

AARC CONGRESS 2017

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Connect. Be Seen.

Indianapolis, Indiana, October 4 – 7



AARC Congress, the world's largest respiratory convention, attracts nearly 6,000 respiratory professionals and over 200 exhibitors. Make sure your message reaches the leaders in the profession. Be an AARC Congress Sponsor.

78% of exhibit hall attendees influence purchase decision with their employer.

(Source: AARC Congress 2016 survey)



American Association
for Respiratory Care

INTRODUCTION



A FIRST CLASS EVENT

AARC Congress attracts top respiratory therapists, physicians, healthcare providers and companies from around the U.S. and over 25+ countries.



Enhance Your Exhibit With Sponsorships

Congress sponsorships extend your presence beyond the exhibit booth. With sponsorships you'll reach the active-buying respiratory care professional throughout the convention center...in the hotels...even back at their hospitals after the show.

Congress days:

Wednesday, October 4 through Saturday October, 7

Exhibit Hall days and hours:

Wednesday, October 4

10:30am - 4:00pm

Thursday, October 5

9:30am - 3:00pm

Friday, October 6

9:30am - 2:00pm

Sponsorships That Fit Your Goals and Budget

Choose an Individual Sponsorship

Showcase your brand and boost exhibit hall booth traffic with an individual sponsorship. AARC Congress sponsorships display your brand strength in the industry and increase the awareness of your company's purpose.

Choose Multiple Sponsorships

Multiple sponsorships make big impressions for your brand and reassure buyers that your brand is an industry leader. Guarantee your Congress brand dominance and odds of increasing your booth traffic.

Design Your Own Sponsorship

Let us know if you have a sponsorship idea for the AARC Congress. The AARC is always open to new ideas.

Contact: Doug Laher at laher@aarc.org or 972-406-4698

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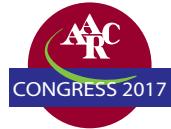
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(Click on all email and web addresses for direct links.)

EVENT SPONSORSHIP



SPONSORSHIPS GIVE THE COMPETITIVE EDGE

Sponsorships make a big statement for your brand,
they give you the edge over non-sponsoring exhibitors.



AARC Welcome Party

Showcase Your Brand in a Venue That Captures Every Attendee at the Meeting

Sponsoring the AARC Welcome Party is also a GREAT way to thank meeting attendees for their business and reinforce your brand with future and potential customers. The AARC Welcome Party is the largest, most visible, and highest valued sponsorship at AARC Congress 2017. Be sure to book this sponsorship early...it will be gone before you know it.

Sponsorship includes:

Full page advertisement in Congress Final Program, one-sided meter board recognizing corporate sponsorship, lighted company logo (gobo) on stage behind the band, ability for company representative to address the audience from the stage. Corporate representation to welcome attendees at event is recommended.

Net Rate: Contact Doug Laher at laher@aarc.org or 972-406-4698 for pricing



Keynote Address Sponsorship

Set the Stage for Your Exhibit and the Congress with a Keynote Address Sponsorship

The Wednesday Keynote Address sets the stage for the information and technology of the next four days of the AARC Congress. Your sponsorship demonstrates your interest and support of the profession at the largest gathering of attendees in the entire Congress.

Sponsorship includes:

Leaderboard ad in online Congress Advance Program; recognition in online and print Congress Final Program; one-sided meter board in convention center; logo on iMag screens in Grand Ballroom; recognition in pre- and post- Congress AARC Times print and digital editions; and recognition from lectern at event.

Net Rate: \$15,000

Contact: Doug Laher at laher@aarc.org or 972-406-4698



Closing Ceremony

Be a Part of the Conversation

Be a part of attendees' conversations as they wrap up the Congress and prepare to go home. Your sponsorship will help ensure that they **take your message with them** along with the excitement of attending the Congress.

Sponsorship includes:

Leaderboard ad in online Congress Advance Program; recognition in online and print Congress Final Program; one-sided meter board in convention center; logo on iMag screens of Grand Ballroom; recognition in pre- and post- Congress AARC Times print and digital editions; and recognition from lectern at event.

Net Rate: \$15,000

Contact: Doug Laher at laher@aarc.org or 972-406-4698

SYMPOSIUM SPONSORSHIP



SPONSORSHIPS BUILD AWARENESS AND ONGOING VISIBILITY

Reinforce your message – make your brand memorable outside the exhibit hall.



4-Hour Industry-Sponsored Pre-Course

Think Breakfast Symposium/Lunch Symposium on Steroids

This 4-hour educational pre-course is designed specifically for sponsors. Instead of a 1-2 hour breakfast/lunch symposium, the course sponsor gets 4-hours of uninterrupted, unabated time with up to 225 conference attendees the day before the meeting starts. The sponsor controls the content and the faculty, and the AARC takes care of the rest...and all associated expenses. Lunch or breakfast is provided with this sponsorship. CRCE accreditation is at the discretion of the sponsor. Two opportunities available.

