trends | Computerized maintenance management systems | <ul style="list-style-type: none"> Signage and wayfinding Flooring products |

*Editorial calendar is subject to change.

PRINT OPPORTUNITIES

2021 HFM Rate Card & Ad Specifications

Net Rates

| 4-COLOR | 1x | 3x | 6x |
|-----------|---------|---------|---------|
| Full Page | \$7,136 | \$6,923 | \$6,300 |
| 2/3 Page | \$5,189 | \$5,033 | \$4,877 |
| 1/2 Page* | \$4,287 | \$4,157 | \$4,032 |
| 1/3 Page* | \$3,125 | \$3,035 | \$2,939 |
| 1/4 Page | \$2,523 | \$2,445 | \$2,372 |
| 1/6 Page | \$1,873 | \$1,816 | \$1,760 |

*Please specify ad orientation for 1/2 and 1/3 page ads.

Ad Specifications

| AD SIZE | DIMENSIONS |
|-----------------------------|------------------|
| Full Page (Non-bleed) | 8" x 10.75" |
| Full Page (Bleed) | 8.25" x 11" |
| Two-page Spread (Non bleed) | 16" x 10.75" |
| Two-page Spread (Bleed) | 16.25" x 11" |
| 2/3 Page | 4.5" x 9.5" |
| 1/2 Page Island | 4.5" x 7.5" |
| 1/2 Page Vertical | 3.375" x 9.5" |
| 1/2 Page Horizontal | 7" x 4.875" |
| 1/3 Page Vertical | 2.1875" x 9.5" |
| 1/3 Page Horizontal | 4.5" x 4.875" |
| 1/4 Page | 3.375" x 4.875" |
| 1/6 Page | 2.1875" x 4.875" |

Inserts, Gatefolds, & Belly Bands

HFM offers custom advertising units such as inserts, gatefolds, belly bands, polybags, and more. Please contact the ASHE Sales Team for pricing and requirements.

Ad Submission

Please send ad materials via [WeTransfer.com](https://www.wetransfer.com) or email to Elizabeth Ferry at eferry@smithbucklin.com.

Premium Positions & Rates

(in addition to 4-color earned rate)

| | |
|--------------------|------|
| Back Cover | +15% |
| Inside Front Cover | +10% |
| Inside Back Cover | +10% |
| Opposite TOC | +10% |
| Position Guarantee | +15% |

Mechanical Requirements

Trim size: 8" x 10.75"

Spread trim size: 16" x 10.75"

Live matter: 0.5" from trim/gutter (7.5" x 10.25")

Printing: Web Offset | **Binding:** Saddle-stitched

- High-resolution PDF is required. PDF/X1-a (2001) is the preferred file format sized to 100% of mechanical requirements, with 0.125" bleeds on all sides for full-page and spread ads.
- Downsample color and grayscale images to 250 ppi for all images over 250 ppi.
- Full-page files are to be cropped at the bleed edge. Do not include color bars, page information, or registration when distilling the final PDF. Fractional ads do not need bleeds and crop marks.
- Only CMYK files are accepted for publication. Files using RGB and PMS colors will be rejected and returned for revision.
- ASHE reserves the right to decline or remove any ads. The publisher is not responsible for errors due to low-resolution images or improper file preparation, and assumes all supplied advertising files will reproduce in a satisfactory manner. The advertiser, or its agency, will be notified if materials do not pass preflight, and corrective action is required. Revisions and proofs are subject to additional fees. Please inquire for additional information.

PRINT OPPORTUNITIES

HFM Specialty Advertising

Solutions Products + Services Section

\$3,250 (Limit 1 per issue)

Every month, HFM features a [Solutions](#) department that showcases the latest products and services on ASHE's radar. Grab the attention of HFM readers with an exclusive promoted listing, which will appear in both the print and digital editions of HFM. Limited availability. Reserve your spot today.

Material Specifications

Due one week prior to published ad close deadline. Submit a 200-word product description, target URL, and a high-resolution product image (4" x 3") to Elizabeth Ferry at eferry@smithbucklin.com. Content is subject to ASHE approval.



Promote your product or service solution in both HFM print and digital formats!

CASE
STUDY

WHITE
PAPER

Q&A

Custom Content

Call for Pricing (Limit 2 per issue)

Solidify your position as an industry thought leader by sharing your ideas and best practices in a one or two-page HFM custom content article. Popular formats include an interview Q&A, white paper, or case study. Choose to submit a print-ready PDF or collaborate with HFM to produce a product that works best for your organization. Copywriting and design services are available for an additional fee.

Material Specifications

Due one week prior to published ad close deadline. Submit print-ready case study to Elizabeth Ferry at eferry@smithbucklin.com. Content is subject to ASHE approval and must be labeled as "Advertisement".

