SMRP

Society for Maintenance & Reliability Professionals



ANNUAL PARTNER PROGRAM

January - December



WHO WE ARE

Reach 9,000+ Maintenance & Reliability Professionals

The Society for Maintenance and Reliability Professionals is a not-for-profit professional society formed by practitioners, with a mission to serve leaders and advance Reliability and Physical Asset Management. SMRP provides value to individual practitioners and companies that practice and sustain maintenance and reliability (M&R) best practices. With over 9,400 certificants and 9,000+ members worldwide, SMRP provides a vast array of benefits, including international affiliations, domestic public and private partnerships, educational opportunities, M&R Body of Knowledge resources, ANAB-accredited certifications, and many local and global networking events.

SMRP members shape the maintenance and reliability industry and influence the global market. SMRP offers a range of partnership opportunities for companies desiring to reach this targeted group of maintenance and reliability professionals. Our members are committed to the practice of promoting excellence in physical asset management.

Reach Top M&R Professionals

- Engineers
- Planners
- Maintenance Managers
- Business Developers
- Consultants
- Technicians
- Specialists



Shine the Spotlight on Your Company

- Reinforce your message to **key influencers** in the asset management industry.
- Gain visibility with a highly specialized target market of **decision makers with buying power**.
- Build brand awareness with SMRP members and their audiences.
- Collaborate with SMRP members to develop new products and revenue streams.
- Be associated with the **emerging maintenance and reliability movement** within the industry.

CONTACT US:

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Rachel Celentano
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www.smrp.org

SMRP ANNUAL PARTNER PROGRAM

Amplify Your Impact: Harness the Power of the Maintenance & Reliability Community to Drive Your Organization's Success

The SMRP Annual Partner Program benefits will run from **January 1 - December 31**.

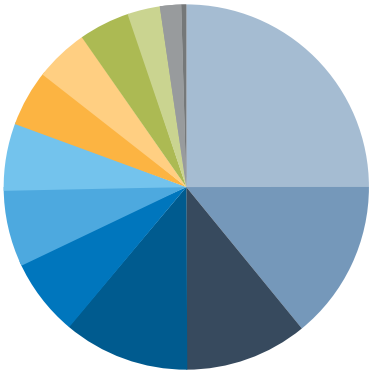
Packages with year-round benefits available starting at $15,000.



Contact **Rachel Celentano**
E-mail: rachel@smrp.org

SMRP Members-At-A-Glance

INDUSTRY



- **25%** Chemicals/Refining
- **14%** Mining & Minerals
- **11%** Utilities
- **11%** Food Products
- **7%** Automotive
- **6%** Metals
- **5%** Pharmaceuticals
- **5%** Government/ Healthcare/Education
- **5%** Wood Products
- **4%** Electrical/ Electronic Equipment
- **3%** Other
- **2%** Rubber/Plastics
- **1%** Aerospace

EXPERIENCE IN MAINTENANCE & RELIABILITY

33% 10 - 20 years

22% 2 - 5 years

27% 5 - 10 years

9% 0 - 2 years

9% More than 20 years

FUNCTION

55% Engineer

7% Reliability Specialist

5% Technician

1% Executive

24% Manager/Supervisor

5% Maintenance Planner

2% Consultant

1% Other

LOCATION



46% United States

54% International

BECOME AN ANNUAL PARTNER

Transform Your Brand's Presence

SCAN ME

SMRP Annual Partner Program Highlights

The SMRP Annual Partner Program is crafted to expand your presence in the maintenance and reliability industry, offering benefits in membership, marketing, events, and professional development. Explore our comprehensive programs below, offering exclusive benefits and discounts when you become an SMRP Annual Partner. Contact rachel@smrp.org to learn more!

Membership & Certifications

SMRP has over **9,000 maintenance and reliability professionals**. When you become a member, you have access to the membership directory, job & intern postings, discounts to regional and international events, **discounts on CMRP and CMRT exams** and complimentary access to IAM membership. By purchasing an Annual Partnership with an enhanced, super or premium membership package, more company employees have access to our diverse and beneficial resources including engineers, company recruiters, executives and more!