Net Rate: \$45,000

Contact: Doug Laher at laher@aarc.org or 972-406-4698

1/2 of all attendees in the exhibit hall are gathering product information for a pending equipment purchase.

(Source: AARC Congress 2016 survey)

Sunrise Symposium

Put Your Brand in Front of an Attentive Audience

The Sunrise Symposium sponsorship puts your brand in front of an attentive audience. And, with **less work for you**. That is because the Sunrise Symposium gives you a turnkey sponsorship with the AARC coordinating the catering, speaker, hotel, audio-visual, and more (see below). **Sponsor is responsible** for selecting and coordinating with speaker, course materials, and attendee registration.

Sponsorship includes:

- One night complimentary lodging for one speaker
- Hot, plated breakfast buffet for up to 225 attendees
- Standard audio-visual
- Honoraria for one speaker (\$500)
- Round-trip airfare for one speaker from anywhere within the continental United States
- Room set up
- Digital marketing to entire AARC membership
- On-site registration managed by AARC staff
- Signage at the event
- Free bag insert in the Congress attendee attaché case
- Slide on meeting room screen (at opening)
- Recognition from the podium
- Exposure in the Congress Advance Online Program
- Registration for the symposium is provided by the AARC
- Sessions do not compete with any other Congress event

Net Rate: \$38,000

Contact: Doug Laher at laher@aarc.org or 972-406-4698



SYMPOSIUM SPONSORSHIP



Breakfast Symposium

Gain Visibility for Your Products

A Breakfast Symposium Sponsorship puts your message and product in front of a targeted audience in a credible environment. **Sponsor is responsible** for organizing and coordinating the event with speaker, audio-visual vendor, course materials, catering, and attendee registration.

Sponsorship includes:

- Signage promoting the event in the convention center
- Exposure in the Congress Advance Online Program
- Registration for the symposium is housed on your company website
- Sessions do not compete with any other Congress event
- AARC to direct market and advertise event to AARC membership/attendees

Bonus:

- FREE bag insert in the Congress attendee attaché case
- Complimentary Room Rental

Net Rate: \$22,000

Enduring Content Option on www.aarc.org: \$15,000

Contact: Doug Laher at laher@aarc.org or 972-406-4698

91% of people who attend conventions say they're essential for comparing products and meeting suppliers.

(Source: *The Value of Trade Shows* by Skyline and EXPO Magazine, 2011)

Lunch Symposium

Similar to Its Breakfast Symposium Counterpart (With a Much Larger Audience)

Lunch symposia are great venues, which allow your company to showcase its clinical prowess and superiority with attendees. You select the content, the faculty, and whether or not you want it accredited for CRCE. The AARC will market the course to ensure a capacity audience. Sponsor is responsible for all associated expenses.

Sponsorship includes:

- Signage promoting the event in the convention center
- Exposure in the Congress Advance Online Program
- Registration for the symposium is housed on your company website
- Sessions do not compete with any other Congress event
- AARC to direct market and advertise event to AARC membership/attendees

Bonus:

- FREE bag insert in the Congress attendee attaché case
- Complimentary Room Rental

Net Rate: \$25,000

Enduring Content Option on www.aarc.org: \$15,000

Contact: Doug Laher at laher@aarc.org or 972-406-4698

Lecture/Symposia Sponsorship

Position Your Company as a Leader

AFFORDABLE SPONSORSHIP

Promote your company as a **leader** in the respiratory care industry by sponsoring an AARC quality educational program. Sponsoring an AARC Congress Lecture/Symposia will allow you to **position your company as an expert**, with the vision and commitment to science and innovation. Your brand will be firmly associated with the topics and technology at hand, reinforcing your brand image with a captive, targeted audience.

Sponsorship includes:

- Recognition in the Final Program's session listing
- Recognition from the session's podium
- Signage at the session entrance

This will put your company first and foremost in the minds of all attendees when attending presentations.

Net Rate: Plenaries \$2,500; Symposia \$700; Lectures \$250

Contact: Doug Laher at laher@aarc.org or 972-406-4698

SIGNAGE - BANNERS/FREESTANDING



SPONSORSHIPS DELIVER HIGH-IMPACT EXPOSURE

Attract the decision makers to your exhibit, generate more qualified sales leads, and turn leads into hard dollars for your company.

