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-END], 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.
WHO ARE OUR MEMBERS?
This statistical data is pulled from ASET’s data base representing technologists in the field of neurodiagnostics.
MEMBERSHIP: 3,731 [as of 10.20.11]

MEMBERSHIP TYPE
Active ................................. 2,531
Associate ............................ 68
Student ............................... 217
Institutional ......................... 887
Lifetime/Honorary ................. 28

MEMBERSHIP

MEMBERSHIP

SUBSCRIBERS: 111

SUBSCRIPTION TYPE
Individual Subscribers ............. 18
Library Subscribers............... 93

CREDENTIALS

CREDENTIALS

EDUCATION

EDUCATION

DEGREES

DEGREES
**AGE**

- 20-29: 603
- 30-39: 1,138
- 40-49: 1,146
- 50-59: 720
- 60+: 103

**GEOGRAPHICAL**

1,480 ASET members West of the Mississippi River

2,164 ASET members East of the Mississippi River

Outside of US: 87

**TOP NEURODIAGNOSTIC SPECIALTY AREAS OF INTEREST**

ASET members’ top 10 specialty areas of interest in Neurodiagnostics (as indicated on membership application)

- EEG: 1,752
- SSEP: 989
- BAEP: 867
- VEP: 845
- IOM/EP: 915
- IOM/EEG: 864
- IOM/EMG: 772
- Ambulatory EEG: 693
- Pediatrics: 618
- NCS: 548

**NEURODIAGNOSTIC SPECIALTY AREAS**
FAST FACTS

THE NEURODIAGNOSTIC JOURNAL
(formerly published as the American Journal of Electroneurodiagnostic Technology, AJET)

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 3,800 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

<table>
<thead>
<tr>
<th></th>
<th>Single Issue</th>
<th>Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside page</td>
<td>$475</td>
<td>$1710</td>
</tr>
<tr>
<td>Page 1</td>
<td>$593</td>
<td>$2135</td>
</tr>
<tr>
<td>Page 2</td>
<td>$593</td>
<td>$2135</td>
</tr>
<tr>
<td>Cover 2</td>
<td>$617</td>
<td>$2222</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$617</td>
<td>$2222</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$712</td>
<td>$2563</td>
</tr>
</tbody>
</table>

4-Color

<table>
<thead>
<tr>
<th></th>
<th>Single Issue</th>
<th>Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Page</td>
<td>$1200</td>
<td>$4320</td>
</tr>
<tr>
<td>Page 1</td>
<td>$1500</td>
<td>$5400</td>
</tr>
<tr>
<td>Page 2</td>
<td>$1500</td>
<td>$5400</td>
</tr>
<tr>
<td>Cover 2</td>
<td>$1560</td>
<td>$5616</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$1560</td>
<td>$5616</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$1800</td>
<td>$6480</td>
</tr>
</tbody>
</table>

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: 471.253.3069
lrsullivan@hughes.net

ANNUAL CALENDAR

The annual calendar has become a staple in hospital labs and used as a reference throughout the year noting key dates and activities pertinent for the Neurodiagnostic professional. The 24” x 36” wall calendar offers visibility throughout the year!

- Advertising available in the form on a 1 inch (height) by 7 inches (wide) advertisement positioned at the bottom of a month of your choice (first come, first serve basis).

<table>
<thead>
<tr>
<th>RATES</th>
<th>DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 Calendar.......................... $1,800</td>
<td>September 30, 2012</td>
</tr>
</tbody>
</table>

For more information contact Sarah Ecker at 816.931.1120 [3#] or sarah@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 NOW AVAILABLE!

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

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

NEURODIAGNOSTIC WEEK

Neurodiagnostic Week is that time of year when the contributions of Neurodiagnostic professionals are honored and celebrated. Neurodiagnostic Week is celebrated during the third 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 others, 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.
- Neurodiagnostic week brochure with promotional item order form is delivered to all ASET members and neurodiagnostic labs.
- Website advertising placement for one year available at www.aset.org/neurodiagnosticweek

SPONSORSHIP PACKAGE - $2,500
Includes logo placement on the Neurodiagnostic Week Poster, Brochure, T-shirt and on the 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 Ecker, sarah@aset.org. Color must be in CMYK or Pantone Spot Color.

