ASSOCIATION OVERVIEW
AHRMM, a Professional Membership Group of the American Hospital Association, has proudly served the health care supply chain community since 1951. AHRMM offers the latest education, news and advocacy information, professional development, and career resources to health care supply chain professionals around the world.

3,600 AHRMM Members

2,240 Health Care Supply Chain Providers
sharing a range of professional expertise from large and small health care organizations

700+ Affiliate Members
working towards efficiencies and innovative supply chain solutions

345 VA and U.S. Military Personnel
bringing military medical logistics experience and insights

150+ Volunteers
helping navigate careers and advancing the field

29 Affiliated Local Chapters
offering valuable connections, educational events and professional opportunities

MEMBERSHIP BREAKDOWN

<table>
<thead>
<tr>
<th>Role</th>
<th>Count</th>
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<tbody>
<tr>
<td>Director</td>
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<tr>
<td>Manager</td>
<td>732</td>
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<tr>
<td>President/CEO/CFO/COO</td>
<td>718</td>
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<tr>
<td>Buyer</td>
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<tr>
<td>Supervisor</td>
<td>83</td>
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<tr>
<td>Consultant</td>
<td>81</td>
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<tr>
<td>Administrator</td>
<td>43</td>
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</table>

JOB TITLES
- Vice President of Supply Chain
- Director of Supply Chain
- Director of Materials Management
- Chief Financial/Resource Officer
- Chief Supply Chain Officer
- Supply Chain Manager
- Materials Manager
- Contract Administrators
- Military Logisticians
- Operating Room Buyer

TYPES OF ORGANIZATIONS
- Hospital and Medical Centers
- Integrated Delivery Networks
- Group Purchasing Organizations
- Acute Care Facilities
- Consulting Firms
- Military, VA, and Govt. Organizations
WHY ADVERTISE WITH AHRMM?

BRAND MANAGEMENT

MULTIPLE MARKETING PLATFORMS
Reach your target audience and build brand awareness with a verified group of health care buyers and decision makers.

DIGITAL

STRATEGIC PARTNERSHIP
AHRMM will work with you to create a marketing campaign designed to help your company gain a presence on the platforms where your clients and buyers are spending their time.

CONTENT MARKETING

INCREASED BRAND EXPOSURE
Expand your company’s reach by aligning your brand with AHRMM in ways that are meaningful and relevant to your target audience.

PRINT

THOUGHT LEADERSHIP
With content contributed by AHRMM members and collaborators, AHRMM is uniquely positioned to represent the peer-to-peer voice of the health care supply chain with timeliness, accuracy and relevancy.

DATA

PROFESSIONAL EXPERTISE
Members perceive and rely on AHRMM to be the authoritative and independent voice in the health care supply chain field.

CONFERENCE & EXHIBITION AND EDUCATION SPONSORSHIP
EMAIL NEWSLETTERS | STARTING AT $400

Place your ad in front of key health care supply chain decision makers who join AHRMM for exclusive access to the latest updates and insights. Choose from a variety of placement options to capture interest and engage potential leads.

3,600 weekly opt-in subscribers (members only)

4 OUT OF 5 members rank AHRMM email communications as important or very important

eNEWS

Delivering top health care supply chain and AHRMM news, must-know information and event announcements.

SENT WEEKLY ON TUESDAY

AVERAGE OPENS: 26%

CAREER CENTER

Informing members of the latest job opportunities in the field.

SENT WEEKLY ON FRIDAY

AVERAGE OPENS: 27%

JOBS LIBRARY

- Search job listings
- Apply for jobs
- Create alerts

AHRMM Career Center offers professional services to help you build and manage your career for maximum continued success. Click here to discover them.

EDUCATION

Upcoming webinar: Post-COVID Inventory Methods and Management: Supply Chain as a Mission-Critical Function

AHRMM Career Center: A leading provider of professional development resources for health care supply chain professionals, ICUE career services, work-up opportunities and more. Join your peers in the field to gain insights into the latest trends and how they impact your role.

AHRMM Career Center’s webinar will provide valuable insights into post-COVID supply chain strategies. Attendees will receive practical guidance on how to optimize inventory methods and management in the context of the current economic environment. The webinar will cover key topics such as forecasting, demand planning, and demand management tools. Attendees will also have the opportunity to engage with industry experts and share experiences with peers.

AHRRM NOW

Highlighting the latest education, field events and upcoming deadlines.

