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CONNECT

Connect with key buyers and decision makers in the Central Service (CS)/Sterile Processing (SP) profession when you harness the marketing power of the International Association of Central Service Materiel Management (IAHCSMM). IAHCSMM provides the best opportunity for reaching more than 28,000 premier CS/SP professionals who are ready to explore the latest and most innovative products and services impacting their profession.

CULTIVATE

IAHCSMM offers year-round promotional avenues to help grow your brand and company recognition with CS/SP professionals and key purchasing decision makers from across the globe. These educational sponsorships or advertising opportunities allow you to communicate your message and continually build interest in your company, products and services.

COMPETE

The IAHCSMM Conference & Expo is the largest event uniting vendors and the CS/SP profession in one location, at one time. Enhancing your exhibit experience with sponsorships and advertising enables you to introduce new products and services directly to your target audience and maximize your exposure with current and prospective customers, giving you an advantage over your competitors.
ENGAGE WITH THE CS INDUSTRY

Established in 1958, the International Association of Healthcare Central Service Materiel Management (IAHCSMM) has been providing Central Service/Sterile Processing (CS/SP) professionals with the broadest range of certification and continuing education offerings, as well as professional support.

- 28,000+ Certified Professionals
- 3,700+ Hospitals/Medical Centers Represented
- 500+ Surgery Centers Represented
- 150+ Military and VA Facilities Represented
Patients rarely meet CS/SP professionals, but they rely on these technicians to provide clean, sterile, well-functioning instruments, and diligently follow best practices, guidelines and standards that will allow them to stay ahead of the technological curve.

IAHCSMM is the premier association representing more than 28,000 healthcare CS/SP technicians, managers, directors, consultants and educators. The CS/SP professionals IAHCSMM represent are a diverse group from all corners of the United States and around the world, and encompass a wide range of title, tenures and backgrounds. Regardless of location or title, they are all dedicated to improving patient safety and providing exemplary service to their healthcare customers.

IAHCSMM’s commitment to advancing CS/SP knowledge, skill sets and professionalism is why more than 28,000 healthcare professionals rely on IAHCSMM to keep them sharp, focused and abreast of the very latest standards, best practices and technological advancements.

**28,000+ MEMBERS & CERTIFICANTS**

20% SUPERVISORY & MANAGEMENT

76% TECHNICIANS

2% NURSES

23,500+ CRCST

The Certified Registered Central Service Technician (CRCST) is an integral member of the healthcare team, responsible for decontaminating, inspecting, assembling, disassembling, packaging and sterilizing reusable surgical instruments or devices in a healthcare facility.

2,400+ CIS

The Certified Instrument Specialist (CIS) demonstrates the knowledge and recognition of medical instruments and instrument support system functions necessary for ensuring safe and timely delivery of surgical instruments to patients.

1,400+ CHL

The Certified Healthcare Leader (CHL) is an individual who possesses the necessary management and supervisory skills to provide effective leadership in the CS department.
BECOME AN INDUSTRY ALLY

IAHCSMM values the industry’s corporate leaders who help the CS/SP profession stay at the forefront of patient safety. To show our appreciation, IAHCSMM offers an annual partnership package that can have a direct impact on establishing a stronger customer base within the lucrative CS/SP market.

Due to the annual subscription of a partnership, partnerships must be established by mid-November, to commence the following calendar year.

56
2017 Corporate Partners

$12,000+
Premium Partner Savings

$6,000+
Professional Partner Savings
PREMIUM PARTNER
$10,000 (more than $12,000 savings)

Build year-round interest for your company and brand with these 2018 benefits:

- One full-page color ad in each issue of *Communiqué* magazine ($14,370 value)
- Partner recognition in *Communiqué*
- Enhanced listing in the Online Buyer’s Guide, plus 6 category picks ($1,500 value)
- Complimentary CE points for approved programs
- Membership discounts

Showcase your company on a one-on-one basis with these conference benefits:

- Two corner booth spaces ($5,000 value)
- One full-page color ad and color logo description enhancement in the *Conference Program & Guide to the Expo* ($2,100 value)

2017 PARTNER LISTING
3M Health Care
Advanced Sterilization Products
Aesculap
AOI
Batrik
BD
Belintra
Bioseal
Cantel Medical
Cardinal Health
Case Medical
Cenorin
Certo International
chemDAQ
Crothall Healthcare
Cygnus Medical
Ecolab
General Hospital Supply
Getinge
Halyard Health
Hanel
Healthmark Industries
Hospital Safety Solutions
Innovative Sterilization Technologies
Instrusafe by Summit Medical
Karl Storz Endoscopy-America
Key Surgical
McGan Technology
Medline Industries
Microsystems
Mobile Instrument Service & Repair
Novo Surgical
oneSOURCE Document Site
PolyConversions
PREZIO Health
Propper Manufacturing
Pure Processing
ReadySet Surgical
Richard Wolf Medical Instruments
Ruhof Corporation
Scientek Technology
Serim Research Corporation
SIPS Consuts
Skytron
SP Concepts
Steelco
STERIS Corporation
Symmetry Surgical
TBJ Incorporated
Teleflex
Therrmo-Diagnostics
Velmed

PROFESSIONAL PARTNER
$5,000 (more than $6,000 savings)

Increase brand awareness in 2018 for your company with these annual benefits:

- One quarter-page color ad in each issue of *Communiqué* magazine ($8,070 value)
- Partner recognition in *Communiqué*
- Upgraded listing in the Online Buyer’s Guide, plus 3 category picks ($950 value)
- Complimentary CE points for approved programs
- Membership discounts

Highlight your company and your products with these conference benefits:

- One standard linear booth space ($2,000 value)
- Color logo description upgrade in the *Conference Program & Guide to the Expo*
CULTIVATE GROW YOUR BRAND RECOGNITION

Cultivating your brand is essential, and when you want your company and its products to stand out from the crowd, IAHCSMM’s year-round marketing opportunities help you to achieve your goal. Our print, digital and online advertising connections, as well as our educational sponsorships, can help nurture your CS/SP customer base so your target market thinks of your company’s products when they are ready to buy.

27,000+
Print Magazine Circulation
- Communiqué -

30,000+
Digital Publication Circulation
- Central Source -

35,000+
Unique Monthly Visitors
- IAHCSMM Website -
CONTINUING EDUCATION LESSONS

Each three-to-four page lesson plan covers an in-depth topic and is followed by a quiz for continuing education, used by certificants for their annual certification renewals.

