Dear Friend of the Suicidology Community,

The 57th Annual AAS Conference will take place on May 5-10, 2024 at the Paris Las Vegas Hotel in Las Vegas, Nevada. With a packed schedule of sessions and activities, we are expecting more than 2,000 attendees.

The American Association of Suicidology’s Annual Conference, held each spring, is the largest gathering of the Suicidology community; including clinicians, researchers, attempt survivors, crisis service professionals, public health and government officials, and more.

The much-anticipated Conference will feature keynote addresses, poster presentations, paper presentations, educational and informational sessions, an Annual Member Meeting, Annual Awards, multiple networking opportunities, and an exhibit hall that features industry leaders, academic and training programs, resources, and community advocates.

**New activities include:**
- Educational Tracks
- Symposium Day
- Friday Morning Healing After Suicide Loss Walk
- In Memoriam Ceremony
- Thursday Night 80’s Party featuring a live concert from The Spazmatics
- Thursday Morning Yoga for the Mind, Body, & Soul
- and much more!

Thank you for your generosity and together we will MAKE AN IMPACT!

Sincerely,

Leeann Sherman, MPS, CAE
President & Chief Executive Officer
American Association of Suicidology
The American Association of Suicidology (AAS) is the world’s largest and nation’s oldest membership-based suicide prevention organization. Founded in 1968 by Edwin S. Shneidman, PhD, AAS promotes the research of suicide and its prevention, public awareness programs, public education, and training for professionals and volunteers.

**AAS Mission Statement**
To promote the understanding and prevention of suicide and support those who have been affected by it.

**AAS Vision Statement**
We are an inclusive community that envisions a world where people know how to prevent suicide and find hope and healing.

We accomplish this mission by directing efforts to:
- Advance Suicidology as a science; encouraging, developing and disseminating scholarly work in suicidology.
- Encourage the development and application of strategies that reduce the incidence and prevalence of suicidal behaviors.
- Compile, develop, evaluate and disseminate accurate information about suicidal behaviors to the public.
- Foster the highest possible quality of suicide prevention, intervention and postvention to the public.
- Publicize official AAS positions on issues of public policy relating to suicide.
- Promote research and training in suicidology.
We are expecting AAS24 to be the largest AAS Conference to date. Let’s take a look back on AAS23 in Portland, Oregon.

**ATTENDEES**
1,479

66% first-time attendees

**COUNTRIES**
18

**SESSIONS**
60

**INVESTORS**
23

**EXHIBITORS**
25

**SPEAKERS**
172

**POSTER/PAPER PRESENTATIONS**
59

**APP DOWNLOADS**
989

7 countries
# AAS24 INVESTOR OPPORTUNITIES

<table>
<thead>
<tr>
<th>AAS24 INVESTMENT LEVELS</th>
<th>PLATINUM $50,000</th>
<th>DIAMOND $25,000</th>
<th>GOLD $15,000</th>
<th>SILVER $10,000</th>
<th>BRONZE $5,000</th>
<th>PARTNER $1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAS24 REGISTRATIONS</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

## PRE-EVENT MARKETING

- **Company/Organization Logo & Investment Level on all Promotional Materials**
  - PLATINUM
  - DIAMOND
  - GOLD
  - SILVER
  - BRONZE
  - PARTNER

- **Pre-Conference Email Promotions**
  - PLATINUM
  - DIAMOND
  - GOLD
  - SILVER
  - BRONZE
  - PARTNER

## BRANDING, CONFERENCE APP, AND EXHIBIT HALL

- **Company/Organization Logo in AAS24 Printed Program**
  - PLATINUM
  - DIAMOND
  - GOLD
  - SILVER
  - BRONZE
  - PARTNER

- **One (1) Premier Double Exhibit Booth**

- **One (1) Prime Exhibit Booth**
  - PLATINUM
  - DIAMOND
  - GOLD
  - SILVER
  - BRONZE
  - PARTNER

