

# 2022 AARC Corporate Partner Program



Since 1947, the AARC has been leading the effort to advance the respiratory care profession and promote high-quality, cost-effective, patient-centric respiratory care. Collaborating with our 48 state organizations and other medical organizations, we have successfully advocated at the federal, state and local level for patients, their families, the community, the profession and the respiratory therapist.

## AARC's Corporate Partners Objectives

The combined efforts between the respiratory care profession and industry in pursuing unique and innovative ways to improve both the quality and outcomes of our patients make us natural partners in today's healthcare continuum.

As health care finances become more strained and patient care becomes increasingly more complex, the mutual challenges become greater for the profession and its industry partners. The inherent synergies of the corporate partner concept are to provide an effective way to address those needs utilizing our combined skills and resources.

## AARC's Corporate Partners Levels

Since AARC's Corporate Partner Program Inception in 2003, the program has been based off an annual Corporate Partner spend. AARC's three-tiered Partner status is based on a one-time annual fee assessed each year in January. The following are the 3 levels:

- **Platinum Level**                      **\$20,000**
- **Gold Level**                              **\$17,500**
- **Silver Level**                             **\$14,500**

## AARC's Commitment to the Corporate Partners

AARC provides recognition of the partnerships to its membership through announcements in printed and online publications. Corporate Partners also enjoy ongoing acknowledgment and exclusive special privileges that provide avenues for extended exposure of the partner's marketing efforts. Upon becoming an AARC Corporate Partner, you will receive:

# 2022 AARC Corporate Partner Program



## AARC Corporate Partner Benefits

### Platinum Level

- **Membership**
  - 12 AARC Digital Memberships
- **Sponsorships**
  - One AARC Explores\* OR Two Webcast/RC JournalCast sponsorships
  - One AARC Podcast sponsorship
- **Advertising**
  - Two AARC News Banner #2 Ads in AARC News OR One RC Journal Print Ad\*\*
  - Two Digital Box Ads on AARC.org for One Month Each\*\*
  - Two Respiratory Industry News Newsletter Ads\*\*
  - 10% discount on Marketing package for Non-AARC Webinars
  - Complimentary Social Media Graphics promoting the AARC Exhibit Hall

\*\*Print (Respiratory Care) or digital (newsletters or website) ads must include at least one paid ad in 2022 calendar year.
- **Conventions & Meetings**
  - Summer Forum
    - One Complimentary Booth + Two Staff Registrations
  - Congress
    - Early Housing Access with limit of 12 rooms at HQ hotel
    - Corporate Partner Lounge w/ furniture, water and coffee provided
    - Corporate Partner advance booth reservation window based on priority point status
    - Three BONUS Priority Points (Value = \$15,000)
    - \$2,500 sponsorship credit (Must have Congress Booth)
    - Logo on AARC Congress 2022 Registration Kick Panels
- **Discounts**
  - Live Focus Group = 60% discount of \$8,000 cost
  - Virtual Focus Groups = 15% discount of \$6,000 cost
  - Digital Focus Groups = 40% discount of \$10,000 cost
  - Industry Insights Podcast Episode Recording = 80% discount of \$5,000 cost
  - AARC Perspectives Podcast Episode Sponsorship = 50% discount after first one included.
  - AARC Corporate Communities = 50% discount of \$7,500 cost
  - Non-AARC Educational Webcasts = 10% discount of \$5,500 cost

\* There are 10 AARC Explores programs per year (based on availability).

\*\*Print (Respiratory Care) or digital (newsletters and website) ads must include at least one paid ad in 2022 calendar year.

# 2022 AARC Corporate Partner Program



## Gold Level

- **Membership**
  - 10 AARC Digital Memberships
- **Sponsorships**
  - One Webcast OR RC JournalCast sponsorship
  - AARC Podcast sponsorship
- **Advertising**
  - One AARC News Banner #2 Ad in AARC News OR One Print Ad in RC Journal\*\*
  - One Digital Box Ad on AARC.org for One Month\*\*
  - One Respiratory Industry News Newsletter Ad\*\*
  - 5% discount on Marketing package for Non-AARC Webinars
  - Complimentary Social Media Graphics promoting the AARC Exhibit Hall
- **Conventions & Meetings**
  - Summer Forum
    - One Complimentary Booth + Two Staff Registrations
  - Congress
    - Early Housing Access with limit of 10 rooms at HQ hotel
    - Corporate Partner Lounge w/ furniture, water and coffee provided
    - Corporate Partner advance booth reservation window based on priority point status
    - Three BONUS Priority Points (Value = \$15,000)
    - \$2,000 sponsorship credit (Must have Congress Booth)
    - Logo on AARC Congress 2022 Registration Area Kick Panels
- **Discounts**
  - Live Focus Group = 50% discount of \$8,000 cost
  - Virtual Focus Groups = 7.5% discount of \$6,000 cost
  - Digital Focus Groups (Survey) = 40% discount of \$10,000 cost
  - Industry Insights Podcast Episode Recording = 80% discount of \$5,000 cost
  - AARC Perspectives Podcast Episode Sponsorship = 50% discount after first one (included).
  - AARC Corporate Communities = 50% discount of \$7,500 cost
  - Non-AARC Educational Webcasts = 5% discount of \$5,500 cost

