

AARC CONGRESS 2016

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Connect. Be Seen.

In San Antonio, Texas, October 15 – 18



8 out of 10 attendees influence product purchases.
(Source: AARC Congress 2013, Survey)



AARC Congress, the world's largest respiratory convention, attracts nearly 6,000 participants and over 200 exhibitors. It's where you want to ensure that your message reaches attendees. Sponsorships make that happen.



Sponsorships That Fit Your Goals and Budget



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(On all pages you can click on all email and web addresses for direct links.)





SPONSORSHIPS EXTEND YOUR PRESENCE BEYOND THE EXHIBIT HALL — Congress sponsorships extend your presence beyond your booth. With sponsorships you'll reach the active-buying respiratory care professional throughout the convention center...in hotels... even back at their offices after the show.



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 Saturday, Sunday, Monday, and Tuesday. 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://c.aarc.org/education/meetings/congress_15/gazette/

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

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



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 2016. Be sure to book this sponsorship early...it will be gone before you know it.

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



83.4% of attendees say gathering information on new products and technologies is why they visit the exhibit hall.

(Source: Survey, Congress 2013)



Advance Program — Online

Connect with AARC Congress 2016 Attendees Before They Leave for Tampa San Antonio

The AARC Congress Online Advance Program connects you with influential respiratory therapists before they leave for San Antonio and AARC Congress 2016. 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 SWT)

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 June 15; Materials June 19
10% discount for AARC Corporate Partners

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

1 out of 4 attendees are sole decision makers for product decisions.

(Source: Survey, AARC Congress 2013)



Advertising

◆ AARC Times magazine

◆ RESPIRATORY CARE journal

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

Each publication is distributed to the entire membership of the AARC, both in print and digitally. Not only will your advertisement reach respiratory therapists attending the Congress, but also those not traveling to San Antonio. Plus, each publication is read by pass-along readers — extending your reach. And you receive **bonus distribution at the Congress**.

Publication Advertising Kit:

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

Deadlines: June issue *AARC Times* – April 11; July issue *AARC Times* – May 16; Aug. issue *AARC Times* – June 16; Sept. issue *AARC Times* – July 14; Oct. issue *AARC Times* – Aug. 11.

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

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: \$15,000 (13-14 signs, double-sided)

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

10% discount for AARC Corporate Partners





GAIN A COMPETITIVE EDGE WITH AARC CONGRESS 2016 SPONSORSHIPS — Sponsorships offer your AARC Congress exhibit a marketing component that gives your company a competitive edge over non-sponsors.



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 San Antonio — 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.



Badge Lanyard (Official Congress Lanyard)

Everybody Sees It and 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 company throughout the conference.

Also used by speakers and award recipients so your company shows 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: \$15,000; 10% discount for AARC Corporate Partners.

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



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 6.

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

Net Rates: Final Program \$7,500.

Deadlines: Space Reservation: August 3.

Materials: August 7.

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



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: \$18,500.

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

64% of attendees who are authorized buyers say the Exhibit Hall influences their purchasing decision.

(Source: Survey, AARC Congress 2013)

Charging Station

Provide Attendees with a Service That They Appreciate

Connect with Congress attendees while they re-charge electronic devices at the **highly visible and appreciated** Charging Stations. These Charging Stations are prominently located in the convention center and offer charging for cell phones, iPhones, iPads, Androids, Blackberrys, etc. Your company logo will be clearly visible on the charging kiosk; and you have the opportunity to run a video in 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.



Closing Ceremony

Be a Part of the Conversation

Be a part of attendee's 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:

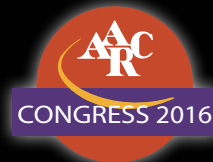
Leaderboard ad in online Congress Advance Program; recognition in online and print Congress Final Program; one-sided meter board in convention center; logo on iMag screens of Grand Ballroom; recognition in pre- and post- Congress *AARC Times* print and digital editions; and recognition from lectern at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

Net Rate: \$15,000.