Aisle Signs

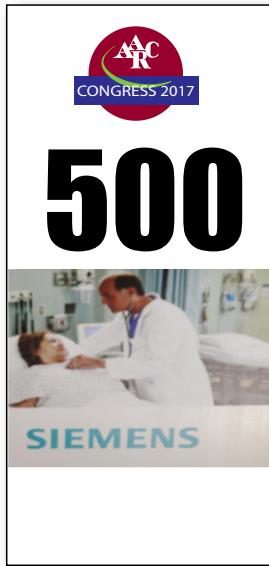
Help Attendees Find Their Way to You—Signs are Located Above Each Aisle of the Exhibit Hall

Catch the eyes of attendees who are trying to locate booths in the exhibit hall. Aisle signs are prominently displayed above each aisle leading attendees to you. Attendees see them as they enter the exhibit hall and move from one aisle to another.

Net Rate: \$12,000 (13-14 signs, double-sided)

Contact: Doug Laher at laher@aarc.org or 972-406-4698

10% discount for AARC Corporate Partners



Event Board/Tower

Help Attendees Find You with the Event Board

Catch the eyes of attendees who are trying to locate sessions in the Convention Center with the Event Board. The Event Board is prominently displayed in the meeting room concourse. It is **one of the most frequently used** sponsorship products as attendees seek locations and times of sessions they want to attend.

Net Rate: One board for \$10,000; Two boards for \$15,000

Contact: Doug Laher at laher@aarc.org or 972-406-4698



Convention Center Banners

Make Your Company Visible

AFFORDABLE SPONSORSHIP

Gain visibility and promote brand awareness with prominent, strategically hung banners throughout the convention center. Numerous opportunities available of varying dimensions and locations.

Banner Size: Different sizes available

Net Rate: \$60/sq. ft.

Contact: Doug Laher at laher@aarc.org or 972-406-4698

57% of all attendees state clinical conversations with industry experts are the #1 reason they go in the exhibit hall.

(Source: source AARC Congress 2016 survey)

SIGNAGE - BANNERS/FREESTANDING



Freestanding Signs

Be Seen

AFFORDABLE SPONSORSHIP

These **highly visible** freestanding advertising display panels will be placed in strategic locations in the main concourse outside of the exhibit hall and in session hallways.

Dimensions: 36"x 96"

Net Rate:

Two sides of same Meter Panel:
\$5,000

Contact: Doug Laher at laher@aarc.org or 972-406-4698



Registration Kick Panels

Be the FIRST Exhibitor Seen in the Convention Center

Your sponsorship will be visible as attendees arrive at the Convention Center to register and pick up their materials and credentials at the registration counters. **They'll see your message first**, before going into the sessions and Exhibit Hall.

Plus, your Kick Panel sponsorship offers **exposure throughout all four days** of the Congress, and attendees will see your message each day when they pass through the convention center to sessions and the Exhibit Hall. And, on the last day of Congress, attendees will see your company message when entering their CRCE record into on-site computers.

Net Rates: \$2,750 each; \$20,000 for all panels (estimated 17); \$15,000 for ½ of all panels (estimated 22)

Contact: Doug Laher at laher@aarc.org or 972-406-4698
10% discount for AARC Corporate Partners



80% of attendees state they attend the exhibit hall to gather information on new products and technologies.

(Source: AARC Congress 2016 survey)



Satellite Exhibit Booth

Interaction Beyond the Exhibit Hall

AFFORDABLE SPONSORSHIP

Double your chances of attendee interaction with a Satellite Exhibit outside the exhibit hall near meeting rooms.

Details: Must be staffed during exhibit hall hours. Activities must remain within the allotted space. Exhibitor is responsible for installation and dismantling. Not a substitute for exhibit hall booth.

Includes: Carpet, carpet pad, one stool, and electricity.

Dimensions: 10'x10'

Net Rate: \$1,500 for one day, or \$3,000 for three days

Contact: Doug Laher at laher@aarc.org or 972-406-4698



Column Wrap

With visibility from all angles of this 4-sided column wrap – your brand will dominate the space and not be missed. Attendees will be strongly reminded of your brand in a high-traffic area.

Net Rate: \$5,000 per 4-sided column

Contact: Doug Laher at laher@aarc.org or 972-406-4698





Escalator Runner

High Visibility

Showcase your company or product logo on the highly visible escalators that attendees use as they go to and from the exhibit hall and session rooms. Sponsor's message will be displayed on handrails (multiple positions available).

Net Rate:

\$5,000 for runners (per escalator)

Contact: Doug Laher at laher@aarc.org or 972-406-4698



Floor Decals

Step Up Your Marketing Efforts

AFFORDABLE SPONSORSHIP

Use eye-catching floor footprints to step up your marketing. Position several in high-traffic areas to direct respiratory therapists to your booth.

