



## **AsMA Tiered Corporate Membership**

The Aerospace Medical Association, in an effort to optimize Corporate Member benefits and participation, has developed a Tiered Membership Structure. This structure allows Corporate Members to select the level of membership that provides them the “best bang for the buck”.

Briefly, the Tiered Membership Structure

- Offers corporate membership options to best suit their objectives and needs
- Offers increasing discounts at each membership level
- Provides the opportunity for greater interaction with AsMA leadership
- Offers greater Return on Investment at each membership level

*Note: AsMA award sponsorship remains a separate activity and is not included in the Tiered Membership Structure.*

The three tables below detail membership options, benefits, and Return on Investment (ROI) for each membership level.

## **Summary**

The Corporate membership is a critical membership component of AsMA. The Tiered Corporate Membership Level structure is being implemented in an effort by AsMA to better serve our Corporate Members. Please review this document and pick the best fit for your organization. As the charts below show, the ROI increases for each membership level. Also, the more active a Corporate member is, the greater the benefits will be received. As always, AsMA deeply appreciates your membership, sponsorship, and support.

**Table 1: Membership Levels**

Membership Levels	Standard	Bronze	Silver	Gold	Platinum
<b>Membership Dues</b>	\$450.00	\$800.00	\$1,200.00	\$1,750.00	\$2,500.00

**Table 2: Membership Benefits**

Benefits	Standard	Bronze	Silver	Gold	Platinum
<b>Corporate Membership</b>	Yes	Yes	Yes	Yes	Yes
<b>Corporate Forum Participation</b>	Yes	Yes	Yes	Yes	Yes
<b>Corporate Forum Reception Invitation</b>	Yes	Yes	Yes	Yes	Yes
<b>AsMA Print Journal</b>	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
<b>Advertising Discount</b>	5%	10%	15%	20%	25%
<b>Registration Discount</b>	None	10%	15%	25%	50%
<b>Exhibit Discount</b>	5%	10%	15%	25%	50%
<b>Event Sponsorship</b> ( <i>amount applied each year to sponsoring an event at the AsMA Annual Scientific Meeting</i> )	None	\$300.00	\$550.00	\$1,000.00	\$1,500.00
<b>Free Individual Membership(s)</b>	None	None	1	2	3

**Table 3: Membership Return on Investment**

Return on Investment	Standard	Bronze	Silver	Gold	Platinum
<b>Corporate Membership</b> <i>(basic membership benefits for all tiers)</i>	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00
<b>Corporate Forum Participation</b>	Yes	Yes	Yes	Yes	Yes
<b>Advertising Discount</b> <i>(based on 1 month of back cover ads with 4 colors valued at \$2,250)</i>	\$112.50	\$225.00	\$337.50	\$450.00	\$562.50
<b>Registration Discount</b> <i>(based on member registration fee \$525)</i>	None	\$52.50	\$78.75	\$131.25	\$262.50
<b>Exhibit Discount</b> <i>(based on cost of in-line booth valued at \$2,150)</i>	\$107.50	\$215.00	\$322.50	\$537.50	\$1,075.00
<b>Event Sponsorship</b> <i>(amount applied each year to sponsoring an event at the AsMA Annual Scientific Meeting)</i>	None	\$300.00	\$550.00	\$1,000.00	\$1,500.00
<b>Free Individual Membership(s)</b>	None	None	\$280.00	\$560.00	\$840.00
<b>Total Return On Investment</b>	\$670.00	\$1,242.50	\$2,018.75	\$3,128.75	\$4,690.00
<b>Membership Dues</b>	\$450.00	\$800.00	\$1,200.00	\$1,750.00	\$2,500.00
<b>% Above Membership Cost</b>	<b>49% ROI</b>	<b>55% ROI</b>	<b>68% ROI</b>	<b>79% ROI</b>	<b>88% ROI</b>