PRINT OPPORTUNITIES

HFM Survey Sponsorships

ASHE Annual Hospital Construction Survey

\$8,000 (Limit 5 sponsors)

Many hospitals and health systems are planning new facilities or evaluating existing ones to determine how to make them more efficient for care delivery and responsive to the needs of patients and their families. The 2021 Hospital Construction Survey will examine how hospitals are responding to these and other challenges as they work to redefine what being a hospital means in this turbulent health care landscape. The survey will appear in the HFM April issue.

ASHE/AHE Biennial Salary Survey

\$8,000 (Limit 5 sponsors)

Health care facility professionals are facing new challenges and responsibilities as the health care field adjusts to shifts in the marketplace. Issues of employee recruitment, succession planning, career development and, of course, financial resources are on the minds of every manager and front-line worker. That is why ASHE and AHE are joining together to conduct a management and compensation survey to look at compensation policies and practices across health care settings. This year's salary survey will appear in the HFM November/December issue.

Sponsored Research

Starting at \$13,000 (Web-based survey)

Interested in receiving industry insights and feedback from ASHE members? Partner with ASHE on a custom web-based research survey. Sponsor fee includes five (5) closed questions and a narrative report, plus full data tables. Contact the ASHE Sales Team for pricing.



Sponsorship Deadlines

ASHE Hospital Construction Survey

October 16, 2020 (Phase 1 Deadline)

March 3, 2021 (Phase 2 Deadline)

ASHE/AHE Salary Survey

June 14, 2021 (Phase 1 Deadline)

October 4, 2021 (Phase 2 Deadline)

Sponsorship Benefits

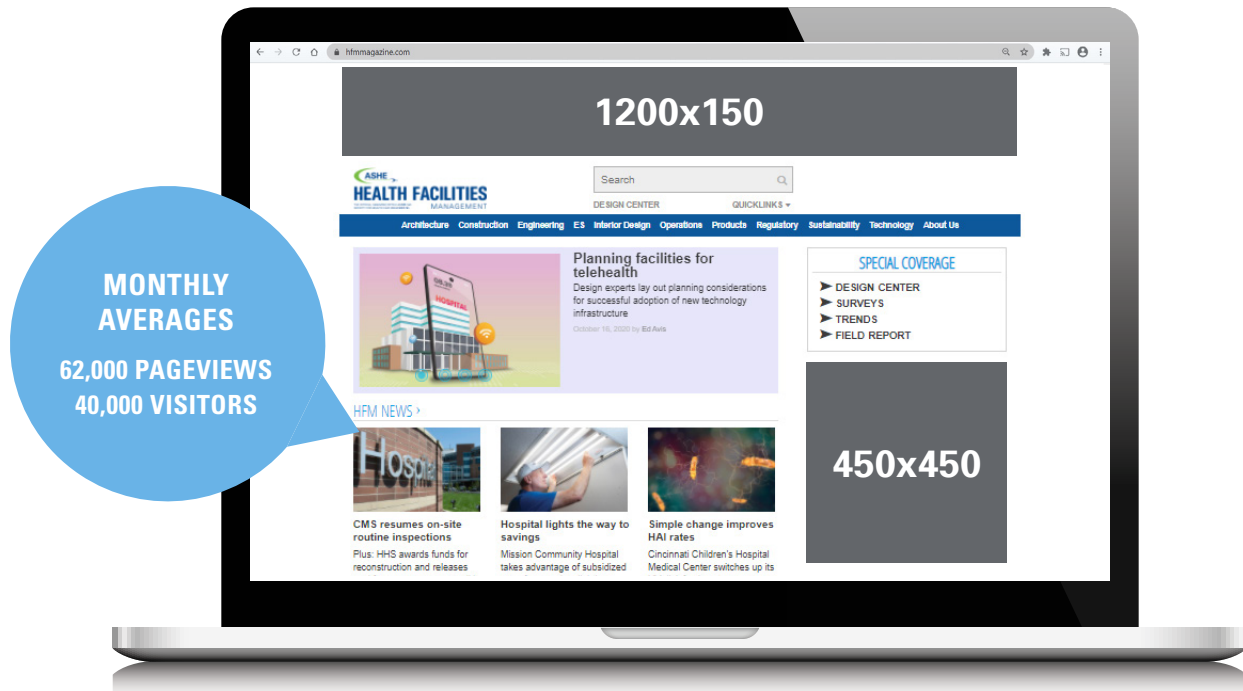
- Full page ad in respective issue of HFM magazine.
- Sponsor logo recognition in respective HFM print article about survey results.
- Yearlong logo recognition in HFM online article and data charts about the survey results.
- Sponsor recognition on survey instrument (if confirmed by Phase 1 deadline).
- Sponsor can submit one (1) survey question (if confirmed by Phase 1 deadline). The submitted question and answers will not appear in final article/survey results. Question cannot be brand/product specific or promotional in nature and is subject to ASHE's approval.
- Sponsor will receive a PDF of the article to distribute post-production.
- Sponsor will receive survey data for submitted question in PDF format.



