2017 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.

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CONTACT

To purchase advertising or a sponsorship package, please contact Sarah Dolezilek, Marketing and Communications Manager at 816.931.1120 (106) or sarah@aset.org.
STATISTICAL MEMBERSHIP DATA

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 healthcare providers who have an interest in neurodiagnostics.

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

2016 - '17 MEMBERSHIP: 5,618 (as of 12.22.16)

ASET MEMBERS - MEMBERSHIP TYPES

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>Count</th>
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<tbody>
<tr>
<td>Active</td>
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<tr>
<td>Associate</td>
<td>84</td>
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<tr>
<td>Student</td>
<td>258</td>
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<tr>
<td>Institutional</td>
<td>1,941</td>
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<td>Lifetime/Honorary</td>
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<tr>
<td>Emeritus</td>
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</table>

ASET MEMBERS - CREDENTIALS

- R. EEG T.: 1,872
- R. EP T.: 617
- CNIM: 1,412
- CLTM: 152
- RNCS.T./CNCT: 179
- RPSGT: 401
- RRT: 70
- RN/LPN: 52
- DABNM: 32
- DC: 54

ASET MEMBERS - DEGREES

- 2 yr Associates: 915
- Bachelors: 1,524
- Masters: 244
- AuD: 44
- MD: 118
- PhD: 88

ASET MEMBERS - GENDER

- Female: 68%
- Male: 32%

ASET MEMBERS - AGE RANGE

- 18 - 29: 8%
- 30 - 39: 16%
- 40 - 49: 21%
- 50 - 59: 31%
- 60+: 24%
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.

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 PubMed.

- The official technical publication of ASET.
- The journal is circulated quarterly with issues published in March, June, September and December.
- Distributed to over 5,000 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 contains media reviews, listings of newly credentialed technologists and accredited laboratories, and the ASET annual conference proceedings.

FAST FACTS

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

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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>
<thead>
<tr>
<th>Issue</th>
<th>Ad Copy Due</th>
<th>Materials Due</th>
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<tbody>
<tr>
<td>March</td>
<td>1/9/2017</td>
<td>1/23/2017</td>
</tr>
<tr>
<td>June</td>
<td>4/3/2017</td>
<td>4/17/2017</td>
</tr>
<tr>
<td>September</td>
<td>7/3/2017</td>
<td>7/17/2017</td>
</tr>
<tr>
<td>December</td>
<td>10/2/2017</td>
<td>10/16/2017</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 ½” or ¼” smaller than the trim in any non-bleed direction.
- Bleed Size – 6 ¼” x 9 ¾” 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

**Leaderboard:** 728px (w) x 90px (h)

**Skyscraper:** 160px (w) x 600px (h)

<table>
<thead>
<tr>
<th>Leaderboard</th>
<th>1 Month</th>
<th>3 Months</th>
<th>6 Months</th>
<th>12 Months</th>
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<tbody>
<tr>
<td></td>
<td>$ 500</td>
<td>$1,300</td>
<td>$2,200</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

**Skyscraper**

|             | $ 300   | $ 800   | $1,400   | $2,600    |

**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
PRINT ADVERTISING

Readers of ASET publications are individuals in the neurodiagnostic field. ASET has a membership of over 5,000 members per year and continues to grow. Over the past 10 years, ASET membership has grown by more than 50%. ASET members represent a cross-section of neurodiagnostic technologists involved in clinical practice, research, education, and management; hospitals and labs; and other allied healthcare providers who have an interest in neurodiagnostics.

EDUCATIONAL PRODUCT CATALOG

All of ASET’s educational resources in one place. The catalogs will be printed and distributed at select tradeshows. They will also be available online as a pdf. Each brochure includes a comprehensive list of publications, webinar recordings, online courses and other resources for neurodiagnostic professionals. Each catalog is modality specific.

For ad sizes and pricing, please refer to page 6.

ASET NEWS

ASET News is an online publication issued quarterly for members. The newsletter provides timely and pertinent information for neurodiagnostic technologists. Advertise in ASET News and put your brand, company, or product in front of neurodiagnostic professionals all over the world.

For ad sizes and pricing, please refer to page 6.

NEURODIAGNOSTIC WEEK

Celebrated during the third full week of April, and intended to demonstrate pride in the profession and in the individual accomplishments of neurodiagnostic technologists throughout the world. Show your appreciation with a Neurodiagnostic Week sponsorship package.