- **One (1) Base Exhibit Booth**
  - PLATINUM
  - DIAMOND
  - GOLD
  - SILVER
  - BRONZE
  - PARTNER

- **Rotating Banner Ad in Conference App**
  - PLATINUM
  - DIAMOND
  - GOLD
  - SILVER
  - BRONZE
  - PARTNER

- **Track Investor (Select Your Track)**

- **Splash Page in Conference App**

- **AAS24 Meals**
  - PLATINUM
  - DIAMOND
  - GOLD
  - SILVER
  - BRONZE
  - PARTNER

- **Company/Organization Logo on AAS24 Conference App and Conference Website**
  - PLATINUM
  - DIAMOND
  - GOLD
  - SILVER
  - BRONZE
  - PARTNER

<table>
<thead>
<tr>
<th>Insert(s) in AAS24 Conference Bag</th>
<th>2</th>
<th>1</th>
<th>1</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Push Notification in Conference App During Event</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>
## AAS24 Exhibitor Opportunities

<table>
<thead>
<tr>
<th>Plan Type</th>
<th>Cost</th>
<th>Overview</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Premier Double Exhibit Booth:</strong></td>
<td>$10,000</td>
<td>In-person exhibit booth from May 8-10, 2024, at the Paris Las Vegas Hotel.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Four (4) exhibitor registrations which includes conference. Your exhibit table must be staffed during exhibit hall hours.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Each in-person premier exhibit booth space (10x10) includes one (1) 6-foot draped table, two (2) chairs, a basic sign, and a waste basket.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Booth will be in a premier location in the exhibit hall.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Company/Organization logo and description in the AAS24 conference app.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Electrical power and standard-sized LCD monitor included.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Optional add-on for additional costs.</td>
</tr>
</tbody>
</table>

| **Prime Exhibit Booth:**          | $5,000 | In-person exhibit booth from May 8-10, 2024, at the Paris Las Vegas Hotel. |
|                                   |        | Two (2) exhibitor registrations which includes conference. Your exhibit table must be staffed during exhibit hall hours. |
|                                   |        | Each in-person exhibit space (10x10) includes one (1) 6-foot draped table, two (2) chairs, a basic sign, and a waste basket. |
|                                   |        | Booth will be in a prime location in the exhibit hall.                  |
|                                   |        | Company/Organization logo and description in the AAS24 conference app.  |
|                                   |        | Electrical power included.                                              |
|                                   |        | Optional add-ons for additional costs.                                  |

| **Base Exhibitor Nonprofit/Government:** | $2,500 | In-person exhibit booth from May 8-10, 2024, at the Paris Las Vegas Hotel. |
| **Base Exhibitor For Profit Company:**    | $3,500 | One (1) exhibitor registration which includes conference. Your exhibit table must be staffed during exhibit hall hours. |
|                                           |        | Each in-person exhibit space (10x10) includes one (1) 6-foot draped table, one (1) chair, a basic sign, and a waste basket. |
|                                           |        | Company/Organization logo and description in the AAS24 conference app.  |
|                                           |        | Electrical power included.                                              |
|                                           |        | Optional add-ons for additional costs.                                  |
## UNDERWRITING OPPORTUNITIES & ADD ONS