DIGITAL OPPORTUNITIES

DIGITAL OPPORTUNITIES

HFM Website



Source: Google Analytics, July 1, 2019 - June 30, 2020

hfm magazine.com

With a presence on ASHE's *Health Facilities Management* magazine website, you'll reach more than 40,000 monthly visitors who rely on the site for the most up-to-date and credible information in the field.

Align your ad with content in any area of health care facility management, including environmental, safety, security, and facility operations.

HFM Website Advertising

| # OF IMPRESSIONS | NET RATE |
|---------------------------------------|-----------|
| 10,000 impressions | \$90 CPM |
| 10,001+ impressions | \$85 CPM |
| Video Ad (top right side banner only) | \$180 CPM |

*Minimum purchase of 10,000 impressions required. Rate includes both ad sizes except the video ad which will appear in the top leaderboard position only. See page 16 for ad specifications.

NEW!

Sponsored Content Package \$3,750 (add video for \$750)

Pair your banner ad with a sponsored content package for even more exposure and impact!

- Homepage position on the HFM website for four consecutive weeks
- Social media promotion and sponsor recognition in two ASHE tweets
- Article to be archived on HFM website under related area
- Content is subject to ASHE approval

DIGITAL OPPORTUNITIES

HFM Digital Edition & Email Alert

The HFM digital edition is sent to more than 28,500 industry professionals!

Left of Cover
8" x 10.75"



Digital Circulation: 28,500

As a sponsor of the HFM digital edition, your ad message is prominently displayed on the left cover of the magazine, in the email alerting readers to the latest issue, and on the website landing page. Fully interactive, the digital edition allows viewers to flip through the pages, click on content and ads, and forward articles of interest to colleagues. Issues are posted on the [HFM website](#) and a full [archive](#) of past issues is available, ensuring longevity for your ad presence.

Digital Edition Exclusive Sponsorship

| NET RATE | 1x | 3x | 10x |
|---|---------|---------|---------|
| Exclusive banner on email alert, left of cover ad, and banner on digital edition landing page | \$4,370 | \$3,800 | \$3,230 |
| With print ad purchase | \$3,933 | \$3,420 | \$2,907 |

Save 10% with a print ad purchase. See page 16 for ad specifications.

NEW!

Digital Edition Add-Ons Starting at \$500

Enhance your print ad with one or more of the following add-on opportunities! Video, audio, and pop-ups ads are also available. Please contact the ASHE Sales Team for pricing information.

| | |
|--------------------------|-------|
| Digital Belly Band | \$600 |
| Blow-in Card | \$600 |
| Right or Left Skyscraper | \$500 |
| Navigation Bar Logo | \$500 |

Rates are net per issue.

DIGITAL OPPORTUNITIES

HFM E-newsletters

HFM INSIDER

Circulation: 73,000 | Average Open Rate: 12%

This weekly e-newsletter covers health care facility operations hot topics, including codes and standards information, ASHE updates, and other relevant news.

HFM PDC NEWS

Circulation: 30,000 | Average Open Rate: 13%

This monthly e-newsletter provides original reporting and contributed expert guidance from the profession's top thought leaders in health care planning, design, and construction.

HFM EVS NEWS

Circulation: 34,400 | Average Open Rate: 11%

This bimonthly e-newsletter brought to you by the Association for the Health Care Environment (AHE) offers a collection of articles, reports, and expert advice from the profession's top thought leaders in environmental services and infection prevention.

HFM Insider Rates

| AD UNIT | 1x | 6x | 12x | 24x |
|-------------------|---------|---------|---------|---------|
| Top Leaderboard | \$1,700 | \$1,615 | \$1,500 | \$1,360 |
| Medium Rectangle | \$1,300 | \$1,225 | \$1,150 | \$1,050 |
| Sponsored Content | \$1,700 | \$1,615 | \$1,500 | \$1,360 |
| Ad Takeover | \$6,500 | | | |

HFM PDC News / HFM EVS News Rates

| AD UNIT | 1x | 6x | 12x | 24x |
|-------------------|---------|---------|---------|---------|
| Top Leaderboard | \$1,345 | \$1,280 | \$1,200 | \$1,075 |
| Medium Rectangle | \$1,050 | \$1,000 | \$925 | \$840 |
| Sponsored Content | \$1,345 | \$1,280 | \$1,200 | \$1,075 |
| Ad Takeover | \$4,500 | | | |

All rates are net. HFM PDC News and HFM EVS News follow the same rate card. See page 16 for ad specifications.

Source: Higher Logic, July 1, 2019 - June 30, 2020

ASHE E-newsletters

728x90

ASHE Education News

August 2020

2020 ASHE ANNUAL CONFERENCE OCTOBER 5-7 VIRTUAL

Register for 2020 ASHE Annual Virtual Conference
Only \$149 through August 28!
 Join your peers on October 5-7 as ASHE transitions its previously planned 2020 Annual Conference & Technical Exhibition into a dynamic online experience. General sessions will address timely issues such as pandemic recovery and updates from The Joint Commission. Earn up to 25.5 CECs and have on-demand access to programming through December 31, 2020.