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



COST-EFFECTIVE — The AARC Congress is the most cost-effective "face-to-face" marketing method available today, and sponsorships enhance that cost-effectiveness.



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) \$2,500
 - Skyscraper #1 (160 x 600) \$2,000
 - Skyscraper #2 (160 x 600) \$1,800
- All rates net.

Schedule: Congress News is sent six times prior to Congress: June 14, July 12, Aug. 16, Sept. 13, and Oct. 4.

10% discount for AARC Corporate Partners

Deadlines Ad Order: 10 (ten) work days prior to Delivery Date

Deadlines Ad Materials: 5 (five) work days prior to Delivery Date

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



Economy Advertising Package

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

TOTAL VALUE: \$6,000.

Net Rate: \$4,000.

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

Educational 4-Hour Pre-course

Think breakfast Symposium/Lunch Symposium on Steroids

That's what this 4-hour educational pre-course is 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.

Net Rate: \$40,000.

Contact: Doug Laher at laher@aacr.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. Eight opportunities available of varying dimensions and locations.

Banner Size: Different sizes available.

Net Rate: \$65/sq. ft.

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



69% collect information on select products in the Exhibit Hall.

(Source: Survey, AARC Congress 2013)



Escalator Runner/ Balustrade

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 runners positioned between the center handrails (two available).

Net Rate: \$11,000 for one, \$16,000 for two, \$8,000 for interior balustrade.

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



Event Board

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 \$13,000; Two boards for \$20,000.

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

Final Congress Program

Sponsorship that Receives More Impressions than Any Other AARC Congress Sponsorship

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. It is distributed to full registration attendees, thus reaching a high-quality audience.

Sponsors of the Final Congress Program **receive more impressions** than any other Congress promotional program.

Contents:

- 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: \$12,000

Inside Back Cover: \$10,000

Back Cover: \$15,000

Full-page ad: \$4,000

Half-page: \$2,500

Quarter-page: \$1,500

(All Ads in Color).

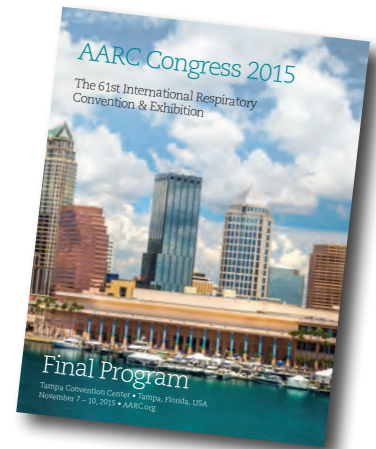
Bonus:

- Purchase back cover, inside front cover, or inside back cover and receive additional FREE half-page ad inside Final Program AND quarter-page ad in daily Gazette (x 1 day).

10% discount for AARC Corporate Partners

Deadlines: Space reservation August 7; Materials August 12.

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



Half of all attendees come to the Exhibit Hall to make purchases and negotiate pricing.

(Source: Survey, Congress 2011)



TARGETED AUDIENCE – The AARC Congress and sponsorships deliver a targeted audience of real buyers who paid to be at the Congress.



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: \$200 each (24" x 24").

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

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: \$3,500 for two sides (same Meter Panel).

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



Gazette Advertising (On-Site News Digest)

Keep Attendees Informed with the Gazette

The Gazette is published on-site, distributed each morning (Saturday, Sunday, and Monday) with important meeting information, Congress highlights, news, and schedules. It gets read along with your advertisement.

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: September 26.

Materials: September 30.

Net Rate:

Back Cover: \$5,000

Inside Back Cover: \$3,000

Full-page: \$2,000

Half-page: \$1,500

Quarter-page: \$1,000.

Discount: Purchase all 3 days and receive 10% discount.

