

## Membership Needs

Members of the AASP are concerned about:

- Providing better spinecare
- Making their practice more profitable
- Attracting more patients
- Expanding services
- Updating equipment
- Managing and motivating staff
- Access to professional marketing resources

Educational Sponsors can help meet the needs of AASP members.

**THERE WILL BE A LIMITED NUMBER OF EDUCATIONAL SPONSORS**

## How Do We Become an AASP Sponsor ?

Becoming an educational sponsor is more than just advertising. It is a commitment to excellence and serving physicians who are leaders in their field.

1. Contact the AASP and request an Educational Sponsor Application.
2. Complete the application and sign the agreement. Send it along with a check for one year sponsor status.
3. The check will be cashed only upon final approval of the sponsor status.
4. If approved, you will receive formal acknowledgment which will include a sponsor packet, itemized request for company information, an AASP Sponsor Logo in electronic format and a custom press release.
5. You will receive a list of information needed to place the appropriate postings and links online. Please complete the task list and forward to the AASP as soon as possible.
6. If you do not have an acceptable banner ad to provide the AASP, a custom 4 color banner or button can be developed.
7. Submit a product profile and company logo with the proper specifications.

## ACADEMY COUNCIL

### Edward C. Benzel, M.D.

Diplomate of the  
American Board of Neurological Surgery  
*Cleveland Clinic*

### George J. Dohrmann, M.D., Ph.D.

Diplomate of the  
American Board of Neurological Surgery  
*University of Chicago*

### David H. Durrant, D.C.

Diplomate of the  
American Board of Chiropractic Neurology  
*Chicago Neuroscience Institute*

### Barth A. Green, M.D.

Diplomate of the  
American Board of Neurological Surgery  
*Miami Project to Cure Paralysis*

### Vincent P. Lucido, D.C.

Diplomate of the  
American Board of Chiropractic Orthopedics  
*Past President, FCER*

### Stephen L. Ondra, M.D.

Diplomate of the  
American Board of Neurological Surgery  
*Northwestern University*

### John F. Shea, M.D.

Diplomate of the  
American Board of Neurological Surgery  
*Loyola University*

### Steven Vanni, D.O., D.C.

Neurosurgeon and Chiropractic Physician  
*University of Miami*

### Wayne M. Whalen, D.C.

Diplomate of the  
American Chiropractic Academy of Neurology  
*Chair, CCGPP*

### Terry R. Yochum, D.C.

Diplomate of the  
American Chiropractic Board of Radiology  
*University of Colorado*

## SCIENTIFIC CONSULTANTS

### Scott Haldeman, D.C., M.D., Ph.D.

Clinical Neuroscience  
*UCLA*

### Manohar M. Panjabi, Ph.D., D. Tech.

Clinical Biomechanics  
*Yale University*



For more information,  
contact the membership office at  
**Phone:** 847 697 4660  
**Fax:** 847 931 7975

[www.spinephysicians.org](http://www.spinephysicians.org)

# BECOME AN

# EDUCATIONAL SPONSOR



## The American Academy of Spine Physicians

An organization comprised of  
healthcare professionals dedicated to  
excellence in spinecare

[www.spinephysicians.org](http://www.spinephysicians.org)

## The Academy

The American Academy of Spine Physicians (AASP) is a national organization comprised of physicians of various disciplines who are committed to excellence in spinecare. The AASP is one of the largest interdisciplinary spine organizations in the world. The Academy provides a variety of valued resources for its members including continuing education, credentialing, practice development resources, patient education items and access to member discounts on products and services. The AASP is committed to keeping its members informed about available services and technology.

## The AASP Website

The AASP website was developed to provide physicians with direct online access to member benefits and timely information. The site was also designed to enhance the recognition and role of members in spinecare. To help accomplish this goal, the AASP developed the National Directory of Spine Physicians, a highly visible online directory which provides efficient search and locate features for the public. The website also has an area dedicated to informing members about new technology and available services. Members have access to an online "Buying Advantage" program where they can receive a discount on purchases.

## What is an AASP Educational Sponsor?

The AASP developed the Educational Sponsor program to help support the development of educational resources and to give reputable companies an opportunity to promote their products and services to physicians of various disciplines. To become a sponsor a company must complete an application process and be approved by the American Academy of Spine Physicians.

The designation of being an "AASP Educational Sponsor" has a positive branding effect and acknowledges the sponsors commitment to education and to excellence in spinecare. The AASP believes in the proven success of an integrated approach to education and marketing and has the resources and respect to project a professional image.

## Benefits of Being an Educational Sponsor:

The primary benefits of being a sponsor include increased service and product exposure. Additional benefits to the sponsor include:

- Authorized use of an approved AASP Educational Sponsor Logo for marketing
- A click through banner/button on the AASP website home page
- Click through access to sponsor on the first page of the Academy eNews which is a monthly publication which is sent out to all AASP members
- Click through banner/button on the candidate (student) member area of the AASP website
- Posting of approved product or service profile on the AASP website technology section
- Educational Sponsor Press Release
- Opportunity to participate in the AASP Buying Advantage Program
- Visibility on regular AASP eBlasts

Sponsors are provided with online click through web banners/buttons. The activity is professionally tracked with sophisticated software, which is used to keep an up-to-date inventory of click-through and unique page visits. This information is periodically shared with sponsors.

The AASP will professionally display each Educational Sponsor's products and services to members of the AASP as well as non-member physicians.



***"NO ONE IS BIG ENOUGH TO BE INDEPENDENT OF OTHERS."***

***William W. Mayo 1941***

## Readership Profile

The AASP readership profile includes chiropractic physicians, neurosurgeons, orthopedic surgeons, radiologists, and students/residents. The AASP reaches thousands of physicians every week

## Marketing Exposure

The AASP is committed to doing what is necessary to reach as many spine specialists as possible each and every month. This is accomplished with the assistance of the AASP public relations team and through relationships with other organizations. The AASP reaches physicians through member referrals, publications, reciprocal online links with other organizations, internal eBlasts, as well as purchased opt in eBlasts, AASP student programs and its relationships with the International Spine Association (ISA). The ISA is an international organization dedicated to educating patients and the public.



## Reach Students and New Graduates

The AASP has developed unique programs and services for students, residents and fellows. This includes candidate (student) membership with the AASP. The Academy is dedicated to helping prepare students and new graduates with the resources necessary to begin practice. This includes informing candidate members about different practice models and required inventory. This provides an excellent opportunity for AASP Educational Sponsors to expose their services and products through an integrated student program.