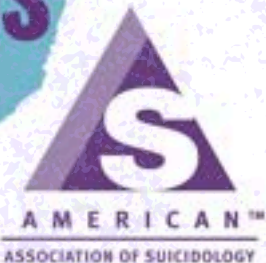




AAS25



58TH ANNUAL CONFERENCE
COLUMBUS, OHIO
MARCH 30 - APRIL 4, 2025

2025 SPONSOR & EXHIBITOR CATALOG

ABOUT AAS



The American Association of Suicidology (AAS) is the world's largest and nation's oldest 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. While AAS includes members, it operates beyond a traditional membership-based model.

AAS Mission Statement

To empower all toward resilient lives, inspiring hope and preventing suicide through the advancement of suicidology.

AAS Vision Statement

We envision a world where everyone is supported by an inclusive community, equipped with the necessary resources and knowledge to prevent suicide. Through proactive community engagement and upstream interventions, we aim to ensure that hope and healing are accessible to all.

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.

AAS CONFERENCE BY THE NUMBERS

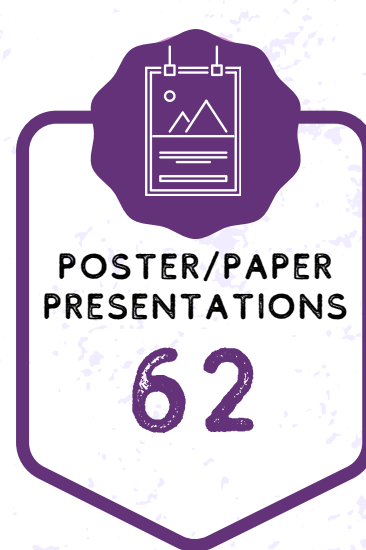
We are expecting AAS25 to be the largest AAS Conference to date. Let's take a look back on AAS24 in Las Vegas, Nevada.



61%
first-time attendees



7
countries



AAS25 SPONSOR OPPORTUNITIES

AAS25 SPONSORSHIP LEVELS	PRESENTING* \$75,000	PLATINUM \$50,000	DIAMOND \$25,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000	PARTNER \$1,000
AAS25 REGISTRATIONS	5	5	4	3	2	1	0
PRE-EVENT MARKETING							
Company/Organization Logo & Sponsorship Level on all Promotional Materials	▲	▲	▲	▲	▲	▲	▲
Pre-Conference Email Promotions	▲	▲	▲	▲	▲	▲	▲
BRANDING, CONFERENCE APP, AND EXHIBIT HALL							
Company/Organization Logo in AAS25 Printed Program	▲	▲	▲	▲	▲	▲	▲
One (1) Premier Double Exhibit Booth		▲					
One (1) Prime Exhibit Booth			▲	▲			
One (1) Base Exhibit Booth					▲	▲	
Rotating Banner Ad in Conference App	▲	▲	▲	▲	▲		
Track Sponsor (Select Your Track)	▲	▲	▲				
Splash Page in Conference App	▲						
AAS25 Meals & Breaks	▲	▲					
Company/Organization Logo on AAS25 Conference App and Conference Website	▲	▲	▲	▲	▲	▲	▲
Insert(s) in AAS25 Conference Bag	2	2	1	1	1		
Push Notification in Conference App During Event	3	3	2	1			

***Presenting Sponsor** - This is an exclusive level for one sponsor, tailor-made to AAS25. The Presenting Sponsor, in addition to receiving what is outlined above, will also receive: an experience area and booth (a 10x30 space for their exhibit booth and experience area); a Community Wall where attendees can share their stories about how they became involved in this vital work; a Video Booth that will be near the Community Wall to capture stories; company/org logo displayed on the conference badges.

AAS25 EXHIBITOR OPPORTUNITIES

<p>Premier Double Exhibit Booth: \$10,000</p>	<ul style="list-style-type: none"> • In-person exhibit booth from March 31 - April 3, 2025. • Four (4) exhibitor registrations which includes conference. Your exhibit table must be staffed during exhibit hall hours. • Each in-person premier exhibit booth space (10x20) includes two (2) 6-foot draped table, four (4) chairs, a basic sign, and a waste basket. • Booth will be in a premier location in the exhibit hall. • Company/Organization logo and description in the AAS25 conference app. • 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 March 31 - April 3, 2025. • 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 AAS25 conference app. • 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 March 31 - April 3, 2025. • 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 AAS25 conference app. • Optional add-ons for additional costs.

UNDERWRITING OPPORTUNITIES & ADD ONS

\$15,000	Presenting Sponsor of Healing After Suicide Loss Summit
\$10,000	Conference Meals & Breaks
\$10,000	Robert I. Yufit Annual Awards Presentation and Luncheon
\$5,000	Conference Bag
\$5,000	Poster Reception
\$5,000	Program Track Sponsor: Clinical / Clinicians
\$5,000	Program Track Sponsor: Community
\$5,000	Program Track Sponsor: Crisis Services
\$5,000	Program Track Sponsor: Lived Experience / Loss Survivor
\$5,000	Program Track Sponsor: Military, Veterans & First Responders
\$5,000	Program Track Sponsor: Research & Innovation
\$5,000	Program Track Sponsor: Youth / School / University
\$5,000	Wednesday Breakfast Keynote
\$3,500	Sign Language Interpreter
\$2,500	Daily Recovery Meetings
\$2,500	Training & Certification Days Breaks
\$2,500	Wellness Room
\$2,000	Printed Program
\$500 PER INSERT	Bag Inserts (Must supply 2,000 inserts)
\$500 PER MESSAGE	Push Notification in Conference App (Based on availability)

UNDERWRITING OPPORTUNITIES & ADD ONS

Presenting Sponsor 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 Sponsor of the Healing After Suicide Loss Summit, on the AAS25 app and website, and in the AAS25 printed program.

