



SPONSORSHIP PROSPECTUS

NASHVILLE, TN

November 5 - 8, 2023

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A FIRST-CLASS EVENT

AARC Congress attracts top respiratory therapists, physicians, health care providers and companies from around the U.S. and over 30 countries.

THE EXHIBITS - AARC CONGRESS 2023

Exhibit Hall Hours*

Sunday, November 5	10:00 am – 3:00 pm
Dedicated Time:	10:00 am – 12:00 noon
Monday, November 6	9:00 am – 2:00 pm
Dedicated Time:	10:35 am – 12:45 pm
Tuesday, November 7	9:00 am – 1:30 pm
Dedicated Time:	12:00 noon – 1:30 pm

Installation Times

Friday, November 3	8:00 am – 5:00 pm
Saturday, November 4	8:00 am – 5:00 pm

Dismantle Times

Tuesday, November 7	3:00 pm – 8:00 pm
Wednesday, November 8	8:00 am – 2:00 pm

**Times subject to change*



ATTENDEES GATHER FOR THE ANNUAL RIBBON CUTTING CEREMONY TO OPEN EXHIBIT HALL AT CONGRESS

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 before, during and after the show!

SPONSORSHIPS THAT FIT YOUR GOALS AND BUDGET

CHOOSE AN INDIVIDUAL PROJECT

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.

LEARN THE LATEST RESEARCH

Multiple sponsorships make big impressions for your brand and reassure buyers that your brand is an industry leader. Discount opportunities may apply.

LAUNCH NEW PRODUCTS

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

Contact Susan Mathis at susan.mathis@aacrc.org
Phone: 972.406.4663

SPECIAL EVENTS

SPONSORSHIPS BUILD
AWARENESS AND
ONGOING VISIBILITY



ITEM	LOCATION	INVESTMENT	DETAILS
AARC WELCOME PARTY	CONVENTION CENTER	CUSTOM PRICING	DEADLINE: FRIDAY, SEPTEMBER 8, 2023 <ul style="list-style-type: none"> This is a great way to thank meeting attendees for their business and reinforce your brand with future and potential customers Recognition in event app & event website One-sided meter board recognizing your sponsorship Lighted company logo (GOBO) on stage behind entertainment Company representative can address the audience from the stage.
KEYNOTE ADDRESS	CONVENTION CENTER	\$15,000	DEADLINE: FRIDAY, SEPTEMBER 8, 2023 <p>This Keynote address sets the stage for the information and technology of the next four days of the AARC Congress</p> <ul style="list-style-type: none"> Welcome remarks on stage by corporate representative Leaderboard ad in Congress Online Program One-sided meter board in convention center Logo displayed on iMag screens in room Contact Show Management for custom pricing
CLOSING CEREMONY	CONVENTION CENTER	\$10,000	DEADLINE: FRIDAY, SEPTEMBER 8, 2023 <ul style="list-style-type: none"> Welcome remarks on stage by corporate representative Leaderboard ad in Congress Online Program One-sided meter board in convention center Logo displayed on iMag screens in the room Contact Show Management for custom pricing
AWARDS CEREMONY	CONVENTION CENTER	\$25,000	DEADLINE: FRIDAY, SEPTEMBER 8, 2023 <ul style="list-style-type: none"> Welcome remarks on stage by corporate representative Logo displayed on iMag screens in the room Recognition in event app & event website Contact Show Management for custom pricing
SEAT DROPS	CONVENTION CENTER	\$10,000	DEADLINE: FRIDAY, SEPTEMBER 29, 2023 <ul style="list-style-type: none"> Sponsor-provided 1-page handout placed in seats at Keynote Address Sponsor is responsible for printing the item and providing to AARC

QUICK FACTS:

FACE TIME MATTERS

82% of all attendees say their time in the exhibit hall directly influences their purchasing decisions.

Source: AARC Congress 2022 attendee survey

SPECIAL EVENTS

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

Quick Facts:

THE ATTENDEES

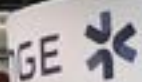
81% of trade show attendees have buying authority. Which means more than 4 out of 5 people walking the aisles are potential customers for exhibitors.

