ASSE Sponsorship Opportunities
Align with a leader

American Society of Safety Engineers
www.asse.org
In today’s business environment, every financial commitment is a strategic decision and measured in some way. ASSE understands this reality and is dedicated to providing value to each of the Society’s Corporate Sponsors.

ASSE Sponsors benefit from a robust recognition program designed to provide a high level of visibility with the 36,000+ membership. This includes recognition across print, digital and event-based mediums to maximize awareness. Recognition varies based on the level of investment for each unique program.

The American Society of Safety Engineers is eager to speak with all of our constituents who are interested in aligning with this exciting program. If you would like to learn more, please contact Sam Smith at ssmith@asse.org or by calling 720-315-6641.

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ASSE Professional Development Conference & Exposition

Attendee Profile

- **5,462** EHS Professionals
- **97%** of surveyed attendees would recommend the conference to a colleague.

**AGE**
- 29 and younger: 11%
- 30-39 years old: 13%
- 40-49 years old: 33%
- 50-59 years old: 11%
- 60 and older: 8%

**PROFESSIONALS ATTEND FROM THE FOLLOWING INDUSTRIES...**
- Services: 30%
- Construction: 17%
- Insurance: 11%
- Mining: 33%
- Paper/Publishing: 13%
- Manufacturing: 5%
- Transportation: 3%
- Agriculture: 3%
- Chemical: 3%
- Utilities: 3%

**OSH TITLES**
- President/Owner/Partner: 30%
- General Manager of Safety: 13%
- Director/Manager/Dept Head: 11%
- Safety Advisor or Consultant: 8%
- Regional, Area, or Branch Manager of Safety: 5%
- Safety Engineer or Specialist: 13%

**EDUCATION**
- Bachelor’s degree: 56%
- Master’s degree: 29%
- Associates degree: 9%
- Some college: 3%
- Other: 3%

**YEARS IN THE PROFESSION**
- Over 25 years: 30%
- 18-24 years: 23%
- 11-17 years: 25%
- 4-10 years: 17%
- 0-3 years: 5%

**PROFESSIONALS WITH THE FOLLOWING DESIGNATIONS...**
- CSP: 33%
- CIH: 11%
- ARB: 33%
- CHMM: 13%
- OHST: 11%
- P.E.: 3%
- A.S.P.: 3%
- CHST: 5%

**TOPIC TRACKS**
- Education
- Emergency Management
- Healthcare
- Industrial Hygiene
- Transportation
- Risk Management
- Government
- Standards
- Personal Development
- International
- Safety Management
- Mining
- Construction
- Fire Protection
- Environment
- Economics
- Public Sector

**EXPERIENCE LEVEL**
- Executive level sessions
- Advanced 10 plus years of experience
- Intermediate six to 10 years of experience
- Basic two to five year of experience

Sessions are identified by experience levels in order for you to get the most out of the conference.
Education Sessions
$2,500/ea

Education sessions are held throughout the Professional Development Conference and cover a vast array of OSH topics and issues. Attendance for these sessions averages around 200 members per session, with some drawing more than 400 ASSE members. Companies may sponsor any session that aligns with their corporate interests. Sponsorship of PDC Education Sessions includes signage opportunities, table-top display in the session, opening remarks, and more.

Executive Summit Panel
$25,000

The Executive Summit Panel brings together five top-level safety professionals for a moderated discussion each year at the ASSE Professional Development Conference. Taking place in front of a potential audience of more than 4,000 OSH professionals, the panel is a highlight of the annual conference. Sponsors benefit from recognition such as: on-stage recognition as a sponsor, opportunity to nominate a participant on the panel, opening remarks during the panel, and more.

