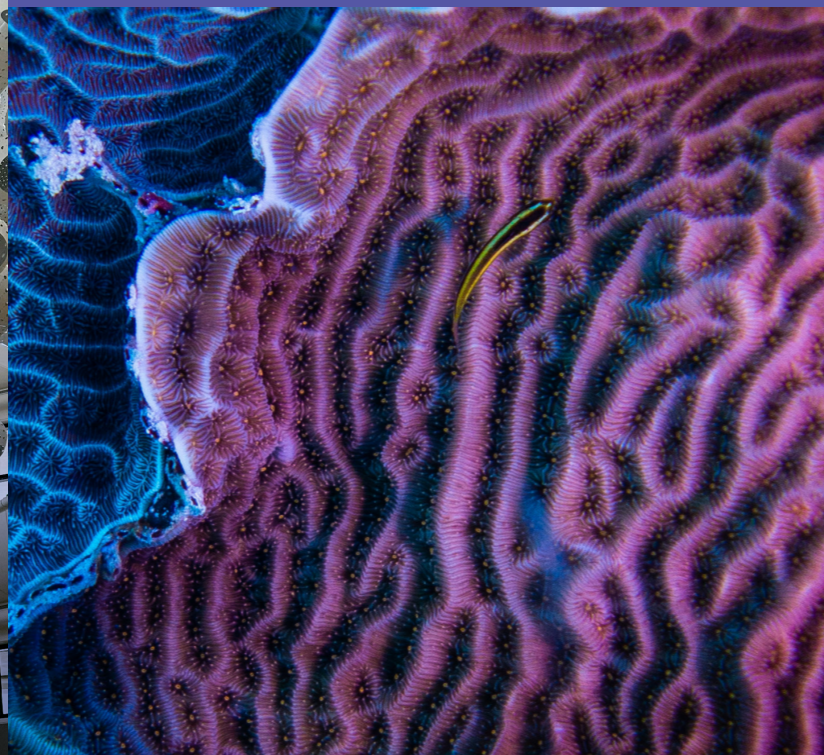




Sponsorship Prospectus



Orlando, FL
November 20-23, 2024

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TABLE OF CONTENTS

SPECIAL EVENTS

AARC Welcome Party	4
Keynote Address	4
Closing Ceremony	4
Sputum Bowl	4
Awards Ceremony	5
Seat Drops	5
Expo Hall Theater	7

SYMPOSIA OPPORTUNITIES

Breakfast Symposia	5
Lunch Symposia	6
Plenary Sessions / Lectures	7

SIGNAGE OPPORTUNITIES

ONSITE BRANDING OPPORTUNITIES

ADVERTISING - DIGITAL

ADVERTISING - PRINT

Attendee Bag Inserts	12
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A FIRST-CLASS EVENT

AARC Congress attracts top respiratory therapists, physicians, health care providers and companies from around the U.S. and over 30 countries.

THE EXHIBIT HALL

Hours

November 20	10am - 3pm
November 21	9am - 3pm
November 22	9am - 1pm

Move-in Dates

November 18	8am - 5pm
November 19	8am - 5pm

Move-out Timing

November 22	Starting at 2pm
to November 23	No later than 12noon

ORANGE COUNTY CONVENTION CENTER

Hall WE
9800 International Drive
Orlando, FL 32819-8111

AARC
Congress
is four days
of educational
programs, including
100+ sessions and
200+ research
presentations.

Attendees at the themed Welcome Party at Congress



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 before, during and after the show!

SPONSORSHIPS THAT FIT YOUR GOALS AND BUDGET

CHOOSE AN INDIVIDUAL PROJECT

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.

LEARN THE LATEST RESEARCH

Multiple sponsorships make big impressions for your brand and reassure buyers that your brand is an industry leader. Discount opportunities may apply.

LAUNCH NEW PRODUCTS

Let us know if you have a sponsorship idea for the AARC Congress. AARC is always open to new ideas.



