



LEAD GENERATION

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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

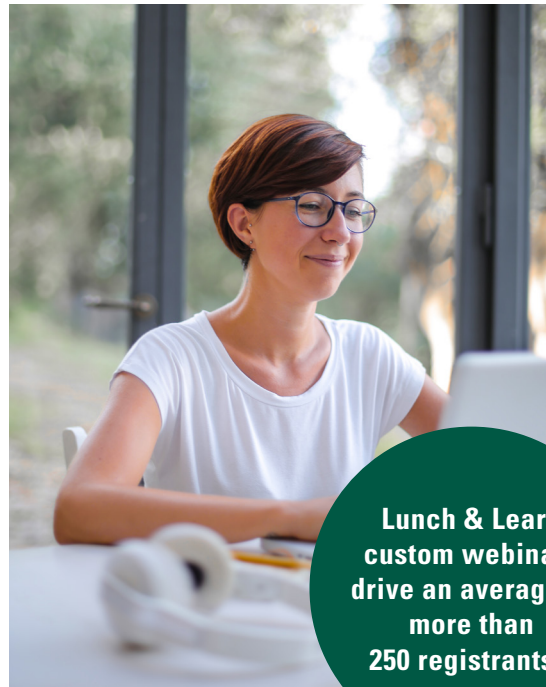
\$7,500 (two available per week)

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 Webinar Wednesday webinars are available to both members and nonmembers 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

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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 60,500 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.