



# AHRMM20<sup>+</sup>

Health Care Supply Chain  
**Innovate. Engage. Connect.**

SEPTEMBER 22 - OCTOBER 8, 2020



## SPONSORSHIP & ADVERTISING PROSPECTUS



**CQO:**  
The Health Care  
Supply Chain

[annual.ahrmm.org/sponsorship](https://annual.ahrmm.org/sponsorship)

# WHO WILL YOU REACH?

Thank you for your support as AHRMM20—the leading health care supply chain conference—transforms into a dynamic online experience: AHRMM20+.

Over the course of three weeks, AHRMM20+ will deliver innovative keynote and breakout sessions, engaging networking events and a variety of opportunities for health care supply chain professionals to explore the latest products, solutions and thought leadership from exhibiting companies. And the conversation doesn't stop when the conference ends, there will be extended on-demand access that will give your company exposure for 9 additional months.

As an exhibitor, you play a vital role in defining the health care supply chain landscape and delivering innovative solutions to care. As a result of COVID-19 pandemic, health care supply chains across the country have been disrupted. AHRMM's virtual event is bringing together supply chain leaders for an in-depth conversation on how to address the immediate challenges of the coronavirus response and establish best practices for the health care supply chain post-pandemic.

This is an opportunity you will not want to miss.

As a sponsor, you will be able to connect with health care supply chain professionals without ever having to leave your office! Engage in conversations with forward-thinking professionals who are looking for best practices, products and services to help solve today's issues and also prepare for the future.

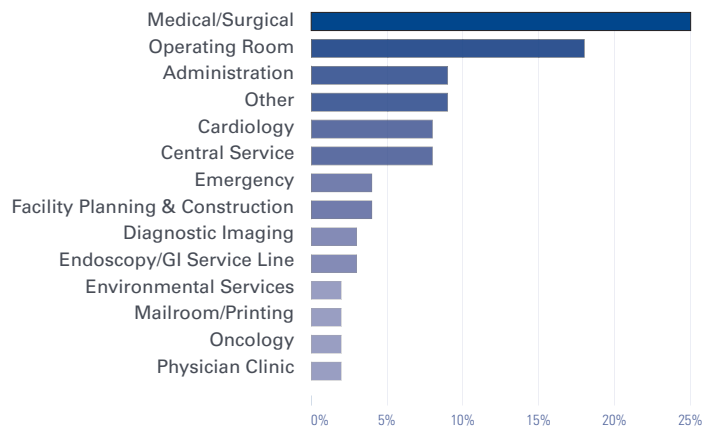
Whether your AHRMM20+ objective is to boost sales leads, generate buzz for a new product or increase brand awareness, AHRMM will work with you to develop a unique, integrated sponsorship and advertising program designed to meet your marketing goals.

## AHRMM Conference & Exhibition\* Attendees Are:



\* Statistics based on AHRMM19 in San Diego

## AREAS OF BUYING INFLUENCE



# Tiered Sponsorship Program - Available Exclusively to AHRMM20+ Exhibitors

Select your sponsorship(s) on page 6 and receive the following benefits based on the total amount\*.

If purchasing more than one sponsorship, your benefit level will be determined by the total of all sponsorships purchased. Pricing is available through October 8, 2020.

|  | \$26,000-<br>and Up<br>Diamond | \$25,999-<br>\$16,000<br>Platinum | \$15,999-<br>\$10,000<br>Gold | \$9,999-<br>\$5,000<br>Silver |
|--|--------------------------------|-----------------------------------|-------------------------------|-------------------------------|
| After the Event: Logo in a Post-Conference Issue of <i>Supply Chain Strategies &amp; Solutions Magazine</i> ** | ▲                              | ▲                                 | ▲                             | ▲                             |
| Complimentary Registrations for Clients or Customers   | 5                              | 4                                 | 3                             | 2                             |
| Exhibitor Points Toward Booth Assignment for AHRMM21   | 10 points                      | 5 points                          | 5 points                      | 3 points                      |
| Logo on AHRMM20+ Website Before, During, and After the Event   | ▲                              | ▲                                 | ▲                             | ▲                             |
| Post-Event Data  | ▲                              | ▲                                 | ▲                             | ▲                             |
| Rotating Banner Before Content Blocks  | ▲                              | ▲                                 | ▲                             | ▲                             |
| Banner Ad in Attendee Emails   | ▲                              | ▲                                 | ▲                             |                               |
| Rotating Ad in Exhibit Hall  | ▲                              | ▲                                 | ▲                             |                               |
| Sponsorship Recognition in Daily Attendee Email During Conference  | ▲                              | ▲                                 | ▲                             |                               |
| Marquee Message  | ▲                              | ▲                                 |                               |                               |
| Rotating Ad in Lobby   | ▲                              | ▲                                 |                               |                               |
| Custom Badge   | ▲                              |                                   |                               |                               |
| Pop-Up Announcement  | ▲                              |                                   |                               |                               |
| Rotating Ad in Lounge  | ▲                              |                                   |                               |                               |