10% discount for AARC Corporate Partners

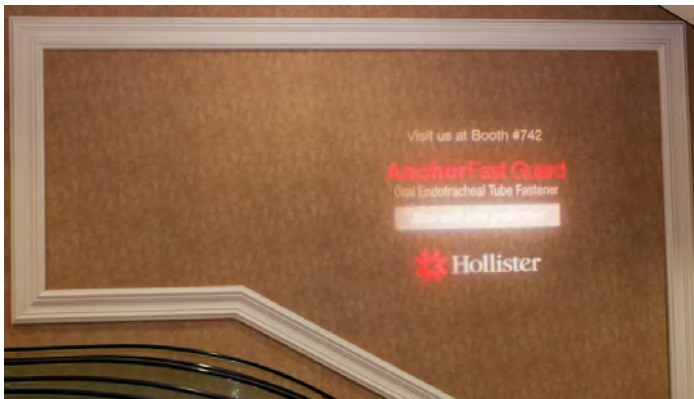
Combo Discount: Place a full-page or half-page ad in both the Congress Gazette and the Final Program and earn a 10% discount (excludes Covers 2, 3, and 4) on all ads.

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





CREATE AWARENESS — Sponsorships help you create awareness of your company's presence at the Congress. Sponsorships also help build your image among influential respiratory therapists and generate traffic to your booth.



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.

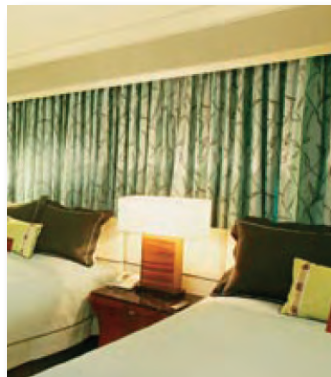
Net Rate: \$5,000 each.

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

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: \$12,000 + material; Grand Hyatt: \$7,500 + material; Marriott x 2: \$6,000 + material; Hilton: \$2,500 + material; All other properties: \$1,500 each + material.

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, Saturday – Tuesday 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 (Grand Hyatt): \$6,000 for 3 days; Marriott 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

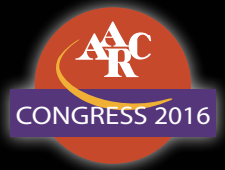
This exclusive and unique door hanger will be placed on hotel doors allowing you to market your brand outside of show hours! Your company will be the last thing they see as they leave their hotel room for the Convention Center.

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



POSITIONING — Having a presence at the AARC Congress ensures that you are positioning your company as a leading player within your industry. Sponsorships enhance that position.



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.

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 literature piece (brochure, invitation, or flyer) into the Attendee Attaché. Your piece is inserted into the bag so it's ready and waiting as AARC Congress attendees grab their cases. 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 16.

Net Rate: Full-sheet (8.5" x 11") \$4,500;

Half-sheet (5.5" x 8.5") \$3,500 (Subject to a \$1,000 fee for materials submitted after deadline).

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



Keynote Address Sponsorship

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

The Saturday 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.

Lecture/Symposia Sponsorship

Position Your Company as a Leader

AFFORDABLE SPONSORSHIP

Promote your company as a **leader** when you sponsor respiratory care's premier educational programming. With a sponsorship of an AARC Congress Lecture/Symposia, you'll **position your company as THE expert** with vision and a commitment to innovation in respiratory care. And, your sponsorship expresses your commitment to science and your brand will be firmly associated with the topic or technology at hand.

Plus, sponsorship allows you to link your company with a **targeted selection** at a lecture or symposium that aligns with your products.

You'll receive recognition in the Final Program's session listing, from the session's podium, and on the signage at the session entrance, putting your company first and foremost in the minds of all attendees when attending presentations.

Net Rate: Plenaries \$2,500; Symposia \$1,000; Lectures \$500.

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





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 AACRC will market the course to ensure a capacity audience. Sponsor is responsible for all associated expenses.

Net Rate: \$20,000.

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

News Rack — Congress Gazette

AFFORDABLE SPONSORSHIP

Your sponsorship will be visible all four days of the Congress and most visible for the first three days when a new edition of the Gazette is published on-site, each morning (Saturday, Sunday, and Monday). News Racks will hold that day's Gazette and will be strategically located in high-traffic areas.

