



NEW ORLEANS, LA  
NOVEMBER 9–12, 2019



# SPONSORSHIP & ADVERTISING OPPORTUNITIES



**Pam Russell**

Exhibits Coordinator — Meetings & Convention Department  
American Association for Respiratory Care  
Email: [pam.russell@aacr.org](mailto:pam.russell@aacr.org) | [www.aacr.org](http://www.aacr.org)  
Phone: 972.243.2272

# INTRODUCTION

## A FIRST CLASS EVENT

AARC Congress attracts top respiratory therapists, physicians, healthcare providers and companies from around the U.S. and over 25+ countries.



### Enhance Your Exhibit With Sponsorships

Congress sponsorships extend your presence beyond the exhibit booth. With sponsorships you'll reach the active-buying respiratory care professional throughout the convention center...in the hotels...even back at their hospitals after the show.

## CONGRESS DAYS

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

## 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@aacrc.org](mailto:laher@aacrc.org) or  
972-406-4698

ALL RATES ARE SUBJECT TO CHANGE WITHOUT NOTICE.

---

# TABLE OF CONTENTS: SPONSORSHIP PROSPECTUS

---

## EVENT SPONSORSHIP

AARC Welcome Party . . . . .	4
Keynote Address . . . . .	4
Closing Ceremony . . . . .	4

## SYMPOSIUM SPONSORSHIP

Sunrise Symposium . . . . .	5
Breakfast Symposium . . . . .	5
Lunch Symposium . . . . .	6
Lecture/Symposia Sponsorship . . . . .	6

## SIGNAGE BANNERS / FREESTANDING

Exhibit Hall Aisle Signs . . . . .	7
Registration Kick Panels . . . . .	7
Convention Center Hanging Banners . . . . .	8
Event Schedule Board/Tower . . . . .	8
Freestanding Signs (Meter Boards) . . . . .	8

## SIGNAGE ENVIRONMENTAL

Advertising Tower . . . . .	9
Escalator Runner . . . . .	9
Escalator Balustrades . . . . .	9

## MISCELLANEOUS

Satellite Exhibit Booth . . . . .	10
Modular Meeting Rooms . . . . .	10

## PROMOTIONAL PRODUCTS

Attendee Bag . . . . .	11
Attendee Badge Lanyard . . . . .	11
Promotional Product . . . . .	11
Attendee Pen . . . . .	11

## ADVERTISEMENT – DIGITAL

Congress Advance Program Online – Display Ads . . . . .	12
Email Blast to Congress Attendees . . . . .	12
Congress eNews . . . . .	13
AARC Congress Event App . . . . .	13

## ADVERTISEMENT MEDIA BASED

AARC TV . . . . .	14
-------------------	----

## ADVERTISEMENT PRINT / PUBLICATIONS

Final Congress Program . . . . .	15
Gazette Advertising (Onsite News Digest) . . . . .	15
Gazette – Front Page Banner (Footer) Ad . . . . .	16
Belly Band Advertising – Final Congress Program . . . . .	16
Attendee Bag Inserts . . . . .	16

## HOTEL VISIBILITY & BRANDING

Hotel Room Door Hangers . . . . .	17
Room Drops . . . . .	17
Hotel Room Key Sponsorship . . . . .	17

## QUICK REFERENCE GRIDS

By Category . . . . .	18
By Location . . . . .	23
By Investment . . . . .	28



### CLICK TO NAVIGATE

Click on all page numbers, TOC ▲, email and web addresses for direct links.

# SYMPOSIUM SPONSORSHIP

## *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

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

**MATERIALS DUE:**  
N/A

**INVESTMENT:**  
Custom pricing.  
Doug Laher at  
972-406-4698  
or laher@aarc.org



### 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

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

**MATERIALS DUE:**  
N/A

**INVESTMENT:**  
\$15,000

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



### 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 the 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:**  
\$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 on-line 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

# SIGNAGE – BANNERS/FREESTANDING

## 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@aacr.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: AACR 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 Sets Available)  
5 Panels = \$7,500  
(3 Sets Available)

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

# SIGNAGE – BANNERS/FREESTANDING



## Convention Center Hanging Banners

**LOCATION:**  
Convention Center

**DETAILS:**

- 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
- 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.

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

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

**INVESTMENT:**  
\$60/sq. ft.

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



## 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



# SIGNAGE – ENVIRONMENTAL



## 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

# MISCELLANEOUS



## 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@aacrc.org

## QUICK FACTS:

**WHY DO MEMBERS ATTEND AACRC CONGRESS?**

80%

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

Source: AACRC Congress 2016 survey



## 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@aacrc.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 the bag ensuring 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 expanding 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@aacr.org



### Attendee Badge Lanyard

#### DETAILS:

- 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.
- 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@aacr.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.

