NEW ORLEANS, LA
NOVEMBER 9–12, 2019

SPONSORSHIP & ADVERTISING OPPORTUNITIES

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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.

CONGRESS DAYS

Saturday, November 9 through Tuesday, November 12

EXHIBIT HALL DAYS AND HOURS

Saturday, November 9
10:30am - 4:00pm

Sunday, November 10
9:30am - 3:00pm

Monday, November 11
9:30am - 2:00pm

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.

SPONSORSHIPS THAT FIT YOUR GOALS AND BUDGET

1. 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.

2. 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.

3. 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@aarc.org or 972-406-4698

ALL RATES ARE SUBJECT TO CHANGE WITHOUT NOTICE.
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Sponsorships Build Awareness and Ongoing Visibility
Reinforce your message – make your brand memorable outside the exhibit hall.

AARC Welcome Party
LOCATION: Convention Center
DETAILS:
■ This is a great way to thank meeting attendees for their business and reinforce your brand with future and potential customers
■ Full page advertisement in Congress Final Program
■ One-sided meter board recognizing your sponsorship
■ Lighted company logo (GOBO) on stage behind entertainment
■ Company representative can address the audience from the stage
■ Corporate representation to welcome attendees at the event is recommended

Keynote Address
LOCATION: Convention Center
DETAILS:
■ This Keynote address sets the stage for the information and technology of the next four days of the AARC Congress
■ Welcome remarks on stage by corporate representative
■ Leaderboard ad in on-line Congress Advance Program
■ Recognition in on-line and print versions of Congress Final Program
■ One-sided meter board in convention center
■ Logo displayed on iMag screens in room
■ Recognition in Pre and Post Congress AARC Times print and digital editions
■ Recognition from lectern at event

Closing Ceremony
LOCATION: Convention Center
DETAILS:
■ Welcome remarks on stage by corporate representative
■ Leaderboard ad in on-line Congress Advance Program
■ Recognition in on-line and print versions of Congress Final Program
■ One-sided meter board in convention center
■ Logo displayed on iMag screens in room
■ Recognition in Pre and Post Congress AARC Times print and digital editions
■ Recognition from lectern at event

SPACE RESERVATION DEADLINE: Monday, Sept. 16, 2019
MATERIALS DUE: N/A
INVESTMENT:
Custom pricing.
Doug Laher at 972-406-4698 or laher@aarc.org

INVESTMENT:
$15,000
CONTACT:
Doug Laher at 972-406-4698 or laher@aarc.org

INVESTMENT:
$10,000
CONTACT:
Doug Laher at 972-406-4698 or laher@aarc.org
SYMPOSIUM SPONSORSHIP

Breakfast Symposium

LOCATION:
Headquarters Hotel

DETAILS:
- Increase visibility for your products
- This sponsorship puts your message and product in front of a targeted audience in a credible environment
- Signage promoting the event in the convention center
- Exposure in the on-line Congress Advance Program
- Symposium does not compete with any other Congress event
- AARC will direct market and advertise the event to AARC membership/Congress attendees
- Sponsorship includes complimentary meeting space

“SPONSOR RESPONSIBILITIES”
- Course content, title, description, learning objectives and faculty
- CRCE application
- Financial responsibility:
  - Food & Beverage
  - Audio Visual
  - Faculty travel and honoraria
- Registration and roster management

BONUS:
- Free 8 ½ x 11 bag insert in the Congress attendee bag. ($3,000 Value) (Print, design and shipping costs are sponsor’s responsibility.) Complimentary Room Rental

Space Reservation Deadline: Contact Doug Laher for the deadline at 972-406-4698 or laher@aarc.org

Materials Due: Bag Insert to fulfillment Center by Thursday, Oct. 10, 2019

Investment: $25,000
Enduring content options available through AARC LMS starting at $20,000

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

Sunrise Symposium

LOCATION:
Headquarters Hotel

DETAILS:
- “Set it and forget it” - Sponsor provides topic, course description, learning objectives, CRCE application and faculty
- Turnkey option includes everything from breakfast symposium sponsorship PLUS the following:
  - Buffet breakfast for up to 225 attendees
  - “Standard” audio visual
  - Faculty travel, lodging and honoraria
  - Registration management
  - Roster management

BONUS:
- Free 8 ½ x 11 bag insert in the Congress attendee bag. ($3,000 Value) (Print, design and shipping costs are sponsor’s responsibility.) Complimentary Room Rental

Space Reservation Deadline: Contact Doug Laher for the deadline at 972-406-4698 or laher@aarc.org

Materials Due: Bag Insert to Fulfillment Center by Thursday, Oct. 10, 2019

Investment: $40,000

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

Sponsorships Build Awareness and Ongoing Visibility
Reinforce your message – make your brand memorable outside the exhibit hall.

Lunch Symposium
LOCATION:
Convention Center

DETAILS:
■ Lunch symposia are great venues, which allow your company to showcase its clinical prowess and superiority with attendees
■ Similar to the breakfast symposium but with a much larger audience
■ Sponsor selects content, faculty and whether or not you want it accredited for CRCE
■ Signage promoting the event in the convention center
■ Exposure in the online Congress Advance Program
■ Registration for the symposium is housed on your company website
■ Session does not compete with any other Congress event
■ AARC will direct market and advertise your event to AARC membership/attendees
■ Sponsor is responsible for all associated expenses

BONUS:
■ Free 8 ½ x 11 bag insert in the Congress attendee bag. ($3,000 Value) (Print, design and shipping costs are sponsor’s responsibility.)
■ Complimentary Room Rental

SPACE RESERVATION DEADLINE:
Contact Doug Laher for the deadline at 972-406-4698 or laher@aarc.org

MATERIALS DUE:
Bag Insert to Fulfillment Center by Thursday, Oct. 10, 2019

INVESTMENT:
$27,500 + Enduring content options available through AARC LMS starting at $20,000

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

Lecture/Symposia Sponsorship
LOCATION:
Convention Center

DETAILS:
■ 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
■ Recognition in the on-line Congress Advance Program and in the on-site Final Program’s session schedule
■ Recognition from lectern at event
■ Signage at the session’s entrance

SPACE RESERVATION DEADLINE:
Contact Doug Laher for the deadline at 972-406-4698 or laher@aarc.org

MATERIALS DUE:
TBD

INVESTMENT:
Plenaries $2,500 Symposia $700 Lectures $250

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

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
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.

Exhibit Hall Aisle Signs

**LOCATION:** Exhibit Hall

**DETAILS:**
- Catch the eyes of attendees who are trying to locate booths in the exhibit hall
- Help attendees find their way to you
- Signs are located above each aisle in the Exhibit Hall
- Endless exposure for your brand as attendees maneuver their way through the exhibit hall using the aisle signs for direction
- Twelve (12) Signs Available

**SPACE RESERVATION DEADLINE:** Monday, Sept. 16, 2019

**MATERIALS DUE:** N/A

**INVESTMENT:**
- 12 Signs/One Side = $12,500
- Double-sided = + $5,000

**CONTACT:** Pam Russell at 972-406-4653 or pam.russell@aarc.org

**QUICK FACTS:**

**FACE TIME MATTERS**

57% of all attendees state clinical conversations with industry experts are the #1 reason they go in the exhibit hall.

Source: AARC Congress 2016 attendee survey

Registration Kick Panels

**LOCATION:** Registration Area

**DETAILS:**
- Your message will be visible to all attendees as they visit the registration desk, often multiple times, during Congress
- Attendees will see your message first every day before going to sessions and/or the exhibit hall
- Attendees will see your message again on the last day as they input their CRCE record into on-site computers

**SPACE RESERVATION DEADLINE:** Monday, Sept 16, 2019

**MATERIALS DUE:** Monday, Oct. 21, 2019

**INVESTMENT:**
- 15 Panels = $15,000
- 3 Panels = $5,000
- 5 Panels = $7,500

(5 Sets Available)

**CONTACT:** Doug Laher at 972-406-4698 or laher@aarc.org
CONVENTION CENTER

HANGING BANNERS

LOCATION:
Convention Center

DETAILS:
- Banners are an easy way to increase your visibility to all Congress attendees
- Promote your brand with prominent, strategically hung banners throughout the convention center
- Numerous opportunities available of varying dimensions and locations

Actual photos are taken from AARC Congress 2018 in Las Vegas. They are not representative of banner locations in New Orleans.

EVENT SCHEDULE BOARD/TOWER

LOCATION:
Meeting Room Concourse – Convention Center

DETAILS:
- Catch the eyes of attendees who are trying to locate sessions in the convention center
- Prominently displayed in the meeting room concourse
- Thousands of eyes are on this board every day. Be seen by attendees
- It’s one of the most frequently viewed items in the convention center

Space Reservation Deadline: Monday, Sept. 16, 2019
Materials Due: Monday, Oct. 21, 2019
Investment:
- One Board = $10,000
- Two Boards = $17,500

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

FREESTANDING SIGNS (METER BOARDS)

LOCATION:
Various Locations in the Convention Center

DETAILS:
- Highly visible freestanding signs will be placed in strategic locations
- Signs will be located outside the exhibit hall and/or in session hallways 36” x 96”

Space Reservation Deadline: Monday, Sept. 16, 2019
Materials Due: Monday, Oct. 21, 2019
Investment:
- One Side = $3,000
- Both Sides of Same Sign = $4,000

Contact:
Doug Laher at 972-406-4698 or laher@aarc.org
Advertise your brand to Congress attendees with the Tower or Balustrades. Display your company logo and brand message on highly visible escalator runners and inside walls of the escalators.

