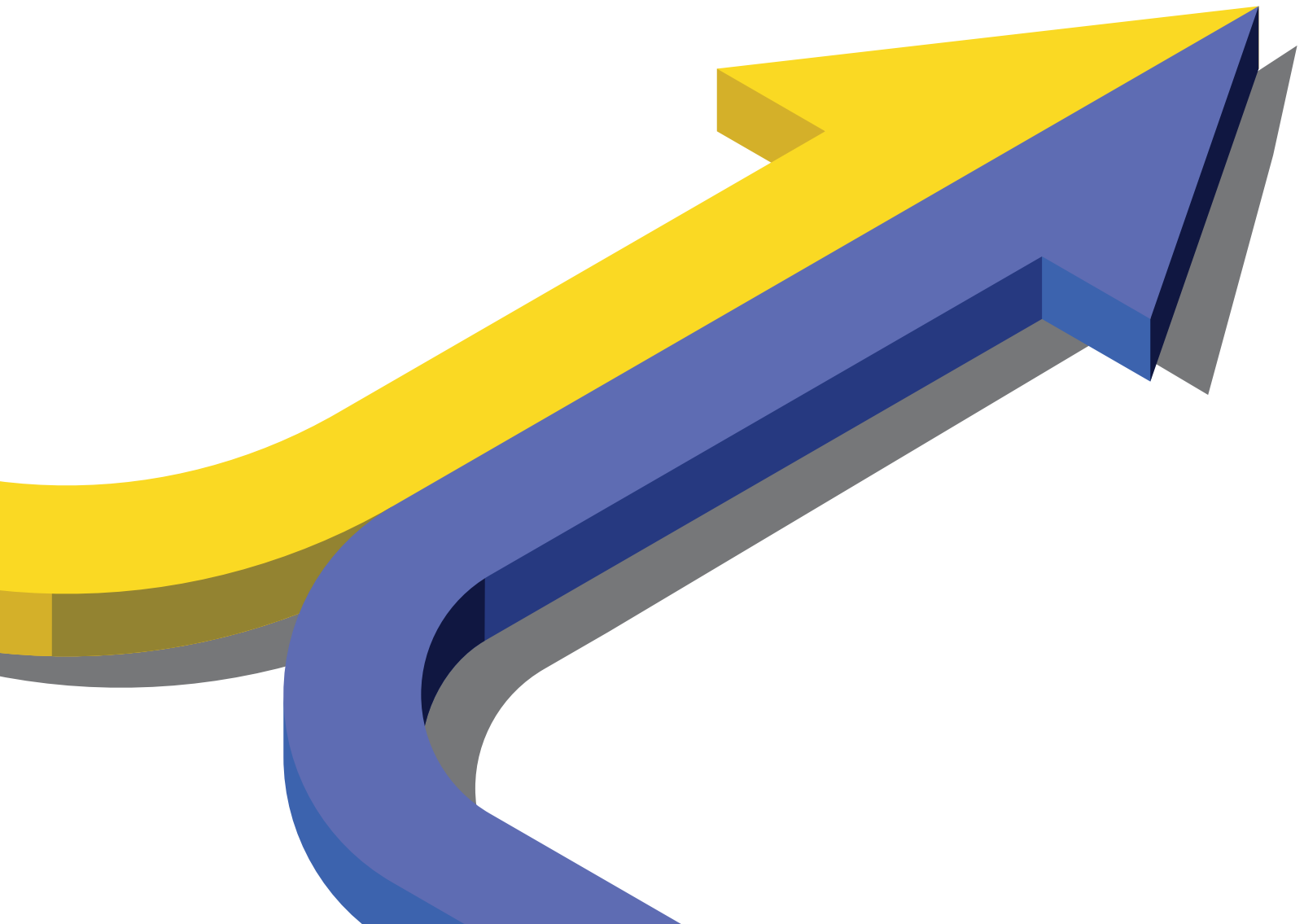




# 2026 SUPPLIER PARTNERSHIP GUIDE



**ENGAGE | ACCESS | SUPPORT**

# 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 57,000 SP professionals worldwide—individuals who are responsible for cleaning, sterilizing, inspecting, managing, and storing medical instruments and equipment used for patient care.



# WHY PARTNER WITH HSPA

When you align with HSPA as a supplier partner, 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.

## WIDEST REACH WITHIN THE SP SEGMENT

When you serve as an HSPA supplier sponsor/partner, you'll gain access to our more than **57,000** 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.

## MEMBERS & CERTIFICATE HOLDERS

**2018: 29,172**

**2019: 32,198**

**2020: 35,281**

**2021: 37,878**

**2022: 43,017**

**2023: 48,031**


**2024: 50,000**

**2025: 57,316**

# PARTNER PROGRAMS

## TWO PARTNER PROGRAMS AVAILABLE

HSPA offers supplier partnership packages that deliver a range of promotional benefits at significant savings: HSPA Premier and HSPA Partner. Both tiers were created to help maximize your sponsorship value and broaden your reach within HSPA and the profession.

		
Company spotlight in <i>Insights</i> e-newsletter *limited space available	●	
One company-provided “Vendor Vantage” article to be published in <i>Insights</i> e-newsletter	●	
Ads in six consecutive issues of <i>PROCESS</i>	full-page	half-page
Standard listing in Buyer’s Guide	●	●
Digital ad blocks in <i>Insights</i> e-newsletter	2	1
One square ad in <i>Up to Speed</i> digital ad eblast	●	●
One regular banner in <i>Up to Speed</i> digital ad eblast	●	●
One large banner in <i>Up to Speed</i> digital ad eblast	●	
Exhibit space discount – one discount per company booth	10%	5%
Conference advertising discount	10%	5%
Website advertising discount	10%	5%
Waived processing fees for approved CE educational programs	●	●
Use of HSPA partner logo	●	●
HSPA press release announcing vendor partners	●	●
Partner acknowledgment in <i>PROCESS</i> magazine	●	●
Priority points for booth selection	10	5
Opportunity to be listed in the Chapter Resource Guide as an Educational Resource	●	●
Participation in HSPA's Sterile Processing Week activities	●	●
Add one of the following educational opportunities* <ul style="list-style-type: none"> <li>• 1-hour webinar</li> <li>• 30 minute podcast</li> <li>• one CIS lesson plan (run in <i>PROCESS</i> magazine)</li> <li>• one white paper (run in <i>PROCESS</i> magazine)</li> </ul>	●	
<b>FULL VALUE</b> (Full value does not include the additional benefits you will receive from exhibit space, advertising discounts and CE approvals.)	<del>\$24,170</del>	<del>\$14,770</del>
<b>TOTAL COST WITH PARTNER SAVINGS</b>	<b>\$15,000</b>	<b>\$10,000</b>

\*All educational opportunities must be educational. You may not market products/services/etc. at any point. HSPA will work with you to deliver a brief promotional introduction.

# PRINT & DIGITAL BENEFITS

## 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 50,000 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.

### **HSPA WEBSITE**

HSPA's website ([www.myhspa.org](http://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.

### **EDUCATIONAL OPPORTUNITIES**

A Premier Partnership offers you a choice of educational opportunities such as the following:

**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.

**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.

**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.

**White Paper:** HSPA's *PROCESS* magazine offers an opportunity for Premier Partners to present scientific research papers for the Association's membership. These white papers serve as an educational resource and allow companies be seen as experts within their product and service spaces.

**For more information about HSPA's Partnership Program, contact Kristin Keith at:  
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