

2025
SPONSORSHIP
BROCHURE



asatt

AMERICAN SOCIETY OF
ANESTHESIA TECHNOLOGISTS
AND TECHNICIANS

ABOUT ASATT

EMPOWERING PROFESSIONALS, CARING FOR PATIENTS.

The American Society of Anesthesia Technologists and Technicians (ASATT) is an international society accountable for maintaining and raising allied health professional standards for anesthesia technology education, patient care and professional competence for anesthesia technologists and technicians. ASATT's organizational mission is to positively affect healthcare and educational standards for the field of anesthesia technology, and as a result, raise the quality of patient care by providing a safe and positive anesthetic environment.



WHAT DO WE DO?

As a growing allied health profession, the Anesthesia Technology profession specifically focuses on fundamental and advanced clinical procedures, which assist the anesthesia provider in the safe and efficient care of patients receiving anesthesia. Working under the direction of the anesthesia provider, anesthesia technologists and technicians are vital members of the anesthesia care team. They are proficient in the acquisition, preparation, and application of various types of equipment required for the delivery of anesthesia care. Technologists and technicians are trained to anticipate the needs of the patient and the provider, according to the surgical requirements, procedure or circumstance.



WHO BENEFITS?

ASATT is recognized as the organization responsible for maintaining and raising standards for technologist education, patient care and high level competence for both technologists and technicians. To this end, the society has established and administers its nationally-recognized certification program and the ASATT National Certification Examination. Designed to advance a national standard of excellence in requisite knowledge in the field of anesthesia technology, qualified allied health personnel, anesthesiology providers, and most importantly, patients, all benefit from ASATT.

INTERESTED IN SPONSORING ASATT?

CHECK OUT THE PACAKGES ON THE NEXT PAGE!

Contact our office at asatt@asatt.org with any questions or to set up your Sponsorship today.

ASATT SPONSORSHIP LEVELS

Consider becoming an ASATT Corporate Sponsor to provide year-round visibility with members and stakeholders. Sponsorships run for 1 year upon receipt of payment. See descriptions of benefits and specifications on the following pages.

DIAMOND CORPORATE SPONSOR EQUIVALENT EXCHANGE

Sponsors at this level will choose from among the benefits below in exchange for what the Corporation and ASATT feel is an equivalent exchange for the customized benefit they are providing to ASATT.

PLATINUM CORPORATE SPONSOR

\$10,000

VALUE: \$13,225 **YOU SAVE: \$3,225 (32% Savings)**

MEMBERSHIP

- Ten (10) individual corporate memberships (valued at \$150 each)

EVENTS

- One (1) complimentary display table at four (4) in-person Region Meetings (valued at \$400 each)

WEBSITE

- Banner displayed on the ASATT home and on Sponsor page of website (valued at \$1,500)
- Company name and logo listed on Sponsor page of website (valued at \$150 each)

COMMUNICATION

- Three (3) emails sent by ASATT on behalf of the corporate sponsor (valued at \$375 each)
- Twelve (12) acknowledgement posts published on ASATT Social Media Accounts (Facebook; LinkedIn; Twitter) (valued at \$200 each)

SENSOR NEWSLETTER

- Two (2) full page advertisement in the Sensor (valued at \$650 each)
- Invitation to submit two (2) featured article in Sensor (valued at \$1,250 each)
- Invitation to submit two (2) industry news piece in Sensor (valued at \$575 each)

GOLD CORPORATE SPONSOR

\$7,500

VALUE: \$8,725 **YOU SAVE: \$1,225 (16% Savings)**

MEMBERSHIP

- Eight (8) individual corporate memberships (valued at \$150 each)

EVENTS

- One (1) complimentary display table at two (2) in-person Region Meetings (valued at \$400 each)

WEBSITE

- Banner displayed on the ASATT home and on Sponsor page of website (valued at \$1,500)
- Company name and logo listed on Sponsor page of website (valued at \$150 each)

