



The 57th International Respiratory
Convention & Exhibition
Tampa, Florida
November 5–8, Saturday–Tuesday

Promotional Support Information

Opportunities that maximize your company's visibility among the leaders and decision makers in respiratory care.

The annual AARC Congress is the world's largest respiratory convention and exposition. The exposition is recognized as the premier showcase for acute and critical care equipment, devices, supplies, pharmaceuticals, publications, educational resources, and career opportunities. The event attracts more than 5,000 participants and 200 exhibitors occupying the largest exhibit space of any respiratory meeting.

Attendees Value the AARC Congress Exhibits

- 6 out of 10 attendees say the exhibits are a primary reason for attending
- 8 out of 10 attendees influence product purchases
- Almost a third make purchasing decisions (Source: Survey Monkey, Congress 2010)

Online Advance Program Banner Sponsorship

Respiratory therapists access Congress program content and view the event and session schedule online at www.AARC.org. Companies can place ads on each section of the program that will be viewed before, during and after the Congress.

Fee: \$5,000 for Welcome page, \$4,500 for other pages (net)—skyscraper ads

Congress Attendee Registration Attaché Case Advertisement

Your message is everywhere attendees look. That's because each attendee receives an attaché (with paid registration). It displays your logo or band name and contains the *Final Program*, *Exhibitor Guide*, and other material.

Fee: \$27,500 (net) *Note:* each attending member of the sponsor's sales team receives an attaché case at registration.

Lanyards

Distributed to attendees who wear the badge holder and badge throughout the conference. Also used by speakers and award recipients.

Fee: \$12,000 (net)

Inserts—Congress Attendee Registration Attaché Case

Every attendee attaché contains a packet of promotional flyers and Congress materials, ensuring that your Company message is individually delivered.

This is an effective alternative to 'room drops.' Material Deadline: October 3, 2011.

Fee: \$4,000 (net) (A \$1,000 late fee for materials submitted after deadline)

Customized Hotel Key

Your message will meet attendees coming and going when they use their headquarters hotel key cards. You'll promote your company and products to attendees when they check into the headquarters hotel and enter their room—usually more than once a day—every day of the Congress.

Fee: \$5,000 (net)

Digital Billboard Advertisement in the Tampa Convention Center (10 seconds each)

Grab attendee's attention as they venture throughout the Tampa Convention Center with Billboard Advertisements. Your message will rotate on monitors throughout the convention center during all four days of the Congress. Formats Accepted: JPEG or BMP.

Fee: \$600 (net) for a minimum order of 10 (same message). Each additional Digital Billboard is \$50 (net)—production fee of \$175 if different message.

Video Commercial Advertisement in Tampa Convention Center (30 seconds each)

Entice attendees to your exhibit booth with Video Commercial Advertisements on strategically located video monitors. Your message will rotate throughout the Tampa Convention Center during all four days of the Congress. Formats Accepted: AVI or MPEG

Fee: \$2,000 (net) for a minimum order of 10 (same video). Each additional video commercial is \$150 (net)—production fee of \$250 if different video.

Hotel Room Videos

Your Video message will be *seen by Congress participants in their rooms* at the Marriott headquarters hotel before, during, and after the exhibition. The video will appear on the two dedicated Marriott television channels. This limited opportunity is available to only two advertisers, first come, first served. *Advertiser provides a continuous loop video, subject to AARC approval, hotel specifications and policies.*

Fee: \$5,000 (net) for all 4 days of Congress

All sponsors are acknowledged onsite, in the final Congress Program, the AARC website, and in AARC Times magazine (print and digital)

Exclusive Sales Representatives for the AARC

Tim Goldsbury RRT, Sales Director (goldsbury@aacr.org) or Anna Blydenstein (anna@aacr.org)

Phone: (561) 745-6793 ♦ Fax: (561) 745-6795 ♦ www.AARC.org

725 North Highway A1A, Suite C-106 Jupiter, FL 33477

American Association for Respiratory Care



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Respiratory Therapists Attend the AARC Congress Exhibit Hall to...

- make purchases or purchasing decisions (10.3%)
- collect information on select products (69.4%)
- gather information on products that catch their eye (15.6%)

Congress Gazette

The Gazette is published on-site, *distributed each morning* (Saturday, Sunday, and Monday) with important meeting information, Congress highlights, news, and schedules. Space Reservation: September 1; Materials: September 9.

Net Rates: 1 Page: \$6,000; 2 Pages: \$11,000; 3 Pages: \$15,000; One 1/2 Page: \$4,000; Two 1/2 Pages: \$7,500; Three 1/2 Pages: \$10,000

Guide to Exhibitors (New Digest Size)

The *Guide*, included in the Congress Registration Attaché Case, is a user-friendly directory of AARC Congress exhibitors with alphabetical listings and company descriptions. Space Reservation: September 8; Materials: September 19.

Net Rates: Full Page: B/W \$5,000; 4/C \$6,000. 1/2 Page: B/W \$3,750; 4/C \$4,500. 1/4 Page: B/W \$2,500; 4/C \$3,000

Final Congress Program

Sponsors of the Final Congress Program *receive more impressions* than any other Congress promotional program. Every attendee receives the program and refers to it as they plan their continuing education activities and refer to it again and again for room locations and times.

Space Reservation: September 8; Materials: September 13.

Net Rates: 1 Page: \$10,000; 2 Pages: \$17,500; Cover Premium: \$3,000

**The Congress Gazette, Guide to Exhibitors, and Final Congress Program
are available only to exhibitors at the AARC Congress 2011 57th International Respiratory Convention and Exhibition**

AARC Times Magazine Show Issue Advertisements (In Print and In Digital Online with Ads at www.AARC.org)

AARC Times magazine advertisements will reach 35,500* paid circulation attendees and non-attendees before the Congress. Plus, enjoy bonus distribution at the Congress. Congress Issues are July Buyer's Guide (Space: May 25); September (Space: July 25); and October (Space: August 25). *SOURCE: publication's April 2011 print order.

See media kit or call for rates: http://www.aarc.org/marketplace/media_kit/

RESPIRATORY CARE Journal Show Issue Advertisements (In Print and In Digital Online with Ads at www.AARC.org)

Advertisements in the peer-reviewed RESPIRATORY CARE journal reach the 33,500* paid circulation attendees and non-attendees before the Congress. This October issue publishes the Open Forum abstracts to be presented at Congress and is the most widely read issue—includes bonus distribution at the Congress. Space Reservation: September 9). *SOURCE: publication's April 2011 print order.

See media kit or call for rates: http://www.aarc.org/marketplace/media_kit/

Journal Reprints

Custom RESPIRATORY CARE journal reprints of published papers may be ordered with the RESPIRATORY CARE cover and your advertisement. These may be used to support your sales message and advance your company's clinical education programs. Choose from any paper published in the journal.

Call for quote.

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