

2023 Media Guide

Maximize Brand Exposure With Distributors
And Other Trading Partners



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

Website Advertising

HIDA HEALTHCARE DISTRIBUTORS ASSOCIATION
RESEARCH | ADVOCACY | EVENTS + EDUCATION | RESOURCES | MARKETS | JOIN | NEWS

Advertising Position **Advertising Position**

Streamlining Healthcare Expo & Business Exchange
September 20-22, 2022 | Hyatt Regency O'Hare, Chicago, IL

Who Attended in 2021?
 85+ Distributors
 National, regional, independent, specialty, and diversity medical product distributors.
 40+ Group Purchasing Organizations, Regional Purchasing Coalitions, and Integrated Delivery Networks
 National GPOs, regional purchasing coalitions, and aggregation groups. Health systems including networks of physicians and hospitals.
 160+ Manufacturers And Service Providers
 Healthcare product manufacturers and solutions providers (IT, software, consulting).

Download the full infographic to see which companies attend!

[Download infographic \(PDF\)](#)

Increase Your Visibility Through A Sponsorship

- Build your brand
- Reinforce name recognition
- You don't have to be a manufacturer to benefit from the additional exposure

HIDA can customize a package just for you!
Contact Julie Berry at 703-638-6103 or berry@hida.org.

What Industry Leaders Had To Say About HIDA Streamlining

Lisa Hohman
Chief Executive Officer, Concordance Healthcare Solutions
 "HIDA consistently provides high-quality content, leading attendees up to date on current issues, trends, and government insights. Providing the ability to meet key suppliers in one convenient location, HIDA Streamlining is the place to meet for the healthcare distribution supply chain."

Joel Rish
Vice President, GOJO Healthcare
 "Outstanding time to meet, interact, and network with the best of the industry! Thanks for this terrific opportunity, HIDA!"

Eric Trilish
VP Supply Chain & Logistics, UChicago Medicine
 "Having open dialogue between manufacturers, distributors, GPOs, and providers is a great thing."

Advertising Position **Advertising Position**

Please note: We are aware of several companies that are attempting to sell HIDA conference attendees lists. These companies are in no way affiliated with HIDA and the lists they are attempting to sell are not legitimate.

The Health Industry Distributors Association (HIDA) is committed to a respectful and safe experience for all participants, regardless of race, ethnicity, color, national origin, sex, sexual orientation, gender identity, age, religion, disability, and any other characteristic protected by applicable federal, state or local laws. HIDA does not tolerate discrimination, intolerance, harassment, or aggression at any HIDA event, either in person or via electronic communications. Any discriminatory, harassing, inappropriate, or aggressive behavior should be reported to an employee of HIDA or to the event staff immediately. Anyone engaged in inappropriate behavior is subject to removal from the event at HIDA's discretion.

Streamlining Healthcare Expo & Business Exchange Website HIDASTreamlining.org

Please provide jpg or png advertising files; no animated gifs

- Header banners (two across):** 590 x 80 pixels
2-week ad..... \$2,012
- Footer banners (two across):** 590 x 80 pixels
2-week ad..... \$1,521
- Right sidebar ad (up to 7 positions):** 244 x 180 pixels
2-week ad..... \$1,340

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 1 Month \$1,500
 - Gold: 6 Months \$7,500
 - Platinum: 1 Year \$12,500

*Ads subject to HIDA approval

Electronic Advertising

HIDA Online Membership Lookup

Promote your company in this web-based resource. This directory allows users to search for HIDA member distributors and HIDA Educational Foundation Associate manufacturers, and service providers by company name, market, location, or product. HIDA accepts both static and animated electronic ad submissions in .GIF or .JPEG formats.

Advertising Position: Left Navigation — Company Logo

Size: 210 x 260 pixels (jpg, png – no animated gifs)

1-month ad \$318 per month

Sponsors & Partners

BECKMAN COULTER

First Quality

PDI
SEE THE DIFFERENCE

HIDA MEMBERSHIP DIRECTORY ONLINE LOOKUP

The HIDA Membership Directory & Buyer's Guide is a full listing of HIDA distributor members and manufacturer associates.

- Distributor members are listed by company name, market and state
- Manufacturer associates are listed by company name and product

Use the directory as a resource for finding new markets, product lines and business partners!

— Members sign in at top banner.

MEMBERSHIP DIRECTORY

For our Internet Explorer users, please see [viewing instructions](#)

Ad Position

eNewsletter Advertising



Daily Clips

Be the first to share your message with more than 10,850 healthcare industry professionals, including manufacturers, distributors, service providers, and others who subscribe to HIDA's daily eNewsletter. 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

Member Pricing:	2-week ad.....	\$2,182
	6-week ad.....	\$5,228
Non-Member Pricing:	2-week ad.....	\$2,837
	6-week ad.....	\$6,796

Bottom banner placement

Size: 600 x 110 pixels

Member Pricing:	2-week ad:	\$1,746
	6-week ad:	\$4,183
Non-Member Pricing:	2-week ad:	\$2,270
	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 10,500 manufacturers, distributors, and industry contacts.**

