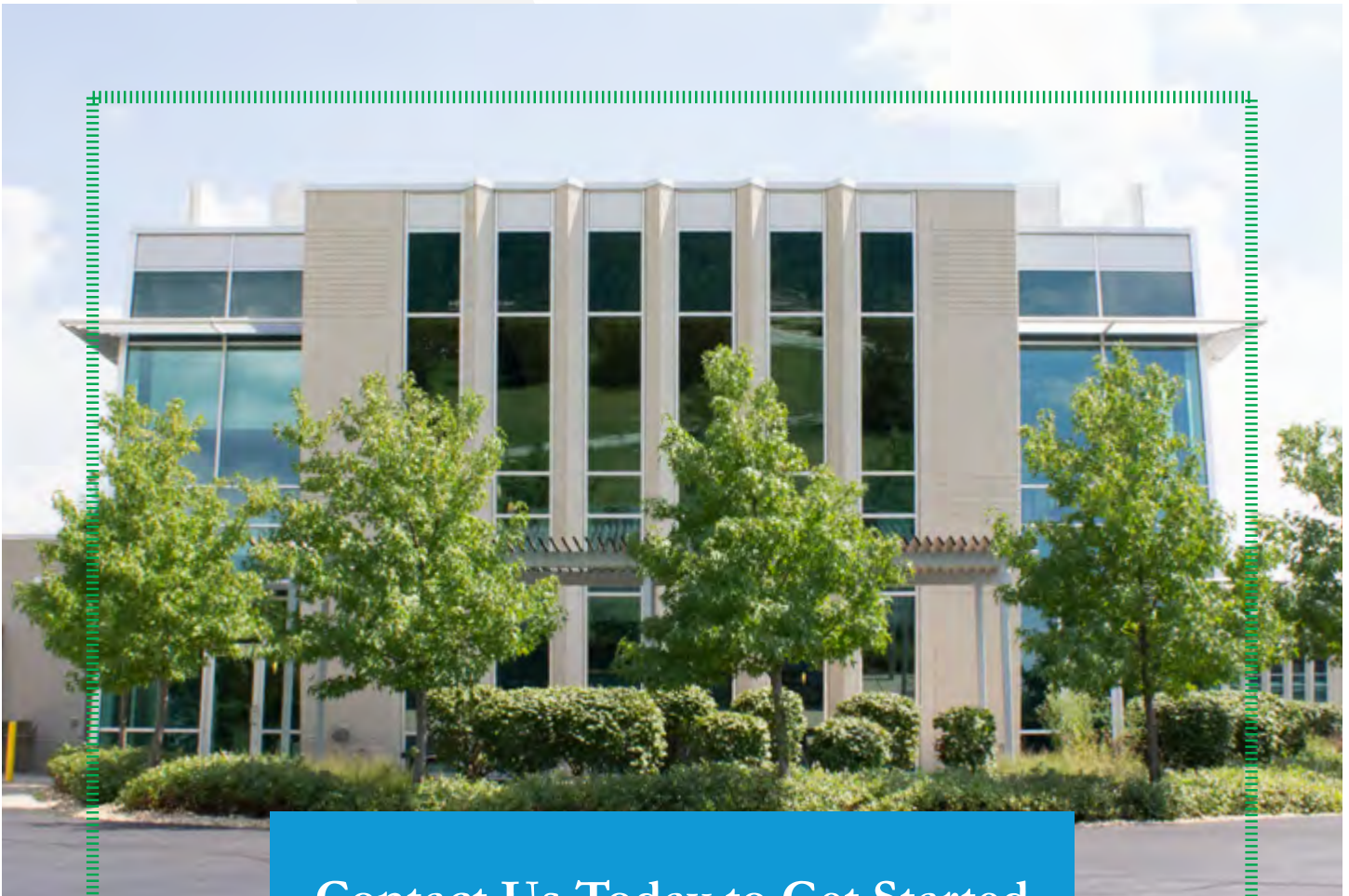




INDUSTRY ENGAGEMENT Program

Advancing Sleep Medicine



[Contact Us Today to Get Started](#)

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About the AASM

As a trusted source of information in the sleep field, the AASM sets standards and promotes excellence in sleep medicine health care, education, and research. We strive to offer the most up-to-date information in the field, so all sleep medicine practitioners are able to provide the best care to their patients.



