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ABOUT ASET – THE NEURODIAGNOSTIC SOCIETY

ASET – The Neurodiagnostic Society is the largest national professional association in the world for individuals involved in the study and recording of electrical activity in the brain and nervous system.

Members include technologists, researchers, educators, managers, students, physicians and institutions involved in EEG, evoked potentials, polysomnography, nerve conduction studies, long term monitoring, intraoperative neuromonitoring and related neurodiagnostics. As a membership organization, ASET advances the field of Neurodiagnostics by:

- serving member needs
- defining and endorsing standards of practice
- providing innovative educational opportunities
- promoting the profession; and
- building coalitions with other allied health organizations and communities of interest.

ASET is a volunteer, not-for-profit entity organized under section 501(c) 6 of the IRS code. It was incorporated in 1959 in the state of Alabama and maintains headquarters in Kansas City, MO. The Society governance structure includes a policy-making Board of Trustees, committees and task forces common to most professional societies.

ASET is committed to working with other allied health organizations and supporting their efforts such as the Health Professions Network, Committee on Accreditation for Education in Neurodiagnostic Technology [CoA-NDT], Commission on Accreditation of Allied Health Education Programs [CAAHEP], National Network of Two Year Colleges, credentialing organizations and other affiliated professional organizations representing the allied health profession.

MISSION STATEMENT
ASET - The Neurodiagnostic Society provides leadership, advocacy and resources that promote professional excellence and quality patient care in neurodiagnostics. As a membership organization, ASET advances the field by serving member needs; defining and endorsing standards of practice; providing innovative educational opportunities; promoting the profession; and building coalitions in allied health and other communities of interest.
STATISTICAL MEMBERSHIP DATA

WHO ARE ASET MEMBERS?
This statistical data are pulled from ASET’s data base representing technologists in the field of neurodiagnostics.

MEMBERSHIP: 4,560 [as of 01.08.14]

MEMBERSHIP TYPE
Active ....................... 2,953
Associate .................... 80
Student ........................ 314
Institutional .................. 1,180
Lifetime/Honorary ............ 27
Emeritus ....................... 3

SUBSCRIBERS: 80

SUBSCRIPTION TYPE
Individual Subscribers .......... 15
Library Subscribers ............ 65

CREDSITENTIALS
R. EEG T. ........................ 1,646
R. EP T. .......................... 607
CNIM ............................ 1,130
CLTM ............................ 109
R.NCS.T. .......................... 215
RPSGT ........................... 352
RN/LPN ........................... 74
DABNM ........................... 36
DC ................................. 50
None Reported .................. 1,727

EDUCATION
2 year Associates Degree ...... 862
Bachelors Degree ............... 1,186
Master’s Degree ............... 264
MD ............................... 113
PhD ............................... 80
None Reported .................. 2,374
AGE
20-29 ........................................ 501
30-39 .................................... 914
40-49 ..................................... 812
50-59 ..................................... 801
60+ ......................................... 229
None Reported .......................... 1,380

GEOGRAPHICAL

ASET - THE NEURODIAGNOSTIC SOCIETY MEMBERS

Outside of US ............... 120

TOP NEURODIAGNOSTIC SPECIALTY AREAS OF INTEREST
ASET members’ top 10 specialty areas of interest in Neurodiagnostics (as indicated on membership application)
EEG ................................. 1,996
SSEP ............................. 1,040
IOM/EP .......................... 973
IOM/EEG ......................... 964
Ambulatory EEG .......... 908
BAEP ............................ 885
VEP ............................... 879
IOM/EMG .................. 848
Pediatrics ................. 770
ICU/EEG ..................... 740
FAST FACTS

THE NEURODIAGNOSTIC JOURNAL

The Neurodiagnostic Journal has been consistently named as one of the main reasons that technologists join ASET. Advertising in the journal ensures that you will reach your target audience of neurodiagnostic technologists. The Neurodiagnostic Journal is an Index Medicus listed journal that appears on Pub Med.

