

2017 AARC Corporate Partner Program



Since 1947, the AARC has been leading the effort to advance the respiratory care profession and promote quality respiratory care. Collaborating with our 49 state organizations and other organizations, we have successfully advocated at the federal, state and local level for patients, their families, the community, the profession and the respiratory therapist.

AARC's Corporate Partners Objectives

The combined efforts between the respiratory care profession and manufacturers in pursuing unique and innovative ways to improve both the quality and outcomes of our patients make us natural partners in today's healthcare continuum.

As health care finances become more strained and patient care becomes increasingly more complex, the mutual challenges become greater for the profession and its industry partners. The inherent synergies of the corporate partner concept are to provide an effective way to address those needs utilizing our combined skills and resources.

AARC's Commitment to the Corporate Partners

AARC provides recognition of the partnerships to its membership through announcements in printed and online publications. Corporate Partners also enjoy ongoing acknowledgment and exclusive special privileges that provide avenues for extended exposure of the partner's marketing efforts. Upon becoming an AARC Corporate Partner, you will receive:

AARC COMMUNICATIONS

AARC Times, RESPIRATORY CARE and AARC Congress Gazette

- Special recognition along with other corporate partners in each issue of *AARC Times* and *RESPIRATORY CARE*
- Special recognition next to your name in the company directory section of the *AARC Respiratory Care Marketplace* website
- Daily AARC Ad in the *Congress Gazette* acknowledging and recognizing Corporate partners.

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AARC Corporate Partner Web Page

- Special recognition of your partnership on the Corporate Partner web page listing your logo, a description of the company, and a hyperlink to your company website. **Note:** Companies are listed in the order of enrollment as a corporate partner.
- Option to post company press releases and product announcements through the Corporate Partner news feed section on the updated Corporate Partner web page

AARC Executive Office

- Annual meeting with Corporate Partners (up to two attendees per Partner) with AARC Leadership in Dallas in the first quarter of the year
- Corporate Partner visits from Executive Director and Associate Executive Director at your headquarters to meet with you and your team
- Exclusive monthly newsletter to Corporate Partners (sign-up required) and their teams allowing for communication of current and future AARC news and events (Summer of 2017)
- Quarterly financial updates from AARC Executive Office to facilitate communications and discussions on future Corporate Partner Program obtainment

ADVERTISING (PRINT)

AARC / Daedalus Monthly Publications

Distributed to AARC members and subscribers monthly Also distributed at AARC Events and selected industry tradeshows.

- Print Advertisements in AARC Times and/or RESPIRATORY CARE journal
- Leaderboards and Skyscrapers in AARC Digital Newsletters

AARC Special Publications (See also: Events - Congress)

Distributed to all Congress attendees.

- Congress Digital Newsletters
- Print Advertisements in Congress Programs (Advance and Final)
- AARC Gazette Print on first 3 days of Congress, 3 digital editions of Gazette

See AARC Media Kit at <http://www.aarc.org/media-kit/> or contact **Phil Ganz**, Advertising Sales Representative at 972.991.4994 for details.

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AARC Corporate Partner Discounts

The following discounts are offered to Corporate Partners exclusively

- An additional 10% discount on print advertisements above any other bundle or special pricing.
- An additional 15% discount on print advertisements above any other bundle or special pricing once Corporate Partner status has been achieved for the subsequent year.

ADVERTISING (Digital)

The American Association for Respiratory Care (AARC) and MultiView, Inc, are partners offering digital advertising on the AARC's websites, AARC.org, AARConnect and rc.rcjournal.com and *AARC's Respiratory Care Marketplace*.

This relationship provides greater access to the respiratory care market for health industry manufacturers and pharmaceutical companies around the world. Together, the two organizations make it easier for marketers to connect their business with the largest audience in respiratory care.

AARC Corporate Partner Digital Advertising Parameters

- At this time, we do not offer discounts through our 3rd party partner for digital advertising in these areas
- Advertising dollars spent here however; **DO** qualify for the Corporate Partner required annual spend.
- Opportunities on AARC.org, AARConnect, Respiratory Care Journal website and **NEW** Retargeting Digital Ads

AARC Respiratory Care Marketplace

- Offers a prominent launch point from new aarc.org homepage.
- No cost identification as Corporate Partners

See AARC Media Kit at <http://www.aarc.org/media-kit/> or contact Multiview at: (800) 816-6710 or AARC@multiview.com for details.

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MARKETING AND OTHER ADVERTISING

As part of our desire to increase and improve the benefits of Corporate Partners with the AARC, we have other new and existing exclusive advertising benefits available to Partners.

