



NEW ORLEANS, LA
NOVEMBER 9–12, 2019

A wide-angle photograph of the New Orleans skyline at night, viewed from the water. The Mississippi River Bridge is illuminated with warm lights, and its reflection is visible in the water. The city skyline, including the New Orleans Morial Convention Center, is also visible in the background.

EXHIBITOR PROSPECTUS



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THE EXHIBITS

REASONS TO EXHIBIT AT THE 2019 AARC CONGRESS

GET THE LEADS YOU WANT

Exhibitors collected more than **15,000** leads from influential therapists and decision makers in 2017. **These are the leads you want!**

LEARN THE LATEST RESEARCH

Learn the latest research by respiratory therapists in the OPEN FORUM at AARC Congress. **Plus, educational sessions tell you how therapists are practicing respiratory care and using your products.**

LAUNCH NEW PRODUCTS

Just got FDA approval on a new piece of equipment? Use AARC Congress as a platform to launch your product with a captive audience of nearly 6,000 potential buyers.

MONITOR INDUSTRY TRENDS

Gain insight into innovative technologies and treatments.

RELATIONSHIP BUILDING

Your presence builds the foundation for long-term customer relationships that can lead to future sales.

EDUCATION FOR YOUR SALES TEAM

Exhibitors can become more effective when their sales representatives **attend AARC Congress educational sessions**; allowing them to stay in-step with their customers and **earn CRCE credit.**

MEET CUSTOMERS COST-EFFECTIVELY

Nowhere else in respiratory care can you get in front of thousands of **industry-specific customers and prospects** in such a short period.

HOST FOCUS GROUPS

Test new product ideas and **get immediate feedback from users.**

REACH INTERNATIONAL MARKETS

AARC Congress **consistently** attracts international attendees from **30+ countries.**

BOTTOM LINE

AARC Congress is one of the most cost-effective means to generate visibility and profitable leads for your company.

**EXPAND YOUR PROSPECT
BASE AND STRENGTHEN
CUSTOMER RELATIONSHIPS**

The AARC Congress Exhibit Hall not only allows you to showcase your products and/or services and make important first impressions, it helps you strengthen existing customer relationships, too.

According to a Simmons Market Research Bureau study, 91% of respondents attending tradeshow say they are “extremely useful” as a source for product purchasing information. That’s higher than any other source, including on-site visits from sales representatives.

Floorplan

[Click here](#) to view the floorplan of the Ernest N. Morial Convention Center in New Orleans, LA.

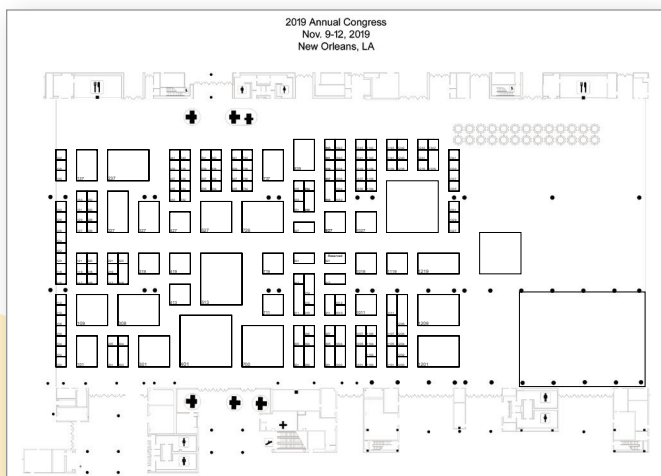


Exhibit Hall Hours*

Saturday, November 9	10:30 am – 4:00 pm
Sunday, November 10	9:30 am – 3:00 pm
Monday, November 11	9:30 am – 2:00 pm

Install & Dismantle*

Installation Times:

Thursday, November 7	8 am – 5 pm
Friday, November 8	8 am – 5 pm

Dismantle Times:

Monday, November 11	2:30 pm – 8:00 pm
Tuesday, November 12	8:00 am – 12:00 pm

*Times subject to change

EXHIBITING PAYS OFF

Average cost to **identify a potential customer** through an exhibition: **\$96**

Cost to identify a single prospect by **means other than an exhibition**: **\$443**

Average cost to close a sale **with an exhibition lead**: **\$2,188**

Average cost to close a sale **without an exhibition lead**: **\$3,102**

Source: *The Cost-Effectiveness of Exhibition Participation*

- The AARC and the Ernest N. Morial Convention Center will not assume any responsibility for loss or damage to exhibits, equipment, personal belongings, etc., during the installation and dismantling periods.
- Exhibit installation must be completed by Friday, November 8th at 5:00 p.m. The AARC and FREEMAN, the official service contractor, may, without incurring any liability for damage or loss, install property of any exhibitor who has failed to do so at the sole expense of the exhibitor.
- Dismantling exhibits or preparing to dismantle before the show closes will result in the loss of priority points and/or could ban exhibiting company from exhibiting with the AARC in the future.
- A 30-minute interval exists between the show closing at 2:00 p.m. and dismantling at 2:30 p.m. This interval allows the attendees to clear the hall and for the aisle carpet to be removed so that empty crates can be returned to the floor. Cartons for display materials will be returned as promptly as possible to each booth after the official show closing.
- All exhibits must be packed, and material handling/outbound shipping forms completed, by 12 noon on Tuesday, November 12th.