**Advertising Tower**

**LOCATION:**
Convention Center

**DETAILS:**
- Visibility from all angles of this four-sided column so your brand will dominate the space and not be missed
- Tower will be placed in high traffic area

**SPACE RESERVATION DEADLINE:**
Monday, Sept. 16, 2019

**MATERIALS DUE:**
Monday, Oct. 21, 2019

**INVESTMENT:**
4 Inserts = $6,000

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

**Escalator Runner**

**LOCATION:**
Convention Center

**DETAILS:**
- 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 in the center console between the up/down escalators (multiple positions available)

**SPACE RESERVATION DEADLINE:**
Monday, Sept. 16, 2019

**MATERIALS DUE:**
Monday, Oct. 21, 2019

**INVESTMENT:**
4 Short = $6,000 each
1 Long = $7,500

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

**Escalator Balustrades**

**LOCATION:**
Convention Center

**DETAILS:**
- Brand the inside walls of the escalators that run up and down the multi-level convention center with your marketing message and logo
- Your message will be seen over and over again each day of Congress while attendees travel to sessions, events and the exhibit hall

**SPACE RESERVATION DEADLINE:**
Monday, Sept. 16, 2019

**MATERIALS DUE:**
Monday, Oct. 21, 2019

**INVESTMENT:**
$7,500 Per Section

**CONTACT:**
Doug Laher at 972-406-4698 or laher@aarc.org
Satellite Exhibit Booth

**LOCATION:**
Convention Center

**DETAILS:**
- Interact with attendees beyond the exhibit hall near the breakout sessions
- Booth must be staffed during exhibit hall hours
- Sponsor must be an exhibitor in the exhibit hall – this is not a substitute for that booth
- Activities must remain within the allotted space
- Exhibitor is responsible for installation and dismantle
- Price includes carpet, carpet pad, one stool, pipe and drape and electricity
- 10’ x 10’ booth

**SPACE RESERVATION DEADLINE:**
Thursday, Oct. 21, 2019

**MATERIALS DUE:**
N/A

**INVESTMENT:**
One Day = $2,000
Three Days = $3,000

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

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Quick Facts:

**WHY DO MEMBERS ATTEND AARC CONGRESS?**

80% of attendees state they attend the exhibit hall to gather information on new products and technologies.

Source: AARC Congress 2016 survey

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Modular Meeting Rooms

**LOCATION:**
Inside Exhibit Hall

**DETAILS:**
- Secure a spot to get away with a client and have some privacy in the exhibit hall
- Schedule sales presentations with clients and not be far from your booth
- Only available during exhibit hall hours
- Includes a 15 x 15 solid wall open no ceiling room, meeting table and chairs for 6 and trash can
- Food, A/V, electricity, additional furniture, etc. is the exhibitor’s responsibility
- Five Available

**SPACE RESERVATION DEADLINE:**
Thursday, Oct. 21, 2019

**INVESTMENT:**
$4,000 Per Day
$7,000 Entire Show
Saturday, November 9
Sunday, November 10th
Monday, November 11th

**CONTACT:**
Pam Russell at 972-406-4653 or pam.russell@aarc.org
PROMOTIONAL PRODUCTS

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.

Attendee Bag

DETAILS:
• One of Congress’ most visible sponsorships!
• Every attendee (with paid registration) receives a bag incurring widespread exposure for your brand as the bag travels all over New Orleans. Hotels, restaurants, the convention center and more
• Plus, you get after Congress exposure as attendees use the bag throughout the year exposing your brand to colleagues at work, in meetings, at networking events, etc.

INVESTMENT: $35,000 - $40,000

CONTACT: Pam Russell at 972-406-4653 or pam.russell@aarc.org

Attendee Badge Lanyard

DETAILS:
• Everyone will be wearing your company name and logo around their neck
• Every attendee, speaker, awards winner and exhibitor receive a lanyard at registration
• The lanyard with your logo will be on the lecture stage and in official photos published in the Congress Gazette, AARC Times magazine, and on the AARC website. Exposure BEYOND Congress.
• This is a co-branded sponsorship with the AARC Congress logo next to yours on the lanyard

INVESTMENT: $21,500

CONTACT: Pam Russell at 972-406-4653 or pam.russell@aarc.org

Promotional Product

LOCATION: Attendee Bag

DETAILS:
• Attendees will remember your name and brand long after Congress when you put a branded promotional product in the attendee bag. Exposure BEYOND Congress
• The AARC must approve the promotional product prior to production
• Sponsor is responsible for the cost of the promotional product and shipping to the AARC Fulfillment Center.
• Sponsor is financially responsible for purchase of the product

INVESTMENT: $5,000 Insertion Fee
Five Sponsorships Available

CONTACT: Pam Russell at 972-406-4653 or pam.russell@aarc.org

MATERIALS DUE: Thursday, Oct. 10, 2019

Attendee Pen

LOCATION: Attendee Bag

DETAILS:
• Be visible to attendees every time they reach for this pen. Attendees in session or while visiting with an exhibitor in the exhibit hall
• Sponsor is financially responsible for purchase of the product

INVESTMENT: $5,000 Each

CONTACT: Pam Russell at 972-406-4653 or pam.russell@aarc.org

MATERIALS DUE: Thursday, Oct. 10, 2019
**Email Blast to Congress Attendees**

**LOCATION:**
AARC Email

**DETAILS:**
- Send an email blast to 2019 confirmed Congress Attendees to engage them in your pre-show marketing efforts.
- AARC will send the email on your behalf.
- The eBlast communication should promote your company, products/services, and your exhibiting presence at AARC Congress 2019.
- eBlast is for one-time use, however multiple eBlasts may be purchased.
- All eBlasts must be approved by the AARC prior to deployment to attendees.
- Scheduling for all eBlasts is on a first come first served basis.
- Purchasers of eBlasts are NOT purchasing an email list, rather they are purchasing the right to send an official eBlast to confirmed attendees of AARC Congress 2019.
- Only attendees who “opt in” to receive exhibitor communications will be sent an eBlast.
- No refunds will be given for orders that are canceled after processing.

**SPACE RESERVATION DEADLINE:**
N/A

**MATERIALS DUE:**
N/A

**INVESTMENT:**
$2,500 per eBlast

**NUMBER AVAILABLE:**
14

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

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**Congress Advance Program Online - Display Ads**

**LOCATION:**
AARC Congress Website

**DETAILS:**
- Connect with AARC Congress 2019 attendees before they leave for New Orleans
- Reach your target market with this Internet Leaderboard Advertisement
- Increased exposure for you comes with the release of the Advance Program

**THE RELEASE IS SUPPORTED WITH:**
- Broadcast Emails
- Web Stories
- Postings on the AARC’s Social Networking Site (AARConnect)
- Publication Advertising
- Links on the AARC Website
- Postings on the AARC Facebook Page

**LOCATIONS AVAILABLE:**
(Reserved on a first come, first served basis – one advertisement per page)
- Welcome Page
- Sunday Session Page
- Tuesday Session Page
- Housing Page
- Special Events Page
- Saturday Session Page
- Monday Session Page
- Registration Page
- Travel Page

**SPECIFICATIONS:**
- 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

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**ADVERTISEMENT — DIGITAL**

**Sponsorships Reach Your Target Audience**

Sponsorships deliver your message to a targeted audience of buyers who value Congress and the Exhibit Hall.

**SPACE RESERVATION DEADLINE:**
N/A

**MATERIALS DUE:**
N/A

**INVESTMENT:**
- Registration Page = $4,000
- Housing Page or Welcome Page = $3,500
- Travel Page = $2,000
- All Other Locations = $1,000 (All Rates are Net)

**Purchase Multiple Locations = 10% Discount**

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

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**Email Blast to Congress Attendees**

**LOCATION:**
AARC Email

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- Send an email blast to 2019 confirmed Congress Attendees to engage them in your pre-show marketing efforts.
- AARC will send the email on your behalf.
- The eBlast communication should promote your company, products/services, and your exhibiting presence at AARC Congress 2019.
- eBlast is for one-time use, however multiple eBlasts may be purchased.
- All eBlasts must be approved by the AARC prior to deployment to attendees.
- Scheduling for all eBlasts is on a first come first served basis.
- Purchasers of eBlasts are NOT purchasing an email list, rather they are purchasing the right to send an official eBlast to confirmed attendees of AARC Congress 2019.
- Only attendees who “opt in” to receive exhibitor communications will be sent an eBlast.
- No refunds will be given for orders that are canceled after processing.

**SPACE RESERVATION DEADLINE:**
N/A

**MATERIALS DUE:**
N/A

**INVESTMENT:**
$2,500 per eBlast

**NUMBER AVAILABLE:**
14

**CONTACT:**
Doug Laher at 972-406-4698 or laher@aarc.org
**AARC Congress Event App**

**LOCATION:** Cell Phones and Tablets

**DETAILS:**
- The Congress Mobile App is designed to deliver up-to-the-minute detailed information about sessions, schedules, speakers, exhibitors, room locations and more
- The app is easy to use and available in the App Store for iPhones and iPads and Google Play for Android devices. (AARC Mobile)
- Options Available:
  - Splash Page
  - Banner Ads – Five Available – Rotate, Random or Fixed Locations (Top or Bottom of Screen)
  - Push Notifications
  - Entire App (Splash Page and Five Banner Ads)

**2018 APP STATS:**
- Unique Logins = 1,716
- Average Number of Push Notification Views: 1,135

**SPACE RESERVATION DEADLINE:**
Varies Depending on Publish Date

**MATERIALS DUE:**
Varies Depending on Publish Date

**INVESTMENT:**
- Banner 1 = $2,750
- Banner 2 = $2,200
- All Rates are Net

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

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**Congress eNews**

**LOCATION:** AARC Email

**DETAILS:**
- Pre-Congress promotion of your brand in the Congress e-newsletter
- Each issue, emailed prior to Congress, features Congress highlights, Congress news and tips
- Increased exposure for you, pre-Congress, that will increase an attendee's likelihood of visiting your booth

**LOCATIONS AVAILABLE:**
- Banner 1 (600 x 100)
- Banner 2 (600 x 100)

**CONGRESS ENEWS IS SENT JULY – NOVEMBER 2019**

**SPACE RESERVATION DEADLINE:**
Varies Depending on Publish Date

**MATERIALS DUE:**
Varies Depending on Publish Date

**INVESTMENT:**
- Splash Page Only = $5,000
- Banner Ad = $2,500
- All Five Banner Ads = $9,500 ($3,000 Savings)
- Push Notifications = $2,500 (Limited to Five Companies Per Day)
- Entire App (Splash Page and Five Banner Ads) = $10,000

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

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**ADVERTISING BUNDLE DISCOUNTS**

Looking to showcase your brand across multiple mediums?
Contact: Phil Ganz at 972-991-4994 or phil.ganz@aarc.org for discount information
Sponsorships Reach Your Target Audience
Sponsorships deliver your message to a targeted audience of buyers who value Congress and the Exhibit Hall.

AARC TV

DETAILS:
- AARC TV produces daily Congress news coverage with 5-7 minute broadcasts
- Topics and video footage include the Exhibit Hall, Highlights of Educational Sessions and interviews with speakers and attendees
- AARC TV broadcasts to convention center monitors, most Congress hotel rooms and on the AARC website
- Broadcasts are on Saturday, Sunday, Monday and Tuesday
- Sponsorship includes the following:
  - Official sponsor of AARC TV x 4 days with your company being 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 once each day.
  - 2-3 minute product advertorial added to the video library on the daily online Gazette. (Recorded onsite by AARC TV)
  - The start of each daily broadcast will be filmed 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

FACE TIME MATTERS

72% of attendees spend two or more hours in the Exhibit Hall during the meeting.

