



THE COMMUNITY
FOR SLEEP-CARE
PROFESSIONALS

AAST 2023 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 2,700+ 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.

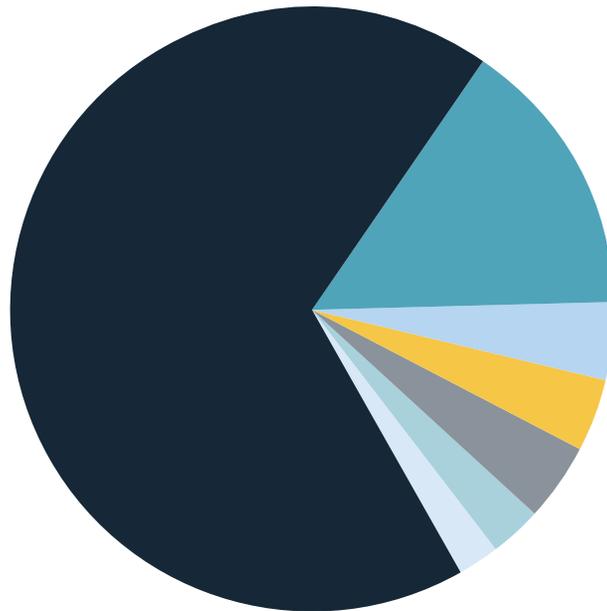
VISION

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

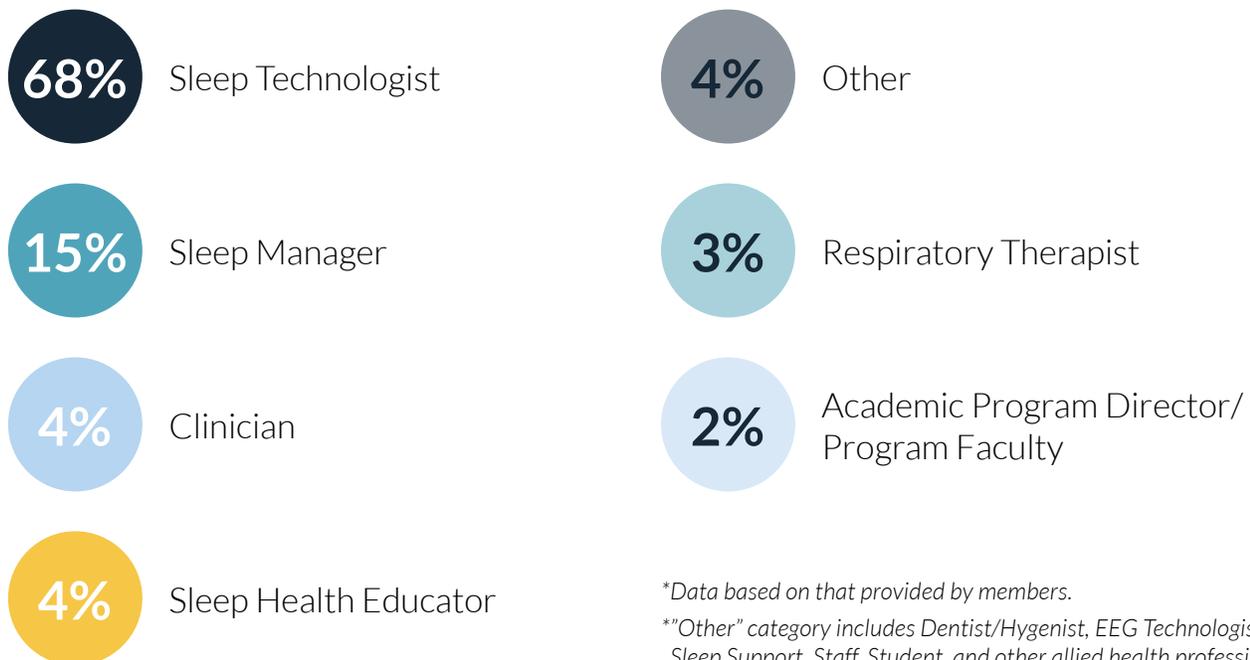
VALUES

- 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 and Attendees



AAST Member Job Role



**Data based on that provided by members.*

***"Other" category includes Dentist/Hygenist, EEG Technologist, Sleep Support, Staff, Student, 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
Logo recognition in <i>A₂Zzz</i> and on AAST website	X	X	X	X
Recognition in yearly press release announcement	X	X	X	X
Logo recognition at AAST CCSH Workshop on signage	X	X	X	X
AAST Sponsorship Discount	25% discount on all 2022 advertising and marketing sponsorships	20% discount on all 2022 advertising and marketing sponsorships	15% discount on all 2022 advertising and marketing sponsorships	10% discount on all 2022 advertising and marketing sponsorships
Complimentary web banner on AAST website	6 months	3 months	1 month	
Ad in each issue of <i>A₂Zzz</i> (4/year)	Full-page Ad	Half-page Ad	Quarter-page Ad	
Ad(s) in <i>A₂Zzz</i> Distribution Email	4	2	1	
AAST Membership Email Blast	3	2	1	

Year-Round Education Sponsorships Opportunities



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

Sleep technologists and members of the sleep health 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 technologists and program managers can provide the best in patient care. Town Halls on a variety of topics are offered on a quarterly basis.