Each lesson variety is printed bi-monthly (6 times annually) in the IAHCSMM publication, Communiqué, and is also available online for up to three years. Sponsorship includes one full year of print and digital versions.

STATISTICS

Print

Circulation (Bi-Monthly)
- 28,000+
- 92.8% USA Printed Version
- 3.8% Canadian Printed Version
- 3.4% Foreign Online Version

Mailed last week of month preceding issue date

Digital
- CRCST
  28,972 Annual Views
  22,595 Completed Online
- CHL
  2,847 Annual Views
  1,133 Completed Online
- CIS
  4,671 Annual Views
  2,650 Completed Online
- Nursing
  1,795 Annual Views
  361 Completed Online

CLOSING DATES
November 15, 2017

BASE RATES
$10,000  CHL (Management Lessons) - Sponsored by STERIS
$10,000  CIS (Instrumentation Lessons) - Sponsored by Aesculap
$10,000  CRCST (Technical Lessons) - Sponsored by 3M Health Care
$10,000  Nursing (Advanced Lessons)
$5,000   CER (Endoscope Lessons)*

*Launching mid-2018
Pricing is introductory rate
COMMUNIQUÉ MAGAZINE

Communiqué is the official bi-monthly print publication of IAHCSMM, boasting a circulation of 28,000 plus. The readership is a prime concentration of qualified decision-makers who are genuinely interested in learning about your healthcare equipment, products and services.

The magazine is printed on 60 lb. gloss enamel using a 4-color process to showcase our regular articles and features, plus present a vibrant opportunity for advertisers to reach their healthcare audience in a rich, colorful professional publication.

PUBLICATION STATISTICS

Print

Circulation (Bi-Monthly)
- 28,000+
- 92.8% USA Printed Version
- 3.8% Canadian Printed Version
- 3.4% Foreign Online Version

Mailed last week of month preceding issue date

Digital
- 8,164 Annual Downloads (Current Issue)
- 11,037 Annual Downloads (Archived Issues)

CLOSING DATES

IAHCSMM does not print an editorial calendar.

January/February 2018 Issue
Ad Deadline: Friday, November 17

March/April 2018 Issue
Ad Deadline: Friday, January 12

May/June 2018 Issue
Ad Deadline: Friday, March 16

July/August 2018 Issue
Ad Deadline: Friday, May 11

September/October 2018 Issue
Ad Deadline: Friday, July 13

November/December 2018 Issue
Ad Deadline: Friday, September 14

BASE RATES

All rates are net, non-commissionable

Double Page Spread $4,790
Full Page $2,395
Half Page $1,645
Quarter Page $1,345

PREMIUM UPGRADES

All rates are net non-commissionable

Back Cover +40% = +$958
Inside Front Cover 1 +30% = +$718.50
Inside Front Cover 2 +30% = +$718.50
Inside Back Cover +30% = +$718.50
OPP TOC 1 or 2 +25% = +$598.75
OPP TOC 1 or 2 +25% = +$598.75
Preferred Full +20% = +$479
Preferred Half +20% = +$329
Preferred Quarter +20% = +$269
Tip-Ins, Poly Bag, Belly Band: Contact for Quote

CREDITS AND PENALTIES

Credits may be earned by increasing frequency during a contract year. Any advertiser who does not fulfill a contract will be subject to penalty fees of the maximum rate listed per size originally contracted.

TERMS

Net 30 days from date of invoice. Pre-payment required with first order of new customers.

CANCELLATIONS

Not accepted after closing date.
SIZING
All ads that bleed must have an 1/8" bleed on all sides. Please keep type and other ad elements that are not intended to bleed a 1/4" away from final trim line. The publication trim size is 8.5" x 10.875", and the publication bleed size is 8.75" x 11.125".

2-PAGE SPREAD (including bleed): 17.25" x 11.125"

SINGLE PAGE (including bleed): 8.75" x 11.125"
SINGLE PAGE (without bleed): 7.25" x 9.625"

HALF PAGE HORIZONTAL: 7.25" x 4.5"
HALF PAGE VERTICAL: 3.5" x 9.625"

QUARTER PAGE: 3.25" x 4.5"

FILE REQUIREMENTS
All files and images must be high-resolution (300 dpi). All color must be CMYK, and cannot be submitted with spot colors. Images downloaded from websites will not be accepted. Please do not include crop mark, registration marks or color bars when submitting PDFs. All artwork must be submitted in the correct size.

High-resolution PDF, flattened .tif or .jpg files are acceptable formats. High-resolution PDFs, Adobe Illustrator or Photoshop files are preferred. Please note: Illustrator files must have all fonts converted to outlines and all images must be embedded into the file. We do not accept files submitted in formats not listed above.

COPY REGULATIONS
Acceptance of advertising is subject to IAHCSMM’s approval and with agreement by the advertiser to indemnify and protect from loss or expense resulting from claims or suits based upon content or subject matter of advertising. This includes suits for libel, plagiarism, copyright infringement and unauthorized use of a person’s name or photograph. IAHCSMM will not be liable for any damage or claim arising out of omission or delay in printing. IAHCSMM reserves the right to revise or reject, at its discretion, any a dvertisement which it deems objectionable in text or illustration. No deliberate attempt to simulate the publication’s format is permitted; the publisher reserves the right to place the word “advertisement” on any submission that, in their opinion, resembles editorial matter.
CULTIVATE

CENTRAL SOURCE

Since its inception in 2009, Central Source has been the official bi-monthly digital publication of IAHCSMM, with a circulation of more than 30,000 email addresses.

Each month, the latest issue of Central Source is delivered directly to email inboxes, providing a wide range of useful, timely and easy-to-digest feature articles, expert advice, news briefs, informative web links, career advancement tips, and more.

PUBLICATION STATS

Distributed Bi-Monthly

E-mailed Second Tuesday of Issue Month

Circulation

- 30,000+
- 22% Open Rate
- 18% Click Rate
- 6% Digital Downloads

CLOSING DATES

February 2018 Issue
Ad Deadline: Wednesday, February 7

April 2018 Issue
Ad Deadline: Wednesday, April 4

June 2018 Issue
Ad Deadline: Wednesday, June 6

August 2018 Issue
Ad Deadline: Wednesday, August 8

October 2018 Issue
Ad Deadline: Wednesday, October 10

December 2018 Issue
Ad Deadline: Wednesday, December 5

BASE RATES

All rates are net, non-commissionable

Large Vertical Banner $1,500
Medium Vertical Banner $1,100
Small Vertical Banner $750

CREDITS AND PENALTIES

Credits may be earned by increasing frequency during a contract year. Any advertiser who does not fulfill a contract will be subject to penalty fees of the maximum rate listed per size originally contracted.

