

AARC CONGRESS 2018

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Connect. Be Seen.

Las Vegas, NV, December 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 decisions 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:

Tuesday, December 4 through Friday December 7

Exhibit Hall days and hours:

Tuesday, December 4	10:30am - 4:00pm
Wednesday, December 5	9:30am - 3:00pm
Thursday, December 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@aacr.org or 972-406-4698

All Rates Are Subject to Change Without Notice.

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Click to Navigate

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



SPONSORSHIPS GIVE THE COMPETITIVE EDGE

Sponsorships make a big statement for your brand and 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 2018. 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@aar.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 Tuesday 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: \$25,000

Contact: Doug Laher at laher@aar.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, welcoming remarks by corporate representative, and recognition from lectern at event.

Net Rate: \$20,000

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



SPONSORSHIPS BUILD AWARENESS AND ONGOING VISIBILITY

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

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 the topic, faculty and course materials.



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 to pre-registered Congress attendees as well as in eNewsletters to entire membership
- 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: \$40,000

Contact: Doug Laher at laher@aacr.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: \$25,000

Enduring Content Option on www.aarc.org: \$20,000 (and up)

Contact: Doug Laher at laher@aacr.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)



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: \$27,500

Enduring Content Option on www.aarc.org: \$20,000 (and up)

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)



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 on-line, Advance Program and in the on-site 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



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

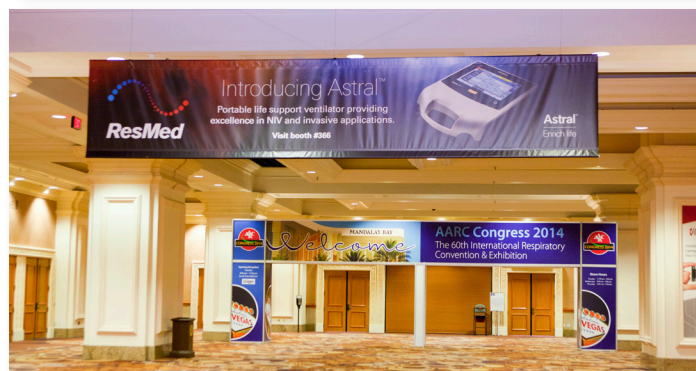
Help Attendees Find Their Way to You—Signs are Located Above Each Aisle of the Exhibit Hall

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: \$20,000 (10 signs, double-sided)

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

10% discount for AARC Corporate Partners



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)

Convention Center Hanging 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: \$65/sq. ft.

\$3,120 for banner located level two South Convention Center at top of escalator.

\$5,200 for banner located level two South Convention Center at Foyer in front of registration desk or level two South Convention Center foyer.

\$4,160 for banner located level three South Convention Center ballroom walkway.

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



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 \$12,000; Two boards for \$17,500

Contact: Doug Laher at laher@aacr.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:

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

Contact: Doug Laher at laher@aacr.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: \$1,500 per panel (5 panel minimum)
\$22,000 for all panels (estimated 17)

Contact: Doug Laher at laher@aacr.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, pipe & drape and electricity.

Dimensions: 10'x10'

Net Rate: \$2,000 for per day (3 days total)
\$4,000 for all 3 days

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



Column Insert

Remind RT decision makers of your brand throughout the event in high-traffic areas of the convention center.

Net Rate: \$2,000 per single insert
\$6,000 per 4-sided column (4 inserts)

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



Advertising Tower

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: \$7,500 per 4-sided column (4 inserts)

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



Elevator Wrap

A sponsorship that “moves” people! Located at the north end of the South Convention Center this is the only elevator moving people to and from the AACR Congress meeting space. Capture the undivided attention of attendees to showcase your brand while they wait for the elevator door to open. Wraps are permitted on the exterior of the doors only.

Net Rate: \$8,000 per elevator bank per floor - 3 floors available (materials included).