Net Rates: \$150 each (24"x 24")

Contact: Doug Laher at laher@aarc.org or 972-406-4698

Gobo Logo

Put Your Company in the Spotlight

With a Gobo Logo, attendees will have their eyes on you in the Congress Convention Center. You can use a Gobo for dramatic effect to shine a light on your booth location or product. Multiple locations are available (exact locations to be determined).

Deadlines: Order: September 5; Materials: September 10

Net Rate: \$3,000 each

Contact: Doug Laher at laher@aarc.org or 972-406-4698



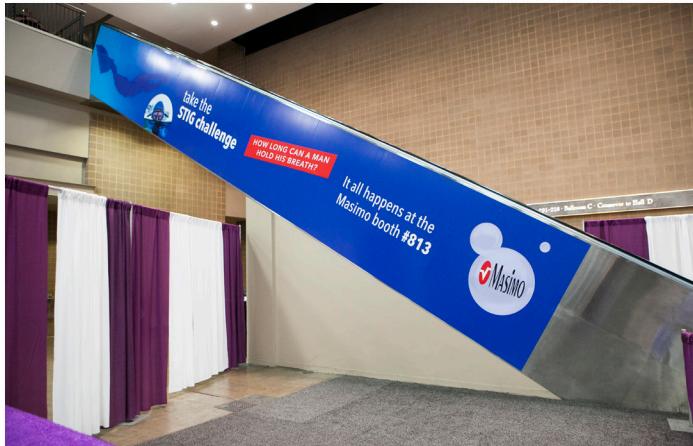
Message Carpet

Be Seen as Attendees Come and Go

Greet attendees as they come and go on the convention center escalators with Message Carpets. Positions are available at the top and bottom of escalators (2 positions). This is a licensed branding opportunity. Company is responsible for production costs of carpet/matting.

Net Rate: \$3,000 per position (10'x 4'); \$5,000 for two positions; plus production costs

Contact: Doug Laher at laher@aarc.org or 972-406-4698



Escalator Balustrades

Brand the escalators with your marketing message and logo that lead up and down the conference center. This location ensures you'll be seen over and over again increasing the traffic to your booth.

Net Rate: \$7,500 per section

Contact: Doug Laher at laher@aarc.org or 972-406-4698



Window Clings

A Highly Visible Promotional Opportunity!

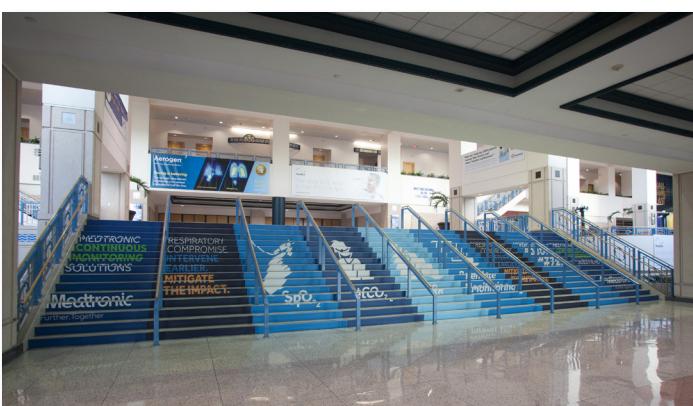
Lead Attendees to Your Booth!

North-facing windows adorn the 2nd floor of the convention center. Use these opportunities to showcase your message to attendees as they walk the halls outside of the Grand Ballroom. A cheaper alternative to hanging banners.

Dimensions: Call for specifications

Net Rate: \$30/sq. ft. Window sizes and locations vary

Contact: Doug Laher at laher@aarc.org or 972-406-4698



Stair Wraps

Transform the convention center staircase into an exclusive large-format showcase for your brand. This is a larger-than-life display that makes a lasting impression for the duration of the Congress.

Dimensions: Call for information and photos

Net Rate: Call for pricing

Contact: Doug Laher at laher@aarc.org or 972-406-4698

**72% of attendees
spend two or more hours
in the Exhibit Hall during
the meeting.**

(Source: AARC Congress 2016 survey)

PROMOTIONAL PRODUCTS



SPONSORSHIPS ARE COST EFFECTIVE

AARC Congress is the most cost-effective “face-to-face” marketing method available and sponsorships are a powerful way to boost your results.



Sample shown may not be current year's choice.

Attaché Case for Attendees

AARC Congress' Most Visible Sponsorship

Your message is everywhere attendees look, making it the most visible sponsorship at the Congress. That's because each regular attendee receives an Attaché (with paid registration), ensuring widespread exposure for your brand as your logo travels everywhere in Indianapolis — in the hotels, restaurants, convention center, and more. Plus, you **get exposure after the Congress** as attendees use the case throughout the year allowing their colleagues to see your brand.

