



2021 AHE Media and Marketing Opportunities

Influence purchasing decisions and reach your target market.



Sponsorship / Advertising / Events
Updated opportunities for 2021



The AHE Audience

Connect with health care environmental services (EVS) professionals through AHE!

The Association for the Health Care Environment (AHE) members are experienced professionals in health care environmental services. According to AHE Trend Data, 2015-2020 EVS most respondents have at least 15 years in environmental services (72%), and at least 15 years in health care in general (77%). They are influencers with purchasing authority.

AHE is the organization of choice for over 2,100 facility based professionals committed to pathogen free, healing environments across all care settings. Suppliers engaged with AHE help advance the professions' ability to establish and maintain care environments free of surface contamination and support safety, service efficient and effective operations.

AHE members are directly responsible for budgets related to:

- Cleaning and surface disinfection
- Waste management operations
- Laundry processing/linen, laundry contract management, distribution/textile processing
- Pest control management
- Safety and security
- Selection of interior design/finishes/textiles/furniture
- Flooring/carpets/tile
- Bath and restroom fixtures
- Infection prevention
- Hospitality services
- Grounds management
- Guest relations
- Patient transport and flow
- Construction/plant operations/maintenance
- Carts/moving systems
- Environmental sustainability

AHE Members' Purchasing Authority

69%
work for acute care hospitals.

75%
Represent multiple facilities, with a median number of beds being 189.

87%
of AHE members are in leadership positions, including **42%** directors and **45%** managers.

84%
sit on their facility's or health care system's infection control committee.

98%
would recommend AHE membership

AHE Sponsorship Opportunities

Corporate Champion

Gain greater visibility with health care environmental services professionals and increase and enhance access to AHE members throughout the year. The AHE Corporate Champion retention rate is 94% for the last 20 years. Corporate Champion benefits include branding, meaningful strategic interaction, and access to information and environmental services insiders. AHE also offers a variety of customizable opportunities that are consistent with company strategic goals.

Contact us to learn more: **\$30,000** minimum contribution

Access

- Licensed use of AHE Corporate Champion Logo
- Complimentary Associate Memberships
- AHE Member Communication Opportunities
- Trends Data 2021 Survey Input and Access to Report
- Access to Voice of the Customer and Membership Surveys
- Quarterly Strategic Discussions with AHE Executive Management

Awards

Award presentation and speaking opportunities at Learning Summit

- Phoenix Award
- EVS Department of the Year

Education

- Online Course Series
- Webinar Series
- Podcast Series

ADD-ON

Program Underwriter Opportunity

Contribute to the advancement of the profession by underwriting and developing new AHE Signature programs.

For more information contact **Sue Griffin, 312-673-5586** or sgriffin@smithbucklin.com

Thank You to Our 2021 Corporate Champions

Support exclusive education, networking and other key strategic opportunities and generate mutually beneficial value. AHE thanks its 2021 corporate strategic champions. Join other industry leaders as a 2021 Corporate Champion.



Extend your reach to thousands of professionals in health care environmental services. The AHE website offers prominent ad placements that generate valuable exposure for your products and services.

Align your ad with content in the following areas:

PAGE	Average Annual Pageviews
Run-of-Site	57,000
Calendar	8,200
Education	5,000
Core Competencies	2,000
CHESP	8,000
CHEST	16,000
CMIP	4,500
CNACC (New program in 2020)	1,500
CSCT	8,500

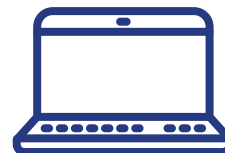


Rate: \$1,000 per quarter, per page

Static ad size: 300x250; weight/load - 150KB

File Type and Technical Specs

We accept static JPG, GIF, and PNG files.



Maximize exposure by running on multiple pages!

For more information contact
Sue Griffin, 312-673-5586 or
sgriffin@smithbucklin.com

AHE EVS NEWS | 34,000 Subscribers

AHE's bi-monthly e-newsletter offers a collection of news articles, reports, and expert guidance from the profession's top thought leaders in environmental services, infection prevention, and other decision makers with a stake in maintaining the environment of care.



Net Rates

AD UNIT	1x	6x+
Top Leaderboard	\$1,400	\$1,190
Center Banner	\$1,200	\$1,020
Lower Banner	\$1,000	\$850
Medium Rectangle	\$800	\$680
Sponsored Content	\$1,600	\$1,360

Single Sponsor Exclusivity/ Ad Takeover

Includes all ad units, sponsored content, plus recognition at the top of the newsletter.