REGISTER NOW

WEBINAR

New Webinar Series from ASHE
Critical learning every Tuesday
 The new ASHE webinar series offers peer-reviewed topics led by subject matter experts every Tuesday. The series is open to both members and nonmembers with CEC credit available. [Beyond the Basics: Acing Your Joint Commission Survey](#) is on tap for August 11.

SAVE YOUR SPOT

ASHE EDUCATION NEWS

Circulation: 15,000 | Average Open Rate: 20%

This monthly e-newsletter highlights upcoming ASHE education offerings, including webinars, conferences, regional events, and more. Limited to one advertiser per issue, ASHE Education News is a great opportunity to target the health care facilities professionals with a keen interest in advancing career development.

| EXCLUSIVE SPONSORSHIP | 1x |
|-------------------------------------|---------|
| Top Leaderboard + Sponsored Content | \$2,850 |

Rates are net. See page 16 for ad specifications.

728x90

ASHE
 Optimizing health care facilities

COVID-19 RESOURCE ROUNDUP

August 14, 2020

REGULATORY
FDA guidance on importing medical devices, PPE
 The Food and Drug Administration released FAQs describing the procedures for importing respirators, face masks and other personal protective equipment or medical devices, such as sterilizers, disinfectant devices, infusion pumps, air purifiers and more, for which the agency has issued an emergency use authorization or enforcement discretion policy during the COVID-19 pandemic. It also includes information on donating masks or other equipment, monitoring status of imported devices and FDA contacts for import questions.

2020 ASHE ANNUAL CONFERENCE OCTOBER 5-7 VIRTUAL
Register now

Certified Health Care Facilities Manager
 Prepare for the CHFM Exam from anywhere and at your own pace! Advance your career. Become a Certified Health Care Facility Manager (CHFM).

Get Certified

ASHE COVID-19 RESOURCE ROUNDUP

Circulation: 26,800 | Average Open Rate: 29%

This monthly e-newsletter was created to assist health care facilities professionals in their efforts to reduce the spread of COVID-19, covering critical operations such as air quality, safety and security, emergency preparedness and infection prevention.

| EXCLUSIVE SPONSORSHIP | 1x |
|-------------------------------------|---------|
| Top Leaderboard + Sponsored Content | \$4,370 |

Rates are net. See page 16 for ad specifications

Ad Specifications & Requirements

Ad materials for all digital properties are due 10 business days prior to launch date.

HFM Website Banners

Advertisers are required to provide both ad sizes. For video ads, please provide a YouTube or Vimeo URL.

1x1

- Static ad size: 450x450
- Flexible ad size 1:1 aspect ratio
- Size range: 300x300 to 450x450
- Weight/load: 140KB

8x1

- Static ad size: 1200x150
- Flexible ad size 8:1 aspect ratio
- Size range: 600x75 to 1200x150
- Weight/load: 140KB

Accepted formats: Static JPG, GIF, and PNG files; animated GIFs; third-party ad tags. For creative that is third-party served, creative MUST be responsive and 10 business days is required for testing. For all ads file weight should not exceed 150KB, must be 72ppi, and fall within the min and max size ranges. All animated ads are allowed a 3-frame max, first frame must contain/start with an image or solid color background, no transparency and animation length may not exceed 15 seconds. Looping is allowed, but not beyond 15 seconds.

Additional requirements: The HFM website is a secure site, all third-party creative (CSS, Java, images, etc.) must be SSL hosted (https://). Failure to host files on a secure site may result in a security warning on the site or creative not displaying, and removal of creative from site. A 1-pixel border is required for any ad that contains a white or gray background. We recommend adding a call to action on ads and including a UTM tracking code in URLs.

HFM reserves the right to remove any ads that interfere with user experience or affect our website performance. Also note if a sponsorship/takeover is purchased (all four ad spots) only two animated ads will be allowed.

HFM Website Sponsored Content

Submit your content as a Word document:

- Headline: 5-7 words
- Brief summary: 10-13 words
- Article content: No max word count
- Author's name and title

Additional items

- Optional company logo and images
- Embed a video for an additional fee
- ASHE will be responsible for final layout and content is subject to editorial review and approval

HFM Digital Edition & Email Alert

Advertisers are required to provide all materials below for the exclusive digital edition sponsorship:

Email alert

- Banner: 728x90; 40KB max; static JPG, GIF, or PNG
- Sponsored content: 4-word headline and 8-word body copy

Digital edition landing page

- Banner: 300x250; 40KB max; static JPG, GIF, or PNG

Left of cover ad

- 8" x 10.75"; high-resolution PDF

Contact the ASHE Sales Team to inquire about additional digital edition advertising options to enhance your sponsorship and print ad:

Digital belly band

- 8" x 5"; high-resolution PDF

Right or left skyscraper

- 160x600; static JPG, GIF, or PNG

Navigation bar logo

- 31x150; PSD or high-resolution JPG; recommend dark lettering on transparent background

Blow-in card

- 350x500; high-resolution JPG

E-newsletters

HFM Insider/HFM PDC News/HFM EVS News

- Top leaderboard: 728x90
- Medium rectangle: 300x250
- Sponsored content: 6-10 word headline; 20-30 word description; 190x127 image
- Ad takeover: submit (1) leaderboard, (4) medium rectangles, sponsored content, and company logo.

