



ORLANDO, FLORIDA
November 14-17, 2020



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TABLE OF CONTENTS: EXHIBITOR PROSPECTUS

THE EXHIBITS

Reasons to Exhibit	3
Floorplan	4
Exhibit Hall Hours	4
Install & Dismantle Times	4
Booth Pricing	5
Booth Fee: Included and Not Included	6
Sample Contract	7-8

THE EXHIBITORS

2013-2019 Exhibitor List	9-10
Products and Services Exhibited	11
Housing Information	11
Exhibitor Kit	11
Exhibitor Badges	12
Meeting Room Requests	13
Exhibitor Frequently Asked Questions (FAQs)	14

THE ATTENDEES

Previous Attendees	15
Attendee Facts.	16-17
Origin of Attendees	18

THE LOCATION

Orange County Convention Center	19
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THE EXHIBITS

AARC CONGRESS 2020

GET THE LEADS YOU WANT

Exhibitors collected more than **28,397** since 2017.
These are the leads you want!

LEARN THE LATEST RESEARCH

Learn the latest research by respiratory therapists in the OPEN FORUM at AARC Congress. **Plus, educational sessions tell you how therapists are practicing respiratory care and using your products.**

LAUNCH NEW PRODUCTS

Just got FDA approval on a new piece of equipment? Use AARC Congress as a platform to launch your product with a captive audience of nearly 6,000 potential buyers.

MONITOR INDUSTRY TRENDS

Gain insight into innovative technologies and treatments.

RELATIONSHIP BUILDING

Your presence builds the foundation for long-term customer relationships that can lead to future sales.

EDUCATION FOR YOUR SALES TEAM

Exhibitors can become more effective when their sales representatives **attend AARC Congress educational sessions**; allowing them to stay in-step with their customers and **earn CRCE credit.**

MEET CUSTOMERS COST-EFFECTIVELY

Nowhere else in respiratory care can you get in front of thousands of **industry-specific customers and prospects** in such a short period.

HOST FOCUS GROUPS

Test new product ideas and **get immediate feedback from users.**

REACH INTERNATIONAL MARKETS

AARC Congress **consistently** attracts international attendees from **30+ countries.**

BOTTOM LINE

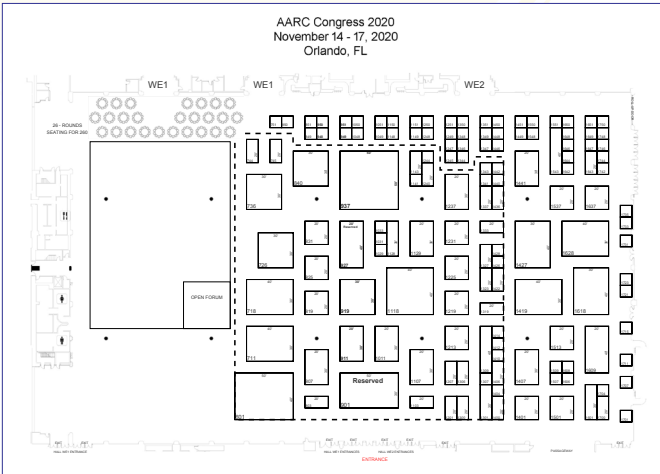
AARC Congress is one of the most cost-effective means to generate visibility and profitable leads for your company.

Expand Your Prospect Base and Strengthen Customer Relationships

The AARC Congress Exhibit Hall not only allows you to showcase your products and/or services and make important first impressions, it helps you strengthen existing customer relationships, too.

According to a Simmons Market Research Bureau study, 91% of respondents attending tradeshow say they are “extremely useful” as a source for product purchasing information. That’s higher than any other source, including on-site visits from sales representatives.

[Click here](#) to view the floorplan of the Orange County Convention Center in Orlando, FL.



EXHIBITING PAYS OFF

Average cost to **identify a potential customer** through an exhibition: **\$96**

Cost to identify a single prospect by **means other than an exhibition**: **\$443**

Average cost to close a sale **with an exhibition lead**: **\$2,188**

Average cost to close a sale **without an exhibition lead**: **\$3,102**

Source: *The Cost-Effectiveness of Exhibition Participation*

Exhibit Hall Hours*

Saturday, November 14	10:30 am – 3:00 pm
Unopposed Time:	10:30 am – 1:30 pm
Sunday, November 15	10:30 am – 2:00 pm
Unopposed Time:	10:30 am – 12:45 pm
Monday, November 16	10:30 am – 2:00 pm
Unopposed Time:	12:00 pm – 2:00 pm

Install & Dismantle*

Installation Times:	
Thursday, November 12	8:00 am – 5:00 pm
Friday, November 13	8:00 am – 5:00 pm
Dismantle Times:	
Monday, November 16	2:30 pm – 8:00 pm
Tuesday, November 17	8:00 am – 12:00 pm