COMMUNICATION

- Two (2) emails sent by ASATT on behalf of the corporate sponsor (valued at \$375 each)
- Eight (8) acknowledgement posts published on ASATT Social Media Accounts (Facebook; LinkedIn; Twitter) (valued at \$200 each)

SENSOR NEWSLETTER

- Two (2) half-page advertisement in the Sensor (valued at \$450 each)
- Invitation to submit one (1) featured article in Sensor (valued at \$1,250 each)
- Invitation to submit one (1) industry news piece in Sensor (valued at \$575 each)

Sponsorship Levels continued on next page

ASATT SPONSORSHIP LEVELS *continued*

SILVER CORPORATE SPONSOR

\$5,000

VALUE: \$5,475 **YOU SAVE: \$475 (10% Savings)**

MEMBERSHIP

- Six (6) individual corporate memberships (valued at \$150 each)

EVENTS

- One (1) complimentary display table at one (1) in-person Region Meetings (valued at \$400 each)

WEBSITE

- Rotating Image displayed on the ASATT home of website (valued at \$500)
- Company name and logo listed on Sponsor page of website (valued at \$150 each)

COMMUNICATION

- One (1) email sent by ASATT on behalf of the corporate sponsor (valued at \$375 each)
- Six (6) acknowledgement posts published on ASATT Social Media Accounts (Facebook; LinkedIn; Twitter) (valued at \$200 each)

SENSOR NEWSLETTER

- Two (2) third-page advertisement in the Sensor (valued at \$350 each)
- Invitation to submit one (1) featured article in Sensor (valued at \$1,250 each)

BRONZE CORPORATE SPONSOR

\$2,500

VALUE: \$2,725 **YOU SAVE: \$225 (16% Savings)**

MEMBERSHIP

- Two (2) individual corporate memberships (valued at \$150 each)

EVENTS

- One (1) complimentary display table at one (1) in person meeting (valued at \$400 each)

WEBSITE

- Rotating Image displayed on the ASATT home of website (valued at \$500)
- Company name and logo listed on Sponsor page of website (valued at \$150 each)

COMMUNICATION

- Two (2) acknowledgement post published on ASATT Social Media Accounts (Facebook; LinkedIn; Twitter) (valued at \$200 each)

SENSOR NEWSLETTER

- Two (2) quarter-page advertisement in the Sensor (valued at \$200 each)
- Invitation to submit one (1) industry news piece in Sensor (valued at \$575 each)

INTERESTED IN SPONSORING ASATT?

CHECK OUT THE A LA CARTE OPPORTUNITIES ON THE NEXT PAGE!

Contact our office at asatt@asatt.org with any questions or to set up your Sponsorship today.

ASATT A LA CARTE SPONSOR OPPORTUNITIES

MEMBERSHIP

The **INDIVIDUAL CORPORATE MEMBERSHIP** category of membership is designed for businesses and other profit-oriented organizations that manufacture, distribute, provide services or otherwise have an interest in anesthesia technology. Each level of sponsor receives a specified number of memberships for their representatives.

WEBSITE

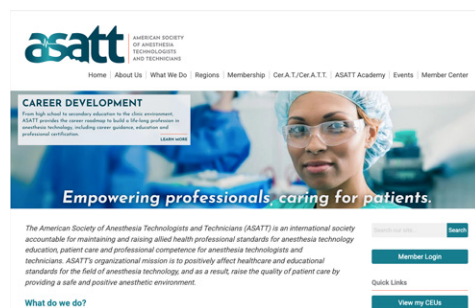
BANNER ADVERTISEMENT – Diamond, Platinum, and Gold level sponsors are invited to design their own banner advertisement that will appear on the top of the ASATT home page and sponsor page of ASATT’s website.

Requirements:

- Image size is 850 px wide by 215 px tall, should be less than 1 MB, and provided in PNG or JPG format.
- Sponsor provides the URL that visitors should be directed to upon clicking the image.