Sponsored Content

Contribute a sponsored content to be included in a bi-weekly HFM EVS eNewsletter. Placement includes 10 word headline and 20-30 word description. No max word count.

Specs: File size should not exceed 40KB and must be 72ppi (pixels per inch). We accept JPG, PNG and GIF files. Animated ads can contain up to 3 frames and have a 3-loop max. Please submit animated files as GIF files. Please Note: Animated advertisements are not recommended, as certain browsers do not allow viewing of animation in emails. Also, Outlook only displays the first frame of animated ads. Image maps, JavaScript, HTML, ad tags and Flash files are not accepted.

URL: URLs must include dot and extension. All URLs must be live when creative is submitted.

Please note: Our newsletters are set on a white background. As a result, we recommend including a 1-pixel border around any ad creative that contains a white background. We also recommend adding a call to action on ads as well as including a UTM tracking code in URL's.

Additional Advertising Opportunities

Connect with health care environmental services professionals with true buying power.

AHE Dedicated E-blast | \$2,500

Promote your brand and solutions to qualified leads in need of your services with an E-blast sent to +2,100 AHE members, and +7,000 nonmember EVS and relevant non-EVS professionals. One (1) E-blast available per month.

Technical White Paper | \$5,000

Host your product, agnostic, technical white papers on AHE.org and reach thousands of site visitors who rely on AHE for the most up-to-date and credible information in the field. All white papers are promoted in AHE EVS News and archived on AHE.org under White Papers.

Training Programs

>> Lunch & Learn | \$5,000

Sponsor lunch for AHE Training Session attendees. Includes 30 minute presentation time during the event.

>> Folder Insert | \$500 & Up

Include your marketing materials in an AHE virtual training session folder for attendees.

Training Session Topics Include:

- CHESP Study Group
- Employee Engagement: Going the Extra Mile
- Principles of Effective Linen Management
- The Lean Management System in Health Care
- Ultimate Scores for the Ultimate Experience
- Essentials of Infection Prevention of Environmental Hygiene
- Foundations for Success in Environmental Services Management

Live Webinar* | \$7,500

Sponsor a live AHE webinar or host a custom webinar to spotlight your product, agnostic, technical or commercialized content to a large audience of health care facility leaders. Sponsorship benefits include:

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 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 the list of registered attendee information, including emails and titles
- Performance metrics
- Webinar available on-demand on AHE’s sponsored content webpage for 12 months

On-Demand Webinar* | \$5,000

Sponsor an on-demand webinar to spotlight your educational content. Opportunity includes promotion within AHE EVS News, and archived webinar in AHE’s sponsored content webpage.

*Attendees are eligible for Continuing Professional Education (CPE) credits at no additional cost

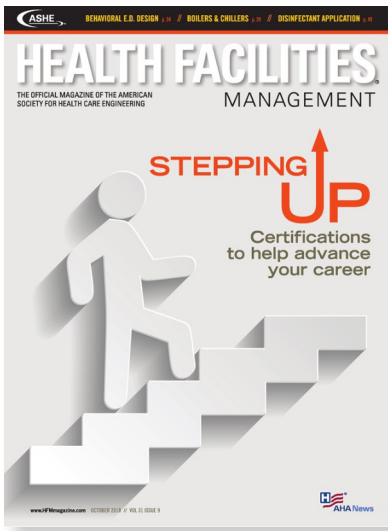


For more information contact
Sue Griffin, 312-673-5586 or
sgriffin@smithbucklin.com

Health Facilities Management Magazine

In Collaboration with AHE Subject Matter Experts

AHE members rate HFM magazine as a key membership benefit — and now it's bigger than ever.



Readers count on Health Facilities Management magazine for the latest trends, best practices, research, and association news. You'll reach a full range of professionals in the health facility design, construction, and operations communities.

Now your advertising dollar goes even further!

- ✓ Circulation: **36,600** (up from 12,000)
- ✓ Published **10 times a year** (vs. quarterly)
- ✓ Distributed in print (**39,900**) plus an interactive digital format (**24,500**)

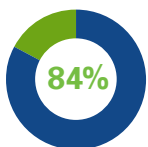
Reader Profile

- 42%** Facilities management/operations/engineering
- 11%** Construction and projects
- 7%** Environmental services*
- 7%** Support services*

- 6%** Architecture and design
- 2%** Maintenance
- 1%** Hospitality management*

15%
of reader
profile includes
AHE readers*

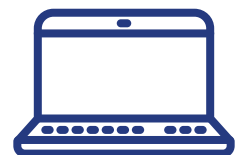
Purchasing Power



84% OF READERS
ARE INVOLVED IN
ONE OR MORE
BUYING DECISIONS

Top 7 areas of purchasing influence:

- Design/construction products and services (**67%**)
- Engineering services (**59%**)
- Fire safety equipment (**57%**)
- Security/safety/fire protection (**57%**)
- HVAC (**54%**)
- Flooring/ceiling products (**54%**)
- Plumbing fixtures (**51%**)



73% Took Action
as a Result of
Seeing an
Ad In HFM

Source: 2018 Health Facilities Management magazine readership survey

2021 HFM Editorial Calendar

PRINT OPPORTUNITIES

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 Learning Summit 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.