Marketing & Advertising

Email Marketing

SMRP's email list reaches over **9,000 key professionals** in the maintenance, reliability, and physical asset management industry including experts, executives, students, and more. Our emails are very relevant to our readers, with an average email **open rate of 48% and CTR of 28%**.

SMRP Social Media

SMRP has a large social media following with **42,000+ followers** on LinkedIn. Our LinkedIn followers are highly engaged at an **average engagement rate with our posts of 10%** (3x times the platform average!).

SMRP Website

Our website attracts **over 520,000 visitors annually** and **90% website engagement rate**! Be sure to have your company footprint included on the website that drives maintenance, reliability, and physical asset management innovation.



Event

Annual Conference

The industry's premier annual event that attracts leaders in maintenance and reliability professionals. Put your company's name at the forefront of **over 1,200 attendees'** minds, build name recognition and drive traffic to your exhibit space with these unique, high-profile promotional opportunities.
Benefits include:

- Exhibit Space
- Sponsorship Credits
- Conference Registrations

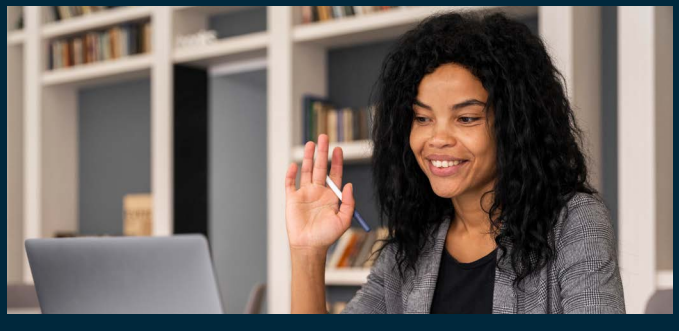
...and more!



Professional Development

SMRP Webinars

SMRP informative and engaging webinars designed to keep industry professionals at the forefront of maintenance and reliability technologies, trends, and best practices. Our education platforms **engage experts and thought leaders** to share their knowledge, insights, and innovations with a targeted audience of maintenance and reliability professionals.



SMRP ANNUAL PARTNER PROGRAM*

***The program runs from January 1 - December 31**
Contact Rachel Celentano: rachel@smrp.org

PARTNER PACKAGE	Visionary	Elite	Patron	Supporter
Price	**$60,000**	**$45,000**	**$30,000**	**$15,000**
Corporate Access	**$13,600 Value**	**$7,225 Value**	**$3,825 Value**	**$810 Value**
Industry Partner membership(s) valid for one year	*Premium* *100 Employees*	*Super* *50 Employees*	*Enhanced* *25 Employees*	*Basic* *5 Employees*
Access to SMRP Exchange	✓	✓	✓	✓
Complimentary Access to IAM Membership	✓	✓	✓	✓
Online Member Directory access	✓	✓	✓	✓
Discounts to PEMAC Annual Conference and Training Courses	✓	✓	✓	✓
Certification & Training	**$3.000 Value**	**$1,875 Value**		
Receive Sustaining Sponsor rate for CMRP and CMRT exam administration (company employees only)	*20% discount*	*20% discount*		
Discounted rate on CMRP Five Pillars of Knowledge Training Course Bundle Package (including 10% off member rate)	*20% off bundle*	*20% off bundle*		
Marketing & Advertising	**$23,750 Value**	**$15,750 Value**	**$8,900 Value**	**$4,950 Value**
Opportunity for targeted email blasts to SMRP membership.	*Four*	*Two*		
Logo promotion on Annual Partner web page at smrp.org	✓	✓	✓	✓
Complimentary advertisement in SMRP Newsletter	*Six Primary Banner Ads*	*Four Primary Banner Ads*	*Four High Banner Ads*	*Two High Banner Ads*
Newsletter "Insider Spotlight“ with company logo: 100 words	*Six*	*Four*	*Two*	*One*
Targeted Social Media post/share on SMRP LinkedIn page	*Four*	*Two*	*One*	*One*
Social media promotion/mention on SMRP LinkedIn page notifying our network about our partnership.	✓	✓	✓	✓