- The official scientific publication of ASET.
- The journal is circulated quarterly with issues published in March, June, September and December.
- Distributed to over 4,000 neurodiagnostic technologists, MDs, PhDs, hospitals, clinics, and medical libraries all over the world.
- Editorial content covers all aspects of neurodiagnostic technology including, EEG, evoked potentials, intraoperative neuromonitoring, long term monitoring, nerve conduction studies, and polysomnography/sleep.
- The journal also carries book reviews, letters to the editor, and ASET Society proceedings.

ADVERTISING RATES

Volume rate applies to a four-issue volume/year commitment, starting with the March issue. Ad copy may be changed at any time for no additional charge.

**Black & White**

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**4-Color**

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**ADVERTISEMENT DEADLINES**

<table>
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<td>June</td>
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<td>September</td>
<td>July 15</td>
</tr>
<tr>
<td>December</td>
<td>October 15</td>
</tr>
</tbody>
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*Note: All color rates are the total cost – not a charge added to the Black and White rate.*
MECHANICAL REQUIREMENTS

Ad Sizes [all ad copy]
Finish Size – 6” x 9”
Non-Bleed Size – 5 ¼” x 8 ¼” or ¼” smaller than the trim in any non-bleed direction.
Bleed Size – 6 ¼” x 9 ¼” or ¼” larger than the trim in any direction that will bleed. Allow at least ¼” between the edge of the page and the live matter.

ELECTRONIC REQUIREMENTS

Must be the final size desired. Press-ready format in PDF, EPS, or TIFF for either Macintosh or PC platforms.
4-color CMYK graphics: no less than 300 ppi when output at final size. Grayscale/continuous tone: no less than 300 ppi when output at final size. Line art (b/w text no screens): no less than 600 ppi when output at final size, 1200 ppi optimal. Color must be in CMYK or Pantone Spot Color. Material may be submitted on disk or sent via e-mail.

For more information on advertising in The Neurodiagnostic Journal contact:

Lucy Sullivan, R. EEG T., CLTM
ASET Director of Publications
3350 S. 198th Rd.
Goodson, MO  65663 USA
Ph: 471.253.5838
Fax: 471.253.5838
lucy@aset.org

DIRECT MAIL - LABEL LEASE PROGRAM

Reach your target audience for employment opportunities, product release notices, Neurodiagnostic training or other activities relating to the Neurodiagnostic profession by leasing ASET mailing labels. Convenient, affordable and best of all – your direct mail piece goes to a selected audience of Neurodiagnostic professionals. A sample of the mail piece must be approved by ASET personnel.
• You can narrow your mailing list by state, zip code, and gender.
• New search specifications coming soon.
• E-mail distribution list options also available.

Prices vary; contact your InFocus representative, or visit www.infocuslists.com for more information.

For more information contact Sarah Dolezilek at 816.931.1120 [3#] or sarah@aset.org
Neurodiagnostic Week is that time of year when the contributions of Neurodiagnostic professionals are honored and celebrated. Neurodiagnostic Week is celebrated during the third full week of April, and is intended to demonstrate pride in the profession and in the individual accomplishments of Neurodiagnostic technologists throughout the world. It is also an excellent opportunity to educate other healthcare personnel, recruit new students into the profession, and to promote awareness of the profession in the community. Show your appreciation with a Neurodiagnostic Week sponsorship package.

- A poster is distributed to Neurodiagnostic technologists, clinics, hospital labs, and specialty practices.
- Website advertising placement for one year available at www.aset.org/neurodiagnosticweek.

**SPONSORSHIP PACKAGE - $2,500**
Includes logo placement on the Neurodiagnostic Week Poster and ASET website at www.aset.org/neurodiagnosticweek.

**COMMITMENT DEADLINE**
February 1st.

**MECHANICAL REQUIREMENTS**
Image must be at least 300 dpi at final size, 4-color image accepted at no additional charge, final size no larger than 2” x 3” and submitted on disk or by email to Sarah Dolezilek, sarah@aset.org. Color must be in CMYK or Pantone Spot Color.

For more information contact Sarah Dolezilek at 816.931.1120 [3#] or sarah@aset.org

**HOW DO YOU PLAN TO CELEBRATE IN 2014?**
EDUCATIONAL SEMINARS
ASET’s two-day education seminars offer programming to strengthen skills, improve core competencies, explore new ideas, and raise the level of group dialogue among participants. Comprehensive in their content, seminar formats are a combination of lectures and hands-on workshops. Courses focus on basic, intermediate, board preparation, and advanced levels for EEG, evoked potential, intraoperative neuromonitoring, nerve conduction studies, long term monitoring, and polysomnography technologists.