#### SPACE RESERVATION

#### DEADLINE:

Friday, Aug. 2, 2019

#### MATERIALS DUE:

Thursday, Oct. 10, 2019

#### INVESTMENT:

\$5,000 Insertion Fee  
Five Sponsorships  
Available

#### CONTACT:

Pam Russell at  
972-406-4653 or  
pam.russell@aacr.org



### Attendee Pen

#### LOCATION:

Attendee Bag

#### DETAILS:

- 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.
- Sponsor is financially responsible for purchase of the product.

#### MATERIALS DUE:

Thursday, Oct. 10, 2019

#### INVESTMENT:

\$5,000 Each

#### CONTACT:

Pam Russell at  
972-406-4653 or  
pam.russell@aacr.org

# ADVERTISEMENT — DIGITAL

## Sponsorships Reach Your Target Audience

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



### 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

**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@aacr.org



### 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 serviced 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

**NUMBER AVAILABLE:**  
14

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

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

# ADVERTISEMENT — DIGITAL



## 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:

Banner 1 = \$2,750  
Banner 2 = \$2,200  
All Rates are Net

### CONTACT:

Phil Ganz at  
972-991-4994 or  
phil.ganz@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:

Monday, Oct. 1, 2019

### 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

## 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

# ADVERTISEMENT — MEDIA BASED

## 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
- Watch a clip of 2018 AARC TV here:  
<https://www.aarc.org/aarc-meetings/congress-2018/>



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

**MATERIALS DUE:**  
Friday, Oct. 4, 2019

**INVESTMENT:**  
\$20,000

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



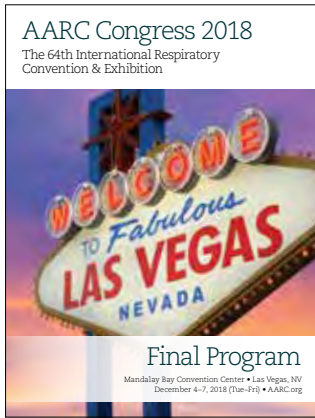
## FACE TIME MATTERS

72%

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

(Source: AARC Congress 2016 survey)

# ADVERTISEMENT – PRINT/PUBLICATIONS



## 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

**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

## 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

**SPACE RESERVATION DEADLINE:**

Wednesday, Sept. 4, 2019

**MATERIALS DUE:**

Wednesday, Sept. 4, 2019

**INVESTMENT:**

- Three Days Available (Saturday, Sunday, Monday)
- Back Cover = \$5,750
- Inside Back Cover = \$3,500
- Full Page Ad = \$2,400
- Half Page Ad = \$ 1,750
- Quarter Page Ad = \$ 1,200

**BONUS:** Purchase all three days and receive a 20% discount.

**CONTACT:**

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



# ADVERTISEMENT – PRINT/PUBLICATIONS



## Gazette – Front Page Banner Ad (Footer)

**LOCATION:**  
Convention Center

**DETAILS:**

- Ad is placed in the footer location on the front page of the daily edition of the Gazette
- 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 AACR show office, in the AACR booth in the exhibit hall, at the Congress registration desks and at strategically placed news racks in the convention center

**SPACE RESERVATION DEADLINE:**  
Wednesday, Sept. 4, 2019

**MATERIALS DUE:**  
Wednesday, Sept. 4, 2019

**INVESTMENT:**  
Three Days Available (Saturday, Sunday, Monday)  
\$3,500 Per Day  
**BONUS:** Purchase all three days and receive a 10% discount.

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



## Belly Band Advertising – Final Congress Program

**LOCATION:**  
Attendee Bag

**DETAILS:**

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

**SUGGESTION:** Include a coupon or other incentive on the Belly Band to drive attendees to your booth.

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

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

**INVESTMENT:**  
\$7,500 (includes cost to print the Belly Band)

**CONTACT:**  
Pam Russell at  
972-243-2272 or  
pam.russell@aacr.org



## Attendee Bag Inserts

**LOCATION:**  
Attendee Bag

**DETAILS:**

- Inserts will be placed in Attendee Bag by the AACR. Every attendee with a paid registration receives an attendee bag.
- Be seen before other exhibitors by including your marketing piece insert in the bag
- Inserts must be approved by the AACR prior to printing them.
- Sponsor responsible for the price of printing and shipping their inserts to the AACR Fulfillment Center
- This is an excellent on-site advertising opportunity to promote your brand and increase traffic to your booth