SENT ON THE FIRST THURSDAY OF THE MONTH

AVERAGE OPENS: 25%

Digital materials are due five business days before publish date. Advertising is assigned on a first-come, first-served basis.
AHRMM WEBSITE  |  STARTING AT $2,000
With content that is updated daily, ahrmm.org is a one-stop shop for trusted resources, news, advocacy and professional education for health care supply chain professionals.

206,570 sessions per year
508,250 annual pageviews
129,000 annual visitors

• One month minimum
• Click and impression tracking available
• Booked on a first-come, first-served basis

The responsive AHRMM website provides optimal viewing across desktop, smartphones and tablets giving your ad maximum exposure.

AHRMM CONNECT  |  STARTING AT $1,250
AHRMM Connect – connect.ahrmm.org – is a private online community exclusively for AHRMM members to connect with peers and share experiences, professional information and best practices, seek and share advice and exchange resources.

AHRMM Connect offers the opportunity to gauge what the health care supply chain community’s pain points and needs are from their discussion topics. AHRMM can work with you to create ads that promote the products, services and technology solutions most helpful and applicable to this niche audience.

• One month minimum
• Click and impression tracking available
• Booked on a first-come, first-served basis
CUSTOM eBLAST | $5,000

Position your company as a supply chain thought leader by sharing quality, premium content with AHRMM provider members via a dedicated email blast. Reach your niche audience quickly and build a lasting and trusted relationship.

Send us your pre-formatted HTML file — or text, URL and images — and we will create the eBlast for you!

SPECS & GUIDELINES

- Reservations are suggested 30 days prior to eBlast deployment date.
- A limit of 2 eBlasts per month is allowed on a first-come, first-served basis.
- Advertiser to provide email content (200-word max) and subject line (50 characters max).
- Recommended width is 650-pixels maximum.
- AHRMM can create an eBlast for the advertiser if supplied with content, links and images. Identical duplication/recreation of supplied artwork is not guaranteed. (Additional fee applies.)
- No spaces within image file name and all links to images and URLs must be mapped - contain the full URL to the file location.
- No background or layer images as they may not be supported by some email providers.
- No JavaScript or any other forms of active content (forms, flash, dynamic ads) are allowed as they cause deliverability issues which can affect the campaign responses, hinder deliverability of future campaigns and not render correctly in many email providers.
- AHRMM will include information adherent to CAN SPAM guidelines, including unsubscribe instructions.
- eBlasts created by AHRMM are considered property of AHRMM and will not be released to advertiser for further distribution.
SPONSORED WHITE PAPER | $10,000
Host your white paper on a dedicated page on the AHRMM Knowledge Center for three months.

BENEFITS INCLUDE:

• Full white paper tagged with three searchable topic tags for SEO optimization.

• Advertiser’s logo with a hyperlink pointing to the company website on the white paper page in the Knowledge Center.

• AHRMM promotion in one (1) dedicated promotional eBlast sent on mutually agreed upon date to approximately 6,000 AHRMM members and prospects and two (2) eNews sent to approximately 3,600 AHRMM members.

• A web and email traffic report will be provided approximately two weeks after completion of the campaign.

GUIDELINES

• White paper must be fully educational in nature. Content deemed “promotional” will not be accepted.

• White paper must include three (3) learning objectives, 250-word abstract and a one-sentence teaser.

• White paper copy (2,400 words max), up to 250-word abstract in Word and/or PDF format, up to 50-characters subject line and a company logo in a high-resolution JPG or EPS.

• Sponsoring company must have legal rights to any images supplied.

• AHRMM has full editing rights, as well as right of refusal on all content deemed inappropriate.

• Sponsor can submit a pre-formatted HTML file or email copy, URL, logo and images for AHRMM eBlast development.

• Sponsor may promote white paper via a link to AHRMM’s website.

“Content” refers to white papers, reports, case studies, leading practices, blogs, etc.

Each message from AHRMM and advertisers must provide immediate value to subscribers.
SUPPLY CHAIN STRATEGIES & SOLUTIONS
starting at $649.50

Put your company in front of 3,600+ health care supply chain purchasers and influencers with AHRMM’s membership magazine, Supply Chain Strategies & Solutions (SCS&S).

The magazine offers up-to-date information on the latest health care supply chain trends, best practices, case studies and Association activities.

Article topics range from leadership, risk management, sourcing and provider supplier partnerships, clinical engagement practices, inventory methods and management to contracting and cost savings.