(Source: AARC Congress 2016 survey)
**Final Congress Program**

**LOCATION:**
Attendee Bag

**DETAILS:**
- The official Congress Program is the source for everything attendees need to know about the AARC Congress education sessions. They refer to it over and over again over the four days to plan their schedule and look up room locations.
- All registered attendees receive a program at registration.
- Advertisers in the final program receive more impressions than any other Congress promotional program.

**CONTENTS OF THE FINAL PROGRAM INCLUDE:**
- Your advertisement
- Educational sessions, dates, times, locations
- Descriptions and speaker(s)
- Open Forum Abstracts
- Venue Information
- Special Events Schedule
- Floor Plans
- CRCE Information
- Miscellaneous Congress Information

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**Gazette Advertising — Onsite News Digest**

**DETAILS:**
- The Gazette is published on-site and is distributed each morning (Saturday, Sunday and Monday) with important meeting information, Congress highlights, news and schedules.
- Your advertisement will receive high visibility and attention as the Gazette is distributed by staff in the high traffic concourse areas during the morning rush hour.
- The Gazette is also distributed in the AARC show office, in the AARC booth in the exhibit hall, at the Congress registration desks and at strategically placed news racks in the convention center.

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**SPACE RESERVATION DEADLINE:**
Monday, Aug. 12, 2019

**MATERIALS DUE:**
Monday, Aug. 12, 2019

**INVESTMENT:**
- Inside Front Cover = $10,000
- Inside Back Cover = $10,000
- Back Cover = $15,500
- Full Page Ad = $3,000
- Half Page Ad = $1,750
- Quarter Page Ad = $500

**BONUS:** Purchase the back cover, inside front cover or inside back cover and receive a FREE half-page ad in the final program.

**CONTACT:**
Phil Ganz at 972-991-4994 or phil.ganz@aarc.org
sponsored symposia taking place at the meeting as well.

24.69 hours of CRCE credit hours from the AARC and is approved by The International Respiratory Convention & Exhibition is approved for AARC's 64th International Respiratory Convention & Exhibition!

profession, so get ready to hear the best information from the brightest minds in the business.

is the complete package when it comes to continuing education in our profession, and we guarantee this week will further your abilities to guide your organizations back home as they work to ensure quality in our profession, working at the top of their licenses. Increasingly valued as key team members impacting the profession will be in full view too, as will cutting edge techniques, and tools that are making a difference in the care of their patients.

This is an excellent on-site advertising opportunity to promote your brand and increase traffic to your booth.

Top performers to be recognized during an Awards Ceremony that will kick off this morning at 8 in Mandalay GH. Recognition will go to our 2018 keynote speaker, Zubin Damania MD — aka ZDoggMD — will take the stage to share his take on how health care is now being delivered at work, in the medical field.

Your presence here in Vegas already defines you as one of the leaders in our profession, today, tomorrow, and Thursday.

Thomas Lamphere BS RRT
RRT-ACCS RPFT FAARC

This Gold Standard meeting in the respiratory care profession will be all about practice and more. This week in Las Vegas will be all about attending the top education symposia, sharing the best research and advancements in our field.

These are exciting times for the profession, so get ready to hear the best information from the brightest minds in the business.

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HOTEL VISIBILITY & BRANDING

Sponsorships Position You as a Leading Brand
Sponsorships will ensure that attendees associate your brand as a trusting leader in the industry.

Hotel Room Door Hangers
LOCATION: Eleven Hotels Available
DETAILS:
- Be seen in attendee hotel rooms and market your brand outside show hours
- Your company’s message will be the last thing attendees see as they leave their hotel room for the convention center and exhibit hall
- Sponsor is responsible for printing and shipping costs associated with the door hangers
- The AARC must approve materials prior to production
SUGGESTION: Include a coupon or other incentive on the door hanger to drive attendees to your booth.

Room Drops
LOCATION: Eleven Hotels Available
DETAILS:
- Get an inside advantage by delivering your materials and messaging straight to the rooms of Congress attendees
- Arranged with official Congress hotels, room drops deliver a presence that amplifies your message and leads attendees to your booth
SUGGESTION: Include a coupon or other incentive on room drop item to drive attendees to your booth.

Hotel Room Key Sponsorship
LOCATION: Eleven Hotels Available
DETAILS:
- Ensure that attendees see your brand every day with this sponsorship
- 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 room key...multiple times a day
- This sponsorship provides an exclusive entry to added value... check in to check out

SPACE RESERVATION DEADLINE:
Monday, Sept. 16, 2019
MATERIALS DUE:
Determined by each Hotel
INVESTMENT:
$3,000 sponsorship fee. Sponsor pays for production and delivery.
CONTACT:
Pam Russell at 972-243-2272 or pam.russell@aarc.org

Peak Night Room Count:
HOTEL 1 = 920 ROOMS
HOTEL 2 = 160 ROOMS
HOTEL 3 = 46 ROOMS
HOTEL 4 = 138 ROOMS
HOTEL 5 = 138 ROOMS
HOTEL 6 = 69 ROOMS
HOTEL 7 = 90 ROOMS
HOTEL 8 = 161 ROOMS
HOTEL 9 = 136 ROOMS
HOTEL 10 = 121 ROOMS
HOTEL 11 = 126 ROOMS

Room Drops
LOCATION: Eleven Hotels Available
DETAILS:
- Get an inside advantage by delivering your materials and messaging straight to the rooms of Congress attendees
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- This sponsorship provides an exclusive entry to added value... check in to check out

SPACE RESERVATION DEADLINE:
Monday, Sept. 16, 2019
MATERIALS DUE:
Determined by each Hotel
INVESTMENT:
$10,000 + Hotel Room Key Cost
CONTACT:
Pam Russell at 972-243-2272 or pam.russell@aarc.org
SPONSORSHIP & ADVERTISING OPPORTUNITIES

BY CATEGORY

- Event Sponsorship 19
- Symposium Sponsorship 19
- Miscellaneous 19
- Signage 20
- Digital Advertising 21
- Hotel Visibility & Branding 21
- Print Publications Advertising 22
- Promotional Products 22
### Event Sponsorship

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>DESCRIPTION</th>
<th>CATEGORY</th>
<th># AVAILABLE</th>
<th>INVESTMENT</th>
<th>LOCATION</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AARC Welcome Party</td>
<td>This is a great way to thank meeting attendees for their business and reinforce your brand with future and potential customers.</td>
<td>Event Sponsorship</td>
<td>1</td>
<td>Contact Doug Laher 972-406-4698 <a href="mailto:laher@aarc.org">laher@aarc.org</a></td>
<td>Convention Center</td>
<td>PAGE 4</td>
</tr>
<tr>
<td>Keynote Address</td>
<td>This Keynote address sets the stage for the information and technology of the next four days of the AARC Congress.</td>
<td>Event Sponsorship</td>
<td>1</td>
<td>$15,000.00</td>
<td>Convention Center</td>
<td>PAGE 4</td>
</tr>
<tr>
<td>Closing Ceremony</td>
<td>Be a part of attendees’ conversations as they wrap up the Congress and prepare to go home and take your message with them.</td>
<td>Event Sponsorship</td>
<td>1</td>
<td>$10,000.00</td>
<td>Convention Center</td>
<td>PAGE 4</td>
</tr>
</tbody>
</table>

### Symposium Sponsorship

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>SHORT DESCRIPTION</th>
<th>CATEGORY</th>
<th># AVAILABLE</th>
<th>INVESTMENT</th>
<th>LOCATION</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast Symposium</td>
<td>A Breakfast Symposium Sponsorship puts your message and product in front of a targeted audience in a credible environment. <strong>BONUS:</strong> Free Attendee Bag Insert ($3,000 Value) &amp; Complimentary Room Rental</td>
<td>Symposium Sponsorship</td>
<td>Contact Doug Laher 972-406-4698 <a href="mailto:laher@aarc.org">laher@aarc.org</a></td>
<td>$25,000.00 + Enduring content options available through AARC LMS starting at $20,000</td>
<td>Convention Center</td>
<td>PAGE 5</td>
</tr>
<tr>
<td>Sunrise Symposium</td>
<td>The Sunrise Symposium is the turnkey option of the breakfast symposium. Set it and forget it! Let the AARC do the heavy lifting for you! <strong>BONUS:</strong> Free Attendee Bag Insert ($3,000 Value) &amp; Complimentary Room Rental</td>
<td>Symposium Sponsorship</td>
<td>Contact Doug Laher 972-406-4698 <a href="mailto:laher@aarc.org">laher@aarc.org</a></td>
<td>$40,000.00</td>
<td>Convention Center</td>
<td>PAGE 5</td>
</tr>
<tr>
<td>Lunch Symposium</td>
<td>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. <strong>BONUS:</strong> Free Attendee Bag Insert ($3,000 Value) &amp; Complimentary Room Rental</td>
<td>Symposium Sponsorship</td>
<td><strong>SOLD OUT</strong></td>
<td>$27,500.00 + Enduring content options available through AARC LMS starting at $20,000</td>
<td>Convention Center</td>
<td>PAGE 6</td>
</tr>
<tr>
<td>Lecture/Symposia Sponsorship</td>
<td>Promote your company as a leader in the respiratory care industry by sponsoring an AARC quality educational program. Sponsoring an AARC Congress Lecture/Symposium 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.</td>
<td>Symposium Sponsorship</td>
<td>Contact Doug Laher 972-406-4698 <a href="mailto:laher@aarc.org">laher@aarc.org</a></td>
<td>Plenaries $2,500 Symposia $700 Lectures $250</td>
<td>Convention Center</td>
<td>PAGE 6</td>
</tr>
</tbody>
</table>

