



Alliance of Hazardous Materials Professionals™ Marketing Opportunities

Powerful Marketing with AHMP

Connecting your company directly to the nation's hazardous materials professionals

www.ahmpnet.org

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Why Market with AHMP?

Hazardous materials professionals rely on their association—the Alliance of Hazardous Materials Professionals (AHMP), formerly the Academy of Certified Hazardous Materials Managers—to deliver to them timely networking and professional development opportunities as well as beneficial products and services that advance their careers. AHMP is the premiere organization for hazardous materials professionals with more than 4,000 members, most of whom possess the Certified Hazardous Materials Manager® (CHMM®) credential among other professional designations. AHMP members comprise the nation's leading experts in the Environmental, Health, Safety and Security (EHS&S) and hazardous materials management arenas. AHMP members are spread across 56 local chapters in 37 states and the District of Columbia. In 2006 AHMP established its first international chapter in Bangalore, India.

Vision

To be the recognized global leader and resource for hazardous materials professionals.

Mission

To provide value to our members and other stakeholders by focusing on the key goal areas of:

- Advocating for our membership while enhancing government relations and public relations
- Strengthening communications among members and stakeholders
- Strengthening our membership and partnership base
- Improving management and governance operations and strengthening our financial base
- Providing superior educational resources and opportunities
- Serving our membership and chapters by providing new products, services and tools for success.

Our Strategy

To achieve its mission, AHMP will work with its chapters, the Institute of Hazardous Materials Management (IHMM) and other professional organizations to link industry, government and academia, establishing its vision for the future.

Membership Profile¹:

- AHMP members are experienced professionals: 84 percent have been in the hazardous materials management profession for 10 or more years; more than half have 15 or more years experience.
- Nearly all have earned the coveted Certified Hazardous Materials Manager® certification and 60 percent have held the designation for five or more years.
- AHMP members work in government (17 percent) at the local, regional, state and federal levels; private industry (42 percent); and consulting (26 percent).
- AHMP members work in critical areas such as air pollution control (28 percent), clean up and disposal of hazardous materials (57 percent), emergency planning and response (49 percent), environmental impact (24 percent), environmental compliance (66 percent), hazardous waste management (67 percent), safety management (30 percent), waste minimization and pollution prevention (48 percent), water pollution control (28 percent), and many other interrelated fields.

¹2007 AHMP Membership Survey

Marketing, Advertising, Sponsorship & Partnership Opportunities

Numerous opportunities abound for your company to reach out to hazardous materials professionals through AHMP. Instead of an unreliable broad approach to marketing to this important segment of the EHS&S industry, AHMP provides you a more targeted approach that will ensure your message is received. Showcasing your products and services in AHMP's various publications is one of the most powerful and cost-effective ways to reach decision-makers in the hazardous materials profession. Here's a concise look at each opportunity:

AHMP Web Site

As the only organization in the country exclusively dedicated to supporting hazardous materials professionals, AHMP maintains a Web site complete with all the news, resources and tools these professionals need. Each month more than 100,000 AHMP members and other EHS&S professionals who oversee hazardous materials management programs visit the AHMP Web site—www.ahmpnet.org. Here are the advertising specs for the AHMP Web site:

Traffic:	An average of 135,000 hits monthly; 200,000 hits monthly from May to September (months preceding and following the AHMP National Conference)
Ad Rate:	2 banners available; \$750 per banner
Ad Deadline:	Two weeks prior to start of ad run on Web site
Banner Specs:	File Format: Any standard web image format with Flash Horizontal Ad Size: 569 wide x 75 high pixels Vertical Ad Size: 120 wide x 240 high pixels Maximum File Size: 80k

The Essential Hazmat News

This weekly publication includes both association and industry news stories that are of interest to AHMP members. Each issue generally features stories from major publications and EHS&S trade journals about breaking industry news, trends and developments; news about AHMP's member products and services; association and membership updates; and promotional items focused on AHMP's popular National Conference and Leadership Workshop. The advertising specs for *The Essential Hazmat News* are:

Frequency:	Weekly
Day Sent:	Every Monday by 9 a.m. (Eastern)
Circulation:	More than 4,000 AHMP members
Ad Rate:	4 banners available; \$750 per banner insertion
Ad Deadline:	One week prior to publication
Banner Specs:	File Format: jpeg, png, gif Size: 373x120 pixels Maximum File Size: 80k

To secure ad placements, contact Leonore Jordan, AHMP's director of meetings/business development, at (800) 437-0137 or ljordan@ahmpnet.org.