Keynote Speaker Sponsorship
$25,000

Taking place during the General Session each year at the PDC, Keynote speakers are a focal point for attendees. Drawing, on average, more than 4,000+ OSH professionals, sponsors receive prominent recognition on the largest stage available. Recognition for sponsoring the General Session and Keynote Speaker includes: prominent recognition through signage and on-screen visibility, opening remarks at the keynote speaker, and more.
Networking Night Out
Tuesday, June 9 | 6:30PM
Upon request
Texas Style Networking Night out of food, fun and entertainment. At Eddie Deen’s Ranch in Downtown Dallas, attendees will feast on the Texas sized BBQ dinner buffet, have their picture taken atop a live Texas Longhorn Steer, ride a mechanical bull, learn how to rope a calf from the pros on the mechanical horse, while listening to a live band perform the sounds of Charlie Daniels to Lynyrd Skynard. C’mon out with your jeans, boots and cowboy hat! The event will be promoted in all conference marketing materials, online, onsite signage, emails and social media.

Expo Fashion Show
Monday, June 9 | 12:30PM
Upon request
ASSE’s Safety 2015 Expo Fashion Show will be the industry’s premiere fashion showcase for the newest work wear, protective clothing, and accessories that are functional, fashionable, and worn. The show will be promoted in all conference marketing materials, online, onsite signage, emails and social media.

SafetyFest
Pre-Conference & Post-Conference Seminars
www.SafetyFest.org
10,000
ASSE hosts about 60 seminars during the four days prior to and the three days following the Professional Development Conference. These seminars provide intensive education around specific topics, including the ASSE certificate programs. In 2014, more than 800 members registered for the Pre- and Post-Conference. Sponsoring companies will be recognized for their alignment with specific seminars through signage, opening remarks at the seminar, a tabletop display at the seminar, and more.

Safety 2015
Annual conference
SeminarFest 2015  
www.SeminarFest.org  
$15,000  

With more than 900 attendees, SeminarFest is ASSE’s second largest annual event. Attendees will have access to intensive 1, 2, and 3-day professional development seminars and exam preparation workshops. SeminarFest is an excellent opportunity to earn up to 5.1 CEUs/Recertification Points in one week. There are more than 80 seminars and workshops taking place over a 7-day period. Sponsors will have the opportunity to co-host SeminarFest and take advantage of sponsorship initiatives such as: networking reception with attendees, access to pre-event marketing with links to sponsoring company’s website, table-top exhibiting, speaking opportunities, attendance lists, and more.

Leadership Conference  
$5,000  

The ASSE Leadership Conference is a three-day event held in early October and focuses on developing the leadership skills of the large number of volunteer leaders in ASSE. The conference aims to empower and excite leadership while providing them with practical skills they can use every day. The conference consists of a powerful keynote speaker, workshop training, and networking opportunities where leaders can share ideas and learn from each other. More than 200 ASSE leaders attend. This includes local Chapter Leaders, Practice Specialty Administrators, Common Interest Groups, and our Board of Directors. Sponsors have access to table-top exhibiting at the conference, speaking opportunities, attendance lists, and more.

Safety India 2015  
www.SafetyIndia.org  
$ Upon request  

After a highly successful inaugural SAFETY India 2014 Conference and Exposition, ASSE will once again offer a rare opportunity to meet with hundreds of safety professionals from across India with global representation. This two-day event offers an atmosphere focused on education and networking with a shared purpose of advancing OSH to save lives. Sponsors will get a chance to engage up to 500 professionals who are striving to make the most of their investment in this world-class learning opportunity.

Future Safety Leaders Conference  
$10,000  

This two-day conference brings together students, OSH Professionals, and faculty members with the purpose of preparing future leaders for the transition from student life to employment in the OSH field. Faculty Advisors and a committee of OSH Professionals select the top ASSE Student Members to attend. The program includes sessions focused on real-life safety experiences, leadership skills, communication skills and career development. The Future Safety Leaders Conference is an opportunity to make meaningful connections with elite students, and to position your company as the most sought after employer for these students after graduation. Sponsors may choose to align with a number of initiatives at the conference, including the keynote speaker, networking reception, roundtable networking lunch, mock-interviews, and more.
Risk Assessment Certificate Program
www.ASSE.org/RA
$10,000

Risk assessment is a dynamic process that will enable you to proactively manage workplace risks. When a risk assessment is performed with the highest level of skill, you will identify potential hazards and implement preventive measures that would otherwise not have been apparent in any other way. Recognizing the importance of risk assessment as a significant skill for the safety professional, this certificate is a blended education program consisting of a three-day seminar, online videos and a final project. The three-day seminar will focus on three key areas:

- Hazard Identification
- Risk Analysis
- Risk Evaluation and Treatment

Recognition for Certificate Programs

- Recognition as a sponsor on the sponsored program ASSE webpage with link to sponsor website
- Recognition at seminars throughout the year
- Seminars offered at the PDC, SeminarFest and other venues throughout the year (up to 40 attendees per seminar on average)
- Sponsor representative to make non-commercial, opening remarks at educational seminars and workshops to highlight sponsorship
- Tabletop exhibiting opportunities at attended seminars
- Opportunity to provide sponsor-branded collateral materials at seminars
- Recognition as a sponsor on marketing and collateral materials
- Recognition in on-site signage at seminars as a sponsor
- List of attendees at events (name, address, company, title)
The Certificate in Safety Management (CSM) helps attendees improve their ability to connect the dots between business objectives and safety management. The CSM program strives to improve safety professionals’ ability to implement the right safety management program for their organizations by educating them as on the fundamental concepts and process. The program delivers three seminars:

- Corporate Safety Management
- Safety Management I
- Safety Management II

The Executive Program in Safety Management (EP) attracts senior-level safety professionals that desire to enhance their safety management effectiveness, develop loss reduction strategies and align safety with the business goals of an organization. The program delivers three seminars:

- Delivering a High-Performance Safety Management System
- Managing the Business Aspects of Safety
- Reducing Losses from Occupational Health Risks and Environmental Exposures

The Certificate in Global Safety Management (GSM) focuses on safety management practices that will enable safety professionals to establish and maintain safe workplaces anywhere in the world. The program provides professional expertise and knowledge of the most effective techniques in safety and health management. Completion of the GSM acknowledges one’s ability to handle organizations’ most difficult challenge, maintaining a safe workplace. The program delivers three seminars:

- Managing Safety and Health
- Implementing a Safety and Health Management System
- International Standards and Legal Requirements for Safety Management
**Practice Specialties & Common Interest Groups**

www.asse.org/practicespecialties

$10,000

ASSE is comprised of 27 Practice Specialties and Common Interest Groups. In total, 23,000 ASSE members align with one or more of these communities. Sponsorship of a practice specialty or common interest group provides year-round exposure and access with the selected specialty’s members.

- Recognition on dedicated ASSE Practice Specialty and Common Interest Group websites
- Mini tower recognition with URL link on selected Practice Specialty and Common Interest Group website
- Recognition in the selected specialty’s e-newsletter on a sponsor spotlight page
- Contribute non-commercial content for Practice Specialty and Interest Group website and e-newsletter (subject to ASSE approval)
- Access to selected Specialty and Group LinkedIn page used by members

**North American Occupational Safety & Health Week**

www.ASSE.org/NAOSH

$ Upon request

Earn national and international recognition by raising your organization’s public profile and showcasing your organization’s commitment to safety through a multimedia campaign.

**Webinars & Virtual Symposia**

www.asse.org/webinars

Webinars $2,500

Virtual Symposia $5,000

ASSE hosts 2-3 webinars each month and several virtual symposia each year about various industry hot topics. These online events draw up to 150 attendees and are not limited to ASSE members, offering reach outside the 36,000+ membership. Additionally, each webinar and virtual symposium can be offered after its live airing for on-demand download, extending the reach and coverage beyond the initial viewers. Sponsorship of either one presents an opportunity to:

- Align with a specific industry topic and access targeted audiences of OSH professionals
- Make brief remarks to attendees when available
- Gain brand exposure
- Distribute collateral
- Receive mailing list of attendees (name, title, company, address)

**ASSE Body of Knowledge**

www.safetybok.org

$5,000

ASSE’s Body of Knowledge aims to be the premier resource and body of knowledge for practicing safety professionals. This online platform provides content on selected areas and archives existing historical content. Sponsors receive recognition on specific aligned topic areas, dedicated recognition on the website with a link to sponsor site, recognition through BoK collateral materials, and analytics reports on site traffic within the specified sector.