As the supporter of a Town Hall, your company will have its logo prominently placed on the related webpage and all promotional materials. Your company will receive an attendee list of all registrants, and your company representative will be invited to participate as a panelist (subject to AAST approval).



Sponsorship of AAST Educational Webinar – \$2,500 per webinar

Members of the sleep health community look to AAST for continuing education and contact hour opportunities. AAST's new webinar series provides valuable education, so technologists and program managers can provide the best in patient care. Webinars on a variety of hot topics are offered to AAST members on a bi-monthly basis. These educational offerings not only provide continuing education credits, but they bring important up-to-the-minute education to members at the stroke of a computer key. For an additional fee of \$1,500, the sponsored webinar will be recorded and available on the AAST website for one year, offering widespread recognition.

As the supporter of an educational webinar, your company will have its logo prominently placed on the related webpage and all promotional materials. Your company will receive an attendee list of all registrants, and your company representative is invited to record an introduction to the program that will be appended to the Webinar (subject to AAST approval) for the live presentation and the archived recording.



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

AAST offers industry partners the opportunity to present virtual vendor sessions, available to our members at no cost. You determine the topic, speakers, and content for these non-accredited educational webinars, and AAST handles the promotion and registration. You'll also receive a list of all of the webinar's 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.



New in 2023! Vendor-Provided Prerecorded Education – \$1,250 per lecture

AAST offers industry partners the opportunity to provide a recorded lecture to be accredited by the AAST for 1.0 Continuing Education Credit (CEC) and hosted in the AAST Learning Center available to our members at no cost. You determine the topic, speakers, and content. AAST will host the pre-recorded education available to members for complimentary access for one year after the date of publish. You'll also receive a list of all of the viewers upon request.

Reach AAST Members Year-Round



Website Banner Ad – Prices vary, please contact AAST

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

- Homepage – \$1,000/month
- Membership Landing Page
- Continuing Education Landing Page
- Career Resources Landing Page



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. AAST to provide stipend to all Focus Group participants.



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 response to the sponsor in electronic format.



Member Email Blast – \$1,500

AAST will send your email communication to our full membership database of over 2,700+ , or 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 in 2023! Full Database Email Blast – \$3,000

AAST will send your email communication to our full community database of over 8,500 contacts. 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.



Member Mailing List Rental – \$1,500

AAST will provide an opt-in mailing list of 2,700+ 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.*



Blog Sponsorship – \$1,000

AAST's blog generates more than 54,000 views per month. Sponsored posts have the opportunity to be hosted in the AAST blog and in our magazine, *A_zZzz*, which is published on a quarterly basis. Pieces should be applicable to the AAST audience: sleep technologists and other sleep health professionals. Pieces should be applicable to the AAST audience: sleep technologists and other sleep health professionals, and are subject to AAST approval.

A₂Zzz

A₂Zzz is the official publication of AAST. It is published on a quarterly basis and delivered in a downloadable PDF format. A₂Zzz contains editorials, lessons, research and news from the AAST and leaders from the sleep industry.

Run of Book Advertising Rates and Specifications

Insertion	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 A₂Zzz Distribution Email (600x150 pixels)

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



AAST 2023 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, 2023 and December 31, 2023. 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

CONTACT INFORMATION

Send this form and payment to:

AAST

PO Box 775303

Chicago, IL 60677-5303

DIRECT QUESTIONS TO

Maribell Abeja-DeVitto

330 N. Wabash Ave., Suite 2000

Chicago, IL 60611

Phone: 312.673.5483

Email: mabejadevitto@aastweb.org



Year-Round Contract Opportunities

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 Banner Ad

Homepage - \$1,000/month

Landing Page

Career Resources Landing Page

1 month - \$450/month 3 months - \$400/month

6 months - \$350/month 12 months - \$300/month

Membership Landing Page

1 month - \$450/month 3 months - \$400/month

6 months - \$350/month 12 months - \$300/month

Continuing Education Landing Page

1 month - \$450/month 3 months - \$400/month

6 months - \$350/month 12 months - \$300/month

Membership Sponsorship Opportunities

Virtual Focus Group - \$3,500

AAST Member Mailing List - \$1,500

Membership Survey - \$3,000

Blog Sponsorship - \$1,000 per blog

AAST Member Email Blast - \$1,500

AAST Member + Non-Member Email Blast - \$3,000

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 - Price per live webinar is negotiable based upon content

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

Vendor-Hosted Prerecorded Education - \$1,250 per CEC 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

CONTACT INFORMATION

Send this form and payment to:

AAST

PO Box 775303

Chicago, IL 60677-5303

DIRECT QUESTIONS TO

Maribell Abeja-DeVitto

330 N. Wabash Ave., Suite 2000

Chicago, IL 60611

Phone: 312.673.5483

Email: mabejadevitto@aastweb.org