Annual Conference	$41,000 Value	$32,450 Value	$22,375 Value	$11,125 Value
Exhibit Package: Complimentary exhibit package in exhibit hall at Annual Conference	*10 x 20 Premium Booth*	*10 x 20 Standard Booth*	*10 x 10 Premium Booth*	*10 x 10 Standard Booth*
Complimentary Registration	*Ten*	*Eight*	*Five*	*Three*
Discounted Registrations: Discount on additional conference registrations beyond the above complimentary registrations (company employees only)	*20% off*	*20% off*		
Annual Partner recognition on conference marketing material, website and signage	✓	✓	✓	✓
Slidedeck recognition during SMRP Annual Conference Opening & Closing General Sessions	✓	✓	✓	✓
Guaranteed Session Speaker spots (subject to approval by conference committee; 50 minute speaker slots; speakers included with complimentary registrations; content must be educational)	*One*			
Sponsorship Allocation	*$20,000*	*$15,000*	*$10,000*	*$2,500*
First Notification of Abstract Submissions Launch	✓	✓	✓	✓
First Right of Refusal for Innovation Lab Submission	✓	✓		
Bag insert giveaway opportunity (item provided by partner)	✓	✓	✓	✓
Continuing Education	**$14,000 Value**	**$2,000 Value**		
Option to host SMRP members in-house for professional development and/or a facility tour (all costs provided by sponsor; content to be approved by SMRP)	*One*			
Opportunity to present an EXCLUSIVE webinar to SMRP membership (must be educational in content; approved by SMRP leadership)	*Two*	*One*		
TOTAL VALUE	**$86,250**	**$59,300**	**$35,100**	**$16,885**
Annual Partner Package Price (You Pay)	**$60,000**	**$45,000**	**$30,000**	**$15,000**
% SAVINGS	**30%**	**24%**	**15%**	**11%**

Secure Your Annual Partnership.
Contact **Rachel Celentano**: rachel@smrp.org

Society for Maintenance & Reliability Professionals

SMRP ADVERTISING OPPORTUNITIES

SCAN ME



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SMRP ADVERTISING OPPORTUNITIES

SMRP Newsletter Advertising

Reach a highly engaged audience with the **SMRP Weekly Newsletter**! This go-to resource keeps over **9,000** maintenance, reliability, and asset management professionals up-to-date on industry trends, member news, and more. With an impressive **48% open rate** your message is sure to stand out among a highly active, in-market readership. Don't miss this powerful opportunity to connect with a targeted, responsive audience that looks to SMRP for valuable insights and updates!

Premium Placement

High Placement

Footer Placement

		PRICE		
AD TYPE	**LOCATION**	**One Issue**	**Three Issues**	**Four Issues**
Insider Spotlight (with company logo)	*High*	*$1,200*	*$3,250*	*$3,850*
	Footer	*$750*	*$2,000*	*$2,400*
Banner	*Premium*	*$2,000*	*$5,400*	*$6,400*
	High	*$1,500*	*$4,000*	*$4,800*
	Footer	*$1,000*	*$2,700*	*$3,200*

SMRP Insider Spotlight

Shine a light on your company's latest breakthroughs! Capture the attention of our engaged members with a 100-word feature with your logo in our SMRP newsletter. Don't miss this opportunity to showcase your innovations directly to industry leaders. Topics that drive the most engagement include: business, technology, professional development, predictive maintenance, and webinars. (All content is subject to review and approval by SMRP)

SMRP Banner Ad

Newsletters are sent Wednesdays, weekly. All content must be provided at least 1 week prior to scheduled newsletters. Please note: All content is subject to SMRP approval (ads and company feature).
Banner Ad Dimensions: 600x150
File Types Accepted: .jpeg, .jpg and .png

Contact Us

Ready to claim your advertisement? Contact rachel@smrp.org to secure your opportunity today.

SCAN ME

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