**Other Sponsorship Opportunities**

ASSE is innovative and flexible with our sponsorship program. If your company or organization is interested in forging a relationship with ASSE around an initiative not contained within this document, contact Sam Smith at 1.720.315.6641.
In order of appearance

<table>
<thead>
<tr>
<th>Event</th>
<th>Sponsorship Level</th>
<th>One Year</th>
<th>Two Years</th>
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<tbody>
<tr>
<td>Executive Summit</td>
<td>Centennial</td>
<td>$25,000</td>
<td>$100,000+</td>
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<tr>
<td>Keynote Speaker Sponsorship</td>
<td>Platinum</td>
<td>$25,000</td>
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<tr>
<td>Education Sessions</td>
<td>Gold</td>
<td>$2,500/ea</td>
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<tr>
<td>SafeFest</td>
<td>Silver</td>
<td>$10,000</td>
<td>$30,000+</td>
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<tr>
<td>Networking Night Out</td>
<td>Bronze</td>
<td>Upon request</td>
<td>$15,000+</td>
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<tr>
<td>Expo Fashion Show</td>
<td>Society</td>
<td>$5,000+</td>
<td>$10,000+</td>
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<td>SeminarFest 2015</td>
<td>Associate Sponsor</td>
<td>&lt;$5,000</td>
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Badges & Signage

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<thead>
<tr>
<th>Promotion</th>
<th>Sponsorship Level</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Aisle Sign Promotion (LIMITED)</td>
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<tr>
<td>Conference Banners (LIMITED)</td>
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<tr>
<td>Schedule of Events</td>
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<tr>
<td>Standing Sign Boards (LIMITED)</td>
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<td>“You Are Here” Kiosks</td>
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<td>Floor Decals</td>
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Exhibitor Opportunities

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<th>Opportunity</th>
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<tbody>
<tr>
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<tr>
<td>Conference Tote Bag</td>
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<td>Cyber Center Promotion</td>
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**Society Update**

www.asse.org/assets/1/7/Web-SU-specs_010112.pdf

ASSE’s popular monthly blog style e-newsletter highlights shares ASSE news, notable member achievements, reports on chapter and region activities, and provides information on upcoming events. Hyperlinks help its 36,000 readers quickly access information and resources.

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**Professional Safety Journal**

www.asse.org/professional-safety/advert

A valued and trusted resource, Professional Safety is ASSE’s most popular member benefit. Each month, ASSE’s flagship publication delivers the latest technical knowledge in OSH—information developed through research and on-the-job experience.

Consider these reader facts:

- 78% of members say that Professional Safety is one of the primary reasons they join ASSE
- 78% spend 1 hour or more reading a typical issue
- 70% have visited an advertiser’s website as a result of seeing an ad in Professional Safety
- 60% read at least half of each issue
- 58% save issues for future reference
- 25% have recommended or purchased a product/service advertised

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**ASSE Home Page**

ASSE.org

ASSE’s official website provides unique opportunities to promote your products 24 hours a day. It’s a great way to connect directly to OSH professionals worldwide.

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**Exhibit at Annual Conference**

The ASSE Conference and Exposition offers unparalleled exposure to top tier buyers in the professional atmosphere of a focused, educational, and networking conference. This is your chance to network with nearly 5,000 OSH professionals who want to make the most of their investment. Attendees of the SAFETY Conference embrace the Exposition as a place to conduct business. When you compare the SAFETY Exposition to other expositions, this is the most cost-effective investment you can make.

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**E-zines**

Each of ASSE’s 19 practice specialties publishes three 24+ page, full-color, interactive e-zines each year. Exclusive advertising opportunities are available to help you reach your target audience for your product or service.
With more than 36,000 members worldwide, ASSE is a global association of occupational safety and health (OSH) professionals that advances the interests of its members and the profession. ASSE members create safer work environments by preventing workplace fatalities, injuries and illnesses. Safer organizations enjoy increased productivity, higher employee satisfaction and a better reputation, while recording less lost time, and lower workers’ compensation and healthcare costs.