



AHRMM20⁺

Health Care Supply Chain
Innovate. Engage. Connect.

SEPTEMBER 22 - OCTOBER 8, 2020



EXHIBITOR PROSPECTUS



CQO:
The Health Care
Supply Chain

annual.ahrmm.org

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.

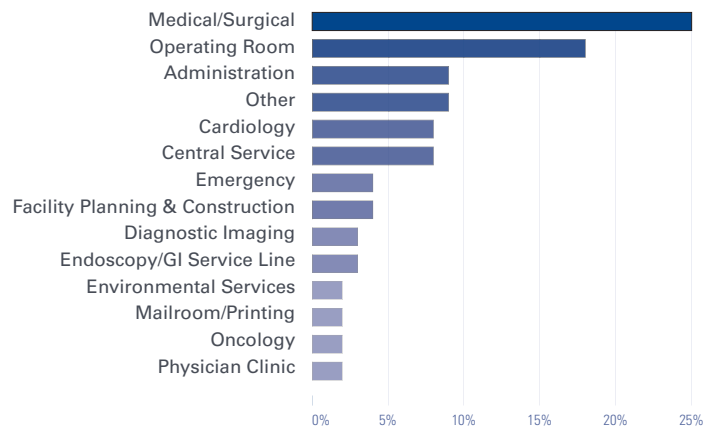
Whether your AHRMM20+ objective is to boost sales leads, generate buzz for a new product or increase brand awareness, AHRMM will work with you to develop a unique, integrated sponsorship and advertising program designed to meet your marketing goals.

AHRMM Conference & Exhibition* Attendees Are:



* Statistics based on AHRMM19 in San Diego

AREAS OF BUYING INFLUENCE



AHRMM20⁺ AT-A-GLANCE

- September 22 - October 8
- 500+ supply chain professionals
- Nine (9) months of on-demand access after the live event
- Flexibility for networking and learning; Attend 18 Live sessions as well as additional pre-recorded sessions and interact with attendees throughout the entire meeting



- Expanded exhibitor engagement opportunities -- AHRMM20⁺ on-demand will be available for 9 months after the live event -- including the Exhibit Hall
- Live chat and face-to-face video option
- Social media connectivity
- Link to your webinars, video, white papers, brochures and more
- Receive detailed analytics on interactions with your booth

EXHIBITOR BOOTH FEATURES AND BENEFITS

STANDARD BOOTH

EXHIBIT BOOTH BENEFITS

- Upload up to five (5) pieces of collateral, including video
- 1:1 chat capabilities with booth visitors
- Link outs to your company's social media channels and website
- Attendees may visit your booth to earn badges for the AHRMM Gamification Leaderboard
- Listing on event website
- Four (4) event registrations

POST-EVENT DATA

- Full list of all participants that visited your booth and downloaded assets and record of all booth chats
- Post-event attendee list that includes name, title, company and mailing address

PREMIUM BOOTH

EXHIBIT BOOTH BENEFITS

- Upload up to ten (10) pieces of collateral, including video
- 1:1 chat capabilities with booth visitors
- Link outs to your company's social media channels and website
- Featured booth placement in **Premium Pavilion**
- Attendees may visit your booth to earn badges for the AHRMM Gamification Leaderboard
- Listing on event website
- Six (6) event registrations

POST-EVENT DATA

- Full list of all participants that visited your booth and downloaded assets and record of all booth chats
- Post-event attendee list that includes name, title, company, mailing address and email address for those attendees that "opt in" to receive communication from industry partners

GAMIFICATION

- Opportunity to draft one (1) thought leadership trivia question that includes promotional messaging

RESERVE YOUR BOOTH >>

* Exhibit space does not count toward Sponsorship Levels

Tiered Sponsorship Program - Available Exclusively to AHRMM20+ Exhibitors

Select your sponsorship(s) 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- and Up Diamond	\$25,999- \$16,000 Platinum	\$15,999- \$10,000 Gold	\$9,999- \$5,000 Silver
After the Event: Logo in a Post-Conference Issue of <i>Supply Chain Strategies & 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, Conference Advertising and Exhibit Space do not apply toward sponsorship levels

** Must meet print deadline

Conference Advertising

Available Exclusively to AHRMM20⁺ 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 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. * Company may not purchase multiple days	\$800/ad	9
Exhibitor Listing in Attendee Email	Promote your participation at AHRMM20 ⁺ 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 ⁺ 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. Click through tracking is available (500x300 px).	\$600/week \$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. * Company may not purchase multiple weeks	\$600/ad	5

Additional Visibility Opportunities

Available Exclusively to AHRMM20⁺ 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⁺ exhibitors.