ASHE'S Health Facilities Management Magazine

In Collaboration with AHE Subject Matter Experts

Print Advertising

Your print ad in Health Facilities Management magazine puts your message front and center with influential readers.

All print ads include an eLink in the digital edition of the magazine.



Net Rates

Full-Color Rates	1x	2-5x	6+x
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

Revisions and Proofs:
\$50.00

Position Guarantee:
15% Premium

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

Cover and Special Positions

Earned rate plus additional charges:

Back Cover + 15% premium

Inside Front Cover + 10% premium

Inside Back Cover + 10% premium

Opposite Table of Contents,

"Inside HFM" + 10% premium

Please note: ASHE reserves the right to decline or remove any ads.

Inserts, Gatefolds, & Belly Bands

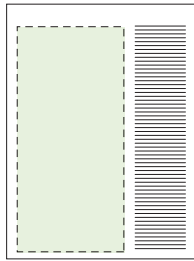
HFM offers custom advertising units such as inserts, gatefolds, belly bands, polybags, and more. Please contact your sales rep for pricing and requirements.



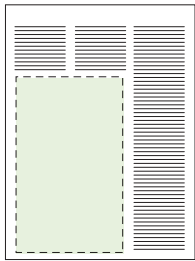
Print Display Ad Specifications



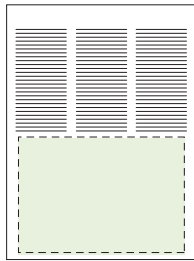
FULL PAGE



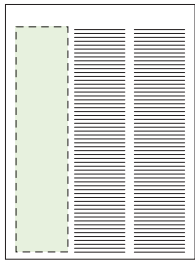
2/3 PAGE



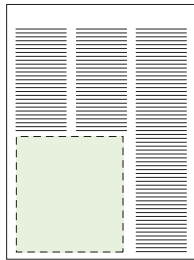
1/2 PAGE ISLAND



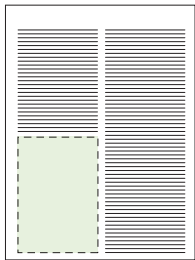
1/2 PAGE HORIZONTAL



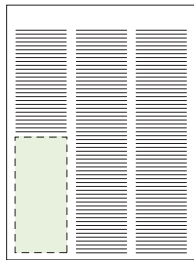
1/3 PAGE VERTICAL



1/3 PAGE HORIZONTAL



1/4 PAGE



1/6 PAGE

Publication Trim Size: 8" x 10.75"

Printing: Web Offset

Space Unit

Inches Wide

Inches Deep

2/3 Page	4.5	9.5
1/2 Page Island	4.5	7.5
1/2 Page Horizontal	7	4.875
1/3 Page Horizontal	4.5	4.875
1/3 Page Vertical	2.1875	9.5
1/4 Page	3.375	4.875
1/6 Page	2.1875	4.875

Size

Trim

Bleed

Full Page	8" x 10.75"	8.25" x 11"
Spread	16" x 10.75"	16.25" x 11"

Recommended live area for full page is 7.5" x 10.25"; spread is 15.5" x 10.25."

Required Materials

- Digital files are required — PDF/X1-a (2001) is the preferred file format — sized to 100% of mechanical requirements, with bleeds set at .125" (0p9) on all sides for full-page and spread ads.
- Downsample color and grayscale images to 250 ppi for all images over 250 ppi.
- Files are to be cropped at the bleed edge — do not include color bars, page information, registration, crop or bleed marks when distilling the final PDF.
- Only CMYK files are accepted for publication. Files using RGB and PMS colors will be rejected and returned for revision.
- 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.

Ad Submission

Please send ad materials via WeTransfer.com or email to Hanna Vedder at hvedder@smithbucklin.com.

For more information contact
Sue Griffin, 312-673-5586 or
sgriffin@smithbucklin.com

HFM Digital Edition Sponsorship

As a sponsor of the digital version of Health Facilities Management magazine, your message is prominently displayed on the cover of the magazine.