*Times subject to change

- The AARC and the Orange County Convention Center will not assume any responsibility for loss or damage to exhibits, equipment, personal belongings, etc., during the installation and dismantling periods.
- Exhibit installation must be completed by Friday, November 13th at 5:00 p.m. The AARC and FREEMAN, the official service contractor, may, without incurring any liability for damage or loss, install property of any exhibitor who has failed to do so at the sole expense of the exhibitor.
- Dismantling exhibits or preparing to dismantle before the show closes will result in the loss of priority points and/or could ban exhibiting company from exhibiting with the AARC in the future.
- A 30-minute interval exists between the show closing at 2:00 p.m. and dismantling at 2:30 p.m. This interval allows the attendees to clear the hall and for the aisle carpet to be removed so that empty crates can be returned to the floor. Cartons for display materials will be returned as promptly as possible to each booth after the official show closing.
- All exhibits must be packed, and material handling/outbound shipping forms completed, by 12 noon on Tuesday, November 17th.

QUICK FACTS:

WHY DO MEMBERS ATTEND AARC CONGRESS?

91%

91% of people who attend conventions say they're essential for comparing products and suppliers.

Source: The Value of Trade Shows by Skyline and EXPO Magazine

Booth Pricing

In-Line

	Square Footage	Price
10x10 In-Line	100	\$5,200.00
10x20 In-Line	200	\$10,300.00

Islands — Price Includes \$3,500 Island Upgrade Fee and Size Discount

	Square Footage	Price	Size Discount
10 x 20 Island	200	\$13,800.00	
20 x 20 Island	400	\$23,600.00	\$400.00
20 x 30 Island	600	\$33,600.00	\$600.00
30 x 30 Island	900	\$46,125.00	\$3,375.00
30 x 40 Island	1,200	\$60,300.00	\$4,500.00
40 x 40 Island	1,600	\$73,200.00	\$12,000.00
40 x 50 Island	2,000	\$90,600.00	\$15,000.00
50 x 50 Island	2,500	\$93,600.00	\$37,500.00

We can merge booths to create almost any size you desire



Priority Location Fee

	Square Footage	Price
10 x 10	100	\$300.00
10 x 20	200	\$600.00
10 x 30	300	\$825.00
20 x 20	400	\$1,100.00
20 x 30	500	\$1,650.00
30 x 30	900	\$2,250.00
30 x 40	1,200	\$3,000.00
40 x 40	1,600	\$3,600.00
40 x 50	2,000	\$4,500.00
50 x 50	2,500	\$5,000.00

Miscellaneous Upgrades

	Price
Corner	\$875.00
Island	\$3,500.00

Size Discounts — Per Square Foot

Square Footage	Discount Level	Price
300 – 750 sq. ft.	Level 1 Discount	\$1.00
751 – 1500 sq. ft.	Level 2 Discount	\$3.75
1,501 – 2,250 sq. ft.	Level 3 Discount	\$7.50
> 2,250 sq. ft.	Level 4 Discount	\$15.00

Meet the Profession's Leaders!

Schedule your 3 - day sales call with nearly 5,000 respiratory care professionals in Orlando. You'll build lasting connections with new customers and reinforce existing relationships.

QUICK FACTS:

Exhibit halls offer a great platform for companies to introduce their new products and services to the market, especially those for which they are still establishing sales potential. Exhibiting allows them the opportunity to receive instant feedback from their ideal clients.

Booth Fee Includes:

- Five exhibitor badges (\$2,250 value) — for exhibit booth personnel only — per 100 square feet of purchased exhibit space with a maximum of 50 badges per booth.
- Draped aluminum supports, 8’ high in back and 3’ high on two sides (drape is not included with an island rental).
- One 7”x 44” identification sign with exhibitor name, city, state, and booth number. The exhibiting company name to be displayed is the name listed on the booth contract.
- Exposure in AARC Congress publications** including but not limited to: AARC Times, Advance Program (online), Final Program (print), AARC Congress App and more.
- 24-hour security in the exhibit hall beginning with set-up and ending at the conclusion of move-out. Individual booth security is at exhibitor’s expense.
- Two-day exhibitor move-in.
- One AARC Congress Program per booth. Additional programs will be available for purchase.
- Exhibitor liability insurance policy for exhibitor only (not EACs) that meets the AARC’s exhibitor liability requirements. (\$105 value)

** Exposure is via the exhibitor list. Paid advertising is also available in AARC Congress publications (print and digital).



FACE TIME MATTERS

86%

86% of attendees use face-to-face interaction at exhibitions to become aware of new products, evaluate vendors for future purchase, and/or narrow their choices to preferred vendors.

Source: Center for Exhibition Industry Research

Booth Fee DOES NOT Include:

- Furniture and/or Accessories
- Carpet
- Audio-Visual
- Electricity
- Internet
- Phone
- Freight & Material Handling
- Storage of Crates & Empties
- Lead Retrieval Devices
- Trash Cans in Booth
- Cleaning services within your booth space
- Labor & Other Services Needed for Your Exhibit Space
- Booth design or construction services. Exhibitor is responsible for the design, purchase and construction of their own booth elements.