*\* There are 10 AARC Explores programs per year (based on availability).*

*\*\*Print (Respiratory Care) or digital (newsletters and website) ads must include at least one paid ad in 2022 calendar year.*

# 2022 AARC Corporate Partner Program



## Silver Level

- **Membership**
  - 7 AARC Digital Memberships
- **Sponsorships**
  - One Webcast/ RC JournalCast sponsorship
  - 5% discount on Marketing package for Non-AARC Webinars
- **Advertising**
  - One AARC News Banner #3 Ad in AARC News **OR** One Digital Box Ad on AARC.org for One Month\*\*
- **Conventions and Meetings**
  - **Summer Forum**
    - One Complimentary Booth + Two Staff Registrations
  - **Congress**
    - Early Housing Access with limit of 10 rooms at HQ hotel
    - Corporate Partner Lounge w/ furniture, water and coffee provided
    - Corporate Partner advance booth reservation window based on priority point status
    - Two BONUS Priority Points (Value = \$10,000)
    - \$1,500 sponsorship credit (Must have Congress Booth)
    - Logo on AARC Congress 2022 Registration Area Kick Panels
- **Discounts**
  - Live Focus Group (40% discount of \$8,000 cost)
  - Virtual Focus Groups (7.5% discount of \$6,000 cost)
  - Digital Focus Groups (40% discount of \$10,000 cost)
  - Industry Insights Podcast Episode Recording = 80% discount of \$5,000 cost
  - AARC Perspectives Podcast Episode Sponsorship = 50% discount after first one (included).
  - AARC Corporate Communities (50% discount of \$7,500)
  - Non-AARC Educational Webcasts (5% discount of \$5,500)

\* There are 10 AARC Explores programs per year (based on availability).

\*\*Print or digital (newsletters or website) ads must include one paid ad in 2022 calendar year.

# 2022 AARC Corporate Partner Program



## AARC COMMUNICATIONS

### RESPIRATORY CARE and AARC Congress Gazette Wrap-Up

- Special recognition along with other corporate partners in each issue of RESPIRATORY CARE
- Special recognition next to your name in the company directory section of the *AARC Respiratory Care Marketplace* website
- Daily AARC Ad in the Congress Wrap-Up email acknowledging and recognizing Corporate Partners.

### AARC Corporate Partner Web Page

- Special recognition of your partnership on the Corporate Partner web page listing your logo, a description of the company, and a hyperlink to your company website. **Note:** Companies are listed in alphabetical order based on sponsorship level.
- Option to post company press releases and product announcements through the Corporate Partner news feed section on the updated Corporate Partner web page

### AARC Executive Office

- Annual meeting with Platinum and Gold Corporate Partners at company headquarters
- Exclusive monthly newsletter to Corporate Partners (sign-up required) and their teams allowing for communication of current and future AARC news and events

# 2022 AARC Corporate Partner Program



## ADVERTISING (PRINT)

### AARC / Daedalus Monthly Publications

Distributed to AARC members and subscribers monthly. Also distributed at AARC Events and selected industry tradeshows.

- Print Advertisements in RESPIRATORY CARE journal

### AARC Special Publications (See also: Events - Congress)

Distributed to all Congress attendees.

- Congress Digital Newsletters
- Advertisements in Online Congress Program (Advance and Final)

See [AARC Media Kit](#) or contact **Sarah Vaughn**, Director of Business Development at 972.243.2272 for details.

## ADVERTISING (Digital)

The American Association for Respiratory Care (AARC) and MultiView, Inc, are partners offering digital advertising on the AARC's websites, AARC.org, AARConnect, rc.rcjournal.com and *AARC's Respiratory Care Marketplace*. Retargeting advertising also available.

This relationship provides greater access to the respiratory care market for health industry manufacturers and pharmaceutical companies around the world. Together, the two organizations make it easier for marketers to connect their business with the largest audience in respiratory care.

### AARC Corporate Partner Digital Advertising Parameters

- At this time, we do not offer discounts through our 3<sup>rd</sup> party partner for digital advertising in these areas.

