

# ASNM 2021 Association Profile and Sponsorship Prospectus

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**ASNM**

American Society of  
Neurophysiological Monitoring

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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.

<b>Founded</b>	1980
<b>Headquarters</b>	📍 Elmhurst, Illinois
<b>Nonprofit Status</b>	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 2021 Meetings

	Platinum \$5,000	Gold \$4,500	Silver \$3,500	Bronze \$3,000
Exhibition Booth at the ASNM Winter Virtual Symposium, Virtual Annual Meeting, and Fall Virtual Symposium	√	√	√	√
Complimentary Attendee Registraton and Program Materials (Winter Symposium, 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	1 Email		
Virtual Meeting Sponsored Ad	5 Minute Video	3 Minute Video	1 Minute Video	
Recognition on ASNM Webinars	2 Webinars	1 Webinar		
Recognition Video at Lunch Breaks (Winter, Annual, and Fall)	√	√	√	√
Verbal Recognition at Each Meeting by ASNM President and/or Program Chairs (Winter, Annual, and Fall)	√	√	√	√
Attendee List Provided After Event (Winter, Annual, and Fall)	√	√	√	√

# ASNM Meeting À La Carte Sponsorships

## Winter Virtual Symposium Spotlight on Sponsors

Full 15-Minute Video — \$3,000

5-Minute Video — \$1,000

During the Winter Virtual Symposium, we will have two 15-minute sessions available to highlight any product. Video lengths are available in 15 or 5-minute increments. Limited space available. First come, first serve.

## Exhibit Booth Only

Winter — \$750

Annual — \$1,500

Fall — \$750

Includes:

- Virtual Exhibit Hall space

Have ideas for other meeting sponsorship items?  
Contact us at [asnm@affinity-strategies.com](mailto:asnm@affinity-strategies.com) to discuss creating the perfect sponsorship experience for you!

# 2021 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](mailto:asnm@affinity-strategies.com) for more information.