

Partner with Purpose

Custom Partnership Opportunities to Support Your Organization's Objectives



What are your organization's healthcare design industry goals?

Business Development / Lead Generation

Promote your products or services at The Center's events or online to produce qualified inquiries

Industry-Recognized Thought Leadership

Demonstrate to clients your organization's industry knowledge and strategic approach

Professional Development / Staff Training

Educate your team to better understand current issues, terminology and best practices

Brand Alignment to Enhance Credibility

Associate your company, product or service with The Center to add perceived value

Philanthropic Support for The Center's Work

With your help we're making the healthcare experience better for millions around the world

Many of the healthcare design industries' top organizations have partnered with The Center to achieve their business objectives.

- Armstrong
- Array Architects
- HKS
- HermanMiller
- J&J Flooring Group
- MedStar Health
- Tarkett Flooring
- ZGF Architects
- Steelcase Health
- Tandus Centiva
- Philips
- Carstens
- MechoSystems
- gapingvoid
- Kwalu
- Sodexo



The Center for Health Design offers a wide variety of partnership and sponsorship opportunities designed to achieve strategic marketing, branding and educational objectives.

Share with us your goals and we'll guide you toward partnership opportunities that can make the greatest impact.

When you partner with The Center, you benefit from:

- Our 22-year track record of successfully creating and delivering the most well-recognized healthcare design research, educational programs and networking events.
- Our vast network of 10,000+ healthcare providers, architects, designers, product manufacturers, educators and professional organizations who respect and depend on our work.
- Aligning your brand with ours, providing enhanced visibility and credibility for your service, product or organization.



SPONSORSHIP OPPORTUNITIES AND BENEFITS

Recognition on The Center's Website

- **247,190 annual visits** from 178,436 users with 699,136 page views
- **2.83 average pages per session** for an average duration of three minutes
- Visitors – majority from the US, Canada, India, United Kingdom, Philippines, Australia, Kenya, Netherlands, Saudi Arabia and Singapore.

Other

All benefits of a Corporate Affiliate + 5% discount on contracted research services

Online Event Marketing

- **Three email blasts sent per event** to over 12,000 contacts
- **Three CHD e-newsletter stories**
- **Newsletter + e-blasts** are staggered to provide six weeks of coverage
- **Post events** basic attendee list
- **Three to four Facebook stories/tweets**
- **Partner Logos on all materials that promote event** – landing page, home page news story, e-blasts and newsletter



Sponsor University Affiliate+ Memberships

Investment: \$38,500

Provide access to the Affiliate+ materials to students at over 30 universities with healthcare design programs.

Benefits: Online event marketing and communications to over 30 universities, through leadership, website recognition.

Content Collaborative

Investment: \$36,000

These one and a half day heavily interactive workshops are designed to address specific challenges facing facility operators, owners, architects, and designers when planning and designing care environments for the future. The Center brings together subject matter experts and stakeholders from an array of disciplines in an open format. Experts will provide compelling presentations to spark conversations and inspire unique solutions to a specific complex issue (to be identified with the partner). The Center will document lessons learned as an actionable takeaway for participants. Two events are hosted each year. (25-35 attendees).

Benefits: Online event marketing, event branding, credibility as a topic thought leader.

Topic Toolbox (Partial sponsorship of a topic also available)

Investment: \$36,000

Topic toolboxes provide easy access to the most valuable information, tools and resources to help solve today's most pressing healthcare design issues. The Center will work with the Toolbox sponsor to secure expert interviews and case studies, create issue briefs and design strategies, produce blogs, webinars and infographics all around a specific hot topic in the industry today. We will carefully curate these and other resources into comprehensive, topic-focused solution-driven toolboxes. Through your sponsorship, these materials (normally available only through Affiliate+ membership) will be available at no charge on The Center's website.

Benefits: Branding on all materials, online marketing, thought leadership.

The Center's Advisory Board

Investment: \$30,000

Join the distinguished members of The Center's Advisory Board and board of directors for two annual meetings where these great minds discuss the future of our industry and its impact on the organization. The sponsor will receive one seat on the Advisory Board and have the opportunity to host a meeting at one of their facilities to showcase and get high-level feedback on their products and research.

Benefits: Online marketing and branding and a seat on the Advisory Board.



Knowledge Repository

Investment: \$25,000

A complete, user-friendly library of healthcare design resources that continues to grow with the latest research. The Knowledge Repository allows users to search for articles and research citations on healthcare design topics.

Benefits: Your company's logo on the The Center's website on the Knowledge Repository page, and on Key Point Summaries (including downloads).

CHD VIP Reception

Investment: \$20,000

Held annually at Healthcare Design Expo & Conference, this reception is a chance to honor more than 200 of our members, partners, board members and staff. Members and other friends of The Center come together to enjoy one another's company and share good food and drinks.

Benefits: Online event marketing, event branding, networking with industry experts.

Research Coalition's New Investigator Award

Investment: \$20,000

The purpose of the New Investigator Award is to support high-quality research studies by new investigators in the field of evidence-based healthcare facility design. The award is open to graduate students, and other recent research degree recipients whose contributions reflect their potential to conduct original, empirical research to improve our understanding of the relationships between the physical environment and health-related outcomes. The goal of the award is to support new researchers whose research is likely to fill critical gaps in the field of evidence-based design. This award is given each year.

