

ASNM 2020 Association Profile and Sponsorship Prospectus



ASNM

American Society of
Neurophysiological Monitoring

www.asnm.org
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ASNM Association Profile

ASNM is a non-profit professional organization that promotes education, quality and standards for the profession of intraoperative neurophysiological monitoring.

Founded	1980
Headquarters	📍 Geneva, Illinois
Nonprofit Status	501 (c) (3)

Guiding Principles

ASNM Promotes Its Guiding Principles Through:

- **Quality**
Promote quality IONM by providing best-in-class education opportunities to our members, as well as developing guidelines and standards for the performance of IONM.
- **Competency**
Promote competency in the performance of IONM by supporting efforts to develop or maintain appropriate levels of credentialing, certification, and licensure for practitioners.
- **Advocacy**
Advocate for patients and raise awareness by developing and maintaining patient-directed education materials about IONM.
- **Representation**
Represent the profession of IONM, including its practitioners, by developing position statements to guide best practices, and by critically evaluating peer-reviewed research to ensure IONM is objectively evaluated and accurately represented
- **Reputation**
Cultivate our reputation by embracing and maximizing our diversity, maintaining standards and expectations for ethical conduct, and collaborating with our sister societies.

Membership

875+

members collectively representing the diverse community of individuals sharing a common interest in IONM, including but not limited to technologists, neurophysiologists, physicians, non-physician doctors, professionals in billing, scheduling and credentialing, hospital administrators, and a wide variety of professionals representing industries related to IONM.

The ASNM takes pride in its diverse membership, which is open to anyone with an interest in IONM, without regard to level of education, training or role in IONM, age, color, national origin, citizenship status, veteran status, disability, race, religion, creed, gender, sex, sexual orientation, as well as gender identity and/or expression.

Educational Programming

ASNM offers members and non-members up to three in person meetings each year. Our Annual Meeting is the flagship event, which is traditionally complimented by regional symposia. ASNM also offers webinars to our members members and non-members. Our webinars focus on cutting edge, key educational topics.



Sponsor Levels

Annual Sponsorship for all ASNM 2020 Meetings

	Platinum \$7,500	Gold \$5,000	Silver \$3,500	Bronze \$2,500
Exhibition Booth at the ASNM Annual Meeting and Fall Symposium	√	√	√	√
Complimentary Attendee Registraton and Program Materials (Annual Meeting and Fall Symposium)	3 Registrations	2 Registrations	2 Registrations	1 Registration
Advertisement in All Meeting Program Brochures (Winter, Annual, and Fall)	Full-page, Preferred Placement	Back Page Logo	Back Page Logo	Back Page Logo
Logo Advertisement on ASNM Website with Link (Winter, Annual, and Fall)	√	√		
Approved Company/Product Email to ASNM Membership and Conference Attendees (Winter, Annual, and Fall)	2 Emails			
Evening Reception Sponsorship (Annual and Fall)	√			
Virtual Meeting Sponsored Ad	5 Minute Video	3 Minute Video	1 Minute Video	
Recognition on ASNM Webinars	2 Webinars	1 Webinar		
Recognition at Meeting Rooms and Exhibit Hall Entrance (Annual and Fall)	√			
Recognition at Registration Desk (Annual and Fall)	√	√		
Recognition at Annual Meeting in Background Slides (Annual and Fall)	√	√	√	√
Verbal Recognition at Annual Meeting by ASNM President (Annual and Fall)	√	√	√	√
Attendee List Provided After Event (Winter, Annual, and Fall)	√	√	√	√

ASNM Meeting À La Carte Sponsorships

Break & Breakfast Sponsor (Annual and Fall)

\$1,500

Includes:

- Logo recognition in Meeting Brochure
- Logo Recognition at buffet/break table
- 1 complimentary attendee registration

Exhibit Booth (Annual and Fall)

\$1,750

Includes:

- 1 complimentary attendee registration
- Exhibit Hall space with display table
- Logo recognition in Meeting Brochure

Promotional Items (Annual and Fall)

\$2,500 per Item (as available)

- T-shirt with Logo
- Bag with Logo
- Water Bottle/Tumbler with Logo

Other Opportunities

\$5,000 — Event Mobile App Sponsorship with Logo (Annual and Fall)

\$4,000 — Unrestricted Grant for Student Scholarship (Annual and Fall)

\$2,000 — Floor Signage with Logo (Annual and Fall)

\$2,000 — Room Sponsorship (Annual and Fall)

\$1,750 — Hotel Keycards with Logo (Annual and Fall, as available)

\$1,750 — Lanyards with Logo (Annual and Fall, as available)

\$1,750 — Logo Recognition at Registration Desk (Annual and Fall)

\$1,750 — Pen with Logo (Annual and Fall, as available)

\$1,750 — Paper Pad with Logo (Annual and Fall, as available)

\$1,500 — 30-Second Virtual Meeting Sponsored Ad

Have ideas for other meeting sponsorship items?

Contact us at asnm@affinity-strategies.com to discuss creating the perfect sponsorship experience for you!

2020 ASNM Advertising and Organizational Sponsorship Opportunities

Website Advertising

Home Webpage Ad

- One Month** — \$750
- Three Months** — \$2,000
- Six Months** — \$3,500
- Twelve Months** — \$6,000

Interior Webpage Ad

- One Month** — \$400
- Three Months** — \$1,000
- Six Months** — \$1,800
- Twelve Months** — \$3,200

ASNM Organizational Sponsorship Opportunities

Available Year Round

Webinar Sponsorship

\$3,000 per webinar or four for \$10,000

Dedicated Member E-blast with Product Information

\$150 per email

ASNM Monitor Sponsored Ad

\$100 per ad in our bi-weekly email to all ASNM Members

White Paper Sponsored Ad

\$500 for 60 day posting and corresponding email

Symposium Sponsor

Contact ASNM for more information

Interested in discussing any of these sponsorship opportunities, or want to develop a specialized sponsorship package?
Discounts for packages are available.

Contact us at asnm@affinity-strategies.com for more information.