HOME PAGE ACKNOWLEDGMENT – Gold, Silver and Bronze level sponsors will be individually acknowledged at their sponsorship level in the rotating square banner of ASATT’s website.

SPONSORSHIP PAGE ACKNOWLEDGEMENT – All sponsors will be listed in order of contribution levels on the sponsor page of ASATT’s website.



EVENTS

NEW IN 2025! There will be four (4) Regional Meetings in 2025. Each level of sponsor receives a specified number of display tables to use among these events. The sponsor will receive the space for a table during the single-day, Regional events that will be held in member institutions.



COMMUNICATION

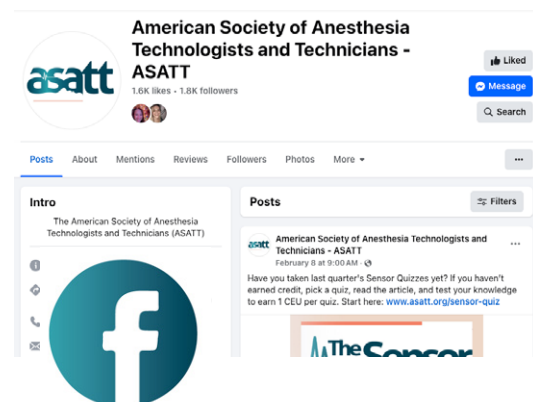
BROADCAST EMAIL – Some levels of sponsors receive a specified number of email blasts to send out through the ASATT office. These e-mails are designed by the sponsor, then the office will place the sponsor’s content into an ASATT branded frame/email and distribute to nearly 1,500 members.

Requirements:

- Emails may not contain attachments, should be less than 1 MB.
- Provide in HTML format that does not contain absolute positioning or javascript.
- Provide a subject line and pre-header text when you send in your HTML file.
- Emails should not be a single JPG, GIF, PNG or PDF file.
- Graphics and images must be linked from a web server, not embedded in the communication.
- The HTML file is due ten business days prior to deployment to ensure proper time to upload, test, and proof.



SOCIAL MEDIA – Each level of sponsor receives a specified number of posts that the office will design as an acknowledgement of the sponsors level, and will post on ASATT’s Facebook, LinkedIn and X channels. Provide a short text message with image.



A la Carte Opportunities continued on next page

ASATT A LA CARTE SPONSOR OPPORTUNITIES *continued*

SENSOR NEWSLETTER

ADVERTISEMENTS – Published quarterly, The Sensor is ASATT’s digital magazine featuring coverage on the latest topics in anesthesia technology, member and affiliate updates and organization news, details on upcoming events and more.

Ad Sizes:

- 2 Full Pages - Ad Spread (17" x 11"h): \$1,000
- Interior Front Cover Full Page Ad (7.5" x 10"h) \$850
- Interior Full Page Ad (7.5" x 10"h): \$650
- 1/2 Page Horizontal Ad (7.5" x 5"h): \$450
- 1/3 Page Vertical Banner Ad (2.38" x 10"h): \$350
- 1/4 Page Horizontal Banner Ad (7.5" x 2"h): \$200
- Business Card Ad (3.5" x 2"h): \$75

Requirements:

- All ads should be provided as a high-resolution images in PNG, JPG, PDF or TIF formats.
- Do not include bleed or registration marks.
- Advertisements are due approximately two (2) months prior to distribution date quarterly.

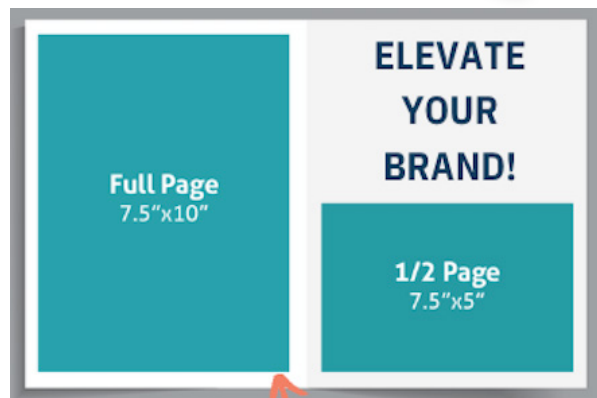
INDUSTRY NEWS – 250-word article in the Industry News section inside a single issue.