Fully interactive, the digital version allows viewers to flip through the pages, click on content and ads, and forward articles of interest to colleagues. Subscribers receive each issue via email, and issues are posted on hfm magazine.com. A full archive of past issues is available, ensuring longevity for your online 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.

Specs

Full-Page Ad

Size: 8" x 10.75" (full-page trim)

Preferred file format: PDF/X-1a

Ads should be sized to 100% of mechanical requirements.

Banner for Digital Edition Website Landing Page

Size: 300 x 250 pixels

File format: JPG or animated GIF file only. Size should not exceed 40KB and must be 72 pixels per inch. Animated ads should have a 3-frame max and may loop continuously.

Company Logo for Digital Edition Email

Size: 193 x 100 pixels

File format: JPG or PNG; 30KB max file size

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.

HFM delivers new information to me, sometimes before I even know I need it. HFM is one of my historical 'go-to' reference resources.

– HFM Reader –

For more information contact
Sue Griffin, 312-673-5586 or
sgriffin@smithbucklin.com

2021 AHE Learning Summit

AHE Learning Summit is an exclusive, premier event. The 2021 Learning Summit focuses on pandemic response, recovery and rebuilding with additional content related to behavioral health and rural health care solutions.

2021 AHE Learning Summit

**More Information
Coming Soon**

For more information contact
Sue Griffin, 312-673-5586 or
sgriffin@smithbucklin.com



The Association for the Health Care Environment (AHE) is a Professional Membership Group of the American Hospital Association. AHE represents a broad and diverse network of more than 2,100 decision making professionals dedicated to pathogen free, healing environments across all care settings.



For more information contact
Sue Griffin, 312-673-5586 or
sgriffin@smithbucklin.com



ATTENTION MAC USERS:

For best results, please use [Adobe Acrobat Pro Reader](#) to complete this form. Apple's Preview program provides limited functionality.

2021 Advertising and Sponsorship Agreement

The below named Company hereby applies for advertising, exhibit, and/or sponsorship with the Association for the Health Care Environment, a 501(c)(6) nonprofit corporation (AHE). Company's submission of this Advertising, Exhibit, & Sponsorship Agreement (Agreement) shall constitute an offer from the Company and shall not constitute a binding agreement unless and until executed by AHE. AHE reserves the right to reject the Company's offer for any reason in its sole and absolute discretion.

1. MARKETING CONTACT

Company Name: _____

Mailing Address: _____

Company Contact & Title: _____

Phone: _____ Email: _____

Marketing Contact & Title (if different from above): _____

Phone: _____ Email: _____

2. BILLING CONTACT

Company Name: _____

Billing Address: _____

Billing Contact & Title: _____

Phone: _____ Email: _____

Accounting Dept. Email: _____

3. CANCELLATION POLICY & AGREEMENT

By signing below, Company agrees to adhere to the cancellation policies for AHE advertising, exhibits, sponsorships, and lead generation programs. Company also acknowledges that it has read, understands, and agrees to be bound by all of the Terms and Conditions of this Agreement.

Please return signed Agreement via email to Sue Griffin at sgriffin@smithbucklin.com.

Signature: _____ Date: _____

Print Name: _____



CUSTOM MARKETING PROGRAM WORKSHEET

Create your custom marketing program by using the worksheet below. For the best experience, please use [Adobe Acrobat Pro Reader](#). Contact Sue Griffin at sgriffin@smithbucklin.com or 312-673-5586 for more information and tips on building your program. Please also download the [2021 Marketing Guide](#) for detailed information on all of AHE's opportunities.

Company Name: _____

AHE Website (AHE.org)

Ad Type	Rate & Schedule	
	Rate	Net Rate
Banner Ad (300x250 banner, per quarter)	<input type="checkbox"/> \$1,000 per quarter	\$ _____

Run Dates: _____ / Net Total \$ _____

AHE EVS E-newsletter

Ad Unit	Rate & Schedule			
	Frequency Rate	# of Issues	Net Total	Issue Dates (Bimonthly)
Top Leaderboard	_____	_____	\$ _____	_____
Center Banner	_____	_____	\$ _____	_____
Lower Banner	_____	_____	\$ _____	_____
Medium Rectangle	_____	_____	\$ _____	_____
Sponsored Content	_____	_____	\$ _____	_____

