



# 2024 Media Guide

Maximize Brand Exposure With Distributors  
And Other Trading Partners

[HIDA.org](https://www.hida.org)

## Website Advertising

**HIDA DISTRIBUTORS ASSOCIATION**

EVENTS JOIN HIDA EXPLORE

Home Agenda Expos Networking Sponsors Hotel

**HIDA STREAMLINING HEALTHCARE EXPO & BUSINESS EXCHANGE**  
SEPTEMBER 10-12, 2024 - DALLAS, TEXAS

WHERE THE INDUSTRY MEETS

**Streamlining Healthcare Expo & Business Exchange**  
Your Opportunity To Connect With All Your Trading Partners: Distributors, Manufacturers, GPOs, And IDNs

Sept. 10-12, 2024 | Hyatt Regency Dallas, Dallas, Texas | 270+ companies | 750+ attendees

See Who Attended In 2022

*"If you only get to attend one conference, go to HIDA's Streamlining Event. You will get the opportunity to experience all levels of healthcare under one roof."*

Serve Your Healthcare Provider Market Better Than Ever.

At the Streamlining Healthcare Expo & Business Exchange, gain the connections, insights and thought leadership you need to keep tabs on the marketplace, and to know what healthcare manufacturers and distributors will be doing in 2024 to maximize value to healthcare providers.

**Who Attends**

- 75+** Healthcare Distribution Companies  
National, regional, independent, specialty, and certified diverse medical product and healthcare purchased service distributors
- 35+** Group Purchasing Organizations, Regional Purchasing Coalitions, Integrated Delivery Networks  
National GPOs, regional purchasing coalitions, aggregation groups, and health systems including physician and hospital networks
- 150+** Manufacturer Companies & Service Provider Organizations  
Healthcare product manufacturers and solutions providers (IT, software, consulting)

**AD WILL APPEAR HERE**

**Highly-Rated, Timely Content**  
8.7 Average Rating Out Of 10  
From Participants Who Attended Education Sessions

**All Major Markets Represented**

- 21% Hospital/Acute
- 19% Physician
- 4% Other
- 10% Laboratory
- 15% Home Care
- 15% Post-Acute Care
- 17% Surgery Center

**Total Attendance**

- 394 Manufacturer Executives From 156 companies
- 335 Distributors From 83 companies
- 50 IDN And Health System Representatives From 35 organizations

\*Total attendance at Streamlining 2022

**Decision Makers and Executives Attended Streamlining 2022**

- 22% Director
- 31% Vice President
- 2% Other
- 9% CEO
- 18% Manager
- 18% President/Owner

97% Of 2022 Attendees Plan To Come To HIDA Streamlining In 2023

Download the full infographic to see who attended in 2022!

Download Infographic

*"Connecting live with so many key business partners allows us to set our focus together, closing out the current year and discussing how we can start fast next year."*

**Lay The Groundwork For Your 2024-2025 Growth Strategy**

To grow sales, you should be maximizing the value you can offer healthcare providers and leveraging your key role in the supply chain. The connections, insights and thought leadership you'll gain at Streamlining Healthcare Expo & Business Exchange will help you formulate a growth plan for success in 2024.

**Partner Meetings**  
Meet team-to-team and/or schedule private meetings with your strategic business partners.

**In-Person Networking**  
Forge new relationships & strengthen old ones at networking events. Connect at Expos showcasing manufacturers & tech providers and distributors, GPOs & IDNs.

**Peer-To-Peer Exchange**  
Ask distributor executives specific questions (manufacturers only). Discuss healthcare supply chain topics in small-group settings.

**Education Sessions**  
Hear directly from key experts on the latest trends impacting your market and customers.

### Streamlining Healthcare Expo & Business Exchange Website **HIDAStreamlining.org**

Please provide jpg or png advertising files; no animated gifs

**Middle page banner:** 1110x150 pixels

3-week ad..... \$2,015

### Digital Ad Retargeting\*

**Guaranteed digital reach with every attendee & website visitor!**

Reach HIDA's audience with ad retargeting. Our ad retargeting program uses cookies to track visitors of our websites to then reach those same people with your ads on other websites.