Contact Susan Mathis at susan.mathis@aacrc.org
Phone: 972.406.4663



Special Events

AARC WELCOME PARTY	HQ Hotel	Contact Show Management for custom pricing	<p>DEADLINE: Friday, September 6, 2024</p> <ul style="list-style-type: none">• This is a great way to thank meeting attendees for their business and reinforce your brand with future and potential customers• Recognition in event app & event website• One-sided meter board recognizing sponsorship• Lighted company logo (GOBO) on stage behind entertainment• Company representative can address the audience from the stage.
KEYNOTE ADDRESS	Convention Center	\$15,000	<p>DEADLINE: Friday, September 6, 2024</p> <p>This Keynote address kicks off 4 days of education and elevation of AARC Congress 2024!</p> <ul style="list-style-type: none">• Welcome remarks on stage by corporate representative• Leaderboard ad on event website/recognition in event app• Opportunity to place a seat drop in the General Session room• One-sided meter board in convention center• Logo displayed on iMag screens in room• Contact Show Management for custom pricing
CLOSING CEREMONY	Convention Center	\$10,000	<p>DEADLINE: Friday, September 6, 2024</p> <ul style="list-style-type: none">• Welcome remarks on stage by corporate representative• Leaderboard ad on Congress event website• Recognition in Congress event app• One-sided meter board in convention center• Logo displayed on iMag screens in the room• Contact Show Management for custom pricing
SPUTUM BOWL	Convention Center	Contact Show Management for pricing	<ul style="list-style-type: none">• Recognition on stage and remarks by corporate representative• Logo displayed• Recognition in



Special Events

continued

AWARDS CEREMONY	Convention Center	\$25,000 <i>Contact Show Management for custom pricing</i>	<ul style="list-style-type: none"> Welcome remarks on stage by corporate representative Logo displayed on iMag screens in the room Recognition in event app & event website
SEAT DROPS – CONVENTION CENTER	Convention Center	\$10,000 Keynote \$7,500 Closing	DEADLINE: Friday, September 20, 2024 <ul style="list-style-type: none"> Sponsor-provided 1-page handout placed in seats at Keynote address or Closing Ceremony Sponsor is responsible for printing the item and providing to AARC
BREAKFAST SYMPOSIA 2 SOLD ALREADY, Book Today!	Hotel	\$25,000	DEADLINE: Friday, September 6, 2024 SPONSOR BENEFITS <ul style="list-style-type: none"> 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 on-site Exposure in the Congress event app and website Symposium does not compete with any other Congress event AARC will direct market and advertise the event to AARC membership/Congress attendees Complimentary Room Rental SPONSOR RESPONSIBILITIES <ul style="list-style-type: none"> Provide course content, title, description, learning objectives and faculty CRCE application Financial responsibility: <ul style="list-style-type: none"> -Food & Beverage -Audio Visual -Faculty travel and honoraria Online registration Registration and roster management BONUS <ul style="list-style-type: none"> Free 8 ½ x 11 bag insert in the Congress attendee bag. – \$3,000 Value (Print, design and shipping costs are sponsor’s responsibility.)



2023 Congress Breakfast Symposia attendees

Special Events

continued

<p>LUNCH SYMPOSIA</p> <p>LIMITED AVAILABILITY, Book Today!</p> <p>ENDURING CONTENT options start at \$20,000</p>	Hotel	\$40,000	<p>DEADLINE: Friday, September 6, 2024</p> <p>SPONSOR BENEFITS</p> <ul style="list-style-type: none">• 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 on-site• Exposure in the Congress event app and website• Symposium does not compete with any other Congress event• AARC will direct market and advertise the event to AARC membership/Congress attendees• Complimentary Room Rental <p>SPONSOR RESPONSIBILITIES</p> <ul style="list-style-type: none">• Provide course content, title, description, learning objectives and faculty• CRCE application• Financial responsibility:<ul style="list-style-type: none">- Food & Beverage- Audio Visual- Faculty travel and honoraria• Online registration• Registration and roster management <p>BONUS</p> <ul style="list-style-type: none">• Free 8 ½ x 11 bag insert in the Congress attendee bag. - \$3,000 Value (Print, design and shipping costs are sponsor’s responsibility.)
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OVER 63% of Congress attendees influence or make purchasing decisions.*

Need a private meeting space at Congress?
Complete this form:



<https://form.jotform.com/240664322510143>

Contact Show Management for more details.