**SUGGESTION:** Include a coupon or other incentive on the insert to drive attendees to your booth.

**SPACE RESERVATION DEADLINE:**  
Monday, Sept. 30, 2019

**MATERIALS DUE:**  
Thursday, Oct. 10, 2019 at AACR Fulfillment Center

**INVESTMENT:**  
Full Sheet (8 1/2 x 11) = \$3,000

Half Sheet (8 1/2 x 5 1/2) = \$2,500

**CONTACT:**  
Pam Russell at  
972-243-2272 or  
pam.russell@aacr.org



# HOTEL VISIBILITY & BRANDING

## 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

## 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.

**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@aacrc.org



### 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.

**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@aacrc.org



### 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:**

\$10,000 + Hotel Room Key Cost

**CONTACT:**

Pam Russell at  
972-243-2272 or  
pam.russell@aacrc.org



# Pre-Registration

Badge and Bag Pick-up

Attendee Pre-Registration/Badge and Bag Pick-up

Attendee Pre-Registration/Badge and Bag Pick-up

Attendee Pre-Registration/Badge and Bag Pick-up

Attendee Pre-Registration/Badge and Bag Pick-up

Attendee Pre-Registration/Badge and Bag Pick-up

Attendee Pre-Registration/Badge and Bag Pick-up



## 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**

SPONSORSHIP	DESCRIPTION	CATEGORY	# AVAILABLE	INVESTMENT	LOCATION	DETAILS
<b>AARC WELCOME PARTY</b>	This is a great way to thank meeting attendees for their business and reinforce your brand with future and potential customers.	Event Sponsorship	1	Contact Doug Laher 972-406-4698 laher@aarc.org	Convention Center	<b>PAGE 4</b>
<b>KEYNOTE ADDRESS</b>	This Keynote address sets the stage for the information and technology of the next four days of the AARC Congress.	Event Sponsorship	1	\$15,000.00	Convention Center	<b>PAGE 4</b>
<b>CLOSING CEREMONY</b>	Be a part of attendees' conversations as they wrap up the Congress and prepare to go home and take your message with them.	Event Sponsorship	1	\$10,000.00	Convention Center	<b>PAGE 4</b>

**SYMPOSIUM SPONSORSHIP**

SPONSORSHIP	SHORT DESCRIPTION	CATEGORY	# AVAILABLE	INVESTMENT	LOCATION	DETAILS
<b>BREAKFAST SYMPOSIUM</b>	A Breakfast Symposium Sponsorship puts your message and product in front of a targeted audience in a credible environment. <b>BONUS:</b> Free Attendee Bag Insert (\$3,000 Value) & Complimentary Room Rental	Symposium Sponsorship	Contact Doug Laher 972-406-4698 laher@aarc.org	\$25,000.00 + Enduring content options available through AARC LMS starting at \$20,000	Convention Center	<b>PAGE 5</b>
<b>SUNRISE SYMPOSIUM</b>	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! <b>BONUS:</b> Free Attendee Bag Insert (\$3,000 Value) & Complimentary Room Rental	Symposium Sponsorship	Contact Doug Laher 972-406-4698 laher@aarc.org	\$40,000.00	Convention Center	<b>PAGE 5</b>
<b>LUNCH SYMPOSIUM</b>	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. <b>BONUS:</b> Free Attendee Bag Insert (\$3,000 Value) & Complimentary Room Rental	Symposium Sponsorship	<b>SOLD OUT</b>	\$27,500.00 + Enduring content options available through AARC LMS starting at \$20,000	Convention Center	<b>PAGE 6</b>
<b>LECTURE / SYMPOSIA SPONSORSHIP</b>	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.	Symposium Sponsorship	Contact Doug Laher 972-406-4698 laher@aarc.org	Plenaries \$2,500 Symposia \$700 Lectures \$250	Convention Center	<b>PAGE 6</b>

**MISCELLANEOUS**

SPONSORSHIP	SHORT DESCRIPTION	CATEGORY	# AVAILABLE	INVESTMENT	LOCATION	DETAILS
<b>MODULAR MEETING ROOMS</b>	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.	Miscellaneous	5	\$4,000 Per Day \$7,000 Entire Show (Nov 9, 10 & 11)	Exhibit Hall	<b>PAGE 10</b>
<b>SATELLITE EXHIBIT BOOTH</b>	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	<b>PAGE 10</b>

**SIGNAGE**

EXHIBIT HALL SPONSORSHIP	SHORT DESCRIPTION	CATEGORY	# AVAILABLE	INVESTMENT	LOCATION	DETAILS
<b>EXHIBIT HALL AISLE SIGNS</b>	Help Attendees Find Their Way to You — Signs are Located Above Each Aisle of the Exhibit Hall.	Signage	12 Signs One Sponsor	12 Signs/One Side = \$12,500 Add Back = +\$5,000	Exhibit Hall	<b>PAGE 7</b>
<b>CONVENTION CENTER HANGING BANNERS</b>	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.	Numerous opportunities available of varying dimensions and locations.	Signage	Varies by Location Varies Based on Size and Location Contact Doug Laher 972-406-4698 laher@aacrc.org	Convention Center	<b>PAGE 8</b>
<b>EVENT SCHEDULE BOARD/TOWER</b>	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.	Signage	Two Boards	One Board = \$10,000 Two Boards = \$17,500	Meeting Room Concourse Convention Center	<b>PAGE 8</b>
<b>FREESTANDING SIGNS (METER BOARDS)</b>	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"	Signage	Varies by Location	One Side = \$3,000 Both Sides/Same Sign = \$4,000	Convention Center	<b>PAGE 8</b>
<b>REGISTRATION KICK PANELS</b>	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.	Signage	15 panels Up to 5 potential sponsors	15 Panels = \$15,000 3 Panels = \$3,000 (5 Sets Available) 5 Panels = \$5,000 (3 Sets Available)	Registration	<b>PAGE 7</b>
<b>ADVERTISING TOWER</b>	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.	Signage	N/A	4 Inserts = \$6,000	Convention Center	<b>PAGE 9</b>
<b>ESCALATOR RUNNER</b>	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).	Signage	One Bank Outside Hall H (Exhibit Hall)	4 Short = \$6,000 each 1 Long = \$7,500	Convention Center	<b>PAGE 9</b>
<b>ESCALATOR BALUSTRADES</b>	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.	Signage	One Bank Outside Hall H (Exhibit Hall)	\$7,500 Per Section	Convention Center	<b>PAGE 9</b>