QUICK FACTS:

WHY DO MEMBERS ATTEND AARC CONGRESS?

57%

57% of AARC Congress attendees say their primary reason to enter the exhibit hall is to **engage in clinical discussion with industry experts.**

Source: AARC Congress 2016 attendee survey

Booth Pricing

In-Line

	Square Footage	Price
10x10 In-Line	100	\$ 4,995.00
10x20 In-Line	200	\$ 9,990.00

Islands — Includes \$3,400 Island Upgrade Fee and Size Discount

	Square Footage	Price	Size Discount
10x20 Island	200	\$ 13,390.00	
20x20 Island	400	\$ 23,380.00	
20x30 Island	600	\$ 33,370.00	
30x30 Island	900	\$ 43,630.00	\$ 4,725.00
30x40 Island	1,200	\$ 57,040.00	\$ 6,300.00
40x40 Island	1,600	\$ 66,520.00	\$ 16,800.00
40x50 Island	2,000	\$ 82,300.00	\$ 21,000.00
50x50 Island	2,500	\$ 88,900.00	\$ 39,375.00

We can merge booths to make any size you desire



Priority Location Fee — \$250 Per 100 Square Feet

	Square Footage	Price
10x10	100	\$ 250.00
10x20	200	\$ 500.00
20x20	400	\$ 1,000.00
20x30	500	\$ 1,250.00
30x30	900	\$ 1,500.00
30x40	1,200	\$ 3,000.00
40x40	1,600	\$ 4,000.00
40x50	2,000	\$ 5,000.00
50x50	2,500	\$ 6,250.00

Miscellaneous Upgrades

	Price
Corner	\$ 885.00
Island	\$ 3,400.00

Size Discounts — Per Square Foot

Square Footage	Discount Level	Price
0 – 750 sq. ft.		
751 – 1500 sq. ft.	Level 1 Discount	\$ 5.25
1,501 – 2,250 sq. ft.	Level 2 Discount	\$ 10.50
> 2,250 sq. ft.	Level 3 Discount	\$ 15.75

Meet the Profession's Leaders! Schedule your 3-day sales call with nearly 6,000 respiratory care professionals in New Orleans. You'll build lasting connections with new customers and reinforce existing relationships.

QUICK FACTS:

WHY DO MEMBERS ATTEND AARC CONGRESS?

60.6%

60.6% of attendees say their primary reason for entering the exhibit hall is to **see, touch, and manipulate** products and devices.

Source: AARC Congress 2016 attendee survey

Booth Fee Includes:

- Six exhibitor badges (\$450 value per badge) — for exhibit booth personnel only — per 100 square feet of purchased exhibit space.
- Draped aluminum supports, 8' high in back and 3' high on two sides (drape is not included with an island rental).
- One 7"x 44" identification sign with exhibitor name, city, state, and booth number. The exhibiting company name to be displayed is the name listed on the booth contract.
- Exposure in AARC Congress publications** including but not limited to: AARC Times, Advance Program (online), Final Program (print), AARC Congress App and more.
- 24-hour security in the exhibit hall beginning with set-up and ending at the conclusion of move-out. Individual booth security is at exhibitor's expense.
- Two-day exhibitor move-in.
- One AARC Congress Program per booth. Additional programs will be available for purchase.

**Exposure is via the exhibitor list. Paid advertising is also available in AARC Congress publications (print and digital).

Booth Fee DOES NOT Include:

- Furniture and/or Accessories
- Carpet
- Audio-Visual
- Electricity
- Internet
- Phone
- Freight & Material Handling
- Storage of Crates & Empties
- Lead Retrieval Devices
- Trash Cans in Booth
- Cleaning services within your booth space
- Labor & Other Services Needed for Your Exhibit Space

EXHIBITING AT AARC CONGRESS 2019

Attendees come to see your products and services and learn how they can improve patient care, making the AARC Congress your best place to demonstrate your products and make connections.

22% of attendees are managers*

84% of attendees say the exhibit hall influences their purchasing decisions

Prepare to discover new prospects, strengthen existing relationships and close some deals.

* Source: 2017 AARC Congress attendee survey



86%

FACE TIME MATTERS

86% of attendees use face-to-face interaction at exhibitions to become aware of new products, evaluate vendors for future purchase, and/or narrow their choices to preferred vendors.

Source: Center for Exhibition Industry Research



FOR INFORMATION ONLY!

Exhibitor Contract

This agreement made and entered into this _____ day of _____, 2019, by and between the American Association for Respiratory Care, Irving, Texas hereinafter referred to as AARC, and _____ hereto referred to as Exhibitor.

WITNESSETH: That in consideration of the premises and the mutual covenants herein contained, the parties hereto agree as follows:

- _____ **FIRST:** AARC will permit Exhibitor only to occupy booth # _____ during AARC Congress 2019 to be held November 9–12, 2019, in New Orleans, LA, USA. Exhibit dates will be November 9–11, 2019.
- _____ **SECOND:** Exhibitor agrees not to sublet or to otherwise assign, to any person or organization whatsoever, any right to occupancy space covered by this statement.
- _____ **THIRD:** Exhibitor agrees to limit all AARC convention-related activities to within their assigned booth space(s).
- _____ **FOURTH:** Exhibitor agrees to read and adhere to the 2019 Rules and Regulations and policies detailed in the Exhibitor Prospectus.
- _____ **FIFTH:** The AARC has the right to deny or remove any exhibitor who is not in compliance with the spirit of the show.
- _____ **SIXTH:** Upon approval of this application/contract, Exhibitor agrees to pay and comply with the following payment schedule for the amount due:
- _____ **ON-SITE BOOTH PURCHASES ONLY*:**
- Island booths require a \$5,000 deposit.
 - All other booths require a deposit equal to 10% of your booth price or \$1,500 (whichever is greater).