Note: Each attending member of the sponsor's sales team receives an attaché case at registration

Net Rate: \$25,000; 10% discount for AARC Corporate Partners

Contact: Doug Laher at laher@aarc.org or 972-406-4698

Note Pads

A High-Demand Amenity

Writing paper is in short supply when attendees want to take notes in sessions. You'll be remembered for meeting that need when you sponsor a 20-sheet 3"x 4" note pad carrying your logo and the Congress logo. Each attendee receives the note pad in their Attendee Attaché Bag.

Net Rate: \$5,000

Contact: Doug Laher at laher@aarc.org or 972-406-4698



Badge Lanyard (Official Congress Lanyard)

Everyone Will Be Wearing Your Logo

Make a statement and get your company name/logo at the forefront of everybody's mind by sponsoring the Congress Lanyard. The lanyard is distributed to attendees and exhibitors who wear the badge lanyard and **display your brand** throughout the conference.

The lanyards are also used by speakers and award recipients so your company will show up on the lecture stage and in official photos published in the Congress Gazette, AARC Times magazine, and at www.AARC.org. **That's exposure beyond the Congress.**

Net Rate: \$17,500; 10% discount for AARC Corporate Partners

Contact: Doug Laher at laher@aarc.org or 972-406-4698

Sticky Note/Flags

An Enduring Sponsorship

Attendees will see your brand every time they reach for a sticky note to mark their Congress program. This handy booklet includes multi-colored sticky flags and a 3" x 1 3/4" yellow, sticky memo pad. Item will be distributed in attendee attaché cases.

Net Rate: \$6,000

Contact: Doug Laher at laher@aarc.org or 972-406-4698





SPONSORSHIPS REACH YOUR TARGET AUDIENCE

**Sponsorships deliver your message to a targeted audience
of buyers who value Congress and the Exhibit Hall.**

Advance Program — Online

Connect with AARC Congress 2017 Attendees Before They Leave for Indianapolis

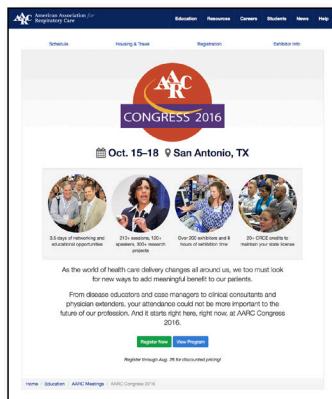
The AARC Congress Online Advance Program connects you with influential respiratory therapists before they even leave for Indianapolis. Make this connection and reach respiratory therapists with an **Internet Leaderboard Advertisement**.

Potential attendees and other visitors will **see the Program for the first time** on the Internet. And the release of the Advance Program is supported with broadcast emails, publication advertising, and Web stories and links on the AARC home page (www.AARC.org) as well as postings on the AARC's social networking site, AARConnect and the AARC Congress Facebook fan page.

Positions

(Reserved on a first-come, first-served basis — one advertisement per page)

- Welcome page
- Saturday Sessions page
- Sunday Sessions page
- Monday Sessions page
- Tuesday Sessions page
- Registration page
- Housing page
- Travel page
- Special Events Page



Specifications (Leaderboard ad)

Dimensions: 728 x 90 pixels

File Size Limit: 200 Kb max size (image files only, no html "forms")

Image File Types: gif, jpeg, png (please do not send flash files-FLV or SWF)

Animation: Cannot exceed 12 seconds in length, may not loop more than one time

Net Rate: Registration page \$6,000; Housing page \$5,000; Welcome page \$5,000; Travel page \$3,000; all other positions \$2,000 (all rates net)

Deadlines: Space Reservation April 27; Materials Due May 1
10% discount for AARC Corporate Partners

Contact: Phil Ganz at phil.ganz@aarc.org or 972-991-4994

Congress eNews

E-Newsletter for Attendees and Managers

Pre-Congress promotion is available for your brand in the Congress e-Newsletter. Each issue, mailed prior to Congress, features Congress highlights, Congress News, and tips.

Ad Positions:

- Leaderboard (728 x 90) \$2,750
- Skyscraper #1 (160 x 600) \$2,200
- Skyscraper #2 (160 x 600) \$2,000
- All rates net.

Schedule: Congress News is sent five times prior to Congress: June 7, July 6, Aug. 4, Sept. 4, Sept. 22 * Scheduled send dates for Congress eNews are subject to change.

