

2024

ADVERTISING &
SPONSORSHIP GUIDE

**BOOST YOUR BRAND, SUPPORT THE
STERILE PROCESSING PROFESSION**

HSPA



WHO WE ARE

For more than 60 years, the Healthcare Sterile Processing Association (HSPA) has served as the only full-service association for the Sterile Processing (SP) profession. HSPA provides industry-leading educational and professional development opportunities, certification, advocacy, and support to more than 48,000 SP professionals worldwide—individuals who are responsible for cleaning, sterilizing, inspecting, managing, and storing medical instruments and equipment used for patient care.

WHY SPONSOR AND ADVERTISE WITH HSPA?

When you align with HSPA, you gain unparalleled access to key decision-makers in the SP space and leverage HSPA's ever-growing membership and certification base—along with others working in the SP discipline—to promote your brand, products, services, and expertise. What's more, supplier sponsors help support the Association's various educational programs and other avenues of professional support, which positively impacts quality outcomes and patient safety. With several partnership packages available, as well as other high-visibility sponsorship opportunities, suppliers can choose the options that best suit their needs and budgets, all while enjoying outstanding value, reach, and return on investment.

MEMBERS & CERTIFICATE HOLDERS

2018: 29,172

2019: 32,198

2020: 35,281

2021: 37,878

2022: 43,017

2023: 48,031

WIDEST REACH WITHIN THE SP SEGMENT

When you serve as an HSPA advertiser sponsor, you'll gain access to our more than **48,000** members and certification holders—many of whom are purchasing decision-makers—while also benefiting from unsurpassed visibility and reach across the entire global SP community.



SPONSORSHIP OPPORTUNITIES

EVENT SPONSORSHIPS

Annual HSPA Conference & Expo: HSPA offers numerous conference sponsorship opportunities, all of which provide an excellent way to gain exposure for your company, while actively supporting continuing education and professional development. Suppliers can sponsor an array of products and giveaway items, including tote bags, lanyards, programs, pens, hand sanitizers, notepads, lapel pins, registration bag inserts, and more. Product sponsorship is an effective way to put your company's logo and messaging in front of SP professionals and on products that ensure premium placement and extended use and appreciation.

Virtual Event: HSPA may offer virtual events that provide quality education and online networking opportunities to attendees.



PROFESSIONAL DEVELOPMENT SPONSORSHIPS

Lesson Plans: HSPA's lesson plans provide continuing education for each of our four certifications (CRCST, CIS, CHL, CER). Lesson plans are published in each issue of *PROCESS* and may also be accessed by HSPA members and certification holders on HSPA's website.

Webinars: The Association's webinars consist of educational content developed by HSPA and hosted by leading experts on various topics. All HSPA members receive on-demand access.

Industry Webinars: Industry webinars feature supplier-provided content and are promoted in HSPA's *Insights* e-newsletter and on the Association's social media pages. HSPA members receive on-demand access.

Podcasts: HSPA's *Process This!* podcast series covers essential technical and leadership topics for SP professionals, with new podcasts released every other week. Episodes are archived and available on-demand on HSPA's website.

Awards: HSPA's Awards Program offers numerous awards each year that honor SP professionals' contributions and successes and their commitment to delivering high-quality service to their departments and customers. Award recipients are formally recognized each year during the HSPA Annual Conference.

PRINT & DIGITAL ADVERTISING

PROCESS

HSPA's bi-monthly print magazine boasts a broad readership of qualified decision-makers who are interested in learning about your healthcare equipment, products and services (more than 40,000 issues are mailed to subscribers each publishing cycle). The magazine educates SP professionals with a broad range of columns, articles and subject matter pertinent to the profession, including Hot Topics, industry news, articles tailored to SP leaders, technicians and educators, and lesson plans for HSPA's four certifications to help readers sharpen their knowledge and attain continuing education (CE) credits. With its wide readership base, *PROCESS* provides a perfect opportunity for advertisers to reach their target audience—all in a vibrant, professional and well-respected publication.

INSIGHTS

HSPA's bi-weekly newsletter, *Insights*, provides the SP community with the latest news and professional information authored by SP and

HSPA leaders who understand the discipline and its essential role in quality healthcare delivery and safe patient care. *Insights* also delivers key HSPA-related news, time-sensitive details on upcoming events, webinars and more, and valuable articles and tips to help readers lead better lives both on and off the clock—all accessible anytime and anywhere from a computer, tablet or smartphone.