Benefits: Online promotions, award branding, leader in support of developing new industry leaders.

Built Environment Network

Investment: \$15,000

As The Center's premier collegial network, the Built Environment Network consists of executive-level professionals who are dedicated to improving safety, quality, and sustainability in healthcare. Learn and connect with these industry leaders by participating in open, strategic discussions that will set a direction for the future of the built environment. Membership is by invitation only and is limited to two people representing each participating Industry Partner. Limited Industry Partnership opportunities are available. Three meetings are held each year.

Benefits: Online marketing, event branding, credibility as a thought leader, networking with industry experts in an intimate environment.

EDAC Workshop

Investment: \$14,560

This is an in-depth workshop designed to provide an introduction to evidence-based design to help designers and their clients understand how to integrate evidence-based design concepts into projects. Attendees work and learn directly with industry experts. These events are held at the request of a Partner organization.

Benefits: Event branding and credibility as knowledgeable about the evidence-based design process.

Environmental Standards Council

Investment: \$9,000 annually

The ESC is a multidisciplinary group that includes healthcare facility executives, design professionals, regulatory agents, product manufacturers and educators. The ESC co-authored the "Environment of Care" chapter in the 2006, 2010 and 2014 Guidelines for Design & Construction of Healthcare Facilities. Unanimously accepted by the Guidelines Review Committee, this chapter outlines the environmental factors that contribute to patient, staff and family satisfaction as well as increased safety, fewer medical errors and a healthier financial bottom line.

Benefits: Website branding, participation on the Council, opportunity to host Council meetings.

Pebble-in-Practice Workshops

Investment: \$5,000

The Pebble in Practice Workshops occur throughout the US and provide unique, immersive experiences into strategic design trends that are shaping tomorrow's healthcare environments. Attendees interact with healthcare industry leaders and colleagues, tour exemplary facilities, and learn through presentations and group think-tanks. Two events are hosted each year. (60-125 attendees).

Benefits: Online event marketing (including promotions included on the *Healthcare Design* and *Environments for Aging* magazine websites), event branding, network with thought leaders, association with event topic.

Pebble-in-Practice Workshop Paper

Investment: \$2,350

The paper will document the lessons learned from the Pebble-in-Practice workshop. Through your partnership, this content (normally available only to workshop attendees) will be available industry-wide at no charge on The Center's website.

Benefits: Online event marketing, paper branding, and alignment with The Center as a topic thought leader.



Health Design Insights

Investment: \$2,250

The Center's Professional Networking Events unite regional healthcare design communities in intimate settings to provide professional connectivity and continuing education. Events are free to attend for CHD Affiliate Members, partners and special guests. Other professionals can attend for a small donation to The Center. These events highlight top industry minds through energetic and creative presentations (worth one EDAC/AIA CEU credit). The events each wrap up with cocktails and hors d'oeuvres. Six events are hosted each year. (60-80 attendees).

Benefits: Online event marketing, event branding, table-top presentation opportunity, network with thought leaders.

ICONS and Innovators Webinars

Investment: \$860/webinar

The ICONS and Innovators webinar series offers an exclusive line up of the industry's leading healthcare thought leaders offering one hour, state-of-the-art programs that provide: 1. Quality programming through the convenience of your desktop, 2. An inexpensive, fun, and convenient way to facilitate learning and obtain both EDAC and AIA CE credits, 3. Fresh perspectives to inform your work strategies, 4. The opportunity to network with industry icons and innovators who are champions for change. A minimum of one webinar will be held each month. (30-50 organizations).

Benefits: Online event marketing, event branding.

EBD Journal Club

Investment: \$860/webinar

The Evidence-Based Design (EBD) Journal Club is free, open to all and provides the chance to hear and interact with authors who have recently published EBD papers and articles in peer-reviewed journals such as HERD. Each one-hour EBD Journal Club provides one CEU and draws on average 200 attendees. A minimum of five journal clubs will be hosted each year.

Benefits: Online event marketing, event branding, credibility as a thought leader.

Product Spotlight

Investment: TBD

EDAC Newsletter: a quarterly newsletter mailed to 2000+ EDAC certified individuals; contains CEU opportunities and highlights member projects.

Affiliate Connections: a monthly newsletter mailed to The Center's 2,100 Affiliate members, this newsletter highlights upcoming events, provides bundled key point summaries on a certain topic, and highlights a resource available to members.

Benefits: Your company's logo and product will be included in the printed newsletter mailed to all Affiliate members and EDAC certified individuals.

If you have a specific partnership idea in mind and don't see it listed here, just let us know. We will work with you to create a customized sponsorship opportunity that is right for your company.



The Center for Health Design advances best practices and empowers healthcare leaders with quality research that demonstrates the value of design to improve health outcomes, patient experience of care, and provider/staff satisfaction and performance.

Through design research, education, and advocacy, we're leading the way in transforming hospitals, clinics, wellness centers, doctor's offices, and residential care facilities for a safer, healthier tomorrow.