American Association of Suicidology's Annual Conference

SPONSORSHIP OPPORTUNITIES
The American Association of Suicidology (AAS) is pleased to host our Annual Conference, AAS23. Starting with our Healing After Suicide Loss Summit on Tuesday, April 18th; our Preconference on Wednesday, April 19th; and our Core Conference held Thursday, April 20th to Saturday, April 22nd, 2023. The conference will take place both in-person in Portland at the Portland Marriott Downtown Waterfront and virtually for those across the globe.

This conference offers opportunity for all involved in the field of suicidology—clinicians, researchers, those with lived experience, public health officials, federal and state representatives, active military and veterans, loss survivors, and others—to connect and learn how we can all help address suicide and behavioral health crisis in the U.S. and abroad.

JOIN US!

AAS23 will offer a diverse range of content, including new and innovative research, clinical best practices, voices of those with lived experience of suicide, and intervention practices. The conference will meet the needs of the field’s diverse audiences while convening world leaders in suicide prevention to spur robust conversations and build collaborations to achieve our shared vision and goals. True, effective, public health and socially focused suicide prevention require everyone’s voice to find a path forward while continuing to recognize the accomplishments of past science and research.

According to the most recent data available, there were 47,646 reported deaths by suicide in 2021. While 12 million people seriously thought of suicide, another 3.2 million made a plan, and 1.2 million survived a suicide attempt that year (CDC, 2020). AAS23 will continue Expanding the Lens in Suicide Prevention: What Next? Join us in Portland for diverse and enriching content, including the latest research and intervention practices from today's leaders, and visionary leaders, and as we gather in person to serve those in the U.S. and abroad to improve standards of care. Please note, AAS will offer limited virtual opportunities.
SPONSORSHIPS AT-A-GLANCE

PREMIER SPONSORSHIP LEVEL

To obtain and design a custom Premier Opportunity that is the right fit for your organization, please contact AAS at events@suicidology.org.

GENERAL SPONSORSHIP LEVELS

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visionary</td>
<td>$30,000+</td>
</tr>
<tr>
<td>Champion</td>
<td>$20,000 – $29,999</td>
</tr>
<tr>
<td>Advocate</td>
<td>$10,000 – $19,999</td>
</tr>
<tr>
<td>Leader</td>
<td>$5,000 – $9,999</td>
</tr>
<tr>
<td>Supporter</td>
<td>$2,000 – $4,999</td>
</tr>
<tr>
<td>Friend</td>
<td>$1,200 – $1,999</td>
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</tbody>
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ADDITIONAL SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>General Session (Main Stage)</td>
<td>$10,000</td>
</tr>
<tr>
<td>Opening Reception</td>
<td>$10,000</td>
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<tr>
<td>Audiovisual</td>
<td>$10,000</td>
</tr>
<tr>
<td>AAS23 App</td>
<td>$10,000</td>
</tr>
<tr>
<td>Block of Workshops</td>
<td>$7,500</td>
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<tr>
<td>Thought Leader</td>
<td>$7,500</td>
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<tr>
<td>Luncheon</td>
<td>$7,500</td>
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<tr>
<td>AAS23 Bags and Lanyards</td>
<td>$7,500</td>
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<tr>
<td>Special Awards Reception</td>
<td>$5,000</td>
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<tr>
<td>AM or PM Break (coffee, tea, &amp; snacks)</td>
<td>$3,500</td>
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<tr>
<td>Internet Cafe</td>
<td>$3,000</td>
</tr>
<tr>
<td>Wellness &amp; Recovery Room</td>
<td>$3,000</td>
</tr>
<tr>
<td>Nursing Parent Room</td>
<td>$3,000</td>
</tr>
<tr>
<td>AAS23 Banner Ad</td>
<td>$2,500</td>
</tr>
<tr>
<td>AAS23 Signage Sponsor</td>
<td>$1,500</td>
</tr>
<tr>
<td>Daily Push Notification(s)</td>
<td>$1,500</td>
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<tr>
<td>Virtual Session/Streaming Studio</td>
<td>$1,500</td>
</tr>
<tr>
<td>AAS23 Participant Sponsorship</td>
<td>$1,000-$3,000</td>
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</tbody>
</table>
All sponsorships include the following benefits in addition to level-specific benefits listed below:

- Company logo and description on the AAS23 website and within the virtual attendee portal with a link to your company’s homepage
- On-site signage with company logo (produced by AAS)
- Recognition in-person and in background graphics in-between sessions
- Recognition in the AAS23 app and program
- Invitation to Sponsor-Only Networking Reception (in-person)
- Sponsored Slides in all general sessions and on education slide templates
PREMIER AND GENERAL SPONSORSHIP LEVEL OPPORTUNITIES

PREMIER SPONSORSHIP LEVEL

Premier opportunities can be designed by both using any item listed below and/or in-kind sponsorships or a combination of both.

VISIONARY $30,000+

- Opportunity to host marketing event during afternoon breakout session
- Opportunity to address AAS leadership at event
- Signage/Branding in venue location
- Splash page ad in conference app
- Opportunity to introduce opening or closing keynote speaker
- Logo and company mention in promotional emails and outreach to all conference attendees
- Four (4) high-visibility feature posts on AAS social platforms
- One (1) scripted introduction of a non-keynote speaker
- Banner ad on conference app
- Four (4) push text(s) via conference app
- Four (4) complimentary in-person registrations for organization representative(s)
- Insert in conference goodie bag
- One (1) on-site Exhibit Booth
CHAMPION $20,000–$29,999

- Signage/Branding in venue location
- Opportunity to introduce opening or closing keynote speaker
- Logo and company mention in promotional emails and outreach to all conference attendees
- Three (3) high-visibility feature posts on AAS social platforms
- One (1) scripted introduction of a non-keynote speaker
- Banner ad on conference app
- Three (3) push text(s) via conference app
- Three (3) complimentary in-person registrations for organization representative(s)
- Insert in conference goodie bag
- One (1) on-site Exhibit Booth

ADVOCATE $10,000–$19,999

- Logo and company mention in promotional emails and outreach to all conference attendees
- Two (3) high-visibility feature posts on AAS social platforms
- One (1) scripted introduction of a non-keynote speaker
- Banner ad on conference app
- Three (3) push text(s) via conference app
- Three (3) complimentary in-person registrations for organization representative(s)
- Insert in conference tote and virtual goodie bag
- One (1) on-site Exhibit Booth
LEADER $5,000–$9,999

• Logo and company mention in one (1) email outreach to all conference attendees
• One (1) high visibility feature post on AAS social platforms
• One (1) push text via the conference app
• One (3) complimentary in-person registrations for organization representative
• Insert in conference goodie bag
• One (1) on-site Exhibit Booth

SUPPORTER $2,000–$4,999

• Logo and company mention in one (1) email outreach to all conference attendees
• Two (2) complimentary in-person registrations for organization representative
• Insert in conference goodie bag

FRIEND $1,200–$1,999

• Logo and company mention in one (1) email outreach to all conference attendees
• One (1) complimentary virtual registration for organization representative
• Insert in conference goodie bag
ADDITIONAL SPONSORSHIP OPPORTUNITIES

GENERAL SESSION MAIN STAGE SPONSOR  $10,000 EACH

(5 opportunities) Sponsor a keynote speaker or plenary panel. General sessions are highly promoted prior to the conference and are attended by thousands of individuals—in person and virtually—giving your company maximum visibility.

OPENING RECEPTION  $10,000 EACH

(1 opportunity) Attendees and exhibitors gather to meet, network, have productive conversations, and socialize as they gear up for the action-packed days ahead. No other events are held during this time providing an excellent networking opportunity in a dynamic atmosphere. Signage will feature your company logo.

