

2021 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 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:

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AARC Corporate Partner Benefits

Platinum Level

- **Membership**
 - 12 AARC memberships
- **Sponsorships**
 - 1 Current Topics** or 2 Webcast/JournalCast sponsorship
 - 1 Big Ideas Theater or AARC Podcast Sponsorships
- **Advertising**
 - 4 Ads (newsletter or print) and 1 Showcase Newsletter*
 - 10% discount on Marketing package for Non-AARC Webinars
 - Complimentary Social Media Graphics package promoting Congress booth
- **Conventions and Meetings**
 - *Summer Forum*
 - Complimentary Booth
 - Complimentary Registration for 2 Representatives
 - Congress
 - Early Housing Access
 - 3 BONUS Priority Points
 - \$2,500 sponsorship credit (Must have a booth)
 - Listed on AARC Congress 2021 Registration Desk 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 (50% discount of \$5,000 cost)
 - AARC Perspectives Podcast Episode Sponsorship (25% discount of \$3,600)
 - AARC Corporate Communities (50% discount of \$7,500)
 - Non-AARC Educational Webcasts (10% discount of \$5,500)

*print (Respiratory Care) or digital (newsletters) ads must include at least 1 paid ad in calendar 2021 year

** There are 8 Current Topics programs per year (based on availability)

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Gold Level

- **Membership**
 - 10 AARC memberships
- **Sponsorships**
 - Webcast/JournalCast sponsorship
 - 1 Big Ideas Theater or AARC Podcast Sponsorship
- **Advertising**
 - 3 Ads (newsletter or print) and 1 Showcase Newsletter*
 - 5% discount on Marketing package for Non-AARC Webinars
 - Complimentary Social Media Graphics package promoting Congress booth
- **Conventions and Meetings**
 - *Summer Forum*
 - Complimentary Booth
 - Complimentary Registration for 2 Representatives
 - Congress
 - Early Housing Access
 - 2 BONUS Priority Points
 - \$2,000 sponsorship credit (Must have a booth)
 - Listed on AARC Congress 2021 Registration Desk kick panels
- **Discounts**
 - Live Focus Group (50% discount of \$8,000 cost)
 - Virtual Focus Groups (12% discount of \$6,000 cost)
 - Digital Focus Groups (40% discount of \$10,000 cost)
 - Industry Insights Podcast Episode Recording (50% discount of \$5,000 cost)
 - AARC Perspectives Podcast Episode Sponsorship (25% discount of \$3,600)
 - AARC Corporate Communities (50% discount of \$7,500)
 - Non-AARC Educational Webcasts (5% discount of \$5,500)

* print (RESPIRATORY CARE) or digital (newsletters) ads must include at least 1 paid ad in calendar 2021 year

** There are 8 Current Topics programs per year (based on availability)

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Silver Level

- **Membership**
 - 7 AARC memberships
- **Sponsorships**
 - 1 Webcast/JournalCast sponsorship
 - 5% discount on Marketing package for Non-AARC Webinars
- **Advertising**
 - 2 Ads (newsletter or print)*
- **Conventions and Meetings**
 - *Summer Forum*
 - Complimentary Booth
 - Complimentary Registration for 2 Representatives
 - Congress
 - Early Housing Access
 - 2 BONUS Priority Points
 - \$1,500 sponsorship credit (Must have a booth)
 - Listed on AARC Congress 2021 Registration Desk 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 (50% discount of \$5,000 cost)
 - AARC Perspectives Podcast Episode Sponsorship (25% discount of \$3,600)
 - AARC Corporate Communities (50% discount of \$7,500)
 - Non-AARC Educational Webcasts (5% discount of \$5,500)

* print (RESPIRATORY CARE) or digital (newsletters) ads must include at least 1 paid ad in calendar 2021 year

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AARC COMMUNICATIONS

RESPIRATORY CARE and AARC Website

- Monthly recognition of corporate partners in each issue of RESPIRATORY CARE
- Periodic acknowledgment and recognition of all Corporate Partners in digital newsletters
- Corporate Partner hyperlink on homepage of aarc.org

AARC Corporate Partner Web Page

- Special recognition of your partnership on separate Corporate Partner web pages, a description of the company, and hyperlinks to your company's key website content

AARC Executive Office

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

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ADVERTISING (PRINT and NEWSLETTERS)

AARC / Daedalus Weekly, Bi-monthly or Monthly Publications

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

- Print Advertisements in RESPIRATORY CARE journal
- Leaderboards and Skyscrapers in AARC Digital Newsletters

AARC Special Publications (See also: Events - Congress)

Distributed to all Congress attendees.

