

2026 Sponsor & Exhibitor Catalog





59TH ANNUAL CONFERENCE
ST. LOUIS, MISSOURI

Join Us at AAS26: The 59th Annual Conference

As the nation's oldest suicide prevention organization, founded in 1968, the American Association of Suicidology (AAS) has been the leading force in advancing the science of suicidology and enacting our mission to save lives.

In 2026, we will host our **59th Annual Conference** — a landmark gathering that unites clinicians, crisis center leaders, researchers, community crisis responders, lived experience advocates, loss survivors, and public health professionals. This inclusive homecoming celebrates every voice dedicated to culturally responsive, impactful suicide prevention. Together, we will share knowledge that saves lives and strengthen the collective effort to reduce suicide nationwide.

AAS was formed to share research to advance practice with the desire to save lives, and we invite you to join us in this critical work as an **exhibitor and/or sponsor**.

Benefits of Partnering with AAS:

- **Direct Connections:** Engage with attendees actively seeking tools, services, and partnerships that improve care and save lives.
- **High-Visibility Branding:** Elevate your presence across the conference website, mobile app, mainstage sessions, and exhibit hall.
- **Mission Alignment:** Showcase your commitment to innovation, well-being, and community impact alongside a trusted national leader.
- **Community Empowerment:** Support an event that strengthens and empowers the entire field of suicide prevention and intervention.

AAS26 is more than a conference — it is a catalyst for connection, learning, and progress. By partnering with AAS, you join a community dedicated to advancing hope, expertise, and meaningful change. We invite you to stand with us and help shape the future of suicide prevention.

On behalf of the AAS Board of Directors and staff, we look forward to welcoming you in St. Louis!

Sarah Gadsby, LCSW
Board President

Dr. Jenna Mehnert Baker, MSW
Chief Executive Officer



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About AAS

The American Association of Suicidology (AAS) is the nation's largest and oldest suicide prevention membership organization dedicated to suicide prevention. 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 empower all toward resilient lives, inspiring hope and preventing suicide through the advancement of suicidology.

Sponsorship Instructions

If you're interested in becoming a sponsor or exhibitor at AAS26, please start by filling out [this online form](#). Sponsorship and exhibitor opportunities are updated to reflect availability, and with several levels being limited or exclusive, they may sell out quickly. If your first choice isn't available, we'll gladly help you explore the best alternative option.

Contact

Robert Coffey
rcoffey@suicidology.org

Important Dates

Pre-Conference: Sunday-Monday, May 17-18, 2026

Conference: Tuesday-Thursday, May 19-21, 2026

Healing After Suicide Loss Summit (HASLS): Friday, May 22, 2026

Exhibit Hall Hours*:

Monday, May 18, 2026, 5:15 pm - 6:15 pm - Exhibit Hall Opens

Tuesday, May 19, 2026, 8 am - 5 pm

Wednesday, May 20, 2026, 8 am - 5 pm

Thursday, May 21, 2026, 8 am - 4:30 pm

*Times subject to change.

Exclusive Sponsorships

Edwin S. Shneidman, PhD, Presenting Sponsor - Exclusive Opportunity: \$75,000

As the exclusive Edwin S. Shneidman, PhD, Presenting Sponsor, you hold the top-tier level of recognition for a single partner dedicated to advancing suicide prevention and mental health innovation. Benefits listed on page 5.

Conference AV & Production Sponsor - Exclusive Opportunity: \$50,000

As the exclusive Conference AV & Production Sponsor, your organization will underwrite all audiovisual and staging components across the full event. Benefits are listed on page 5.

Conference Meals & Hospitality Sponsor - Exclusive Opportunity: \$50,000

As the exclusive Conference Meals & Hospitality Sponsor, your organization will underwrite all meals and refreshment breaks that are included across the full event, lending to an overall attendee care experience. Benefits are listed on page 5.

Conference Technology & Innovation Sponsor - Exclusive Opportunity: \$50,000

As the exclusive Conference Technology & Innovation Sponsor, your organization powers the digital backbone of AAS26. This sponsorship underwrites essential technology services that enhance the attendee experience throughout the entire conference, including the AAS26 mobile App and the Conference Center Wi-Fi. You will be able to customize the Wi-Fi password with the company name. Benefits are listed on page 5.

