



# AAST 2024 Partnership Opportunities

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# Who We Are

AAST is the premier allied health membership association for professionals dedicated to **improving the quality of sleep and wakefulness in all people**. AAST is committed to promoting and advancing the sleep technologist profession while meeting the professional and educational needs of more than **2,200+ members**.

## OUR MISSION

AAST provides education, resources and advocacy, and leads sleep-care professionals to be the most knowledgeable in the field resulting in the highest quality of care for patients.

## VISION

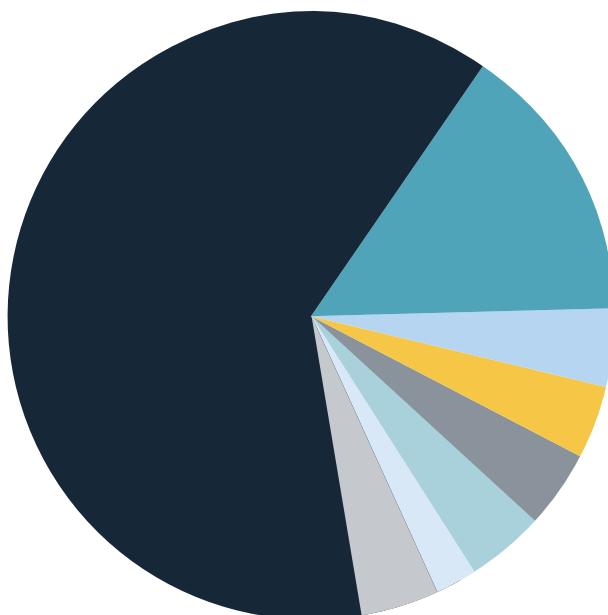
AAST will play a key role in setting the standard for professional excellence in the evolving practice of sleep healthcare.

## VALUES

- Make a difference in the quality of care provided by our members
- Respond to our members needs with service programs founded with integrity
- Provide quality products and services
- Conduct business in an ethical and professional manner
- Be accessible and accountable to our members
- Treat individuals with compassion, respect, dignity and fairness
- Value individual contribution in an atmosphere of teamwork and collaboration
- Encourage open communication and welcome diversity of opinions

# Who Are AAST Members?

AAST MEMBER JOB ROLE



64%

Sleep Technologist

3%

Respiratory Therapist

15%

Sleep Manager

3%

Academic Program Director/Faculty

5%

Sleep Health Educator

2%

Nurse/Nurse Practitioner

3%

Clinician

5%

Other

*Data based on that provided by members.*

*"Other" category includes Polysomnographic Students, EEG and Neurodiagnostic Technologists, Treatment Support Specialists, Sleep Program Ancillary Staff and other allied health professionals.*



# AAST Prestige Partner Program

The AAST Prestige Partner Program supports organizations interested in the advancement of the sleep technology profession and who are strong supporter of the AAST mission and vision.

The program aims to provide supporter Members with various opportunities throughout the year to share information, insights and innovative approaches with AAST members.

## AAST PRESTIGE PARTNER BENEFITS

	Diamond Partner \$16,500	Sapphire Partner \$11,000	Ruby Partner \$5,500	Emerald Partner \$2,750
AAST Membership Email Blast	✓	✓	✓	✓
Logo recognition in A <sub>2</sub> Zzz and on AAST website	✓	✓	✓	✓
Recognition in yearly press release announcement	✓	✓	✓	✓
AAST Sponsorship Discount	25% discount on all 2024 advertising and marketing sponsorships	20% discount on all 2024 advertising and marketing sponsorships	15% discount on all 2024 advertising and marketing sponsorships	10% discount on all 2024 advertising and marketing sponsorships
Complimentary web banner on AAST website	6 months	3 months	1 month	
Ad in each issue of A <sub>2</sub> Zzz (4/year)	Full-page Ad	Half-page Ad	Quarter-page Ad	
Ad(s) in A <sub>2</sub> Zzz Distribution Email	4	2	1	

# Year-Round Sponsorship Opportunities



## **New! PARTNER-PROVIDED PRERECORDED EDUCATION – \$1,250 PER LECTURE**

AAST offers industry partners the opportunity to provide a prerecorded lecture to be accredited by AAST for 1.0 continuing education credit (CEC). Hosted in the AAST Learning Center, the lecture would be complimentary available to all AAST members at no cost as part of their membership. Partners determine the topic, speakers and content. AAST will host the prerecorded education for one year after the date of publication. Partners can receive a list of all of the viewers upon request.