TERMS

Net 30 days from date of invoice. Pre-payment required with first order of new customers.

CANCELLATIONS

Not accepted after closing date.
MONTHLY FEATURES

**Educator Update**
An expert-written column geared toward CS/SP professionals of all titles and experience levels

**Manager Monthly**
Spotlighting CS/SP-based managers and supervisors who are improving quality in their departments

**Breaking News You Can Use**
Helpful tips and important news affecting the healthcare industry at large

**Vendor Vantage**
Educational articles written from the viewpoint of the CS/SP-based vendor community

**Catapult Your Career**
Offering resume and interviewing tips, and other strategies for advancing one's career

**Certification Corner**
Helping readers understand CS/SP advocacy initiatives

SIZING

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Vertical Banner</td>
<td>145 x 750 pixels</td>
</tr>
<tr>
<td>Medium Vertical Banner</td>
<td>145 x 475 pixels</td>
</tr>
<tr>
<td>Small Vertical Banner</td>
<td>145 x 230 pixels</td>
</tr>
</tbody>
</table>

FILE REQUIREMENTS

All files and images must be high-resolution (minimum 150 ppi, 300 ppi preferred). All artwork must be submitted in the correct size. High-resolution PDF, .jpg and .png files are acceptable formats. High-resolution PDFs, Adobe Illustrator or Photoshop files are preferred. Please note: Illustrator files must have all fonts converted to outlines and all images must be embedded into the file. We do not accept files submitted in formats not listed above.

When sending image, include direct URL link for the ad to redirect from the magazine and our website.

COPY REGULATIONS

Acceptance of advertising is subject to IAHCSMM’s approval and with agreement by the advertiser to indemnify and protect from loss or expense resulting from claims or suits based upon content or subject matter of advertising. This includes suits for libel, plagiarism, copyright infringement and unauthorized use of a person’s name or photograph. IAHCSMM will not be liable for any damage or claim arising out of omission or delay in printing. IAHCSMM reserves the right to revise or reject, at its discretion, any advertisement which it deems objectionable in text or illustration. No deliberate attempt to simulate the publication’s format is permitted; the publisher reserves the right to place the word “advertisement” on any submission that, in their opinion, resembles editorial matter.
WEBSITE

More than just a website, iahcsmm.org is a complete online resource for the CS/SP community. Visitors depend on the site for education, industry news, event details, member services, professional development, interactive forums, and much more.

With nearly 35,000 visits each month, iahcsmm.org is the ideal site to showcase your company, be seen by thousands of industry decision makers and boost internet traffic directly to your website.

BASE RATES

All rates are net, non-commissionable.
All rates are per 3-month consecutive blocks

Menu Skyscraper $2,250
Leaderboard Banner $1,350
Square Button $1,000

TERMS

Net 30 days from date of invoice. Pre-payment required with first order of new customers.

PAGES AND SECTIONS

Square Buttons and Leaderboard Banners, available on select pages and appear directly within the page:
- Career Center
- CS Week
- Educational Courses

Menu Skyscrapers, available on select sections of the website and appear under the left navigational menu, showing for most pages within the section:
- Education
- Events*
- Members
- Resources
*Does not include Annual Conference micro-site (see Compete section for rates)

FILE REQUIREMENTS

All files and images must be high-resolution files (minimum 150 ppi, 300 ppi preferred). All artwork must be submitted in the correct size.

High resolution .jpg and .png files are acceptable formats. When sending image, include direct URL link for the ad to redirect from our website.

COPY REGULATIONS

Acceptance of advertising is subject to IAHCSMM’s approval and with agreement by the advertiser to indemnify and protect from loss or expense resulting from claims or suits based upon content or subject matter of advertising. This includes suits for libel, plagiarism, copyright infringement and unauthorized use of a person’s name or photograph. IAHCSMM will not be liable for any damage or claim arising out of omission or delay in posting of advertisement. IAHCSMM reserves the right to revise or reject, at its discretion, any advertisement which it deems objectionable in text or illustration.
PRESS RELEASES

IAHCSMM will display official press releases from the vendor community in the news section of the Association website. The standard press release format includes the following: Headline: brief attention-grabbing statement summarizing the news. Subhead (optional): secondary statement(s) which builds on the headline and further fleshes out the message. Dateline: the city where the news is originating and the date of the release. Press releases should include the company’s logo. All submissions must be submitted in PDF format.
### SQUARE BUTTON AND LEADERBOARD BANNERS AVERAGE VIEWS

#### Career Center Home
- January: 1,120
- February: 1,389
- March: 1,332
- April: 1,545
- May: 1,379
- June: 1,146
- July: 1,060
- August: 1,211
- September: 1,038
- October: 1,077
- November: 1,085
- December: 1,352
- Annual: 14,734

#### CS Week
- January: 541
- February: 520
- March: 1,009
- April: 674
- May: 769
- June: 549
- July: 632
- August: 1,149
- September: 2,951
- October: 4,687
- November: 493
- December: 283
- Annual: 14,257

#### Educational Courses
- January: 2,860
- February: 2,600
- March: 3,716
- April: 3,601
- May: 3,341
- June: 2,990
- July: 3,168
- August: 3,745
- September: 1,788
- October: 2,030
- November: 2,104
- December: 2,054
- Annual: 33,997

### MENU SKYSCRAPER AVERAGE VIEWS

#### Education Section:
Includes: Education Home, Educational Courses, Lesson Plan Home, Publications, Interactive Courses, Educational DVDs and Education FAQ pages.

- January: 14,458
- February: 13,797
- March: 20,326
- April: 18,789
- May: 16,280
- June: 13,724
- July: 14,101
- August: 15,366
- September: 10,783
- October: 10,815
- November: 10,097
- December: 10,280
- Annual: 67,518

#### Events Section:
Includes: Events General, Upcoming and Past IAHCsMm Conference History, CS Week, Allied Events, Local and Regional Event pages. Does not include current Annual Conference pages.