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

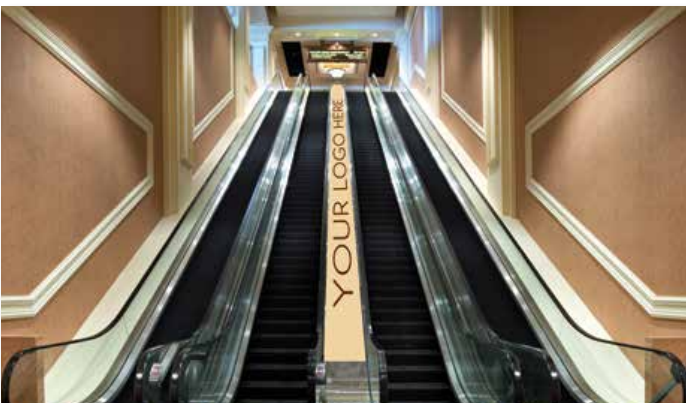


Escalator Balustrades

Brand the inside walls of the escalators with your marketing message and logo that lead up and down the convention 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@aacr.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:

\$7,500 for 1st to 2nd floor escalator

\$6,000 for 2nd to 3rd floor escalator

Contact: Doug Laher at laher@aacr.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: November 5; Materials: November 12

Net Rate: \$5,000 each

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



Window Clings

A Highly Visible Promotional Opportunity!

Lead Attendees to Your Booth!

Utilize the large number of windows which adorn the walkway from the Mandalay Bay hotel to the Convention Center. This is a GREAT opportunity to showcase your message, brand, logo or booth location to attendees as they make their way to the meeting each morning. Windows in the Convention Center are also available.

Net Rate: \$7,500 per cling

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



Restroom Mirror Clings

AFFORDABLE SPONSORSHIP

Get exclusive brand visibility and capture the attendee's **undivided** attention as they stand in front of the mirror and wash their hands. This economical sponsorship opportunity is perfect for start-up companies with limited budgets and helps put your brand at the forefront – eliminating competing distractions that your brand would face in the convention center.

Net Rate: \$750 per mirror (materials + labor included).

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

Stall Door Cling

AFFORDABLE SPONSORSHIP

Promote your brand and message where everyone will eventually be and capture their full attention. Your message will inform attendees without the competition of other event distractions. A great opportunity to direct traffic to your booth.

Net Rate: \$1,200 per door.

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





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 attendee receives an Attaché (with paid registration), ensuring widespread exposure for your brand as your logo travels everywhere in Las Vegas — 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 (co-branded with AACR, AACR selects bag and color scheme)
\$30,000 (sponsor contributes to bag selection, color scheme, no co-branding)
10% discount for AACR Corporate Partners

Contact: Doug Laher at laher@aacr.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: \$7,500

Contact: Doug Laher at laher@aacr.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.AACR.org. **That's exposure beyond the Congress!**

Net Rate: \$20,000; 10% discount for AACR Corporate Partners

Contact: Doug Laher at laher@aacr.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: \$7,500

Contact: Doug Laher at laher@aacr.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 2018 Attendees Before They Leave for Las Vegas

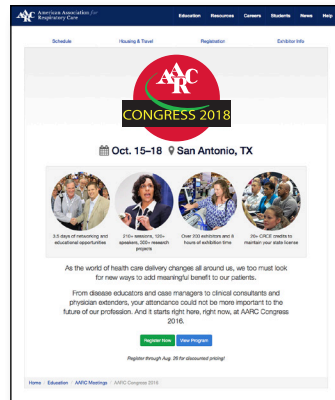
The AARC Congress Online Advance Program connects you with influential respiratory therapists before they even leave for Las Vegas. Make this connection and reach respiratory therapists with an **Internet Leaderboard Advertisement**.

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's 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
- Tuesday Sessions page
- Wednesday Sessions page
- Thursday Sessions page
- Friday 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 \$4,000; Housing page \$3,500; Welcome page \$3,500; Travel page \$2,000; all other positions \$1,000 (all rates net).