Conference Meals & Breaks

Company/organization logo is featured on key signage at the conference, on the AAS25 app and website, and listed in the AAS25 printed program as a Conference Meals & Breaks Sponsor.

Robert I. Yufit Annual Awards Presentation & Luncheon

Dedicated time for the community to come together and celebrate their peers during the announcements of the Annual Awards and winners over a shared meal. Company/organization logo is featured on key signage at the conference, on the AAS25 app and website, and listed in the AAS25 printed program as a Robert I. Yufit Annual Awards Presentation & Luncheon Sponsor.

Conference Bag

Every AAS25 attendee will receive a conference bag. Company/organization logo is featured on the conference bag granting extensive exposure and visibility, on the AAS25 app and website, and listed in the AAS25 printed program as a Conference Bag Sponsor.

Poster Reception

Sponsoring the Poster Reception at AAS25 is a unique opportunity to showcase your organization's commitment to advancing scientific research and fostering collaboration within the community. Taking place Tuesday evening, you'll have prime visibility among researchers, students, and professionals in the field as a Poster Reception sponsor. Your support will help create a welcoming space for networking, idea-sharing, and celebration of groundbreaking work. Company/organization logo is featured on key signage at the conference, on the AAS25 app and website, and listed in the AAS25 printed program as a Poster Reception sponsor.

Program Tracks

Be a sponsor in one (or more) of AAS25 tracks. Tracks to choose from include Clinical / Clinicians track, Community track, Crisis Services track, Lived Experience / Loss Survivor track, Military, Veterans & First Responders track, Research & Innovation track, and the Youth / School / University 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 AAS25 app and website, and listed in the AAS25 printed program as a track sponsor.

Wednesday Breakfast Keynote

Company/organization logo is featured on key signage at the conference, on the AAS25 app and website, and listed in the AAS25 printed program as a Wednesday Breakfast Keynote Sponsor.

Sign Language Interpreter

Help make AAS25 accessible to all by bringing in ASL Interpreters for those who are hard of hearing / deaf. Company/organization logo is featured on key signage at the conference, on the AAS25 app and website, and listed in the AAS25 printed program as a Sign Language Interpreter Sponsor. Should no one require an interpreter, the sponsorship will be used toward another sponsor opportunity as determined by AAS.

UNDERWRITING OPPORTUNITIES & ADD ONS

Daily Recovery Meetings

Support the journey to healing and renewal by sponsoring our daily recovery meetings. Your sponsorship fosters a safe space for sharing, growth, and hope, providing vital support to those navigating their path to recovery every day. Company/organization logo is featured on key signage at the conference, on the AAS25 app and website, and listed in the AAS25 printed program as a Daily Recovery Meetings Sponsor.

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 AAS25 app and website, and listed in the AAS25 printed program as a Training & Certification Days Breaks Sponsor.

Wellness Room

The AAS Wellness Room is a space designed to help improve the mental health and well-being of AAS25 attendees. Invest in the AAS25 Wellness Room and promote self-care among attendees. Your support provides an environment that fosters both physical and mental health during the conference. Attendees can partake in various activities and/or talk to qualified volunteers. Company/organization logo is featured on key signage at the conference, on the AAS25 app and website, and listed in the AAS25 printed program as a Wellness Room Sponsor.

Printed Program

Invest in the printed program for AAS25 and showcase your commitment to supporting our community and event. Your sponsorship ensures that attendees have a comprehensive guide to the conference's schedule, speakers, and activities, making their experience informative and organized. Company/organization logo is featured on the AAS25 printed program as a Printed Program Sponsor.

Bag Inserts

Your handout is inserted into all AAS25 conference bags given to all attendees. Your organization must supply 2,000 copies. Materials need to arrive at the Hilton Columbus Downtown between March 22-26, 2025, and not to arrive after March 26th. Shipping information will be provided in advance of shipping deadlines.

Push Notification in Conference App

A push notification is sent via the AAS25 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

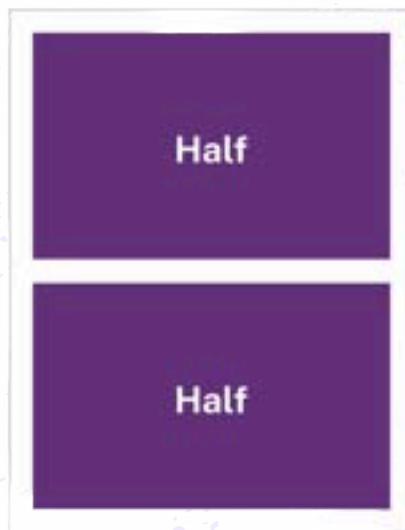
Specs

- 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

- February 27, 2025 @ 3:00 pm (Eastern Time): Last day to submit artwork

AAS25 COMMITMENT INFORMATION

SECURE YOUR SPONSORSHIP(S) TODAY!



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

***Sponsorships and Printed Program Ads must be received
no later than February 27, 2025 @ 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
423 Georgetown Road, PO Box 1
Lawrence, PA 15055**

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