Presenting Sponsor of the Healing After Suicide Loss Summit (HASLS) - Exclusive Opportunity: \$25,000

As the exclusive Presenting Sponsor of the HASLS, your organization demonstrates its deep commitment to supporting suicide loss survivors and the leaders who guide the Suicidology community. Benefits are listed on page 5.





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Exclusive Sponsorships

	Edwin S. Shneidman, PhD, Presenting Sponsor \$75,000	Conference AV & Production Sponsor \$50,000	Conference Meals & Hospitality Sponsor \$50,000	Conference Technology & Innovation Sponsor \$50,000	Presenting Sponsor of the HASLS \$25,000
Conference Registrations	6	5	5	5	4
Hyperlinked logo on conference website & app	Yes	Yes	Yes	Yes	Yes
Logo & sponsor level on loop before mainstage sessions	Yes	Yes	Yes	Yes	Yes
Sponsorship recognition on signage throughout the conference	Yes	Yes	Yes	Yes	Yes
Push notification in conference app	3	2	2	2	1
Attendee list for those who opt in to share information	Yes	Yes	Yes	Yes	Yes
Rotating banner logo in conference app	Yes	Yes	Yes	Yes	Yes
Bag insert	3	2	2	2	1
Exhibit Booth	Premier Double	Prime	Prime	Prime	Prime
Ad in printed program	Full-Page	Half-Page	Half-Page	Half-Page	Half-Page
On-stage introduction of keynote speaker (based on availability)	Yes (Wednesday or Thursday)	-	-	-	Yes (Friday)
Program track sponsor (pick your track)	Yes	-	-	-	-
Exclusive splash page in conference app	Yes	-	-	-	-

Tiered Sponsorships

AAS26 Tiered Sponsor Levels	Survivor Supporter \$25,000	Community Impact \$10,000	Healing Advocate \$5,000	Prevention Supporter \$1,000
Conference Registrations	4	3	2	0
Hyperlinked logo on conference website & app	Yes	Yes	Yes	Yes
Logo & sponsor level on loop before mainstage sessions	Yes	Yes	Yes	Yes
Sponsorship recognition on signage throughout the conference	Yes	Yes	Yes	Yes
Exhibit Booth	Premier Double	Prime	Base	-
Push notification in conference app	2	2	1	-
Attendee list for those who opt in to share information	Yes	Yes	-	-
Rotating banner logo in conference app	Yes	Yes	-	-
Bag insert	2	1	-	-
Half-page ad in printed program	Yes	-	-	-
Program track sponsor (pick your track)	Yes	-	-	-





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Exhibitor Opportunities

<p>Premier Double Exhibit Booth: \$10,000</p>	<ul style="list-style-type: none"> • In-person exhibit booth from May 18 - May 21, 2026. • Four (4) conference registrations (does not include Pre-Conference). Your exhibit table must be staffed during exhibit hall hours. • Each premier exhibit booth space (10x20) includes two (2) 8-foot draped table, four (4) chairs, a basic sign, and a waste basket. • Booth will be in a premier location in the exhibit hall. • Logo and description in the AAS26 conference app and website. • Attendee email contact list (see item description for full details) • Electrical power and standard-sized LCD monitor included. • Optional add-on for additional costs.
<p>Prime Exhibit Booth: \$5,000</p>	<ul style="list-style-type: none"> • In-person exhibit booth from May 18 - May 21, 2026. • Two (2) conference registrations (does not include Pre-Conference). Your exhibit table must be staffed during exhibit hall hours. • Each prime exhibit booth space (10x10) includes one (1) 8-foot draped table, two (2) chairs, a basic sign, and a waste basket. • Booth will be in a prime location in the exhibit hall. • Logo in the AAS26 conference app and website. • Electrical power included. • Optional add-ons for additional costs.
<p>Base Exhibitor Nonprofit/Government: \$2,500</p> <p>Base Exhibitor For Profit Company: \$3,500</p>	<ul style="list-style-type: none"> • In-person exhibit booth from May 18 - May 21, 2026. • Two (2) conference registrations (does not include Pre-Conference). Your exhibit table must be staffed during exhibit hall hours. • Each base exhibit booth space (10x10) includes one (1) 8-foot draped table, two (2) chairs, a basic sign, and a waste basket. • Logo in the AAS26 conference app and website. • Optional add-ons for additional costs.
<p>Base Exhibitor</p> <p>A Base Exhibitor discounted rate of \$1,500 is available for Nonprofit/Government organizations whose annual operating budgets are below \$750,000.</p>	<ul style="list-style-type: none"> • In-person exhibit booth from May 18 - May 21, 2026. • Two (2) conference registrations (does not include Pre-Conference). Your exhibit table must be staffed during exhibit hall hours. • Each base exhibit booth space (10x10) includes one (1) 8-foot draped table, two (2) chairs, a basic sign, and a waste basket. • Logo in the AAS26 conference app and website. • Optional add-ons for additional costs.



