



NEW ORLEANS, LA  
NOVEMBER 9–12, 2019

A wide-angle photograph of the New Orleans skyline at night, viewed from across the water. The city lights are reflected in the water, and a large bridge is visible in the foreground.

# EXHIBITOR PROSPECTUS



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## **THE EXHIBITS**

Reasons to Exhibit . . . . .	3
Floorplan. . . . .	4
Exhibit Hall Hours . . . . .	4
Install & Dismantle Times . . . . .	4
Booth Pricing . . . . .	5
Booth Fee: Included and Not Included. . . . .	6
Sample Contract . . . . .	7–8

## **THE EXHIBITORS**

2012–2018 Exhibitor List . . . . .	9–10
Products and Services Exhibited . . . . .	11
Housing Information . . . . .	11
Exhibitor Kit . . . . .	11
Exhibitor Badges . . . . .	12
Meeting Room Requests . . . . .	13
Exhibitor Frequently Asked Questions (FAQs) . . . . .	14

## **THE ATTENDEES**

Previous Attendees . . . . .	15
Attendee Facts. . . . .	16–17
Origin of Attendees . . . . .	18

## **THE LOCATION**

Ernest N. Morial Convention Center . . . . .	19
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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**

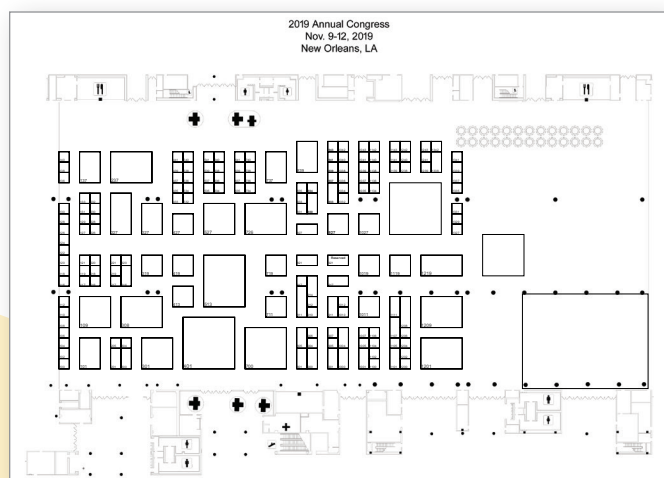
The AARC Congress Exhibit Hall not only allows you to showcase your products and/or services and make important first impressions, it helps you strengthen existing customer relationships, too.



According to a Simmons Market Research Bureau study, 91% of respondents attending tradeshows 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.  
VORTAN 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.

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





## 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*

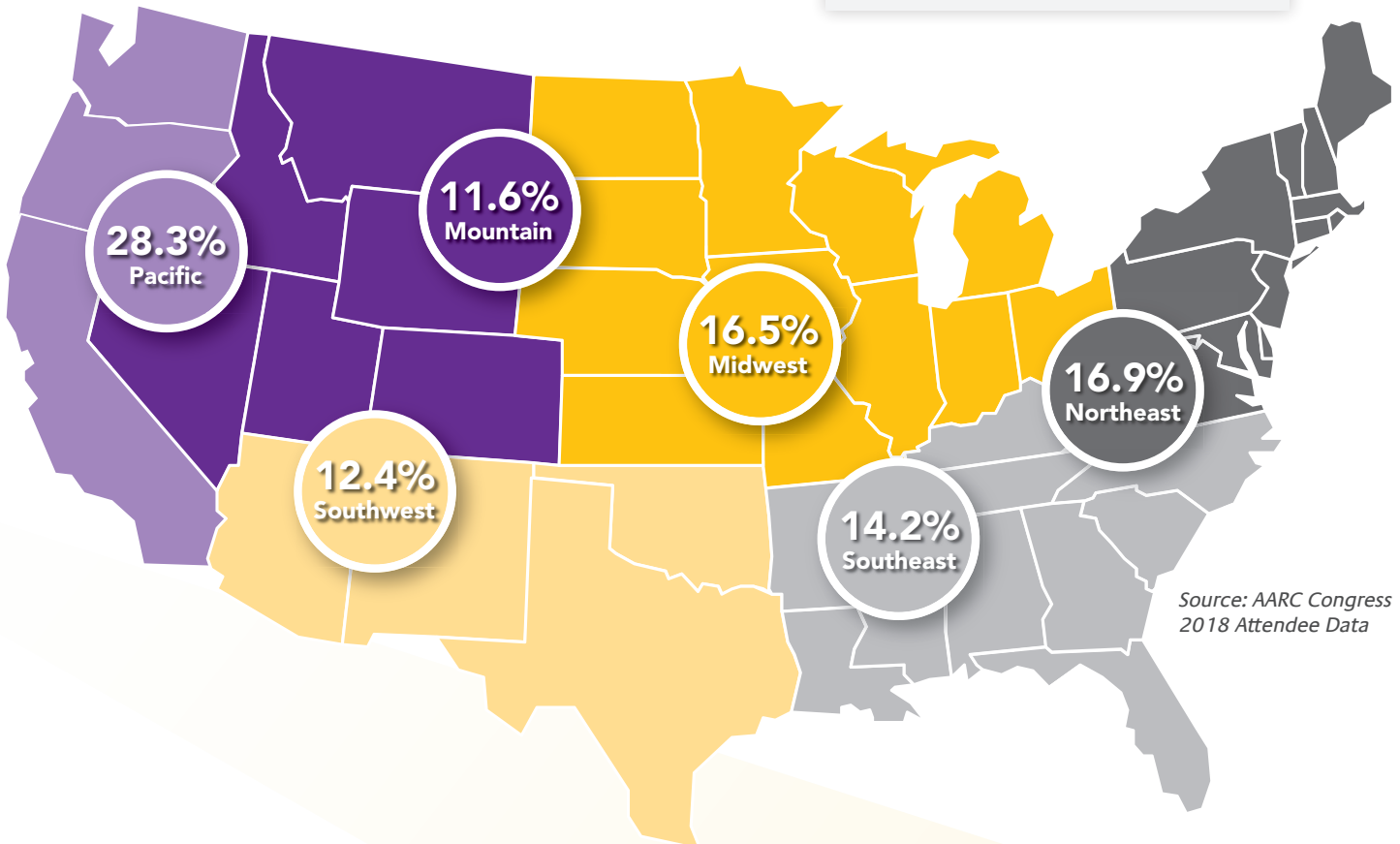
Source: AARC Congress 2017 attendee demographics

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.

