



2023 Media Kit

Helping you navigate the intricacies of logistics, purchasing, contracting and supplier relationships.



WHO WE ARE

We are Power Supply, a next generation education, media, and consulting company with a commitment to helping you navigate the intricacies of logistics, purchasing, contracting and supplier relationships. With over 120+ combined years of healthcare experience, the team at Power Supply brings cutting-edge insight and expertise to our partners. We are subject matter experts tackling the real-life issues impacting the health care supply chain.

**Without supplies, there is no surgery.
Without products, there is no patient care.**



WHAT WE OFFER

1 **Subject matter experts** with cutting-edge insight and expertise to help you engage with healthcare leaders and frontline staff

2 **Global audience** of dedicated healthcare professionals in the Supply Chain, Perioperative, Sterile Processing, and Infection Prevention space

3 **Strategic consulting and partnership opportunities** that check all the right boxes: lead generation, brand awareness, product/service launch, customer engagement

4 **An innovative edge** to infuse our partnerships with forward-thinking, disruptive, industry-changing solutions



OUR AUDIENCE

4,500+

Power Supply Email Database

2.4 MILLION+

Annual Power Supply
Social Media Impressions

67%

Audience Demographics
Manager and Above

97

Number of Countries the
Power Supply Podcast is
downloaded in



OUR PODCAST

Each episode we speak with healthcare executives, supply chain leaders, and innovative entrepreneurs from across the country as they share their stories, experience and expertise on the industry we love. From the loading dock to strategic sourcing, for buyers to the C-Suite and across the enterprise -- we tackle the real-life issues impacting the healthcare supply chain.

Whether you're tuning in for conversation or inspiration, we're glad you're here. You're just in time to hear it from the source and stock up on insight, so sit back and plug into Power Supply.



**PARTNER
WITH US.**

CUSTOMER ENGAGEMENT | ESTABLISH EXPERTISE

Educational Content Creation, Speaking Opportunities, Social Media Strategy, Expert Series, Industry Microcredentials

BRAND AWARENESS | DIFFERENTIATION

Vendor Spotlight Podcast, Media & Event Sponsorship, Social Media Strategy, Custom Video Production

PRODUCT LAUNCH | NEW TO MARKET

Market Research, Industry Expert Consulting, Product & Company Video Production, Digital Advertising

LEAD GENERATION | SALES

Co-branded Educational Events, Digital Advertising, Sponsorship Opportunities



OUR BRANDS

Supply Chain



Operating Room



Sterile Processing



Infection Prevention

