



AMERICAN ASSOCIATION FOR RESPIRATORY CARE
9425 N. MacArthur Blvd, Suite 100, Irving, TX 75063-4706
(972) 243-2272, Fax (972) 484-2720
<http://www.aarc.org>, E-mail: info@aarc.org

AARC Webcast and RESPIRATORY CARE *JournalCast* Sponsorships **Sponsorship Cost: \$3,000**

AARC Webcasts and RESPIRATORY CARE *JournalCasts* (Editor's Choice manuscripts) are current clinical topics that provide continuing education provided by clinical experts in the respiratory care profession. These programs are provided through our on-line, digital format to a live audience, as well as recorded and made available in an archived format after the live broadcast.

These programs have become widely favored by the respiratory care profession and typically house 500-800 participants during the live event. Many of our more popular broadcasts are archived and accessed 100's of times over subsequent months/years.

You can find webcasts currently at <http://www.aarc.org/upcoming-programs/>.

Deliverables for Sponsorship:

1. With your company's sponsorship, your logo will be added to the current listing in Webcast Central and it will remain with the program after it is archived (see this example in Webcast Central Past Programs: <http://www.aarc.org/webcasts/role-ethical-decision-making-multifaceted-emergencies/>)
2. Your logo will also appear on the archived for-credit course in AARC University: <http://learning.aarc.org/store/seminar/seminar.php?seminar=33163>.
3. All marketing and advertising of the webcast will also contain your company's logo.
4. Sponsors are provided with a slide and narrative at the beginning of the program as well. The slide and narrative will come from your company and will be approved by our marketing department prior to the live date. The slide and narrative are part of the archived webcast as well. We have the following parameters on the sponsorship slides:
 - a. Maximum time of sponsored lead-in: 120 seconds
 - b. Maximum of 3 slides
 - c. Sponsor provides script to be read by AARC staff
 - d. AARC must approve content prior to broadcast

An example of this sponsored provided lead-in can be found at:

<https://www.youtube.com/watch?v=WDxdRh1b2Ls&feature=youtu.be>

5. A program summary will be provided to your company after the live broadcast that provides metrics and feedback from the attendees (Actual sample included).

Timothy Myers MBA, RRT-NPS, FAARC

myers@aarc.org

972-358-0018

2017 AARC Webcast/JournalCast Schedule

Date	Title	Presenter	Category
Thursday Jan. 5	Early mobility in the Mechanical Ventilated Patient	Carl Hinkson	AAC
Friday Jan. 20	JournalCast Disease Management for COPD	Tim Myers	MGT
Friday Feb.17	JournalCast Post-trach Care	Brian Walsh	CLP
Wednesday Mar. 1	Ventilator Alarm Safety	Cazares/Clark	PTS
Friday Mar. 17	JournalCast	Sara Parker	NPS
Mar. 28, 29, 30	Healthcare Disparities	Crystal Dunlevy	ETH
Apr. 11, 12, 13	Pediatric ARDS and Mechanical Ventilation		NPS
Friday Apr. 21	JournalCast		AAC
Friday May 19	JournalCast		TBD
May 23, 24, 25	Asthma Disease Management		CLP/Asthma
June 6, 7, 8	Patient Adherence/Patient Education		EDU
June 20, 21, 22	LOTT results/PR		CLP/Rehab
July 11, 12, 13	NIV and COPD		AAC
July 25, 26, 27	Cardiopulmonary Exercise Testing		PFT
Aug 8, 9, 10	Transition from hospital to home		CLP/Homecare
Friday Aug. 18	JournalCast		TBD
Sept. 5, 6, 7	Pandemic infections, protecting HCP/pts		BEP
Friday Sept. 22	JournalCast		TBD
Friday Oct. 20	JournalCast		TBD
Oct. 31 Nov.1,2	Sleep quality in the ICU		SDS
Friday Nov. 17	JournalCast		TBD
Dec. 5, 6, 7	Tracheostomy care		CLP
Friday Dec. 22	JournalCast		TBD