### AARC Respiratory Care Marketplace

- Offers a prominent launch point from new aarc.org homepage.
- No cost identification as Corporate Partners

### AARC Special Publications (See also: Events - Congress)

Distributed to all Congress attendees.

- Congress Digital Newsletters
- Congress Wrap-Up Newsletter (formerly known as AARC Gazette)

# 2022 AARC Corporate Partner Program



See [AARC Media Kit](#) or contact Multiview at: (800) 816-6710 or [AARC@multiview.com](mailto:AARC@multiview.com) for details.

## MARKETING AND OTHER ADVERTISING

As part of our desire to increase and improve the benefits of Corporate Partners with the AARC, we have other new and existing exclusive advertising benefits available to Partners.

### **Live Focus Groups - \$8,000 value**

AARC offers participation and resources for live focus groups. The AARC agrees to secure *up to 15* attendees based on a demographic and clinical profile provided by the Corporate Partner.

Selection may be made from these live venues:

- Focus groups at the AARC Congress
- Focus groups at the AARC Summer Forum (avg. 400 attendees: 65% educators and 35% managers)

### **Digital Focus Groups - \$10,000 value**

The Digital Focus Group is a research program that links the respiratory therapist to marketers through the collection of clinical information. Marketers may use this information to identify and define marketing opportunities; generate, refine, and evaluate new and existing products; and to monitor their market. The AARC Digital Focus Group program is available only to topics related to the field of respiratory care and those that have a business relationship with the AARC.

Digital Programs:

- AARC Turnkey Program - 40% discount

# 2022 AARC Corporate Partner Program



## SPECIALTY PROGRAMS

### Membership

**Corporate Partner Digital Memberships** (number based on level) - \$96 value

The gift of AARC membership can be extended to your customer base. AARC has made this process easy through the **Group Membership Program**. Membership vouchers can be purchased in quantities of 25 or more at a reduced rate. They apply to both new and renewing memberships. Custom programs are also available. For more information, contact Tina Sawyer at (972) 243-2272.

## CONVENTIONS & MEETINGS

### AARC Congress

The premier event in the respiratory industry and has an annual attendance of over 5,800 respiratory care professionals and others in a respiratory-related field.

- **Exhibit Booth**
  - All Corporate Partners will receive additional “Priority Point” that may be applied towards booth selection based on Corporate Partner Status
- **Exclusive Benefits**
  - Custom-designed Corporate Partner plaque to display in your exhibit booth
  - Acknowledgment of Corporate Partners in Congress online program and related communications
  - Recognition of Corporate Partners onsite with special signs in key locations
- **Sponsor educational programs such as featured lectures and symposia.**
  - Contact AARC Conventions Office at (972) 243-2272 for available opportunities.
- **Sponsor other activities or products.**
  - Contact AARC Conventions Office at (972) 243-2272 for available opportunities.

# 2022 AARC Corporate Partner Program



## **AARC Summer Meetings**

The Summer Forum annual meeting brings together more than 400 managers and educators in the respiratory industry. Additional courses are generally offered that are of interest to other respiratory care professionals. All Corporate Partners receive complimentary space at this exclusive exhibitor event. Year after year, Corporate Partners have shared with us that the intimacy of this event provides them the best leads, and opportunities for clinical conversations with important customers.

- **Sponsor other activities**

- Contact AARC Conventions Office at (972) 243-2272 for available opportunities.

## **EDUCATIONAL Sponsorships**

### **AARC Explores in Respiratory Care - \$5,000 value**

This educational series includes 10 video presentations along with proctor packet, educational materials and CRCE credit. These programs are marketed heavily in the current year and continue in the product mix until the topic is no longer relevant. Recognition for these unrestricted educational grants appears in all print and online advertising and on the video program itself. Grant is \$4500 per topic. For more information, contact Pam Russell.

### **AARC Webcasts - \$3,500 value**

Current topics in respiratory care are presented in an online webcast format monthly, led by well-respected professionals in the field of respiratory care. These CRCE-accredited programs are presented live to AARC members, and then become available for access afterward through CRCE Online. Recognition for these unrestricted educational grants appears in all print and online advertising, on the live program and on the taped program. Grant is \$3,000 per topic. For more information, contact Pam Russell.

## **American Respiratory Care Foundation Fundraiser**

**Single Tickets - \$150**

**Corporate Tables or 8 seats - \$1,200**

On the eve of the AARC'S Congress, the American Respiratory Care Foundation (ARCF) hosts its annual fundraiser to raise monies to advance its mission in promoting respiratory health through the support of research, education, and patient-focused philanthropic activities in respiratory care.