FULL COLOR

PRINT AND DIGITAL VERSIONS

PUBLISHED 6x PER YEAR

BONUS DISTRIBUTION AT AHRMM ANNUAL CONFERENCE

Review the 2021 editorial calendar at ahrmm.org/advertise

For more information on SCS&S advertising and to reserve space, please contact: Adam Firestone at afirestone@naylor.com
LIST RENTAL | STARTING AT $500
Promote your product or service through direct mail to AHRMM members quickly and conveniently. Obtain accurate names and addresses of health care supply chain decision makers for direct mail efforts with AHRMM’s electronic mail lists.

GUIDELINES

• All list rentals are for one-time use only.
• Lists will be sent in digital format to a third party bonded mail house only.
• Lists are offered as a complete set or by geographical region.
• Lists only include member names and preferred mailing addresses. No email addresses, phone or fax numbers will be provided.
• Sample of the material to be mailed must be submitted to AHRMM for review and approval prior to processing of the list order.
• AHRMM reserves the right to refuse any list rental order if the use is considered inappropriate for the interests of AHRMM members.
• List orders will be processed within five (5) business days after receipt of payment, unless otherwise specified.

SURVEY PANEL
Keep a pulse on your client base by gathering their feedback with the high-quality survey panel of provider-based health care supply chain experts and decision-makers. The Survey Panel includes AHRMM members who have agreed to share their expertise with the field to help advance health care products and services.

AREAS OF INFLUENCE

• Administration
• Anesthesia
• Cardiology
• Central Service
• Clinical Laboratory
• Diagnostic Imaging
• Emergency
• Environmental Services
• Facility Planning and Construction
• Infection Prevention
• Information Technology
• Interventional Radiology
• Mailroom/Printing
• Medical/Surgical
• Oncology
• Operating Room
• And more!

Contact Bryan Davis at Bryan@Peer-Panels.com to learn more.
The AHRMM Conference & Exhibition is renowned for its ability to bring together top health care supply chain decision makers and key influencers to collaborate, innovate, develop strategy and identify best practices.

Exhibiting at and sponsoring the event allows you to be a part of this dynamic environment and integrate your brand into the attendee experience through a wide range of communication channels and promotional opportunities.

AHRMM’s exhibition schedule is specifically designed with six dedicated hours so that exhibitors have a captive audience when the exhibit hall doors open.

Whether your business objective is to boost sales, generate buzz for a new product or increase brand awareness, AHRMM will work with you to develop an integrated sponsorship and advertising package tailored to your marketing goals. AHRMM offers many advertising and sponsorship channels to help you build meaningful relationships with your audience:

- Networking event sponsorships
- Speaking opportunities
- Web, email and mobile banner ads
- Pre- and post-show attendee mailing lists
- General Session introductions
- Promotional item sponsorships
- And more!

Maximize your trade show ROI by presenting a 30-minute education program in one of two Learning Pavilions held in the Exhibit Hall.

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.

Contact Scott Narug at snarug@aha.org to learn more.

40+ sessions
6 dedicated exhibit hall hours
100+ exhibiting companies
AHRMM offers numerous sponsorship opportunities, including webinar, webcast, podcast and CMRP scholarship sponsorship. Recognition and benefits can be tailored to suit your specific needs and goals.

Contact Scott Narug at snarug@aha.org for more information about sponsorship opportunities.

SPONSORED WEBINAR | $10,000
Sponsor an AHRMM webinar or host your custom webinar on AHRMM’s platform to spotlight your educational content on a specific area of health care supply chain operations or strategy.

BENEFITS INCLUDE:

Pre-Webinar
• One (1) dedicated promotional eBlast
• Sponsor recognition in two (2) eNews
• Pre-event registration list (one week prior)

During Webinar (60-minute slot)
• Verbal recognition of sponsor during the introduction and closing of the presentation
• Logo recognition on presentation title slide and thank you slide

Post-Webinar
• Access to list of registered attendee information, including names, titles and emails
• Promotion in one (1) eNews
• Webinar available on-demand for 12 months in the Knowledge Center

GUIDELINES
• Topic, presenter(s), description and learning objectives to be approved by AHRMM at least ten weeks in advance of the scheduled webinar.
• Sponsor submits presentation slides using the AHRMM PowerPoint template; company logos are permitted on the title and thank you slide.
• Sponsor/speakers will submit a draft of the PowerPoint presentation to be approved by AHRMM three weeks before the scheduled event.
• Content must be fully educational in nature and noncommercial, delivering best practices, case studies, resources and/or solutions.
• AHRMM has full editing rights, as well as right of refusal on all content deemed inappropriate.
• Sponsor may promote the webinar and the subsequent on-demand recording on their own website directing registrants to the AHRMM registration link. Sponsor may use the original recording for internal purposes only.
WEBCAST/PODCAST SPONSORSHIP
$20,000 (4 SESSIONS)

Sponsor a suite of AHRMM webcasts or podcasts and maximize visibility with health care supply chain professionals and executives while building strong leads.