**DIGITAL ADVERTISING**

SPONSORSHIP	SHORT DESCRIPTION	CATEGORY	# AVAILABLE	INVESTMENT	LOCATION	DETAILS
<b>CONGRESS ADVANCE PROGRAM ONLINE - DISPLAY ADS</b>	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	Variable	\$1,000 - \$4,000 Depending on Location	AARC Congress Website	<b>PAGE 12</b>
<b>EMAIL BLAST TO CONGRESS ATTENDEES</b>	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	AARC Email	<b>PAGE 12</b>
<b>CONGRESS ENEWS</b>	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	Variable	Banner 1 (600 x 100) = \$2,750 Banner 2 (600 x 100) = \$2,200 Banner 3 (600 x 100) = \$1,750	AARC Email	<b>PAGE 13</b>
<b>AARC CONGRESS EVENT APP</b>	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	Variable	\$2,500 - \$10,000 Depending on Location in App	Cell Phones & Tablets	<b>PAGE 13</b>
<b>AARC TV</b>	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.	Digital Advertising	1	\$20,000	Convention Center	<b>PAGE 14</b>

**HOTEL VISIBILITY & BRANDING**

SPONSORSHIP	SHORT DESCRIPTION	CATEGORY	# AVAILABLE	INVESTMENT	LOCATION	DETAILS
<b>HOTEL ROOM DOOR HANGERS</b>	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. <b>SUGGESTION:</b> 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 sponsorship fee + production and delivery	Hotel	<b>PAGE 17</b>
<b>HOTEL ROOM DROPS</b>	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. <b>SUGGESTION:</b> 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 sponsorship + production and delivery.	Hotel	<b>PAGE 17</b>
<b>HOTEL ROOM KEY</b>	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.	Hotel Visibility & Branding	One Per Hotel Eleven Hotels Available	\$3,000 sponsorship + production and delivery.	Hotel	<b>PAGE 17</b>

## PRINT PUBLICATIONS ADVERTISING

SPONSORSHIP	SHORT DESCRIPTION	CATEGORY	# AVAILABLE	INVESTMENT	LOCATION	DETAILS
<b>FINAL CONGRESS PROGRAM</b>	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	Variable	\$500 – \$15,500 Depending on Location in Program	Attendee Bag	<b>PAGE 15</b>
<b>BELLY BAND ADVERTISING – FINAL CONGRESS PROGRAM</b>	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.	Print/ Publications Advertising	1	\$7,500	Attendee Bag	<b>PAGE 16</b>
<b>GAZETTE NEWSLETTER (ON-SITE NEWS DIGEST)</b>	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. <b>BONUS:</b> Purchase all three days and receive a 20% discount.	Print/ Publications Advertising	3 Days Various Locations	\$1,200 - \$5,750 Depending on Location in the Gazette <b>BONUS:</b> Purchase all three days and receive a 20% discount.	Show Office Exhibit Hall Registration Convention Center	<b>PAGE 15</b>
<b>GAZETTE NEWSLETTER – FRONT PAGE BANNER (FOOTER) AD</b>	Ad is placed in the footer location on the front page of the daily edition of the Gazette. <b>BONUS:</b> Purchase all three days and receive a 10% discount.	Print/ Publications Advertising	Three Days Available (Saturday, Sunday, Monday)	\$3,500 Per Day	Show Office Exhibit Hall Registration Convention Center	<b>PAGE 16</b>
<b>ATTENDEE BAG INSERTS</b>	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! <b>SUGGESTION:</b> Include a coupon or other incentive on the insert to drive attendees to your booth.	Print/ Publications Advertising	20	Full Sheet (8 ½ x 11) = \$3,000 Half Sheet (8 ½ x 5 ½) = \$2,500	Attendee Bag	<b>PAGE 16</b>