- January: 2,781
- February: 2,582
- March: 3,715
- April: 3,522
- May: 4,944
- June: 2,892
- July: 2,580
- August: 3,652
- September: 6,024
- October: 7,370
- November: 1,866
- December: 1,934
- Annual: 43,862

#### Members Section:
Includes: Members Home, Discussion Forum Home, Communiqué Online Home, Central Source Online Home and Membership FAQs pages.

- January: 5,229
- February: 4,413
- March: 7,675
- April: 5,631
- May: 7,291
- June: 5,763
- July: 5,573
- August: 5,221
- September: 4,683
- October: 6,149
- November: 4,795
- December: 5,095
- Annual: 67,518

#### Resources Section:

- January: 4,537
- February: 5,802
- March: 6,357
- April: 6,167
- May: 6,626
- June: 5,499
- July: 5,387
- August: 6,093
- September: 4,803
- October: 4,830
- November: 3,653
- December: 3,620
- Annual: 63,183
ONLINE BUYERS GUIDE

When looking for industry suppliers and services, our members turn to the official IAHCSMM Online Buyer’s Guide. Available 24 hours a day, 365 days a year, the IAHCSMM buyer’s guide allows members to find your company quickly and easily.

Advertising in the IAHCSMM Online Buyer’s Guide offers both suppliers and directory users unique opportunities to connect.

BASE RATES
All rates are net, non-commissionable.
All rates are annual, effective at date of purchase.

Basic Listing $750

INCLUSIONS
Basic Listing
- Company name and contact information
- Social media links
- 500 character company introduction
- 2,000 character company full description
- One product category pick

PREMIUM UPGRADES
All rates are net non-commissionable.
All rates are annual, effective at date of purchase

Product Category Pick $100/each additional
Color Logo $250
Product Catalog $350
Product Photo $500
Featured Listing $1,000

FILE REQUIREMENTS
All logo and product images must be high-resolution (minimum 150 ppi, 300 ppi preferred).

High-resolution jpg and png files are acceptable formats. Catalogs must be high quality PDF format under 2MB.

SIZING
Product Photo 227w x 300h pixels

TERMS
Pre-payment required with all orders.

COPY REGULATIONS
Acceptance of advertising is subject to IAHCSMM’s approval and with agreement by the advertiser to indemnify and protect from loss or expense resulting from claims or suits based upon content or subject matter of advertising. This includes suits for libel, plagiarism, copyright infringement and unauthorized use of a person’s name or photograph. IAHCSMM will not be liable for any damage or claim arising out of omission or delay in printing. IAHCSMM reserves the right to revise or reject, at its discretion, any listing which it deems objectionable in text or illustration.
Take the lead ahead of your competitors at the IAHCSMM Annual Conference & Expo, and maximize your product exposure by providing educational support and/or generating peer networking opportunities. Continue to build brand recognition with unique advertising advantages or drive traffic to your exhibit space with high-profile marketing enhancements.

1,300+ Professional Attendees

900+ Healthcare Facilities

47% First Time Attendees

78% of Attendees Have a Role in Purchasing Products Seen at the IAHCSMM EXPOSITION
## Annual Conference & Expo Sponsor Tiers

IAHCSMM recognizes its top conference sponsors in a tiered system, allocating special benefits toward each sponsor level. Choose from any of the Annual Conference educational support sponsorships, networking sponsorships, booth traffic generators or branding and advertising outlets, and those dollars will accrue toward benefits of one of the below sponsor tiers.

A minimum $2,500 sponsorship is required to achieve a sponsor tier level.

### Diamond

- **≥ $35,000**

**Ads:**
- Button in attendee confirmation email
- One double-sided light box
- Full page in Guide to Expo

**Logo Placements:**
- Mobile App
- Conference Program
- Floor decals at booth
- Onsite signage
- Event signage (if applicable)
- Transition slides
- Conference online web pages

**Non Logos:**
- Name in conference e-blasts
- Sponsor ribbons
- Recognition from the podium

**Other:**
- One bag insert
- 7 conference registration waivers
- 10 priority points

### Platinum

- **$20,000-$34,999**

**Ads:**
- Full page in Guide to Expo
- 30% discount on conference advertising pricing

**Logo Placements:**
- Mobile App
- Conference Program
- Onsite signage
- Event signage (if applicable)
- Transition slides
- Conference online web pages

**Non Logos:**
- Name in conference e-blasts
- Sponsor ribbons

**Other:**
- One bag insert
- 5 conference registration waivers
- 5 priority points

### Gold

- **$5,000-$19,999**

**Ads:**
- Quarter page in Guide to Expo

**Logo Placements:**
- Mobile App
- Conference Program
- Onsite signage
- Transition slides

**Non Logos:**
- Name listing on conference web pages
- Sponsor ribbons

**Other:**
- 3 conference registration waivers
- 3 priority points

### Silver

- **$2,500-$4,999**

**Logo Placements:**
- Mobile App
- Conference Program

**Non Logos:**
- Name listing on conference web pages
- Sponsor ribbons

**Other:**
- 1 conference registration waiver
- 1 priority point
EDUCATIONAL SUPPORT

Conference attendees are eager to learn new concepts and techniques to improve department efficiency as well as individual job performance.

IAHCSMM strives to provide a wide array of educational sponsorships, ranging from session sponsorships to alternative learning methodologies at each conference.

CONFERENCE KEYNOTE SPEAKERS

Whether it’s delivering the daily opening or closing session of the IAHCSMM Annual Conference, keynote speakers are favorites with attendees and are selected as principals of the CS/SP industry, motivational speakers, humorists or community leaders.

Co-Sponsorship Available.

- $40,000 Sunday - Opening Keynote - Leeza Gibbons
- $20,000 Wednesday Closing Keynote - Tami Evans

EDUCATIONAL SESSIONS

Features an in-depth look at a CS/SP-focused topic, ranging from sterilization and decontamination techniques to leadership strategies or instrumentation procedures.

- $5,000 General Session (each)
- $5,000 Workshop (each)
- $2,500 Concurrent Session (each)

EDUCATIONAL POSTER GALLERY

Educational poster presentations are displayed for conference attendees to review on-site, plus on the IAHCSMM website as an educational resource that can be accessed long after the IAHCSMM Annual Conference.

Co-Sponsorship Available.