CONTENT
• Four (4) 3-7 minute webcasts (WCs) or podcasts (PCs) developed by sponsor, affiliates or AHRMM.
• Content must be educational in nature and provide a portion of a solution within the health care supply chain operation or strategy field.

RECOGNITION
• 20-second sponsor introduction of speaker and topic at beginning of session.
• 10-second sponsor thank you at end of session.
• 15-second ad (podcast only).
• Logo recognition on title and closing slides (webcast only).
• Promotion on dedicated page of the Knowledge Center.

PROMOTION (MONTH OF RELEASE)
• Sponsor recognition (logo and link) in two (2) AHRMM e-newsletters.
• Sponsor recognition in two (2) posts on AHRMM’s social media channels.

PROMOTION (FOLLOWING RELEASE)
• Sponsor recognition in two (2) AHRMM e-newsletters and/or social media posts within the first year.

ACCESS
• Recorded webcast hosted on AHRMM’s YouTube channel for up to one year.
• Recorded podcast hosted on AHRMM’s podcast feed for up to one year.
EDUCATION SPONSORSHIP

Sponsoring an AHRMM educational event is an effective way to position your company as a thought leader in front of health care supply chain professionals and executives. Educational event sponsorships support AHRMM’s dedication to strengthening our 3,600+ members’ professional skills and expanding the Cost, Quality and Outcomes (CQO) Movement.

CMRP SCHOLARSHIP SPONSORSHIP | $10,000

The 2021 AHRMM CMRP Scholarship sponsorship is offered exclusively to two sponsoring organizations. The CMRP Scholarship sponsorship provides 50 AHRMM members with opportunity to earn or renew their Certified Materials & Resource Professional (CMRP) professional designation.

BENEFITS INCLUDE:

- Sponsor recognition on a dedicated page of the AHRMM website for six (6) months.
- Sponsor recognition (logo and link) in one (1) dedicated eBlast to 3,600 AHRMM members.
- Sponsor recognition (logo and link) in two (2) AHRMM e-newsletters.
- Sponsor recognition in two (2) posts on AHRMM’s social media channels.
- Logo recognition and one (1) post in Supply Chain Strategies & Solutions magazine.
- Sponsor recognition in one (1) email sent to each scholarship awardee.

For pricing and a complete list of benefits, contact Scott Narug at snarug@aha.org.
Ad materials for all digital properties are due 10 business days prior to launch date.

**E-NEWSLETTERS**

eNews, Career Center Job Alert, AHRMM Now

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<tr>
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<th>Ad Size</th>
<th>Rates</th>
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<tbody>
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<td>Top Rectangle (2 available)</td>
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<td>Bottom Rectangle (2 available)</td>
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- 40 KB maximum
- Static JPG, GIF and PNG only

**WEBSITE**

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- 40 KB maximum
- Static JPG, GIF and PNG only

**AHRMM CONNECT**

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<tr>
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<td>3 months: $9,180</td>
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<td>6 months: $16,200</td>
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<td>Homepage Bottom</td>
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<td></td>
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<td>Interior Right</td>
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- 40 KB maximum
- Static JPG, GIF and PNG only

**LIST RENTAL**

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<tr>
<td>All Members</td>
<td>3,600</td>
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<tr>
<td>Executives</td>
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<td>$500 ($4.16/name)</td>
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**CUSTOM eBLAST**

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<th>Distribution</th>
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<tbody>
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<td>All Members</td>
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**WHITE PAPER**

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<td>Members and Prospects</td>
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**WEBINAR**

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<tbody>
<tr>
<td>All Members</td>
<td>$10,000</td>
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</tbody>
</table>

**BOOK YOUR PLACEMENT TODAY**

Download the contract and insertion order at ahrmm.org/advertise.
CONTACT US TODAY

EXHIBITION | SPONSORSHIP | ADVERTISING
Scott Narug
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(312) 673-5974

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