CEIR: The Spend Decision: Analyzing How Exhibits Fit Into The Overall Marketing Budget



ITEM	LOCATION	INVESTMENT	DETAILS
BREAKFAST SYMPOSIA 2 SOLD ALREADY, BOOK TODAY!	CONVENTION CENTER	\$25,000 ENDURING CONTENT OPTIONS START AT \$20,000	DEADLINE: FRIDAY, SEPTEMBER 8, 2023 SPONSOR BENEFITS <ul style="list-style-type: none"> • Increase visibility for your products • This sponsorship puts your message and product in front of a targeted audience in a credible environment • Signage promoting the event in the convention center • Exposure in the Congress event app and website • Symposium does not compete with any other Congress event • AARC will direct market and advertise the event to AARC membership/ Congress attendees • Complimentary Room Rental. SPONSOR RESPONSIBILITIES <ul style="list-style-type: none"> • Provide course content, title, description, learning objectives and faculty • CRCE application • Financial responsibility: <ul style="list-style-type: none"> - Food & Beverage - Audio Visual - Faculty travel and honoraria • Registration and roster management BONUS: <ul style="list-style-type: none"> • Free 8 ½ x 11 bag insert in the Congress attendee bag. (\$3,000 Value) (Print, design and shipping costs are sponsor's responsibility.)
LUNCH SYMPOSIA LIMITED AVAILABILITY, BOOK TODAY!	CONVENTION CENTER	\$40,000 ENDURING CONTENT OPTIONS START AT \$20,000	DEADLINE: FRIDAY, SEPTEMBER 8, 2023 SPONSOR BENEFITS <ul style="list-style-type: none"> • These events allow your company to showcase its clinical prowess and superiority with attendees • Sponsor selects content, faculty and whether you want it accredited for CRCE • Signage promoting the event in the convention center • Exposure in the Congress website • Registration for the symposium is housed on your company website • Session does not compete with any other Congress event • AARC will direct market and advertise your event to AARC membership/attendees • Sponsor is responsible for all associated expenses • Complementary Room Rental BONUS: <ul style="list-style-type: none"> • Free 8 ½ x 11 bag insert in the Congress attendee bag. (\$3,000 Value) (Print, design and shipping costs are sponsor's responsibility.)

SPECIAL EVENTS



SETTINGE

Dräger

CAREstream

AARC Congress is four days of educational programs, including 100+ sessions and 200+ research presentations.

ITEM	LOCATION	INVESTMENT	DETAILS
EXPO HALL THEATER NEW FOR 2023	EXPO HALL	\$7,500	DEADLINE: SEPTEMBER 8, 2023 <ul style="list-style-type: none"> Opportunity to present a 20-30 minute session on the show floor to AARC attendees during the Expo hall hours Recognition on on-site signage Recognition on event website and event app AARC will provide a water cooler inside the theater which will accommodate approximately 50 attendees Sponsor will receive a complementary email blast to promote the session
PLENARY SESSION SPONSORSHIP	CONVENTION CENTER	\$2,500	DEADLINE: SEPTEMBER 8, 2023 <ul style="list-style-type: none"> The 11th Thomas L. Petty Memorial Lecture The 39th Phil Kittredge Memorial Lecture The 3rd Robert M. Kacmarek Lecture
SYMPOSIA SPONSORSHIP	CONVENTION CENTER	\$700	DEADLINE: SEPTEMBER 8, 2023 <ul style="list-style-type: none"> 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 Recognition in the Congress event app and website Recognition from lectern at event Signage at the session's entrance
LECTURE SPONSORSHIP	CONVENTION CENTER	\$500	



ATTENDEE SPECIALTY SECTION

Adult Acute Care	28.0%
Management	18.2%
Education	16.1%
Neonatal/Pediatrics	12.9%
Other	10.0%
None of the Above	14.8%