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

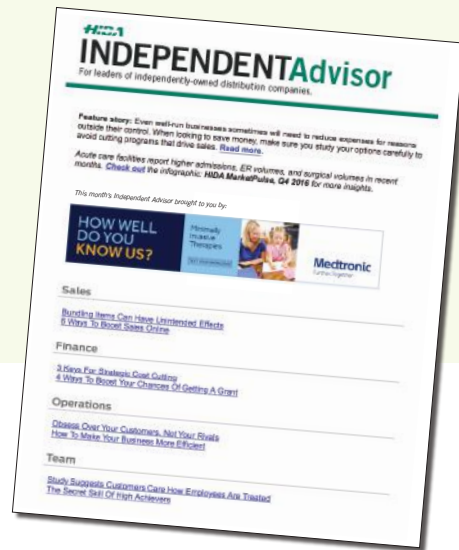
- Sales
- Marketing
- Procurement
- Operations
- Vendor Relations

Frequency: 1x a month, last Wednesday

2023 Release Dates:

January 27	July 28
February 24	August 31
March 31	September 29
April 28	October 20
May 26	November 17
June 30	

Member Pricing 1-month ad..... \$2,182
 Non-Member Pricing 1-month ad... \$2,837



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

2023 Release Dates:

January 20
February 17
March 17
April 21
May 19
June 16
July 21
August 18
September 22
October 20
November 17
December 20

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.

Sponsor Original Research & Analytics Reports



HIDA Market Reports cover the trends, reforms, and analysis impacting each market. HIDA's Horizon Reports take an in-depth look at a specific emerging sub-market, product line, or trend that may affect multiple markets. Your sponsor logo will appear on the back cover of all Market and Horizon Reports and you will receive a PDF of the full report to share with customers and business partners. The reports are distributed to 1,700 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:

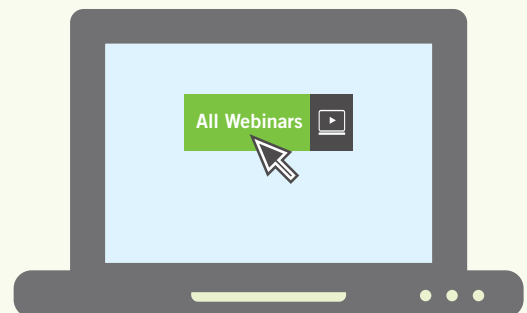
- Post-Acute Market Report*
- Hospital and Health Systems Market Report*
- Laboratory Market Report*
- Physician Office Market Report*
- Home Care Market Report*
- Ambulatory Surgery Center Market Report*
- Influenza Vaccine Production & Distribution Market Report*
- Vaccine Market Report*
- Federal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

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

Webinars

Sponsoring a HIDA webinar is a great way to gain exposure and to connect your brand to important topics and issues. Sponsors are identified in pre-webinar marketing and recognized during the webinar, and all webinars are recorded for ongoing visibility long after the webinar date. Topics include:

- Reimbursement and regulatory trends
- Counterfeit products
- The COVID-19 healthcare landscape
- Building successful partnerships virtually



For a list of available webinars and pricing information please contact Esha Bell at 703-884-1152 or bell@hida.org.

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 .TIF 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 kerns@hida.org. Large, compressed files (up to 250 MB) can be emailed via www.megaupload.com or www.hightail.com, or contact Shawna Kerns.

Submitting eNewsletter Advertising:

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

Questions regarding artwork should be directed to Shawna Kerns at 703-838-6126 or kerns@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.



310 Montgomery Street
Alexandria, VA 22314-1516
Ph: 800-549-HIDA (4432)
Fax: 703-549-6495

HIDA.org

RESERVE YOUR AD SPACE.

Please complete the form below and return to Esha Bell.
FAX: 703-549-6495 | Email: bell@hida.org

ELECTRONIC Advertising

HIDA Streamlining Healthcare Expo & Business Exchange Website

HIDAStreamlining.org

- Header Banner** 2-week ad..... **\$2,012**
590 x 80 pixels (up to 2 images across)
- Footer Banner** 2-week ad **\$1,521**
590 x 80 pixels (up to 2 images across)
- Right Sidebar** 2-week ad..... **\$1,340**
244 x 180 pixels (up to 7 positions)

Online Member Lookup

- 210 x 260 pixels**..... **\$318 a month**

Digital Ad Retargeting

- Silver:** 1-month **\$1,500**
- Gold:** 6-month **\$7,500**
- Platinum** 1 year **\$12,500**

Daily Clips eNewsletter Advertising

Top Banner Placement

Member Pricing

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

Non-Member Pricing

- 2-week ad** (600 x 110 pixels) **\$2,837**
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Bottom Banner Placement

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Non-Member Pricing

- 2-week ad** (600 x 110 pixels) **\$2,270**
- 6-week ad** (600 x 110 pixels)..... **\$5,437**

MKTBrief eNewsletter Advertising

(600 x 110 pixels banner ad)

Member Pricing

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

Non-Member Pricing

- 1-month ad** **\$2,837**

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.)