2016 MARKETING OPPORTUNITIES FOR NEURODIAGNOSTIC INDUSTRY PARTNERS
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 of 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 neurodiagnostic testing. 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
- 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.
WHO ARE ASET MEMBERS?
ASET members represent a cross-section of neurodiagnostic technologists involved in clinical practice, research, education, and management; hospitals and labs; and allied health-care providers who have an interest in neurodiagnostics.

These statistical data are pulled from ASET’s database representing technologists in the field of neurodiagnostics.

2015 - ‘16 MEMBERSHIP: 5,086 [as of 11.25.15]

ASET MEMBERS - MEMBERSHIP TYPES

<table>
<thead>
<tr>
<th>MEMBERSHIP TYPE</th>
<th>COUNT</th>
</tr>
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<tbody>
<tr>
<td>Active</td>
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<tr>
<td>Associate</td>
<td>94</td>
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<tr>
<td>Student</td>
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<tr>
<td>Lifetime/Honorary</td>
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<tr>
<td>Emeritus</td>
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</table>

ASET MEMBERS - GEOGRAPHICAL LOCATIONS

ASET - THE NEURODIAGNOSTIC SOCIETY MEMBERS by STATE

*Outside of US...........126*
ASSET MEMBERS - CREDENTIALS

CREDENTIALS
R. EEG T. ..........................1,779
R. EP T. ..........................594
CNIM .............................1,278
CLTM .............................138
R.NCS.T. ..........................159
RPSGT .............................365
RN/LPN ............................111
DABNM .............................31
DC .................................54
None Reported .................1,945

ASSET MEMBERS - DEGREES

EDUCATION
2 year Associates Degree ....995
Bachelors Degree .............1,354
Master’s Degree ..............292
AuD .................................34
MD .................................115
PhD .................................81
None Reported .................2,482

ASSET MEMBERS - AGE RANGE

AGE
20-29 .............................540
30-39 .............................1,135
40-49 .............................880
50-59 .............................833
60+ .................................320
None Reported ................1,377
For Neurodiagnostic Industry Partners

ASET IS THE ONLY OPTION

All Members Enjoy

- Affordable Continuing Education/CEUs
- Wide Variety of Topics and Locations for CEUs
- Annual Conference/Education Seminars
- Convenient Online Education
- Teaching Opportunities
- Increased Lab Efficiency, Knowledge and Effectiveness through Networking
- Improved Billing and Reimbursement through Education
- Networking Opportunities
- Publishing Opportunities
- Professional Resources
- Online Discussion Forums
- Career Center

“For a complete list of member benefits and to Join Online visit www.aset.org/benefits

When I was a tech on my own, just starting out, ASET became my home, held my hand and was my virtual educator.”

Institutional and Individual Memberships for your Neurodiagnostic company are available. Visit www.aset.org for more information today.
The Neurodiagnostic Journal

Visit the Journal’s web page at www.tandfonline.com/UTNJ

The Neurodiagnostic Journal is the official journal of ASET The Neurodiagnostic Society. It is a vehicle for sharing best practices, the latest research and creating a standard of care for the Neurodiagnostic professional. It also contains book reviews and case studies, in addition to quizzes for ASET-CEUs.

FAST FACTS

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.

PRINT ADVERTISING

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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<thead>
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<th>Full Page Only</th>
<th>Single Issue</th>
<th>Volume</th>
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4-COLOR

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<tr>
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Note: All color rates are the total cost – not a charge added to the Black and White rate.

ADVERTISING DEADLINES

<table>
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<tr>
<th>Issue</th>
<th>Ad Copy Due</th>
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<tbody>
<tr>
<td>March</td>
<td>February 1</td>
</tr>
<tr>
<td>June</td>
<td>April 18</td>
</tr>
<tr>
<td>September</td>
<td>July 19</td>
</tr>
<tr>
<td>December</td>
<td>October 17</td>
</tr>
</tbody>
</table>

PRINT PRODUCTION REQUIREMENTS

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.

ONLINE ADVERTISING

Banner ad slot: 600px (w) x 60px (h)
Right hand column ad slot: 180px (w) x 150px (h)
Both options include hyperlink to your company’s or institution’s website.

<table>
<thead>
<tr>
<th></th>
<th>1 Month</th>
<th>3 Months</th>
<th>6 Months</th>
<th>12 Months</th>
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<tr>
<td>Side Column Ad</td>
<td>$320</td>
<td>$820</td>
<td>$1,520</td>
<td>$2,800</td>
</tr>
<tr>
<td>Banner Ad</td>
<td>$400</td>
<td>$1,025</td>
<td>$1,900</td>
<td>$3,500</td>
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Digital Artwork Preparation: Please supply as jpeg or gif. It’s important that files have legible text and sharp images. Files should be web optimized and ideally 40kb or less. We also offer exclusive placement options for a premium. Please contact us for pricing and current availability.