\$_____ deposit and comply with the following payment schedule for the balance due:

20% due by January 31, 2019

50% due by February 28, 2019

100% due by March 31, 2019

*Booths purchased on-site must be paid in full by 3/31/19 unless other arrangements have been made with Show Management.

- _____ **SEVENTH:** AARC reserves the right to relocate any space to be occupied hereunder by Exhibitor. Upon receiving from AARC notice of such relocation, Exhibitor, notwithstanding any other provision hereof, may cancel this agreement without penalty and shall be entitled to the return of any previously paid exhibit rental fee.

SAMPLE CONTRACT

EIGHTH: Exhibitor agrees to indemnify AARC against and hold it free from any and all claims arising from loss or damage to Exhibitor's property whatsoever cause occasioned, and wheresoever such property is located during the period in which AARC occupies the Ernest N. Morial Convention Center, except for such injury or losses may be proximately caused by willful and malicious misconduct on the part of any full-time regular payroll employee of AARC. Exhibitor agrees to indemnify AARC and the Ernest N. Morial Convention Center from and against any and all claims, losses or damages to persons or property.

NINETH: Exhibitors who pay with a check or wire transfer understand that the AARC will hold the booth if purchased between December 7, 2018 and April 30, 2019 for seven (7) days and if purchased between May 1, 2019 and August 31, 2019 for five (5) days to allow time for the money to reach us. If we have not received your money within that timeframe, we will reach out to you once. If we don't hear back from you, we reserve the right to release your booth for purchase by other potential exhibitors. After August 31, 2019 all booths must be paid in full with a credit card unless other arrangements have been made with Show Management.

CANCELLATION PENALTIES:

In the event the Exhibitor wants to cancel this agreement all rights, duties, liabilities and obligations hereunder shall terminate except the Exhibitor will be liable for and agrees to pay AARC according to the following cancellation fee schedule:

Prior to 5:00 pm Central Time on March 15, 2019: Forty percent (40%) of the exhibit rental fee reserved hereunder. *

After 5:00 pm Central Time on March 15, 2019, and prior to 5:00 pm Central Time on May 31, 2019: Sixty percent (60%) of the exhibit rental fee reserved hereunder.*

After 5:00 pm Central Time on May 31, 2019 and prior to 5:00 pm Central Time on July 15, 2019: Eighty percent (80%) of the exhibit rental fee reserved hereunder.*

After 5:00 pm Central Time on July 15, 2019 and prior to 5:00 pm Central Time on August 31, 2019: Ninety percent (90%) of the exhibit rental fee reserved hereunder.*

After 5:00 pm Central Time on August 31, 2019: One hundred percent (100%) of the exhibit rental fee reserved hereunder.*

*Such cancellation requests shall only be effective when written notice is received by AARC, Irving, Texas.

DOWNSIZE PENALTIES:

In the event an exhibitor requests to downsize their contracted booth to a smaller one, the Exhibitor will be liable for and agrees to pay AARC according to the following downsize fee schedule:

Prior to March 15, 2019: Difference minus 25% of the costs between the two booths.

Between March 16, 2019 and May 31, 2019: Difference minus 40% of the costs between the two booths.

Between June 1, 2019 and July 15, 2019: Difference minus 60% of the costs between the two booths.

Between July 16, 2019 and August 31, 2019: Difference minus 80% of the costs between the two booths.

After August 31, 2019: Difference minus 90% of the costs between the two booths.

AARC has the right to relocate any company which chooses to move or downsize their booth. AARC does not guarantee the new booth will be in the same area/location as the previously contracted booth.

***FAILURE TO MAINTAIN A CURRENT PAYMENT HISTORY WITH THE AARC CAN RESULT IN SUSPENSION OF ALL SERVICES FROM AARC AND ITS SUBSIDIARIES.**

THE EXHIBITORS

EXHIBITOR LIST

2012-2018

3M Medical Solutions Division
Aerogen
AG Industries
Airgas Healthcare
Airon Corporation
Airway Development Corporation
AIT Therapeutics, Inc.
Alere, Inc.
Allergy & Asthma Network
Alpha-1 Foundation
Ambu, Inc.
American College of Chest Physicians
American Lung Association - Las Vegas
Analytical Industries, Inc.
ARC Medical Inc.
Atlas MedStaff
Aureus Medical Group
Avanos Medical
Avkin, Inc.
B&B Medical Technologies
Baitella AG
Barnes Jewish Hospital
Bay Corporation
Baylor Health Care System
Bernoulli
Best Rest Solutions
Bio-Med Devices Inc.
Biovo Technologies
BJC Healthcare
Boehringer Ingelheim
Pharmaceuticals, Inc.
Breas Medical
Breathe Technologies
Bunnell Incorporated
Cadwell Laboratories, Inc.