- $20,000

CONFERENCE EDUCATIONAL FUND

Contributing funds toward the IAHCSMM Annual Conference helps bring the best education to the CS/SP leaders of today and the CS/SP visionaries of tomorrow.

Please contact IAHCSMM for more information.
OPENING RECEPTION

All IAHCSMM Annual Conference attendees are invited to participate in the Sunday Opening Reception for a fun-filled evening of networking, reconnecting and relaxing with their peers in a fun, casual environment. Sponsors receive complimentary tickets for personnel to attend.

Co-Sponsorship Available.

- $85,000 Exclusive Sole Sponsor
- $45,000 Joint Co-Sponsors (two sponsors)
- $20,000 Group Co-Sponsors (minimum four sponsors)

Cocktail Reception

After a full day of education and exposition participation, IAHCSMM Annual Conference attendees enjoy a spirited evening of hors d’oeuvres and beverages.

- $35,000 Monday Sponsored by Healthmark Industries

Refreshment Breaks

Held between conference sessions, refreshment breaks allow attendees to congregate and discuss their daily learning experiences. Pricing is per break, Sunday, Monday, Tuesday and Wednesday.

- $8,000 A.M. Coffee
- $15,500 A.M. Coffee & Baked Goods
- $7,000 P.M. Iced Tea
- $14,500 P.M. Lemonade & Cookies

Networking Opportunities

Networking is a key component to any successful conference, and these opportunities allow attendees to mingle with peers and colleagues from across the globe.

Additionally, sponsored food and beverage events help keep travel costs down for attendees, an important factor when choosing to attend.

Full Attendee Lunches

Feed the needs of the industry and help attendees stay focused and refueled with a satisfying lunch that also offers attendees opportunities for one-on-one networking.

Co-Sponsorship Available.

- $50,000 Sunday Buffet Sponsored by Mobile Instrument/
- $50,000 Monday Plated
- $50,000 Tuesday Boxed

Targeted Audience Functions

Whether it’s a group of educators participating in a workshop, the IAHCSMM Executive Board convening, or international attendees looking to relax and recharge, these functions provide excellent focus group marketing opportunities.

- $10,000 Educators Forum Lunch Sponsored by STERIS Corporation
- $10,000 Board of Directors Dinner Sponsored by STERIS Corporation
- $10,000 International Hospitality Suite Sponsored by 3M Health Care
BOOTH TRAFFIC GENERATORS

Whether it is an advertisement in our print, digital or online offerings, or signage in the convention center, getting your message seen by conference attendees is a vital part of your exhibit experience.

IAHCSMM offers different opportunities tailored to every budget, that will help get you noticed and remembered by conference attendees.

GUIDE TO THE EXPO

All exhibitors receive a complimentary listing with company name, booth number and 150-word description in the *Guide to the Expo* section of the *Conference Program*. This listing can be enhanced with advertisements, logos and additional contact information.

PUBLICATION STATS

On-site distribution to all attendees

Circulation

- 1,300+
- 90% US Attendees
- 10% International Attendees

CLOSING DATES

Artwork: March 2, 2018
Invoice Payments: March 2, 2018

PREMIUM UPGRADES

All rates are net, non-commissionable

Back Cover $5,000
Program IFC Spread $4,000
Guide IBC Spread $4,000
Full Page $2,000
Half Page $1,500
Quarter Page $750
Company Logo $100
Website Listing $50

SIZING

All ads that bleed must have an 1/8” bleed on all sides. Please keep type and other ad elements that are not intended to bleed a 1/4” away from final trim line.

The publication trim size is 8.5” x 10.875”, and the publication bleed size is 8.75” x 11.125”.

Measurements follow the same specifications as *Communique* (see page 9 as reference).

2-Page Spread (including bleed): 17.25” x 11.125”
Single Page (including bleed): 8.75” x 11.125”
Single Page (without bleed): 7.25” x 9.625”
Half-page (horizontal): 7.25” x 4.5”
Half-page (vertical): 3.5” x 9.625”
Quarter-page: 3.25” x 4.5”

FILE REQUIREMENTS

All files and images must be high-resolution at 300 dpi). All color must be CMYK, and cannot be submitted with spot colors. Images downloaded from websites will not be accepted. Please do not include crop mark, registration marks or color bars when submitting PDFs. All artwork must be submitted in the correct size.

High-resolution PDF, flattened .tif or .jpg files are acceptable formats. High-resolution PDFs, Adobe Illustrator or Photoshop files are preferred. Please note: Illustrator files must have all fonts converted to outlines and all images must be embedded into the file. We do not accept files submitted in formats not listed above.
POCKET PROGRAM
Attendees of the conference receive a pocket program included with their handout materials, referenced often for a quick and easy view of the daily conference schedule.

PUBLICATION STATS
On-site distribution to all attendees
- 1,500+
- 90% US Attendees
- 10% International

CLOSING DATES
Artwork: March 2, 2018
Invoice Payments: March 2, 2018

BASE RATES
All rates are net, non-commissionable
Back Cover: $3,500
Sold To STERIS Corporation

SIZING
Back cover ad must have an 1/8” bleed on all sides. Please keep type and other ad elements that are not intended to bleed a 1/4” away from final trim line. The publication trim size is 4” x 9”, and the publication bleed size is 4.25” x 9.25”.

FILE REQUIREMENTS
All files and images must be high-resolution at 300 dpi). All color must be CMYK, and cannot be submitted with spot colors. Images downloaded from websites will not be accepted. Please do not include crop mark, registration marks or color bars when submitting PDFs. All artwork must be submitted in the correct size.

High-resolution PDF, flattened .tif or .jpg files are acceptable formats. High-resolution PDFs, Adobe Illustrator or Photoshop files are preferred. Please note: Illustrator files must have all fonts converted to outlines and all images must be embedded into the file. We do not accept files submitted in formats not listed above.

MOBILE APP
Attendees and exhibitors alike may download the complimentary conference app, offering detailed descriptions of all conference events, plus speaker bios, exhibitor profiles, maps and an interactive messaging board.

2017 APP STATS
Downloads 850+
Sessions 35,000+

CLOSING DATES
Header Artwork: March 16, 2018
Company Logo: April 9, 2018
Push Notifications: April 23, 2018
Invoice Payments: April 24, 2018

BASE RATES
All exhibitors receive a complimentary listing with company name, booth number and 150-word description.

