



# PHOENIX

**December 6-9, 2025**

SATURDAY - TUESDAY

## Sponsorship Prospectus



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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

December 6 .....	10am - 4pm
December 7 .....	9am - 2pm
December 8 .....	9am - 1pm

### Move-in Dates

December 4 .....	8am - 5pm
December 5 .....	8am - 5pm

### Move-out Timing

December 8 .....	Starting at 2pm
to December 9 .....	No later than 5pm

**Phoenix Convention Center | North Hall B - E**  
**100 N. 3rd Street | Phoenix, AZ 85004**



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

## 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@aacr.org](mailto:susan.mathis@aacr.org)  
Phone: 972.406.4663



Attendees at  
the Congress  
Welcome Party

# Special Events

ARCF FUNDRAISER	On Jackson	Contact Show Management for custom pricing	<ul style="list-style-type: none"> <li>This is your opportunity to support the ARCF by sponsoring a table and/or an activity at our revamped fundraising event! Sponsors will receive recognition on-site and on-line before, during and after the event.</li> </ul>
AARC WELCOME PARTY	HQ Hotel	Contact Show Management for custom pricing	<p><b>DEADLINE:</b> Friday, October 3, 2025</p> <ul style="list-style-type: none"> <li>This is a great way to thank meeting attendees for their business and reinforce your brand with future and potential customers</li> <li>Recognition in event app &amp; event website</li> <li>One-sided meter board recognizing sponsorship</li> <li>Lighted company logo (GOBO) on stage behind entertainment</li> <li>Company representative can address the audience from the stage.</li> </ul>
KEYNOTE ADDRESS	Convention Center	\$15,000	<p><b>DEADLINE:</b> Friday, October 3, 2025</p> <p><b>This Keynote address kicks off 4 days of education and elevation of AARC Congress 2025!</b></p> <ul style="list-style-type: none"> <li>Welcome remarks on stage by corporate representative</li> <li>Leaderboard ad on event website/recognition in event app</li> <li>Opportunity to place a seat drop in the General Session room</li> <li>One-sided meter board in convention center</li> <li>Logo displayed on iMag screens in room</li> <li>Contact Show Management for custom pricing</li> </ul>





# Special Events

continued

<b>CLOSING CEREMONY</b>	Convention Center	\$10,000	<b>DEADLINE:</b> Friday, October 3, 2025 <ul style="list-style-type: none"> <li>Welcome remarks on stage by corporate representative</li> <li>Leaderboard ad on Congress event website</li> <li>Recognition in Congress event app</li> <li>One-sided meter board in convention center</li> <li>Logo displayed on iMag screens in the room</li> <li>Contact Show Management for custom pricing</li> </ul>
<b>SPUTUM BOWL</b>	Convention Center	<i>Contact Show Management for pricing</i>	<ul style="list-style-type: none"> <li>Recognition on stage and remarks by corporate representative</li> <li>Logo displayed on iMag screens in the room</li> <li>Recognition in event app &amp; event website</li> </ul>
<b>AWARDS CEREMONY</b>	Convention Center	<i>Contact Show Management for custom pricing</i>	<ul style="list-style-type: none"> <li>Welcome remarks on stage by corporate representative</li> <li>Logo displayed on iMag screens in the room</li> <li>Recognition in event app &amp; event website</li> </ul>
<b>SEAT DROPS – CONVENTION CENTER</b>	Convention Center	\$10,000 Keynote \$7,500 Closing	<b>DEADLINE:</b> Friday, September 5, 2025; Materials Due Friday, October 3, 2025 <ul style="list-style-type: none"> <li>Sponsor-provided 1-page handout placed in seats at Keynote address or Closing Ceremony</li> <li>Sponsor is responsible for printing the item and providing to AARC</li> </ul>



# Symposia Opportunities

<b>BREAKFAST SYMPOSIA</b>  <i>LIMITED AVAILABILITY, Book Today!</i>	Hotel	\$25,000	<b>DEADLINE:</b> Friday, September 5, 2025 <b>SPONSOR BENEFITS</b> <ul style="list-style-type: none"><li>• Increase visibility for your products</li><li>• This sponsorship puts your message and product in front of a targeted audience in a credible environment</li><li>• Signage promoting the event on-site</li><li>• Exposure in the Congress event app and website</li><li>• Symposium does not compete with any other Congress event</li><li>• AARC will direct market and advertise the event to AARC membership/Congress attendees</li><li>• Complimentary Room Rental</li></ul> <b>SPONSOR RESPONSIBILITIES</b> <ul style="list-style-type: none"><li>• Provide course content, title, description, learning objectives and faculty</li><li>• CRCE application</li><li>• Financial responsibility:<ul style="list-style-type: none"><li>- Food &amp; Beverage</li><li>- Audio Visual</li><li>- Faculty travel and honoraria</li></ul></li><li>• Online registration</li><li>• Registration and roster management</li></ul> <b>BONUS</b> <ul style="list-style-type: none"><li>• Free 8 ½ x 11 bag insert in the Congress attendee bag. – \$3,000 Value</li></ul>
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Need a private meeting space at Congress?