**Silver:** 25,000 ad impressions (3 months)..... \$2,450

**Gold:** 70,000 ad impressions (3 months) ..... \$6,750

**Platinum:** 100,000 ad impressions (3 months) ..... \$10,200

\*Ads subject to HIDA approval

## Sponsor Original Research & Analytics Reports

HIDA Market Reports cover the trends, reforms, and analysis impacting each market. Your sponsor logo will appear on the back cover of all Market Reports and you will receive a PDF of the full report to share with customers and business partners. The reports are distributed to 1,800 contacts. There is no better way to show your commitment to the advancement of the industry and promote your brand at the same time!



### Available report titles include:

- Post-Acute Market Report
- Hospitals and Health Systems Market Report
- Laboratory Market Report
- Physician Office Market Report
- Home Care Market Report
- Ambulatory Surgery Center Market Report
- Influenza Vaccine Production & Distribution Market Report
- Vaccine Market Report
- Federal Procurement Market Report

For more information and pricing please contact Esha Bell at 703-884-1152 or bell@hida.org.

## eNewsletter Advertising



### Daily Clips

Be the first to share your message with more than 11,750+ healthcare industry professionals, including manufacturers, distributors, service providers, and others who subscribe to HIDA's daily e-newsletter. Daily Clips features current issues affecting the healthcare distribution industry, including healthcare reform, government affairs, industry trends and forecasts, provider news, and sales tips. Daily Clips is sent five times each week.

#### Advertising Position

##### Top banner placement

Size: 600 x 110 pixels

<b>Member Pricing:</b>	2-week ad.....	\$2,582
	6-week ad.....	\$5,228
<b>Non-Member Pricing:</b>	2-week ad.....	\$3,237
	6-week ad.....	\$6,796

##### Bottom banner placement

Size: 600 x 110 pixels

<b>Member Pricing:</b>	2-week ad: .....	\$1,900
	6-week ad: .....	\$4,183
<b>Non-Member Pricing:</b>	2-week ad: .....	\$2,470
	6-week ad: .....	\$5,437

Contact: Esha Bell | 703-884-1152 or bell@hida.org

## About HIDA...

The Health Industry Distributors Association (HIDA) is the premier trade association representing medical products distribution. HIDA members offer services that increase the efficiency of the nation's hospitals, nursing homes, physician practices, and other healthcare providers. For more information, visit HIDA.org.

## Reach your target audience

HIDA members include:

- National distributors
- Regional and local distributors
- Specialty distributors

HIDA's Streamlining Healthcare Expo & Business Exchange attendees include HIDA members and representatives from the healthcare supply chain including:

- Group purchasing organizations
- Regional purchasing coalitions
- Aggregation groups
- Integrated delivery networks

## Customize a package to fit your needs

HIDA's Corporate Partner Program offers maximum visibility for your company, products, or services. Choose from customized packages including event sponsorships, advertising, educational opportunities, and more.

**Join today and start saving!**

**Contact:**

**Julie Berry | 703-838-6103 or berry@hida.org**



**CORPORATE PARTNER PROGRAM**

## eNewsletter Advertising



### HIDA MKTBrief

A monthly summary of medical products manufacturer news and innovations, by major product category. **Sent monthly to 11,000+ manufacturers, distributors, and industry contacts.**

**Readers include** all levels of contacts at manufacturer and distributor companies focused on:

- Sales
- Marketing
- Procurement
- Operations
- Vendor Relations

**Frequency:** 1x a month, last Wednesday

**2024 Release Dates:**

January 31	July 31
February 28	August 28
March 27	September 25
April 24	October 30
May 29	November 27
June 26	December 25

Member Pricing 1-month ad.....	\$2,382
Non-Member Pricing 1-month ad...	\$2,937



### HIDA Independent Advisor

Practical strategies and tactics for leaders of independently-owned distribution companies. **Sent monthly to more than 1,950 independent distributor contacts.**

**Readers include** contacts at independent distributor companies:

- Owners
- Top Executives

**Frequency:** 1x a month, 3rd Wednesday

**2024 Release Dates:**

January 17
February 21
March 20
April 17
May 15
June 19
July 17
August 21
September 18
October 16
November 20
December 18

Member Pricing 1-month ad .....	\$1,637
Non-Member Pricing 1-month ad...	\$2,182

**Advertising Position**—Banner ad linking to your website **Size:** 600 x 110 pixels  
 Ad placement includes posting of newsletter to HIDA.org for one month.