PACKAGE INCLUDES:
- Logo placement on official ND Week Poster
- Left Tile ad for one year at www.aset.org/neurodiagnosticweek

$2,500

EDUCATIONAL SEMINARS

ASET’s two-day seminars are offered in the Spring and Fall. These comprehensive courses are packed with information and designed to enhance learning and provide an opportunity to ask questions in an informal setting. Attendance ranges from 75-100 attendees.

POST CARD: Be recognized as a contributing sponsor on a full-color postcard, mailed to a regional audience of ASET members and non-members alike.

$600/each

MEETING PACKET INSERT: 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 8.5” x 11” piece) and we’ll do all the work.

$200/each
### Ad Specifications

**Bleeds**

Bleeds for full page ads only (trim size is 8.375 x 10.875). No additional charges for bleeds.

**Digital File Guidelines**

- All fonts embedded or include the native files
- Accepted files: High Res-PDF (preferred), EPS, JPEG
- All fonts and graphics packaged with native files
- High res artwork (300 dpi)
- All PDF files must contain crop and bleed marks

### Ad Placement

- **A.**
- **B.**
- **C.**
- **D.**
- **E.**
- **F.**

### Ad Rates

<table>
<thead>
<tr>
<th>Ad Type</th>
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<th>Product Brochure</th>
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<tbody>
<tr>
<td>A. Full Page Bleed</td>
<td>$550</td>
<td>$750</td>
</tr>
<tr>
<td>B. Full Page</td>
<td>$500</td>
<td>$700</td>
</tr>
<tr>
<td>C. 1/2 Page Vertical</td>
<td>$400</td>
<td>$500</td>
</tr>
<tr>
<td>D. 1/2 Page Horizontal</td>
<td>$400</td>
<td>$500</td>
</tr>
<tr>
<td>E. 1/3 Page Vertical</td>
<td>$300</td>
<td>$350</td>
</tr>
<tr>
<td>F. 1/3 Page Horizontal</td>
<td>$300</td>
<td>$350</td>
</tr>
</tbody>
</table>
ONLINE ADVERTISING

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.

POSITION 1
A prominent banner ad on the ASET homepage is the best location to promote your company to Neurodiagnostic professionals.

• Logo placement with hyperlink

FULL BANNER
Reach your target audience from one of our most trafficked web pages by placing an ad on the internal page of your choice.

• Full logo, promotions or testimonial ads welcome
• Top or bottom ad placement options

TILE/LEFT BANNER
Stand out from the crowd with a nice tile ad on an internal page of your choice.

• Full logo, promotions or testimonial ads welcome
• Left navigation ad placement

BROADCAST EMAILS
ASET distributes approximately 15–20 broadcast emails per year, each with a distribution of more than 16,000 email addresses of ASET members and non-members alike. Content is primarily ASET news and updates on educational offerings, deadlines, calls for action, society news, and other important information. Yearly and quarterly sponsorship of ASET broadcast email messages are available.

• Full logo, promotions or testimonial ads welcome
• Change the link at anytime, for no additional cost

WEBINAR EMAILS
Each year ASET hosts a series of Live Webinars. Sponsorship of the webinar announcement emails are available. Webinars are held the third Wednesday of the month, January - May, and September - November. Two to three emails are distributed each month to a distribution list of over 16,000 email addresses.

• Full logo, promotions or testimonial ads welcome
• Change the link at anytime, for no additional cost

*ad specifications and rates on page 8
**ONLINE AD SIZES, SPECIFICATIONS, AND RATES**

<table>
<thead>
<tr>
<th>AD PLACEMENT</th>
<th>Ad Placement</th>
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<tbody>
<tr>
<td>A.</td>
<td>A.</td>
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<tr>
<td>B.</td>
<td>B.</td>
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<tr>
<td>C.</td>
<td>C.</td>
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<tr>
<td>D.</td>
<td>D.</td>
</tr>
<tr>
<td>E.</td>
<td>E.</td>
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**AD RATES**