Source: AARC Congress 2022 Attendee Data

SIGNAGE - BANNERS/FREESTANDING



ITEM	LOCATION	INVESTMENT	DETAILS
EXHIBIT HALL AISLE SIGNS	CONVENTION CENTER	\$1,000 EACH; SAVE \$\$ IF YOU BUY MULTIPLE!	DEADLINE: FRIDAY, SEPTEMBER 29, 2023 <ul style="list-style-type: none"> Catch the eyes of attendees who are trying to locate booths in the exhibit hall Help attendees find their way to you Signs are located above each aisle in the Exhibit Hall Endless exposure for your brand as attendees maneuver their way through the exhibit hall using the aisle signs for direction
HANGING BANNERS	CONVENTION CENTER	\$7,500	DEADLINE: FRIDAY, SEPTEMBER 29, 2023 <ul style="list-style-type: none"> Banners are an easy way to increase to your visibility to all Congress attendees Promote your brand with prominent, strategically hung banners throughout the convention center Numerous opportunities available of varying dimensions and locations <p>Actual photos are not representative of banner locations in the Opryland</p>
SCHEDULE TOWER	CONVENTION CENTER	\$10,000 FOR 1 OR \$17,500 FOR 2	DEADLINE TO RESERVE: FRIDAY, SEPTEMBER 8, 2023/ MATERIALS DUE: FRIDAY, SEPTEMBER 29, 2023 <ul style="list-style-type: none"> Catch the eyes of attendees who are trying to locate sessions in the convention center Prominently displayed in the meeting room concourse Thousands of eyes are on this tower every day It's one of the most frequently viewed items in the convention center



ESCALATOR RUNNER (BUNDLE)



ITEM	LOCATION	INVESTMENT	DETAILS
FREESTANDING METER BOARDS (SINGLE SIDED)	CONVENTION CENTER	\$1,500	DEADLINE TO RESERVE: FRIDAY, SEPTEMBER 8, 2023 / MATERIALS DUE: FRIDAY, SEPTEMBER 29, 2023 <ul style="list-style-type: none"> • 36" x 96" • Highly visible freestanding signs will be placed in strategic locations • Signs will be located outside the exhibit hall and/or in session hallways
FREESTANDING METER BOARDS (DOUBLE SIDED)	CONVENTION CENTER	\$2,500	
ADVERTISING CUBE	CONVENTION CENTER	\$3,000 PER CUBE - 3 SIDES FOR SPONSOR LOGO/MESSAGE, 1 SIDE FOR AARC LOGO/MESSAGE \$7,000 FOR 3 CUBE TOWER - 9 SIDES FOR SPONSOR LOGO/MESSAGE, 3 SIDES FOR AARC LOGO/MESSAGE	DEADLINE TO RESERVE: FRIDAY, SEPTEMBER 8, 2023 / MATERIALS DUE: FRIDAY, SEPTEMBER 29, 2023 <ul style="list-style-type: none"> • Visibility from all angles of this four-sided column so your brand will dominate the space and not be missed • Tower will be placed in high traffic area • This is a co-branded opportunity with AARC. • Each cube is 12' x 3' x 6" <p>Actual photos are not representative of banner locations in Nashville.</p>
ESCALATOR RUNNER (BUNDLE)	CONVENTION CENTER	\$20,000	DEADLINE TO RESERVE: FRIDAY, SEPTEMBER 8, 2023 / MATERIALS DUE: FRIDAY, SEPTEMBER 29, 2023 <ul style="list-style-type: none"> • 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 in the center console between the up/down escalators • Bundle includes a floor decal at base of escalators



FREESTANDING METER BOARDS (SINGLE SIDED)



ADVERTISING CUBE TOWER

BRANDED OPPORTUNITIES



CUSTOM BRANDED PILLOWS

FACE TIME MATTERS

60%

60% of attendees spend two or more hours in the Exhibit Hall during the meeting.