CDC/Office on Smoking and Health
Chiesi
Children's Hospital Colorado
Circadiance
Circassia Pharmaceuticals Inc
CleanSpace
Cleveland Clinic
Clinical Trac
ConMed
Cooper Surgical
COPD Foundation
Cornerstone Therapeutics
Cross Country Allied
D R Burton
Dale Medical Products Inc.
DataArc
Dey Pharma, L.P.
Discovery Laboratories, Inc.
Draeger Inc.
Drive Medical
Electromed, Inc.
Elsevier
Elsevier Publishing
Emory Healthcare
ENDOCLEAR
EspriGas
Excelsior College
Fisher & Paykel Healthcare Inc
Flexicare Inc.
FloSure Technologies LLC
Fobi Medical
Forest Pharmaceuticals, Inc.
Ganshorn LLC
Gaumard Scientific
GE Healthcare

GEICO
Genentech
Genentech
Genstar Technologies Co, Inc. (Gentec)
Getinge (formerly Maquet)
GlaxoSmithKline
Goldstein & Associates
Grand Canyon University
GVS North America
Hamilton Medical Inc
Health & Life Co, Ltd.
HHS-Center for Disease Control/NIOSH
Hill-Rom
Hollister Incorporated
iG Valves
Impact Instrumentation, Inc.
IMT Analytics AG
Independence University
IngMar Medical Ltd
Inovytec
Insmed Inc
Instrumentation Industries Inc
Instrumentation Laboratory
International Biomedical
International Biophysics Corporation
Intersurgical, Inc
Invacare Corporation
Jones & Bartlett Learning
Kettering National Seminars
Lambda Beta Society
Lee Memorial Health Systems
Liberty University
LifeHealth
Lincare
LRS Healthcare
Mallinckrodt Pharmaceuticals
Marpac, Inc.
Masimo
Maxtec
Mayo Clinic
Med Systems
Medical Staffing Network
Mediware
Medline Industries Inc
Medtronic
MeHow Innovative Ltd
Mercury Medical
Merit Medical
Merits Health Products
Methapharm
MGC Diagnostics
Mighigan Instruments



EXHIBITOR LIST (CONT.)

2012-2018

Mindray Bio-Medical Electronics
MIR - Medical International Research
Monaghan Medical Corporation
Monet Medical, Inc.
Morgan Scientific
Mylan Inc.
National Board For Respiratory Care
(NBRC)
National Disaster Medical System –
(HHS)
ndd Medical Technologies
NeilMed Pharmaceuticals, Inc.
NeoForce Group
Neotech Products LLC
Nephron Pharmaceuticals
NEVAP
New Aera
Nonin Medical, Inc.
Northeast Georgia Medical Center
Nova Biomedical
nSpire Health
NSU-College of Health Care Sciences
NYU Langone Medical Center
Ohio Medical
Ottawa University
OxyFits, Inc.
Oxy'Nov Inc.
Passy-Muir Inc
Pegasus Research Corporation
Percussionaire Corp
Perma Pure
Pfizer, Inc
Pharmaxis
Philips Healthcare

Pima Medical Institute
Pima Medical Institute
Praxair Healthcare Services
Precision Medical, Inc.
Pryor Products
Pulmodyne
Pulmonary Fibrosis Foundation
Pulmonary Hypertension Association
Pulmonary Wellness
PulmOne Advanced Medical Devices,
Ltd.
Radiometer America
ReddyPort
ResMed
Respiralogics
Respiratory Therapeutics Group
Respiratory Therapists Society of the
Republic of China
RespirTech
Rheabrio
RMS Medical Products
Roche Diagnostics
RT/Sleep Review
Salter Labs
Saudi Society for Respiratory Care
Seattle Children's
Sentec
Seoil Pacific Corp.
Shinano Kenshi Corporation
Siemens Healthineers
Smiths Medical
SoClean Inc.
SunMed
Sunovion Pharmaceuticals

Swisslog Healthcare Solutions
Tahyer Medical
TandemLife
Tanner Health System
Tecme Corporation
TELECOR Inc.
Teleflex
The FACES Foundation
The University of Chicago Medicine
Thorasys Thoracic Medical Systems Inc.
TRACOE medical GmbH
Trajecsys Corporation
Tri-anim Health Services
TSI, Inc.
UCLA Health
University of Virginia Health System
Vapotherm, Inc.
Ventec Life Systems
Ventisim
Ventus Medical
Verathon Medical
Vero Biotech
VibraPEP
Vidant Health
Virtuox
Vision-Sciences, Inc.
VORTRAN Medical Technology
Vyaire Medical
Welch Allyn, Inc.
Westmed
Wilmarc Medical
WTU Systems
ZOLL Medical Corporation
...and many more!