<table>
<thead>
<tr>
<th>One-Time Rate</th>
<th>3 mo.</th>
<th>6 mo.</th>
<th>12 mo.</th>
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<tbody>
<tr>
<td>A. Position 1</td>
<td>$500</td>
<td>$800</td>
<td>$1,250</td>
</tr>
<tr>
<td>B. Full Banner</td>
<td>$450</td>
<td>$725</td>
<td>$1,000</td>
</tr>
<tr>
<td>C. Tile/Left Banner</td>
<td>$400</td>
<td>$675</td>
<td>$950</td>
</tr>
<tr>
<td>D. Broadcast Email</td>
<td>$350</td>
<td>$600</td>
<td>$1,000</td>
</tr>
<tr>
<td>E. Webinar Email</td>
<td>$600</td>
<td>$1,000</td>
<td>$1,500</td>
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</table>

**AD SPECIFICATIONS**

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<th>Ad Type</th>
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<th>File Type</th>
<th>Resolution</th>
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<tr>
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<td>GIF, JPG, SWF</td>
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<td>125 x 240</td>
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<td>72 dpi</td>
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<tr>
<td>Broadcast Email</td>
<td>200 x 100</td>
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<td>Webinar Email</td>
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<td>GIF, JPG, PNG</td>
<td>72 dpi</td>
</tr>
</tbody>
</table>

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

**QUICK FACTS**

- 12,486 visits/month
- 8,111 users/month
- 66,271 page views/month
- 5.20 page views/visit
- 00:04:40 duration on site/visit
- 50.26% first time visits/month

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**Lorem Ipsum**

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

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**Data from 2016**

- One-Time Rate
  - 3 mo.: $500
  - 6 mo.: $800
  - 12 mo.: $1,250

- B. Full Banner
  - 3 mo.: $450
  - 6 mo.: $725
  - 12 mo.: $1,000

- C. Tile/Left Banner
  - 3 mo.: $400
  - 6 mo.: $675
  - 12 mo.: $950

- D. Broadcast Email
  - 3 mo.: $350
  - 6 mo.: $600
  - 12 mo.: $1,000

- E. Webinar Email
  - 3 mo.: $600
  - 6 mo.: $1,000
  - 12 mo.: $1,500

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**Ad Specifications**

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<tr>
<th>Ad Type</th>
<th>Size (pixels) w x h</th>
<th>File Type</th>
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<tr>
<td>Webinar Email</td>
<td>200 x 100</td>
<td>GIF, JPG, PNG</td>
<td>72 dpi</td>
</tr>
</tbody>
</table>
FACE-TO-FACE ADVERTISING

What is better than face-to-face interaction? Meet and greet your current or future customers at ASET’s Annual Conference and establish that lifelong customer connection. The ASET Annual Conference is the largest educational opportunity and networking event in the world for Neurodiagnostic professionals and industry partners. In addition to showcasing your products in the exhibit hall, there are a number of sponsorship opportunities.

EXHIBIT

The 2017 ASET Annual Conference will be held at the Westin La Paloma Resort & Spa in Tucson, AZ, August 10-12, 2017. Complete with dozens of education seminars, poster presentations, high-level plenary session speakers, specialty symposia, and diverse opportunities for networking, this annual event is a must for all ND professionals.

Exhibit space is reserved by completing the contract and returning it to the ASET Executive Office. Space is available on a first-come, first-serve basis.

FEES

10’ x 10’ $1,475
10’ x 20’ $2,475
10’ x 30’ $3,475

Price includes two complimentary full 3-day registrations.

Price does not include furniture rentals, electrical, material handling, or labor. The Exhibit hall is carpeted.

GIVEAWAY SPONSORSHIP ITEMS

PRINT ADVERTISING & PROMOTIONAL ITEMS

• Final Program Advertising
• Lanyards
• Ink Pen
• Portfolio with Pad
• Conference Proceedings on Flash Drive
• Meeting Bags
• Conference T-shirts
• Meeting Packet Inserts

NETWORKING & SOCIALIZING

• Welcome Reception Drink Tickets
• Break or Breakfast Sponsorship

EDUCATION/PROFESSIONAL DEVELOPMENT

• Course Sponsorship
• Sundown Seminar Sponsorship

Submitting an Ad:
For company logo advertising, artwork and pictures, a JPEG or TIFF image saved with a high resolution of 300 dpi or higher is required. Submit ad to sarah@aset.org.