Special Events

continued

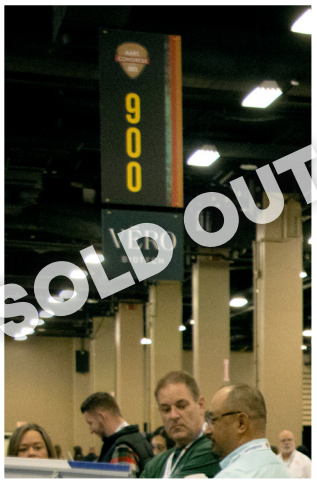
EXPO HALL THEATER <i>Returning in 2024 in a PRIME LOCATION!</i>	Expo Hall	\$7,500	DEADLINE: Friday, September 20, 2024 <ul style="list-style-type: none">• Opportunity to present a 20-30 minute session on the show floor to AARC attendees during the Expo hall hours• Recognition on on-site signage• Recognition on event website and event app• AARC will provide a water cooler inside the theater which will accommodate approximately 50 attendees• Sponsor will receive a complementary email blast to promote the session• Basic A/V set with projector, screen and mic
PLENARY SESSION SPONSORSHIPS <ul style="list-style-type: none">– The 12th Thomas L. Petty Memorial Lecture– The 40th Phil Kittredge Memorial Lecture	Convention Center	\$2,500	DEADLINE: Friday, September 6, 2024 SPONSOR BENEFITS <ul style="list-style-type: none">• 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 Congress event app and website• Recognition from lectern at event• Signage at the session’s entrance



11th Thomas Petty Memorial Lecture, Congress 2023, Nashville, TN

Signage Opportunities

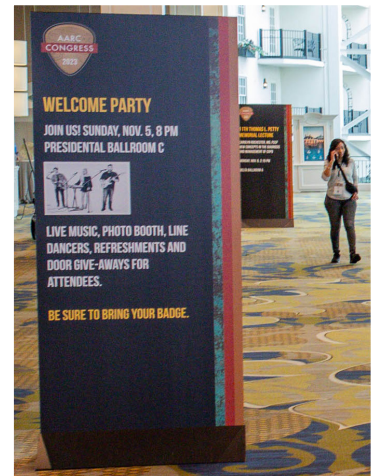
AISE SIGNS	Expo Hall	\$1,000 each <i>Save \$\$ when you buy multiple!</i>	DEADLINE: Friday, September 6, 2024 <ul style="list-style-type: none"> Catch the eyes of attendees who are trying to locate booths in the exhibit hall Help attendees find their way to you Signs are located above each aisle in the Exhibit Hall Endless exposure for your brand as attendees maneuver their way through the exhibit hall using the aisle signs for direction
BRANDED SELFIE STATIONS	Convention Center	\$5,000 single logo placement \$7,500 full backdrop (<i>step and repeat style</i>)	DEADLINE: Friday, September 6, 2024 <ul style="list-style-type: none"> See your logo all over social media with a branded selfie station! Structures will be placed in high-traffic areas at Congress.
FREESTANDING METER BOARDS	Convention Center	\$1,500 single-sided \$2,500 double-sided	DEADLINE: Friday, September 6, 2024 ARTWORK DUE: Friday, September 20, 2024 <ul style="list-style-type: none"> 36" x 96" Highly visible freestanding signs will be placed in strategic locations around Convention Center and Hotel Signs will be located outside the exhibit hall and/or in session hallways



Hanging Aisle Signs direct attendees in the Expo Hall



Branded Selfie Station gains organic exposure for your brand



Freestanding Meter Boards are highly visible throughout the attendee areas

Signage Opportunities

continued

ADVERTISING CUBE/TOWER	Convention Center	\$3,000 per cube \$7,000 per tower (3 cubes total)	DEADLINE: Friday, September 6, 2024 MATERIALS DUE: Friday, September 20, 2024 <ul style="list-style-type: none"> • Visibility from all angles of this four-sided structure so your brand will dominate the space and not be missed • Tower will be placed in high traffic areas • This is a co-branded opportunity with AARC. Sponsor will receive 3 sides of cube for artwork, 1 side is for AARC • Each cube is 12' x 3' x 6"
ESCALATOR RUNNER	Convention Center	\$20,000	<ul style="list-style-type: none"> • 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
BRANDED HOTEL KEY CARDS	Hotel	\$10,000	DEADLINE TO RESERVE: Friday, September 6, 2024 MATERIALS DUE: Determined by hotel <ul style="list-style-type: none"> • 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 • Price does not include production and shipping costs.