AUDIOVISUAL  $10,000 EACH

(20 opportunity) The audiovisual component addresses each session is provided an audiovisual package, including screen, lectern and microphone. Your company’s logo will be placed on signage that will be attached to all lecterns in the breakout session rooms.

AAS23 APP  $10,000 EACH

(1 opportunity) The AAS23 app is a complete guide to sessions, speakers, events, and exhibits. Get maximum exposure as the exclusive supporter or put your name out front as attendees tune in throughout the conference with a full-screen ad appearing whenever attendees click the home screen tile to access new information. As the App sponsor, you also will receive one rotating banner ad.

AAS23 BAGS & LANYARDS  $7,500 EACH

(1 opportunity) Every attendee will carry this durable conference bag featuring your logo during the Conference and long after.
BLOCK OF WORKSHOPS  $7,500 EACH

(5 opportunities) Attach your company name to a block of workshops. Each block includes approximately 5 workshop sessions.

THOUGHT LEADER  $7,500 EACH

(7 opportunities) Thought leaders of various disciplines will offer additional insight, knowledge, and experience to engage, excite, and inspire attendees. Your organization will be acknowledged during their introductions.

LUNCHEON  $7,500 EACH

(10 opportunities) Attach your company name to a luncheon for 100 attendants per session.

SPECIAL AWARDS RECEPTION  $5,000 EACH

(1 opportunity) Attendees who purchased a ticket to the inaugural Awards Event that will offer the opportunity to meet, network, and socialize as they prepare for an evening of inspiration from this year’s awardees. Signage will feature your company logo.

AM OR PM BREAK (COFFEE & SNACKS)  $3,500 EACH

(4 opportunities) Attendees rush to get refreshed and recharged between sessions. Your company name and booth location will be announced at the AAS23 podium in the Exhibit Hall and you’ll be featured prominently in the in-person Program and break signage.

INTERNET CAFE  $3,000 EACH

(5 opportunities) Be recognized as an official supporter of Wi-Fi for AAS23 on signage throughout the hotel.
**WELLNESS AND RECOVERY ROOM**  
$3,000 EACH  
(2 opportunities) Self-care is an important focus at our conference. Attending workshops, general sessions, and receptions can make for long days. Help attendees take time for themselves in the AAS23 Wellness & Recovery Room.

**NURSING PARENT ROOM**  
$3,000 EACH  
(2 opportunities) Support a safe, clean space for nursing parents to pump or feed their babies while on-site. Attending workshops, general sessions, and receptions can make for long days. Help attendees take care of themselves and their baby while attending AAS23.

**AAS23 BANNER AD**  
$2,500 EACH  
(10 opportunities) There will be no printed programs at AAS23, so why not get in front of attendees as they open their app to locate their next session? These ads rotate when the page refreshes or when the device is rotated.

**AAS23 SIGNAGE**  
$1,500 EACH  
5 opportunity) Signage is a wonderful way for attendees to become familiar with your organization while staying informed of the layout of the conference.

**DAILY PUSH NOTIFICATIONS**  
$1,500 EACH  
(10 opportunities) Our team will send push notifications on behalf of your organization during the event to promote your sessions, ensure attendee engagement, and send agenda updates.

**VIRTUAL SESSION/STREAMING STUDIO**  
$1,500 EACH  
(20 opportunities) Our selection of virtual sessions will be streamed live in-studio, held in tandem at our in-person event. Your organization’s logo will be featured at the bottom of the screen, your name will be announced the sponsor name at the beginning and end, or have a sponsor ad play at the start of the session.
Wednesday, April 19th - PreConference and Healing After Suicide Loss Summit

Thursday, April 20th to Saturday, April 22nd - Core Conference

AAS '23
PORTLAND, OR

WANT TO KNOW MORE?
Contact our AAS23 Sponsorship Coordinator
events@suicidology.org

SEE YOU IN
PORTLAND!