INDUSTRY ENGAGEMENT
Program

Advancing Sleep Medicine

Contact Us Today to Get Started
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

Advancing sleep care and enhancing sleep health to improve lives

AASM Vision

Sleep is recognized as essential to health.
Effective Reach
The AASM has a combined membership of approximately 12,000 accredited member sleep centers and individual members. AASM members are key decision makers and influencers within the sleep medicine community.

Title Breakdown
- 72% Physician
- 5% Psychologist
- 5% Researcher
- 5% Dentist
- 5% Sleep Technologist
- 3% Other
- 2% Nurse
- 2% PA/NP/RT
- 1% Student

Board Certified Sleep Physicians by Specialty
- 51% Internal Medicine
- 31% Psychiatry & Neurology
- 6% Pediatrics
- 6% Otolaryngology - Head & Neck Surgery
- 5% Family Medicine
- 1% Anesthesiology

Global Membership
- 32% Southern U.S.
- 19% Western U.S.
- 17% Northeastern U.S.
- 17% Midwestern U.S.
- 15% International
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, discuss advocacy initiatives to advance sleep medicine and promote provider and patient education, 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;
- Have the opportunity to participate in Industry Round Table discussions/meetings where IEP sponsors can openly discuss with AASM representatives, leaders and other IEP sponsors key issues facing sleep medicine, technical/business trends, and opportunities to advance the field;
- 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**

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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</thead>
<tbody>
<tr>
<td>Platinum ($60,000)</td>
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<tr>
<td>Gold ($40,000)</td>
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<td>Silver ($20,000)</td>
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<tr>
<td>Bronze ($10,000)</td>
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</tbody>
</table>

#### ENGAGEMENT

- **NEW** Industry Round Table - Opportunity to openly discuss with AASM representatives, leaders and other IEP sponsors key issues facing sleep medicine, technical/business trends and opportunities to advance the field (2 per year).
  - Platinum: 2
  - Gold: 2
  - Silver: 1
  - Bronze: 1

- **NEW** Focus Group - Opportunity to invite AASM members to participate in an IEP Sponsor’s Focus Group (1 per year)
  - Platinum: ✔
  - Gold: ✔
  - Silver: ✔
  - Bronze: ✔

- **NEW** IEP sponsors can provide feedback to AASM leadership on AASM guidelines, advocacy initiatives and strategic directions.
  - Platinum: ✔
  - Gold: ✔
  - Silver: ✔
  - Bronze: ✔

- Opportunity for Individual Meeting with AASM Leadership*
  - Platinum: 2
  - Gold: 1
  - Silver: ✔
  - Bronze: ✔

- Opportunity to make inquiries to AASM Leadership (i.e. emails, phone calls)
  - Platinum: ✔
  - Gold: ✔
  - Silver: ✔
  - Bronze: ✔

#### AASM COURSES* & EVENTS

- Complimentary Attendee Registrations at AASM Course of your choice
  - Platinum: 4
  - Gold: 3
  - Silver: 2
  - Bronze: 1

- Discount on Exhibit Space at AASM Course of your choice
  - Platinum: 100%
  - Gold: 75%
  - Silver: 50%
  - Bronze: 25%

- Discount on Industry Supported Event (ISE) at AASM Courses
  - Platinum: 50%
  - Gold: 25%
  - Silver: ✔
  - Bronze: ✔

- Ribbons at Annual Meeting & AASM Courses
  - Platinum: ✔
  - Gold: ✔
  - Silver: ✔
  - Bronze: ✔

- Welcome slide recognition at AASM Courses
  - Platinum: ✔
  - Gold: ✔
  - Silver: ✔
  - Bronze: ✔

- Signage at Annual Meeting & AASM Courses
  - Platinum: ✔
  - Gold: ✔
  - Silver: ✔
  - Bronze: ✔
## Benefits of Participation

### Benefits

(Recognition scaled to level of support)

<table>
<thead>
<tr>
<th>Membership</th>
<th>Platinum ($60,000)</th>
<th>Gold ($40,000)</th>
<th>Silver ($20,000)</th>
<th>Bronze ($10,000)</th>
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</thead>
<tbody>
<tr>
<td>Complimentary AASM Affiliate Memberships</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
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<tr>
<td>Journal of Clinical Sleep Medicine (JCSM) - Institutional Subscription (IP Access, up to 5 ranges)</td>
<td>☑️</td>
<td>☑️</td>
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<tr>
<td><strong>RECOGNITION</strong></td>
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<tr>
<td>Talking Sleep Podcast Promo Package (Email Alert, Pre-roll and Mid-roll Ad between part A &amp; B)</td>
<td>4</td>
<td>2</td>
<td>1</td>
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</tr>
<tr>
<td>Complimentary Web Ads in the Journal of Clinical Sleep Medicine (JCSM) 2 per year - Digital</td>
<td>Transition</td>
<td>Leaderboard</td>
<td>Medium Rectangle</td>
<td></td>
</tr>
<tr>
<td>Complimentary Ad in Montage 1 per year - Print</td>
<td>Full-page</td>
<td>Half-page</td>
<td>Half-page</td>
<td></td>
</tr>
<tr>
<td>Posting on SleepEducation.org - Sleep Product Guide</td>
<td>12 months</td>
<td>12 months</td>
<td>12 months</td>
<td>12 months</td>
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<tr>
<td>Recognition in AASM Publications and Course Materials</td>
<td>☑️</td>
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<tr>
<td>IEP Webpage Listing (i.e. Logo with Hyperlink and Contact Information)</td>
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<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
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<tr>
<td><strong>OTHER</strong></td>
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<tr>
<td>Insert in AASM product orders (1 month)</td>
<td>☑️</td>
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*AASM Leadership is AASM Staff and board representatives

** Courses include Sleep Medicine Trends 2021 & Essentials, and Practice Management
Summary of Benefits

**Sleep Medicine Trends 2021**
Co-located with *Sleep Medicine Essentials*
September 10-12, 2021 | Austin TX

**Sleep Medicine Trends**
Annual meeting with a focus on the advancement of sleep care. Lectures will provide novel strategies and innovative techniques to keep sleep practitioners at the forefront of the field.

**Sleep Medicine Essentials**
Provides a balance of board review preparation and general sleep knowledge review.

**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)**

*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 | 20,000+

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.

**Sleep Product Guide**
Sleepeducation.org generates more than 3.65 million page views per year and 1.75 million users providing comprehensive information to help people make informed decisions about their sleep care. A key resource on the site is the directory of AASM-accredited sleep centers, which allows users to identify local providers of high quality, patient-centered care for sleep disorders.
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