PREMIUM UPGRADES
All rates are net non-commissionable
App Header: $5,000
Sold to 3M Health Care
Push Notification: $1,000
Company Logo: $100

SIZING
Push Notifications: 140 characters or less
Mobile App Header: 750 pixels w x 280 pixels h

FILE REQUIREMENTS
All images must be high-resolution (300 dpi). High resolution flattened .tif or .jpg files are acceptable formats. Push notifications must be emailed to jeff@iahcsmm.org. All artwork must be submitted in the correct size.
COMPETE

LIGHT BOXES
Showcase your company in a whole new light with these double-sided, one-meter high signs with built-in lighting to make any booth invitation shine bright.

CLOSING DATES
Artwork: March 2, 2018
Invoice Payments: March 2, 2018

BASE RATES
All rates are net, non-commissionable
Light Box: $3,500

SIZING
Each side of light box: 34.93”w x 76.93”h

FILE REQUIREMENTS
Artwork is printed on Plexiglas, and advertiser has the ability to provide up to 2 artwork files per lightbox or may repeat 1 artwork file on each side.

All files and images should be high-resolution (300 dpi). All color must be CMYK, and cannot be submitted with spot colors. Images downloaded from websites will not be accepted. Turn all fonts into outlines.

PDF Files: Do not include crop mark, registration marks or color bars when submitting PDFs. High-resolution PDF must be submitted at press quality settings. All PDF artwork must be submitted in the correct size and cannot be scaled to size.

Other Types of Files: For best quality, create in vector format using Adobe Illustrator (ai or vector eps). Photoshop .tif and .psd files must be 300 dpi at full size or should scale to those dimensions. Due to the size of the advertisement, jpeg files are not recommended.

PLACEMENT
Once positioned on the show floor, advertiser does not have authorization to move or change placement or direction of lightbox.

METER SIGNS
Imagine your ad on a one-meter tall sign placed at the entrance of the exhibit hall or throughout convention center to remind attendees of your booth location.

CLOSING DATES
Artwork: March 2, 2018
Invoice Payments: March 2, 2018

BASE RATES
All rates are net, non-commissionable
Single-Sided: $1,500
Double-Sided: $2,000

SIZING
Each side of meter sign: 38”w x 84”h

FILE REQUIREMENTS
Artwork is printed on hard cardboard, and advertiser has the ability to provide up to 2 artwork files per double-sided sign or may repeat 1 artwork file on each side. Single-sided meter signs will be printed blank or with conference promotional information on the reverse side.

All files and images should be high-resolution (300 dpi). All color must be CMYK, and cannot be submitted with spot colors. Images downloaded from websites will not be accepted. Turn all fonts into outlines.

PDF Files: Do not include crop mark, registration marks or color bars when submitting PDFs. High-resolution PDF must be submitted at press quality settings. All PDF artwork must be submitted in the correct size and cannot be scaled to size.

Other Types of Files: For best quality, create in vector format using Adobe Illustrator (ai or vector eps). Photoshop .tif and .psd files must be 300 dpi at full size or should scale to those dimensions. Due to the size of the advertisement, jpeg files are not recommended.

PLACEMENT
Once positioned on the show floor, advertiser does not have authorization to move or change placement or direction of meter signs.
BANNERS (OUTSIDE EXPO)

As attendees step off the escalator, beckon them to your booth with a colorful banner hung facing the escalator ingress/egress.

CLOSING DATES
Artwork: March 2, 2018
Invoice Payments: March 2, 2018

BASE RATES
All rates are net, non-commissionable
Small Banner: $5,000
Medium Banner: $10,000

SIZING, ARTWORK AND PLACEMENT
Small Banner: 12’ w x 8’ h
Medium Banner: 20’w x 8’h
Keep all significant graphics or type 4” from top and 4” for pole pockets.

FILE REQUIREMENTS
Artwork is printed on vinyl material. Banners are all printed single-sided and artwork may bleed to edges.

All files and images should be high-resolution (300 dpi). All color must be CMYK, and cannot be submitted with spot colors. Images downloaded from websites will not be accepted. Turn all fonts into outlines.

PDF Files: Do not include crop mark, registration marks or color bars when submitting PDFs. High-resolution PDF must be submitted at press quality settings. All PDF artwork must be submitted in the correct size and cannot be scaled to size.

Other Types of Files: For best quality, create in vector format using Adobe Illustrator (ai or vector eps). Photoshop .tif and .psd files must be 300 dpi at full size or should scale to those dimensions. Due to the size of the advertisement, .jpeg files are not recommended.

PLACEMENT
Once hung in the facility, advertiser does not have authorization to move or change placement of banners.

BANNERS (OUTSIDE EXPO)

Boast of your latest product innovations and remind attendees of your booth location or services offered, while congregating in the exhibit foyer area.

CLOSING DATES
Artwork: March 2, 2018
Invoice Payments: March 2, 2018

BASE RATES
All rates are net, non-commissionable
Small Banner: $6,000
Medium Banner: $12,000
Large Banner: $18,000

SIZING, ARTWORK AND PLACEMENT
Small Banner: 12’ w x 8’ h
Medium Banner: 20’w x 8’h
Large Banner: 12’ w x 8 ‘h
Keep all significant graphics or type 4” from top and 4” from bottom for pole pockets.

FILE REQUIREMENTS
Artwork is printed on vinyl material. Banners are all printed single-sided and artwork may bleed to edges.

All files and images should be high-resolution (300 dpi). All color must be CMYK, and cannot be submitted with spot colors. Images downloaded from websites will not be accepted. Turn all fonts into outlines.

PDF Files: Do not include crop mark, registration marks or color bars when submitting PDFs. High-resolution PDF must be submitted at press quality settings. All PDF artwork must be submitted in the correct size and cannot be scaled to size.

Other Types of Files: For best quality, create in vector format using Adobe Illustrator (ai or vector eps). Photoshop .tif and .psd files must be 300 dpi at full size or should scale to those dimensions. Due to the size of the advertisement, .jpeg files are not recommended.

PLACEMENT
Once hung in the facility, advertiser does not have authorization to move or change placement of banners.
BANNERS
(BASE OF ESCALATOR)

Make attendees aware of where your booth is as they descend from sessions on the street level down to the exhibit hall, or remind them to visit again on the second day of exhibits.

