



### **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 proposed structure would allow Corporate Members to select the level of membership that best fits their needs and objectives while providing 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 for each membership level.

**Table 1: Membership Levels**

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

**Table 2: Membership Benefits**

<b>Membership Benefits</b>	<b>Standard</b>	<b>Bronze</b>	<b>Silver</b>	<b>Gold</b>	<b>Platinum</b>
Corporate Membership	Yes	Yes	Yes	Yes	Yes
Corporate Forum Participation	Yes	Yes	Yes	Yes	Yes
Corporate Forum Luncheon	\$50.00	Free	Free	Free	Free
AsMA Journal	\$50.00	Free	Free	Free	Free
Advertising Discount	5%	10%	15%	20%	25%
Registration Discount	None	10%	15%	25%	50%
Exhibit Discount	5%	10%	15%	25%	50%
Event Sponsorship (amount applied each year to sponsoring an event at the AsMA Annual Scientific Meeting)	None	\$250.00	\$500.00	\$1,000.00	\$1,500.00
Free Individual Membership(s)	None	None	1	2	3

**Table 3: Membership Return on Investment**

<b>Return on Investment</b>	<b>Standard</b>	<b>Bronze</b>	<b>Silver</b>	<b>Gold</b>	<b>Platinum</b>
Membership Dues	\$450.00	\$800.00	\$1,200.00	\$1,750.00	\$2,500.00
Corporate Membership	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00
Corporate Forum	Yes	Yes	Yes	Yes	Yes
Corp Forum Luncheon	\$0.00	\$50.00	\$50.00	\$50.00	\$50.00
AsMA Journal	\$0.00	\$50.00	\$50.00	\$50.00	\$50.00
Advertising Discount (\$2,250 – based on 1 month of back cover ad with 4 colors)	\$112.50	\$225.00	\$337.50	\$450.00	\$562.50
Registration Discount (\$450 – based on member registration fee without CME and MOC)	None	\$45.00	\$67.50	\$112.50	\$225.00
Exhibit Discount (\$1,900 – based on cost of in-line booth)	\$95.00	\$190.00	\$285.00	\$475.00	\$950.00
Event Sponsorship (amount applied each year to sponsoring an event at the AsMA Annual Scientific Meeting)	None	\$300.00	\$500.00	\$1,000.00	\$1,500.00
Free Individual Membership(s)	None	None	\$280.00	\$560.00	\$840.00
<b>Return On Investment</b>	\$512.50	\$1,253.00	\$1,959.50	\$3,080.00	\$4,542.50
<b>% Above Membership Cost</b>	<b>51% ROI</b>	<b>57% ROI</b>	<b>63% ROI</b>	<b>76% ROI</b>	<b>82% ROI</b>

## **Summary**

The Corporate membership is a critical membership component of AsMA. The Tiered Corporate Membership Level structure is being proposed in an effort by AsMA to better serve our Corporate Members. Please review this document and provide your feedback in the attached survey. As the charts above 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.