Purchase multiple pages and receive a 10% discount

Deadlines: Space Reservation July 2; Materials Due July 9
10% discount for AARC Corporate Partners

Contact: Phil Ganz at phil.ganz@aacr.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) \$1,750
All rates net.

Schedule: Congress News is sent prior to Congress from July-December 2018

10% off two to three eNews deliveries
15% off all four eNews deliveries

Deadlines Ad Materials: June 29

Contact: Phil Ganz at phil.ganz@aacr.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 2017
- 369 advertising "clicks" by attendees at AARC Congress 2017

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: \$12,000. Push notifications net rate: \$2,500 (limit 5 companies per day)

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





PROMO
VIDEO
PLAYS
HERE

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 Tuesday, Wednesday, Thursday and Friday. 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-second 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 2017 AARC-TV here... <https://www.aarc.org/aarc-meetings/congress-2017/>

Net Rate: Sole sponsorship AARC-TV - \$27,500

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

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: \$10,000 each;

Three available

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)





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: \$500

(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 Aug. 10; ad materials due Aug. 24

Contact: Phil Ganz at phil.ganz@aacr.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: Sept 7

Ad Materials Due: Sept 21

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 20% discount

10% discount for AARC

Corporate Partners

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



Advertising Bundling Discounts

Looking to showcase your brand across multiple mediums?

Contact: Phil Ganz at phil.ganz@aacr.org or 214-810-1940 for pricing discounts



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 2018:
<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 \$10,000

Deadlines: Space Reservation: Aug. 13

Materials Due: Sept. 3

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 attaché. 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: November 2

Net Rate:

Full-sheet (8.5"x11") \$5,000

Half-sheet (5.5"x 8.5") \$4,000

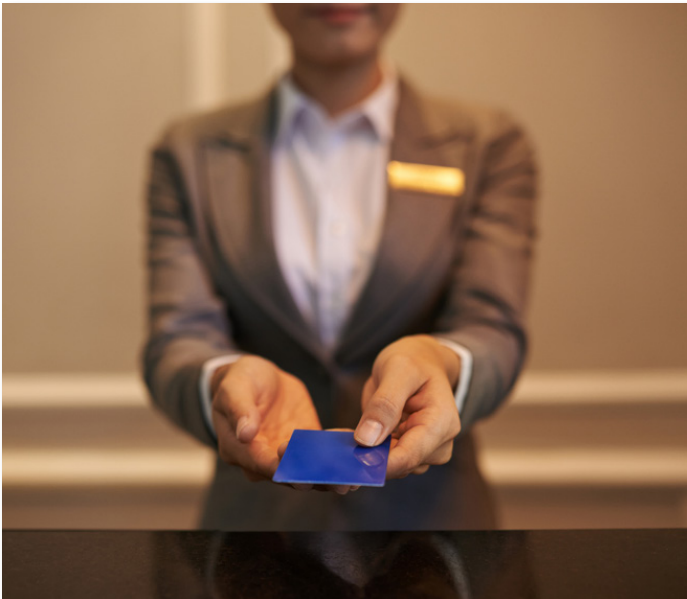
Note: Inserts not received by our Dallas bindery by the Nov. 2 deadline will not be placed in attendee attaché cases. No refunds will be issued.

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: \$7,500 + materials

Estimated material cost: \$14,000 (fine print)

Hotel:
Mandalay Bay (2200 rooms)
Delano (not available)

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



**YOUR
MESSAGE
HERE**

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: \$4,000 + hotel drop fee. Sponsor is responsible for printing Door Hangers.

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Room Drops

Get an Inside Advantage

AFFORDABLE SPONSORSHIP

Get an inside advantage by delivering your materials and messaging straight to the rooms of AACR 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 AACR 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 AACR must approve materials prior to production.

Material Deadline: Determined by each hotel

Net Rate: \$4,000 + hotel drop fee

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