PRODUCTS AND SERVICES EXHIBITED

Adapters/Connectors
Aerosol Delivery Devices
Airway Devices
Ambulation Devices, Critical Care (In-Hospital)
Analyzers
Beds
Blood Gas Devices/Supplies
Blood Pressure Devices
Books
Breathing Retrainers
Bronchoscopes/Supplies
Calorimeters
Capnographs/Capnometers
Cardiac Diagnostics
Chest Physiotherapy Devices
Compressors
Cough-Assist Devices
CPAP/Bi-Level Devices
Defibrillators
Disposables
Distributor
Education, Patient and Family

Education/Training, Professional
Equipment Accessories
Equipment Cleaning/Disinfection
Equipment Rental/Leasing
Equipment Repair
Equipment, Used
Filters
Gas Administration Devices
HEPA Filtration
Humidifiers
Hyperbaric Oxygen Chambers/ Services/ Supplies
Incentive Spirometers
Incubators
Infant Warmer
IPPB
Isolation Chambers
Management/Business Services
Manometers
Masks
Medical Gas Administration Devices
Medical Gas Supplies

Monitors
Nitric Oxide Devices
Nose Clips
Oxygen Delivery
Peak Flow Meters
Personal Protective Equipment
Pharmaceuticals
Pulmonary Function Testing
Pulse Oximetry
Recruitment
Resuscitation Equipment
Sleep Diagnostics
Sleep Products
Software
Spirometers
Stethoscopes
Suction Devices & Supplies
Test Lungs
Testing and Research Equipment
Tracheostomy Supplies
Ventilator Supplies
Ventilators

Housing Information

All confirmed exhibitors will receive hotel room block information via email summer 2019.

Exhibitor Kit

- Freeman is the official service contractor and audio/visual provider for AARC Congress 2019. Order forms will be in the Exhibitor Kit which will be emailed to confirmed exhibitors summer 2019.
- Non-official service contractors must return a completed Work Authorization Form to the AARC no later than Monday, October 7, 2019. Forms will be included in your Exhibitor Kit.

“The AARC Congress is the crown jewel of the association's activities. No other meeting compares in terms of exhibits and quality of the program. If I could attend only one meeting a year, it would be the AARC annual meeting.”

Richard Branson, MSc, RRT, FAARC

QUANTITY + QUALITY = MULTIPLE LEADS

With nearly 6,000 attendees, no other meeting in your marketing plan offers such a large gathering of respiratory therapists of this caliber.



Exhibitor Badges

PLEASE NOTE: The booth manager is the only person authorized to make any changes. Please be sure whomever is designated as the “Booth Manager” will be available from setup until the close of the show.

- Exhibitors will be required to show a photo ID and a company business card (indicating they are an employee) when picking up their exhibitor badge.
- Exhibitors receive six (6) exhibitor badges (for booth personnel only) per 100 square feet of purchased exhibit space. For example: an exhibitor with one 20’ x 20’ island will be allotted 24 exhibitor badges.
- Bulk pick up of exhibitor badges is no longer allowed. Exhibit personnel must pick up their own badge at Exhibitor Registration.
- The AARC Congress exhibitor badge allows exhibitors to attend all AARC Congress educational and poster sessions. Respiratory therapists who are registered as an exhibitor may receive CRCE credit. More details will be provided to exhibitors when AARC Congress registration opens.
- Exhibitor badges are non-transferrable.
- Exhibitor badges worn by anyone other than the individual whose name is shown on the badge will have the badge confiscated. The original badge holder and the individual wearing the badge will both be asked to leave the exhibit hall.
- Exhibitors are not allowed to place a business card over their official AARC Congress name badge or alter their badge in any way.
- Badged exhibitors will have access to the Exhibit Hall two hours prior to exhibits opening and one hour after closing.
- Models working for exhibitors must wear an official AARC Congress name badge.
- Only persons wearing an official AARC Congress name badge will be allowed to enter the Exhibit Hall.
- The AARC does not issue “Guest” badges.
- Exhibitor badges are for exhibiting company’s employees working as booth personnel only. Individuals who are distributors for or doing business as a rep for your company CANNOT use a badge from your badge allotment. They must secure their own badge.



WHO EXHIBITS

70%
**ARE REPEAT
EXHIBITORS**

EQUIPMENT / PHARMACEUTICALS

Manufacturers and distributors of health care equipment, devices, technology, supplies, services, and pharmaceuticals

CAREER OPPORTUNITY

Hospitals and health care systems, military services, schools of respiratory care, and colleges and universities

MARKET RESEARCH

Market research companies who gather respiratory care and/or health care-related information from attendees

PUBLICATIONS / EDUCATIONAL RESOURCES

Publishers of books, magazines, educational resources, and training materials for continuing professional education

ASSOCIATIONS / SOCIETIES / FOUNDATIONS

Nonprofit organizations

Meeting Room Requests

- The AARC does not guarantee the availability of meeting room space for exhibitors. Available meeting room space, other than what the AARC needs for our own needs, varies from year to year and location to location. There is no guarantee we will be able to accommodate any or all of the requests we receive for meeting room space.
- The AARC will not approve meeting room requests that involve AARC Congress attendees during AARC Congress events/session times.
- Meeting rooms are approved/assigned on a first come-first served basis.
- Exhibitors will be charged \$500* (payable to the AARC prior to AARC Congress) for meetings or receptions in which AARC Congress attendees are invited and no accredited education is offered.
- Exhibitors can offer accredited education with the approval of the AARC. Exhibitor will be charged \$3,000* (payable to the AARC prior to AARC Congress) for meetings or events in which accredited education is offered.
- The exhibitor will be responsible for all costs associated with the room including but not limited to: food and beverage, room rental fee charged by hotel/convention center, audio/visual, internet, room set up, etc. All these fees will be charged directly to the exhibitor by the hotel.
- The deadline to submit meeting room requests and changes to approved requests is August 31, 2019. No exceptions.

