



# ASPR

## Association of Staff Physician Recruiters

### Corporate Contributor Program

Gain year-round visibility of your brand with your target audience.  
Connect to ASPR members as a resource or service and contribute  
to their success as in-house physician recruitment professionals.



# About the Corporate Contributor Program

This program is designed to increase the awareness and visibility of your company among in-house physician recruitment professionals and ASPR members. It also enhances the ability of ASPR to improve professional development opportunities for its membership, and to promote future growth.

ASPR has built its membership to more than 1,600 members, representing in-house physician recruitment professionals at health care organizations throughout the United States and Canada. ASPR has established a solid foundation with strong leadership, and a vision to transform healthcare in communities.

## What's in it for you?

### 1 Communication

Getting in front of your customers can be a challenge. Staying there can be even more difficult. ASPR offers several opportunities to reach out to our members and raise awareness of your organization.

- **Email access to ASPR members**

The best way to stay top-of-mind for ASPR members is to reach them on a regular basis. Exclusive to our Corporate Contributors, ASPR offers the opportunity to send email messages through ASPR.

- **Free Journal Advertising**

In addition to being listed in JASPR as a Corporate Contributor, you also receive free advertising in JASPR.

- **Use of “an ASPR Corporate Contributor” language**

In addition to the use of the “ASPR Corporate Contributor” line in any promotions you wish for the year, you will also be provided with a logo you may use as a badge for any communications you send.



### 2 Recognition

As a supporter of the association, you will have several opportunities to showcase your organization to ASPR members.

- **Acknowledgment at ASPR Annual Conference**

You will be recognized as a Corporate Contributor at the ASPR Annual Conference: A personal thank you from us to you at our most important event of the year. More than 500 people attend this event, and attendance continues to grow!

- **ASPR Website Exposure**

Your company name and logo will be listed on our website and highlighted as a Corporate Contributor. If you participate in the Vendor Discount Program, you will also receive exclusive benefits that denote your Corporate Contributorship — including an exclusive Corporate Contributor icon, and your company name bolded to distinguish you as an ASPR supporter.

### 3 Promotion

What better way to indicate pride in your support of ASPR than to show it off! Here are the benefits that are available at various levels of sponsorship that allow you to show off your support of the organization.

# Contributor Levels

## Gold Sponsor

# \$8,000

One year commitment and a maximum of 12 sponsors at the Gold level. All applications will be reviewed by ASPR for approval.

### Company Recognition

- **Flexibility.** ASPR will bring an open mindset to build the best benefits that fit your company's marketing and brand objectives.
- **Three broadcast emails to ASPR members** — Content of emails should be quality information that educates members about developments in the field for which your company is affiliated. All emails must be pre-approved by ASPR not to be unreasonably withheld. No more than two sponsored emails will be sent per week and requested dates will be honored on a first-come first-served basis. **Email content must be sent as an .html file two weeks before broadcast date.** Ability to send broadcast emails to the ASPR membership is not available to exhibitors or other advertisers.
- **Two sets of ASPR mailing labels,** as long as mailer is pre-approved by ASPR.
- **ASPRchat side banner advertisement** (approximately 15 emails per day in which your side banner ad will be shown on member chat communications) for one week per year (all days must be concurrent) as availability allows, only one sponsor per week. Sponsor must design and submit ad following design requirements: Must be a .jpg or .png and 175 wide x 125 high.
- **Connection to ASPR Chapter Leaders** to explore regionalized promotion.
- **Free premium listing in ASPR's Buyer's Guide.** The ASPR Buyer's Guide is included in the spring edition of JASPR. A premium listing includes your company logo and 50 word description.
- **Access to the ASPR Membership Directory** to reach members directly and verify membership status.

- **Recognition as a Corporate Contributor at ASPR's Annual Conference** in the onsite Program Book and signage.
- **A subscription to the bi-annual JASPR publication and a monthly ASPR Member Pulse** newsletter to be kept in the know on latest association news.
- **Use of the ASPR Corporate Contributor logo.**
- **Your company profile** (website link, contact name, address, phone, email, logo, description) on the ASPR website.

### Annual Conference

- **Two complimentary exhibitor representative registrations** to ASPR's Annual Conference. (Exhibit booth is not included but required to use this benefit. Not to exceed total allotment.)

### Publications

- **Exclusive full-page ad in one issue of JASPR** (6 in each issue maximum) Size: 8.5 in. W x 11 in. H
- **For additional exposure in JASPR,** our twice-a-year publication, all Corporate Contributors are welcome to contact our editors about submitting an original educational 1000-1500 word article. (Articles will be reviewed by the editors and are not guaranteed to be published.)

# Contributor Levels

## Silver Sponsor

# \$3,250

One year commitment with no limit on the number of Silver level sponsors. All applications will be reviewed by ASPR for approval.

### Company Recognition

- **Two broadcast emails to ASPR members** – Content of emails should be quality information that educates members about developments in the field for which your company is affiliated. Emails must be pre-approved by ASPR not to be unreasonably withheld. No more than two sponsored emails will be sent per week and requested dates will be honored on a first-come first-served basis.  
**Email content must be sent as an .html file two weeks before broadcast date.** Ability to send broadcast emails to the ASPR membership is not available to exhibitors or other advertisers.
- **One set of ASPR mailing labels**, as long as mailer is pre-approved by ASPR.
- **Connection to ASPR Chapter Leaders** to explore regionalized promotion.
- **Recognition as a Corporate Contributor at ASPR's Annual Conference** in the onsite Program Book and signage.
- **A subscription to the bi-annual JASPR publication and a**

**monthly ASPR Member Pulse** newsletter to be kept in the know on latest association news.

- **Use of the ASPR Corporate Contributor logo.**
- **Your company profile** (website link, contact name, address, phone, email, logo, description) on the ASPR website.

