



THE COMMUNITY
FOR SLEEP-CARE
PROFESSIONALS



AAST 2026

Media Guide



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WHO WE ARE

AAST is the premier allied health membership association for professionals dedicated to **improving the quality of sleep and wakefulness in all people**. AAST is committed to promoting and advancing the sleep technologist profession while meeting the professional and educational needs of more than **2,200+ members**.

Our Mission

AAST provides education, resources and advocacy, and leads sleep-care professionals to be the most knowledgeable in the field resulting in the highest quality of care for patients.

Vision

AAST will play a key role in setting the standard for professional excellence in the evolving practice of sleep healthcare.

Values

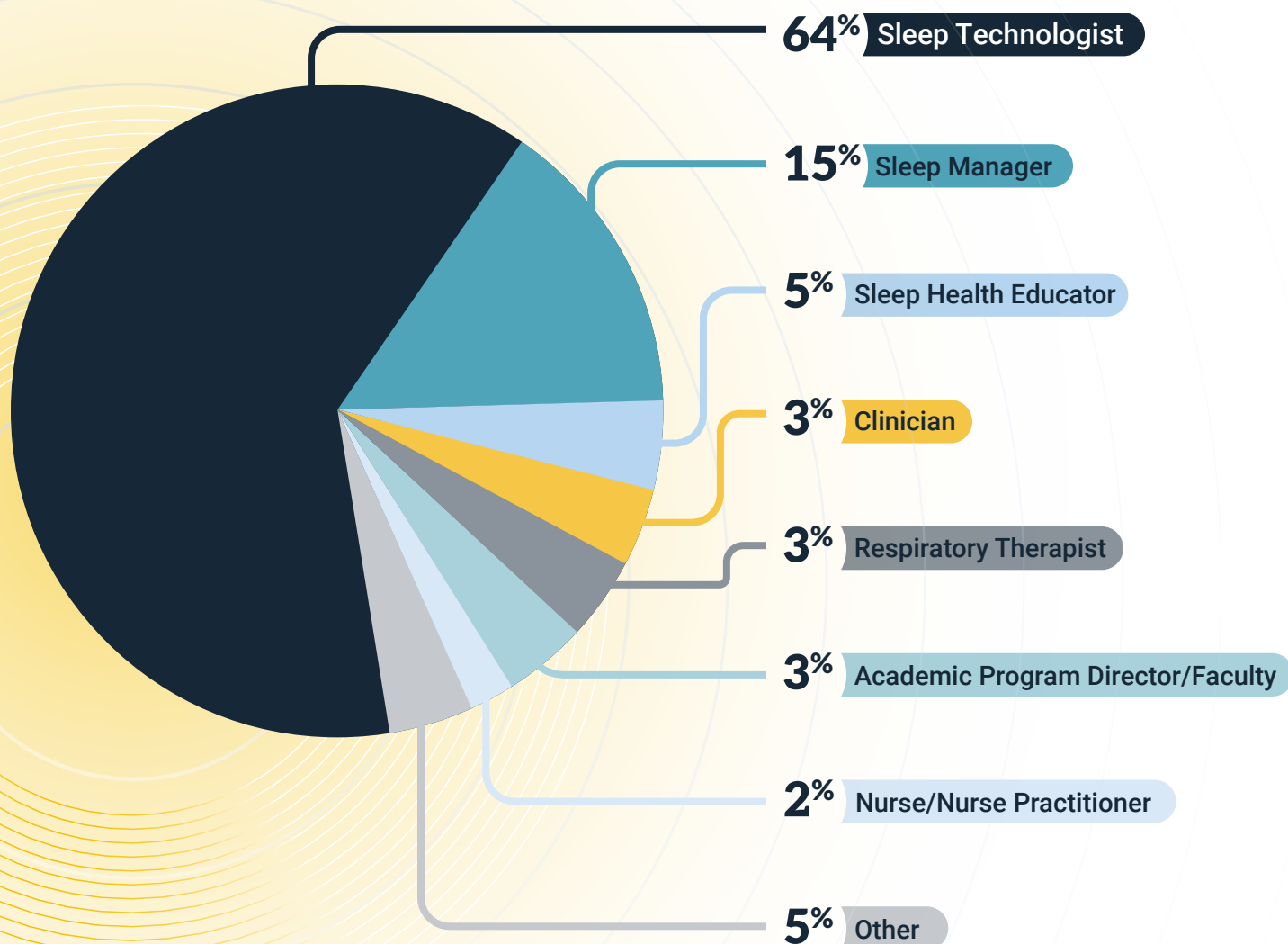
- Make a difference in the quality of care provided by our members
- Respond to our members needs with service programs founded with integrity
- Provide quality products and services
- Conduct business in an ethical and professional manner
- Be accessible and accountable to our members
- Treat individuals with compassion, respect, dignity and fairness
- Value individual contribution in an atmosphere of teamwork and collaboration
- Encourage open communication and welcome diversity of opinions



