

	# of FTE Staff Supporting Program	Allocation of Revenue	Program Structure (Tiers, packages, a la carte)	Description of Levels or Offerings	Innovative/ Unique Offerings
ASHA	2	Everything except miscellaneous is allocated across specific programs or departments.	<ul style="list-style-type: none"> •Corporate Partner Levels: Platinum, Gold, Silver, and Bronze •A la carte sponsorship 	<ul style="list-style-type: none"> •Platinum Level - \$200,000 and over •Gold Level - \$150,000-\$199,999 •Silver Level - \$100,000-\$149,999 •Bronze Level - \$50,000-\$99,000 •A la carte sponsorship - customizable sponsorship 	<ul style="list-style-type: none"> •Access to the email blast is unique since ASHA does not sell any of their members' information •Corporate sponsors are given access to intellectual property with the ASHA logo
ASAE	3	Funds are transferred to the appropriate department.	<ul style="list-style-type: none"> •Strategic Partnership •Corporate Partnership •Event Partnership 	<ul style="list-style-type: none"> •Strategic Partnership <ul style="list-style-type: none"> -3-year commitment -most comprehensive -extensive overall promotional rights and benefits •Corporate Partnership <ul style="list-style-type: none"> -3-year commitment -bundled marketing opportunities in combination with high level and creative visibility •Event Partnership <ul style="list-style-type: none"> -bundle to build and maintain a relationship with members 	<ul style="list-style-type: none"> •Exclusivity •Access to and engagement with membership •Staff outreach
HIMSS	4	Funds are transferred to the appropriate department.	<ul style="list-style-type: none"> •Gold - Level 1 •Gold - Level 2 •Platinum - Level 1 •Platinum - Level 2 •Diamond 	<ul style="list-style-type: none"> •Gold - "Sharpen your marketing edge" <ul style="list-style-type: none"> - Level 1 - \$3,500 for companies under \$10 M - Level 2 - \$8,000 for companies over \$10M •Platinum - "Evolve as an Industry Insiders" <ul style="list-style-type: none"> - Level 1 - \$8,500 for companies under \$10M - Level 2 - \$14,000 for companies over \$10M •Diamond - "Lead the healthcare IT transformation" <ul style="list-style-type: none"> - \$25,000 •Also offer customizable program/sponsorship on all levels 	Point system

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ASBO	2	<ul style="list-style-type: none"> •Revenue comes in to one account and is then redistributed to other departments 	<ul style="list-style-type: none"> •Strategic Partners •Event Partners •Minimum commitment of \$25,000 	<ul style="list-style-type: none"> •Strategic Partners <ul style="list-style-type: none"> - limited to 10 companies -3-year commitment -includes sponsorship of specific ASBO program or service •Event Partners <ul style="list-style-type: none"> - limited to 8 companies -1-year commitment -"from coffee breaks to our mobile event app to an exhibit hall reception" 	<ul style="list-style-type: none"> •Concierge service •Opportunity to sponsor platforms
RSNA	N/A	N/A	No formal program	<ul style="list-style-type: none"> •CEOs of the top companies are invited to Annual Corporation Committee meeting to discuss issues and concerns •Touch-points throughout the year to provide information on the annual meeting •Point system for placement on the exhibit floor 	Access to an international audience
ASTRO	2	N/A	<ul style="list-style-type: none"> •Corporate Membership •Ambassadors 	<ul style="list-style-type: none"> •Corporate Membership - basic membership available to corporations or institutions to promote the interests of ASTRO •Ambassadorship - significant, ongoing affiliation with ASTRO 	Brand name is respected and held in high regard