### Publications

- **1/4-page ad in one issue of JASPR** Size: 3.65 in. W x 4.875 in. H
- **For additional exposure in JASPR**, our twice-a-year publication, all Corporate Contributors are welcome to contact our editors about submitting an original educational 1000-1500 word article. (Articles will be reviewed by the editors and are not guaranteed to be published.)

## Strategic Corporate Partnership

In addition to the Corporate Contributor program, ASPR engages top supporters of in-house physician recruitment through a unique, in-depth Strategic Partner relationship. Strategic Partners represent key segments in the field of physician recruiting and receive maximum brand exposure and visibility in the advancement of ASPR's mission. If your company is interested in becoming a Strategic Partner of ASPR, contact Sarah Ewald at [sarahe@aspr.org](mailto:sarahe@aspr.org) or (651) 379-7301.



# Corporate Contributor Program

Primary Contact \_\_\_\_\_

Additional Contacts \_\_\_\_\_

Company (as it will be listed in promotions) \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

## Company Category

Primary Category *(Select one from list below)* \_\_\_\_\_

Additional Categories *(Select any additional below that apply)*

- Advertising/Marketing
- Applicant Tracking System
- Background Verification Services
- Complementary Associations
- Consulting
- Credentialing
- Financial Services
- Locum Tenens Firms
- Online Job Board and Publications
- Provider Databases
- Onboarding
- Permanent Placement Recruitment Firms
- Relocation Service
- Other \_\_\_\_\_

I certify with my signature below that I have read all guidelines and policies that are provided within this brochure.

Signature \_\_\_\_\_

Date \_\_\_\_\_

### Contribution Level

Gold (\$8,000)  Silver (\$3,250)

### Payment

Check (Make check payable to ASPR)  Visa  MasterCard  AMEX

Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ Security code \_\_\_\_\_

Cardholder's Name \_\_\_\_\_ Cardholder Phone \_\_\_\_\_

Signature \_\_\_\_\_

Credit Card Billing Address ( Same as Above) \_\_\_\_\_

Credit Card Billing City/State/Zip \_\_\_\_\_

Complete this form online or mail/fax to:

ASPR | 1000 Westgate Drive, Suite 252 | Saint Paul, MN 55114

P: 800-830-2777 | F: 651-290-2266 | info@aspr.org

(ASPR will not accept credit card information via email)

(For office use only)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		

# Contributor Policies

## Purpose

ASPR is committed to conducting its affairs in accordance with the highest legal, moral, and ethical standards. We emphasize honesty, integrity, and fairness as the core values governing relationships with our Vendor Partners.

In their performance of activities related to ASPR, Corporate Contributors may not take actions that create liabilities for ASPR. Corporate Contributors must adhere to all ASPR policies, procedures, and guidelines.

The Corporate Contributor program is designed to increase the awareness and visibility of vendors while enhancing the ability of ASPR to improve professional development opportunities for its members and promote future organizational growth.

All applications for corporate contributors in the Strategic and Gold level will be reviewed by the Vendor Relations Committee for approval consideration.

## Categories

ASPR categorizes vendors into the following:

- Advertising/Marketing
- Applicant Tracking System
- Background Verification Services
- Credentialing
- Complementary Associations
- Consulting
- Financial Services
- Locum Tenens Firms
- Onboarding
- Online Job Board and Publications
- Permanent Placement Recruitment Firms
- Provider Databases
- Relocation Service
- Other

One category shall constitute no more than 75% of contributors in the Strategic and Gold levels respectively. This percentage shall be reviewed annually.



# Contributor Policies

## Endorsement Policy

This affiliation with ASPR provides a unique opportunity for exposure to ASPR members that include name recognition and goodwill. While ASPR recognizes and acknowledges Corporate Contributors, it in no way directly or indirectly endorses the contributing corporation, its products, or services. Corporate Contributors who advertise or promote an endorsement or implied endorsement by ASPR will be reviewed by ASPR and risk termination from the Corporate Contributor Program.

## Branding and Logo Use Policy

The ASPR Corporate Contributor and/or Strategic Partner logos are the only logos Corporate Contributors are authorized to use. Contributors may not use the ASPR logo by itself without express written permission from ASPR Executive Director. Contributors must also adhere to all guidelines set forth in the ASPR Branding Guide with regard to use of this logo.

## Corporate Contributor Program Refund Policy

Full payment is expected at the start of the program. The program is nonrefundable. If ASPR and the Corporate Contributor agree to terminate the relationship early, ASPR will conduct a review and reimburse any tangible services paid for but not received during the annual term.

## Corporate Contributor Email Policy

Content of emails should be quality information that educates members about developments in the field for which the company is affiliated. Corporate Contributor emails will be distributed by ASPR to its membership.

Ability to send broadcast emails to the ASPR membership is not available to exhibitors or other advertisers. No more than one email may be sent every calendar month.

All content is subject to review by ASPR staff and its board of directors. ASPR reserves the right to reject an email for any reason. Content that is likely to be rejected includes job postings, discounts not offered through ASPR's Vendor Discount Program, and anything deemed to be inflammatory. This is not an exhaustive list.

It is the responsibility of the contributor to schedule, either by email or by phone, all emails not less than ten (10) business days before an email is scheduled to go out. Failure to comply with this policy will result in your request being accommodated on a space and time available basis.

Emails will be sent on business days only. Emails will not be sent on U.S. holidays. This includes: New Year's Day, Martin Luther King, Jr. Day, President's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving (and the following Friday), Christmas Eve, and Christmas Day.





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