Please note: Only (2) medium rectangles are required for ad takeovers in HFM PDC News and HFM EVS News.

ASHE Education News/COVID-19 Resource Roundup

Advertisers are required to provide all materials below for the exclusive sponsorship:

- Top leaderboard: 728x90
- Sponsored content: 4-word headline; 8-word body copy

Accepted formats: Static JPG, GIF, and PNG files. File size should not exceed 40KB and must be 72ppi (pixels per inch). Please submit sponsored content placements in a Word document.

Additional requirements: URLs must include dot and extension. All URLs to any external sites or sponsored content must be live when creative is submitted. A 1-pixel border is required for any ad that contains a white or gray background. We recommend adding a call to action on ads and including a UTM tracking code in URLs.

Ad Submission

Please send ad materials via [WeTransfer.com](https://www.wetransfer.com) or email to Elizabeth Ferry at eferry@smithbucklin.com.



EVENTS & TRADE SHOWS



Reach health care leaders and decision makers at ASHE's national conferences and trade shows.

2021 PDC Summit

International Summit & Exhibition on Health Facility
Planning, Design, & Construction
May 2 - 5, 2021 | Tampa, FL

58th ASHE Annual Conference & Technical Exhibition

August 1 - 4, 2021 | Anaheim, CA



2021 PDC Summit

International Summit & Exhibition on Health Facility Planning, Design, & Construction

May 2 - 5, 2021 | Tampa, FL

ashe.org/2021-pdc-summit

At the PDC Summit, more than 3,500 senior leaders involved in the health care planning, design, and construction process come together to discuss the future of health care and its impact on the health care built environment. This summit and exhibition is all about uniting the converging perspectives of the full health care PDC team, including those working in health care administration, design, construction, facility management, and real estate. Having a presence at the PDC Summit gives you the best opportunity to discuss long-term strategy with your clients and showcase your leadership in the field.



EXHIBIT AND SPONSORSHIP DETAILS COMING SOON!

Contact Sue Griffin at sgriffin@smithbucklin.com to be added to the waitlist.

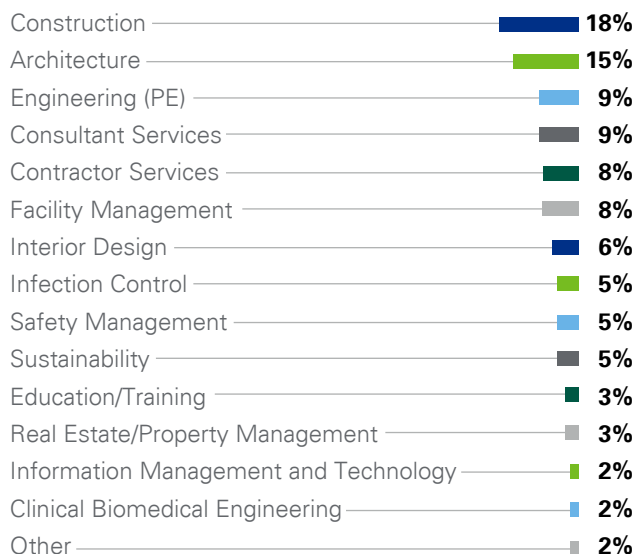
PDC SUMMIT ATTENDEE PROFILE

 **82%** of attendees are at the management level or above



82% of attendees are involved in the purchasing decisions for their organization

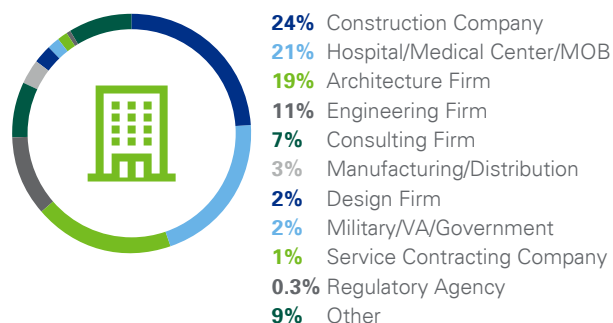
Areas of Direct Involvement



Top Products and Services of Interest

- | | |
|-------------------------|--------------------------|
| • Construction Services | • Lighting |
| • Life Safety | • Construction Equipment |
| • HVAC | • Plant Equipment |
| • Building Controls | • Security |
| • A/E Services | • Communications |

Organization Type



Source: 2019 PDC Summit Attendee Data

2021 ASHE Annual Conference

58th ASHE Annual Conference & Technical Exhibition

August 1- 4, 2021 | Anaheim, CA

ashe.org/ashe-annual

The ASHE Annual Conference and Technical Exhibition is the trusted national conference and trade show for health care facility management and engineering professionals. In 2020, more than 2,800 attendees gathered virtually to get vital information on health care compliance, codes and standards updates, emerging trends, and best practices for efficiency, sustainability, emergency preparedness, and other pressing topics in the field. Whether your company is interested in strengthening relationships with current customers or meeting prospective ones, the ASHE Annual Conference is the one event you do not want to miss.



