



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

Advancing sleep care and enhancing sleep health to improve lives

AASM Vision

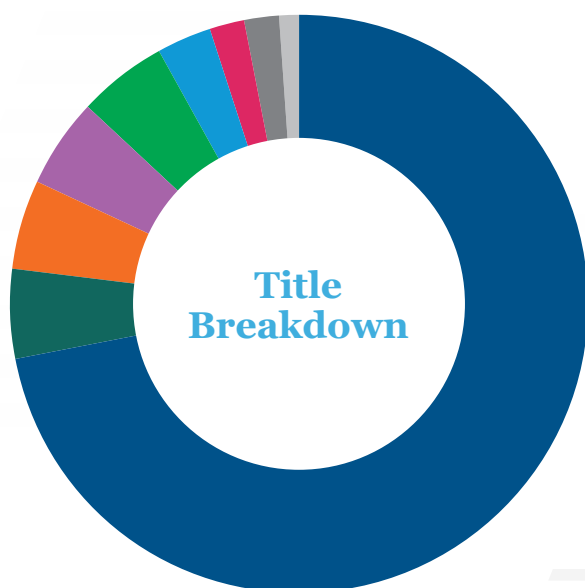
Sleep is recognized as essential to health.

AASM Membership Profile



Effective Reach

The AASM has a combined membership of over 11,000 accredited member sleep centers and individual members. AASM members are key decision makers and influencers within the sleep medicine community.

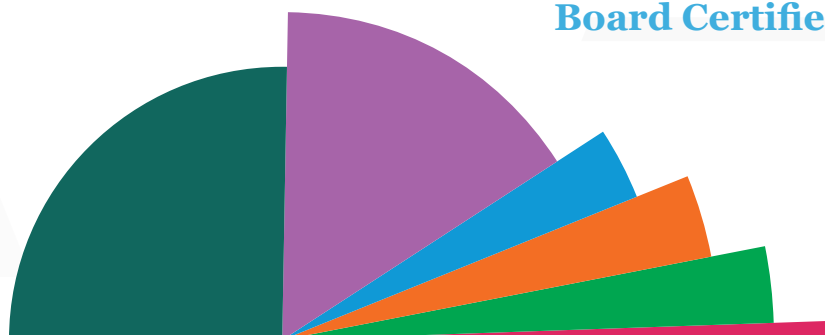


- 72% Physician
- 5% Psychologist
- 5% Researcher
- 5% Dentist
- 5% Sleep Technologist

- 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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Benefits of Participation

Benefits (Recognition scaled to level of support)	Platinum \$60,000	Gold \$40,000	Silver \$20,000	Bronze \$10,000
ENGAGEMENT				
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).	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 – AASM promotes 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 Virtual Meeting with AASM Leadership	✓	✗	✗	✗
Opportunity to engage with AASM Leadership via emails, phone calls	✓	✓	✓	✓
AASM COURSES* & EVENTS				
Complimentary Attendee Registrations at AASM Course of your choice	2	2	1	1
Discount on Exhibit Space at AASM Course of your choice	75%	50%	35%	25%
Discount on Industry Supported Event (ISE) at AASM Courses (1 per year)	30%	20%	✗	✗
Ribbons at Annual Meeting & AASM Courses	✓	✓	✓	✓
Welcome slide recognition at AASM Courses	✓	✓	✓	✓
Signage at Annual Meeting & AASM Courses	✓	✓	✓	✓

Benefits of Participation

Benefits (Recognition scaled to level of support)	Platinum \$60,000	Gold \$40,000	Silver \$20,000	Bronze \$10,000
MEMBERSHIP				
Complimentary AASM Affiliate Memberships	4	3	2	1
Journal of Clinical Sleep Medicine (JCSM) - Institutional Subscription (IP Access, up to 5 ranges)	✓	✓	✓	✗
RECOGNITION				
Talking Sleep Podcast Promo Package Exclusive (Email Alert, Pre-roll and Mid-roll Ad between part A & B (as available)	4	2	1	✗
Complimentary Digital Ads in the Journal of Clinical Sleep Medicine (JCSM) - 1 per year	Transition	Leaderboard	Medium Rectangle	✗
Complimentary Ad in Montage one month - Print	Full-page	Half-page	Half-page	✗
Recognition in AASM Publications and Course Materials	✓	✓	✓	✓
IEP Webpage Listing (i.e. Logo with Hyperlink and Contact Information)	✓	✓	✓	✓

*AASM Leadership is AASM Staff and board representatives

** Courses include Sleep Medicine Trends 2024 & Essentials, and Practice Management

Summary of Benefits

SLEEP MEDICINE *TRENDS*

February 23-24, 2024

San Diego CA

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. Approximately 400 sleep physicians and sleep professionals and those taking the recertification exam.

SLEEP MEDICINE *es.sen.tials*

September 2024

Virtual

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.

AASM Smartbrief E-Newsletter

Weekly | 12,000+

Provides industry news and updates, analysis of health care trends and innovations and research highlights.



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