## PROMOTIONAL PRODUCTS

SPONSORSHIP	SHORT DESCRIPTION	CATEGORY	# AVAILABLE	INVESTMENT	LOCATION	DETAILS
<b>ATTENDEE BAG</b>	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.	Promotional Products	<b>SOLD</b>	\$35,000 - \$40,000	Attendee Bag	<b>PAGE 11</b>
<b>ATTENDEE BADGE LANYARD</b>	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.	Promotional Products	<b>SOLD</b>	\$21,500	Attendee Bag	<b>PAGE 11</b>
<b>ATTENDEE PEN</b>	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!	Promotional Products	<b>SOLD</b>	\$5,000	Attendee Bag	<b>PAGE 11</b>
<b>PROMOTIONAL PRODUCTS</b>	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.	Promotional Products	5	\$5000 Each	Attendee Bag	<b>PAGE 11</b>



# 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

**CONVENTION CENTER**

SPONSORSHIP	SHORT DESCRIPTION	CATEGORY	# AVAILABLE	INVESTMENT	LOCATION	DETAILS
<b>WELCOME PARTY</b>	This is a great way to thank meeting attendees for their business and reinforce your brand with future and potential customers.	Event Sponsorship	1	Contact Doug Laher 972-406-4698 laher@aacr.org	Convention Center	<b>PAGE 4</b>
<b>KEYNOTE ADDRESS</b>	This Keynote address sets the stage for the information and technology of the next four days of the AACR Congress.	Event Sponsorship	1	\$15,000.00	Convention Center	<b>PAGE 4</b>
<b>CLOSING CEREMONY</b>	Be a part of attendees' conversations as they wrap up the Congress and prepare to go home and take your message with them.	Event Sponsorship	1	\$10,000.00	Convention Center	<b>PAGE 4</b>
<b>LUNCH SYMPOSIUM</b>	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. <b>BONUS:</b> Free Attendee Bag Insert (\$3,000 Value) & Complimentary Room Rental	Symposium Sponsorship	<b>SOLD OUT</b>	\$27,500.00 + Enduring content options available through AACR LMS starting at \$20,000	Convention Center	<b>PAGE 6</b>
<b>LECTURE / SYMPOSIA SPONSORSHIP</b>	Promote your company as a leader in the respiratory care industry by sponsoring an AACR quality educational program. Sponsoring an AACR 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.	Symposium Sponsorship	Contact Doug Laher 972-406-4698 laher@aacr.org	Plenaries = \$2,500 Symposia = \$700 Lectures = \$250	Convention Center	<b>PAGE 6</b>
<b>CONVENTION CENTER HANGING BANNERS</b>	"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.	Signage	Numerous opportunities available of varying dimensions and locations.	Varies by Location Contact Doug Laher 972-406-4698 laher@aacr.org	Convention Center	<b>PAGE 8</b>
<b>EVENT SCHEDULE BOARD / TOWER</b>	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.	Signage	Two Boards	One Board = \$10,000 Two Boards = \$17,500	Meeting Room Concourse Convention Center	<b>PAGE 8</b>
<b>FREESTANDING SIGNS (METER BOARDS)</b>	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"	Signage	Varies by Location	One Side = \$3,000 Both Sides/Same Sign = \$4,000	Convention Center	<b>PAGE 8</b>
<b>ADVERTISING TOWER</b>	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.	Signage	One Tower = 4 Inserts	4 Inserts = \$6,000	Convention Center	<b>PAGE 9</b>
<b>ESCALATOR RUNNER</b>	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).	Signage	One Bank Outside Hall H (Exhibit Hall)	4 Short = \$6,000 each 1 Long = \$7,500	Convention Center	<b>PAGE 9</b>
<b>ESCALATOR BALUSTRADES</b>	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.	Signage	One Bank Outside Hall H (Exhibit Hall)	\$7500 per section	Convention Center	<b>PAGE 9</b>



CONVENTION CENTER

SPONSORSHIP	SHORT DESCRIPTION	CATEGORY	# AVAILABLE	INVESTMENT	LOCATION	DETAILS
<b>AARC TV</b>	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.	Digital Advertising	1	\$20,000	Convention Center	<b>PAGE 14</b>
<b>GAZETTE NEWSLETTER (ON-SITE NEWS DIGEST)</b>	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. <b>BONUS:</b> 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	<b>PAGE 15</b>
<b>GAZETTE NEWSLETTER – FRONT PAGE BANNER (FOOTER) AD</b>	Ad is placed in the footer location on the front page of the daily edition of the Gazette. <b>BONUS:</b> Purchase all three days and receive a 10% discount.	Print/ Publications Advertising	Three Days Available (Saturday, Sunday, Monday)	\$3,500 Per Day	Show Office Exhibit Hall Registration Convention Center	<b>PAGE 16</b>
<b>SATELLITE EXHIBIT BOOTH</b>	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	<b>PAGE 10</b>