Fees include two complimentary full 3-day registrations.
GIVEAWAY ITEM DESCRIPTIONS

PRINT ADVERTISING & PROMOTIONAL ITEMS

FINAL PROGRAM  
**Art Specs on Page 6**
Capture everyone’s attention in the final program, which provides exhibitor information, course schedules, session abstracts, and general meeting information.
- Back Outside Cover $1,350
- Front Inside Cover $1,150
- Back Inside Cover $1,150
- Internal Page $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 as well as attendees at ASET seminars throughout the year.

INK PEN $950
High quality pen makes taking notes a breeze. Your logo and/or up to 15 words will be printed on the pen.

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.

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.

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. These bags will be used by attendees long after the meeting has ended.

CONFERENCE T-SHIRTS $4,000
Create a lasting impression of your support for the 58th 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 8.5” 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.

NETWORKING & SOCIALIZING

WELCOME RECEPTION DRINK TICKETS $3,500
Help ASET celebrate its 58th annual conference in style! The reception and entertainment are always highlights at any meeting...and in Tucson, 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, such as 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 one of 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

ANNUAL CONFERENCE MOBILE APP

The mobile app is an advanced, unique and mobile way to directly promote your company, products, or services. This is the quickest way to promote your message to the show attendees before, during and after the show. Gold, Silver and Bronze packages are available for Mobile App Sponsorship. Each package has limited availability.*

- Gold $4,350
- Silver $2,000
- Bronze $1,000

* more info coming soon.
BUNDLE YOUR ADVERTISING

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. 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 2017.

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)

- 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.
SPONSORSHIP ORDER FORM

CONTACT INFORMATION

| COMPANY NAME | |
| CONTACT NAME | TITLE |
| COMPANY ADDRESS | |
| | |
| CITY | STATE/PROVINCE | ZIP/POSTAL CODE | COUNTRY |
| COMPANY PHONE | FAX |
| EMAIL | WEBSITE |

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

ASET News
- Full Page Bleed
- Full Page
- 1/2 Page Vertical
- 1/2 Page Horizontal
- 1/3 Page Vertical
- 1/3 Page Horizontal

Education Seminars
- Postcard
  - Spring 2017
  - Fall 2017
- Meeting Packet Insert
  - Spring 2017
  - Fall 2017

Product Brochure
- EEG
- EP
- LTM
- IONM
- NCS
- Lab Management

ONLINE ADVERTISING

Website
- Position 1
- Full Banner
- Left/Tile Banner
- Broadcast Emails
- Webinar Emails

Duration
- 12 months
- 6 months
- 3 months

FACE-TO-FACE ADVERTISING

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

Print Advertising & Promotional Items
- Final Program Advertising
  - Back Outside Cover
  - Front Inside Cover
  - Back Inside Cover
  - 8 1/2 x 11 Internal Page

Networking & Socializing
- Exhibit Hall Reception Beverage Tickets (350 Total Tickets)
- Continental Breakfasts & Break
  - Thursday
  - Friday
  - Saturday

Education/Professional Development
- Conference Sponsorship (select 1 day)
  - Thursday
  - Friday
  - Saturday
- Conference Sponsorship (all 3 days)
- Sundown Seminar

Conference Mobile App
- Gold
- Silver
- Bronze

BUNDLE YOUR ADVERTISING

Corporate Sponsorship
- Platinum Sponsorship
- Gold Sponsorship
- Silver Sponsorship
- Build Your Own Custom Sponsorship

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: ____________

12 | 2017 Media Kit
DIRECT MAIL - LABEL LEASE PROGRAM

Purchase an ASET mailing list to announce employment or educational opportunities, new products or other services relating to the profession. Convenient, affordable and directly to your target audience. Email distribution list options are also available.

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

CAREER CENTER

When it comes to making career connections in the neurodiagnostic industry, the mass market approach of mega job boards may not be the best way to find the candidates you need. The ASET Career Center gives employers and job seeking professionals a better way to find each other and make that perfect fit.

ASET has launched a strategic partnership with the National Healthcare Career Network (NHCN), by linking to the job boards of more than 290 leading healthcare associations and professional organizations. Created to address the critical shortage of U.S. healthcare workers, the NHCN initiative allows employers and job seekers to have access to an expanded network of neurodiagnostic jobs and candidates across the nation.

Prices vary, visit www.aset.org/careercenter for more information.

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.

- 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.

For more information contact Arlen Reimnitz, Executive Director at 816.931.1120 (101) or arlen@aset.org.