** These fees are independent of fees that may be charged by the hotel.*

Meeting Room — Allowed

- An exhibiting company can hold company meetings, or meetings AARC Congress attendees are invited to, during AARC Congress as long as it is not during AARC Congress session times.
- Exhibitors can offer accredited education with the approval of the AARC. Exhibitor will be charged \$3,000* (payable to the AARC prior to AARC Congress) for meetings or events in which accredited education is offered.

Meeting Room — Not Allowed

- Exhibitor can't charge anyone to attend their meeting(s)/event.
- The AARC will not approve any meeting room requests for events that involve AARC Congress attendees during AARC Congress event/session hours.

** These fees are independent of fees that may be charged by the hotel.*

EXHIBITOR FREQUENTLY ASKED QUESTIONS:

Q: When will the Exhibitor Kit be sent out?

A: The Exhibitor Kit will be sent to all confirmed exhibitors in summer 2019.

Q: How many badges will I receive with my booth?

A: Each exhibitor will receive six (6) badges per 100 square feet of purchased booth space. i.e. a 20 x 20 booth will receive 24 badges.

Q: If I don't need all the badges I get with my booth, can I give them to clients, friends, etc.?

A: No, you can't. Exhibitor badges are to be used by company employees who are booth personnel. Anyone caught wearing an exhibitor badge who is not an employee of the exhibitor will have the badge confiscated and the person will be asked to leave the facility. The exhibitor also risks losing the privilege to exhibit at AARC events in the future.

Q: Does an exhibitor badge grant me access to all AARC Congress sessions?

A: The exhibitor badge is for booth personnel only. The badge provides access to all AARC Congress sessions and the ability to earn CRCE if offered.

Q: What hours are exhibitors allowed in the Exhibit Hall?

A: Exhibitors are allowed in the Exhibit Hall two (2) hours before it opens and one (1) hour after it closes.

Q: Is there a theme for the show?

A: No, the AARC does not designate a theme for our show.

Q: Can I send out an email blast to attendees before the show?

A: Yes. The AARC does sell e-blast opportunities through our lead retrieval partner "Xpress Leads". However, no attendee email addresses nor the number of emails sent will be shared with the exhibitor.

Q: Can I giveaway promotional products (branded pens, power banks, mugs, etc.) at my booth?

A: Yes, you can giveaway promotional products at your booth as long as they are given to everyone with no drawing, raffle, etc. associated with them. It is the exhibitor's responsibility to make sure they are adhering to any industry guidelines and laws related to giveaways to prospective clients and/or current clients.

Q: Is the AARC affiliated with any third party housing companies?

A: No. It's important to know that unauthorized housing entities will contact attendees and exhibitors to book New Orleans hotel reservations. Only the phone numbers and link on the AARC Congress housing page are authorized by the AARC. Neither the AARC, nor our hotel's housing department/Group Services, will be making unsolicited calls or sending emails regarding hotel reservations. Booking through an unofficial housing company puts you at risk for losing significant deposits and hotel reservations, and incurring hidden costs.

Q: What is the height limit for booths and islands?

A: Islands: Height restriction of 20 feet including signs, company name, logo, lighting trusses or any other type of lighting or standing fixtures or structures.

In-line and corner booths: All display structures, fixtures and signage are restricted to a maximum height of 4 feet in the front 5 feet of the booth, and a maximum of 8 feet in the back 5 feet of the booth.

Q: Can I serve food in my booth?

A: No outside food or beverages, including bottled water, may be brought into the Ernest N. Morial Convention Center. No alcohol is allowed in the Exhibit Hall. A catering request form will be included in the Exhibitor Kit. Once your request has been approved, you will deal directly with the Ernest N. Morial Convention Center.

Q: When will the hotel room block information be sent out?

A: Hotel room block information will be sent to all confirmed exhibitors in summer 2019.

Q: Can exhibitors earn CRCE credits?

A: Yes, the AARC exhibitor badge allows exhibitors to attend all education and poster sessions. Respiratory therapists who are exhibit booth personnel may receive CRCE credit for the sessions they attend that offer them.

Q: Do exhibitors get a copy of the attendee list?

A: No, the AARC does not sell or provide our member or attendee list to anyone. It's important to know that unauthorized marketing entities will contact exhibitors to try to sell the AARC Congress attendee list. They do NOT have our list.

THE ATTENDEES

PREVIOUS ATTENDEES INCLUDE

Clinicians from these institutions (and more)

Ablecare Health Equipment, Inc.
Advocate Children's Hospital
Akron Childrens Hospital
Alaska VA
Alexian Brothers Hospital
All Children's Hospital
American University of Beirut
Anne Arundel Medical Center
Apria Healthcare
Arkansas Allergy and Asthma Clinic
Arkansas Children's Hospital
Aseracare Hospice
Asian University Hospital
Barnes Jewish Hospital
Baylor Martha Foster Lung Care Center
Baylor University Medical Center
Boston Medical Center
Brigham and Women's Hospital
British Columbia Children's
Hospital, Canada
Broadway Medical Supply Company
Brooke Army Medical Center
Cambridge Health Alliance
Carolinas Medical Center
Central Texas Rehabilitation Hospital
Chang Gung Hospital
Changhua Christian Hospital
Charleston Area Medical Center
Children's Healthcare of Atlanta
Children's Hospital Boston
Children's Hospital of California
Children's Hospital of Philadelphia
Children's Medical Center of Dallas
China Medical University
China Medical University Hospital
Cincinnati Childrens Hospital
Medical Center
Cleveland Clinic
Dartmouth Hitchcock Medical Center