10% off two to three eNews deliveries

15% off all four eNews deliveries

Deadlines Ad Materials: May 8, June 22, July 21, Aug 21, Sept. 8

Contact: Phil Ganz at phil.ganz@aarc.org or 972-991-4994



Smart Phone/ Tablet App

Mobile Marketing

The Congress mobile app is designed to bring attendees up-to-the-minute detailed information on sessions, schedules, speakers, exhibitors, room locations, and more! It is easy-to-use and downloadable for iPhone, iPad, or Android devices.



Five rotating sponsorships are available for the app. Company banner will rotate with other companies at the top of the page on the app's sections: Sessions, Speakers, Exhibitors, Maps, and Miscellaneous. Primary sponsorship of the mobile event app "splash" page also available.

- 1272 unique log-ins at AARC Congress 2016
- 369 advertising "clicks" by attendees at AARC Congress 2016

Net Rate: Splash page: \$5,000; One (of 5) rotating banner ad at bottom of page: \$2,500; Entire App (Splash page and all 5 rotating banner positions: \$10,000

Contact: Doug Laher at laher@aarc.org or 972-406-4698



AARC TV

Extend the Reach and Life of Your Message

AARC Television (AARCTV) produces **daily news coverage** of the Congress with five to seven minute broadcasts. The headlines include video from the Congress exhibit hall, highlights of educational sessions, and interviews with attendees and presenters. Programs are shown on convention hall monitors, in Congress hotel rooms, and on the AARC website www.AARC.org. Appears during Wednesday, Thursday, Friday and Saturday. Sponsorship includes all of the following:

- Official sponsor of AARC TV x 4 days...recognized at the beginning and end of each broadcast
- Your watershed logo added to the video for the duration of the broadcast x 4 days
- Exclusive interview with a corporate executive of your choosing...to be broadcast x1 day
- BONUS 30-minute pre-produced commercial played at the beginning/end of each broadcast (production fees may apply)
- 2-3-minute product advertorial added to the video library on the daily Online Gazette...recorded on-site by AARC TV
- The start of each daily news broadcast will be recorded from your booth each day the exhibit hall is open
- Your company will be provided with a complimentary DVD of daily broadcasts, recorded interviews and advertorial at the conclusion of the meeting.

Watch 2016 AARC-TV here... <http://www.aarc.org/aarc-meetings/congress-2016/>

Net Rate: Sole sponsorship AARC-TV - \$25,000

Contact: Doug Laher at laher@aarc.org or 972-406-4698



PROMO
VIDEO
PLAYS
HERE

Charging Locker

Provide Attendees with a Service That They Appreciate

Sponsor a re-charge station for attendee devices and be on prominent display for the length of time that they charge their cell phones, iPhones, iPads ... These Charging Stations are prominently located in the convention center and offer charging for cell phones, iPhones, iPads, Androids, Blackberrys, etc. Choose a positive way to display your logo and messaging by providing a service. For an even higher-impact you can choose to run a video at the station. Charging Stations **display your sponsorship all four days** of the AARC Congress.

Net Rate: \$8,000 each;

Three available

Contact: Doug Laher at laher@aarc.org or 972-406-4698



Hotel Promotional Video

Grab Attendees' Attention When No One Else Can!

Your video **message will be seen** by Congress participants in their rooms at the AARC Congress Headquarters hotel before, during, and after each day's Congress sessions. The video will appear on a dedicated hotel television channel.

Your message is displayed to attendees via your own personal video message when there are no other messages vying for your target's attention.

The video will run all four days, Wednesday - Saturday on the in-room hotel video channel.

This limited opportunity is available to only one advertiser, first come, first-served. Advertiser provides a continuous loop video, subject to AARC approval, hotel specifications, and policies.

Net Rate: HQ Hotel (JW & Marriott: \$6,000 for 3 days)
Remaining Hotels: \$5,000 for 3 days per hotel

Contact: Doug Laher at laher@aarc.org or 972-406-4698



Final Congress Program

Get Continuous Advertising Exposure Each Day of Congress

The Official Program is the source for everything attendees need to know about the AARC Congress educational sessions. They refer to it as they plan their continuing education activities and refer to it again and again for room locations and times. All registered attendees receive the Final Congress Program upon arrival.

Advertisers in the Final Congress Program **receive more impressions** than any other Congress promotional program.