Content should be educational and must not be sales oriented or specific to product brand.

FEATURED ARTICLE – 2,000-word article relating to either “Science and Technology” or “Best Practices in Healthcare” (including 10-question quiz). Content should be educational and must not be sales oriented or specific to product brand.

- 2,000-word count and can include images. Images should be high-resolution PNG, JPG, PDF or TIF at a minimum of 200ppi.
- Photo of author may be included (requested, but optional).
- Article submissions must also include a ten-question multiple-choice Sensor Quiz.* (Answers are to be provided.)

**Members are eligible to attain CE’s through these quizzes so the questions should not be too easy to ensure they are digesting and understanding the information.*



If you have any questions or are in need of additional information, please reach out to the ASATT Office: 414-295-9220; asatt@asatt.org

ASATT SPONSORSHIP FORM

Thank you for your commitment to supporting the mission of the American Society of Anesthesia Technologists and Technicians through your contribution.

Please complete the details on this form to customize your promotional opportunities for 2025 and return to the ASATT office:
 ASATT: 6737 W Washington St, Ste 4210, Milwaukee, WI 53214 • asatt@asatt.org • Questions? 414-295-9220

SPONSOR INFORMATION

Company/Entity Name: _____

Address: _____

City/State/Zip: _____

Toll-free: _____ Fax: _____ Website: _____

| | | | |
|---|------|-------|-------|
| Billing Contact | Name | Phone | Email |
| Advertising Contact <input type="checkbox"/> same as above | Name | Phone | Email |
| Events Contact <input type="checkbox"/> same as above | Name | Phone | Email |
| Social Media Contact <input type="checkbox"/> same as above | Name | Phone | Email |

SPONSORSHIP PACKAGE

See sponsorship pages (3-4) for more details.

Diamond Platinum (\$10,000) Gold (\$7,500) Silver (\$5,000) Bronze (\$2,500) A la carte

PUBLICATION OPPORTUNITIES

See Publication page (6) for more details.

Please list Add-on or Increased Amounts.

- _____ \$ _____ Pricing
Opportunity Type
- _____ \$ _____ Pricing
Opportunity Type
- _____ \$ _____ Pricing
Opportunity Type
- _____ \$ _____ Pricing
Opportunity Type

Additional Publication Opportunities can be processed by contacting the MSFCA Office: Email: office@msfca.org -or- Phone: 800-743-0911.

A LA CARTE OPPORTUNITIES

See Add-On page (5-6) for more details.

Please list desired Add-on Opportunities below.

- _____ \$ _____ Pricing
Opportunity Type
- _____ \$ _____ Pricing
Opportunity Type
- _____ \$ _____ Pricing
Opportunity Type

Additional Add-On Opportunities can be processed by contacting the ASATT Office: Email: asatt@asatt.org -or- Phone: 414-295-9220.

PAYMENT INFORMATION

Payment Intervals

Payment in full is requested upon submission of Commitment form, but additional options are available:

Please select:

Payment in full upon submission

Total Sponsorship Amount
\$

Payment Method

Please select:

Check mailed to: ASATT, 6737 W Washington St, Ste 4210, Milwaukee, WI 53214

Or pay by credit card: Return this form and an invoice will be sent to the email address you provide. You can then pay online or call the ASATT Office at 414-295-9220 to pay over the phone. Please note: Credit card information sent via email will not be accepted.

Signature: _____

* I understand and accept that if electronically submitted, my typewritten name constitutes my signature.