Notes: _____ / Net Total \$ _____

Additional Advertising Opportunities

	Rate & Schedule
AHE Dedicated E-Blast	<input type="checkbox"/> \$2,500 x _____ (month(s): _____)
Technical White Paper	<input type="checkbox"/> \$5,000 x _____ (month(s): _____)
Lunch & Learn	<input type="checkbox"/> \$5,000 x _____ (month(s): _____)
Folder Insert	<input type="checkbox"/> Minimum \$500 x _____ (month(s): _____)
Live Webinar	<input type="checkbox"/> \$7,500 x _____ (month(s): _____)
On-Demand Webinar	<input type="checkbox"/> \$5,000 x _____ (month(s): _____)

Total \$ _____

HFM Print Ads

Issue	Rate & Schedule		
	Size & Frequency	Net Rate	Placement/Orientation
January/February (Ad Close 12/1/20; Materials Due 12/10/20)	_____	\$ _____	_____
March (Ad Close 2/1/21; Materials Due 2/9/21)	_____	\$ _____	_____
April (Ad Close 3/3/21; Materials Due 3/11/21)	_____	\$ _____	_____
May (Ad Close 4/5/21; Materials Due 4/12/21)	_____	\$ _____	_____
June (Ad Close 5/3/21; Materials Due 5/11/21)	_____	\$ _____	_____
July (Ad Close 6/3/21; Materials Due 6/11/21)	_____	\$ _____	_____
August (Ad Close 7/2/21; Materials Due 7/12/21)	_____	\$ _____	_____
September (Ad Close 8/4/21; Materials Due 8/12/21)	_____	\$ _____	_____
October (Ad Close 9/6/21; Materials Due 9/13/21)	_____	\$ _____	_____
November/December (Ad Close 10/4/21; Materials Due 10/12/21)	_____	\$ _____	_____

Notes: _____ / Net Total \$ _____



CUSTOM MARKETING PROGRAM WORKSHEET

HFM Specialty Ads

Ad Unit	Rate & Schedule			
	Net Rate	# of Issues	Net Total	Issue Month(s)
Solutions Products + Services Section (1 available per issue)	<input type="checkbox"/> \$3,250	_____	\$ _____	_____
Custom Content (call for pricing; 2 available per issue)	<input type="checkbox"/> \$ _____	_____	\$ _____	_____

Notes: _____ / Net Total \$ _____

HFM Digital Edition Sponsorship

Issue	Rate & Schedule					
	Without Print Buy	Net Rate	With Print Buy	Net Rate	Add-On Option	Net Rate
January/February	_____	\$ _____	_____	\$ _____	_____	\$ _____
March	_____	\$ _____	_____	\$ _____	_____	\$ _____
April	_____	\$ _____	_____	\$ _____	_____	\$ _____
May	_____	\$ _____	_____	\$ _____	_____	\$ _____
June	_____	\$ _____	_____	\$ _____	_____	\$ _____
July	_____	\$ _____	_____	\$ _____	_____	\$ _____
August	_____	\$ _____	_____	\$ _____	_____	\$ _____
September	_____	\$ _____	_____	\$ _____	_____	\$ _____
October	_____	\$ _____	_____	\$ _____	_____	\$ _____
November/December	_____	\$ _____	_____	\$ _____	_____	\$ _____

Notes: _____ / Net Total \$ _____

NET TOTALS / PRICING BREAKDOWN		
	AHE Website (AHE.org)	\$ _____
	AHE EVS E-newsletter	\$ _____
	AHE Dedicated E-blast	\$ _____
	Technical White Paper	\$ _____
	Lunch & Learn	\$ _____
	Folder Insert	\$ _____
	Live Webinar	\$ _____
	On-Demand Webinar	\$ _____
	HFM Print Ads	\$ _____
	HFM Specialty Ads	\$ _____
	HFM Digital Edition Sponsorship	\$ _____

Additional Notes



CUSTOM MARKETING PROGRAM WORKSHEET

This Sponsorship Agreement & Contract ("Contract") is entered into by and between the Association for the Health Care Environment, a professional membership group of the American Hospital Association ("AHE"), and Sponsoring Company Name ("Sponsor") shall become effective when it has been submitted by the sponsoring company and accepted by AHE. The individual signing this Agreement & Contract represents and warrants that he/she is duly authorized to execute this binding Agreement & Contract on behalf of the sponsoring company. By signing below, the sponsoring company agrees to be bound by the Contract Conditions/Rules & Regulations below. The sponsoring company agrees that upon acceptance of this Agreement & Contract by AHE, with or without appropriate payment of the sponsorship fee and further action by the sponsoring company, this Application & Contract, together with the Contract Conditions/Rules & Regulations below, (collectively "this Contract") shall become a legally binding contract between AHE and sponsoring company ("Sponsor").