EXHIBIT AND SPONSORSHIP DETAILS COMING SOON!

Contact Sue Griffin at
sgriffin@smithbucklin.com
to be added to the waitlist.

ASHE ANNUAL CONFERENCE ATTENDEE PROFILE

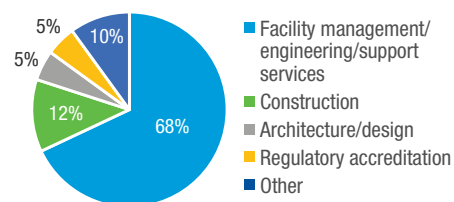
Job Titles

- Health care facility managers
- Health care engineers (clinical, biomedical, electrical)
- CEOs and CFOs
- Vice presidents of support services
- Health care construction managers
- Environmental managers
- Safety and security managers
- Project managers
- Health care property managers
- Contractors
- Architects
- Authorities with jurisdiction

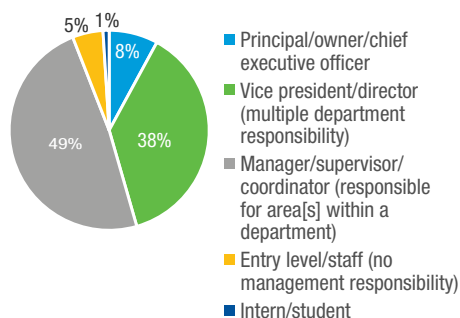


For 9 straight years, more than **80%** of attendees have been at the management level or above.

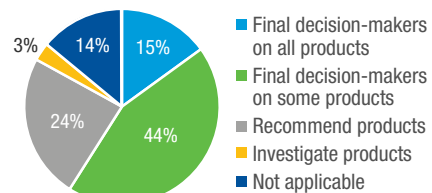
Area of Direct Involvement



Level of Responsibility



Purchasing Responsibility



Source: 2019 ASHE Annual Conference Attendee Data



LEAD GENERATION

LEAD GENERATION

Sponsored Webinars

ASHE webinars continue to be an optimal lead generation opportunity for marketers, and a top source of information for our audience. ASHE offers two ways to participate as a sponsor:



ASHE Webinar Wednesdays*

\$5,000

In 2021, ASHE Webinar Wednesdays will cover a wide variety of topics in the health care built landscape including operations, management, planning, design and construction. View the [Event Calendar](#) to preview a list of upcoming ASHE-hosted webinars and align your organization with our widely-recognized brand.



Lunch & Learns

\$7,500 (two available per week)

Enlist your organization's subject-matter experts to discuss your latest product and service solutions to a captive audience of health care facility leaders. You provide the content and panelist, and we'll provide the platform and promote your custom webinar with our multi-channel marketing approach (content is subject to ASHE approval).

Please inquire for available dates. No webinars are scheduled during the weeks of Thanksgiving, Christmas, New Year, or during ASHE conferences and Healthcare Engineering Week.

**ASHE webinars are available to both members and non-members with CECs.*

^Average based on webinar registration from January 1, 2020 – September 30, 2020.



**Lunch & Learn
custom webinars
drive an average of
more than
250 registrants!^**

Sponsored Webinar Benefits

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 in the waiting room
- 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 list of registered attendee information, including emails and titles
- Performance metrics
- Webinar available on-demand on ASHE's website for 12 months

LEAD GENERATION

Dedicated Emails



Partner Insights*

\$7,500 (two available per month)

ASHE's Partner Insights is a brand new offering that provides vendor partners an opportunity to send a dedicated email message directly to more than 73,000 health care facility professionals. Take advantage of this opportunity to promote your brand and solutions while driving qualified leads for your organization.

Email Specifications

Partner Insights emails are subject to ASHE approval. Please submit materials to Elizabeth Ferry at eferry@smithbucklin.com at least 10 business days prior to send date.

- HTML email file (max width 650 pixels)
- Plain text version of email
- Subject line: 40-45 characters

**ASHE Corporate Sponsors have first right of refusal.*



CORPORATE SUPPORT

ASHE Corporate Sponsor Program

Become an ASHE Corporate Sponsor and showcase your commitment to leading efficient and sustainable initiatives for health care facilities.