Complete this form:



<https://form.jotform.com/250317413623145>

Contact Show Management for more details.

# Symposia Opportunities

continued

<b>LUNCH SYMPOSIA</b>  <i>LIMITED AVAILABILITY, Book Today!</i>	Hotel	\$40,000	<b>DEADLINE:</b> Friday, September 5, 2025 <b>SPONSOR BENEFITS</b> <ul style="list-style-type: none"><li>• Increase visibility for your products</li><li>• This sponsorship puts your message and product in front of a targeted audience in a credible environment</li><li>• Signage promoting the event on-site</li><li>• Exposure in the Congress event app and website</li><li>• Symposium does not compete with any other Congress event</li><li>• AARC will direct market and advertise the event to AARC membership/Congress attendees</li><li>• Complimentary Room Rental</li></ul> <b>SPONSOR RESPONSIBILITIES</b> <ul style="list-style-type: none"><li>• Provide course content, title, description, learning objectives and faculty</li><li>• CRCE application</li><li>• Financial responsibility:<ul style="list-style-type: none"><li>-Food &amp; Beverage</li><li>-Audio Visual</li><li>-Faculty travel and honoraria</li></ul></li><li>• Online registration</li><li>• Registration and roster management</li></ul> <b>BONUS</b> <ul style="list-style-type: none"><li>• Free 8 ½ x 11 bag insert in the Congress attendee bag. - \$3,000 Value</li></ul>
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OVER  
**72%**  
of Congress attendees influence or make purchasing decisions.\*

Interested in hosting a focus group at Congress?  
Contact Paul Miniter today!  
[paul.miniter@aacrc.org](mailto:paul.miniter@aacrc.org)

# Symposia Opportunities

*continued*

## EXPO HALL THEATER

*Book your slot now for 2025!*

Expo Hall

\$7,500



**DEADLINE:** Friday, October 3, 2025

- 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

- The 13th Thomas L. Petty Memorial Lecture
- The 41st Phil Kittredge Memorial Lecture

Convention Center

\$2,500 each or both for \$4,500

**DEADLINE:** Friday, October 17, 2025

### SPONSOR BENEFITS

- 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



12th Thomas Petty Memorial Lecture, Congress 2024, Orlando, FL



# Signage Opportunities

<b>aisle signs</b>	Expo Hall	\$1,000 each <i>Save \$\$ when you buy multiple!</i>	<ul style="list-style-type: none"><li>Catch the eyes of attendees who are trying to locate booths in the exhibit hall</li><li>Help attendees find their way to you</li><li>Signs are located above each aisle in the Exhibit Hall</li><li>Endless exposure for your brand as attendees maneuver their way through the exhibit hall using the aisle signs for direction</li></ul>
<b>BRANDED SELFIE STATIONS</b>	Convention Center	\$5,000 single logo placement  \$7,500 full backdrop ( <i>step and repeat style</i> )	<b>DEADLINE:</b> Friday, October 17, 2025 <ul style="list-style-type: none"><li>See your logo all over social media with a branded selfie station!</li><li>Structures will be placed in high-traffic areas at Congress.</li></ul>
<b>FREESTANDING METER BOARDS</b>	Convention Center	\$1,500 single-sided  \$2,500 double-sided	<b>DEADLINE:</b> Friday, October 17, 2025 <ul style="list-style-type: none"><li>36" x 96"</li><li>Highly visible freestanding signs will be placed in strategic locations around Convention Center and Hotel</li><li>Signs will be located outside the exhibit hall and/or in session hallways</li></ul>



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

<b>ADVERTISING CUBE/TOWER</b>	Convention Center	\$3,000 per cube  \$8,000 per tower (3 cubes total)	<b>DEADLINE:</b> Friday, October 17, 2025 <ul style="list-style-type: none"> <li>• Visibility from all angles of this four-sided structure so your brand will dominate the space and not be missed</li> <li>• Tower will be placed in high traffic areas</li> <li>• This is a co-branded opportunity with AARC. Sponsor will receive 3 sides of cube for artwork, 1 side is for AARC</li> <li>• Each cube is 12' x 3' x 6"</li> </ul>
<b>ESCALATOR RUNNER</b>	Convention Center	\$20,000	<b>DEADLINE:</b> Friday, October 17, 2025 <ul style="list-style-type: none"> <li>• 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</li> <li>• Sponsor's message will be displayed in the center console between the up/down escalators</li> <li>• Upgrade to include a floor cling! Contact Show Management for pricing options.</li> </ul>
<b>BRANDED HOTEL KEY CARDS</b>	Hotel	\$10,000	<b>DEADLINE TO RESERVE:</b> Friday, September 5, 2025 <b>MATERIALS DUE:</b> Determined by hotel <ul style="list-style-type: none"> <li>• Unlock a prolific range of exposure by adding your brand to hotel door keys</li> <li>• Be the company that attendees see every time they reach for their hotel room key... multiple times a day</li> <li>• Price does not include production and shipping costs.</li> </ul>