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000</td>
<td>Friday Morning Healing After Suicide Loss Walk</td>
</tr>
<tr>
<td>$10,000</td>
<td>Presenting Investor of Healing After Suicide Loss Summit</td>
</tr>
<tr>
<td>$10,000</td>
<td>Thursday Night 80’s Party featuring The Spazmatics</td>
</tr>
<tr>
<td>$5,000</td>
<td>Conference Bag</td>
</tr>
<tr>
<td>$5,000</td>
<td>Conference Breaks</td>
</tr>
<tr>
<td>$5,000</td>
<td>Conference Meals</td>
</tr>
<tr>
<td>$5,000</td>
<td>Friday Morning Healing After Suicide Loss Walk T-Shirts</td>
</tr>
<tr>
<td>$5,000</td>
<td>Program Track Investor: Clinicians</td>
</tr>
<tr>
<td>$5,000</td>
<td>Program Track Investor: Community / Other</td>
</tr>
<tr>
<td>$5,000</td>
<td>Program Track Investor: Crisis Centers</td>
</tr>
<tr>
<td>$5,000</td>
<td>Program Track Investor: Military, Veterans &amp; First Responders</td>
</tr>
<tr>
<td>$5,000</td>
<td>Program Track Investor: Research &amp; Innovation</td>
</tr>
<tr>
<td>$5,000</td>
<td>Program Track Investor: Workplace/Schools (K-12 &amp; Post Secondary)</td>
</tr>
<tr>
<td>$5,000</td>
<td>Symposium Day Meals &amp; Breaks</td>
</tr>
<tr>
<td>$5,000</td>
<td>Training &amp; Certification Days Breaks</td>
</tr>
<tr>
<td>$2,500</td>
<td>Thursday Morning Yoga for the Mind, Body, &amp; Soul</td>
</tr>
<tr>
<td>$2,500</td>
<td>Wednesday-Breakfast-Keynote</td>
</tr>
<tr>
<td>$2,500</td>
<td>Wellness &amp; Recovery Room</td>
</tr>
<tr>
<td>$2,000</td>
<td>Printed Program</td>
</tr>
<tr>
<td>$500 PER INSERT</td>
<td>Bag Inserts (Must supply 2,000 inserts)</td>
</tr>
<tr>
<td>$500 PER MESSAGE</td>
<td>Push Notification in Conference App (Based on availability)</td>
</tr>
</tbody>
</table>
Friday Morning Healing After Suicide Loss Community Walk
A chance for the community to come together and walk with others affected by suicide. Company/organization logo is featured on walk signage, on the AAS24 app and website, and listed in the AAS24 printed program as a Community Walk investor. Company/organization logo is printed on walk t-shirts given to the first 1,500 registrants.

Presenting Investor of Healing After Suicide Loss Summit
The Healing After Suicide Loss Summit is a gathering of suicide loss survivors and leaders within the Suicidology community. These leaders are the very people who share in the lived experience of suicide loss, grief, and bereavement. Company/organization logo or individual name is placed on Healing After Suicide Loss Summit signage as a presenting investor of the summit, on the AAS24 app and website, and in the AAS24 printed program.

Thursday Night 80's Party Featuring The Spazmatics
We are bringing the 80's back Thursday night - totally awesome! An 80's themed party featuring a live concert performance by The Spazmatics. Internationally renowned as “The Ultimate 80s New Wave Tribute,” the Spazmatics come with all the awesome sounds, styles, and way cool dance steps from the decade we will never forget. Company/organization logo is placed on concert signage, on the AAS24 app and website, and in the AAS24 printed program as an investor of the 80's party, and the company/organization will be mentioned from the stage as an investor at this event.

Conference Bag
Every AAS24 attendee will receive a conference bag. Company/organization logo is featured on the conference bag granting extensive exposure and visibility.

Conference Breaks
Company/organization logo is featured on key signage at the conference, on the AAS24 app and website, and listed in the AAS24 printed program as a Conference Breaks Investor.

Conference Meals
Company/organization logo is featured on key signage at the conference, on the AAS24 app and website, and listed in the AAS24 printed program as a Conference Meals Investor.

Friday Morning Healing After Suicide Loss Walk T-Shirts
A chance for the community to come together and walk with others affected by suicide. Company/organization logo is featured on the AAS24 app and website, and listed in the AAS24 printed program as a Community Walk T-Shirt Investor. Company/organization logo is printed on walk t-shirts given to the first 1,500 registrants in large & XL unisex sizes.