### Miscellaneous

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>SHORT DESCRIPTION</th>
<th>CATEGORY</th>
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<th>INVESTMENT</th>
<th>LOCATION</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modular Meeting Rooms</td>
<td>Secure a spot to get away with a client and have some privacy in the exhibit hall. Schedule sales presentations with clients and not be far from your booth. Only available during exhibit hall hours.</td>
<td>Miscellaneous</td>
<td>5</td>
<td>$4,000 Per Day $7,000 Entire Show (Nov 9, 10 &amp; 11)</td>
<td>Exhibit Hall</td>
<td>PAGE 10</td>
</tr>
<tr>
<td>Satellite Exhibit Booth</td>
<td>Interaction beyond the exhibit hall! Increase your chance of interacting with attendees with this satellite exhibit booth. Booth must be staffed during exhibit hall hours. Sponsor must be an exhibitor in the exhibit hall – this is not a substitute for that booth.</td>
<td>Miscellaneous</td>
<td>N/A</td>
<td>One Day = $2,000 Three Days = $3,000</td>
<td>Convention Center</td>
<td>PAGE 10</td>
</tr>
</tbody>
</table>
## Sponsorship & Advertising Opportunities

### By Category

### EXHIBIT HALL Aisle Signs
- **Short Description:** Help Attendees Find Their Way to You — Signs are Located Above Each Aisle of the Exhibit Hall.
- **Category:** Signage
- **# Available:** 12 Signs
- **Investment:** One Sponsor
  - 12 Signs/One Side = $12,500
  - Add Back = +$5,000
- **Location:** Exhibit Hall

### Convention Center Hanging Banners
- **Short Description:** Banners are an easy way to increase to your visibility to all Congress attendees. Promote your brand with prominent, strategically hung banners throughout the convention center.
- **Category:** Signage
- **Investment:** Varies by Location
  - Varies Based on Size and Location
  - Contact Doug Laher
  - 972-406-4698
  - laher@aarc.org
- **Location:** Convention Center

### Event Schedule Board/Tower
- **Short Description:** Catch the eyes of attendees who are trying to locate sessions in the convention center. Prominently displayed in the meeting room concourse. Thousands of eyes are on this board every day. Be seen by attendees! It’s one of the most frequently viewed items in the convention center.
- **Category:** Signage
- **# Available:** Two Boards
- **Investment:**
  - One Board = $10,000
  - Two Boards = $17,500
- **Location:** Meeting Room Concourse
- **Details:** Convention Center

### Freestanding Signs (Meter Boards)
- **Short Description:** Highly visible freestanding signs will be placed in strategic locations. Signs will be located outside the exhibit hall and/or in session hallways. 36" x 96"
- **Category:** Signage
- **Investment:** Varies by Location
  - One Side = $3,000
  - Both Sides/Same Sign = $4,000
- **Location:** Convention Center

### Registration Kick Panels
- **Short Description:** Your message will be visible to all attendees as they visit the registration desk, often multiple times, during Congress. Attendees will see your message first every day before going to sessions and/or the exhibit hall. Attendees will see your message again on the last day as they input their CRCE record into on-site computers.
- **Category:** Signage
- **# Available:** 15 panels
- **Investment:** Up to 5 potential sponsors
  - 15 Panels = $15,000
  - 3 Panels = $3,000
  - (5 Sets Available)
  - 5 Panels = $5,000
  - (3 Sets Available)
- **Location:** Registration

### Advertising Tower
- **Short Description:** Visibility from all angles of this four-sided large column so your brand will dominate the space and not be missed. Tower will be placed in high traffic area.
- **Category:** Signage
- **# Available:** N/A
- **Investment:** 4 Inserts = $6,000
- **Location:** Convention Center

### Escalator Runner
- **Short Description:** 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).
- **Category:** Signage
- **# Available:** One Bank Outside Hall H (Exhibit Hall)
- **Investment:**
  - 4 Short = $6,000 each
  - 1 Long = $7,500
- **Location:** Convention Center

### Escalator Balustrades
- **Short Description:** Brand the inside walls of the escalators that run up and down the multi-level convention center with your marketing message and logo. Your message will be seen over and over again each day of Congress while attendees travel to sessions, events and the exhibit hall.
- **Category:** Signage
- **# Available:** One Bank Outside Hall H (Exhibit Hall)
- **Investment:** $7,500 Per Section
- **Location:** Convention Center
### Digital Advertising

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Short Description</th>
<th>Category</th>
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<th>Investment</th>
<th>Location</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congress Advance Program Online - Display Ads</td>
<td>Connect with AARC Congress 2019 attendees before they leave for New Orleans. Reach your target market with this Internet Leaderboard Advertisement. Increased exposure for you comes with the release of the Advance Program.</td>
<td>Digital Advertising</td>
<td>Variable</td>
<td>$1,000 - $4,000 Depending on Location</td>
<td>AARC Congress Website</td>
<td>PAGE 12</td>
</tr>
<tr>
<td>Email Blast To Congress Attendees</td>
<td>Send an email blast to 219 confirmed Congress attendees to engage them in your pre-show marketing efforts. The AARC will send the email on your behalf.</td>
<td>Digital Advertising</td>
<td>14</td>
<td>$2,500 per eBlast</td>
<td>AARC Email</td>
<td>PAGE 12</td>
</tr>
<tr>
<td>Congress Enews</td>
<td>Pre-Congress promotion of your brand in the Congress e-newsletter. Each issue, emailed prior to Congress, features Congress highlights, Congress news and tips. Increased exposure for you, pre-Congress, that will increase an attendee’s likelihood of visiting your booth.</td>
<td>Digital Advertising</td>
<td>Variable</td>
<td>Banner 1 (600 x 100) = $2,750 Banner 2 (600 x 100) = $2,200 Banner 3 (600 x 100) = $1,750</td>
<td>AARC Email</td>
<td>PAGE 13</td>
</tr>
<tr>
<td>AARC Congress Event App</td>
<td>The Congress Mobile App is designed to deliver up-to-the-minute detailed information about sessions, schedules, speakers, exhibitors, room locations and more! The app is easy to use and available in the App Store for iPhones and iPads and Google Play for Android devices. <a href="#">AARC Mobile</a></td>
<td>Digital Advertising</td>
<td>Variable</td>
<td>$2,500 - $10,000 Depending on Location in App</td>
<td>Cell Phones &amp; Tablets</td>
<td>PAGE 13</td>
</tr>
<tr>
<td>AARC TV</td>
<td>AARC TV produces daily Congress news coverage with 5-7 minute broadcasts. Topics and video footage include the Exhibit Hall, Highlights of Educational Sessions and interviews with speakers and attendees. AARC TV broadcasts to convention center monitors, most Congress hotel rooms and on the AARC website. Broadcasts are on Saturday, Sunday, Monday and Tuesday.</td>
<td>Digital Advertising</td>
<td>1</td>
<td>$20,000</td>
<td>Convention Center</td>
<td>PAGE 14</td>
</tr>
</tbody>
</table>

### Hotel Visibility & Branding

<table>
<thead>
<tr>
<th>Sponsorship</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Hotel Room Door Hangers</td>
<td>Be seen in attendee hotel rooms and market your brand outside show hours! Your company’s message will be the last thing attendees see as they leave their hotel room for the convention center and exhibit hall. SUGGESTION: Include a coupon or other incentive on the door hanger to drive attendees to your booth.</td>
<td>Hotel Visibility &amp; Branding</td>
<td>One Per Day Per Hotel Eleven Hotels Available</td>
<td>$3,000 sponsorship fee + production and delivery</td>
<td>Hotel</td>
<td>PAGE 17</td>
</tr>
<tr>
<td>Hotel Room Drops</td>
<td>Get an inside advantage by delivering your materials and messaging straight to the rooms of Congress attendees. Arranged with official Congress hotels, room drops deliver a presence that amplifies your message and leads attendees to your booth. SUGGESTION: Include a coupon or other incentive on the room drop item to drive attendees to your booth.</td>
<td>Hotel Visibility &amp; Branding</td>
<td>Two Per Day Per Hotel Eleven Hotels Available</td>
<td>$3,000 sponsorship + production and delivery</td>
<td>Hotel</td>
<td>PAGE 17</td>
</tr>
<tr>
<td>Hotel Room Key</td>
<td>Ensure that attendees see your brand every day with this sponsorship. 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 room key... multiple times a day.</td>
<td>Hotel Visibility &amp; Branding</td>
<td>One Per Hotel Eleven Hotels Available</td>
<td>$3,000 sponsorship + production and delivery</td>
<td>Hotel</td>
<td>PAGE 17</td>
</tr>
</tbody>
</table>
## PRINT PUBLICATIONS ADVERTISING

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
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<th>INVESTMENT</th>
<th>LOCATION</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>FINAL CONGRESS PROGRAM</td>
<td>The official Congress Program is the source for everything attendees need to know about the AARC Congress education sessions. They refer to it over and over again over the four days to plan their schedule and look up room locations.</td>
<td>Print/Publications Advertising</td>
<td>Variable</td>
<td>$500 – $15,500 Depending on Location in Program</td>
<td>Attendee Bag</td>
<td>PAGE 15</td>
</tr>
<tr>
<td>BELLY BAND ADVERTISING – FINAL CONGRESS PROGRAM</td>
<td>Belly Band is wrapped around the final Congress Program that is given to every attendee. It is the first piece of information attendees see when picking up their materials at registration.</td>
<td>Print/Publications Advertising</td>
<td>1</td>
<td>$7,500</td>
<td>Attendee Bag</td>
<td>PAGE 16</td>
</tr>
<tr>
<td>GAZETTE NEWSLETTER (ON-SITE NEWS DIGEST)</td>
<td>The Gazette is a highly visible advertising opportunity that is published on-site and is distributed to attendees each morning (Saturday, Sunday and Monday) with important meeting information, Congress highlights, news and schedules. BONUS: Purchase all three days and receive a 20% discount.</td>
<td>Print/Publications Advertising</td>
<td>3 Days Various Locations</td>
<td>$1,200 - $5,750 Depending on Location in the Gazette BONUS: Purchase all three days and receive a 20% discount.</td>
<td>Show Office Exhibit Hall Registration Convention Center</td>
<td>PAGE 15</td>
</tr>
<tr>
<td>GAZETTE NEWSLETTER – FRONT PAGE BANNER (FOOTER) AD</td>
<td>Ad is placed in the footer location on the front page of the daily edition of the Gazette. BONUS: Purchase all three days and receive a 10% discount.</td>
<td>Print/Publications Advertising</td>
<td>Three Days Available (Saturday, Sunday, Monday)</td>
<td>$3,500 Per Day</td>
<td>Show Office Exhibit Hall Registration Convention Center</td>
<td>PAGE 16</td>
</tr>
<tr>
<td>ATTENDEE BAG INSERTS</td>
<td>Inserts will be placed in Attendee Bag by the AARC. Every attendee with a paid registration receives an attendee bag. Be seen before other exhibitors by including your marketing piece insert in the bag! SUGGESTION: Include a coupon or other incentive on the insert to drive attendees to your booth.</td>
<td>Print/Publications Advertising</td>
<td>20</td>
<td>Full Sheet (8 ½ x 11) = $3,000 Half Sheet (8 ½ x 5 ½) = $2,500</td>
<td>Attendee Bag</td>
<td>PAGE 16</td>
</tr>
</tbody>
</table>