Attendees will see your message each day when they stop to collect the important meeting information they need: Congress highlights, news, and schedules.

Net Rates: One at \$2,500 or two at \$3,500.

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

Recycle Bin

Are You a Company That Prides Itself on Being "Green"?

Is being "green" something you want to be synonymous with your brand? The Recycle Bin sponsorship is an affordable yet highly visible opportunity that communicates to attendees that your company is environmentally friendly.

Net Rate: \$1,250 per bin.

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



91% of attendees to any convention say that they are essential for comparing products and meeting suppliers.

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



Registration Kick Panels

Be the FIRST Exhibitor Seen in the Convention Center

Your sponsorship will be visible upon attendees' arrival as they enter 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; \$18,000 for all panels (estimated 20); \$12,000 for 1/2 of all panels (estimated 10).

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

10% discount for AARC Corporate Partners

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.



Satellite Exhibit

Interaction Beyond the Exhibit Hall

AFFORDABLE SPONSORSHIP

Double your chances of attendee interaction with a Satellite Exhibit on the concourse of the second floor meeting room concourse and hallways.

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.

TARGETED AUDIENCE — The AACR Congress and sponsorships deliver a targeted audience of real buyers who paid to be at the Congress.



Seated Charging Stations

The problem with conventions is that you're on your feet all day, and the one thing that convention centers always seem to be short on is seating. This seated charging station is a multi-purposed sponsorship that allows attendees to sit down, get off their feet, and charge their cell phone or mobile device with your brand staring them right in the face. These seated charging stations are in high traffic areas near the meeting rooms.

Net Rate: \$9,000 each. Two opportunities available.

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

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.

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@aacr.org or 972-406-4698.



Static Signs

Strategically located throughout the convention center are permanently located static signs that can be purchased to showcase brand, logo, or product. Some opportunities are "framelit" signs while others are vinyl adhesive. Pricing varies by location, size, and type of static sign.

Net Rates: Framelit: \$2,000; Vinyl adhesive: \$1,000.

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

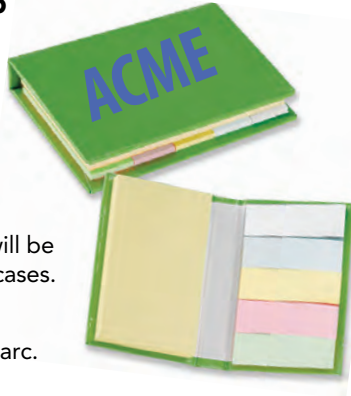




Sticky Note/Flags

An Enduring Sponsorship

Attendees will appreciate you every time they reach for a sticky note or flag to mark their Congress program or use at home. 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.



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: \$35,000.

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

Trash Cans

One Man's trash is Another Man's Treasure

If you're simply looking for a footprint to showcase your brand, logo, or product, this inexpensive, highly visible sponsorship opportunity could be exactly what you're looking for.

Net Rate: \$750 per can.

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



Water Coolers

Your Branding Heats Up as Attendees Cool Their Palates.

Water coolers are strategically placed through the convention center so that attendees can rehydrate during the meeting. This highly visible, highly affordable opportunity is ideal for new start-ups who want to make a splash at the meeting.

Net Rate: \$500 per water cooler.

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



Window Clings

A Highly Visible Promotional Opportunity!

Lead Attendees to Your Booth!

South-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 meeting rooms. 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.

You Are Here Map

Help Attendees Find Their Way to You.

Map of Convention Center, with "You Are Here" pointer, helps attendees find their way from session-to-session and to the exhibit hall. Attendees will appreciate you for this useful and highly visible amenity.

Net Rates: \$5,000 for one; \$8,000 for two; and \$10,000 for three.

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

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 at laher@aarc.org or 972-406-4698.



All Rates Are Subject to Change Without Notice.