CLOSING DATES
Artwork: March 2, 2018
Invoice Payments: March 2, 2018

BASE RATES
All rates are net, non-commissionable
Down Escalator: $12,000 Sold to 3M
Up Escalator: $12,000 Sold to 3M
Both Sides: $18,000 Sold to 3M

SIZING
Down Escalator 18’6”w x 3’10”h
Up Escalator 18’6”w x 4’10”h

FILE REQUIREMENTS
Artwork is printed on vinyl material. Banners are all printed single-sided and artwork may bleed to edges.

All files and images should be high-resolution (300 dpi). All color must be CMYK, and cannot be submitted with spot colors. Images downloaded from websites will not be accepted. Turn all fonts into outlines.

PDF Files: Do not include crop mark, registration marks or color bars when submitting PDFs. High-resolution PDF must be submitted at press quality settings. All PDF artwork must be submitted in the correct size and cannot be scaled to size.

Other Types of Files: For best quality, create in vector format using Adobe Illustrator (ai or vector eps). Photoshop .tif and .psd files must be 300 dpi at full size or should scale to those dimensions. Due to the size of the advertisement, .jpeg files are not recommended.

PLACEMENT
Once hung in the facility, advertiser does not have authorization to move or change placement of banners.

FLOOR CLINGS
(CENTER OR EXPO)

Lead attendees to your location with a quick reminder of your booth number. literally at their feet. *Note: artwork shown is only an example.

CLOSING DATES
Artwork: March 2, 2018
Invoice Payments: March 2, 2018

BASE RATES
All rates are net, non-commissionable
Single Floor Cling: $2,500
Set of 3 Floor Clings: $5,000

SIZING
Per Floor Cling: 3’w x 3’h

FILE REQUIREMENTS
Artwork is printed on a thin plastic film. Clings are all printed single-sided and artwork may bleed to edges.

All files and images should be high-resolution (300 dpi). All color must be CMYK, and cannot be submitted with spot colors. Images downloaded from websites will not be accepted. Turn all fonts into outlines.

PDF Files: Do not include crop mark, registration marks or color bars when submitting PDFs. High-resolution PDF must be submitted at press quality settings. All PDF artwork must be submitted in the correct size and cannot be scaled to size.

Other Types of Files: For best quality, create in vector format using Adobe Illustrator (ai or vector eps). Photoshop .tif and .psd files must be 300 dpi at full size or should scale to those dimensions. Due to the size of the advertisement, .jpeg files are not recommended.

PLACEMENT
Once positioned on the show floor, advertiser does not have authorization to move or change placement or direction of cling(s).
DIGITAL MONITORS

Display a consistent message to attendees during the entire conference with either a static digital image or a looped video.

CLOSING DATES
Artwork: March 2, 2018
Invoice Payments: March 2, 2018

BASE RATES
All rates are net, non-commissionable
Video Monitor: $3,500 each
Video Wall: $7,500

SIZING
Monitor: 1920 pixels w x 1080 pixels h
(Wall: 1920 pixels w x 1080 pixels h
(Static image or Video)
(Video)

FILE REQUIREMENTS
Video Monitors: All still (static) images must be exactly 1920 pixels wide by 1080 pixels high, submitted in RGB at 72dpi (minimum) in a .jpg format.

Animated graphics or movies must be provided as Mpeg2 or .mov, at HDTV 1080p, 29.97, high quality format.

Video Wall: Do not include crop mark, registration marks or color bars when submitting PDFs. High-resolution PDF must be submitted at press quality settings. All PDF artwork must be submitted in the correct size and cannot be scaled to size.

Other Types of Files: For best quality, create in vector format using Adobe Illustrator (ai or vector eps). Photoshop .tif and .psd files must be 300 dpi at full size or should scale to those dimensions.

PLACEMENT
Once positioned on the show floor, advertiser does not have authorization to move or change placement or direction of cling(s).

CHARGING STATION

As attendees sit, mingle and recharge their batteries, offer a reminder of other products and services they can view at your exhibit booth.

CLOSING DATES
Artwork: March 2, 2018
Invoice Payments: March 2, 2018

BASE RATES
All rates are net, non-commissionable
Convention Center: $7,500 each
Expo Hall: $5,000 each

SIZING
Each Side of Station: 26-5/8” w x 77-1/2” h

FILE REQUIREMENTS
Artwork is printed on hard cardboard, and advertiser has the ability to provide up to 2 artwork files per double-sided sign or may repeat 1 artwork file on each side. Single-sided meter signs will be printed blank or with conference promotional information on the reverse side.

All files and images should be high-resolution (300 dpi). All color must be CMYK, and cannot be submitted with spot colors. Images downloaded from websites will not be accepted. Turn all fonts into outlines.

PDF Files: Do not include crop mark, registration marks or color bars when submitting PDFs. High-resolution PDF must be submitted at press quality settings. All PDF artwork must be submitted in the correct size and cannot be scaled to size.

Other Types of Files: For best quality, create in vector format using Adobe Illustrator (ai or vector eps). Photoshop .tif and .psd files must be 300 dpi at full size or should scale to those dimensions. Due to the size of the advertisement, jpeg files are not recommended.

PLACEMENT
Once positioned on the show floor, advertiser does not have authorization to move or change placement or direction of meter signs.
ATTENDEE BAG INSERTS
Take your message directly to conference attendees with your handout in each registrant’s tote bag. Advertiser is responsible for printing and shipping of inserts.

CLOSED DATES
Artwork: April 20, 2018
Invoice Payments: April 20, 2018

BASE RATES
All rates are net, non-commissionable
Insert: $2,500/insert

HOTEL KEY CARDS
Customize a message of your choosing to be imprinted on room keys or card sleeves for attendees staying within the contracted room block.

CLOSED DATES
Artwork: March 1, 2018
Invoice Payments: April 20, 2018

BASE RATES
All rates are net, non-commissionable
Key Cards: $7,500
Sponsored by Key Surgical

HOTEL ROOM DROPS
Take your message directly to conference attendees with your handout in each registrant’s tote bag. Advertiser is responsible for printing and shipping of inserts.

CLOSED DATES
Artwork: April 20, 2018
Invoice Payments: April 20, 2018

BASE RATES
All rates are net, non-commissionable
Drop: $6,000/hotel/drop

BRANDING
Offering attendees a keepsake from the conference ensures your message or company name remains in their memory, long after the conference has ended.