**Advertising Specifications**

**Submitting Print Advertising:**

A high-resolution PDF (PDF/X-1a) is the recommended format. PDF files must include crop marks and bleed. Extend bleeds at least 1/8-inch beyond the trim area. Please keep vital matter at least 1/2-inch within trim area.

Other acceptable formats include Adobe InDesign, .EPS, and .JPG files. All of these formats must be converted to four-color process (CMYK). Images must be at least 300dpi in resolution. Please package InDesign files to include all fonts and images. When sending .EPS files please convert ALL fonts to outline.

**Submitting Electronic Advertising:**

Please submit all electronic ads in .JPG format/RGB color mode/72 dpi to bell@hida.org.

**Submitting eNewsletter Advertising:**

Please submit all electronic ads in .JPEG format/RGB mode/72 dpi/link, to bell@hida.org.

Any cancellation or change to this contract must be submitted in writing five days prior to issue closing date. Publisher reserves the right to reject any advertisement.

Questions regarding artwork should be directed to Esha Bell at 703-884-1152 or bell@hida.org.



510 King St., Suite 200  
Alexandria, VA 22314  
Ph: 800-549-HIDA (4432)

HIDA.org

**RESERVE YOUR AD SPACE.**

Please complete the form below and return to Esha Bell.  
Email: bell@hida.org

**ELECTRONIC Advertising**

**HIDA Streamlining Healthcare Expo & Business Exchange Website**

*HIDAStreamlining.org*

**Middle Page Banner** 3-week ad.... **\$2,015**  
*1110 x 150 pixels*

**Digital Ad Retargeting**

**Silver** ..... **\$2,450**  
25,000 impressions (1-month)

**Gold**..... **\$6,750**  
70,000 impressions (6-month)

**Platinum** ..... **\$10,200**  
100,000 impressions (3 months)

**MKTBrief eNewsletter Advertising**

*(600 x 110 pixels banner ad)*

**Member Pricing**

**1-month ad** ..... **\$2,382**

**Non-Member Pricing**

**1-month ad** ..... **\$2,937**

**Daily Clips eNewsletter Advertising**

**Top Banner Placement**

**Member Pricing**

**2-week ad** (600 x 110 pixels) ..... **\$2,582**

**6-week ad** (600 x 110 pixels)..... **\$5,228**

**Non-Member Pricing**

**2-week ad** (600 x 110 pixels) ..... **\$3,237**

**6-week ad** (600 x 110 pixels)..... **\$6,796**

**Bottom Banner Placement**

**Member Pricing**

**2-week ad** (600 x 110 pixels) ..... **\$1,900**

**6-week ad** (600 x 110 pixels) ..... **\$4,183**

**Non-Member Pricing**

**2-week ad** (600 x 110 pixels) ..... **\$2,470**

**6-week ad** (600 x 110 pixels)..... **\$5,437**

**Independent Advisor eNewsletter**

*(600 x 110 pixels banner ad)*

**Member Pricing**

**1-month ad** ..... **\$1,637**

**Non-Member Pricing**

**1-month ad** ..... **\$2,182**

**TOTAL** \_\_\_\_\_

\_\_\_\_\_  
COMPANY NAME DATE

\_\_\_\_\_  
AD SUBMISSION LINK DATES SELECTED

\_\_\_\_\_  
CONTACT NAME

\_\_\_\_\_  
PHONE EMAIL

\_\_\_\_\_  
SIGNATURE (YOUR SIGNATURE ABOVE SERVES AS AUTHORIZATION TO PUBLISH ADVERTISING AS DESCRIBED ON THIS FORM.)