Source: AARC Congress 2022 Attendee Data

ITEM	LOCATION	INVESTMENT	DETAILS
CUSTOM BRANDED PILLOWS	CONVENTION CENTER	2 FOR \$250 4 FOR \$425 6 FOR \$600	DEADLINE: SEPTEMBER 29, 2023 CONTACT SHOW MGMT FOR DETAILS <ul style="list-style-type: none"> Multiple locations available These will placed in high traffic areas around the convention center
BRANDED BISTRO TABLES	CONVENTION CENTER	BUNDLE OF 3 FOR \$1,650 BUNDLE OF 5 FOR \$2,200 BUNDLE OF 10 FOR \$3,500	CONTACT SHOW MGMT FOR DETAILS <ul style="list-style-type: none"> Multiple locations available
BRANDED SELFIE STATION	CONVENTION CENTER	\$5,000 FOR LOGO PLACEMENT \$10,000 FOR FULL LOGO BACKDROP	CONTACT SHOW MGMT FOR DETAILS
MODULAR MEETING ROOMS (PER DAY)	EXHIBIT HALL	\$5,000	DEADLINE: FRIDAY, SEPTEMBER 29, 2023 <ul style="list-style-type: none"> Have a private meeting with your clients in the exhibit hall Only available during exhibit hall hours Includes a 15 x 15 solid wall (no ceiling) room, meeting table and chairs for 6 and trash can Food, A/V, electricity, additional furniture, etc. is the exhibitor's responsibility FIVE AVAILABLE
MODULAR MEETING ROOMS (3 DAYS)	EXHIBIT HALL	\$8,000	DEADLINE: FRIDAY, SEPTEMBER 29, 2023 <ul style="list-style-type: none"> Have a private meeting with your clients in the exhibit hall Only available during exhibit hall hours Includes a 15 x 15 solid wall open no ceiling room, meeting table and chairs for 6 and trash can Food, A/V, electricity, additional furniture, etc. is the exhibitor's responsibility FIVE AVAILABLE

ATTENDEE RESPIRATORY THERAPY EXPERIENCE

< 5 Years	32.8%
6-15 Years	29.0%
16-25 Years	16.7%
> 25 Years	21.5%

PROMOTIONAL PRODUCTS



ITEM	LOCATION	INVESTMENT	DETAILS
ATTENDEE BAG	N/A	\$45,000	<p>CONTACT SHOW MGMT FOR DETAILS</p> <ul style="list-style-type: none"> • One of Congress' most visible sponsorships! • Every attendee (with paid registration) receives the bag ensuring widespread exposure for your brand as the bag travels all over New Orleans • Plus, you get after Congress exposure as attendees use the bag throughout the year exposing your brand to colleagues at work, in meetings, at networking events, etc.
ATTENDEE LANYARD	N/A	\$25,000	<p>DEADLINE: FRIDAY, SEPTEMBER 1, 2023 CO-BRANDED WITH THE AARC CONGRESS LOGO</p> <ul style="list-style-type: none"> • Everyone will be wearing your company name and logo around their neck • Every attendee, speaker and award winner receive a lanyard at registration • The lanyard, with your logo, will be on the lecture stage and in official photos published on the AARC website.
ATTENDEE PEN	PLACED IN ATTENDEE BAG	\$7,500	<p>DEADLINE: FRIDAY, OCTOBER 6, 2023</p> <ul style="list-style-type: none"> • Be visible to attendees every time they reach for this pen to take notes in session or while visiting with an exhibitor in the exhibit hall • Sponsor is financially responsible for purchase of the product • Sponsor logo/artwork file will be printed directly on the pen

