



ASPAN

American Society of PeriAnesthesia Nurses

Corporate Partnership Program

Advancing the Specialty of Perianesthesia Nursing



Corporate Partnership Program

Thank you for your inquiry regarding partnership opportunities with the American Society of PeriAnesthesia Nurses (ASPAN). Since our founding in 1980, ASPAN has represented the interests of nurses who specialize in preanesthesia and postanesthesia care, ambulatory surgery, and pain management. Today, we have over 14,500 members with representation from every state in the country.

Our members are remarkably committed, successful, and the overwhelming majority (81.1%) report having influence on the purchase of medical equipment, supplies, or medications. As a result, ASPAN's Corporate Partnership Program provides an ideal opportunity to promote your products and services among a target audience that works alongside physicians and the patients under their care.

ASPAN's Corporate Partnership Program offers three levels of participation, and we invite you to examine each category and consider which option best meets your goals and objectives for the coming year. Please do not hesitate to contact us if you have any questions, and thanks again for considering an ASPAN corporate partnership.

Sincerely,

R. Douglas Hanisch
Marketing and Communications Manager
(877) 737-9696, x. 215
dhanisch@aspan.org

Matt Van Wie
Commercial Support and Exhibits
(804) 550-2312
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Corporate Partnership Levels

Trustee - \$20,000

- > One **Email Blast** to all members designed and distributed by ASPAN **or** Exclusive Sponsorship of national **PeriAnesthesia Nurse Awareness Week**
- > Three-month ad on ASPAN **Homepage**
- > Two posts on ASPAN **Social Media** sites
- > Two full-page **Ads in *Breathline*** newsletter **or** Two-time use of ASPAN **Mailing List**
- > Full-page **Ad in ASPAN Leadership Directory**

Limited to one Trustee per year.

See page 6 for benefit details.

Benefactor - \$9,500

- > Two-month ad on ASPAN **Homepage**
or Grand Sponsorship of **Leadership Development Institute Lunch**
- > Two posts on all ASPAN **Social Media** sites
- > Two full-page **Ads in *Breathline*** newsletter
- > One-time use of ASPAN **Mailing List**
- > Full-page **Ad in ASPAN Leadership Directory**

Limited to two Benefactors per year.

See page 6 for benefit details.

Friend - \$4,800

- > One post on all ASPAN **Social Media** sites
- > Two half-page **Ads in *Breathline*** newsletter
- > One-time use of ASPAN **Mailing List**
- > One full-page **Ad in ASPAN Leadership Directory**

Limited to four Friends per year.

See page 6 for benefit details.

Partnership Benefits

Ad(s) in *Breathline* *Breathline* is the Society's bimonthly newsletter, which is available online and exclusively for members. Membership totals over 14,000. Half-page ads are available in horizontal (7" x 4.75") and vertical (3.25 x 10") configurations; full-page ads are 7" x 10". Ads may be provided in full-color or black-and white, no bleed.

Ad in Leadership Directory This internal document contains the names and contact information of ASPAN's top 400 leaders who refer to it continuously. The directory includes the Board of Directors, Committee Members, Strategic Work Team Members, Component Leadership throughout the United States, liaisons, and National Office staff. Full page ads are 4.75" x 8". All ads are black-and-white, no bleed. A published copy of the ad is provided upon request.

Email Blast ASPAN will design and distribute one email blast to all members who have approved receiving them (c. 13,000). Open and click rates of your email are available upon request. Provide ASPAN with text, image, and URL(s) of your choosing for ASPAN to design and distribute the email.

Homepage ASPAN's website receives an average of 19,200+ visits per month, and more than 13,500 are unique visitors. The homepage receives an average of 11,900+ visits per month, and more than 9,500 are unique visitors. Ads run on a monthly basis in a prominent location on the Homepage; ad specifications provided by ASPAN.

Leadership Development Institute Lunch ASPAN's Board and component (i.e., state) leaders meet annually for sessions designed to advance the Society. LDI Lunch Grand Sponsors receive printed and verbal recognition and may provide materials for those in attendance. A Symposium Dinner is available in lieu of the Lunch for an adjustment and by agreement of both parties.

Mailing List ASPAN's mailing list contains approximately 14,000 names and addresses. All lists are for one-time use only unless specified otherwise, and material must first be approved by ASPAN.

PeriAnesthesia Nurse Awareness Week (PANAW) PANAW is observed the first full week in February to celebrate and promote perianesthesia practice throughout the United States. ASPAN guarantees a minimum of 77,000 impressions recognizing your organization as the sole sponsor of PANAW.

Social Media ASPAN maintains active Facebook, LinkedIn, and Twitter accounts with over 5,500 followers total. We will post one message, image and/or URL on all sites within their terms and guidelines. Shares, Clicks, etc. are available upon request.

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Membership Application

Yes, we will join ASPAN as a Corporate Partner for one full year beginning on the date of my signature below. We will partner with ASPAN at the following level:

- Trustee (\$20,000)
- Benefactor (\$9,500)
- Friend (\$4,800)

Your Name	Title
<hr/>	
Company Name	
<hr/>	
Phone	Fax
<hr/>	
Email	
<hr/>	

Authorized Signature	Date
<hr/>	<hr/>

Payment Method (ASPAN Federal Tax ID#: 06-1024058 501 (c) (3))

- Check (Make checks payable to **ASPAN**).
- Credit Card (select one): Visa MasterCard American Express

Name as Appears on Card	
<hr/>	
Card Number	
<hr/>	
Expiration Date	Security/CVS Code
<hr/>	
Signature	
<hr/>	

Submit payments to:
ASPAN
90 Frontage Road
Cherry Hill, NJ 08034-1424
Attn.: Development

Payment must be received in full in order to activate membership. Payments are nontransferable and nonrefundable. All content is subject to ASPAN approval.





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www.aspan.org