VENDOR VANTAGE

HSPA's "Vendor Vantage" column is published in *PROCESS* or *Insights* and offers an outlet for SP suppliers to provide articles for the Association's membership. These supplier-sponsored articles serve as educational resource on topics of the suppliers' choosing and let companies be seen as experts within their product and service spaces.

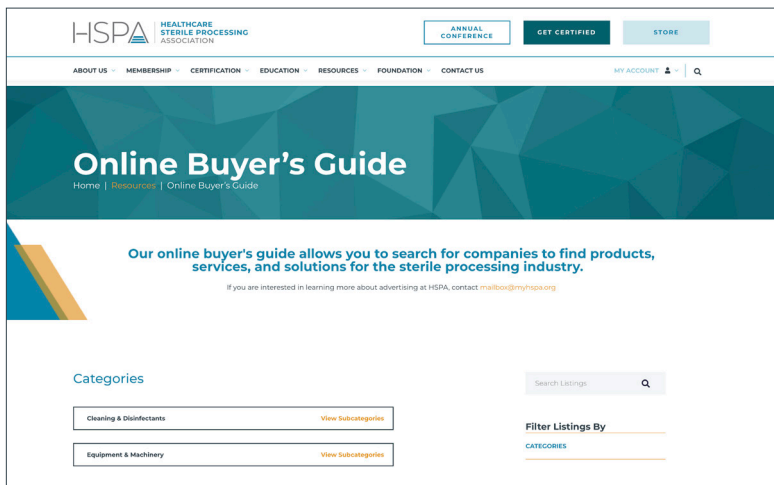
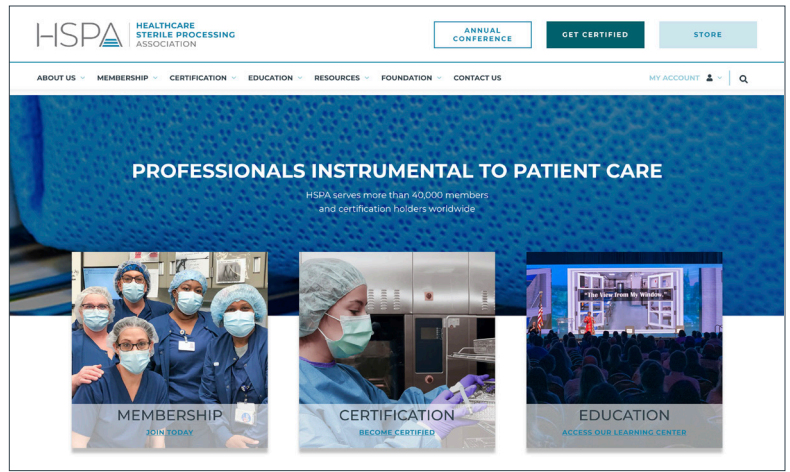
UP TO SPEED

Promote your company's upcoming webinars, educational offerings or products and services to more than 43,000 SP professionals with a digital ad in our monthly *Up to Speed* e-blast. Designed with a colorful interface, digital ads include a direct hyperlink to a web page, and educational events are listed on our online calendar.



WEBSITE

HSPA's website (www.myhspa.org) is a widely accessed online resource for the SP community. Visitors rely on the site for education, industry news, event details, member services, professional development opportunities, a buyer's guide, and more. With thousands of visits each month, HSPA's website is an ideal place to showcase your company and build your brand, all while helping support HSPA's many service offerings to our growing base of members and certification holders.



ONLINE BUYERS GUIDE

Advertising in the HSPA Online Buyer's Guide offers both suppliers and directory users unique opportunities to connect. When looking for industry suppliers and services, members turn to the official HSPA Online Buyer's Guide. Available 24 hours a day, 365 days a year, our buyer's guide allows members to find your company quickly and easily.

LISTING INCLUDES:

- ◆ Company name
- ◆ Company contact information
- ◆ 50 word intro
- ◆ Color logo
- ◆ Unlimited word count company description
- ◆ Unlimited category selections
- ◆ Product images (limit 2)
- ◆ Catalog/brochure downloads (limit 5, max file 3 GB ea.)
- ◆ YouTube video player (limit 1 video)
- ◆ Color matching to branding available

For more information about HSPA's sponsorship
and advertising opportunities, contact us at:
sponsorships@myhspa.org

HEALTHCARE STERILE PROCESSING ASSOCIATION (HSPA)

55 W. Wacker Dr.
Suite 501
Chicago, IL 60601
www.myhspa.org

Toll Free: 800.962.8274 ext. 302
Direct: 312.440.0078
Email: sponsorships@myhspa.org