ADVERTISEMENT – DIGITAL

ITEM	LOCATION	INVESTMENT	DETAILS
CONGRESS WEBSITE - DISPLAY ADS	REGISTRATION PAGE	\$4,000	DEADLINE: FRIDAY, OCTOBER 6, 2023 10% DISCOUNT WITH MULTIPLE LOCATION PURCHASE
	HOUSING OR WELCOME PAGE	\$3,500	
	TRAVEL PAGE	\$2,000	
	OTHER WEBPAGE LOCATIONS	\$1,000	
NEW PRODUCT SHOWCASE	CONGRESS WEBSITE	\$1,500 (FIRST PRODUCT)	DEADLINE: FRIDAY, OCTOBER 20, 2023 <ul style="list-style-type: none"> Product will be listed in the New Product Showcase gallery on the Congress 2023 website before, during and after the event. A link to the New Product Showcase gallery is included in the exhibit hall directory
		\$250 (PER ADDITIONAL PRODUCT)	
EMAIL BLAST TO CONGRESS ATTENDEES	AARC EMAIL	\$3,000 (PER EBlast)	<ul style="list-style-type: none"> Send an email blast to 2023 confirmed Congress Attendees to engage them in your pre-show marketing efforts AARC will send the email on your behalf and will approve content. The eBlast should promote your company, products/ services, and your exhibiting presence at AARC Congress 2023 eBlast is for one-time use, however multiple eBlasts may be purchased Scheduling for all eBlasts is on a first come first serviced basis Purchasers of eBlasts are NOT purchasing an email list Only attendees who “opt in” to receive exhibitor communications will be sent an eBlast No refunds will be given for orders that are canceled after processing



15 SPONSORSHIPS AVAILABLE

91%

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

ADVERTISEMENT – DIGITAL



ITEM	LOCATION	INVESTMENT	DETAILS
AARC CONGRESS EVENT APP - SPLASH PAGE	ATTENDEE DEVICES	\$5,000	DEADLINE: FRIDAY, OCTOBER 6, 2023 <ul style="list-style-type: none"> The Congress Mobile App is designed to deliver up-to-the-minute detailed information about sessions, schedules, speakers, exhibitors, room locations and more The app is easy to use and available in the App Store for iPhones and iPads and Google Play for Android devices. (AARC Mobile) Options Available: <ul style="list-style-type: none"> Splash Page Banner Ads – Five Available – Rotate, Random or Fixed Locations (Top or Bottom of Screen) Push Notifications Entire App (Splash Page and Five Banner Ads) 2018 APP STATS: <ul style="list-style-type: none"> Unique Logins = 1,716 Average Number of Push Notification Views: 1,135
BANNER AD	ATTENDEE DEVICES	\$3,000	DEADLINE: FRIDAY, OCTOBER 6, 2023
PUSH NOTIFICATIONS	ATTENDEE DEVICES	\$2,800	LIMITED TO 5 COMPANIES/DAY
ENTIRE APP (SPLASH PAGE + BANNER ADS)	ATTENDEE DEVICES	\$15,000	DOES NOT INCLUDE PUSH NOTIFICATIONS



ADVERTISEMENT – PRINT

SPONSORSHIPS REACH YOUR TARGET AUDIENCE

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



ITEM	LOCATION	INVESTMENT	DETAILS
ATTENDEE BAG INSERTS (FULL PAGE)	ATTENDEE BAG	\$3,500	DEADLINE TO RESERVE: FRIDAY, SEPTEMBER 8, 2023/ MATERIALS DUE: FRIDAY, OCTOBER 6, 2023
(HALF PAGE)	ATTENDEE BAG	\$3,000	<ul style="list-style-type: none">• Inserts will be placed in Attendee Bag by the AARC. Every attendee with a paid registration receives an attendee bag.• Be seen before other exhibitors by including your marketing piece insert in the bag• Inserts must be approved by the AARC prior to printing them• Sponsor responsible for the price of printing and shipping their inserts to the AARC Fulfillment Center• This is an excellent on-site advertising opportunity to promote your brand and increase traffic to your booth <p>PRO TIP: INCLUDE A COUPON OR OTHER INCENTIVE ON THE INSERT TO DRIVE ATTENDEES TO YOUR BOOTH.</p>

QUICK FACTS:

WHY DO MEMBERS ATTEND AARC CONGRESS?

NEW PRODUCTS

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

Source: AARC Congress 2018 survey