## PROMOTIONAL PRODUCTS

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>SHORT DESCRIPTION</th>
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<th>LOCATION</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATTENDEE BAG</td>
<td>One of Congress' most visible sponsorships! Every attendee (with paid registration) receives the bag ensuring widespread exposure for your brand as it travels all over New Orleans. Hotels, restaurants, the convention center and more! Plus, you get after Congress exposure as attendees use the bag throughout the year exposing your brand to colleagues at work, in meetings, at networking events, etc.</td>
<td>Promotional Products</td>
<td>SOLD</td>
<td>$35,000 - $40,000</td>
<td>Attendee Bag</td>
<td>PAGE 11</td>
</tr>
<tr>
<td>ATTENDEE BADGE LANYARD</td>
<td>Everyone will be wearing your company name and logo around their neck! Every attendee, speaker, award winner and exhibitor receive a lanyard at registration. The lanyard, with your logo, will be on the lecture stage and in official photos published in the Congress Gazette, AARC Times magazine and on the AARC website. Exposure BEYOND Congress.</td>
<td>Promotional Products</td>
<td>SOLD</td>
<td>$21,500</td>
<td>Attendee Bag</td>
<td>PAGE 11</td>
</tr>
<tr>
<td>ATTENDEE PEN</td>
<td>Be visible to attendees every time they reach for this pen to take notes in session or while visiting with an exhibitor in the exhibit hall!</td>
<td>Promotional Products</td>
<td>SOLD</td>
<td>$5,000</td>
<td>Attendee Bag</td>
<td>PAGE 11</td>
</tr>
<tr>
<td>PROMOTIONAL PRODUCTS</td>
<td>Attendees will remember your name and brand long after Congress when you put a branded promotional product in the attendee bag. Exposure BEYOND Congress. Sponsor is responsible for the cost of the promotional product and shipping to the AARC Fulfillment Center.</td>
<td>Promotional Products</td>
<td>5</td>
<td>$5000 Each</td>
<td>Attendee Bag</td>
<td>PAGE 11</td>
</tr>
</tbody>
</table>
SPONSORSHIP & ADVERTISING OPPORTUNITIES

BY LOCATION

• Convention Center 24
• Cell Phones & Tablets 24
• Exhibit Hall 25
• Registration 26
• Hotel(s) 26
• Attendee Bag 27
• Congress Website 27
• AARC Email 27
## Sponsorship & Advertising Opportunities by Location

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Short Description</th>
<th>Category</th>
<th># Available</th>
<th>Investment</th>
<th>Location</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>Welcome Party</td>
<td>This is a great way to thank meeting attendees for their business and reinforce your brand with future and potential customers.</td>
<td>Event Sponsorship</td>
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<td>Contact Doug Laher 972-406-4698 <a href="mailto:laher@aarc.org">laher@aarc.org</a></td>
<td>Convention Center</td>
<td>PAGE 4</td>
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<tr>
<td>Keynote Address</td>
<td>This Keynote address sets the stage for the information and technology of the next four days of the AARC Congress.</td>
<td>Event Sponsorship</td>
<td>1</td>
<td>$15,000.00</td>
<td>Convention Center</td>
<td>PAGE 4</td>
</tr>
<tr>
<td>Closing Ceremony</td>
<td>Be a part of attendees’ conversations as they wrap up the Congress and prepare to go home and take your message with them.</td>
<td>Event Sponsorship</td>
<td>1</td>
<td>$10,000.00</td>
<td>Convention Center</td>
<td>PAGE 4</td>
</tr>
<tr>
<td>Lunch Symposium</td>
<td>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. <strong>BONUS:</strong> Free Attendee Bag Insert ($3,000 Value) &amp; Complimentary Room Rental</td>
<td>Symposium Sponsorship</td>
<td>SOLD OUT</td>
<td>$27,500.00 + Enduring content options available through AARC LMS starting at $20,000</td>
<td>Convention Center</td>
<td>PAGE 6</td>
</tr>
<tr>
<td>Lecture/Symposia Sponsorship</td>
<td>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.</td>
<td>Symposium Sponsorship</td>
<td>Contact Doug Laher 972-406-4698 <a href="mailto:laher@aarc.org">laher@aarc.org</a></td>
<td>Plenaries = $2,500 Symposia = $700 Lectures = $250</td>
<td>Convention Center</td>
<td>PAGE 6</td>
</tr>
<tr>
<td>Convention Center Hanging Banners</td>
<td>“Banners are an easy way to increase to your visibility to all Congress attendees. Promote your brand with prominent, strategically hung banners throughout the convention center.</td>
<td>Signage</td>
<td>Numerous opportunities available of varying dimensions and locations.</td>
<td>Varies by Location Contact Doug Laher 972-406-4698 <a href="mailto:laher@aarc.org">laher@aarc.org</a></td>
<td>Convention Center</td>
<td>PAGE 8</td>
</tr>
<tr>
<td>Event Schedule Board/Tower</td>
<td>Catch the eyes of attendees who are trying to locate sessions in the convention center. Prominently displayed in the meeting room concourse. Thousands of eyes are on this board every day. Be seen by attendees! It’s one of the most frequently viewed items in the convention center.</td>
<td>Signage</td>
<td>Two Boards</td>
<td>One Board = $10,000 Two Boards = $17,500</td>
<td>Meeting Room Concourse Convention Center</td>
<td>PAGE 8</td>
</tr>
<tr>
<td>Freestanding Signs (Meter Boards)</td>
<td>Highly visible freestanding signs will be placed in strategic locations. Signs will be located outside the exhibit hall and/or in session hallways. 36” x 96”</td>
<td>Signage</td>
<td>Varies by Location</td>
<td>One Side = $3,000 Both Sides/Same Sign = $4,000</td>
<td>Convention Center</td>
<td>PAGE 8</td>
</tr>
<tr>
<td>Advertising Tower</td>
<td>Visibility from all angles of this four-sided large column so your brand will dominate the space and not be missed. Tower will be placed in high traffic area.</td>
<td>Signage</td>
<td>One Tower = 4 Inserts 4 Inserts = $6,000</td>
<td>Convention Center</td>
<td>PAGE 9</td>
<td></td>
</tr>
<tr>
<td>Escalator Runner</td>
<td>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).</td>
<td>Signage</td>
<td>One Bank Outside Hall (Exhibit Hall) 4 Short = $6,000 each Long = $7,500</td>
<td>Convention Center</td>
<td>PAGE 9</td>
<td></td>
</tr>
<tr>
<td>Escalator Balustrades</td>
<td>Brand the inside walls of the escalators that run up and down the multi-level convention center with your marketing message and logo. Your message will be seen over and over again each day of Congress while attendees travel to sessions, events and the exhibit hall.</td>
<td>Signage</td>
<td>One Bank Outside Hall (Exhibit Hall)</td>
<td>$7,500 per section</td>
<td>Convention Center</td>
<td>PAGE 9</td>
</tr>
</tbody>
</table>
# SPONSORSHIP & ADVERTISING OPPORTUNITIES

## CONVENTION CENTER

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>SHORT DESCRIPTION</th>
<th>CATEGORY</th>
<th># AVAILABLE</th>
<th>INVESTMENT</th>
<th>LOCATION</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AARC TV</td>
<td>AARC TV produces daily Congress news coverage with 5-7 minute broadcasts. Topics and video footage include the Exhibit Hall, Highlights of Educational Sessions and interviews with speakers and attendees. AARC TV broadcasts to convention center monitors, most Congress hotel rooms and on the AARC website. Broadcasts are on Saturday, Sunday, Monday and Tuesday.</td>
<td>Digital Advertising</td>
<td>1</td>
<td>$20,000</td>
<td>Convention Center</td>
<td>PAGE 14</td>
</tr>
<tr>
<td>GAZETTE NEWSLETTER (ON-SITE NEWS DIGEST)</td>
<td>The Gazette is a highly visible advertising opportunity that is published on-site and is distributed to attendees each morning (Saturday, Sunday and Monday) with important meeting information, Congress highlights, news and schedules. BONUS: Purchase all three days and receive a 20% discount.</td>
<td>Print/ Publications Advertising</td>
<td>Three Days Available (Saturday, Sunday, Monday)</td>
<td>$1,200 - $5,750 Depending on Location in the Gazette</td>
<td>Show Office Exhibit Hall Registration Convention Center</td>
<td>PAGE 15</td>
</tr>
<tr>
<td>GAZETTE NEWSLETTER – FRONT PAGE BANNER (FOOTER) AD</td>
<td>Ad is placed in the footer location on the front page of the daily edition of the Gazette. BONUS: Purchase all three days and receive a 10% discount.</td>
<td>Print/ Publications Advertising</td>
<td>Three Days Available (Saturday, Sunday, Monday)</td>
<td>$3,500 Per Day</td>
<td>Show Office Exhibit Hall Registration Convention Center</td>
<td>PAGE 16</td>
</tr>
<tr>
<td>SATELLITE EXHIBIT BOOTH</td>
<td>Interaction beyond the exhibit hall! Increase your chance of interacting with attendees with this satellite exhibit booth. Booth must be staffed during exhibit hall hours. Sponsor must be an exhibitor in the exhibit hall – this is not a substitute for that booth.</td>
<td>Miscellaneous</td>
<td>N/A</td>
<td>One Day = $2,000 Three Days = $3,000</td>
<td>Convention Center</td>
<td>PAGE 10</td>
</tr>
</tbody>
</table>

## CELL PHONES & TABLETS

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>SHORT DESCRIPTION</th>
<th>CATEGORY</th>
<th># AVAILABLE</th>
<th>INVESTMENT</th>
<th>LOCATION</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AARC CONGRESS EVENT APP</td>
<td>The Congress Mobile App is designed to deliver up-to-the-minute detailed information about sessions, schedules, speakers, exhibitors, room locations and more! The app is easy to use and available in the App Store for iPhones and iPads and Google Play for Android devices. (AARC Mobile)</td>
<td>Digital Advertising</td>
<td>Various Locations</td>
<td>$2,500 - $10,000 Depending on Location in App</td>
<td>Cell Phones &amp; Tablets</td>
<td>PAGE 13</td>
</tr>
</tbody>
</table>