CELL PHONES & TABLETS

SPONSORSHIP	SHORT DESCRIPTION	CATEGORY	# AVAILABLE	INVESTMENT	LOCATION	DETAILS
<b>AARC CONGRESS EVENT APP</b>	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	<b>PAGE 13</b>

EXHIBIT HALL

EXHIBIT HALL SPONSORSHIP	SHORT DESCRIPTION	CATEGORY	# AVAIL-ABLE	INVESTMENT	LOCATION	DETAILS
<b>EXHIBIT HALL AISLE SIGNS</b>	Help Attendees Find Their Way to You — Signs are Located Above Each Aisle of the Exhibit Hall.	Signage	12 Signs One Sponsor	12 Signs/One Side = \$12,500 Add Back = +\$5,000	Exhibit Hall	<b>PAGE 7</b>
<b>GAZETTE NEWSLETTER (ON-SITE NEWS DIGEST)</b>	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. <b>BONUS:</b> 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 <b>BONUS:</b> Purchase all three days and receive a 20% discount.	Show Office Exhibit Hall Registration Convention Center	<b>PAGE 15</b>
<b>GAZETTE NEWSLETTER – FRONT PAGE BANNER (FOOTER) AD</b>	Ad is placed in the footer location on the front page of the daily edition of the Gazette. <b>BONUS:</b> Purchase all three days and receive a 10% discount.	Print/ Publications Advertising	Three Days Available (Saturday, Sunday, Monday)	\$3,500 Per Day	Show Office Exhibit Hall Registration Convention Center	<b>PAGE 16</b>

**REGISTRATION**

SPONSORSHIP	SHORT DESCRIPTION	CATEGORY	# AVAILABLE	INVESTMENT	LOCATION	DETAILS
<b>REGISTRATION KICK PANELS</b>	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.	Signage	15 panels Up to 5 potential sponsors	15 Panels = \$15,000 3 Panels = \$3,000 (5 Sets Available) 5 Panels = \$5,000 (3 Sets Available)	Registration	<b>PAGE 7</b>
<b>GAZETTE NEWSLETTER (ON-SITE NEWS DIGEST)</b>	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. <b>BONUS:</b> 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	<b>PAGE 15</b>
<b>GAZETTE NEWSLETTER - FRONT PAGE BANNER (FOOTER) AD</b>	Ad is placed in the footer location on the front page of the daily edition of the Gazette. <b>BONUS:</b> Purchase all three days and receive a 10% discount.	Print/ Publications Advertising	Three Days Available (Saturday, Sunday, Monday)	\$3,500 Per Day	Show Office Exhibit Hall Registration Convention Center	<b>PAGE 16</b>

**HOTEL(S)**

SPONSORSHIP	SHORT DESCRIPTION	CATEGORY	# AVAILABLE	INVESTMENT	LOCATION	DETAILS
<b>HOTEL ROOM DOOR HANGERS</b>	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. <b>SUGGESTION:</b> 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	<b>PAGE 17</b>
<b>HOTEL ROOM DROPS</b>	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. <b>SUGGESTION:</b> 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	<b>PAGE 17</b>
<b>HOTEL ROOM KEY</b>	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.	Hotel Visibility & Branding	1	\$10,000 + Hotel Room Key Cost	Hotel	<b>PAGE 17</b>
<b>AARC TV</b>	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.	Digital Advertising	1	\$20,000	Convention Center Hotel Congress Website	<b>PAGE 14</b>
<b>SUNRISE SYMPOSIUM</b>	The Sunrise Symposium sponsorship puts your brand in front of an attentive audience. <b>BONUS:</b> Free Attendee Bag Insert (\$3,000 Value) & Complimentary Room Rental	Symposium Sponsorship	Contact Doug Laher 972-406-4698 laher@aacr.org	\$40,000.00	Convention Center	<b>PAGE 5</b>
<b>BREAKFAST SYMPOSIUM</b>	A Breakfast Symposium Sponsorship puts your message and product in front of a targeted audience in a credible environment. <b>BONUS:</b> Free Attendee Bag Insert (\$3,000 Value) & Complimentary Room Rental	Symposium Sponsorship	Contact Doug Laher 972-406-4698 laher@aacr.org	\$25,000.00 + Enduring content options available through AARC LMS starting at \$20,000	Convention Center	<b>PAGE 5</b>