ASHE's Corporate Sponsor Program delivers a fully customizable, year-long engagement opportunity for organizations interested in furthering the mission of the Society and advancing health care engineering throughout the field. Help ASHE develop education programs and products, provide orientation and training, build enthusiasm and motivation, and create a forum in which members and the vendor community can network and exchange ideas.

There are four levels of sponsorship and the program consists of two elements:

- 1 Initiation Fee:** Activates the branding items and priority benefits of your sponsorship.
- 2 Custom Credit:** Allows you to choose how to promote your brand through ASHE's marketing assets and events.



Corporate Sponsor Levels

| | |
|-----------------|---|
| Premier | \$100,000 (\$10,000 initiation fee) (\$90,000 custom credit) |
| Champion | \$75,000 (\$7,000 initiation fee) (\$68,000 custom credit) |
| Leader | \$55,000 (\$5,000 initiation fee) (\$50,000 custom credit) |
| Advocate | \$40,000 (\$3,500 initiation fee) (\$36,500 custom credit) |

See following page for an overview of benefits included in each sponsor level.

LET'S GET STARTED!

Contact Sue Griffin at 312-673-5586 or sgriffin@smithbucklin.com to customize your corporate sponsorship program.

2020 ASHE CORPORATE SPONSORS



ASHE Corporate Sponsor Program

| Corporate Sponsor Levels & Benefits | Premier \$100,000 | Champion \$75,000 | Leader \$55,000 | Advocate \$40,000 |
|--|----------------------|----------------------|--------------------|----------------------|
| Custom Credit: Amount to spend on advertising, exhibits, sponsorships, and lead generation programs across ASHE's marketing portfolio | \$90,000 | \$68,000 | \$50,000 | \$36,500 |
| Initiation Fee: Activates the branding items and priority benefits below | \$10,000 | \$7,000 | \$5,000 | \$3,500 |
| Complimentary ASHE memberships for sponsor representatives | 10 included | 6 included | 4 included | 2 included |
| Permission to use ASHE's Corporate Sponsor logo in advertising and promotional materials | ✓ | ✓ | ✓ | ✓ |
| Corporate sponsor recognition on ashe.org | ✓ | ✓ | ✓ | ✓ |
| Complimentary listing in ASHE's online buyer's guide | ✓ | ✓ | ✓ | ✓ |
| Opportunity to provide (1) sponsored post on ASHE's LinkedIn, Twitter, and Facebook pages | ✓ | ✓ | ✓ | ✓ |
| Opportunity to sponsor an ASHE webinar or provide a one-page case study for HFM magazine* | 2 included | 1 included | | |
| Banner ad in <i>HFM Insider</i> e-newsletter (size and placement based on availability) | 4 included | 3 included | 2 included | |
| Opportunity to provide an article in <i>HFM Insider</i> e-newsletter* (based on availability) | 2 included | 1 included | 1 included | |
| Access to valuable networking opportunities with ASHE industry leaders attending board meetings, council/committee meetings, and executive forums. | ✓ | | | |
| Discount on ASHE print and digital advertising | 15% | 15% | 15% | 15% |
| Bonus points for the ASHE Priority Points Program | +12 points | +9 points | +7 points | +6 points |

*All sponsor-provided content (including webinars, articles, and case studies) are subject to ASHE approval. An abstract of all HFM Insider articles must be submitted to the ASHE/HFM Editorial Advisory Board three months prior to publication date. If accepted, ASHE will provide an author agreement to be signed by sponsor who develops final article. The final article must be between 1,250 – 1,500 words and submitted as a Word Document. The final article is subject to further review and editing for content and commercialism. ASHE will provide more detailed guidelines with deadlines upon signed agreement.



LET'S GET STARTED!

Contact Sue Griffin at 312-673-5586 or sgriffin@smithbucklin.com to customize your sponsorship program.

Energy to Care Program

Showcase your health care sustainability solution with ASHE's Energy to Care Program

Join ASHE's Energy to Care program to help more than 3,600 health care facilities reduce consumption, providing value to the organization and improving patient care. Energy to Care sponsors are highlighted at both the ASHE Annual Conference and all year-round. Combine our sponsor packages and a la carte opportunities for maximum exposure.