## **SPONSORSHIP OF AAST TOWN HALL – \$2,000 PER TOWN HALL**

Members of the sleep-care community look to AAST for guidance on industry trends and best practices. Town hall presentations bring together nationally renowned experts and leaders in the sleep health industry to address these pressing questions, so sleep-care professionals can provide the best in patient care. Sponsorship of the town hall includes: your logo prominently placed on the related webpage and all promotional materials, an attendee list of all registrants and an opportunity for a representative from your organization to participate as a panelist (*subject to AAST approval*).



## **SPONSORSHIP OF AAST EDUCATIONAL WEBINAR – \$2,500 PER WEBINAR**

Members of the sleep-care community look to AAST for continuing education and contact hour opportunities. AAST's webinar series provides valuable education, for sleep-care professionals so that they can provide the best in patient care. Webinars on a variety of hot topics are offered to AAST members on a bi-monthly basis. Sponsorship of an educational webinar includes: your logo prominently placed on the related webpage and all promotional materials, an attendee list of all registrants, and an opportunity for a representative from your organization to be invited to record an introduction to the webinar that will be played prior to the webinar (*subject to AAST approval*). For an additional fee of \$1,500, the webinar with your organization's introduction can be recorded and available on the AAST website for one year, offering widespread recognition.



## **PARTNER-DRIVEN INDUSTRY WEBINAR – \$5,000 PER WEBINAR**

AAST offers industry partners the opportunity to present their own webinar, available to our members as part of their membership. Partners will determine the topic, speaker(s), and content for these non-accredited industry webinars. AAST will promote the presentation on our channels and oversee registration. Partners will receive a list of opt-in webinar attendees. For an additional fee of \$1,500, AAST will make the webinar available to members for complimentary access on the AAST website for one year after the date of the live webinar.

# Reach AAST Members Year-Round



## WEBSITE BANNER AD – PRICES VARY

Post a web banner linking back to your company's website on a highly trafficked page of the AAST website or content hub.

- Homepage – \$1,000/month
- Content Hub Homepage – \$1,000/month
- Membership Landing Page – \$450/month
- Education and Events Landing Page – \$450/month
- Career Landing Page – \$450/month



## MONTHLY MEMBER EMAIL BANNER AD OPPORTUNITY – BY MONTH \$250/FULL YEAR \$2,500

Include an email banner linking back to your company's website in our monthly Member Continuing Education Email. Partners can choose a particular month or choose to run their banner all year in all 12 monthly-member touchpoints.



## SPONSORED ARTICLE ON THE SLEEP SCENE – \$1,000

Run a sponsored article on *The Sleep Scene*, AAST's content hub. Articles should be 500-1,000 words and be applicable to the AAST audience (sleep-care professionals). Articles are subject to AAST review and approval.



## MEMBER MAILING LIST RENTAL – \$1,500

AAST will provide an opt-in mailing list of 2,200+ members to a mailing house on your behalf for a one-time mailing. (*Partner is responsible for providing physical mailing content for review and final approval by AAST no later than 10 business days prior to distribution.*)



## MEMBER EMAIL BLAST – \$1,500

AAST will send your email communication to our full membership database of 2,200+, or a segmented audience of your choosing. (*Partner is responsible for providing HTML email content for review and final approval by AAST no later than 10 business days prior to the distribution of the blast's assigned date.*)



## New! FULL DATABASE EMAIL BLAST – \$3,000

AAST will send your email communication to our full community database of 8,500+ contacts. Partner is responsible for providing HTML email content for review and gaining final approval by AAST no later than 10 business days prior to the distribution of the blast's assigned date.



## MEMBERSHIP SURVEY – \$3,000

AAST will survey membership on your behalf. Take advantage of this opportunity to gain insight from hundreds of sleep professionals. Your company will provide survey questions (*Subject to AAST approval*). The survey should be developed to be completed in 15-20 minutes. AAST will send all aggregate responses to the sponsor in electronic format.



## VIRTUAL FOCUS GROUP – \$3,500

Help your company gauge interest and insight in products and services with a virtual focus group. AAST will work with you to convene a group of 8-12 participants targeting your demographic and coordinate the focus group via Zoom. AAST will provide a list of meeting registrants prior to the focus group and a recording afterwards. It is recommended that a stipend be provided for participants by the partner.