Custom Moderated and Digital Focus Groups

AARC offers participation and resources for focus groups, live and digital, during the year. The AARC agrees to secure appropriate attendees based on a demographic and clinical profile provided by the Corporate Partner. The Corporate Partner will be responsible for all expenses including, but not limited to, meals provided, presentation equipment, and honorarium for the participants.

Selection may be made from these live venues, available on a first-come first-served basis:

- Focus groups at the AARC Congress
- Focus groups at the AARC Summer Forum

The Digital Focus Group is a research program that links the respiratory therapist to marketers through the collection of clinical information. Marketers may use this information to identify and define marketing opportunities; generate, refine, and evaluate new and existing products; and to monitor their market. The AARC Digital Focus Group program is available only to topics related to the field of respiratory care and those that have a business relationship with the AARC.

Two Programs:

- Links to Corporate Partner (AARC approved) sites - 70% discount
- AARC Turnkey Program - 40% discount

Additional Benefits

- Four (4) Complimentary AARC Digital Memberships for your company.
- Two (2) free Corporate Blocks (with Inscriptions) to be posted on the AARC Virtual Museum site (additional blocks at a 25% discount)
- 20% discount off list price for AARC Mailing Lists
- Complimentary featured in an AARC *Respiratory Care Showcase* newsletter and a “social media” blitz on AARC Facebook (54,000 subscribers) and LinkedIn (17,000 subscribers) platforms- one opportunity for each. Must be prescheduled and arranged with [Sarah Vaughn](#).

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Conventions and Meetings

AARC Congress

The premier event in the respiratory industry and has an annual attendance of over 5,500 respiratory care professionals and others in a respiratory-related field.

- **Exhibit Booth**
 - 5% Exclusive discount on Exhibit Space. Contact Annette Phillips at (972) 406-4653 for details
 - Each Corporate Partner will receive 25 Program Final Programs specially delivered to their booth
 - All Corporate Partners will receive one additional “Priority Point” that may be applied towards booth selection

- **Exclusive Benefits**
 - Custom-designed Corporate Partner plaque to display in your exhibit booth
 - Printed acknowledgment of Corporate Partners in Congress program and related publications
 - Recognition of Corporate Partners onsite with special signs in key locations
 - Invitations to AARC President’s Reception at Congress

- **Sponsor educational programs such as featured lectures and breakfast symposia.**
Contact AARC Conventions Office at (972) 243-2272 for available opportunities.

- **Sponsor other activities or products.**
Contact AARC Conventions Office at (972) 243-2272 for available opportunities.

AARC Summer Meetings

The Summer Forum annual meeting brings together managers and educators in the respiratory industry. Additional courses are generally offered that are of interest to other respiratory care professionals. All Corporate Partners receive complimentary space at this exclusive exhibitor event.

- **Sponsor other activities**
 - Contact AARC Conventions Office at (972) 243-2272 for available opportunities.

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SPONSORSHIPS

Advance notification of sponsorship opportunities for AARC programs and products such as:

- AARC Congress educational programs
- AARC Congress activities or products
- AARC Current Topics in Respiratory Care (Continuing Education Series)
- AARC Webcasts
- Other educational products or programs

EDUCATIONAL GRANTS (RESTRICTED OR UNRESTRICTED)

AARC Current Topics In Respiratory Care

This educational series includes 8 video presentations along with proctor packet, educational materials and CRCE credit. These programs on DVD are marketed heavily in the current year and continue in the product mix until the topic is no longer relevant. Recognition for these unrestricted educational grants appears in all print and online advertising, on the video program itself, and on the DVD packaging. Grant is \$6,000 per topic. For more information, contact [Tim Myers](#).

AARC Webcasts

Current topics in respiratory care are presented in an online webcast format monthly, led by well-respected professionals in the field of respiratory care. These CRCE-accredited programs are presented live to AARC members, and then become available for access afterward through CRCE Online. Recognition for these unrestricted educational grants appears in all print and online advertising, on the live program and on the taped program. Grant is \$3,000 per topic. For more information, contact [Tim Myers](#).

Books, Manuals, Videos, Software

Periodically the AARC develops new educational resources or updates existing materials. Funding through educational grants can make a significant difference with timelines and quality enhancements. Recognition for these unrestricted educational grants appears in all print and online advertising, and on the material/packaging. Grant amounts vary according to the scope of the project. To learn more about current plans, please contact [Tim Myers](#).

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SPECIALTY PROGRAMS

Membership

The gift of AARC membership can be extended to your customer base. AARC has made this process easy through the **Group Membership Program**. Membership vouchers can be purchased in quantities of 25 or more at a reduced rate. They apply to both new and renewing memberships. Custom programs are also available. For more information, contact Denise Smith at (972) 406-4696.