AHMP National Conference

This AHMP signature event is the environmental health, safety and security (EHS&S), hazardous materials and waste management industry's leading forum for national and international information exchanges and networking.

Annually, nearly 1,000 first-responders and hazardous materials, waste management and EHS&S professionals attend this conference. The conference provides your company a captive audience for its messages. Here's how you can reach this audience:

Sponsorships

Sponsorships are structured so you can choose or design the package that meets your company's needs and fits its budget. Opportunities range from exclusive sponsorships, such as Conference Supporting Sponsor or Exhibit Hall Reception Sponsor, to targeted sponsorships of coffee breaks and technical program tracks. AHMP will work with your company to customize a sponsorship program specific to your needs. For complete details of opportunities and benefits, [click here](#) to download a copy of the AHMP Sponsor/Exhibitor Prospectus.

Exhibit Hall

The AHMP exhibit hall is a powerful venue for building and growing your business. AHMP attracts top decision-makers from the hazardous materials management field to its events, which means your company is talking to the right people in the right place at the right time. More than 75 percent of the AHMP National Conference's nearly 1,000 attendees are authorized to make purchasing decisions for their companies. To learn more about the exhibit hall and to reserve your company's booth, [click here](#) to download a copy of the AHMP Sponsor/Exhibitor Prospectus.

Leadership Workshop

Each spring AHMP holds this highly regarded leadership training event. The event draws today's leaders who come to hone their leadership skills as well as up-and-coming hazardous materials professionals who are preparing to ascend to leadership roles at their employers and in the hazardous materials/EHS&S industry. To learn more about AHMP Leadership Workshop sponsorship opportunities [click here](#) or contact Leonore Jordan at (800) 437-0137 or ljordan@ahmpnet.org.

AHMP Corporate & Community Relations Partnership Program

This new strategic partnership program fosters stronger alliances for AHMP with governmental, corporate and community organizations in the EHS&S industry. The program offers partnering organizations opportunities to reach AHMP members across a spectrum of AHMP activities by choosing among four participation levels. Each sponsorship level can be tailored to your organization's needs.

Partnering organizations receive promotional exposure at AHMP's National Conference and Leadership Workshop in addition to public recognition through the AHMP Web site at www.ahmpnet.org, *The Essential Hazmat News* and its other member communications vehicles. Partners also get unprecedented access to AHMP members and other EHS&S industry leaders. The four sponsorship levels and corollary benefits are:

Green

(\$25,000)

- An onsite presentation by AHMP elected leaders and/or senior staff to educate the sponsor's leadership and staff regarding AHMP products, services, programs and strategy (per year of commitment).
- An exclusive briefing presented to the sponsor's leadership and staff on initial implementation results for new products, services or programs funded by the sponsor.
- Opportunities to tailor additional collaboration and recognition in accordance with AHMP's Guidelines for Corporate & Community Relations Partnerships.
- Four complimentary registrations—a \$2,900 value—for the AHMP Annual Conference (per year of commitment).
- Three complimentary registrations—a \$750 value—for the annual Leadership Workshop (per year of commitment).
- Recognition—including placement of sponsor's logo and a hyperlink to its Web site—on AHMP's Corporate & Community Relations Partners Web page.
- Prominent recognition in AHMP's annual report.
- Complimentary copies of the latest editions of AHMP professional publications.
- Drop-in articles for the sponsor's in-house newsletter recognizing company/organization/agency support of AHMP.
- Receipt of all AHMP press announcements on new programs, products, services and initiatives.
- Banner ad on AHMP homepage during year of commitment as Green sponsor.
- Opportunity to provide materials and advertising items for inclusion in AHMP National Conference and Leadership Workshop registration packets.
- Access to AHMP's membership database for direct mailings once quarterly (must use AHMP third-party mailhouse).
- Press release announcing sponsorship.
- Advance notice and selection of booth space at AHMP National Conference.
- Reduced rates for sponsorship packages at AHMP-sponsored events.