## SPONSORED ARTICLE IN A<sub>2</sub>Zzz MAGAZINE – \$2,500

Run a sponsored article in A<sub>2</sub>Zzz, our quarterly published magazine. Articles should be 1,000-1,500 words and be applicable to the AAST audience: sleep-care professionals. Articles are subject to AAST review and approval. Once published in the magazine, the sponsored article will run on *The Sleep Scene*, AAST's content hub, within three months. AAST will include a web banner provided by the partner in the A<sub>2</sub>Zzz announcement email.

# A<sub>2</sub>Zzz

A<sub>2</sub>Zzz is the official publication of AAST. It is published on a quarterly basis and delivered in a downloadable PDF format. A<sub>2</sub>Zzz contains editorials, lessons, research and news from AAST and leaders from the sleep industry.

## ADVERTISING RATES AND SPECIFICATIONS

	Rates per issue			
	1 issue	2 issues	3 issues	4 issues
Full page (8.5"x11")	\$600	\$550	\$500	\$450
Half page horizontal (7.5"x4.75")	\$425	\$400	\$375	\$350
Quarter page (3.5"x4.75")	\$250	\$240	\$225	\$215

## BANNER AD IN A<sub>2</sub>Zzz DISTRIBUTION EMAIL (850X150 PIXELS)

Rates per issue			
1 issue	2 issues	3 issues	4 issues
\$1,500	\$1,400	\$1,300	\$1,200



For more information about sponsorship and partnership opportunities, contact [info@aastweb.org](mailto:info@aastweb.org).



# AAST 2024 Prestige Partner Program Contract

## COMPANY INFORMATION

Company Name (as it should appear in all printed pieces and on website)

Contact Name for Fulfillment

Title

Company Address

City

State

ZIP

Phone Number

Email Address

## PARTNERSHIP LEVEL

Diamond \$16,500

Sapphire \$11,000

Ruby \$5,500

Emerald \$2,750

## PAYMENT INFORMATION

Total Due \$ \_\_\_\_\_ (Full payment due with application)

Check Number \_\_\_\_\_ (Make check payable to AAST, include copy of contract with check)

Credit Card (Please do not provide credit card information on this contract. Upon receipt of this contract, AAST will email an invoice with credit card processing information.)

## SIGNATURE AGREEMENT

All Prestige Partner Member benefits must be executed between January 1, 2024 and December 31, 2024. No benefits may be used outside these dates unless pre-approved by AAST. Prestige Partners may not cancel after acceptance by AAST except for breach of this agreement by AAST. No refunds will be given for Prestige Partner Program participants.

Signature

Print Name

Company Name

Date



DIRECT QUESTIONS TO

Email: [info@aastweb.org](mailto:info@aastweb.org)





# Year-Round Opportunities Contract

## COMPANY INFORMATION

Company Name (as it should appear in all printed pieces and on website)

Contact Name for Fulfillment

Title

Company Address

City

State

ZIP

Phone Number

Email Address

## YEAR-ROUND OPPORTUNITIES

### Website Advertising

Homepage Banner Ad – \$1,000/month

Content Hub Banner Ad – \$1,000/month

### Landing Page

#### Career Landing Page

1 month – \$450/month

6 months – \$350/month

#### Membership Landing Page

1 month – \$450/month

6 months – \$350/month

#### Education and Events Landing Page

1 month – \$450/month

6 months – \$350/month

### Promotional Opportunities

Content Hub Sponsored Article – \$1,000

AAST Member Email Blast – \$1,500

AAST Member Mailing List – \$1,500

Sponsored Article in A<sub>2</sub>Zzz – \$2,500

Full Database Email Blast – \$3,000

Membership Survey – \$3,000

Virtual Focus Group – \$3,500

#### Monthly Member Email Banner Ad

Full Year (12) – \$2,500

By Month (1) – \$250

### Educational Sponsorship Opportunities

Town Hall Sponsorship – \$2,000 per Town Hall

Educational Webinar Sponsorship – \$2,500 per webinar

Partner-Driven Industry Webinar Sponsorship – \$5,000 per webinar

Partner-Provided Prerecorded Education – \$1,250 per lecture

## PAYMENT INFORMATION

Total Due \$ \_\_\_\_\_ (Full payment due with application)

Check Number \_\_\_\_\_

(Make check payable to AAST, include copy of contract with check)

**Credit Card** (Please do not provide credit card information on this contract. Upon receipt of this contract, AAST will email an invoice with credit card processing information.)

## SIGNATURE AGREEMENT

Signature \_\_\_\_\_

Date \_\_\_\_\_

Print Name \_\_\_\_\_

Company Name \_\_\_\_\_



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Email: [info@astweb.org](mailto:info@astweb.org)