For more information about sponsorship and partnership opportunities, contact sales@aastweb.org.

WHO ARE THE AAST MEMBERS?

AAST MEMBER JOB ROLE



Data based on that provided by members.

"Other" category includes Polysomnographic Students, EEG and Neurodiagnostic Technologists, Treatment Support Specialists, Sleep Program Ancillary Staff and other allied health professionals.



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AAST PRESTIGE PARTNER PROGRAM

The AAST Prestige Partner Program supports organizations interested in the advancement of the sleep technology profession and who are strong supporter of the AAST mission and vision.

The program aims to provide supporter Members with various opportunities throughout the year to share information, insights and innovative approaches with AAST members.

AAST PRESTIGE PARTNER BENEFITS

	Diamond Partner \$20,500	Sapphire Partner \$13,750	Ruby Partner \$6,900	Emerald Partner \$3,500
AAST Membership Email Blast Industry Sponsored Email to Members	4	3	2	1
Prestige Partner Recognition in A₂Zzz and on AAST Homepage	Logo and Hyperlink	Logo and Hyperlink	Logo and Hyperlink	Logo
Recognition in yearly press release announcement	✓	✓	✓	✓
AAST Sponsorship Discount	25% discount on all 2026 advertising and marketing sponsorships	20% discount on all 2026 advertising and marketing sponsorships	15% discount on all 2026 advertising and marketing sponsorships	10% discount on all 2026 advertising and marketing sponsorships
Complimentary Leaderboard ad on AAST webpage (placement TBD by AAST)	6 months	4 months	2 months	1 month
Ad in each issue of A₂Zzz (4/year)	Full-page Ad	Half-page Ad	Quarter-page Ad	Quarter-page Ad (2 ads per year)
NEW- Leaderboard Ad in A₂Zzz Quarterly Distribution Email	4	3	2	1
NEW - Prestige Partner Recognition in AAST Membership Emails	✓	✓	✓	✓
Prestige Partner Recognition in A₂Zzz New Issue Announcement Email (4/year)	✓	✓	✓	✓
NEW- Study Club Sponsorship	Complimentary Annual Sponsorship	75% Discount	50% Discount	



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NEW-Professional Development Sponsorship Program (\$5,000 Annual Sponsorship)

To address the immediate and evolving professional development needs of its members, the AAST is expanding its investment in high-impact educational programming and resources that support the sleep technology profession. As the profession continues to grow and adapt, AAST remains committed to ensuring members have access to timely, relevant, and practical learning opportunities.

Beginning in 2026, AAST will introduce a more agile and responsive approach to product and program development through the launch of dedicated Product Development Task Forces. These task forces will leverage the collective expertise of AAST members to identify emerging needs, develop innovative educational offerings, and deliver solutions that are both member-driven and sustainable. This new model reinforces AAST's commitment to innovation, responsiveness, and long-term growth of the sleep technology profession.

The Professional Development Sponsorship Program offers industry partners a meaningful opportunity to support this critical work. Through sponsorship, partners directly contribute to the advancement of education, training, and professional growth within the sleep technology community, helping AAST to shape the future of the profession while aligning with our mission.

In recognition of this support, Professional Development Sponsors will receive visibility and acknowledgment across multiple AAST platforms, including:

- Annual Meeting attendee welcome slides
- A₂Zzz member newsletter
- Dedicated email communications to members
- AAST website recognition
- Additional promotional opportunities as appropriate

By becoming a 2026 Professional Development Sponsor, industry partners demonstrate a shared commitment

to advancing excellence, innovation, and professional growth within sleep technology, while gaining meaningful exposure to AAST members and the broader sleep technology community.

