ASSE Sponsorship Opportunities
Align with a leader
In today’s business environment, every financial commitment is a strategic decision and measured in some way. The American Society of Safety Engineers (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 37,000+ members. This includes recognition across print, digital and events to maximize awareness. Recognition varies based on the level of investment for each unique program.

If you would like to learn more, please contact Tyler Eble, teble@asse.org, 630-742-2399.

With more than 37,000 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.

Table of Contents
ASSE Membership Demographics ........................................ 3
Annual Conference Profile .................................................. 4
Annual Professional Development Conference ...................... 5
Professional Development Events ....................................... 6-7
Certificate Programs ......................................................... 8-9
Other Opportunities .......................................................... 10
Sponsorship Levels ........................................................... 11
Advertising Opportunities .................................................. 12
ASSE Professional Development Conference & Exposition

Attendee Profile

97% of surveyed attendees would recommend the conference to a colleague.

**Top 10 Industries**

- Agriculture/Forestry/Food
- Chemical & Allied Products
- Construction
- Government & Public Sector
- Insurance
- Manufacturing
- Oil & Gas
- Services
- Transportation
- Utilities

**Top 10 Designations**

- CSP 49%
- ARM 5%
- OHST 5%
- CHMM 5%
- CHST 5%
- CIH 5%
- ASP 5%
- GSP 5%
- STS 2%
- Other 8%

**Years in the Profession**

- 6% < 3
- 14% 4-10
- 19% 11-17
- 23% 18-24
- 38% 25+

**Top 5 Positions**

- Director/Manager
- Safety Engineer or Specialist
- Regional, Area or Branch Manager
- Safety Advisor or Consultant
- President, Owner or Partner

**Top 5 Websites Used Regularly**

- ASSE 25%
- OSHA 23%
- BSCP 13%
- NIOSH 11%
- NFPA 8%
- EHStoday 5%
- AIHA 3%
- ISHN 2%

**Top Professional Development Events**

- ASSE 59%
- Other 15%
- NSC 14%
- AIHCE 3%
- VPPPA 3%
- RIMS 3%
- NFPA 2%
- AHMP 1%
- SPE 1%

**Reasons for Attending**

- Education 50%
- Continuing education credit 37%
- Networking 8%
- Other 5%

**Buying Power**

- 51% Recommend
- 27% Final decision
- 12% Specify
- 10% Other

**Big Budgets**

- Over $1 million 7%
- $500,001 - $1 million 5%
- $25,001 - $50,000 9%
- $10,001 - $25,000 10%
- $0 - $10,000 13%
ASSE’s annual conference draws more than 4,000 attendees and is the largest and most senior-level professional event for OSH professionals.

- 39% plan to spend $50k+ on products
- 60% recommend products
- 90% have buying influence

Sponsor Favorite:
Education sessions 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. 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, attendee contact information, and more.

There are a broad array of sponsorship opportunities available at the annual conference. Exhibitors, as well as non-exhibiting companies seeking to maintain a presence, can benefit from a variety of outlets to drive exposure and engagement with attendees.

From broad promotion through keynote, attendee luncheon, and program book sponsorships, to more targeted opportunities such as education sessions, roundtables, and pre/post conference seminars, there are a variety of mechanisms to meet your needs.

### Conference Sponsorship Opportunities
- Executive Summit Panel $25,000
- Keynote Speaker (each) $25,000
- Resource Center, Bookstore, Marketplace & Wifi Lounge $20,000
- Program Book $15,000
- Conference Recordings $15,000
- Plenary Session $15,000
- Expo Floor Flash Session Area $15,000
- Career Center $7,500
- Pre & Post-Conference Seminars $7,500
- Attendee Luncheon (each) $6,500
- Practice Specialty Luncheon $5,000
- Chapter Achievement Luncheon $5,000
- Young Professionals Lounge $5,000
- International Reception $5,000
- Education Sessions (each) $2,500
- Practice Specialty Roundtables (each) $2,500
- Chapter Night Out $Call

### Exhibitor Opportunities
- Attendee Lanyards $15,000
- Attendee Badge Holders $15,000
- Conference Tote Bag $15,000
- Shuttle Bus $7,500
- Networking Lounge $5,000
- Refreshment Breaks $5,000
- Destination Selfie-Wall (each) $5,000
- Cyber Center $5,000
- Conference Tote Bag Insert $2,500
- Parade to Prizes $1,600
- Conference & Expo Pens Insert $1,200

### Signage Opportunities
- Aisle Sign $7,500
- Conference Banners $7,500
- Standing Sign Boards (Limited) $1,750
- “You Are Here” Kiosks $1,600
- Floor Decals $1,500

Learn more about these great opportunities
Tyler Eble, teble@asse.org, 1.630.742.2399
With more than 1,000 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 more than 5.0 CEUs/Recertification Points in one week. There are more than 80 seminars and workshops taking place over a 7-day period.

