

American Society of Plumbing Engineers

## Media Kit

# 2023

*Expand Your Presence*



# About ASPE

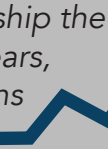


**The American Society of Plumbing Engineers (ASPE)** is the international organization for professionals skilled in the design, specification, inspection, and manufacture of plumbing systems. ASPE is dedicated to the advancement of the science of plumbing engineering, to the professional growth and advancement of its members, and to the health, welfare, and safety of the public.

ASPE was founded in 1964 and currently has more than 6,600 members. Spanning the globe, members are located in the United States, Canada, Asia, Mexico, South and Central America, the South Pacific, Australia, Europe, Africa, the Caribbean, and the Middle East. They represent an extensive network of experienced engineers, designers, contractors, educators, code officials, manufacturers, and manufacturer representatives interested in furthering their careers, the profession, and the industry.

 **64**  
Local Chapters

## Solid Growth

in membership the past two years, with no signs of abating 

Number of Members Worldwide

**6,600+**



**4,000+**

engineers with more than eight years of experience designing and specifying plumbing systems



Our members are individuals working in various professions related to plumbing system design.

# Our Members



## WHAT WE DO



**PROVIDE** continuing professional education programs



**PUBLISH** design manuals, tools, and standards



**HOST** conferences, tradeshow, and networking events



**CERTIFY** professionals skilled in plumbing system design



**PROMOTE** safe and sustainable water and sanitation systems



**REPRESENT** the industry in local and national government



**HELP** develop safe plumbing and building codes and standards

*As a manufacturer and marketer of plumbing products and services, you face a challenge: How do you keep ASPE members aware of your company's products and services throughout the year?*

**Answer:** *Via the visibility and recognition offered with the ASPE Affiliate Sponsor Program!*

## ASPE Members

include the engineers, designers, and contractors who make specifying and buying decisions for plumbing systems that incorporate your products and services. Our Affiliate Sponsor Program offers:

- >> Year-round access and exposure to your best potential and existing customers
- >> Increased recognition of your company among ASPE members and other affiliates
- >> Enhanced company image as a supporter of the plumbing design industry
- >> Direct and personal connection with ASPE via ASPE memberships for five individuals of the Sponsor's choice

# Affiliate Sponsor

## ASPE's Affiliate Sponsor Program

is designed to provide plumbing industry manufacturers and marketers with the opportunity to continually reach out to and interact with the plumbing engineering community to help ensure the continued growth of your business. Affiliates also have the opportunity to gain feedback via linked responses, which can help ensure their products and services are meeting the plumbing industry's needs. Other benefits include:

- >> Brand reinforcement and company recognition
- >> Recognition as an industry leader, resource, and respected vendor
- >> Year-round exposure to new client contacts

## Included in Your Affiliate Sponsorship:

- >> Company news, case studies, white papers, videos, and new product announcements on the ASPE Pipeline news site
- >> Linked logo on ASPE's website
- >> Logo in the ASPE Pipeline newsletter
- >> Logo on event banners
- >> Logo in event programs
- >> 5 individual ASPE memberships
- >> New product emails to ASPE membership
- >> Your company's participation promoted on ASPE's social media platforms



All These Benefits All Year Long for One Low Cost: **\$7,950!**

Companies with multiple brands, all brands included for \$10,000.





# Industry Innovation

ASPE's Industry Innovation eblasts promote the hottest trends in plumbing system design technologies to tens of thousands of engineers, designers, specifiers, and more. This is an ideal high-ROI opportunity for companies who want to gain exposure of their latest products for a low cost and minimal effort.

## How It Works

Participating is simple. Just send your materials to ASPE and we will take care of everything!

## What You Get

- >> Custom-designed eblast deployed to ASPE's database of 18,000+ industry professionals
- >> The ability to provide your own copy, graphics, and links

## What You Can Include

- >> Your own marketing copy
- >> Graphics (png or jpg)
- >> Custom links

*Note: Embedded video is not supported at this time.*

**COST**  
\$1,000/eblast

Monthly spots are selling fast, so reserve your Industry Innovation now!  
Contact **Brian Henry** | [bhenry@aspe.org](mailto:bhenry@aspe.org) | 847-296-0002 x 235

# ASPEPipeline



## Website & Newsletter

The **ASPE Pipeline** ([www.aspe.org/pipeline](http://www.aspe.org/pipeline)) is the only site dedicated exclusively to the needs of our members: plumbing engineers, designers, specifiers, contractors, and related industry professionals—your target audience! Ads in ASPE Pipeline provide manufacturers with digital branding opportunities and lead generation via click-throughs back to your own website or landing page.

The accompanying **ASPE Pipeline newsletter** is sent every other week to nearly 18,000+ recipients.

Numerous size and cost options for both the news site and newsletter are available to meet every budget. Advertiser analytics (click rates, opens, etc.) can be provided upon request.

### HOMEPAGE BOOMBOX

**\$1,450 per month**, 6 month minimum  
Ad will be on home page only.

### HOMEPAGE BANNER AD

**\$1,250 per month**, 3 month minimum  
Ad will be on home page only.

### TOP BANNER AD

**\$1,750 per month**, 6 month minimum  
Ad will be on all pages.

### BOTTOM BANNER AD

**\$1,200 per month**, 6 month minimum  
Ad will be on all pages.

### INTERIOR SKYSCRAPER

**\$950 per month**, 3 month minimum  
Ad will be on category pages.

### INTERIOR PAGE BOOMBOX

**\$1,450 per month**, 6 month minimum  
Ad will be on interior pages.

### BONUS ADVERTISING

To deliver your ad straight to subscribers' inboxes, place it in our accompanying newsletter, ASPE Pipeline. Sent every other Thursday, this newsletter reaches nearly 18,000+ readers. Multiple banner ad placements are available. **\$750 per insertion**



# CEU Provider

**ASPE's CEU Provider Program** offers continuing education providers the opportunity to issue ASPE continuing education units (CEUs) for their professional development programs for CPDs and CPDTs. Since the CEU Provider Program was started in 2011, approved CEU providers have issued more than 44,000 certificates to the highly qualified plumbing system engineers and designers who have participated in their programs.