POSTCARD………………………………… $600/each
Get billing as a contributing sponsor on a 4” x 6”, full-color postcard, mailed to a regional audience of ASET members and non-members alike.

For more information contact Sarah Dolezilek at 816.931.1120 [3#] or sarah@aset.org

EDUCATIONAL SEMINARS
ASET’S 2014 SEMINARS (dates and location subject to change)

March 29 – 30, 2014
University of Pittsburgh Medical Center, Pittsburgh, PA
EEG Boot Camp; LTME Academy

November 8 – 9, 2014
Concorde Career College Campus, Arlington, TX
EEG Boot Camp
(AAET Nerve Conduction Course held concurrently)

DEADLINES
Spring: January 29
Fall: September 8

Exhibit at the ASET Annual Conference
Sponsorships are based on first right of refusal from existing sponsors.

The ASET Annual Conference is the largest educational opportunity and networking event in the world for Neurodiagnostic professionals and industry partners. Complete with dozens of education sessions, poster presentations, high-level abstract presentation speakers, specialty symposia, exhibit hall, and diverse opportunities for networking, this annual event is a must for all Neurodiagnostic professionals, whether a technologists, laboratory manager, physician, or supplier representative. There are a number of annual conference sponsorship opportunities. All sponsorships will include a listing in the final program and on the exhibit hall entrance unit.

**PROMOTIONAL OPPORTUNITIES**

- Final Program advertising
- Lanyards
- Ink pen/highlighter
- Portfolio with pad
- Personalized notepad
- Conference Proceedings on Flash drive or CD
- Meeting bags
- Opening reception drink tickets
- Breaks sponsorship
- Course sponsorship
- T-shirts
- Meeting packet inserts

**FINAL PROGRAM**

Capture everyone’s attention with the final program that provides exhibitor information, course schedule, general session abstracts, and general meeting information.

- Back Page Ad [color] .................. $1,200
- Front Inside Cover [color] ........... $1,000
- Back Inside Cover [color] ........... $1,000
- 8 ½” x 11” Internal [color] .......... $600

**LANYARDS**

Custom printed lanyards with your company name and logo will be worn by over 450 attendees and exhibitors attending the annual conference and ASET seminars throughout the year. $1,500

**INK PEN/HIGHLIGHTER**

High quality pen/highlighter makes taking notes a breeze. In fact, we’ll be using these pens throughout the year at other ASET seminars. Your logo or up to 15 words will be printed on the pen/highlighter. $850

**MECHANICAL REQUIREMENTS**

For printed advertising, a PDF file with embedded fonts is to be emailed to Sarah Dolezilek at the ASET Executive Office, sarah@ASET.org. 

**AD SIZES**

- finished size 8 ½” x 11”
- non-bleed size is 7” x 10”
- bleed size is 8 ¾” x 11 ¼”.

For company logo advertising, artwork, and pictures, a JPEG or TIFF image saved with at a high resolution of 300 dpi or higher is required.

**DEADLINES**

Commitments must be confirmed by May 15, 2014.
PORTFOLIO WITH PAD
This vinyl folder will be emblazoned with your company logo on the front cover. The portfolio contains a notepad and pockets for easy storage.

PERSONALIZED NOTEPAD
A 50-page 8 ½” x 11” notepad with gridlines will display and promote your company with your logo and contact information. The notepad will be inserted into the meeting bag and distributed to all conference attendees.

CONFERENCE HANDOUT FLASH DRIVE
Each registered attendee will receive a flash drive, preloaded with all of the course handouts from the meeting. The flash drive features your logo and/or company name as part of the artwork. Also available in a less expensive CD format for $1,200.

REGISTRATION TOTES
This official bag, imprinted with the sponsoring company’s name and logo along with the conference logo is distributed to all attendees at the annual conference and at ASET seminars throughout the year. These bags will be used by attendees long after the meeting has ended.