1. MANAGEMENT

SmithBucklin will orchestrate management of all sponsorship opportunities and will be known as "AHE Management". SmithBucklin is responsible for sponsorship benefits, sponsorship deliverables, sponsorship logistics and collection of sponsorship payment. Additionally, SmithBucklin is responsible for assignment of exhibit booth space, exhibit logistics and collection of exhibitor payment for the EXCHANGE 2021 Annual Conference and Solutions Center ("EXCHANGE 2021"). If a Sponsor elects to occupy a booth space at the EXCHANGE 2021, Sponsor agrees to complete an Exhibit Space Application & Contract and remit it to AHE Management.

SmithBucklin acts as a liaison between exhibitors, sponsors, AHE, and any third party contractors. Any Sponsor with questions about their sponsorship should contact SmithBucklin directly.

SmithBucklin

330 N. Wabash Avenue, Suite 2000
Chicago, IL 60611 USA
Phone: 312-673-5931
E-mail: AHE@smithbucklin.com

2. PAYMENTS, CANCELLATIONS & REFUNDS

Sponsor must remit payment within 30 days of submitting their Contract. AHE Management shall issue an invoice after accepting the Sponsor's Contract.

Credit card payments can be made online using American Express, Discover, MasterCard or Visa. Make all checks payable to AHE and remit to the following address via the U.S. Postal Service:

AHE
75 Remittance Drive
Suite 1272
Chicago, IL 60675 USA

Alternatively, Sponsor may remit via overnight courier (e.g., FedEx) to the following address:

AHA – AHE Sponsorship
Suite 1272
C/O The Northern Trust Bank
350 North Orleans Street, FL 8
Chicago, IL 60654 USA

Sponsors who wish to pay by ACH/wire must email AHE@smithbucklin.com for remittance instructions.

If the Sponsor is a sponsoring company of the EXCHANGE 2021, the sponsor agrees to remit payment no later than September 25, 2021, regardless of when they submitted their Contract. AHE reserves the right to hold or revoke Exhibitor badges for any Sponsor with an unpaid balance and to instruct all official show contractors to deny goods and services. Furthermore, AHE reserves the right at its sole discretion to cover-up or remove any sponsor logos if the Sponsor is not paid in full prior to payment deadline date.

3. CANCELLATION SPONSORSHIP BY SPONSOR

Full payment is required and no refunds whatsoever will be made on cancellations of sponsorship. Sponsor may request changes or substitutions as an alternative resolution to outright sponsorship cancellation, subject to availability. AHE does not guarantee acceptance of any proposed alternative resolution. Cancellation of sponsorship, and alternative resolution proposals, must be directed in writing to AHE Management, signature required, to the address in Section 1. As an alternative, Sponsor may remit to AHE Management via email to AHE@smithbucklin.com, provided that the Sponsor obtains confirmation of AHE's receipt of the email.

Notwithstanding the foregoing, Sponsor will have no right to cancel subsequent to AHE cancellation pursuant to Section 4.

4. CANCELLATION OR CHANGES TO SPONSORSHIP BY ASHE

If for any reason beyond AHE's control AHE determines that the sponsorship opportunity, EXCHANGE 2021 must be cancelled, shortened, delayed, dates changed, or otherwise altered or changed, Sponsor understands and agrees that AHE shall not refund the sponsorship fees paid to it by Sponsor and that all losses and damages that it may suffer as a consequence thereof are its responsibility and not that of AHE or its directors, officers, employees, agents or subcontractors. Sponsor understands that it may lose all monies it has paid to AHE for sponsorship, as well as other costs and expenses it has incurred, including travel to

EXCHANGE 2021, setup, lodging, decorator freight, employee wages, etc. Sponsor agrees to indemnify, defend and hold harmless AHE, its directors, officers employees, agents and subcontractors from any and all loss which Sponsor may suffer as a result of EXCHANGE 2021 cancellation, duration, delay or other alterations or changes caused in whole, or in part, by any reason outside AHE's control. The terms of this provision shall survive the termination or expiration of this Contract.

5. ELIGIBILITY

AHE reserves the right to determine the eligibility of any Sponsor and to prohibit a Sponsor from receiving sponsor recognition if, in the sole judgment of AHE, the Sponsor shall in any respect be deemed unsuitable. A Sponsor's eligibility to sponsor AHE must remain in effect from the time of submission of the Contract to the time the sponsorship concludes.