## RATES:

Application for Approval of Training Program **.\$650 / \$1000 non-affiliate sponsor**  
 Renewal Registry Fee (annually) ..... **\$500 / \$650 non-affiliate sponsor**  
 Additional Training Programs (one-time fee)..... **\$150 / \$250 non-affiliate sponsor**

*"Becoming an ASPE CEU Provider has been a great success for us. It has given us great exposure to many engineering contacts throughout the country and has made us a trusted partner with them as a point of contact for technical product knowledge and industry practices." — Jim Huesman, Disney-McLane & Associates*



# Webinar Series



**ASPE's Webinar Series** attracts a highly qualified group of decision makers and prospects, made up primarily of ASPE members. Sponsoring an ASPE webinar offers you a unique opportunity to both build brand image and establish your company as a leader in the field. This is a phenomenal marketing tool for generating highly qualified leads and provides a way to communicate with your target market, busy plumbing design and engineering professionals, in the time it takes them to eat lunch.

## Benefits of Sponsoring ASPE Webinars

- >> Your company's logo and URL placed directly on the registration page
- >> Advertisement of your sponsorship on ASPE's social media and ASPE Pipeline
- >> Fully qualified leads (registrants and attendees) given to the sponsor (attendees include designers/engineers)
- >> Minimum of two e-blast webinar announcements to nearly 18,000+ plumbing design/engineer professionals with your company's logo prominently displayed

### EXCLUSIVE SPONSORSHIP

Email [bhenry@aspe.org](mailto:bhenry@aspe.org) for pricing



# ASPE Convention



The biennial **ASPE Convention & Expo** attracts 4,000+ plumbing engineering professionals with the largest tradeshow dedicated exclusively to plumbing system design, top-notch professional development, and exciting social networking events.

Whether your goal is to launch a new product, differentiate yourself from competitors, increase brand awareness or simply attract more prospects to your booth, the ASPE Convention & Expo offers a wide range of sponsorship opportunities to provide your company with maximum exposure to qualified plumbing engineering and design professionals making specifying decisions.

## SPONSORSHIP LEVELS

Different sponsorship levels that provide varying levels of visibility in pre-event marketing, on the Convention & Expo website, and throughout the event are available.

**Diamond / Platinum / Gold / Supporting**

## SPECIAL EVENT SPONSORSHIPS

Exclusive special event sponsorships include:

- **Sunday Night Party**
- **ASPE Breakfast & Awards Ceremony**

*More info to come in 2024.*

## À LA CARTE SPONSORSHIPS

Branding/traffic drivers keep your company's name and logo in front of attendees during the entire event. A few examples include:

**Exterior banners / Convention bags / Mobile app  
Lanyards / Charging lounge / Window clings**

# Tech Symposium



**ASPE's biennial Tech Symposium** is a proven networking and professional development event for plumbing industry professionals. During three intensive days, hundreds of plumbing engineers, designers, specifiers, and contractors gather to mingle with and learn from their peers.

Sponsoring the ASPE Tech Symposium provides marketing and networking opportunities that maximize your exposure to the plumbing engineering and design community. A sponsorship:

- >> Provides visibility and recognition of your company to ASPE members and industry leaders
- >> Enhances your image, prestige, and position with plumbing engineers and designers
- >> Builds awareness of your company's products and services
- >> Offers the opportunity to build relationships with hundreds of plumbing engineers and designers

## SPONSORSHIP LEVELS

Different sponsorship levels that provide varying levels of visibility in pre-event marketing, on the Tech Symposium website, and throughout the event are available.

Platinum:	Gold:	Silver:	Bronze:
\$12,500	\$7,500	\$5,500	\$3,500

**Connect with ASPE!**

You can learn all about ASPE's events, educational offerings, news, and more on our social media platforms:

Facebook: [bit.ly/ASPEFacebook](https://bit.ly/ASPEFacebook)

Twitter: @ASPEorg

LinkedIn: [bit.ly/LinkedInASPE](https://bit.ly/LinkedInASPE)

Instagram: [aspe\\_org](https://www.instagram.com/aspe_org)

For even more detailed information, check out ASPE's news site at [aspe.org/pipeline](https://aspe.org/pipeline).

# Contact Us

**BRIAN HENRY****Ad Sales**

847.296.0002, x235

[bhenry@aspe.org](mailto:bhenry@aspe.org)**GRETCHEN PIENTA****Editor**

847.296.0002, x226

[gpienta@aspe.org](mailto:gpienta@aspe.org)**NADINE SCHMITT****Graphic Designer**

847.296.0002, x237

[nschmitt@aspe.org](mailto:nschmitt@aspe.org)

American Society of Plumbing Engineers

6400 Shafer Court, Suite 350 | Rosemont, IL 60018

847.296.0002

[aspe.org](https://aspe.org) | [aspe.org/pipeline](https://aspe.org/pipeline) | [education.aspe.org](https://education.aspe.org) | [connect.aspe.org](https://connect.aspe.org)

