



Grow Your Presence

365 Marketing With AIHA

You **exhibit** at AIHA Connect. Maybe you **sponsor**, too.



But what about **before**
and after Connect?

Do you position your
organization as **subject**
matter experts?

Are you making efforts to
promote your solutions
beyond Connect?

The challenge isn't finding an audience. It's reaching the right audience consistently, and **AIHA can help**.

"Brands are messengers of trust. Customers are reassured by brands that are recognizable and familiar."

- Alina Wheeler, author of *Designing Brand Identity*



Why should you expand your brand reach with AIHA?

AIHA connects organizations with a dedicated, influential occupational and environmental health and safety community from around the world. Our members and expanded audience have significant impact on supplier selection, program architecture, and regulations.



Brand Builder 365

Combining these options, your brand stays top-of-mind with the professionals who influence purchasing decisions.

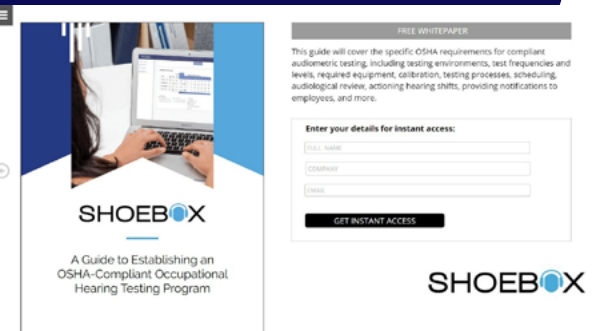


- **Website Advertising—aiha.org**
Averaging 751,000 visitors and 1.2 million page views per year
- **Magazine Advertising—The Synergist**
Sent monthly to our 8,000 members in print and digital format
- **Social Media**
40k+ followers on LinkedIn
- **Podcast Sponsorship**
AIHA's dedicated Healthier Workplaces Show
- **Vendor Directory—aiha.webvent.tv/sites**
Averaging 1,064 visitors and 1,591 page views per year



Demand Generation 365

Looking for measurable pipeline growth? The Demand Generation package combines options to generate qualified prospects and engage OEHS decision makers.



- **Custom E-Blasts**
Reach 15,000+ inboxes
- **White Papers**
Support resources that impact the field
- **Educational Webinars**
AIHA University Webcasts, promoted via email and social media
- **Retargeting Campaigns**
Secure up to 100,000 impressions
- **AIHA Connect Sponsorship**
Generate traffic with a mobile app sponsorship



HEALTHIER WORKPLACES | A HEALTHIER WORLD

Thought Leadership 365

Establish your organization as a trusted industry authority. Share insights through opportunities that position your experts at the center of industry conversations.



- **Educational Webinars**
Synergist Webcasts, promoted via email and social media
- **Sponsored Content**
SynergistNOW blog post—offer your unique perspective
- **White Paper**
Support resources that impact the field
- **AIHA Connect Speaking Opportunities**
Present a solution or case study with an Innovation Station presentation
- **Podcast Sponsorship**
AIHA's dedicated Healthier Workplaces Show

Select a Package or Create Your Own

The packages listed here provide a starting point for your AIHA 365 Marketing journey, but there are many ways we can help you achieve your goals. Choose from one of the sample packages or combine opportunities to create a package tailored to your needs.

Connect Beyond Connect, Today

Whether your goal is visibility, lead generation, thought leadership, or strategic partnership, AIHA delivers opportunities that connect your brand with the professionals shaping healthier and safer workplaces.

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Hamilton Club

Looking for maximum impact? [AIHA's Hamilton Club](#) is the premium partnership pathway and includes a small but impactful group of our most engaged industry suppliers and allied partners. Reach out to us directly for more information about this prestigious group.



HEALTHIER WORKPLACES | A HEALTHIER WORLD