IAHCSMM offers several different options for sponsors to choose from, at a variety of different price points.
ATTENDEE CONFERENCE BAG

Oversized tote bags are filled with the conference program and handout materials and given to all attendees. The sponsor message is prominently displayed on one side of the bag. Co-Sponsorship Available.

CLOSING DATES

Artwork: November 1, 2017
Invoice Payments: March 2, 2018

BASE RATES

All rates are net, non-commissionable
Reverse Side of Bag $20,000
Sponsored by Key Surgical

SIZING

Reverse Side of Bag 8”h x 8”w

FILE REQUIREMENTS

All files and images should be high-resolution (300 dpi). All color must be CMYK, and cannot be submitted with spot colors. Images downloaded from websites will not be accepted. Turn all fonts into outlines

PDF Files: Do not include crop mark, registration marks or color bars when submitting PDFs. High-resolution PDF must be submitted at press quality settings. All PDF artwork must be submitted in the correct size and cannot be scaled to size.

Other Types of Files: For best quality, create in vector format using Adobe Illustrator (ai or vector eps). Photoshop .tif and .psd files must be 300 dpi at full size or should scale to those dimensions.

LAN YARDS

Add your one-color imprinted company logo, plus either your website or phone, to each attendee lanyard.

CLOSING DATES

Artwork: January 31, 2018
Invoice Payments: March 2, 2018

BASE RATES

All rates are net, non-commissionable
Attendee Lanyards $7,500
Sponsored by Innovative Sterilization Technologies

FILE REQUIREMENTS

All files and images should be high-resolution (300 dpi). All color must be CMYK, and cannot be submitted with spot colors. Images downloaded from websites will not be accepted. Turn all fonts into outlines

PDF Files: Do not include crop mark, registration marks or color bars when submitting PDFs. High-resolution PDF must be submitted at press quality settings. All PDF artwork must be submitted in the correct size and cannot be scaled to size.

Other Types of Files: For best quality, create in vector format using Adobe Illustrator (ai or vector eps). Photoshop .tif and .psd files must be 300 dpi at full size or should scale to those dimensions.
PADFOLIO NOTEBOOKS

Put your name in the forefront with notebooks imprinted with your company logo, as well as an internal advertisement for your company.

CLOSING DATES
Artwork: January 31, 2018
Invoice Payments: March 2, 2018

BASE RATES
All rates are net, non-commissionable

Attendee Lanyards $7,500
Sponsored by Microsystems

FILE REQUIREMENTS
All files and images should be high-resolution (300 dpi). All color must be CMYK, and cannot be submitted with spot colors. Images downloaded from websites will not be accepted. Turn all fonts into outlines.

PDF Files: Do not include crop mark, registration marks or color bars when submitting PDFs. High-resolution PDF must be submitted at press quality settings. All PDF artwork must be submitted in the correct size and cannot be scaled to size.

Other Types of Files: For best quality, create in vector format using Adobe Illustrator (ai or vector eps). Photoshop .tif and .psd files must be 300 dpi at full size or should scale to those dimensions.

PHONE CHARGERS

Help attendees stay connected and enjoy maximum brand exposure with your company logo and website address imprinted on each portable cell phone charger.

CLOSING DATES
Artwork: January 31, 2018
Invoice Payments: March 2, 2018

BASE RATES
All rates are net, non-commissionable

Phone Chargers $7,500
Sponsored by Innovative Sterilization Technologies

FILE REQUIREMENTS
All files and images should be high-resolution (300 dpi). All color must be CMYK, and cannot be submitted with spot colors. Images downloaded from websites will not be accepted. Turn all fonts into outlines.

PDF Files: Do not include crop mark, registration marks or color bars when submitting PDFs. High-resolution PDF must be submitted at press quality settings. All PDF artwork must be submitted in the correct size and cannot be scaled to size.

Other Types of Files: For best quality, create in vector format using Adobe Illustrator (ai or vector eps). Photoshop .tif and .psd files must be 300 dpi at full size or should scale to those dimensions.
TRANSITION SLIDE

Stand out from the crowd with an advertisement promoting your company, brand or booth. Ads are included with transition slides during educational session breaks and are repeated once per break. Limit five advertisers.

CLOSING DATES

Artwork: March 2, 2018
Invoice Payments: March 2, 2018

BASE RATES

All rates are net, non-commissionable

Slide Advertisement $3,000

SIZING

Per Advertisement Ratio 16:9

FILE REQUIREMENTS

All files and images should be high-resolution (300 dpi). All color must be RGB, and cannot be submitted with spot colors. Images downloaded from websites will not be accepted. Turn all fonts into outlines.

PDF Files: Do not include crop mark, registration marks or color bars when submitting PDFs. High-resolution PDF must be submitted at press quality settings. All PDF artwork must be submitted in the correct size and cannot be scaled to size.

Other Types of Files: For best quality, create in vector format using Adobe Illustrator (ai or vector eps). Photoshop .tif and .psd files must be 300 dpi at full size or should scale to those dimensions.

CONFERENCE WEBSITE

Include your banner advertisements on website pages dedicated to the IAHCSMM Annual Conference & Expo. Rates shown are for a six-month period, starting from the date the advertisement is received.

CLOSING DATES

Artwork: March 2, 2018
Invoice Payments: March 2, 2018

BASE RATES

All rates are net, non-commissionable

Banner Ad $5,000 (six month duration)

Sponsored by Key Surgical

SIZING

Per Advertisement 1150 pixels w x 72 pixels h

FILE REQUIREMENTS

All files and images should be high-resolution (300 dpi). All color must be RGB, and cannot be submitted with spot colors. Images downloaded from websites will not be accepted. Turn all fonts into outlines.

PDF Files: Do not include crop mark, registration marks or color bars when submitting PDFs. High-resolution PDF must be submitted at press quality settings. All PDF artwork must be submitted in the correct size and cannot be scaled to size.

Other Types of Files: For best quality, create in vector format using Adobe Illustrator (ai or vector eps). Photoshop .tif and .psd files must be 300 dpi at full size or should scale to those dimensions.
CONNECT
CULTIVATE
COMPETE

CONTACT INFORMATION

For more information on any of the marketing opportunities presented in this guide, or to reserve your exhibit space, visit iahcsmm.org/vendors or contact:

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MEDIA CONTACT

For more information on becoming a contributor to one of our publications or distributing corporate press releases, contact:

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