6. INTELLECTUAL PROPERTY MATTERS

The Sponsor represents and warrants to AHE that no materials used in or in connection with their sponsorship infringe the trademarks, copyrights (including, without limitation, copyrights in music and other materials used or broadcast by Sponsor) or other intellectual property rights of any third party. The Sponsor agrees to immediately notify AHE of any information of which the Sponsor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights or other intellectual property rights. The Sponsor agrees to indemnify, defend and hold AHE, its officers, directors, employees, agents, successors and assigns harmless from and against all losses, damages and costs (including attorney's fees) arising out of or related to claims of infringement by Sponsor, its employees, agents, or contractors of the trademarks, copyrights and other intellectual property rights of any third party.

Notwithstanding the foregoing, AHE, its officers, directors, employees, agents, and each of them, shall not be liable for and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights or other intellectual property of any third party arising out of the actions of any Sponsors. The terms of this provision shall survive the termination or expiration of this Contract.

7. EDITORIAL CONTROL

Sponsor acknowledges and agrees that AHE, AHE Management, its affiliates and, as applicable, the editors, writers and speakers, retain total editorial independence with respect to the content presented in any Sponsorship Opportunity and the selection and presentation thereof of subject to Section 8 regarding Company Content. Except as expressly detailed in an Addendum, AHE is under no obligation to include any author or speaker suggested by Sponsor. In any event, Sponsor shall clearly disclose to AHE any financial, employment or other relationship between Sponsor and any suggested speaker or author.

8. COMPANY CONTENT

When a Sponsorship Opportunity involves inclusion of Sponsor content (e.g., an advertisement) or branding (e.g., event sponsorship), Sponsor hereby permits AHE to copy, record, distribute, publish and otherwise display Sponsor branding and Sponsor supplied content solely in connection with the applicable Sponsorship Opportunity (including, without limitation, any recordings or publications made from such Sponsorship Opportunity) in the manner agreed with Sponsor, it being understood that any mention or display of Sponsor or its products must be approved by Sponsor. Sponsor is solely responsible for any such content and shall defend, indemnify and hold AHE and its affiliates harmless in the event that any third party asserts any claim of infringement or false advertising in connection with the Sponsor content or branding. AHE shall only display Sponsor branding in accordance with the written branding guidelines provided by Sponsor to AHE in writing.

9. USE OF ASHE NAME, BRANDS & LOGOS

The Association for the Health Care Environment, a professional membership group of the American Hospital Association ("AHE"), American Hospital Association ("AHA"), EXCHANGE 2021 Annual Conference and Solutions Center, names and logos are registered trademarks owned by the AHA. Support by a Sponsor does not entitle the Sponsor to use such names or logos, except those logos that are provided to them by AHE Management. Sponsors of the EXCHANGE 2021 may reference the EXCHANGE and use the EXCHANGE logo with reference to the Sponsors' support and participation as a Sponsor at the EXCHANGE. Sponsorship of AHE does not imply endorsement or approval by AHE of any product or service, and none shall be claimed by any Sponsor.

Sponsor shall retain ownership of its logo(s), brand(s), and any promotional materials submitted to AHE. All use of Sponsor logo(s) in accordance with this Contract are to insure Sponsor benefit. As between Sponsor and AHE, AHE Management and its licensors shall retain ownership of all other materials generated, published or displayed in connection with the Sponsorship Opportunity and all recordings thereof.

10. INDEMNIFICATION

Sponsor agrees that it will indemnify, defend and hold AHE, their respective officers, directors, employees, agents including SmithBucklin Corporation (collectively AHE Management) and each of them, harmless from and against a) the performance or breach of this Contract by Sponsor, its employees, agents, or contractors; b) the failure by Sponsor, its employees, agents or contractors to comply with applicable laws, regulations and ordinances; and c) the act, omission, negligence, gross negligence, or willful misconduct of Sponsor, its employees, agents, contractors, licensees, guests, or invitees. This indemnification of AHE Management or AHE by Sponsor is effective unless such injury

was caused by the sole gross negligence or willful misconduct of AHE Management. Sponsor agrees that if AHE Management is made a party to any litigation commenced by or against Sponsor, or relating to this Contract or the premises leased hereunder, then SPONSOR WILL PAY ALL COSTS AND EXPENSES, including attorneys' fees, INCURRED BY OR IMPOSED UPON AHE MANAGEMENT OR AHE BY REASON OF SUCH LITIGATION. THE TERMS OF THIS PROVISION SHALL SURVIVE THE TERMINATION OR EXPIRATION OF THIS CONTRACT.