Placed prominently, the cube/tower provides unparalleled visibility



Escalator Signage offers bold messaging opportunities

Onsite Branding Opportunities

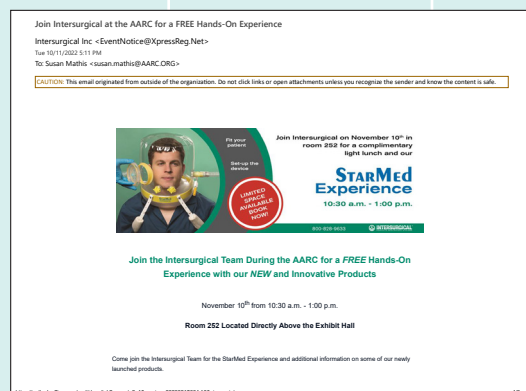
MODULAR MEETING ROOMS <i>LIMITED AVAILABILITY, Book Today!</i>	Expo Hall	\$5,000 Per day \$8,000 3 days	DEADLINE: Friday, September 6, 2024 <ul style="list-style-type: none">Have a private meeting with your clients in the exhibit hallOnly available during exhibit hall hoursIncludes a 15 x 15 solid wall (no ceiling) room, meeting table and chairs for 6, trash can and small logo signFood, A/V, electricity, additional furniture, etc. are the exhibitor's responsibility
ATTENDEE BAG	All	\$45,000	DEADLINE: Contact Show Management for details Co-branded with the AARC Congress Logo <ul style="list-style-type: none">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 OrlandoPlus, 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.
ATTENDEE LANYARD	All	\$25,000	DEADLINE: Friday, September 6, 2024 Co-branded with the AARC Congress Logo <ul style="list-style-type: none">Everyone will be wearing your company name and logo around their neckEvery attendee, speaker and award winner receive a lanyard at registrationThe lanyard, with your logo, will be on the lecture stage and in official photos posted online.



Advertising Opportunities

Digital

CONGRESS WEBSITE - DISPLAY ADS	<ul style="list-style-type: none"> Registration Page Housing or Welcome Page Travel Page Other Website Locations 	<p>\$4,000</p> <p>\$3,500</p> <p>\$2,000</p> <p>\$1,000</p>	<p>DEADLINE: Friday, October 4, 2024</p> <p>10% Discount with Multiple Location Sponsorship</p> <ul style="list-style-type: none"> Ensure your message is seen by everyone that visits the Congress website. This high-traffic opportunity provides unparalleled digital exposure before, during and after Congress!
NEW PRODUCT SHOWCASE	<p>Congress Website</p>	<p>\$1,500 First Product</p> <p>\$250 Per Additional Product</p>	<p>DEADLINE: Friday, October 4, 2024</p> <ul style="list-style-type: none"> Product will be listed in the New Product Showcase gallery on the Congress website before, during and after the event. A link to the New Product Showcase gallery is included in the exhibit hall directory Includes a floor cling onsite at your booth
EMAIL BLAST TO CONGRESS ATTENDEES	<p>All attendees</p>	<p>\$3,000 per email blast</p>	<p>DEADLINE TO RESERVE: Friday, November 1, 2024</p> <ul style="list-style-type: none"> Send an email blast to 2023 confirmed Congress Attendees to engage them in your pre-show marketing efforts AARC will send the email on your behalf and will approve content. The eBlast should promote your company, products/services, and your exhibiting presence at AARC Congress eBlast is for one-time use, however multiple eBlasts may be purchased Scheduling for all eBlasts is on a first come first serviced basis Purchasers of eBlasts are NOT purchasing an email list Only attendees who “opt in” to receive exhibitor communications will be sent an eBlast Content is due to AARC 10 business days prior to deployment



Advertising Opportunities

Digital and Print

AARC CONGRESS EVENT APP	Attendee Devices	<p>\$15,000 Entire App</p> <p>\$5,000 Splash Page Only</p> <p>\$3,000 Banner Ad Only</p> <p>\$2,800 Push Notification (each)</p> <p>Limited to 5 companies/day</p>	<p>DEADLINE: Friday, October 4, 2024</p> <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> - 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) does not include push notifications
ATTENDEE BAG INSERTS	Attendee Bags	<p>\$3,500 Full page (8.5x11)</p> <p>\$3,000 1/2 page</p>	<p>DEADLINE TO RESERVE: Friday, September 6, 2024 MATERIALS DUE: Friday, October 4, 2024</p> <ul style="list-style-type: none"> 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 Inserts must be approved by the AARC prior to printing them Sponsor responsible for the price of printing and shipping their inserts to the AARC Fulfillment Center This is an excellent on-site advertising opportunity to promote your brand and increase traffic to your booth <p>Looking for a unique insert size or layout? Contact Show Management for pricing.</p> <p>PRO TIP: Include a coupon or other incentive on the insert to drive attendees to your booth.</p>

Susan Mathis — Exhibits Manager

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