Contents of the Final Program:

- Your advertisement
- Educational sessions, dates, times, locations, descriptions, and speakers
- OPEN FORUM Abstracts
- Venue information
- Special events schedule
- Floor plans
- CRCE information
- Congress information

Net Rates:

Inside Front Cover: \$10,000

Inside Back Cover: \$10,000

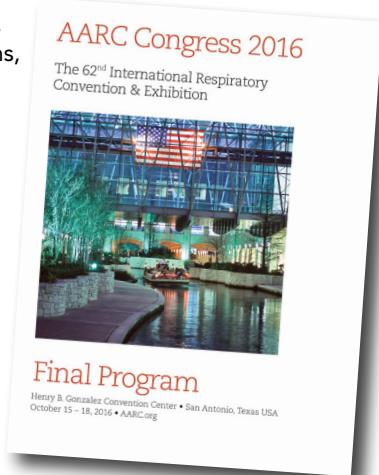
Back Cover: \$15,500

Full-page ad: \$3,000

Half-page: \$1,750

Quarter-page: \$1,000

(All Ads in Color)



Bonus:

- Purchase back cover, inside front cover, or inside back cover and receive an additional FREE half-page ad in the final program.

10% discount for AARC Corporate Partners

Deadlines: Space reservation July 7; Ad materials due July 14

Contact: Phil Ganz at phil.ganz@aarc.org or 972-991-4994

Gazette Advertising (On-Site News Digest)

Keep Attendees Informed with the Gazette

The Gazette is published on-site and is distributed each morning (Wednesday, Thursday and Friday) with important meeting information, Congress highlights, news, and schedules.

Your advertisement will get attention for your booth as the Gazette is hand distributed by staff in the high-traffic concourse areas during the morning rush hour. Plus, copies are distributed in the AARC Congress Show Office, in the AARC Information Center in the Exhibit Hall, at the Congress registration desks, and at strategically placed news racks.

Deadlines:

Space Reservation: August 23

Ad Materials Due: August 30

Net Rate:

Back Cover: \$5,750

Inside Back Cover: \$3,500

Full-page: \$2,400

Half-page: \$1,750

Quarter-page: \$1,200

Discount: Purchase all 3 days and receive 15% discount

10% discount for AARC Corporate Partners

Contact: Phil Ganz at phil.ganz@aarc.org or 214-810-1940



Economy Advertising Package

Includes Quarter-Page Ad (Final Program), Half-Page (Bag Insert), Quarter-Page (Gazette) Ad

TOTAL VALUE: \$6,000

Net Rate: \$5,000 (a \$1,000 SAVINGS!)

Contact: Doug Laher at laher@aarc.org or 972-406-4698



Magazine Advertising - Bonus Distribution

- ◆ **AARC Times magazine**
- ◆ **RESPIRATORY CARE Journal**

The AARC's leading publications, AARC Times magazine and RESPIRATORY CARE Journal, **reach AARC members and Congress attendees** long before attendees even step into an airplane.

Each publication is distributed to the entire membership of the AARC, in print and digital format. Not only will your advertisement reach respiratory therapists attending the Congress, but also those not traveling to Indianapolis. Plus, each publication is read by pass-along readers — extending your reach.

See Media Planner 2017:

<http://www.aarc.org/media-kit/>

AARC Times Magazine Materials Due Deadlines:

July issue: May 18

August issue: June 21

September issue: July 19

October issue: August 17

RESPIRATORY CARE Journal Materials Due Deadlines:

July issue: May 26

August issue: June 27

September issue: July 28

October issue: August 25

Contact: Phil Ganz at phil.ganz@aarc.org or 972-991-4994

Belly Band Advertising

- ◆ **Final Congress Program**

AFFORDABLE SPONSORSHIP

The belly band is wrapped around the outside of the Final Program and is the **first piece of information attendees see** when picking up their materials. With every registered attendee receiving a Program, it is an excellent on-site advertising opportunity to promote your company and drive traffic to your exhibit booth!

Rates for Final Program ads on page 12.

Suggestion: Include a coupon or other incentive on the Belly Band to drive attendees to your booth.

Net Rates: Final Program \$8,000

Deadlines: Space Reservation: June 23

Materials Due: July 14

Contact: Doug Laher at laher@aarc.org or 972-406-4698

Inserts – Attendee Attaché Case

Capture an Audience with Congress Attendee Attaché Case Inserts

Capture a targeted audience by inserting a brochure, invitation, or flyer into the Attendee Attaché. Your insertion will be distributed to each Congress attendee as they arrive and grab their attache. Every Attendee Attaché contains a packet that includes Congress materials, ensuring that your company message is **individually delivered**.

Note: Inserts must have prior approval by the AARC. Sponsor prints and provides the literature piece.

Deadline: September 8

Net Rate:

Full-sheet (8.5"x11") \$4,000

Half-sheet (5.5"x 8.5") \$3,000

Note: Inserts not received by our Dallas bindery by the Sept. 8 deadline will not be placed in attendee attache cases.