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Underwriting Opportunities

\$10,000	2026 Robert I. Yufit Family Awards Reception (1 Available)
\$10,000	Keynote (1 Available)
\$10,000	The Sanctuary Social (1 Available)
\$5,000	Conference Bag (1 Available)
\$5,000	Photography Sponsor (1 Available)
\$5,000	Poster Reception (1 Available)
\$3,500	Sign Language Interpreter (3 Available)
\$3,000	Lanyard Sponsor - SOLD OUT!
\$3,000	Program Track Sponsor: Clinical / Clinicians (5 Available)
\$3,000	Program Track Sponsor: Crisis Services (5 Available)
\$3,000	Program Track Sponsor: Lived Experience / Loss Survivor (5 Available)
\$3,000	Program Track Sponsor: Public Health (5 Available)
\$3,000	Program Track Sponsor: Research & Innovation (5 Available)
\$3,000	Program Track Sponsor: Trending Discussions (5 Available)
\$3,000	Program Track Sponsor: Workplace (5 Available)
\$2,500	Printed Program - Full-Page Ad in Printed Program Included (3 Available)
\$2,500	Wellness Room (3 Available)
\$1,500	Nursing Room (2 Available)
\$1,500	Sensory Room (2 Available)



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Add-Ons

\$1,000	Attendee Email Contact List
\$500 PER INSERT	Bag Inserts (Must supply 1,000 inserts)
\$500 PER MESSAGE	Push Notification in Conference App (Based on availability)

Underwriting Descriptions

Each underwriting opportunity listed below includes:

- Hyperlinked logo on conference website and app
- Sponsorship recognition on signage throughout the conference
- Logo and sponsorship level on loop before main stage sessions

2026 Robert I. Yufit Family Awards Reception Sponsor - \$10,000 (1 Available)

- Dedicated time for the community to come together and celebrate their peers during the announcements of the Robert I. Yufit Family Awards winners.
- Ability to make an onstage introduction during the awards reception
- 1 conference registration

Keynote Sponsor - \$10,000

- Keynotes, often a conference highlight, bring together the entire community for an inspiring and thought-provoking session.
- On-stage opportunity for a company representative to introduce a keynote speaker on Wednesday or Thursday (based on availability).

The Sanctuary Social - \$10,000

- The Sanctuary Social: A night of networking, community-building, and fun in an inclusive “Big Tent” space within the suicide prevention community.

Conference Bag Sponsor - \$5,000 (1 Available)

- Every AAS26 attendee will receive a conference bag.
- Company logo printed on conference bag along with the AAS logo

Photography Sponsor - \$5,000 (1 Available)

- Photos on the AAS Flickr page posted with “Photos sponsored by (company name)”

Poster Reception Sponsor - \$5,000 (1 Available)

- The Poster Reception on Tuesday evening is a unique opportunity to showcase your organization’s commitment to advancing scientific research and fostering collaboration within the community.



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Underwriting Descriptions

Sign Language Interpreter Sponsor - \$3,500 (3 Available)

- Help make AAS26 accessible to all by bringing in ASL Interpreters for those who are hard of hearing / deaf.

Lanyard Sponsor - \$3,000 - SOLD OUT!

- Every AAS26 attendee will receive a lanyard for their name badge.
- Company logo printed on lanyard along with the AAS logo

Program Track Sponsor - \$3,000 (5 Available for each track)

- Be a sponsor in one (or more) of the AAS26 tracks. Tracks to choose from include Clinical / Clinicians track, Crisis Services track, Lived Experience / Loss Survivor track, Public Health track, Research & Innovation track, Trending Discussions track, and the Workplace track.