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

See AARC Media Kit at <http://www.aarc.org/media-kit/> or contact **Sarah Vaughn**, Director of Business Development at 972.243.2272 for details.

WEBSITE ADVERTISING (Digital)

The American Association for Respiratory Care (AARC) offers digital advertising on the various AARC's digital platforms. Websites that include **AARC.org**, **rc.rcjournal.com** and the **AARC Newsroom** (*new in 2021*), as well as, the internal communities of **AARConnect** for members of the association.

These advertising platforms provide greater access to the respiratory care market for health industry manufacturers and pharmaceutical companies around the world.

See AARC Media Kit at <http://www.aarc.org/media-kit/> or contact **Sarah Vaughn**, Director of Business Development at 972.243.2272 for details.

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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)

Virtual Focus Groups - \$6,000 value

The Virtual 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 Virtual 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. The AARC agrees to secure up to 15 attendees based on a demographic and clinical profile provided by the Corporate Partner.

Virtual Programs:

- 15% discounts for Platinum Partner
- 12% discount for Gold Partners
- 7.5% discount for Silver Partners

Digital (Survey) 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:

- Partners - 40% discount

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SPECIALTY PROGRAMS

Membership

Corporate Partner Digital Memberships (number based on level) - \$89 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 Denise Smith at (972) 406-4696.

AARC Podcasts

Industry Insights - \$5000 value (Platinum and Gold – 50% discount)

AARC is pleased to announce a new engagement opportunity for our Industry partners, **Industry Insights**. The respiratory care community will receive an opportunity to participate in a podcast interview with a member of the AARC Leadership Team. During this 20-25-minute call with each participant representative, topics of discussion will include the respiratory profession, product development, company challenges during COVID-19 and your footprint in the respiratory care product market.

AARC Perspectives - \$3,600 value (Corporate Partners – 25% discount)

New for 2021. AARC will conduct podcasts of clinical or professional topics from leading experts in the profession. This podcasts will be recorded and distributed through the AARC Newsroom and its multimedia outlets. Sponsors will be acknowledged prior to and at the conclusion of the podcast. Company logo will be featured on all multimedia promotions

AARConnect Communities - \$7,500 value (Corporate Partners 50% discount)

A place for Corporate Partners to share information that supports the mission and vision of the corporate partner. Corporate Communities discussions by the nature reflects the company, its products and its employees. The following guidelines cover all messages sent – whether to an entire discussion or by an individual community member.

- Membership to Corporate Connect Communities are limited to AARC members and enacted on an opt-in basis by those members.
- AARC staff provides general oversight of the AARConnect platform.

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Conventions and 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
 - Recognition of Corporate Partners onsite with special signs in key locations
- **Congress Perks**
 - Registration Booth kick panel listing @ 2020 Congress (\$1,500 value)

AARC Summer Meetings

The Summer Forum annual meeting brings together managers and educators in the respiratory industry. Additional courses are generally offered that are of interest to other respiratory care professionals.

- Corporate Partners receive complimentary space at this exclusive exhibitor event

Big Ideas Theater (filmed at AARC Congress)

AARC with Convention News Television (CNTV or aka *AARCTV*) launch AARC Big Ideas Theater at the 2016 AARC Congress ([AARC Big Ideas Theater](#)). The years of background and media experience of CNTV brings broadcast in-depth interviews live from the AARC booth with *Thought Leaders* participating in AARC Congress. As these 5-7 minute sessions are recorded during the live broadcast, AARC repurposes these recordings throughout the calendar year on the AARC home page as well as blasting it out through digital and social media channels.

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EDUCATIONAL Sponsorships

AARC Current Topics In Respiratory Care - \$4,800 value

This educational series includes 8 video presentations along with proctor packet, educational materials and CRCE credit. These programs on DVD 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, on the video program itself, and on the DVD packaging. Grant is \$4,800 per topic. For more information, contact [Paul Minitzer](#).

AARC Webcasts - \$3,750 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 \$3,500 per topic. For more information, contact [Paul Minitzer](#).

Advertising Sponsorships of Non-AARC Education Webcasts

Rate: \$5,500 (*10% discounts for Platinum Partner and 5% for Gold, Silver Partners*)

Continuing education is the learning process used by professionals to keep abreast of changes in their respective fields to improve the quality of services they offer. In the context of respiratory therapy, continuing education can help the therapist maintain knowledge and skill while providing new information to modernize the therapeutic and diagnostic techniques learned in formal education.

AARC recognizes the needs to provide a diverse array of educational topics and opportunities for the respiratory care profession that is non-included in our portfolio of courses at AARC U.