AASM Mission

The AASM improves sleep health and promotes high quality, patient-centered care through advocacy, education, strategic research, and practice standards.

AASM Vision

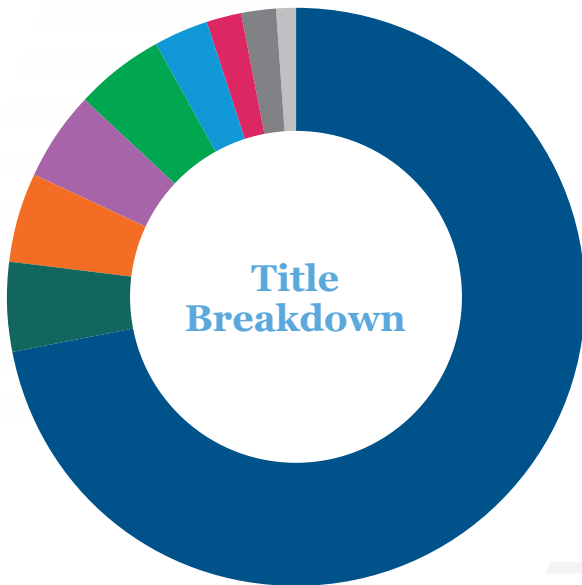
Achieving optimal health through better sleep.

AASM Membership Profile



Effective Reach

The AASM has a combined membership of over 10,000 accredited member sleep centers and individual members. AASM members are key decision makers and influencers within the sleep medicine community.

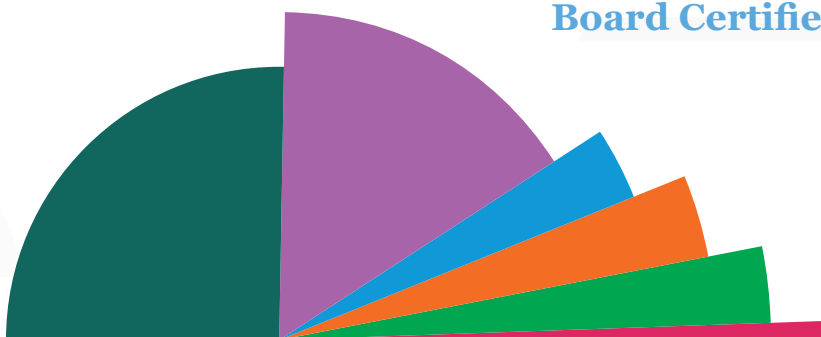


- 72% Physician
- 5% Psychologist
- 5% Researcher
- 5% Dentist
- 5% Sleep Technologist

- 3% Other
- 2% Nurse
- 2% PA/NP/RT
- 1% Student

- 32% Southern U.S.
- 19% Western U.S.
- 17% Northeastern U.S.
- 17% Midwestern U.S.
- 15% International

Board Certified Sleep Physicians by Specialty



- 51% Internal Medicine
- 31% Psychiatry & Neurology
- 6% Pediatrics
- 6% Otolaryngology - Head & Neck Surgery
- 5% Family Medicine
- 1% Anesthesiology

AASM Industry Engagement Program

Why Connect with Us?

The Industry Engagement Program enables you to engage in a more significant way with influencers in the field of sleep medicine, as well as leadership at the AASM. Participation is available to organizations that support the mission and vision of the AASM. We look forward to working together towards industry standardization and improved relations among businesses from all areas related to sleep medicine.

Program participants will:

- Establish and build strategic business relationships;
- Foster open dialogue among key industry representatives who have ties to the medical specialty of sleep medicine;
- Gain greater understanding of mutual areas of interest; and
- Promote high quality, patient-centered care for those with sleep disorders.