Printed Program Sponsor - \$2,500 (3 Available)

- Every AAS26 attendee will receive a printed program.
- Includes a full-page ad in the printed program

Wellness Room Sponsor - \$2,500 (3 Available)

- A space that promotes self-care among attendees. Attendees can partake in various activities and/or talk to qualified volunteers.

Nursing Room Sponsor - \$1,500 (2 Available)

- The nursing room provides a private, comfortable, and quiet space for nursing parents. Equipped with seating, electrical outlets, and a refrigerator, it offers a serene environment for breastfeeding or pumping, ensuring privacy and convenience during the conference.

Sensory Room Sponsor - \$1,500 (2 Available)

- The Sensory Room is a peaceful, restorative space designed to support attendees' well-being during the conference. The room features low lighting, minimal noise, and a calm environment, providing a quiet place to pause and reset. This space is intended to be inclusive and accessible for all attendees, offering a moment of calm amidst the conference activities.



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Add-On Descriptions

Attendee Email Contact List - \$1,000

As an exhibitor or sponsor, you have the exclusive opportunity to connect directly with attendees who opt in at registration to share their name and email contact information. You must be a confirmed sponsor or exhibitor to add this option. The list may be used to send up to two emails, providing a valuable way to extend your reach, share resources, and engage participants beyond the conference.

Bag Inserts - \$500

Your handout is inserted into the AAS26 conference bags given to all attendees. Your organization must supply 1,000 copies. Materials need to arrive at the America's Center in St. Louis, Missouri, between May 11 and 14, 2026, and not to arrive after May 14th. Shipping information will be provided in advance of shipping deadlines.

Push Notification in Conference App - \$500

A push notification is sent via the AAS26 conference app at the time and date that you reserve (based on availability).

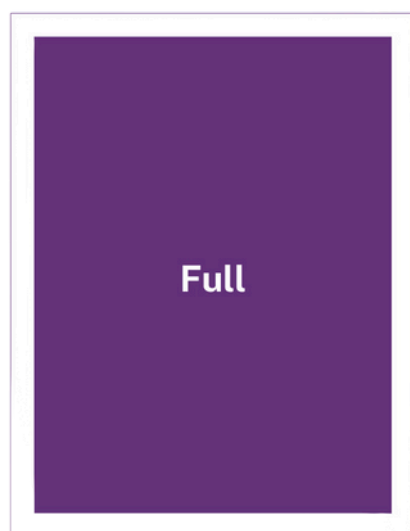
Printed Program Ad Options

Prices

- Full Page: \$750
- 1/2 Page: \$400
- 1/4 Page: \$250

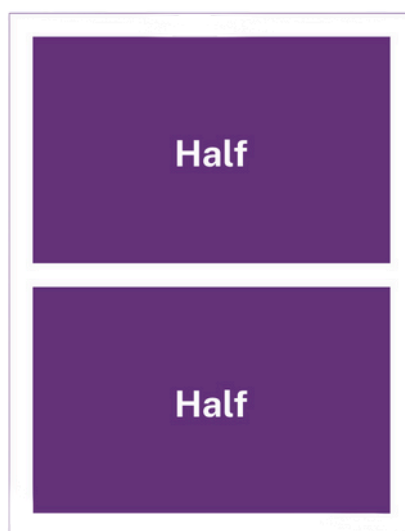
Specs

- The printed program is portrait orientation.
- Program's trim size: 8.5" wide x 11" 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 Ad

- Set up PDF at 7.5" wide by 10" high.
- Do NOT use crop marks.
- No bleeds.



Half Page Ad

- Set up PDF at 7.5" wide by 4.75" high.
- Do NOT use crop marks.
- No bleeds.



Quarter Page Ad

- Set up PDF at 3.5" wide by 4.75" high.
- Do NOT use crop marks.
- No bleeds.

Submission Deadline

- April 15, 2026 @ 3:00 pm (Eastern Time): Last day to submit artwork



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Secure Your Sponsorship Today!



<https://forms.office.com/r/id4A68MLZ2>

***Sponsorships and Printed Program Ads must be received
no later than April 15, 2026 @ 3:00 pm (Eastern Time).***

Company/organization logo must be submitted when completing the sponsorship 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
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For more information, contact Robert Coffey at rcoffey@suicidology.org