11. WARRANTIES

THE SPONSOR OPPORTUNITIES ARE PROVIDED "AS IS" AND AHE EXPRESSLY DISCLAIMS ALL WARRANTIES, EXPRESS, IMPLIED OR STATUTORY, INCLUDING, WITHOUT LIMITATION, THE WARRANTIES OF NON-INFRINGEMENT, TITLE, MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. NOTWITHSTANDING ANY STATEMENTS OR FORECASTS ABOUT POTENTIAL ATTENDEES, VIEWERSHIP OR DISTRIBUTION, AHE MAKES NO WARRANTIES WITH RESPECT TO THE NUMBER OF INDIVIDUALS OR ENTITIES THAT WILL PARTICIPATE IN, VIEW OR HEAR ABOUT ANY SPONSORSHIP OPPORTUNITY. Furthermore, Sponsor acknowledges and agrees that the opinions or content provided by any speaker, author or other participant in any Sponsorship Opportunity do not constitute the views or opinions of AHE or its affiliates.

12. AMENDMENTS/ INTERPRETATION

AHE reserves the right to amend and enforce this Contract. Written notice of any amendments shall be given to each affected Sponsor. Each Sponsor, for itself, its agents and employees, agrees to abide by this Contract set forth therein, or by any subsequent amendments. AHE reserves the sole right to interpret this Contract. All interpretations are final and are not subject to review or to appeal. Sponsors which, in the sole interpretation of AHE shall be subject to disciplinary action up to and including ejection from EXCHANGE 2021 and refusal to participate in any future AHE events.

13. ENFORCEMENT/ MISCELLANEOUS

This Contract is governed by Illinois law and the Sponsor consents to the exclusive jurisdiction of the State and Federal courts seated in Cook County, Illinois, with respect to any action arising out of this Contract or AHE. The parties explicitly acknowledge and agree that the provisions of this Contract are both reasonable and enforceable. However, the provisions of this Contract are severable and, as such, the invalidity of any one or more provisions shall not affect or limit the enforceability of the remaining provisions. Should any provision be held unenforceable for any reason, then such provision shall be enforced to the maximum extent permitted by law.

This Contract will be binding on the Sponsor's heirs, successors and assigns.

Sponsor may not assign this Contract without the prior written consent of AHE except to a subsidiary or affiliate of Sponsor.

AHE shall have the right to list Sponsor on its general (i.e., non-opportunity specific) list of advertisers/sponsors.

If a Sponsor elects to be a Corporate Champion, Sponsor agrees to execute a Mutual Non-Disclosure Agreement with AHE and remit it to AHE Management.

14. LIMITATION OF LIABILITY

IN NO EVENT SHALL AHE, THEIR OWNERS, MANAGERS, OFFICERS OR DIRECTORS, AGENTS, EMPLOYEES, INDEPENDENT CONTRACTORS INCLUDING SMITHBUCKLIN CORPORATION, SUBSIDIARIES AND AFFILIATES (COLLECTIVELY "AHE PARTIES") BE LIABLE TO THE SPONSOR OR ANY THIRD PARTY HIRED BY OR OTHERWISE ENGAGED BY THE SPONSOR FOR ANY LOST PROFITS OR ANY OTHER INDIRECT, SPECIAL, PUNITIVE, EXEMPLARY, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING ATTORNEY'S FEES AND COSTS, ARISING OUT OF THIS APPLICATION & CONTRACT OR CONNECTED IN ANY WAY WITH USE OF OR INABILITY TO USE THE SERVICES OUTLINED IN THIS APPLICATION & CONTRACT OR FOR ANY CLAIM BY SPONSOR, EVEN IF ANY OF THE AHE PARTIES HAVE BEEN ADVISED, ARE ON NOTICE, AND/OR SHOULD HAVE BEEN AWARE OF THE POSSIBILITY OF SUCH DAMAGES. SPONSOR AGREES THAT AHE PARTIES' SOLE AND MAXIMUM LIABILITY TO SPONSOR, REGARDLESS OF THE CIRCUMSTANCES, SHALL BE THE REFUND OF THE SPONSORSHIP FEE. SPONSOR AGREES TO INDEMNIFY AND DEFEND THE AHE PARTIES FROM ANY CLAIMS BROUGHT BY A THIRD PARTY HIRED BY, OR ENGAGED BY THE SPONSOR FOR ANY AMOUNT BEYOND THE SPONSORSHIP FEE. FURTHER, SPONSOR AGREES TO PAY ALL ATTORNEY'S FEES AND COSTS INCURRED BY AHE PARTIES ARISING OUT OF, OR IN ANY WAY RELATED TO, THIS CONTRACT. SPONSOR SHALL BE SOLELY RESPONSIBLE FOR ITS ATTORNEY'S FEES AND COSTS.