# Onsite Branding Opportunities

<b>MODULAR MEETING ROOMS</b>  <i>LIMITED AVAILABILITY, Book Today!</i>	Expo Hall	\$5,000 Per day  \$8,000 3 days	<b>DEADLINE:</b> Friday, October 3, 2025 <ul style="list-style-type: none"> <li>• Have a private meeting with your clients in the exhibit hall</li> <li>• Only available during exhibit hall hours</li> <li>• Includes a 15 x 15 solid wall (no ceiling) room, meeting table and chairs for 6, trash can and small logo sign</li> <li>• Food, A/V, electricity, additional furniture, etc. are the exhibitor's responsibility</li> </ul>
<b>ATTENDEE BAG</b>	All	\$40,000	<b>DEADLINE:</b> Contact Show Management for details <ul style="list-style-type: none"> <li>• Co-branded with the AARC Congress Logo</li> <li>• One of Congress' most visible sponsorships!</li> <li>• Every attendee (with paid registration) receives the bag ensuring widespread exposure for your brand as the bag travels all over Phoenix and beyond</li> <li>• Bag sponsor will receive a FREE 8.5 x 11 bag insert (value of \$3000)!</li> </ul>
<b>ATTENDEE LANYARD</b>	All	\$25,000	<b>DEADLINE:</b> Friday, September 5, 2025 Co-branded with the AARC Congress Logo <ul style="list-style-type: none"> <li>• Everyone will be wearing your company name and logo around their neck</li> <li>• Every attendee, speaker and award winner receive a lanyard at registration</li> <li>• The lanyard, with your logo, will be on the lecture stage and in official photos posted online.</li> </ul>





# Advertising Opportunities

## Digital

<b>CONGRESS WEBSITE - DISPLAY ADS</b>	<ul style="list-style-type: none"> <li>• Registration Page</li> <li>• Housing or Welcome Page</li> <li>• Travel Page</li> <li>• Other Website Locations</li> </ul>	\$4,000 \$3,500 \$2,000 \$1,000	<b>DEADLINE:</b> Friday, October 3, 2025 10% Discount with Multiple Location Sponsorship <ul style="list-style-type: none"> <li>• Ensure your message is seen by everyone that visits the Congress website.</li> <li>• This high-traffic opportunity provides unparalleled digital exposure before, during and after Congress!</li> </ul>
<b>NEW PRODUCT SHOWCASE</b>	Congress Website	\$1,500 First Product \$250 Per Additional Product	<b>DEADLINE:</b> Friday, October 3, 2025 <ul style="list-style-type: none"> <li>• Product will be listed in the New Product Showcase gallery on the Congress website before, during and after the event.</li> <li>• A link to the New Product Showcase gallery is included in the exhibit hall directory</li> <li>• Includes a floor cling onsite at your booth</li> </ul>
<b>EMAIL BLAST TO CONGRESS ATTENDEES</b>	All attendees	\$3,000 per email blast	<b>DEADLINE TO RESERVE:</b> Friday, October 3, 2025 Content is due to AARC ten (10) business days prior to deployment <ul style="list-style-type: none"> <li>• Send an email blast to 2025 confirmed Congress attendees to engage them in your pre-show marketing efforts. The eBlast should promote your company, products/services, and your exhibiting presence at AARC Congress.</li> <li>• AARC will send the email on your behalf and will approve content. Only attendees who “opt in” to receive exhibitor communications will be sent an eBlast.</li> <li>• eBlast is for one-time use, however multiple eBlasts may be purchased</li> <li>• Scheduling for all eBlasts is on a first come first serviced basis</li> <li>• Purchasers of eBlasts are NOT purchasing an email list</li> </ul>

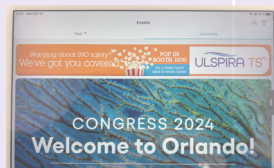
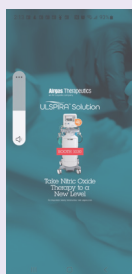


# Advertising Opportunities

Digital and Print

## AARC CONGRESS EVENT APP

### Attendee Devices



\$15,000  
Entire App

\$5,000  
Splash Page Only

\$3,000  
Banner Ad Only

\$2,800  
Push Notification  
(each)

Limited to 5  
companies/day

**DEADLINE:** Friday, October 3, 2025

- 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) does not include push notifications

## ATTENDEE BAG INSERTS

### Attendee Bags

\$3,500  
Full page (8.5x11)

\$3,000  
1/2 page

**DEADLINE TO RESERVE:** Friday, October 4, 2025

**MATERIALS DUE:** Contact Show Management for details

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

Looking for a unique insert size or layout? Contact Show Management for pricing.

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

Susan Mathis — Exhibits Manager  
Email: [susan.mathis@aacrc.org](mailto:susan.mathis@aacrc.org)  
Phone: 972.406.4663