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

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. Meet and greet your current or potential customers at ASET’s regional seminars. Sponsorship and/or exhibiting opportunities are available.

- Discuss your products and services with technologists directly and in an informal environment.
- Long breaks and lunches are designed for exhibitors to meet with existing or potential customers.
- Evening wine and cheese reception sponsorship available for additional exposure to your target audience.

ASET’S 2012 SEMINARS (dates and location subject to change)

March 23-24, 2012
Bryn Mawr, PA
Essentials and Updates in EEG Technology; Comprehensive NCS

October 6-7, 2012
Phoenix, AZ
Essentials and Updates in EEG Technology; Advanced LTM and ICU Monitoring

TABLE TOP EXHIBIT .......................................................... $400/each
(not available for 2012 seminars)
WINE & CHEESE RECEPTION ....................................... $500/each
(not available for 2012 seminars)
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.

Advertising commitment must be made 60 days out.

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

TRAILBLAZING NEUROPATHWAYS
August 2-4, 2012 • Saint Paul, MN

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 general session 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
- Handout Flash drive
- 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.

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.

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.

MECHANICAL REQUIREMENTS

For printed advertising, a PDF file with embedded fonts is to be emailed to Sarah Ecker 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 2, 2012.
CONFERENCE HANDOUT FLASH DRIVE $3,500
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.

REGISTRATION TOTES $2,650
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 $3,500
Help ASET celebrate its 53rd annual conference in style! The reception and entertainment are always highlights at any meeting...and in Saint Paul it is bound to be memorable. Your company name and logo will appear on the drink tickets distributed to all attendees, (1 ticket per attendee).

MORNING OR AFTERNOON BREAKS $3,000/each
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. A long standing event at ASET meetings 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 Sponsorship [1 day] $800/each
Conference Sponsorship [3 days] (Thursday, Friday, Saturday) $2,000
Sundown Seminar Sponsorship $500/each

CONFERENCE T-SHIRTS $3,000
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 $400
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.

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

BROADCAST EMAILS

ASET distributes approximately 15-20 broadcast emails per year, each with a distribution of more than 10,000 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.

COMMITMENTS AND DEADLINES ARE AS FOLLOWS:

<table>
<thead>
<tr>
<th>TIME PERIOD</th>
<th>DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>YEARLY.......... $750</td>
<td>30 days prior to first email</td>
</tr>
<tr>
<td>One full year</td>
<td></td>
</tr>
<tr>
<td>QUARTERLY.........$250</td>
<td></td>
</tr>
<tr>
<td>January 1 – March 31 ..................December 1st (previous year)</td>
<td></td>
</tr>
<tr>
<td>April 1 – June 30 .........................March 1st</td>
<td></td>
</tr>
<tr>
<td>July 1 – September 30 .....................June 1st</td>
<td></td>
</tr>
<tr>
<td>October 1 – December 31 ............September 1st</td>
<td></td>
</tr>
</tbody>
</table>

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

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 – 12,000
Average Pageviews/Month – 82,771
Average time on site – 4:43

WEB BANNER PRICING

<table>
<thead>
<tr>
<th>YEARLY RATES</th>
<th>QUARTERLY RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position 1........................ $1,000</td>
<td>Position 1........................ $450</td>
</tr>
<tr>
<td>Full Banner........................ $750</td>
<td>Banner Ad........................... $350</td>
</tr>
<tr>
<td>Tile/Left Banner.......................$650</td>
<td>Tile/Left Banner.......................$300</td>
</tr>
</tbody>
</table>

DEADLINE: Commitments must be confirmed 30 days before ad placement begins.
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 available on ASET homepage, www.aset.org
- 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 webpage.
- 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

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

*Other pages available also, contact Sarah for details

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

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 Ecker 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 10% discount.
  - Sponsorship package must exceed $5,000 to qualify.
  - Payment must be received in full at time sponsorship agreement is signed.

For more information and to request a customized package contact Sarah Ecker at 816.931.1120 [3#] or sarah@aset.org

ASET FOUNDATION

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.
  - 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@aset.org 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 2012 is January 31.**

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 with 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.