ENERGY TO CARE SPONSOR LEVELS

Supporter | \$5,000

- Logo recognition on EnergytoCare.org and on select ASHE Annual Conference signage
- Opportunity to provide a [Sustainability Tip of the Month](#) to be published in *HFM Insider* and on EnergytoCare.org
- Use of the Energy to Care supporter logo and language on your website and to promote applicable products

Sapphire | \$25,000 (five available)

Supporter level benefits, plus:

- Opportunity to provide a promotional flier or brochure to be distributed to ASHE Annual Conference attendees
- Two complimentary registrations for the Energy to Care Treasure Hunt at the ASHE Annual Conference
- Banner ad (420x300) on EnergytoCare.org for six months

Diamond | \$50,000 (five available)

Sapphire level benefits, plus:

- Additional sponsor recognition on select signage at the PDC Summit
- Co-presentation at the ASHE Annual Conference in Connect Booth or Solutions Center
- Banner ad (420x300) on EnergytoCare.org for an additional six months (one year total)
- Opportunity to provide (1) one Energy to Care webinar as part of ASHE's Lunch & Learn Series
- First right of refusal for 2022

ADDITIONAL OPPORTUNITIES

Energy to Care Treasure Hunt

\$15,000 (two available)

The Energy to Care Treasure Hunt is a one and a half day event hosted by ASHE and brings together health care facility professionals on a quest to discover low-cost energy savings opportunities at a hospital or clinical site. ASHE has conducted Treasure Hunts all over the country with an average of \$874,000 in savings opportunities identified. The Treasure Hunt allows up to 50 attendees and typically sells out. Benefits include:

- Energy to Care Supporter package
- Logo recognition in Treasure Hunt pre and post-event communications
- Logo recognition on signage and verbal recognition during event
- Two complimentary registrations to attend the Treasure Hunt to network with attendees and participate in the Treasure Hunt
- Two additional complimentary registrations for additional guests
- Sponsor recognition in Treasure Hunt article on hfmjournal.com with quote from sponsor representative
- Access to Treasure Hunt attendee list with full contact information
- Banner ad (420x300) on EnergytoCare.org for two months



Greater efficiency supports patient care.

Energy to Care Case Study | \$3,750

Have a success story or case study to share with the Energy to Care audience? Take advantage of this opportunity to publish it on EnergytoCare.org. Available only to Energy to Care sponsors. Benefits include:

- Placement on the EnergytoCare.org homepage for one month
- Case study will be archived in the EnergytoCare.org [Success Stories](#) page and marked as "Sponsored Content"
- Social media promotion and sponsor recognition in two ASHE tweets
- Inclusion of case study in one issue of the Energy to Care quarterly e-newsletter

Energy to Care E-newsletter

\$2,850 per issue

Become an exclusive advertiser of the new Energy to Care quarterly e-newsletter that is delivered to more than 14,000 sustainability focused ASHE members, Energy to Care award winners, and participants. Available only to Energy to Care sponsors. Benefits include:

- 728x90 top leaderboard
- Sponsored content: 4-word headline and 8-word description



LET'S GET STARTED!

Contact Sue Griffin at 312-673-5586 or sgriffin@smithbucklin.com to secure your Energy to Care sponsorship.

National Health Care Facilities and Engineering Week

Share your engineering expertise by sponsoring ASHE's Engineering Week!

Every year in the last week of October, ASHE celebrates the important role that facility team members have in ensuring a safe and efficient environment for all patients, residents, visitors and staff within hospitals. ASHE will host three must-attend webinars during the month of October that will provide key content for industry professionals. Highlight your support by becoming a sponsor of these webinars. There's also an additional opportunity to present your solutions to ASHE members with a custom webinar.

ASHE Engineering Week Webinar Sponsorship Package | \$5,000

As a sponsor of the Engineering Week webinars, your benefits will include:

- Banner ad on the Engineering Week [website](#) homepage during the month of October
- Banner ad on the [hfm magazine.com](#) during Engineering Week
- Logo recognition in two (2) issues of *HFM Insider* and five (5) ASHE social media posts**
- Logo recognition on webinar registration pages and introduction slide during ASHE's three (3) Engineering Week webinars



Custom Webinar Add-on | Add \$5,000

Upgrade your Engineering Week webinar sponsorship package by adding an opportunity to provide educational content* and speakers for (1) custom webinar. Benefits include:

- Access to custom webinar registrant list, including email addresses
- Access to ASHE's hosting and webinar registration platforms
- Practice rehearsal prior to live webinar
- Exclusive email blast to 12,500+ ASHE Members
- Logo recognition on webinar registration page

*Webinar content is subject to approval by ASHE

**HFM Insider circulation: 62,500+ | ASHE followers: Facebook: 3,394; LinkedIn: 5,779; Twitter: 5,158



LET'S GET STARTED!

Contact Sue Griffin at 312-673-5586 or sgriffin@smithbucklin.com to secure your Energy to Care sponsorship.



American Society for Health Care Engineering

155 N. Wacker Drive, Suite 400

Chicago, IL 60606

Phone: 312-422-3800

Email: ashe@aha.org

ASHE Media Sales

Nick Schuette

Phone: 312-673-4974

Email: nschuette@smithbucklin.com

ASHE Corporate Support and Event Sales

Sue Griffin

Phone: 312-673-5586

Email: sgriffin@smithbucklin.com

ASHE Show Management

Caitlin Foli

Phone: 312-673-5391

Email: ashe@smithbucklin.com

ASHE Production Contact

Elizabeth Ferry

Phone: 202-376-2495

Email: eferry@smithbucklin.com