**ATTENDEE BAG**

SPONSORSHIP	SHORT DESCRIPTION	CATEGORY	# AVAILABLE	INVESTMENT	LOCATION	DETAILS
<b>ATTENDEE BAG</b>	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.	Promotional Products	<b>SOLD</b>	\$35,000 - \$40,000	Attendee Bag	<b>PAGE 11</b>
<b>ATTENDEE BADGE LANYARD</b>	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.	Promotional Products	<b>SOLD</b>	\$21,500	Attendee Bag	<b>PAGE 11</b>
<b>ATTENDEE PEN</b>	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!	Promotional Products	<b>SOLD</b>	\$5,000	Attendee Bag	<b>PAGE 11</b>
<b>ATTENDEE BAG INSERTS</b>	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.	Print/ Publications Advertising	20	Full Sheet (8 ½ x 11) = \$3,000 Half Sheet (8 ½ x 5 ½) = \$2,500	Attendee Bag	<b>PAGE 16</b>
<b>PROMOTIONAL PRODUCT</b>	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.	Promotional Products	5	\$5000 Each	Attendee Bag	<b>PAGE 11</b>
<b>FINAL CONGRESS PROGRAM</b>	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	<b>PAGE 15</b>
<b>BELLY BAND ADVERTISING – FINAL CONGRESS PROGRAM</b>	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.	Print/ Publications Advertising	1	\$7,500	Attendee Bag	<b>PAGE 16</b>

**CONGRESS WEBSITE**

SPONSORSHIP	SHORT DESCRIPTION	CATEGORY	# AVAILABLE	INVESTMENT	LOCATION	DETAILS
<b>CONGRESS ADVANCE PROGRAM ONLINE - DISPLAY ADS</b>	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	Congress Website	<b>PAGE 12</b>
<b>AARC TV</b>	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.	Digital Advertising	1	\$20,000	Congress Website	<b>PAGE 14</b>

**AARC EMAIL**

SPONSORSHIP	SHORT DESCRIPTION	CATEGORY	# AVAILABLE	INVESTMENT	LOCATION	DETAILS
<b>CONGRESS ENEWS</b>	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	<b>PAGE 13</b>
<b>EMAIL BLAST TO CONGRESS ATTENDEES</b>	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	AARC Email	<b>PAGE 12</b>



# SPONSORSHIP & ADVERTISING OPPORTUNITIES

## BY INVESTMENT

- \$5,000 & Under 29
- \$5,001 - \$10,000 31
- \$10,001 - \$40,000 32

**\$5,000 & UNDER**

SPONSORSHIP	SHORT DESCRIPTION	CATEGORY	# AVAILABLE	INVESTMENT	LOCATION	DETAILS
<b>LECTURE / SYMPOSIA SPONSORSHIP</b>	“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.”	Symposium Sponsorship	Contact Doug Laher 972-406-4698 laher@aacrc.org	Plenaries = \$2,500 Symposia = \$700 Lectures = \$250	Convention Center	<b>PAGE 6</b>
<b>FINAL CONGRESS PROGRAM</b>	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	<b>PAGE 15</b>
<b>CONGRESS ADVANCE PROGRAM ONLINE - DISPLAY ADS</b>	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	<b>PAGE 12</b>
<b>GAZETTE NEWSLETTER (ON-SITE NEWS DIGEST)</b>	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. <b>BONUS:</b> 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	<b>PAGE 15</b>
<b>SATELLITE EXHIBIT BOOTH</b>	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	<b>PAGE 10</b>
<b>EMAIL BLAST TO CONGRESS ATTENDEES</b>	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	<b>PAGE 12</b>
<b>AARC CONGRESS EVENT APP</b>	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	<b>PAGE 13</b>
<b>CONGRESS ENEWS</b>	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	<b>PAGE 13</b>
<b>HOTEL ROOM DOOR HANGERS</b>	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. <b>SUGGESTION:</b> 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	<b>PAGE 17</b>
<b>HOTEL ROOM DROPS</b>	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. <b>SUGGESTION:</b> 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	<b>PAGE 17</b>

**\$5,000 & UNDER**

SPONSORSHIP	SHORT DESCRIPTION	CATEGORY	# AVAILABLE	INVESTMENT	LOCATION	DETAILS
<b>ATTENDEE BAG INSERTS</b>	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.	Print/ Publications Advertising	20	Full Sheet (8 ½ x 11) = \$3,000 Half Sheet (8 ½ x 5 ½) = \$2,500	Attendee Bag	<b>PAGE 16</b>
<b>FREESTANDING SIGNS (METER BOARDS)</b>	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"	Signage	Varies by Location	One Side = \$3,000 Both Sides/Same Sign = \$4,000	Convention Center	<b>PAGE 8</b>
<b>REGISTRATION KICK PANELS</b>	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.	Signage	15 panels Up to 5 potential sponsors	3 Panels = \$3,000 (5 Sets Available) 5 Panels = \$5,000 (3 Sets Available) 15 Panels = \$15,000	Registration	<b>PAGE 9</b>
<b>GAZETTE NEWSLETTER – FRONT PAGE BANNER (FOOTER) AD</b>	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.	Print/ Publications Advertising	Three Days Available (Saturday, Sunday, Monday)	\$3,500 Per Day	Show Office Exhibit Hall Registration Convention Center	<b>PAGE 16</b>
<b>MODULAR MEETING ROOMS</b>	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.	Miscellaneous	5	\$4,000 Per Day \$7,000 Entire Show (Nov 9, 10 & 11)	Exhibit Hall	<b>PAGE 10</b>
<b>ATTENDEE PEN</b>	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!	Promotional Products	<b>SOLD</b>	\$5,000	Attendee Bag	<b>PAGE 11</b>
<b>PROMOTIONAL PRODUCT</b>	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.	Promotional Products	5	\$5000 Each	Attendee Bag	<b>PAGE 11</b>