## EXHIBIT HALL

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>SHORT DESCRIPTION</th>
<th>CATEGORY</th>
<th># AVAILABLE</th>
<th>INVESTMENT</th>
<th>LOCATION</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXHIBIT HALL AISLE SIGNS</td>
<td>Help Attendees Find Their Way to You — Signs are Located Above Each Aisle of the Exhibit Hall.</td>
<td>Signage</td>
<td>12 Signs One Sponsor</td>
<td>12 Signs One Side = $12,500 Add Back = +$5,000</td>
<td>Exhibit Hall</td>
<td>PAGE 1</td>
</tr>
<tr>
<td>GAZETTE NEWSLETTER (ON-SITE NEWS DIGEST)</td>
<td>The Gazette is a highly visible advertising opportunity that is published on-site and is distributed to attendees each morning (Saturday, Sunday and Monday) with important meeting information, Congress highlights, news and schedules. BONUS: Purchase all three days and receive a 20% discount.</td>
<td>Print/ Publications Advertising</td>
<td>Three Days Available (Saturday, Sunday, Monday)</td>
<td>$1,200 - $5,750 Depending on Location in the Gazette BONUS: Purchase all three days and receive a 20% discount.</td>
<td>Show Office Exhibit Hall Registration Convention Center</td>
<td>PAGE 15</td>
</tr>
<tr>
<td>GAZETTE NEWSLETTER – FRONT PAGE BANNER (FOOTER) AD</td>
<td>Ad is placed in the footer location on the front page of the daily edition of the Gazette. BONUS: Purchase all three days and receive a 10% discount.</td>
<td>Print/ Publications Advertising</td>
<td>Three Days Available (Saturday, Sunday, Monday)</td>
<td>$3,500 Per Day</td>
<td>Show Office Exhibit Hall Registration Convention Center</td>
<td>PAGE 16</td>
</tr>
</tbody>
</table>
### SPONSORSHIP & ADVERTISING OPPORTUNITIES

#### REGISTRATION

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>SHORT DESCRIPTION</th>
<th>CATEGORY</th>
<th># AVAILABLE</th>
<th>INVESTMENT</th>
<th>LOCATION</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>REGISTRATION KICK PANELS</td>
<td>Your message will be visible to all attendees as they visit the registration desk, often multiple times, during Congress. Attendees will see your message first every day before going to sessions and/or the exhibit hall. Attendees will see your message again on the last day as they input their CRCE record into on-site computers.</td>
<td>Signage</td>
<td>15 panels Up to 5 potential sponsors</td>
<td>15 Panels = $15,000 3 Panels = $3,000 (5 Sets Available) 5 Panels = $5,000 (3 Sets Available)</td>
<td>Registration</td>
<td>PAGE 7</td>
</tr>
<tr>
<td>GAZETTE NEWSLETTER (ON-SITE NEWS DIGEST)</td>
<td>The Gazette is a highly visible advertising opportunity that is published on-site and is distributed to attendees each morning (Saturday, Sunday and Monday) with important meeting information, Congress highlights, news and schedules. <strong>BONUS:</strong> Purchase all three days and receive a 20% discount.</td>
<td>Print/ Publications Advertising</td>
<td>Three Days Available (Saturday, Sunday, Monday)</td>
<td>$1,200 - $5,750 Depending on Location in the Gazette</td>
<td>Show Office Exhibit Hall Registration Convention Center</td>
<td>PAGE 15</td>
</tr>
<tr>
<td>GAZETTE NEWSLETTER - FRONT PAGE BANNER (FOOTER) AD</td>
<td>Ad is placed in the footer location on the front page of the daily edition of the Gazette. <strong>BONUS:</strong> Purchase all three days and receive a 10% discount.</td>
<td>Print/ Publications Advertising</td>
<td>Three Days Available (Saturday, Sunday, Monday)</td>
<td>$3,500 Per Day</td>
<td>Show Office Exhibit Hall Registration Convention Center</td>
<td>PAGE 16</td>
</tr>
</tbody>
</table>

#### HOTEL(S)

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>SHORT DESCRIPTION</th>
<th>CATEGORY</th>
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<th>INVESTMENT</th>
<th>LOCATION</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOTEL ROOM DOOR HANGERS</td>
<td>Be seen in attendee hotel rooms and market your brand outside show hours! Your company’s message will be the last thing attendees see as they leave their hotel room for the convention center and exhibit hall. <strong>SUGGESTION:</strong> Include a coupon or other incentive on the door hanger to drive attendees to your booth.</td>
<td>Hotel Visibility &amp; Branding</td>
<td>One Per Day Per Hotel Eleven Hotels Available</td>
<td>$3,000 + Hotel Drop Fee</td>
<td>Hotel</td>
<td>PAGE 17</td>
</tr>
<tr>
<td>HOTEL ROOM DROPS</td>
<td>Get an inside advantage by delivering your materials and messaging straight to the rooms of Congress attendees. Arranged with official Congress hotels, room drops deliver a presence that amplifies your message and leads attendees to your booth. <strong>SUGGESTION:</strong> Include a coupon or other incentive on room drop item to drive attendees to your booth.</td>
<td>Hotel Visibility &amp; Branding</td>
<td>Two Per Day Per Hotel Eleven Hotels Available</td>
<td>$3,000 + Hotel Drop Fee</td>
<td>Hotel</td>
<td>PAGE 17</td>
</tr>
<tr>
<td>HOTEL ROOM KEY</td>
<td>Ensure that attendees see your brand every day with this sponsorship. 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 room key... multiple times a day.</td>
<td>Hotel Visibility &amp; Branding</td>
<td>1</td>
<td>$10,000 + Hotel Room Key Cost</td>
<td>Hotel</td>
<td>PAGE 17</td>
</tr>
<tr>
<td>AARC TV</td>
<td>AARC TV produces daily Congress news coverage with 5-7 minute broadcasts. Topics and video footage include the Exhibit Hall, Highlights of Educational Sessions and interviews with speakers and attendees. AARC TV broadcasts to convention center monitors, most Congress hotel rooms and on the AARC website. Broadcasts are on Saturday, Sunday, Monday and Tuesday.</td>
<td>Digital Advertising</td>
<td>1</td>
<td>$20,000</td>
<td>Convention Center Hotel Congress Website</td>
<td>PAGE 14</td>
</tr>
<tr>
<td>SUNRISE SYMPOSIUM</td>
<td>The Sunrise Symposium sponsorship puts your brand in front of an attentive audience. <strong>BONUS:</strong> Free Attendee Bag Insert ($3,000 Value) &amp; Complimentary Room Rental</td>
<td>Symposium Sponsorship</td>
<td>Contact Doug Laher 972-406-4698 <a href="mailto:laher@aarc.org">laher@aarc.org</a></td>
<td>$40,000.00</td>
<td>Convention Center</td>
<td>PAGE 5</td>
</tr>
<tr>
<td>BREAKFAST SYMPOSIUM</td>
<td>A Breakfast Symposium Sponsorship puts your message and product in front of a targeted audience in a credible environment. <strong>BONUS:</strong> Free Attendee Bag Insert ($3,000 Value) &amp; Complimentary Room Rental</td>
<td>Symposium Sponsorship</td>
<td>Contact Doug Laher 972-406-4698 <a href="mailto:laher@aarc.org">laher@aarc.org</a></td>
<td>$25,000.00 + Enduring content options available through AARC LMS starting at $20,000</td>
<td>Convention Center</td>
<td>PAGE 5</td>
</tr>
</tbody>
</table>
## SPONSORSHIP & ADVERTISING OPPORTUNITIES

### ATTENDEE BAG

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
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</tr>
</thead>
<tbody>
<tr>
<td>ATTENDEE BAG</td>
<td>One of Congress' most visible sponsorships! Every attendee (with paid registration) receives the bag ensuring widespread exposure for your brand as it travels all over New Orleans. Hotels, restaurants, the convention center and more! Plus, you get after Congress exposure as attendees use the bag throughout the year exposing your brand to colleagues at work, in meetings, at networking events, etc.</td>
<td>Promotional Products</td>
<td>SOLD</td>
<td>$35,000 - $40,000</td>
<td>Attendee Bag</td>
<td>PAGE 11</td>
</tr>
<tr>
<td>ATTENDEE BADGE LANYARD</td>
<td>Everyone will be wearing your company name and logo around their neck! Every attendee, speaker, award winner and exhibitor receive a lanyard at registration. The lanyard, with your logo, will be on the lecture stage and in official photos published in the Congress Gazette, AARC Times magazine and on the AARC website. Exposure BEYOND Congress.</td>
<td>Promotional Products</td>
<td>SOLD</td>
<td>$21,500</td>
<td>Attendee Bag</td>
<td>PAGE 11</td>
</tr>
<tr>
<td>ATTENDEE PEN</td>
<td>Be visible to attendees every time they reach for this pen to take notes in session or while visiting with an exhibitor in the exhibit hall!</td>
<td>Promotional Products</td>
<td>SOLD</td>
<td>$5,000</td>
<td>Attendee Bag</td>
<td>PAGE 11</td>
</tr>
<tr>
<td>ATTENDEE BAG INSERTS</td>
<td>Inserts will be placed in Attendee Bag by the AARC. Every attendee with a paid registration receives a Attendee Bag. Be seen before other exhibitors by including your marketing piece insert in the bag! SUGGESTION: Include a coupon or other incentive on the insert to drive attendees to your booth.</td>
<td>Print/Publications Advertising</td>
<td>20</td>
<td>Full Sheet (8 ½ x 11) = $3,000 Half Sheet (8 ½ x 5 ½) = $2,500</td>
<td>Attendee Bag</td>
<td>PAGE 16</td>
</tr>
<tr>
<td>PROMOTIONAL PRODUCT</td>
<td>Attendees will remember your name and brand long after Congress when you put a branded promotional product in the attendee bag. Exposure BEYOND Congress. Sponsor is responsible for the cost of the promotional product and shipping to the AARC Fulfillment Center.</td>
<td>Promotional Products</td>
<td>5</td>
<td>$5000 Each</td>
<td>Attendee Bag</td>
<td>PAGE 11</td>
</tr>
<tr>
<td>FINAL CONGRESS PROGRAM</td>
<td>The official Congress Program is the source for everything attendees need to know about the AARC Congress education sessions. They refer to it over and over again over the four days to plan their schedule and look up room locations.</td>
<td>Print/Publications Advertising</td>
<td>Various Locations</td>
<td>$500 – $15,500 Depending on Location in Program</td>
<td>Attendee Bag</td>
<td>PAGE 15</td>
</tr>
<tr>
<td>BELLY BAND ADVERTISING – FINAL CONGRESS PROGRAM</td>
<td>Belly Band is wrapped around the final Congress Program that is given to every attendee. It is the first piece of information attendees see when picking up their materials at registration.</td>
<td>Print/Publications Advertising</td>
<td>1</td>
<td>$7,500</td>
<td>Attendee Bag</td>
<td>PAGE 16</td>
</tr>
</tbody>
</table>