Industry Engagement Program Contact

Annette Delagrange
National Sales Manager
adelagrange@aasm.org
(630) 737-9732



Benefits of Participation

Benefits (Recognition scaled to level of support)	Gold \$40,000	Silver \$20,000	Bronze \$10,000
ENGAGEMENT			
Opportunity for Individual Face-to-Face Meeting with AASM Leadership & Management at the AASM Sleep Medicine Trends Course.	✔	✔	✘
Opportunity for Individual Face-to-Face Meeting with AASM Leadership & Management at the Annual SLEEP Meeting.	✔	✔	✘
Attend Private IEP Reception at the Annual SLEEP Meeting (participants)	4	3	2
Interact with AASM Leadership & Management (i.e. conference call, email)	✔	✔	✔
AASM COURSES* & EVENTS			
Complimentary Attendee Registrations at AASM Course of your choice	3	2	1
Discount on Exhibit Space at AASM Course of your choice	100%	50%	25%
Discount on Industry Supported Event (ISE) Fee at AASM Courses	40%	✘	✘
Priority Booth Placement at AASM Courses	Priority 1	Priority 2	Priority 3
Name Badge Ribbons at Annual Meeting & AASM Courses	✔	✔	✔
PowerPoint Slide Advertisement Placement at AASM Courses	✔	✔	✔
Signage at Annual Meeting & AASM Courses	✔	✔	✔
MEMBERSHIP			
Complimentary AASM Affiliate Memberships	4	3	2
Discount on One (1) AASM Membership Mailing List Rentals	100%	50%	25%
RECOGNITION			
Industry Engagement Program Quarterly Email to All AASM Members (promotional content)	Featured	Priority	Spotlight
Complimentary Web Ad in the Journal of Clinical Sleep Medicine (1 per year)	Transition	Leaderboard	Medium Rectangle
Montage Print Advertisement Placement (1 per year)	Half-page	Quarter-page	✘
Web advertisement on SleepEducation.org in the Sleep Product Guide	Featured	Priority	Spotlight
Recognition in AASM Publications and Course Materials (i.e. JCSM, Montage, Insider, Trends, Essentials, Practice Management)	✔	✔	✔
Industry Engagement Program Webpage Listing (i.e. Logo with hyperlink and contact information)	✔	✔	✔
OTHER			
JCSM Subscription - IP Access (5 ranges)	✔	✔	✔

* AASM Courses include Sleep Medicine Essentials and the Practice Management Course

Summary of Benefits



AASM Courses & Events

Events provide real-time networking and the opportunity to identify where customers are in the purchasing process.

Sleep Medicine Essentials

Attendance: 300+

Physicians, Residents, Fellows, Facility Members,
Those taking the recertification exam

Sleep Medicine Essentials, formerly known as the National Sleep Medicine Course and Board Review Course, provides a balance of board review preparation and general sleep knowledge review within one comprehensive course.