\*Learning Pavilion and Conference Advertising do not apply toward sponsorship levels

\*\* Must meet print deadline

## Diamond Tier: \$26,000 and up

### BRANDING & VISIBILITY

- One ad rotating in the lobby, lounge and exhibit hall
- Branding in theatre where general sessions will be held
- Ability to have a single, rotating banner ad visible for up to 15 minutes before the beginning of a content block
- One marquee message directing attendees to your booth in the exhibit hall
- One pop-up announcement message directing attendees to your booth
- Banner ad in attendee email
- Sponsorship recognition in daily attendee email during conference
- Logo on AHRMM20+ website before, during and after the event
- Logo in a post-conference issue of *Supply Chain Strategies & Solutions* magazine\*\*

### EXHIBIT BOOTH BENEFITS

- Your booth will be graphically dominant in the exhibit hall
- 10 Exhibitor points towards booth assignment for AHRMM21

### GAMIFICATION

- Company specific badge: attendees must visit your booth and complete certain actions in order to earn it (includes opportunity to host a drawing for those who earned badge)

### POST-EVENT DATA

- Full list of all participants that visited your booth and downloaded assets and record of all booth chats

### ENGAGEMENT

- Five (5) complimentary registrations for your clients or customers

\*\* Must meet print deadline.

## Platinum Tier: \$16,000-\$25,999

### **BRANDING & VISIBILITY**

- One ad rotating in the lobby and exhibit hall
- Ability to have a single, rotating banner ad visible for up to 15 minutes before the beginning of a content block
- One marquee message directing attendees to your booth in the exhibit hall
- Banner ad in attendee email
- Sponsorship recognition in daily attendee email during conference
- Logo on AHRMM20+ website before, during and after the event
- Logo in a post-conference issue of *Supply Chain Strategies & Solutions* magazine\*\*

### **EXHIBIT BOOTH BENEFITS**

- Your booth will be graphically dominant in the exhibit hall
- 5 Exhibitor points toward booth assignment for AHRMM21

### **GAMIFICATION**

- Ability to create one thought leadership trivia question that includes promotional messaging “to find out more visit us in the exhibit hall”

### **POST-EVENT DATA**

- Full list of all participants that visited your booth and downloaded assets and record of all booth chats

### **ENGAGEMENT**

- Four (4) complimentary registrations for your clients or customers

\*\* Must meet print deadline

## Gold Tier: \$10,000-\$15,999

### BRANDING & VISIBILITY

- One ad rotating on the main page of the exhibit hall
- Ability to have a single, rotating banner ad visible for up to 15 minutes before the beginning of a content block
- Banner ad in attendee email
- Sponsorship recognition in daily attendee email during conference
- Logo on AHRMM20+ website before, during and after the event
- Logo in a post-conference issue of *Supply Chain Strategies & Solutions* magazine\*\*

### EXHIBIT BOOTH BENEFITS

- 5 Exhibitor points toward booth assignment for AHRMM21

### POST-EVENT DATA

- Full list of all participants that visited your booth and downloaded assets and record of all booth chats

### ENGAGEMENT

- Three (3) complimentary registrations for your clients or customers

## Silver Tier: \$5,000-\$9,999

### BRANDING & VISIBILITY

- Ability to have a single, rotating banner ad visible for up to 15 minutes before the beginning of a content block
- Logo on AHRMM20+ website before, during and after the event
- Logo in a post-conference issue of *Supply Chain Strategies & Solutions* magazine\*\*

### EXHIBIT BOOTH

- 3 Exhibitor points toward booth assignment for AHRMM21

### POST-EVENT DATA

- Full list of all participants that visited your booth and downloaded assets and record of all booth chats

### ENGAGEMENT

- Two (2) complimentary registrations for your clients or customers

\*\* Must meet print deadline

# Sponsorship Opportunities

Available Exclusively to AHRMM20+ Exhibitors

Contact **AHRMM** at [ahrmm@aha.org](mailto:ahrmm@aha.org) to discuss sponsorship options that match your marketing goals and budget.

