



ASSOCIATION
OF MEDICAL FACILITY
PROFESSIONALS

AMFP National Sponsorship Overview

Connecting Partners to the Healthcare Built
Environment with 41 chapters & 5000+ members.

2026

www.amfp.org



About Us

The Association of Medical Facility Professionals (AMFP) is a national organization serving professionals involved in the planning, design, construction, and operation of healthcare facilities. Through national programs, virtual education, and major industry events like the Healthcare Design Conference (HCD), AMFP provides meaningful connections to healthcare owners and decision-makers.

Platinum Partnership

\$10,000

- **Prominent logo placement** with hyperlink on AMFP National website
- Up to **five white papers** in the AMFP Resource Library
- **Logo featured** in dedicated AMFP HCD track emails to 20k+ healthcare professionals
- **Dedicated partner spotlight post** on AMFP LinkedIn
- Opportunity to **host up to three** National virtual programs
- **Invitation (2)** to participate in a sponsor-exclusive virtual roundtable with healthcare provider leaders.
- **Opportunity to staff (1)** the AMFP booth at HCD (non-sales)

Gold Partnership

\$7,500

- **Secondary logo placement** with hyperlink on AMFP National website
- Up to **three white papers** in the AMFP Resource Library
- **Logo visibility** in AMFP HCD track email campaigns to 20k+ healthcare professionals
- **Dedicated partner spotlight post** on AMFP LinkedIn
- Opportunity to **host up to two** National virtual programs
- **Invitation (1)** to participate in a sponsor-exclusive virtual roundtable with healthcare provider leaders.
- **Opportunity to staff (1)** the AMFP booth at HCD (non-sales)

Silver Partnership

\$5,000

- **Tertiary logo placement** with hyperlink on AMFP National website
- Up to **two white papers** published in the AMFP Resource Library
- **Logo inclusion** in AMFP HCD track email communications
- Opportunity to **host one** National virtual program
- **Invitation (1)** to participate in a sponsor-exclusive virtual roundtable with healthcare provider leaders.*
- **Opportunity to staff (1)** the AMFP booth at HCD (non-sales)

**This benefit will no longer be available for new or renewing Silver partnerships*



What Makes AMFP National Sponsorship Different

Intentional Follow-Up and Activation

AMFP works with each National sponsor to ensure benefits are actually used. This includes:

- A brief onboarding call to review available benefits
- Guidance on scheduling virtual programs and content submissions
- Reminders throughout the year so opportunities are not missed

Meaningful Visibility, Not Just Logos

Sponsors gain exposure through:

- Email campaigns
- Virtual education programs
- Thought leadership content
- Social media spotlights
- HCD-related engagement and networking

Access to the Right Audience

AMFP's platform reaches over 22,000+ healthcare facility professionals and industry leaders who influence how care environments are planned, built, and operated.

Next Steps

If you're interested in exploring an AMFP National sponsorship, a short introductory conversation can help determine which level best aligns with your goals.

Contact Jonni Johnson, National Partnership Director, at jjohnson@rockitstrategy.com