Practice Management Course

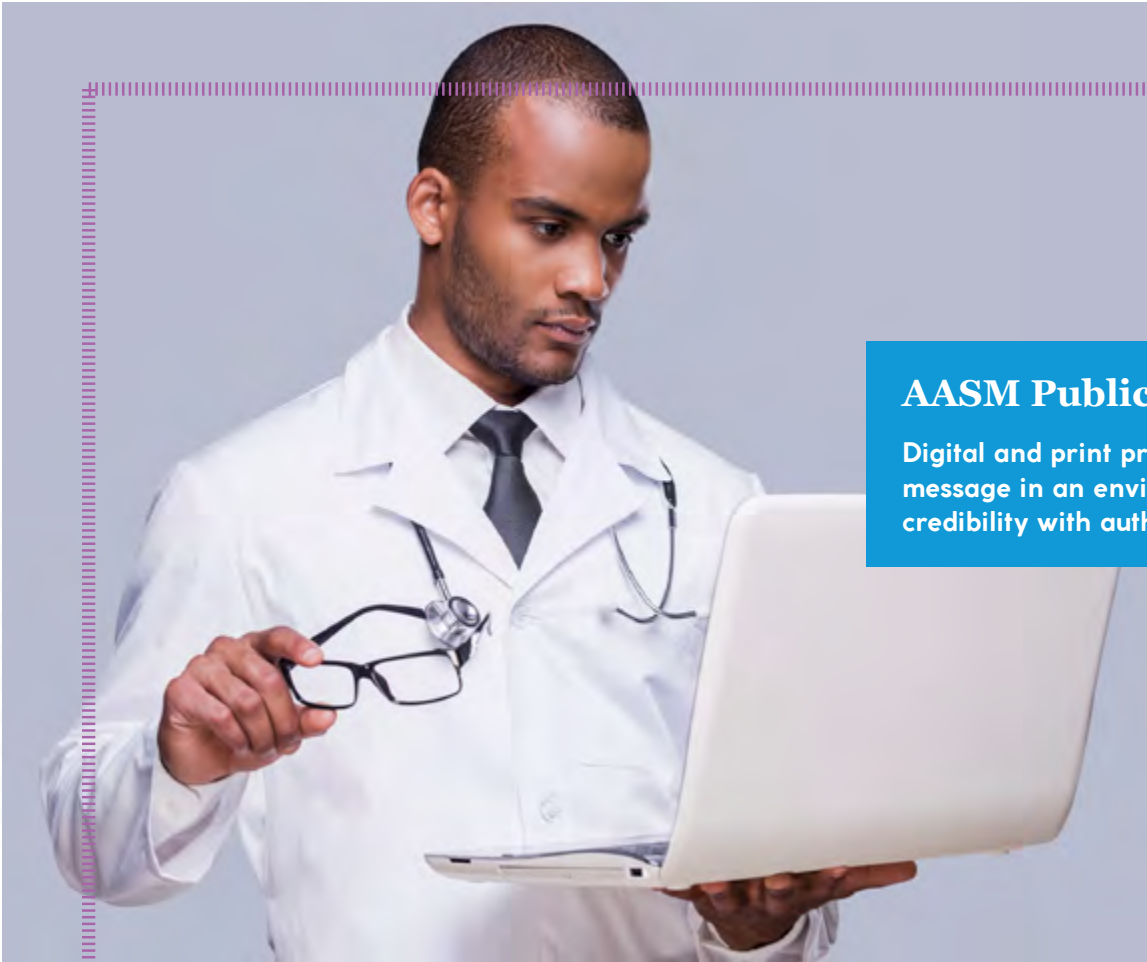
Attendance: 200+

Physicians, Office Managers, Accreditation Staff,
Coding Specialists

This course provides sleep facility optimization tips and best-practice advice. Attendees discuss coding and compliance solutions, quality assurance strategies, and legal and regulatory policies with expert sleep medicine practitioners and AASM accreditation staff.



Summary of Benefits



AASM Publications

Digital and print products carry your message in an environment that lends credibility with authoritative content.

The Journal of Clinical Sleep Medicine (JCSM)

*Monthly | Digital Users: 21K+/month |
Digital Pageviews: 60K+/month*

JCSM is the official peer-reviewed journal of the American Academy of Sleep Medicine and contains cutting-edge findings applicable to the clinical diagnosis and treatment of sleep disorders.

Montage

Quarterly | Print: 8.5K+

Montage highlights important news in the field by featuring member profiles, exclusive interviews, traditional and social media appearances, research advances, and the latest developments impacting patient care.

AASM Insider E-Newsletter

Weekly | 8.5K+

Members are informed of the latest news in the field of sleep medicine, upcoming events, new products, new journal studies, current job postings in our career center, and more. This information is distributed as an e-newsletter via email and blog post on the AASM website.

Industry Engagement Program Quarterly Email

Quarterly | 8.5K+

Distributed content highlights all program participants and recognition is scaled to the level of support. Content may include: company description, product lines, photos, logos, videos, and contact information (up to 1,000 words).



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