Dhahran Health Center, Saudi Arabia
Duke University Medical Center
Einstein Medical Center
Fairview Hospital
Florida Hospital
Fort Wood Army Hospital
Grupo Angeles Salud
Harborview Medical Center
High Plains Sleep Disorders Center
Holden Hospital Supply, Inc.
Home Life Oxygen
Hong Kong Adventist Hospital, China
Hospital Angeles Del Pedregal, Mexico
Hospital Del Maestro
Inova Fairfax Hospital
Japanese Nursing Association
Jewish General Hospital, Canada
Johns Hopkins Hospital
Kaiser Permanente
King Abdulaziz Hospital, Saudi Arabia
King Faisal Specialist Hospital &
Research Centre, Saudi Arabia
King Khalid Hospital, Saudi Arabia
King Saud Bin Abdulaziz University
for Health Sciences, Saudi Arabia
Kirigaoka Tsuda Hospital
Lakeland Regional Medical Center
LDS Hospital
Lifeline Sleep Disorders Center
M.D. Anderson Cancer Center
Maine Medical Center
Massachusetts General Hospital
Mayo Clinic
MedPro Respiratory Care
Memorial Herman Texas Medical Center
Memorial Sloan Kettering Hospital
Mount Sinai Hospital
National Institute for Respiratory Disease
National Institutes of Health

National Jewish Health
Nebraska Heart Hospital
New York University Medical Center
Ochsner Clinic Foundation
Oslo Universitets Sykehus, Norway
Philips Home Healthcare Solutions
Pima Medical Institute
Puerto Rico Hospital Supply
Rainbow Babies and Children's Hospital
Respiratory Therapists Society of the
Republic of China
Riyadh Military Hospital, Saudi Arabia
Rochester General Hospital
Rush University Medical Center
San Francisco General Hospital
Seattle Children's Hospital
Select Specialty Hospital
Shands Hospital
Shanghai 10th Peoples Hospital, China
Shriners Hospitals for Children
Sleep & Neurodiagnostics Institute
St. Alexius Medical Center
St. Jude Children's Research Hospital
Stanford Hospital and Clinics
Taiwan Society for Respiratory Therapy
Tampa General Hospital
Texas Children's Hospital
The University of Tokushima, Japan
Tokushima University Hospital, Japan
Tufts Medical Center
UC San Diego Health System
UCLA Medical Center
University of Chicago Medical Center
University of Cincinnati
United States Air Force
United States Army
United States Navy
VA Medical Centers
...and many more!



QUICK FACTS:

WHO ATTENDS
AARC CONGRESS

84.4%

84.4% of attendees influence purchasing decisions in their organizations.

Source: AARC Congress 2017 attendee survey

ATTENDEES' RESPIRATORY
THERAPY EXPERIENCE

With experience comes more tenure, more professional influence, and a greater role in the purchasing decision.

< 5 Years	19.9%
6–15 Years	27.9%
16–25 Years	15.7%
> 25 Years	36.4%

DEGREES HELD
BY ATTENDEES

You want to reach people who are comfortable with and understand new technology. AARC Congress delivers with degreed professionals including more than 37% with bachelor's degrees.

Bachelor's Degree (BS, BSRC, BSRT, BBA, BA)	38%
Master's Degree (MS, MHA, MEd, MA, MBA, MSJ, MPA, MSRC, MSed, MSc)	34%
No Response	13%
Associate's Degree (AAS)	11%
Doctorate Degree (PhD, DHSc)	4%





CREDENTIALS OF ATTENDEES

AARC Congress attendance mirrors the profession, giving you the people who use your products.

RRT	63%
RRT-NPS	14.2%
CRT	5.4%
RRT-ACCS	4.6%
LPN/RN	3.9%
CPFT	2.5%
RPFT	2%
AE-C	2%
MD	1.4%
RPSGT	.5%
RRT-SDS	.4%

NOTE: Some attendees list multiple credentials.

JOB FUNCTION OF ATTENDEES

The job function of attendees spans the spectrum of positions in respiratory care. This ensures that you reach the entire decision making unit (the initiators, the gatekeepers, the buyers, and the users).