CONTACT INFORMATION

For more information on advertising in The Neurodiagnostic Journal contact:

Jeff Leonard • 215-675-9208, ext. 201 • jeff@leonardmedia.com
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 will 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 [106#] or sarah@aset.org

PRINT ADVERTISING

NEURODIAGNOSTIC WEEK
APRIL 17 - 23

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 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 [106#] or sarah@aset.org
EDUCATIONAL SEMINARS
ASET’s two-day education seminars offer program topics 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 5.5” x 8.5”, full-color postcard, mailed to a regional audience of ASET members and non-members alike.

DEADLINES
Spring: February 1
Fall: August 15

For more information contact Sarah Dolezilek at 816.931.1120 [106#] or sarah@aset.org

ASET’S 2016 SEMINARS (dates and location subject to change)

Spring Educational Seminars
March 19 – 20, 2016
MUSC, Charleston, SC
EEG Boot Camp; LTM Academy

Fall Educational Seminars
October 8 - 9, 2016
Kansas City, MO
EEG Boot Camp

The largest educational opportunity and networking event in the world for Neurodiagnostic professionals and industry partners.
FACE-TO-FACE ADVERTISING

ANNUAL CONFERENCE

Brain Power: Working Together
August 18 – 20, 2016
Pittsburgh, PA

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

Giveaway Sponsorship Items

- 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

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, 2016.

FINAL PROGRAM

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

Back Page Ad [color]....................... $1,350
Front Inside Cover [color]........ $1,150
Back Inside Cover [color]........ $1,150
8 ½” x 11” Internal [color]............. $700

LANYARDS

$1,750

Custom printed lanyards with your company name and logo will be worn by over 600 attendees and exhibitors attending the annual conference and ASET seminars throughout the year.

INK PEN

$950

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

GIVEAWAY ITEM DESCRIPTIONS
FACE-TO-FACE ADVERTISING CONTINUED

GIVEAWAY ITEM DESCRIPTIONS

PORTFOLIO WITH PAD $2,875
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 $1,400
A 50-page 8½” 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 $4,000
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 $1,400.

REGISTRATION TOTES $3,000
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 57th annual conference in style! The reception and entertainment are always highlights at any meeting…and in Pittsburgh, it is bound to be memorable. Your company name and logo will appear on the drink tickets distributed to all attendees, (350 tickets printed).

CONTINENTAL BREAKFAST OR AFTERNOON BREAK $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 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 Sponsorship [1 day] $800/each
Conference Sponsorship [3 days] $2,000
Sundown Seminar Sponsorship $500/each

CONFERENCE T-SHIRTS $4,000
Create a lasting impression of your support for the 57th ASET Annual Conference 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 8½” 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.

JOIN US IN PITTSBURGH, PA
ONLINE ADVERTISING

FAST FACTS

ASET WEBSITE
ASET’s website, www.aset.org, is the number one online resource for Neurodiagnostic technologists worldwide; providing 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: 13,086
Average Unique Visitors: 6,957
Average Page views/Month: 84,529
Average Time on Site: 4:40
Average Page views: 6.46
New Visits: 50.21%

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/Login Page
2. Online Store
3. List of Neurodiagnostic Schools
4. Online Education
5. ASET Annual Conference

INTERNAL PAGES* AVAILABLE FOR BANNER AD PLACEMENT:
Member Benefits
Annual Conference
ASET News
Educational Products
Resources
Career Center

*Other pages available also, contact Sarah at 816.931.1120 [106#] for details
ONLINE ADVERTISING

BROADCAST EMAILS

ASET distributes approximately 15-20 broadcast emails per year, each with a distribution of more than 14,500 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

EMAIL CAMPAIGN STATS

The ASET website software was recently updated to include campaign statistics in our broadcast and webinar emails. For each email distributed we can now view and report: the number of emails sent, opened, number of click-throughs and unsubscribes.

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 14,500 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 2016 Live Webinars, visit www.aset.org/webinars.

WEBINAR EMAIL PRICING:

YEARLY………………$1,500
One full year

MONTHLY………….......$200/month
You select which month(s) you’d like to advertise
Companies often struggle to locate candidates with the skills and knowledge requirements to excel in the workplace.

The candidates at the ASET CAREER CENTER have continuous access to the training and resources that are necessary to maintain pace with the changes and evolving skills requirements of the Neurodiagnostic industry. Post your jobs to an industry leader that is constantly working on your behalf to help employers in the Neurodiagnostic industry find skilled workers.