|                                 |  |   |                       |
|---------------------------------|--|---|-----------------------|
| <b>Keynote Address</b>          | Speaker introduction and logo recognition during opening keynote offers a tremendous opportunity for exposure.   | <b>\$20,000</b>   | <b>1</b><br>Available |
| <b>Lunch &amp; Learn</b>        | Conduct a private educational luncheon to showcase expertise at specific topics and establish one-on-one relationship with AHRMM20+ attendees.   | <b>\$20,000</b>   | <b>2 Left</b>         |
| <b>Welcome Reception</b>        | Help AHRMM kick off AHRMM20+ by sponsoring the opening celebration! The Welcome Reception serves as the official opening of the three-week event and gives attendees a chance to learn about the event and virtually network with colleagues, exhibitors and sponsors. The reception is a great networking opportunity and your company logo and link to your website will be prominently displayed. | <b>\$17,500</b>   | <b>1</b><br>Available |
| <b>General Sessions</b>         | Speaker introduction and a 20-second ad to run during the general sessions, our best attended educational events.  | <b>\$15,000</b>   | <b>2</b><br>Available |
| <b>Virtual Health Challenge</b> | Recognition as <b>exclusive</b> sponsor of Virtual Health Challenge. Logo placement on Challenge leaderboard, Challenge app and in Challenge announcement emails. (Upgrades available. Contact <a href="mailto:ahrmm@aha.org">ahrmm@aha.org</a> for details)   | <b>\$15,000</b>   | <b>1</b><br>Available |
| <b>Sponsored Webinar</b>        | Opportunity to host 30-minute webinar in July or August. Webinar must be educational in nature. This opportunity will offer partial scholarship to attendees to your webinar with a discount to the conference. Limit one (1) per company.   | <b>\$10,000</b>   | <b>3</b><br>Available |
| <b>Daily Sessions</b>           | Speaker introduction and logo recognition in every session.  | <b>\$7,500</b>  | <b>8</b><br>Available |
| <b>Virtual Happy Hour</b>       | Recognized as sponsor of Virtual Happy Hour and video introduction.  | <b>\$7,500</b>  | <b>2</b><br>Available |
| <b>Virtual Yoga</b>             | Treat attendees to an invigorating online yoga session on your selected morning to help them eliminate fatigue, manage stress and stay focused. Logo in registration email.  | <b>\$5,000</b><br>Per day<br><b>OR</b><br><b>\$8,000</b><br>Exclusive | <b>3</b><br>Available |

## Conference Advertising

Available Exclusively to AHRMM20<sup>+</sup> Exhibitors  
These offerings do not apply to sponsorship levels

Conference advertising is a cost-effective way to get your message to all attendees and promote your booth before, during, and after the show. Assigned on a first-come, first-served basis. Pricing is available through 10/8/2020. Contact [ahrmm@aha.org](mailto:ahrmm@aha.org) for more information.

| Conference Advertising                  | Key Benefits  | Cost   | Quantity Available |
|---|---|--|--------------------|
| Digital Demo Email                      | AHRMM will send out an email to all attendees on your behalf with a link to a demo of your product, so that the attendees can familiarize themselves with it before they even hit the exhibit hall. Drive additional booth traffic by including a prize for those who click-through. Email can include up to 200-words, 50 characters in subject and link may go to video hosted on your website. Limited to one (1) per company. | \$3,500                                      | 5                  |
| Daily Attendee Newsletter Banner Ad     | Full banner ad (468x60 px, 25 KB max) in the daily conference email sent to registered attendees during the event.<br>* Company may not purchase multiple days  | \$800/ad                                     | 9                  |
| Exhibitor Listing in Attendee Email     | Promote your participation at AHRMM20 <sup>+</sup> to registered attendees so they note to visit your booth. A 50-word listing with a booth number is designed to help you generate name recognition prior to the event.  | \$750/listing                                | 15                 |
| AHRMM20 <sup>+</sup> Website Banner Ad  | Build brand awareness and drive booth traffic before the show. Ads are hyperlinked to your company website and can include up to three rotations.<br>Click through tracking is available (500x300 px).  | \$600/week<br>\$2,000/four consecutive weeks | 2                  |
| Countdown Attendee Newsletter Banner Ad | Full banner ad (468x60 px, 25 KB max) in newsletter email sent to registered attendees in the five weeks leading up to the event.<br>* Company may not purchase multiple weeks  | \$600/ad                                     | 5                  |

## Additional Visibility Opportunities

Available Exclusively to AHRMM20<sup>+</sup> Exhibitors  
Learning Pavilion offerings do not apply to sponsorship levels

### Learning Pavilions

Maximize your trade show ROI by presenting a 30-minute education program in the Virtual Learning Pavilions. A Learning Pavilion is a great way to showcase your products and business solutions and position your company as a trusted expert in the eyes of your clients and prospects.

AHRMM is offering this education opportunity for **\$10,000**, and space is limited to two sessions per company on a first come, first served basis. Learning Pavilions will be listed on the conference agenda, and attendees can earn Continuing Education Credit (CEC) hours. Content will be available on the conference platform for nine (9) months. The opportunity is available exclusively to AHRMM20<sup>+</sup> exhibitors.