NEW-AAST RPSGT Study Club Sponsorship (\$3,500 Annual Sponsorship)

The AAST Study Club is a virtual program designed to support sleep technologists as they prepare for the Registered Polysomnographic Technologist (RPSGT) credentialing exam. Sponsors have the opportunity to position their brand in front of an engaged audience of technologists who are actively advancing their skills and preparing for certification. Each study club session takes place over approximately six weeks, providing participants with an interactive and supportive learning environment. The sessions encourage active engagement through discussion, practice questions, and opportunities to connect with faculty and peers, fostering confidence and mastery of exam content.

This sponsorship is an annual opportunity, providing your organization with year-long visibility and engagement with this highly targeted audience. Sponsorship benefits include:

- Prominent logo placement on registration pages, promotional emails, and event materials, reaching the entire AAST membership base
- Access to a highly motivated audience of future credentialed sleep technologists during the sessions
- An opportunity to demonstrate your organization's commitment to supporting the sleep technologist community
- Potential additional value through bundled sponsorships or participation in the Prestige Partner Program

By committing to this annual sponsorship, your organization gains sustained presence and influence within the sleep technologist community while reinforcing your brand as a supporter of professional development.



For more information about sponsorship and partnership opportunities, contact sales@aastweb.org.

NEW-Online Educational Program Sponsorship (\$5,000 Per Program)

The AAST offers sponsors the opportunity to host an Online Educational Program, providing valuable continuing education for sleep technologists and increased visibility within the sleep community. After AAST approves the topic, the sponsor is fully responsible for developing, producing, and delivering the educational content, including speakers, slides, and any supporting materials. All webinar content is subject to AAST review and final approval prior to being presented live or hosted in the AAST Learning Center, to ensure quality, accuracy, and alignment with organizational standards.

Sponsorship includes a one-hour session, delivered either live or prerecorded, with the option of including continuing education credits (CECs). Once approved, the session will be hosted in the AAST Learning Center for one year, available at no cost to AAST members and accessible to nonmembers.

Sponsorship benefits include:

- Logo recognition on the event webpage and all promotional materials
- Access to registration and attendance metrics
- CEC accreditation and one year hosting in the Learning Center, included at no additional cost
- 50 percent discount on renewal for a second year



For more information about sponsorship and partnership opportunities, contact sales@aastweb.org.

SPONSORSHIP OPPORTUNITIES (A LA CARTE)



NEW! ONLINE EDUCATIONAL PROGRAM SPONSORSHIP

\$5,000 PER PROGRAM

Please reference page 7 for more details.



SPONSORSHIP OF AAST TOWN HALL

\$2,000 PER TOWN HALL

Members of the sleep-care community look to AAST for guidance on industry trends and best practices. Town hall presentations bring together nationally renowned experts and leaders in the sleep health industry to address these pressing questions, so the sleep technology community can provide the best in patient care. Sponsorship of the town hall includes: your logo prominently placed on the related webpage and all promotional materials, an attendee list of all registrants and an opportunity for a representative from your organization to participate as a panelist (subject to AAST approval).



SPONSORSHIP OF AAST EDUCATIONAL WEBINAR

\$2,000 PER WEBINAR

Members of the sleep technology community look to AAST for continuing education and contact hour opportunities. AAST's webinar series provides valuable education, for the sleep technologist community so that they can provide the best in patient care. Webinars on a variety of hot topics are offered to AAST members up to 6 times per year. Sponsorship of an educational webinar includes: your logo prominently placed on the related webpage and all promotional materials, an attendee list of all registrants, and an opportunity for a representative from your organization to be invited to record an introduction to the webinar that will be played prior to the webinar (subject to AAST approval).

The webinar featuring your organization's introduction will automatically remain in the AAST Learning Center for one year. Sponsorship renewal for an additional year is available for \$1,000.



WEBSITE BANNER AD

\$1,500 PER MONTH

Post your web banner ad on a highly trafficked AAST website(i.e. Learning Center, Membership, Continuing Education), with a direct link to your company's website. (728x90 pixels, .jpg or .png). Placement TBD by AAST



MONTHLY MEMBER EMAIL LEADERBOARD AD OPPORTUNITY

\$1,600 PER MONTH

Include an email leaderboard ad linking back to your company's website in our monthly Member Continuing Education Email. Sponsors can choose a particular month or choose to run their banner all year in all 12 monthly-member touchpoints.



SPONSORED ARTICLE ON AAST NEWS

\$1,000 PER ARTICLE

Run a sponsored article on AAST News. Articles should be 500-1,000 words and be applicable to the AAST audience (sleep technology community). Articles are subject to AAST review and approval.