Visit the ASET CAREER CENTER and recruit from elite industry candidates that meet your standards.

http://jobboard.aset.org/employers

816.931.1120
BUNDLE YOUR ADVERTISING

FAST FACTS

CORPORATE SPONSORSHIP

We can personalize a sponsorship package that fits your organization’s needs. We can incorporate any combination of items listed 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 us make it easy for you.
Select one of the following sponsorship levels and take care of all your marketing needs for 2016.

SPONSORSHIP LEVELS

PLATINUM SPONSORSHIP [$11,000]
- Neurodiagnostic Week Sponsorship
- 10 x 10 booth - ASET Annual Conference (includes two complimentary registrations)
- Annual Conference Sponsorship - Exhibit Hall Welcome Reception Drink Tickets
- Annual Conference Sponsorship - Final Program Ad (Internal page)
- Annual Conference Meeting Packet Insert
- Website Sponsorship - Position 1 - 1 Full Year
- Broadcast Emails - 1 Full Year
- Website Banner Ad - Tile/Left Banner (on webpage of your choice)

GOLD SPONSORSHIP [$9,000]
- 10 x 10 booth - ASET Annual Conference (includes two complimentary registrations)
- Annual Conference Sponsorship - Morning or Afternoon Break in the Exhibit Hall
- Annual Conference Sponsorship - 3 Full Days
- Annual Conference Meeting Packet Insert
- Website Sponsorship - Position 1 - 1 Full Year
- Webinar Emails - 1 Full Year

SILVER SPONSORSHIP [$6,500]
- 10 x 10 booth - ASET Annual Conference (includes two complimentary registrations)
- Annual Conference Sponsorship - 1 Full Day
- Annual Conference Meeting Packet Insert
- Educational Seminar Sponsorship - Postcard
- Website Sponsorship - Position 1 - 1 Full Year
- Broadcast Emails - 1 Full Year
- Webinar Emails - 1/2 year (includes choice of up to 4 webinars)

For more information and to request a customized package contact Sarah Dolezilek at 816.931.1120 [106#] or sarah@aset.org
PLEASE DONATE TO ONE OR MORE OF THESE FUNDS TODAY!

- ASET Scholarship Fund
- Neurodiagnostic Curriculum Development Fund
- Kathleen Mears Education Award/Memorial Lecture Fund
- John Archibald Student Scholarship Fund
- John Knott Educational Lecture Program Fund
- Foundation General Fund

Your contributions to the ASET Foundation make it possible for students and practicing technologists to attend ASET educational conferences, webinars, online learning, and more.

The 2015 recipient of the John Archibald Student Scholarship to attend the 2015 ASET Annual Conference was Latreece Holliday from Kansas City, MO.

Scholarships are available throughout the year; visit the ASET Foundation website to learn more.

Latreece Holliday (left) pictured with her program director, Jackie Polito.

For more information on the Foundation’s programs or to make a monetary donation, please visit the website, www.asetfoundation.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 2016 is February 15.

For more information contact Arlen Reimnitz, Executive Director at 816.931.1120 [101#] or arlen@aset.org.

**AD POLICY**

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

1. It relates to products or services which are pertinent 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.
Please select items(s)/events you wish to sponsor (sponsorship opportunities will first be offered to the current year’s sponsor.)

**PRINT ADVERTISING**

**Neurodiagnostic Week**
- [ ] Sponsorship

**Direct Mail**
- [ ] Label Lease Program

**FACE-TO-FACE ADVERTISING**

**Education Seminar Postcard**
- [ ] Spring 2016
- [ ] Fall 2016

**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]

**Education/Professional Development**
- [ ] Sundown Seminar
- [ ] Conference Sponsorship [1 day]
  - [ ] Thursday
  - [ ] Friday
  - [ ] Saturday
- [ ] Conference Sponsorship [all 3 days]

**Networking & Socializing**
- [ ] Exhibit Hall Reception Beverage Tickets [350 Total Tickets]
- [ ] Continental Breakfasts & Break
  - [ ] Thursday
  - [ ] Friday
  - [ ] Saturday

**ONLINE ADVERTISING**

**Website**
- [ ] 1 Full Year
- [ ] Quarterly
- [ ] Position 1
- [ ] Full Banner
- [ ] Jan. - March
- [ ] April - June
- [ ] July - Sept.

**Broadcast Emails**
- [ ] 1 Full Year
- [ ] Quarterly
- [ ] Jan. - March
- [ ] July - Sept.
- [ ] April - June

**Webinar Emails**
- [ ] 1 Full Year
- [ ] Monthly
- [ ] January
- [ ] February
- [ ] March
- [ ] April
- [ ] May
- [ ] September
- [ ] October
- [ ] November

**BUNDLE YOUR ADVERTISING**

**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 [106#] or sarah@aset.org

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

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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**