**\$5,001 - \$10,000**

SPONSORSHIP	SHORT DESCRIPTION	CATEGORY	# AVAILABLE	INVESTMENT	LOCATION	DETAILS
<b>MODULAR MEETING ROOMS</b>	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.	Miscellaneous	5	\$4,000 Per Day \$7,000 Entire Show (Nov 9, 10 & 11)	Exhibit Hall	<b>PAGE 10</b>
<b>GAZETTE NEWSLETTER (ON-SITE NEWS DIGEST)</b>	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. <b>BONUS:</b> 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	<b>PAGE 15</b>
<b>ADVERTISING TOWER</b>	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.	Signage	One Tower = 4 Inserts	4 Inserts = \$6,000	Convention Center	<b>PAGE 9</b>
<b>BELLY BAND ADVERTISING - FINAL CONGRESS PROGRAM</b>	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.	Print/ Publications Advertising	1	\$7,500	Attendee Bag	<b>PAGE 16</b>
<b>HOTEL ROOM KEY</b>	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.	Hotel Visibility & Branding	One Per Hotel Eleven Hotels Available	\$10,000 + Hotel Room Key Cost	Hotel	<b>PAGE 17</b>
<b>EVENT SCHEDULE BOARD / TOWER</b>	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.	Signage	Two Boards	One Board = \$10,000 Two Boards = \$17,500	Meeting Room Concourse Convention Center	<b>PAGE 8</b>
<b>CLOSING CEREMONY</b>	Be a part of attendees' conversations as they wrap up the Congress and prepare to go home and take your message with them.	Event Sponsorship	1	\$10,000.00	Convention Center	<b>PAGE 4</b>

**\$10,001 - \$40,000**

EXHIBIT HALL SPONSORSHIP	SHORT DESCRIPTION	CATEGORY	# AVAILABLE	INVESTMENT	LOCATION	DETAILS
<b>EXHIBIT HALL AISLE SIGNS</b>	Help Attendees Find Their Way to You — Signs are Located Above Each Aisle of the Exhibit Hall.	Signage	12 Signs One Sponsor	12 Signs/One Side = \$12,500 Add Back = +\$5,000	Exhibit Hall	<b>PAGE 7</b>
<b>KEYNOTE ADDRESS</b>	This Keynote address sets the stage for the information and technology of the next four days of the AARC Congress.	Event Sponsorship	1	\$15,000.00	Convention Center	<b>PAGE 4</b>
<b>FINAL CONGRESS PROGRAM</b>	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	<b>PAGE 15</b>
<b>EVENT SCHEDULE BOARD/ TOWER</b>	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.	Signage	Two Boards	One Board = \$10,000 Two Boards = \$17,500	Meeting Room Concourse Convention Center	<b>PAGE 8</b>
<b>ATTENDEE BADGE LANYARD</b>	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.	Promotional Products	<b>SOLD</b>	\$21,500	Attendee Bag	<b>PAGE 11</b>
<b>AARC TV</b>	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.	Digital Advertising	1	\$20,000	Convention Center Hotel AARC Congress Website	<b>PAGE 14</b>
<b>BREAKFAST SYMPOSIUM</b>	A Breakfast Symposium Sponsorship puts your message and product in front of a targeted audience in a credible. <b>BONUS:</b> Free Attendee Bag Insert (\$3,000 Value) & Complimentary Room Rental	Symposium Sponsorship	Contact Doug Laher 972-406-4698 laher@aacr.org	\$25,000.00 + Enduring content options available through AARC LMS starting at \$20,000	Hotel	<b>PAGE 5</b>
<b>ATTENDEE BAG</b>	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.	Promotional Products	<b>SOLD</b>	\$35,000 - \$40,000	Attendee Bag	<b>PAGE 11</b>
<b>LUNCH SYMPOSIUM</b>	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. <b>BONUS:</b> Free Attendee Bag Insert (\$3,000 Value) & Complimentary Room Rental"	Symposium Sponsorship	<b>SOLD OUT</b>	\$27,500.00 + Enduring content options available through AARC LMS starting at \$20,000	Convention Center	<b>PAGE 6</b>
<b>SUNRISE SYMPOSIUM</b>	The Sunrise Symposium sponsorship puts your brand in front of an attentive audience. <b>BONUS:</b> Free Attendee Bag Insert (\$3,000 Value) & Complimentary Room Rental	Symposium Sponsorship	Contact Doug Laher 972-406-4698 laher@aacr.org	\$40,000.00	Hotel	<b>PAGE 5</b>