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**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

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

## AASM Vision

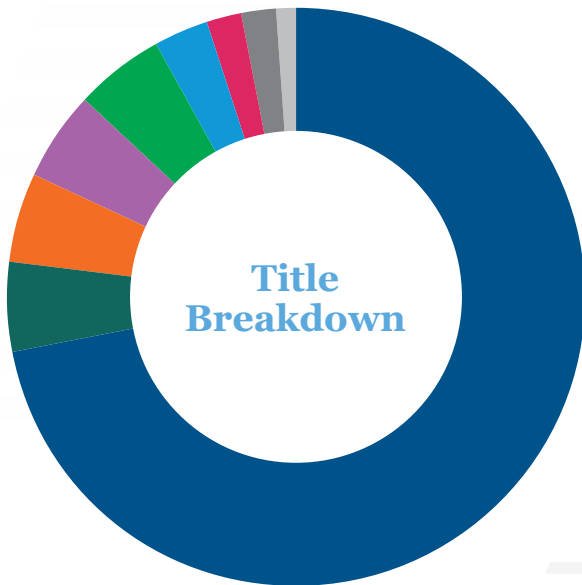
Achieving optimal health through better sleep.

# 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.

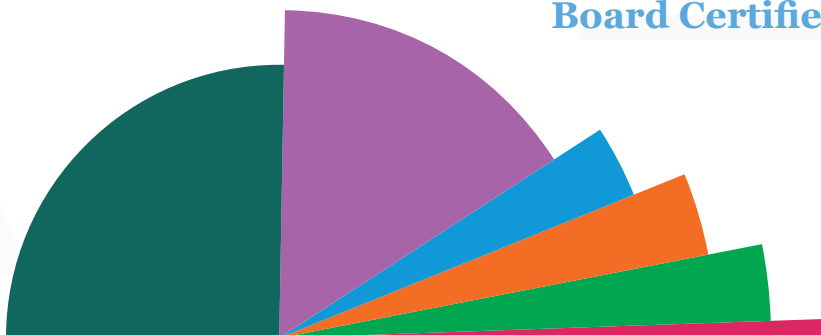


- 72% Physician
- 5% Psychologist
- 5% Researcher
- 5% Dentist
- 5% Sleep Technologist

- 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, 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  
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(630) 737-9732



# Benefits of Participation

## Benefits

(Recognition scaled to level of support)

Platinum  
\$60,000

Gold  
\$40,000

Silver  
\$20,000

Bronze  
\$10,000

### ENGAGEMENT

**NEW** Sponsored Resources - IEP sponsors have the opportunity to post informational articles, images and links to educate AASM members and non-members about their products, services, resources, etc. located on the new Sponsored Resources web-page on AASM.org. (all items to be reviewed prior to posting). The number of postings per year is based on the level of support.

6

4

2

1

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).

2

2

1

1

Focus Group - Opportunity to invite AASM members to participate in an IEP Sponsor's Focus Group (1 per year)



Provide feedback on practice guidelines during public comment periods. IEP sponsors will be given the opportunity to suggest new topics, or submit feedback on why existing guidelines should be updated, when the Board prioritizes new projects annually.



Opportunity for Individual Meeting with AASM Leadership\* during AASM Courses (1 per year)



Opportunity for Individual Meeting with AASM Leadership



Opportunity to make inquiries to AASM Leadership (i.e. emails, phone calls)



### AASM COURSES\* & EVENTS

Complimentary Attendee Registrations at AASM Course of your choice

4

3

2

1

Discount on Exhibit Space at AASM Course of your choice

100%

75%

50%

25%

Discount on Industry Supported Event (ISE) at AASM Courses

50%

25



Ribbons at Annual Meeting & AASM Courses



Welcome slide recognition at AASM Courses



Signage at Annual Meeting & AASM Courses



# Benefits of Participation

<b>Benefits</b> (Recognition scaled to level of support)	<b>Platinum</b> \$60,000	<b>Gold</b> \$40,000	<b>Silver</b> \$20,000	<b>Bronze</b> \$10,000
<b>MEMBERSHIP</b>				
Complimentary AASM Affiliate Memberships	4	3	2	1
Journal of Clinical Sleep Medicine (JCSM) - Institutional Subscription (IP Access, up to 5 ranges)	✔	✔	✔	✘
<b>RECOGNITION</b>				
Talking Sleep Podcast Promo Package (Email Alert, Pre-roll and Mid-roll Ad between part A & B)	4	2	1	✘
Complimentary Web Ads in the Journal of Clinical Sleep Medicine (JCSM) 2 per year - Digital	<b>Transition</b>	<b>Leaderboard</b>	<b>Medium Rectangle</b>	✘
Complimentary Ad in Montage 1 per year - Print	<b>Full-page</b>	<b>Half-page</b>	<b>Half-page</b>	✘
Posting on SleepEducation.org - Sleep Product Guide	<b>12 months</b>	<b>12 months</b>	<b>12 months</b>	<b>12 months</b>
Recognition in AASM Publications and Course Materials	✔	✔	✔	✔
IEP Webpage Listing (i.e. Logo with Hyperlink and Contact Information)	✔	✔	✔	✔
<b>OTHER</b>				
Insert in AASM product orders (1 month)	✔	✘	✘	✘

\*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

Approximately 500 sleep physicians  
and sleep professionals and those  
taking the recertification exam

AASM presents  
**SLEEP MEDICINE  
TRENDS**

**SLEEP MEDICINE  
e s s e n t i a l s**

### 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)***

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 | 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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