### CONGRESS WEBSITE

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>SHORT DESCRIPTION</th>
<th>CATEGORY</th>
<th># AVAILABLE</th>
<th>INVESTMENT</th>
<th>LOCATION</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONGRESS ADVANCE PROGRAM ONLINE - DISPLAY ADS</td>
<td>Connect with AARC Congress 2019 attendees before they leave for New Orleans. Reach your target market with this Internet Leaderboard Advertisement. Increased exposure for you comes with the release of the Advance Program.</td>
<td>Digital Advertising</td>
<td>Various Locations</td>
<td>$1,000 – $4,000 Depending on Location</td>
<td>Congress Website</td>
<td>PAGE 12</td>
</tr>
<tr>
<td>AARC TV</td>
<td>AARC TV produces daily Congress news coverage with 5-7 minute broadcasts. Topics and video footage include the Exhibit Hall, Highlights of Educational Sessions and interviews with speakers and attendees. AARC TV broadcasts to convention center monitors, most Congress hotel rooms and on the AARC website. Broadcasts are on Saturday, Sunday, Monday and Tuesday.</td>
<td>Digital Advertising</td>
<td>1</td>
<td>$20,000</td>
<td>Congress Website</td>
<td>PAGE 14</td>
</tr>
</tbody>
</table>

### AARC EMAIL

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>SHORT DESCRIPTION</th>
<th>CATEGORY</th>
<th># AVAILABLE</th>
<th>INVESTMENT</th>
<th>LOCATION</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONGRESS ENEWS</td>
<td>Pre-Congress promotion of your brand in the Congress e-newsletter. Each issue, emailed prior to Congress, features Congress highlights, Congress news and tips. Increased exposure for you, pre-Congress, that will increase an attendee’s likelihood of visiting your booth.</td>
<td>Digital Advertising</td>
<td>Various Locations</td>
<td>Banner 1 (600 x 100) = $2,750 Banner 2 (600 x 100) = $2,200 Banner 3 (600 x 100) = $1,750</td>
<td>AARC Email</td>
<td>PAGE 13</td>
</tr>
<tr>
<td>EMAIL BLAST TO CONGRESS ATTENDEES</td>
<td>Send an email blast to 219 confirmed Congress attendees to engage them in your pre-show marketing efforts. The AARC will send the email on your behalf.</td>
<td>Digital Advertising</td>
<td>14</td>
<td>$2.500 per eBlast</td>
<td>AARC Email</td>
<td>PAGE 12</td>
</tr>
</tbody>
</table>

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**Promotional Products**

- **Attendee Bag**
  - SOLD: $35,000 - $40,000
  - Page 11

- **Attendee Badge Lanyard**
  - SOLD: $21,500
  - Page 11

- **Attendee Pen**
  - SOLD: $5,000
  - Page 11

- **Attendee Bag Inserts**
  - Print/Publications Advertising: Full Sheet (8 ½ x 11) = $3,000 Half Sheet (8 ½ x 5 ½) = $2,500
  - Page 16

- **Promotional Product**
  - SOLD: $5000 Each
  - Page 11

- **Final Congress Program**
  - Print/Publications Advertising: Various Locations $500 – $15,500 Depending on Location in Program
  - Page 15

- **Belly Band Advertising – Final Congress Program**
  - Print/Publications Advertising: 1 $7,500
  - Page 16

**Digital Advertising**

- **Congress Website**:
  - Various Locations $1,000 – $4,000 Depending on Location
  - Page 12

- **AARC TV**
  - Digital Advertising: 1 $20,000
  - Page 14
SPONSORSHIP & ADVERTISING OPPORTUNITIES

BY INVESTMENT

- $5,000 & Under  29
- $5,001 - $10,000  31
- $10,001 - $40,000  32
# Sponsorship & Advertising Opportunities

## $5,000 & Under

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Short Description</th>
<th>Category</th>
<th># Available</th>
<th>Investment</th>
<th>Location</th>
<th>Details</th>
</tr>
</thead>
</table>
| LECTURE/SYMPOSIUM SPONSORSHIP        | “Promote your company as a leader in the respiratory care industry by sponsoring an AARC quality educational program. Sponsoring an AARC Congress Lecture/Symposium 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.” | Symposium Sponsorship         | Contact Doug Laher 972-406-4698 laher@aarc.org | Plenaries = $2,500  
Symposia = $700  
Lectures = $250 | Convention Center                  | Page 6                      |
| FINAL CONGRESS PROGRAM               | The official Congress Program is the source for everything attendees need to know about the AARC Congress education sessions. They refer to it over and over again over the four days to plan their schedule and look up room locations. | Print/Publications Advertising | Various Locations | $500 – $15,500 Depending on Location in Program | Attendee Bag         | Page 15       |
| CONGRESS ADVANCE PROGRAM ONLINE - DISPLAY ADS | Connect with AARC Congress 2019 attendees before they leave for New Orleans. Reach your target market with this Internet Leaderboard Advertisement. Increased exposure for you comes with the release of the Advance Program. | Digital Advertising          | Various Locations | $1,000 – $4,000 Depending on Location | AARC Congress Website  | Page 12       |
| GAZETTE NEWSLETTER (ON-SITE NEWS DIGEST) | The Gazette is a highly visible advertising opportunity that is published on-site and is distributed to attendees each morning (Saturday, Sunday and Monday) with important meeting information, Congress highlights, news and schedules. BONUS: Purchase all three days and receive a 20% discount. | Print/Publications Advertising | Three Days Available (Saturday, Sunday, Monday) | $1,200 – $5,750 Depending on Location in the Gazette | Show Office Exhibit Hall Registration Convention Center | Page 15       |
| SATELLITE EXHIBIT BOOTH             | Interaction beyond the exhibit hall! Increase your chance of interacting with attendees with this satellite exhibit booth. Booth must be staffed during exhibit hall hours. Sponsor must be an exhibitor in the exhibit hall – this is not a substitute for that booth. | Miscellaneous                | N/A             | One Day = $2,000  
Three Days = $3,000 | Convention Center | Page 10       |
| EMAIL BLAST TO CONGRESS ATTENDEES   | Send an email blast to 219 confirmed Congress attendees to engage them in your pre-show marketing efforts. The AARC will send the email on your behalf. | Digital Advertising          | 14              | $2,500 per eBlast | $2,500 per eBlast | Page 12       |
| AARC CONGRESS EVENT APP             | The Congress Mobile App is designed to deliver up-to-the-minute detailed information about sessions, schedules, speakers, exhibitors, room locations and more! The app is easy to use and available in the App Store for iPhones and iPads and Google Play for Android devices. (AARC Mobile) | Digital Advertising          | Various Locations | $2,500 – $10,000 Depending on Location in App | Cell Phones & Tablets | Page 13       |
| CONGRESS ENEWS                      | Pre-Congress promotion of your brand in the Congress e-newsletter. Each issue, emailed prior to Congress, features Congress highlights, Congress news and tips. Increased exposure for you, pre-Congress, that will increase an attendee’s likelihood of visiting your booth. | Digital Advertising          | Various Locations | Banner 1 (600 x 100) = $2,750  
Banner 2 (600 x 100) = $2,200  
Banner 3 (600 x 100) = $1,750 | AARC Email | Page 13       |
| HOTEL ROOM DOOR HANGERS             | Be seen in attendee hotel rooms and market your brand outside show hours! Your company’s message will be the last thing attendees see as they leave their hotel room for the convention center and exhibit hall. SUGGESTION: Include a coupon or other incentive on the door hanger to drive attendees to your booth. | Hotel Visibility & Branding  | One Per Day Per Hotel Eleven Hotels Available | $3,000 + Hotel Drop Fee | Hotel | Page 17       |
| HOTEL ROOM DROPS                    | Get an inside advantage by delivering your materials and messaging straight to the rooms of Congress attendees. Arranged with official Congress hotels, room drops deliver a presence that amplifies your message and leads attendees to your booth. SUGGESTION: Include a coupon or other incentive on room drop item to drive attendees to your booth. | Hotel Visibility & Branding  | Two Per Day Per Hotel Eleven Hotels Available | $3,000 + Hotel Drop Fee | Hotel | Page 17       |