*Other: Medical Director, Pulmonary Function Technologist, Nurse, Disease Manager, Diagnostic Technologist, Patient Educator, Sleep Technologist, Physician, Pulmonary Rehab, Home Care, Transport, Long Term Care

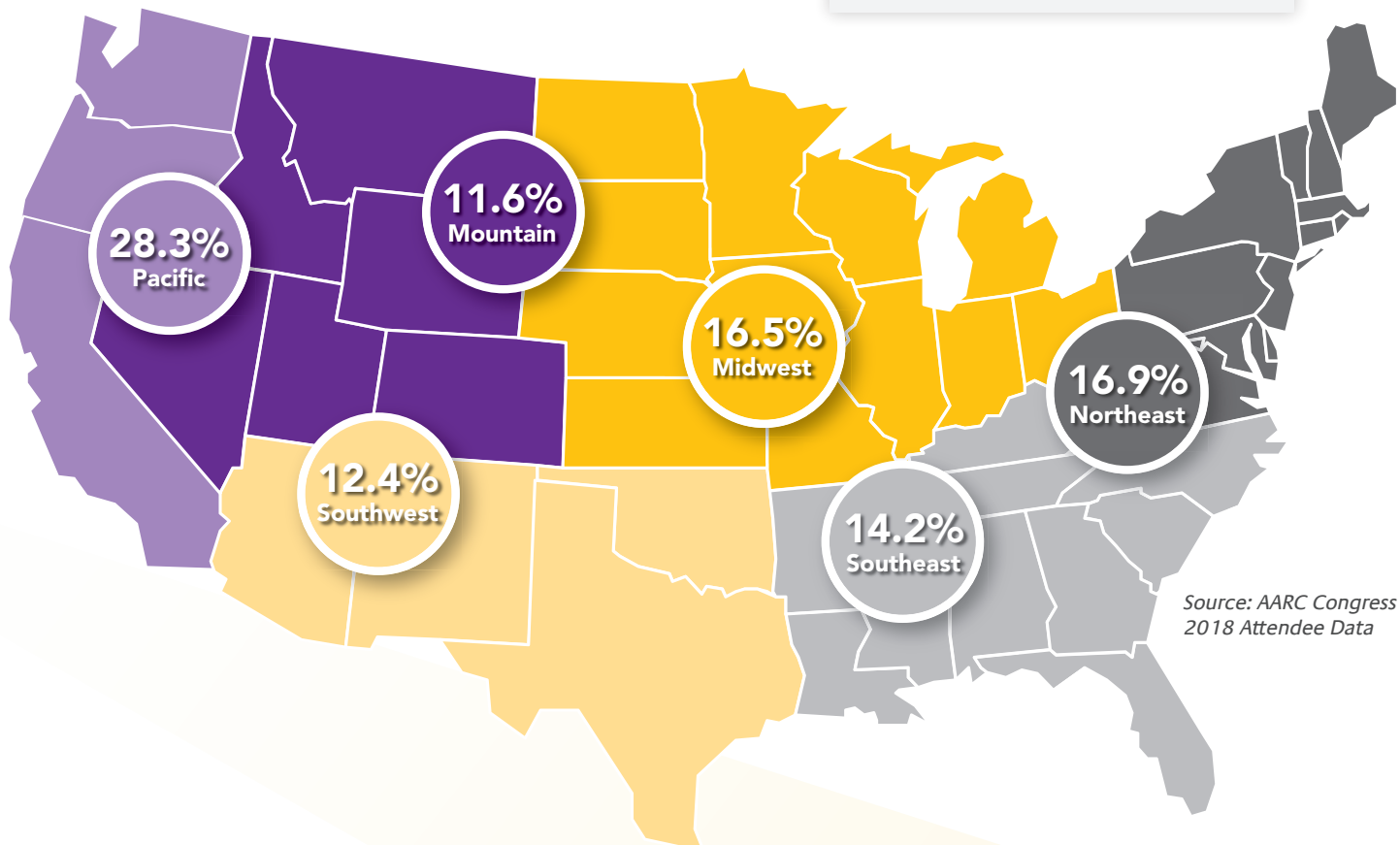
Source: AARC Congress 2017 attendee demographics

Student	2.5%
Neonatal/Pediatrics	13%
Education	23%
Staff Therapist	19%
Management	22%
Other*	20.5%

“AARC Congress is always our best show.”

ORIGIN OF ATTENDEES

Your exhibit reached the world with attendees from **all 50 states, DC, US Territories, and 30+ international countries.**



Source: AARC Congress 2018 Attendee Data

INTERNATIONAL ATTENDEES

represented include:

Afghanistan	Austria	Belgium
Brazil	Canada	Chile
China	Costa Rica	Czech Republic
France	Germany	India
Ireland	Italy	Japan
Mexico	Netherlands	New Zealand
Norway	Saudi Arabia	Singapore
South Korea	Taiwan	United Kingdom

“AARC Congress is four days of educational programs, including more than 200 sessions and 350 research presentations.”

Source: AARC Congress 2018 Attendee Data

THE LOCATION

ERNEST N. MORIAL CONVENTION CENTER

Events held in New Orleans just aren't the same as events held in other cities. Smiles are brighter. Handshakes are more energetic. Everyone is simply excited to be in one of the world's most storied and culturally rich destinations. Traditional, old-time jazz music enlivens the soul, the cuisine is incomparable, and the city's charm captivates.

The freshly renovated New Orleans Ernest N. Morial Convention Center is an essential component of what makes the city's major business events so successful. With 1.1 million square feet of contiguous exhibit space, the Convention Center is the sixth largest convention facility in the nation, and it consistently ranks in the country's top ten of facilities that hold the most conventions and tradeshow annually. Once the

meetings are over, the city's renowned restaurants and music clubs are a great way for visitors to relax and have some fun. The world-famous attractions of the French Quarter lay just steps away from the convention center, while the historic St. Charles streetcar line runs past the elegant homes of the Garden District. The excitement of New Orleans transforms an obligatory business trip into an unexpected experience.