Gold

(\$15,000)

- An onsite presentation by AHMP elected leaders and/or senior staff to educate the sponsor's leadership and staff regarding AHMP products, services, programs and strategy (per year of commitment).
- An exclusive briefing presented to the sponsor's leadership and staff on initial implementation results for new products, services or programs funded by the sponsor.
- Two complimentary registrations—a \$1,450 value—for the AHMP Annual Conference (per year of commitment).
- One complimentary registration—a \$250 value—for the annual Leadership Workshop (per year of commitment).
- Recognition—including placement of sponsor's logo and a hyperlink to its Web site—on AHMP's Corporate & Community Relations Partners Web page.
- Prominent recognition in AHMP's annual report.
- Complimentary copies of the latest editions of AHMP professional publications.
- Drop-in articles for sponsor's in-house newsletter recognizing company/organization/agency support of AHMP.
- Receipt of all AHMP press announcements on new programs, products, services and initiatives.
- Banner ad on AHMP home page every other month during year of commitment as Gold sponsor.
- Access to AHMP's membership database for direct mailings twice a year (must use AHMP third-party mailhouse).
- Press release announcing sponsorship.
- Advance notice and selection of booth space at AHMP National Conference.
- Reduced rates for sponsorship packages at AHMP-sponsored events.

Silver

(\$10,000)

- A conference call briefing to update Corporate & Community Relations Partner on new programs, products, services and implementation results.
- One complimentary registration for the AHMP National Conference—a \$725 value (per year of commitment).
- Recognition—including placement of sponsor's logo—on AHMP's Corporate & Community Relations Partners Web page.
- Recognition in AHMP's annual report.
- Complimentary copies of the latest editions of AHMP professional publications.
- Receipt of all AHMP press announcements on new programs, products, services and initiatives.
- Banner ad on AHMP homepage quarterly during year of commitment as Silver sponsor.
- Press release announcing sponsorship.
- Advance notice and selection of booth space at AHMP National Conference.
- Reduced rates for sponsorship packages at AHMP-sponsored events.

Bronze

(\$5,000)

- Recognition on AHMP's Corporate & Community Relations Partners Web page.
- Recognition in AHMP's annual report.
- Complimentary copies of the latest edition of AHMP professional publications.
- Receipt of all AHMP press announcements on new programs, products, services and initiatives.
- Press release announcing sponsorship.
- Reduced rates for exhibit booth packages at AHMP-sponsored events.

AHMP Marketing, Advertising, Sponsorship & Partnership Opportunities Form

Marketing/Advertising Opportunities:

I want to market my company/organization to more than 4,000 AHMP members by advertising in (make selection):

AHMP Web Site (\$750 per one-month placement)

Please run my company's banner ad for:

- 1 month 2 months
 Other (please specify number of months) _____

The Essential Hazmat News (\$750 per insertion)

Please run my company's banner ad for:

- 1 week 2 weeks
 Other (please specify number of weeks) _____

Note: Please see page 4 for banner ad specs, file formats and submission deadlines. E-mail your questions or your company/organization's banner ad to Leonore Jordan at ljordan@ahmpnet.org.

Event Sponsorship Opportunities:

I want to market my company/organization at AHMP's events. Please e-mail me information about sponsorship opportunities for the (check appropriate event or events):

- AHMP National Conference** **AHMP Leadership Workshop**

My e-mail address is: _____

Corporate & Community Relations Partnership Program:

My company/organization wants to become an AHMP partner (check desired participation level):

- Green** \$25,000 **Gold** \$15,000
 Silver \$10,000 **Bronze** \$5,000

Name of Company/Organization _____

Contact Person _____

Address _____

Main Phone # _____ Contact Phone # _____

Contact E-mail _____ Web Site _____

Payment (If Required):

- Check Enclosed (**Make Payable to AHMP**)
 Charge to: MasterCard Visa American Express Card # _____ Exp. ____/____
 Name on card (print) _____

Bill My Company/Organization _____

Company/Organization Billing Address _____

Send Your Completed Form and Payment, If Required, To:

Mail: Alliance of Hazardous Materials Professionals, 9650 Rockville Pike, Bethesda, MD 20814

Phone: (301) 634-7430 or (800) 437-0137 (8 a.m. to 5 p.m. [Eastern] Monday thru Friday)

Fax: (301) 634-7431

Coordinate your company's opportunities with Leonore Jordan, AHMP director of meetings and business development, at (800) 437-0137; (301) 634-7442 (direct); or ljordan@ahmpnet.org.