TOC
<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>SHORT DESCRIPTION</th>
<th>CATEGORY</th>
<th># AVAILABLE</th>
<th>INVESTMENT</th>
<th>LOCATION</th>
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</thead>
<tbody>
<tr>
<td>ATTENDEE BAG INSERTS</td>
<td>Inserts will be placed in Attendee Bag by the AARC. Every attendee with a paid registration receives an attendee bag. Be seen before other exhibitors by including your marketing piece insert in the bag! SUGGESTION: Include a coupon or other incentive on the insert to drive attendees to your booth.</td>
<td>Print/Publications Advertising</td>
<td>20</td>
<td>Full Sheet (8 ½ x 11) = $3,000 Half Sheet (8 ½ x 5 ½) = $2,500</td>
<td>Attendee Bag</td>
<td>PAGE 16</td>
</tr>
<tr>
<td>FREESTANDING SIGNS (METER BOARDS)</td>
<td>Highly visible freestanding signs will be placed in strategic locations. Signs will be located outside the exhibit hall and/or in session hallways. 36” x 96”</td>
<td>Signage</td>
<td>Varies by Location</td>
<td>One Side = $3,000 Both Sides/Same Sign = $4,000</td>
<td>Convention Center</td>
<td>PAGE 8</td>
</tr>
<tr>
<td>REGISTRATION KICK PANELS</td>
<td>Your message will be visible to all attendees as they visit the registration desk, often multiple times, during Congress. Attendees will see your message first every day before going to sessions and/or the exhibit hall. Attendees will see your message again on the last day as they input their CRCE record into on-site computers.</td>
<td>Signage</td>
<td>15 panels Up to 5 potential sponsors</td>
<td>3 Panels = $3,000 (5 Sets Available) 5 Panels = $5,000 (3 Sets Available) 15 Panels = $15,000</td>
<td>Registration</td>
<td>PAGE 9</td>
</tr>
<tr>
<td>GAZETTE NEWSLETTER – FRONT PAGE BANNER (FOOTER) AD</td>
<td>Ad is placed in the footer location on the front page of the daily edition of the Gazette. BONUS: Purchase all three days and receive a 10% discount.</td>
<td>Print/Publications Advertising</td>
<td>Three Days Available (Saturday, Sunday, Monday)</td>
<td>$3,500 Per Day</td>
<td>Show Office Exhibit Hall Registration Convention Center</td>
<td>PAGE 16</td>
</tr>
<tr>
<td>MODULAR MEETING ROOMS</td>
<td>Secure a spot to get away with a client and have some privacy in the exhibit hall. Schedule sales presentations with clients and not be far from your booth. Only available during exhibit hall hours.</td>
<td>Miscellaneous</td>
<td>5</td>
<td>$4,000 Per Day $7,000 Entire Show (Nov 9, 10 &amp; 11)</td>
<td>Exhibit Hall</td>
<td>PAGE 10</td>
</tr>
<tr>
<td>ATTENDEE PEN</td>
<td>Be visible to attendees every time they reach for this pen to take notes in session or while visiting with an exhibitor in the exhibit hall!</td>
<td>Promotional Products</td>
<td>SOLD</td>
<td>$5,000</td>
<td>Attendee Bag</td>
<td>PAGE 11</td>
</tr>
<tr>
<td>PROMOTIONAL PRODUCT</td>
<td>Attendees will remember your name and brand long after Congress when you put a branded promotional product in the attendee bag. Exposure BEYOND Congress. Sponsor is responsible for the cost of the promotional product and shipping to the AARC Fulfillment Center.</td>
<td>Promotional Products</td>
<td>5</td>
<td>$5000 Each</td>
<td>Attendee Bag</td>
<td>PAGE 11</td>
</tr>
</tbody>
</table>
## SPONSORSHIP & ADVERTISING OPPORTUNITIES

### BY INVESTMENT

#### $5,001 - $10,000

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<td>Secure a spot to get away with a client and have some privacy in the exhibit hall. Schedule sales presentations with clients and not be far from your booth. Only available during exhibit hall hours.</td>
<td>Miscellaneous</td>
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<td>$4,000 Per Day $7,000 Entire Show (Nov 9, 10 &amp; 11)</td>
<td>Exhibit Hall</td>
<td>PAGE 10</td>
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<tr>
<td><strong>GAZETTE NEWSLETTER (ON-SITE NEWS DIGEST)</strong></td>
<td>The Gazette is a highly visible advertising opportunity that is published on-site and is distributed to attendees each morning (Saturday, Sunday and Monday) with important meeting information, Congress highlights, news and schedules. <strong>BONUS:</strong> Purchase all three days and receive a 20% discount.</td>
<td>Print/ Publications Advertising</td>
<td>Three Days Available (Saturday, Sunday, Monday)</td>
<td>$1,200 - $5,750 Depending on Location in the Gazette.</td>
<td>Show Office Exhibit Hall Registration Convention Center</td>
<td>PAGE 15</td>
</tr>
<tr>
<td><strong>ADVERTISING TOWER</strong></td>
<td>Visibility from all angles of this four-sided large column so your brand will dominate the space and not be missed. Tower will be placed in high traffic area.</td>
<td>Signage</td>
<td>One Tower = 4 Inserts</td>
<td>4 Inserts = $6,000</td>
<td>Convention Center</td>
<td>PAGE 9</td>
</tr>
<tr>
<td><strong>BELLY BAND ADVERTISING - FINAL CONGRESS PROGRAM</strong></td>
<td>Belly Band is wrapped around the final Congress Program that is given to every attendee. It is the first piece of information attendees see when picking up their materials at registration.</td>
<td>Print/ Publications Advertising</td>
<td>1</td>
<td>$7,500</td>
<td>Attendee Bag</td>
<td>PAGE 16</td>
</tr>
<tr>
<td><strong>HOTEL ROOM KEY</strong></td>
<td>Ensure that attendees see your brand every day with this sponsorship. 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 room key...multiple times a day.</td>
<td>Hotel Visibility &amp; Branding</td>
<td>One Per Hotel Eleven Hotels Available</td>
<td>$10,000 + Hotel Room Key Cost</td>
<td>Hotel</td>
<td>PAGE 17</td>
</tr>
<tr>
<td><strong>EVENT SCHEDULE BOARD/TOWER</strong></td>
<td>Catch the eyes of attendees who are trying to locate sessions in the convention center. Prominently displayed in the meeting room concourse. Thousands of eyes are on this board every day. Be seen by attendees! It’s one of the most frequently viewed items in the convention center.</td>
<td>Signage</td>
<td>Two Boards</td>
<td>One Board = $10,000 Two Boards = $17,500</td>
<td>Meeting Room Concourse Convention Center</td>
<td>PAGE 8</td>
</tr>
<tr>
<td><strong>CLOSING CEREMONY</strong></td>
<td>Be a part of attendees’ conversations as they wrap up the Congress and prepare to go home and take your message with them.</td>
<td>Event Sponsorship</td>
<td>1</td>
<td>$10,000.00</td>
<td>Convention Center</td>
<td>PAGE 4</td>
</tr>
<tr>
<td>EXHIBIT HALL SPONSORSHIP</td>
<td>SHORT DESCRIPTION</td>
<td>CATEGORY</td>
<td># AVAILABLE</td>
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<td>LOCATION</td>
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<tr>
<td>EXHIBIT HALL AISLE SIGNS</td>
<td>Help Attendees Find Their Way to You — Signs are Located Above Each Aisle of the Exhibit Hall.</td>
<td>Signage</td>
<td>12 Signs One Sponsor</td>
<td>12 Signs/One Side = $12,500 Add Back = +$5,000</td>
<td>Exhibit Hall</td>
<td>PAGE 7</td>
</tr>
<tr>
<td>KEYNOTE ADDRESS</td>
<td>This Keynote address sets the stage for the information and technology of the next four days of the AARC Congress.</td>
<td>Event Sponsorship</td>
<td>1</td>
<td>$15,000.00</td>
<td>Convention Center</td>
<td>PAGE 4</td>
</tr>
<tr>
<td>FINAL CONGRESS PROGRAM</td>
<td>The official Congress Program is the source for everything attendees need to know about the AARC Congress education sessions. They refer to it over and over again over the four days to plan their schedule and look up room locations.</td>
<td>Print/Publications Advertising</td>
<td>Various Locations</td>
<td>$500 - $15,500 Depending on Location in Program</td>
<td>Attendee Bag</td>
<td>PAGE 15</td>
</tr>
<tr>
<td>EVENT SCHEDULE BOARD/TOWER</td>
<td>Catch the eyes of attendees who are trying to locate sessions in the convention center. Prominently displayed in the meeting room concourse. Thousands of eyes are on this board every day. Be seen by attendees! It’s one of the most frequently viewed items in the convention center.</td>
<td>Signage</td>
<td>Two Boards</td>
<td>One Board = $10,000 Two Boards = $17,500</td>
<td>Meeting Room Concourse Convention Center</td>
<td>PAGE 8</td>
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<tr>
<td>ATTENDEE BADGE LANYARD</td>
<td>Everyone will be wearing your company name and logo around their neck! Every attendee, speaker, award winner and exhibitor receive a lanyard at registration. The lanyard, with your logo, will be on the lecture stage and in official photos published in the Congress Gazette, AARC Times magazine and on the AARC website. Exposure BEYOND Congress.</td>
<td>Promotional Products</td>
<td>SOLD</td>
<td>$21,500</td>
<td>Attendee Bag</td>
<td>PAGE 11</td>
</tr>
<tr>
<td>AARC TV</td>
<td>AARC TV produces daily Congress news coverage with 5-7 minute broadcasts. Topics and video footage include the Exhibit Hall, Highlights of Educational Sessions and interviews with speakers and attendees. AARC TV broadcasts to convention center monitors, most Congress hotel rooms and on the AARC website. Broadcasts are on Saturday, Sunday, Monday and Tuesday.</td>
<td>Digital Advertising</td>
<td>1</td>
<td>$20,000</td>
<td>Convention Center Hotel AARC Congress Website</td>
<td>PAGE 14</td>
</tr>
<tr>
<td>BREAKFAST SYMPOSIUM</td>
<td>A Breakfast Symposium Sponsorship puts your message and product in front of a targeted audience in a credible. BONUS: Free Attendee Bag Insert ($3,000 Value) &amp; Complimentary Room Rental</td>
<td>Symposium Sponsorship</td>
<td></td>
<td>Contact Doug Laher 972-406-4698 <a href="mailto:laher@aarc.org">laher@aarc.org</a></td>
<td>$25,000.00 + Enduring content options available through AARC LMS starting at $20,000</td>
<td>Hotel</td>
</tr>
<tr>
<td>ATTENDEE BAG</td>
<td>One of Congress’ most visible sponsorships! Every attendee (with paid registration) receives the bag ensuring widespread exposure for your brand as it travels all over New Orleans. Hotels, restaurants, the convention center and more! Plus, you get after Congress exposure as attendees use the bag throughout the year exposing your brand to colleagues at work, in meetings, at networking events, etc.</td>
<td>Promotional Products</td>
<td>SOLD</td>
<td>$35,000 - $40,000</td>
<td>Attendee Bag</td>
<td>PAGE 11</td>
</tr>
<tr>
<td>LUNCH SYMPOSIUM</td>
<td>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. BONUS: Free Attendee Bag Insert ($3,000 Value) &amp; Complimentary Room Rental</td>
<td>Symposium Sponsorship</td>
<td>SOLD OUT</td>
<td></td>
<td>Convention Center</td>
<td>PAGE 6</td>
</tr>
<tr>
<td>SUNRISE SYMPOSIUM</td>
<td>The Sunrise Symposium sponsorship puts your brand in front of an attentive audience. BONUS: Free Attendee Bag Insert ($3,000 Value) &amp; Complimentary Room Rental</td>
<td>Symposium Sponsorship</td>
<td></td>
<td>Contact Doug Laher 972-406-4698 <a href="mailto:laher@aarc.org">laher@aarc.org</a></td>
<td>$40,000.00</td>
<td>Hotel</td>
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