	Member Access Opportunities <i>(Board meetings, events, email blasts)</i>	Historical Growth <i>(990 forms)</i>	Points of Contact <i>(Account Manager or Multiple Points)</i>	Do Corporate Sponsors Drive Innovation? How?	Demonstration of ROI	Barriers, Challenges, Lessons Learned	Notes
ASHA	<ul style="list-style-type: none"> •E-mail lists •Mailing lists •Advertising •Event sponsorship •Leadership access •Use of the ASHA Corporate Partner logo 	<ul style="list-style-type: none"> •2011 - \$1,474,826 •2010 - \$1,293,743 •2009 - \$1,372,429 	<ul style="list-style-type: none"> •Enterprise Marketing Director •Sponsorship Manager 	No, ASHA does not have a large manufacturing base.	<ul style="list-style-type: none"> •Fulfillment reports •ASHA provides marketing advice (when needed) to corporate partners on how to determine their own ROI 	<ul style="list-style-type: none"> •No organizational database •Limited resources •Corporate sponsorship packages are impossible because of the level of customization that level expects. 	<ul style="list-style-type: none"> •Great website with opportunities to "choose your audience" and "select your channel"
ASAE	<ul style="list-style-type: none"> •Exhibit space •Mailing lists •Programs •Presentations •Dissemination of promotional material 	<ul style="list-style-type: none"> •2012 - \$386,550 •2011 - \$437,870 •2010 - \$252,968 	<ul style="list-style-type: none"> •Vice President of Strategic Partnerships •Coordinator, Alliance Partnerships •Manager, Alliance Partnership Operations 	It's more about learning the opportunities.	Partnership summit provides a face-to-face opportunity to meet with key volunteer leaders and learn what's happening at ASAE.	Associations are resistant to change because of the potential risks associated with it	
HIMSS	<ul style="list-style-type: none"> •See PDF: http://himss.files.com/s-plus.com/HIMSSorg/Content/files/HIMSS_Membership_Corp_Benefits_.pdf 	<ul style="list-style-type: none"> •2012 - \$4,958,813 •2011 - \$4,642,868 	<ul style="list-style-type: none"> •Corporate Relations Representatives 	Yes, they bring new products to the meetings every year.	Polling of members, especially of new products presented at meetings.	Communication within the association is important because multiple people interact with the same company	<ul style="list-style-type: none"> •Great PDF available listing corporate membership benefits based on level

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ASBO	<ul style="list-style-type: none"> •Print and electronic promotion •Website •Booth space at Annual Meeting & Expo 	<ul style="list-style-type: none"> •2012 - \$845,888 •2011 - \$908,863 •2010 - \$998,693 	<ul style="list-style-type: none"> •Corporate Partnerships and Events Manager •Assistant Executive Director 	<ul style="list-style-type: none"> •No, not really innovation. Sometimes we see additional philanthropy, but not innovation. 	<ul style="list-style-type: none"> •Fulfillment reports •Executive summary 	Hiring the right people to focus on fulfilling the needs of the corporate partners.	
RSNA	<ul style="list-style-type: none"> •Exhibit hall 	<ul style="list-style-type: none"> •2012 - \$2,208,354 •2011 - \$2,020,228 •2010 - \$1,658,794 	<ul style="list-style-type: none"> •Executive Director 	N/A	<ul style="list-style-type: none"> •Surveys •Electronic quarterly newsletter •Corporate donor reception during annual meeting •Webinar and face-to-face meetings •Annual Corporation Committee meeting 	Access to information across staff members within the association because many people are working with the same company	
ASTRO	<ul style="list-style-type: none"> •Exhibit hall •Online membership directory •Corporate Member update emails •First pick on exhibit space and other high profile event sponsorships 	<ul style="list-style-type: none"> •2011 - \$327,997 •2010 - \$301,776 •2009 - \$185,841 	<ul style="list-style-type: none"> •Assistant Director of Development and Corporate Relations •Director of Development and Corporate Relations •Development and Corporate Relations Manager •Development and Corporate Relations Administrative Assistant 	N/A	<ul style="list-style-type: none"> •Corporate Advisory Council that talk about hot topics •Leadership of ASTRO and the leadership of the corporate partner meet at annual meeting 	<ul style="list-style-type: none"> •Have to evolve with the industry and be flexible •Heavy regulation through the Sunshine Act and pharmaceutical codes limit what corporate partners can provide to medical doctors and physicians 	<ul style="list-style-type: none"> •Cheryl is happy to talk to anybody trying to start up a program

	Magazine	Mailing List	Website	E-blasts	Email Lists	Convention Sponsorships	Convention Program Guide	Events	Institutes
ASHA	X	X	X	X	X	X	X	X	X
ASAE	X	X	X	X			X		
HIMSS	X	X	X	X		X	X		
ASBO	X	X	X			X	X		
RSNA									
ASTRO				X					

	Exhibits	Exhibits Guide	Career Fair	Online Career Center	Online Newsletter	Blog	Virtual Events	Journals	Special Interest Publications	Use of Logo
ASHA	X	X	X	X	X	X	X	X	X	X
ASAE	X	X			X					X
HIMSS	X		X	X	X		X	X	X	X
ASBO	X	X			X		X		X	
RSNA	X									
ASTRO	X			X						X

	Participation in Advocacy Programs	Access to Leadership	Focus Groups with Members	Access to Surveys	Individual Memberships
ASHA		X			
ASAE					X
HIMSS	X	X	X		
ASBO					
RSNA				X	
ASTRO		X		X	X