EXHIBIT HALL OPENING RECEPTION DRINK TICKETS
Help ASET celebrate its 55th annual conference in style! The reception and entertainment are always highlights at any meeting…and in Reno; it is bound to be memorable. Your company name and logo will appear on the drink tickets distributed to all attendees, (350 tickets printed).

MORNING OR AFTERNOON BREAKS
What conference would be complete without food and beverages to quench hunger and thirst? Generate goodwill and appreciation from all those attendees who need a jolt of caffeine in the morning or a sugar boost in the afternoon. Your company name and logo will be displayed on the morning or afternoon break sign and on the schedule in the final program.

EDUCATION/PROFESSIONAL DEVELOPMENT
Contribute to the professional development of Neurodiagnostic technologists by underwriting the various activities, including poster sessions. Customize and tailor your support of the ASET educational programs by sponsoring a course track for a day. Long-standing event at ASET conferences are the Sundown Seminars covering a range of topics. They are always popular and well-attended; position your company as a leader by supporting these sessions. Your company name and logo will be printed on the meeting room signs as well as on the schedule in the final program.

CONFERENCE T-SHIRTS
Create a lasting impression of the ASET meeting for all attendees by sponsoring a complimentary t-shirt. Your logo and company name will be prominently displayed on the t-shirt along with the conference logo.

MEETING PACKET INSERTS
Be sure that your message reaches all attendees by inserting a flyer or brochure in the official meeting bag. No work…no sweat! Just send us your brochure or flyer [up to one 8 ½” x 11” piece] and we’ll do all the work. Better yet, do a promotion enticing attendees to your booth with a special offer they can’t refuse. Contact the ASET office for required quantity.
ONLINE ADVERTISING

FAST FACTS

ASET WEBSITE
ASET’s website, www.aset.org is the number one online resource for Neurodiagnostic technologists worldwide; seeking education, products, and services in the field of Neurodiagnostic technology. What better place to promote your message and provide a link to your website. Provide ASET with your company logo and/or slogan, and website address, then just sit back and watch the hits come in.

WEB STATISTICS
Average Visits/Month: 12,151
Average Unique Visitors: 7,542
Average Page views/Month: 82,771
Average Time on Site: 5:03
Average Page views: 6.56
New Visits: 50.03%

WEB BANNER PRICING
YEARLY RATES
Position 1 [homepage]............$1,250
Full Banner..........................$1,000
Tile/Left Banner......................$950

QUARTERLY RATES
Position 1...............................$500
Banner Ad..............................$450
Tile/Left Banner......................$400

WEB BANNER ADS

POSITION 1
A prominent banner ad on the ASET home page is the best location to promote your company.
• Logo placement with hyperlink to your company’s website
• Maximum size - 200 X 100 pixel banner

FULL BANNER
Reach your target audience from one of our most trafficked web pages by placing an ad at the top or bottom of the internal page of your choice.
• Full logo, promotions or testimonial ads welcome
• Maximum size - 468 x 60 pixels
• Required RGB color mode
• Accepted file types: GIF, JPG, SWF

TILE/LEFT BANNER
• Full logo, promotions or testimonial ads welcome
• Maximum size - 125 x 240 pixels
• Required RGB color mode
• Accepted file types: GIF, JPG, SWF

TOP 5 ASET WEBPAGES:
1. ASET Homepage
2. Online Store
3. Member Login Page
4. List of Neurodiagnostic Schools
5. Employment Exchange

INTERNAL PAGES AVAILABLE FOR BANNER AD PLACEMENT:
Member Benefits
Annual Conference
ASET News
Educational Products
Resources
Employment Exchange

*Other pages available also, contact Sarah for details
BROADCAST EMAILS

ASET distributes approximately 15-20 broadcast emails per year, each with a distribution of more than 13,500 email addresses of ASET members, subscribers, prospects and Neurodiagnostic labs. Content is primarily ASET news and updates on educational offerings, deadlines, call for action, society news, and other important related information. Yearly and quarterly sponsorship of ASET broadcast email messages are available.

- As a sponsor your company name, logo, slogan and a link to your website will be included on each broadcast email message.
- You may change the link at anytime, for no additional cost.