MEMBER MAILING LIST RENTAL

\$1,500 PER RENTAL

AAST will provide an opt-in mailing list of 2,200+ members to a mailing house on your behalf for a one-time mailing. (Sponsor Partner is responsible for providing physical mailing content)



For more information about sponsorship and partnership opportunities, contact sales@aastweb.org.



INDUSTRY SPONSORED EMAIL BLAST MEMBER EMAIL BLAST

\$1,500 PER EMAIL BLAST

AAST will send your email communication to our members. Full membership database of 2,200+, or a segmented audience of your choosing. (Sponsor Partner is responsible for providing HTML email content for review and final approval by AAST no later than 10 business days prior to the distribution of the blast's assigned date.)



NEW! FULL DATABASE EMAIL BLAST

\$3,000 PER EMAIL BLAST

AAST will send your email communication to our full community database of 8,500+ contacts. Partner Sponsor is responsible for providing HTML email content for review and gaining final approval by AAST no later than 10 business days prior to the distribution of the blast's assigned date. No more than 400 words, designed at 600 to 650 pixels wide.



SPONSORED ARTICLE IN A₂ZZZ MAGAZINE

\$2,500 PER ARTICLE

Run a sponsored article in A₂Zzz, our quarterly published magazine. Articles should be 1,000- 1,500 words and be applicable to the AAST audience: sleep-care professionals. Articles are subject to AAST review and approval.



For more information about sponsorship and partnership opportunities, contact sales@aastweb.org.



A₂Zzz is the official publication of AAST. It is published on a quarterly basis and delivered in a downloadable PDF format. A₂Zzz contains editorials, lessons, research and news from AAST and leaders from the sleep industry.

ADVERTISING RATES AND SPECIFICATIONS

	RATES PER ISSUE			
	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
Full page (8.5"x11")	\$700	\$650	\$600	\$550
Half page horizontal (7.5"x4.75")	\$525	\$500	\$475	\$450
Quarter page (3.5"x4.75")	\$350	\$340	\$325	\$315

BANNER AD IN A₂Zzz DISTRIBUTION EMAIL (850X150 PIXELS)

RATES PER ISSUE			
1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
\$1,600	\$1,500	\$1,400	\$1,300

**Sponsored Article
in A2Zzz Magazine
for \$2,500**



For more information about sponsorship and partnership opportunities, contact sales@astweb.org.

AAST 2026 PRESTIGE PARTNER PROGRAM CONTRACT

COMPANY INFORMATION

Company Name (as it should appear in all printed pieces and on website)

Contact Name for Fulfillment

Title

Company Address

City

State

ZIP

Phone Number

Email Address

PARTNERSHIP LEVEL

☐ Diamond \$20,500

☐ Sapphire \$13,750

☐ Ruby \$6,900

☐ Emerald \$3,500

PAYMENT INFORMATION

Total Due \$_____ (Full payment due with application)

☐ Check Number_____ (Make check payable to AAST, include copy of contract with check)

☐ Credit Card (Please do not provide credit card information on this contract. Upon receipt of this contract, AAST will email an invoice with credit card processing information.)

SIGNATURE AGREEMENT

All Prestige Partner Member benefits must be executed between January 1, 2026 and December 31, 2026. No benefits may be used outside these dates unless pre-approved by AAST. Prestige Partners may not cancel after acceptance by AAST except for breach of this agreement by AAST. No refunds will be given for Prestige Partner Program participants.

Signature

Print Name

Company Name

Date

 **DIRECT QUESTIONS TO** Email: sales@aastweb.org



SPONSORSHIP OPPORTUNITIES CONTRACT

COMPANY INFORMATION

Company Name (as it should appear in all printed pieces and on website)

Contact Name for Fulfillment

Title

Company Address

City

State

ZIP

Phone Number

Email Address

PAYMENT INFORMATION

Total Due \$_____ (Full payment due with application)

Description of Purchase:

☐ Check Number_____ (Make check payable to AAST, include copy of contract with check)

☐ Credit Card (Please do not provide credit card information on this contract. Upon receipt of this contract, AAST will email an invoice with credit card processing information.)

SIGNATURE AGREEMENT

Signature

Print Name

Company Name

Date

DIRECT QUESTIONS TO Email: sales@aastweb.org