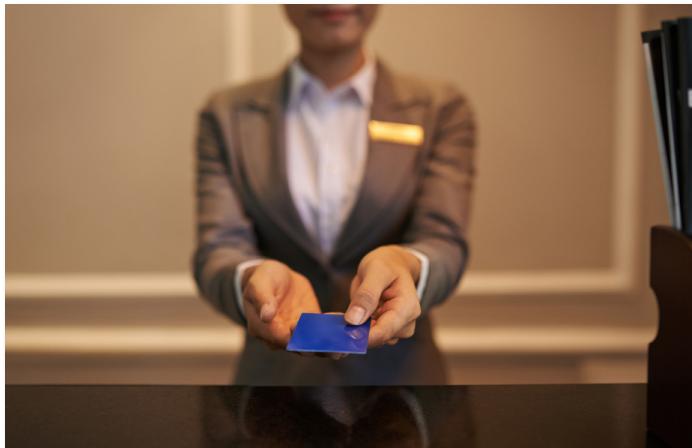
No refunds will be issued.

Contact: Doug Laher at laher@aarc.org or 972-406-4698



SPONSORSHIPS POSITION YOU AS A LEADING BRAND

Sponsorships will ensure that attendees associate your brand as a trusting leader in the industry.



Hotel Key Sponsorship

Ensure that Attendees See Your Brand Every Day with the Hotel Key Sponsorship (Customized)

Unlock a prolific range of exposure by adding your brand to hotel door keys. Be the company that attendees see every time they reach for their hotel key card — usually more than once a day — every day of the Congress. This in-demand sponsorship provides an exclusive entry to added value, check-in to check-out.

Customize keys with your company name, logo, or message so that it is seen by every Congress attendee staying in the official Congress hotels (sponsor is responsible for printing and distribution with hotels).

Net Rate:

All hotels: \$15,000 + material

JW: \$10,000 + material

Marriott: \$6,000 + material

Westin: \$2,500 + material

Hyatt: \$2,500 + material

All other properties: \$1,500 each + material

Contact: Doug Laher at laher@aarc.org or 972-406-4698

Room Drops (Congress Hotels)

Get an Inside Advantage

AFFORDABLE SPONSORSHIP

Get an inside advantage by delivering your materials and messaging straight to the rooms of AARC Congress attendees. Arranged with official Congress hotels, room drops deliver a presence that amplifies your message and leads attendees to your booth.

Production: Upon completion of the contract and receipt of payment, the AARC will provide the sponsor with a letter of approval to provide to the hotels as well as a contact list. The sponsor is responsible for contacting any/all Congress hotels where they wish to have room drops. This sponsorship applies to official Congress hotels only. Sponsoring company is responsible for production of items and coordinating with each chosen hotel.

Sponsor is also responsible for any drop fee charged by the individual hotels. The AARC must approve materials prior to production.

Material Deadline: Determined by each hotel

Net Rate: \$3,000 plus hotel's room drop fee. Sponsor is responsible for printing materials

Contact: Doug Laher at laher@aarc.org or 972-406-4698





Hotel Promotional Video

Grab Attendees' Attention When No One Else Can!

Your video **message will be seen** by Congress participants in their rooms at the AARC Congress Headquarters hotel before, during, and after each day's Congress sessions. The video will appear on a dedicated hotel television channel.

Your message is displayed to attendees via your own personal video message when there are no other messages vying for your target's attention.

The video will run all four days, Wednesday - Saturday on the in-room hotel video channel.

This limited opportunity is available to only one advertiser, first come, first-served. Advertiser provides a continuous loop video, subject to AARC approval, hotel specifications, and policies.

Net Rate: HQ Hotel (JW & Marriott: \$6,000 for 3 days;
Remaining Hotels: \$5,000 for 3 days per hotel

Contact: Doug Laher at laher@aarc.org or 972-406-4698

Hotel Room Door Hangers

Be Seen in Attendee Hotel Rooms

This exclusive and unique door hanger will be placed on hotel doors allowing you to market your brand outside of show hours! Your company will be the last thing they see as they leave their hotel room for the Convention Center.

Net Rate: \$3,000/day plus hotel's per room drop fee. Sponsor is responsible for printing Door Hangers. Unlimited hotels.

Contact: Doug Laher at laher@aarc.org or 972-406-4698



Hotel Room Newspaper Delivery

Deliver Your Name with the News

Nearly everyone reads the news. With Hotel Room Newspaper Delivery, they'll see your message in the morning when they leave for the Convention Center. Sponsorship includes licensing rights to distribute papers to Congress attendees. Sponsor covers the cost of newspaper, corporate sticker/wrap and delivery fees by hotels.

Materials: Sponsor provides sticker or wrap

Material Deadline: Determined by hotel

Net Rate: \$3,000 gives sponsor the right to deliver newspapers at ALL approved Congress hotels. Sponsor pays for newspaper and drop fees.

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