EMAIL PRICING:

YEARLY.................. $1,000
One full year

QUARTERLY.........$350
January 1 – March 31
April 1 – June 30
July 1 – September 30
October 1 – December 31

WEBINAR EMAILS

For eight months out of the year, ASET hosts a series of Live Webinars. During this time ASET distributes 2-3 emails per month, focusing on the upcoming webinar. Each email is distributing to more than 13,500 email addresses of ASET members, subscribers, prospects, and Neurodiagnostic labs. Yearly and monthly sponsorship of the Live Webinar Series is available.

- As a sponsor your company name, logo, slogan and a link to your website will be included on each broadcast email message.
- You may change the link at anytime, for no additional cost.
- For a list of 2014 Live Webinars, click here.

WEBINAR EMAIL PRICING:

YEARLY.............$1,500
One full year

MONTHLY.........$200/month
You select which month(s) you’d like to advertise

EMPLOYMENT EXCHANGE PROGRAM

The ASET Employment Exchange program is the perfect way for technologists to find Neurodiagnostic positions and for hospitals, clinics, and companies to find qualified Neurodiagnostic professionals.

- Search the ASET resume bank for experienced personnel.
- Post a job opening under any of the three categories, Neurodiagnostic Technologist, Management, or Sales.
- All job openings are posted for 30 consecutive days.
- Resume posting is Free to all ASET members, ($20 – non members).

AD PRICE

ASET members ..................$100/each
Non-members .....................$150/each

For more information contact Sarah Dolezilek at 816.931.1120 [3#] or sarah@aset.org
FAST FACTS

CORPORATE SPONSORSHIP

We can personalize a sponsorship package that fits your organization’s needs. We can incorporate any combination of items listed above into an annual corporate sponsorship package and you will receive a 5% discount.

• Sponsorship package must exceed $5,000 to qualify.
• Payment must be received in full at time sponsorship agreement is signed to receive 5% discount
• Payment plans available.

CAN’T DECIDE? Let me make it easy for you. Select one of the following sponsorship levels and take care of all your marketing needs for 2014.

PLATINUM SPONSORSHIP [$11,500]
• The Neurodiagnostic Journal - 4 Internal Page, Full-Color Ads
• Neurodiagnostic Week Sponsorship
• 10 x 10 booth - ASET Annual Conference (includes two complimentary registrations)
• Annual Conference Sponsorship - 3 Full Days
• Annual Conference Meeting Packet Insert
• Website Sponsorship - Postion 1 - 1 Full Year
• Broadcast Emails - 1 Full Year

GOLD SPONSORSHIP [$8,500]
• The Neurodiagnostic Journal - 4 internal page, full-color ads
• 10 x 10 booth - ASET Annual Conference (includes two complimentary registrations)
• Annual Conference Sponsorship
• Annual Conference Meeting Packet Insert
• Website Sponsorship - Postion 1 - 1 Full Year

SILVER SPONSORSHIP [$6,500]
• The Neurodiagnostic Journal - 4 internal page, full-color ads
• 10 x 10 booth - ASET Annual Conference (includes two complimentary registrations)
• Annual Conference Meeting Packet Insert
• Broadcast Emails - 1 Full Year

For more information and to request a customized package contact Sarah Dolezilek at 816.931.1120 [3#] or sarah@aset.org
The ASET Foundation supports educational initiatives, programs and special projects designed to advance and support excellence in quality patient care by providing resources to Neurodiagnostic professionals to enhance their knowledge, understanding and skills in the field. The ASET Foundation seeks broadly based financial support from professional, public, private and corporate sources to fund programs and initiatives related to scholarships and other educational opportunities.

- Become a Brain Trust member and pledge to donate $2,500 over the next 5 years.
- General donations to the ASET Foundation will make a difference in our ability to expand educational and scholarship opportunities and to support special projects or activities for the profession.
- Named scholarship sponsorships available (contact Arlen Reimnitz for more information).

Consider supporting the Foundation with a general donation or sponsoring a scholarship in your company’s name. Deadline to participate in the named scholarship program for 2014 is February 15.

For more information contact Arlen Reimnitz, Executive Director at 816.931.1120 [4#] or arlen@aset.org.