Program Tracks
Be an investor in one (or more) of AAS24 tracks. Tracks to choose from include Clinicians track, Community/Other track, Crisis Centers track, Military, Veterans & First Responders track, Research & Innovation track, and the Workplace/Schools (K-12 & Post Secondary) track. These tracks feature worldwide, renowned speakers, offering key insight, and information to the community. Company/organization logo is featured on key signage throughout the conference, on the AAS24 app and website, and listed in the AAS24 printed program as a track investor.
Symposium Day Meals & Breaks
Play an important part in this special Symposium Day by being an investor in Symposium Day Meals & Breaks. Company/organization logo is featured on key signage at the conference, on the AAS24 app and website, and listed in the AAS24 printed program as a Symposium Day Meals & Breaks Investor.

Training & Certification Days Breaks
Training & Certification Day attendees rush to get refreshed and recharged between sessions. Company/organization logo is featured on key signage at the conference, on the AAS24 app and website, and listed in the AAS24 printed program as a Training & Certification Day Breaks Investor.

Thursday Morning Yoga for the Mind, Body, & Soul
Yoga can be used in the treatment of stress, anxiety, and depression, and has been shown to create a greater sense of well-being, increase feelings of relaxation, improve self-confidence and body image, improve efficiency, better interpersonal relationships, increase attentiveness, lower irritability, and encourage an optimistic outlook on life. Company/organization logo is featured on key Yoga signage, on the AAS24 app and website, and listed in the AAS24 printed program as an investor in the Thursday Morning Yoga for the Mind, Body, & Soul.

Wednesday Breakfast Keynote
Company/organization logo is featured on key signage at the conference, on the AAS24 app and website, and listed in the AAS24 printed program as a Wednesday Breakfast Keynote Investor.

Wellness & Recovery Room
Self-care is an important focus at AAS24. Attending sessions and other AAS24 events can make for long days and attendees can take time for themselves in the AAS24 Wellness & Recovery Room. Company/organization logo is featured on key signage at the conference, on the AAS24 app and website, and listed in the AAS24 printed program as the Wellness & Recovery Room Investor.

Printed Program
Company/organization logo is featured on the AAS24 printed program as a Printed Program Investor.

Bag Inserts
Your handout is inserted into all AAS24 conference bags given to all attendees. Your organization must supply 2,000 copies. Materials need to arrive at the Paris Las Vegas Hotel between April 27 - May 1, 2024 and not to arrive after May 1st.

Push Notification in Conference App
A push notification is sent via the AAS24 conference app at the time and date that you reserve (based on availability).
Prices
- Full Page: $750
- 1/2 Page: $400
- 1/4 Page: $250

Specs
- The printed program is landscape orientation.
- Program’s trim size: 11” wide x 8.5” high (all ad specifications are in inches)
- File Format Requested: PDF
- Resolution: 300 dpi (dots per inch)
- Ink: CMYK ONLY. No Pantone Colors. Convert all logos to CMYK.

Full Page:
Set up PDF at 10” wide by 7.5” high.
Do NOT use crop marks.
No bleeds.

Half Page:
Set up PDF at 4.875” wide by 7.5” high.
Do NOT use crop marks.
No bleeds.

Quarter Page:
Set up PDF at 4.875” wide by 3.625” high.
Do NOT use crop marks.
No bleeds.

Submission Deadline
- April 5, 2024 @ 3:00 pm (Eastern Time): Last day to submit artwork
SECURE YOUR INVESTMENT(S) TODAY!
https://form.jotform.com/232284666780061

Investments and Printed Program Ads must be received no later than April 5, 2024 @ 3:00 pm (Eastern Time).

Company/organization logo must be submitted when completing the investment form in the link above. We accept high-resolution standard logo, banner logo, and thumbnail logo in .jpg or .png format.

LOGO SPECS

Standard
0.75:1 aspect ratio, 2,048 pixels wide x 2,732 pixels high

Banner
2,048 pixels wide x 200-500 pixels high

Thumbnail
100 pixels wide x 100 pixels high

American Association of Suicidology
448 Walton Avenue, #790
Hummelstown, PA 17036

For more information, contact Robert Coffey at rcoffey@suicidology.org