

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
- Promote high quality, patient-centered care for those with sleep disorders

INDUSTRY ENGAGEMENT PROGRAM CONTACT

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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 Sponsored Resources web-page on AASM.org. (all items to be reviewed prior to posting). Size 380x240. You may provide a URL. | 5 | 3 | 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 attendees | 2 attendees | 1 attendee | 1 attendee |
| 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* at both Sleep Medicine Trends and SLEEP Meeting. (2 per year). Based on availability. | ✔ | ✘ | ✘ | ✘ |
| Opportunity for Individual Meeting with AASM Leadership* at either Sleep Medicine Trends or SLEEP Meeting. (1 per year). Based on availability. | ✘ | ✔ | ✘ | ✘ |
| Opportunity for Individual Virtual Meeting with AASM Leadership. | ✔ | ✘ | ✘ | ✘ |
| Opportunity to engage with AASM Leadership via emails, phone calls. | ✔ | ✔ | ✔ | ✔ |
| (I) focus group facilitated by the sponsor, AASM will promote to its members. | ✔ | ✘ | ✘ | ✘ |

*AASM Leadership is AASM Staff and board representatives

**Courses Include Sleep Medicine Trends 2026, and Practice Management

IEP benefits apply at the company level, rather than division or product line.

BENEFITS OF PARTICIPATION CONT.

| AASM COURSES* & EVENTS | | | | |
|--|-----------|-----------|-----------|-----|
| Complimentary Attendee Registrations at Sleep Medicine Trends | 3 | 2 | 1 | 1 |
| Discount on Exhibit Space at Sleep Medicine Trends | 50% | 40% | 30% | 20% |
| Discount on Industry Supported Event (ISE) at Sleep Medicine Trends | 30% | 20% | ✘ | ✘ |
| Ribbons at Annual Meeting & AASM Courses | ✔ | ✔ | ✔ | ✔ |
| Welcome slide recognition at AASM Courses | ✔ | ✔ | ✔ | ✔ |
| Signage at Annual Meeting & AASM Courses | ✔ | ✔ | ✔ | ✔ |
| MEMBERSHIP | | | | |
| Complimentary AASM Affiliate Memberships. Similar benefits as full member with the exception of voting rights. | 4 | 3 | 2 | 1 |
| Branding Opportunities | | | | |
| Complimentary Ad in Montage one issue - Print | Full-page | Half-page | Half-page | ✘ |
| AASM Weekly E-newsletter rectangle text ad (180x10) While inventory lasts. | 2 mos | 1 mo | ✘ | ✘ |
| Sleepeducation.org leaderboard ad (728x90) While inventory lasts. | 3 mos | 2 mos | ✘ | ✘ |
| Sleepeducation.org medium rectangle ad (300x250) | ✘ | ✘ | 2 | 1 |
| Complimentary rental of Membership List (physical addresses) | 2 | 2 | 1 | 1 |
| IEP Webpage Listing (i.e. Logo with Hyperlink and Contact Information) | ✔ | ✔ | ✔ | ✔ |

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