AD POLICY

Advertising and marketing collaterals accepted by ASET must meet the following criteria:

1. It relates to products or services which are germane to, effective in and useful in the field of neurodiagnostics;
2. It presents accurate information and is not misleading or deceptive in any way;
3. It makes no comparison with and no disparaging remarks about a competing product;
4. It does not promote any product or service which has been judged to be dangerous or of no benefit by consulting professionals;
5. It does not indicate or imply any endorsement of the product or services by ASET or any of its officials;
6. It does not promote any product or service which is inconsistent with the current Guidelines in EEG, EP and PSG or any other professional standards promulgated, adopted or endorsed by ASET;
7. It is not in conflict with or inconsistent with the purposes and goals of ASET and;
8. It does not relate to a product which does not have Federal approval nor is the subject of litigation with a governmental agency with respect to claims made in the marketing of the product.
**SPONSORSHIP ORDER FORM**

**CONTACT INFORMATION**

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Please select items(s)/events you wish to sponsor (sponsorship opportunities will first be offered to the current year’s sponsor.)

**PRINT ADVERTISING**

The Neurodiagnostic Journal

- [ ] Black and White
- [ ] Full Color
- [ ] March
- [ ] June
- [ ] September
- [ ] December

Direct Mail
- [ ] Portfolio with Pad
- [ ] Personalized notepage
- [ ] Conference Proceedings Flash Drive
- [ ] CD
- [ ] Final Program Advertising
  - [ ] Back Outside Cover
  - [ ] Front Inside Cover
  - [ ] Back Inside Cover
- [ ] 8 1/2 x 11 Internal Page
- [ ] Conference T-Shirts
- [ ] Registration Totes
- [ ] Lanyards
- [ ] Ink Pen
- [ ] Meeting Packet Insert [supplied by vendor]

**FACE-TO-FACE ADVERTISING**

Education Seminar Postcard
- [ ] Spring 2014
- [ ] Fall 2014

ASET Annual Conference Exhibit Booth
- [ ] 10' x 10'
- [ ] 10' x 20'
- [ ] 10' x 30'

**Print Advertising & Promotional Items**

- [ ] Portfolio with Pad
- [ ] Personalized notepage
- [ ] Conference Proceedings Flash Drive
- [ ] CD
- [ ] Final Program Advertising
  - [ ] Back Outside Cover
  - [ ] Front Inside Cover
  - [ ] Back Inside Cover
- [ ] 8 1/2 x 11 Internal Page
- [ ] Conference T-Shirts
- [ ] Registration Totes
- [ ] Lanyards
- [ ] Ink Pen
- [ ] Meeting Packet Insert [supplied by vendor]

**ONLINE ADVERTISING**

**Website**
- [ ] Position 1
- [ ] Full Banner
- [ ] Left/Title Banner

- [ ] 1 Full Year
- [ ] Quarterly

**Broadcast Emails**
- [ ] 1 Full Year
- [ ] Quarterly

- [ ] Jan. - March
- [ ] April - June

**Webinar Emails**
- [ ] 1 Full Year
- [ ] Monthly

- [ ] January
- [ ] February
- [ ] March
- [ ] April
- [ ] May
- [ ] September
- [ ] October
- [ ] November

**Employment Exchange**

- [ ] 1 Full Year
- [ ] Quarterly

- [ ] Jan. - March
- [ ] July - Sept.

**Bundle Your Advertising**

**Corporate Sponsorship**
- [ ] Platinum Sponsorship
- [ ] Gold Sponsorship
- [ ] Silver Sponsorship
- [ ] Build Your Own Custom Sponsorship

**ASET Foundation**

- [ ] Sponsorship
  - [ ] Brain Trust
    - $2,500 Pledge over the next 5 years
  - [ ] General Foundation Fund Donation
  - [ ] CSS Scholarship Sponsorship

Return to ASET - The Neurodiagnostic Society
402 E. Bannister Rd, Ste A
Kansas City, MO 64131
Fax: 816.931.1145
Fed ID #: 74-1553534

Questions? Contact Sarah Dolezilek at 816.931.1120 [3#] or sarah@aset.org

Please return the completed Sponsorship Order Form to Sarah Dolezilek. You will receive an invoice and additional information soon after.

**I have read the Ad Policy provided by ASET. I hereby agree to abide by the terms and conditions listed in said policy.**

**Signature**

__________________________

**Date**