Other

Additional sponsorship opportunities include the Welcome Reception, two breakfasts and one lunch without speaker.

SeminarFest Co-Host

Sponsors will have the opportunity to co-host SeminarFest and take advantage of sponsorship initiatives such as: attendee networking reception, access to pre-event

•marketing with links to sponsoring
•company’s website, table-top
•exhibiting, speaking opportunities,
•attendance lists, and more.

Education seminars

Over 80 education seminars are held throughout SeminarFest and cover a vast array of OSH topics and issues. Attendance for these sessions averages around 60 members per session, with some drawing more than 100. Companies may sponsor sessions that align with their corporate interests. Sponsorship of education seminars includes signage opportunities, table-top display in the session, opening remarks, attendee contact information, and more.

Lunches with Speakers

SeminarFest offers two lunches with an opportunity to network, learn even more and gain additional CEUs. The two lunch speakers draw 600-800 attendees, offering sponsors prominent recognition on the largest stage available. Recognition for sponsoring the lunch speakers includes: prominent recognition through signage and on-screen visibility, opening remarks at the keynote speaker, and more.
Webinars & Virtual Symposia

learn.asse.org

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 37,000+ 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)

Leadership Conference

lc.asse.org

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

Future Safety Leaders Conference

fslc.asse.org

This two-day conference, held every November, 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.

Learn more about these great opportunities

Tyler Eble, teble@asse.org, 1.630.742.2399
ISO 45001 Certificate Program

The proposed ISO 45001 Standard is potentially one of the most significant occupational safety and health voluntary national consensus to ever be promulgated. As an OSH professional it is imperative to understand this standard, implementation, and implication for companies, colleagues, and clients. The program consists of:

- Online pre-seminar module
- Two-day classroom seminar
- 14 hours of online or classroom electives

Risk Assessment Certificate Program

www.ASSE.org/RA

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

- Logo and link to sponsor website on program web page
- Recognition at seminars throughout the year
- Sponsor representative to make non-commercial, opening remarks at educational seminars and workshops
- Tabletop exhibiting opportunities at attended seminars
- Sponsor-branded collateral materials at seminars
- Recognition as a sponsor on marketing and collateral materials
- On-site sponsorship signage at seminars
- List of attendees at events (name, address, company, title)
Certificate in Safety Management
www.ASSE.org/CSM

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 on the fundamental concepts and process. The program delivers three seminars:

• Corporate Safety Management
• Safety Management I
• Safety Management II

Executive Program in Safety Management
www.ASSE.org/EP

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:

• Contemporary Safety Management Methods
• Influential Leadership Strategies
• Successful Implementation of New Safety Management Concepts in your Organization

Certificate in Global Safety Management
www.ASSE.org/GSM

The Certificate in Global Safety Management (GSM) focuses on safety management practices that will enable safety professionals to establish and maintain safe work places 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

Learn more about these great opportunities
Tyler Eble, teble@asse.org, 1.630.742.2399
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 Tyler Eble at +1.630.742.2399
# ASSE Sponsorship Levels

<table>
<thead>
<tr>
<th>Level</th>
<th>One Year</th>
<th>Two Years</th>
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</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>$100,000+</td>
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<tr>
<td>Centennial</td>
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<td>Gold</td>
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<td>Bronze</td>
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<td>Society</td>
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<tr>
<td>Associate Sponsor</td>
<td>&lt;$5,000</td>
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## Event Sponsorship

- SeminarFest Co-Host: $15,000
- Webinars: $2,500
- Virtual Symposia: $5,000
- Leadership Conference: $5,000
- Future Safety Leaders Conference: $10,000
- Certificate Program(s): $10,000/ea
- Practice Specialities & Interest Groups: $10,000

Learn more about these great opportunities
Tyler Eble, teble@asse.org, 1.630.742.2399
**Society Update**
*societyupdate.asse.org*

ASSE’s popular monthly blog style e-newsletter highlights news, notable member achievements, reports on chapter and region activities, and provides information on upcoming events. Hyperlinks help its 30,000+ readers quickly access information and resources.

**Professional Safety Journal**
*psj.asse.org*

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

**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.

**Exhibit at the Annual Professional Development Conference**

The ASSE Professional Development Conference & 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 4,000 OSH professionals who want to make the most of the conference and embrace the exposition as a place to conduct business. This is the most cost-effective investment you can make.
<table>
<thead>
<tr>
<th>Level</th>
<th>Sponsors</th>
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<tr>
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<td>PLATINUM</td>
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<td>GOLD</td>
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<td>BRONZE</td>
<td>Amazon, BCSP, Westex, SWANSON Engineering, MAJESTIC</td>
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<td>SOCIETY</td>
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<td>PITT, SWANSON ENGINEERING, Ishn</td>
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