EXHIBITING AT AARC CONGRESS 2020

Attendees come to see your products and services and learn how they can improve patient care, making the AARC Congress your best place to demonstrate your products and make connections.

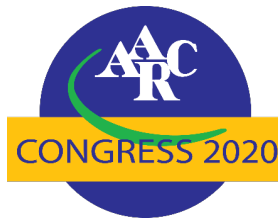
22% of attendees are managers*

84% of attendees say the exhibit hall influences their purchasing decisions

Prepare to discover new prospects, strengthen existing relationships and close some deals.

* Source: 2017 AARC Congress attendee survey

SAMPLE CONTRACT



FOR INFORMATION ONLY!

Exhibitor Contract - Standard

This agreement made and entered into this _____ day of _____, 2020, by and between the American Association for Respiratory Care, Irving, Texas hereinafter referred to as AARC, and _____ hereto referred to as Exhibitor.

WITNESSETH: That in consideration of the premises and the mutual covenants herein contained, the parties hereto agree as follows:

_____ **FIRST:** AARC will permit Exhibitor only to occupy booth # _____ during AARC Congress 2020 to be held November 14 - 17, 2020, in Orlando, FL, USA. Exhibit dates will be November 14 - 16, 2020.

_____ **SECOND:** Exhibitor agrees not to sublet or to otherwise assign, to any person or organization whatsoever, any right to occupancy space covered by this statement.

_____ **THIRD:** Exhibitor agrees to limit all AARC convention-related activities to within their assigned booth space(s).

_____ **FOURTH:** Exhibitor agrees to read and adhere to the AARC Congress 2020 Rules and Regulations.

_____ **FIFTH:** The AARC has the right to deny or remove any exhibitor who is not in compliance with the spirit of the show.

_____ **SIXTH:** By selecting a booth and submitting this completed contract, the exhibitor agrees to pay and comply with the following booth payment schedule.

- 50% Due at Time of Purchase
- 25% of Balance (30 Days Later)
- 25% of Balance (30 Days Later)

_____ **SEVENTH:** AARC reserves the right to relocate any space to be occupied hereunder by Exhibitor. Upon receiving from AARC notice of such relocation, Exhibitor, notwithstanding any other provision hereof, may cancel this agreement without penalty and shall be entitled to the return of any previously paid exhibit rental fee.

_____ **EIGHTH:** Exhibitor agrees to indemnify AARC against and hold it free from any and all claims arising from loss or damage to Exhibitor's property whatsoever cause occasioned, and wheresoever such property is located during the period in which AARC occupies the Orlando Convention Center, except for such injury or losses may be proximately caused by willful and malicious misconduct on the part of any full-time regular payroll employee of AARC. Exhibitor agrees to indemnify AARC and the Orlando Convention Center from and against any and all claims, losses or damages to persons or property.

_____ **NINTH:** Exhibitors who pay with a check or wire transfer understand that the AARC will hold the booth if purchased between November 13, 2019 and April 30, 2020 for seven (7) days and if purchased between May 1, 2020 and August 31, 2020 for five (5) days to allow time for the money to reach us. If we have not received your money within that timeframe, we will reach out to you once. If we

SAMPLE CONTRACT

don't hear back from you, we reserve the right to release your booth for purchase by other potential exhibitors. After August 31, 2020 all booths must be paid in full with a credit card at time of purchase unless other arrangements have been made with Show Management.

_____ **TENTH:** Exhibitors with a 20x20 or larger island booth agree to the following admin fees associated with submitting booth drawings for approval to the AARC. It is NOT the fault of the AARC if you and/or your booth design company do not read our published Rules and Regulations prior to designing your booth or submitting drawings for our review.

- Missed Due Date Deadline: If the exhibitor does not submit their booth drawings by the AARC set deadline, the exhibitor will be charged a \$1,000 admin fee for the missed deadline.
- Drawings Submitted in Wrong Format: If the exhibitor, or their booth design company, submit drawings that do not adhere to the booth drawing specs included in the AARC 2020 Rules and Regulations, the exhibitor will be charged a \$500 admin fee for each time the AARC must re-review your drawings.

_____ **ELEVENTH:** In the event an Exhibitor requests to cancel their booth or downsize to a smaller size, the Exhibitor will be liable for and agrees to pay the AARC according to the following fee schedules:

****PLEASE READ THE INFORMATION BELOW. THERE ARE FINANCIAL CONSEQUENCES INVOLVED. ****

_____ **CANCELLATION PENALTIES:**

Prior to 5:00 pm Central Time on March 13, 2020: Forty percent (40%) of the exhibit rental fee reserved hereunder. *

After 5:00 pm Central Time on March 13, 2020, and prior to 5:00 pm Central Time on June 1, 2020: Sixty percent (60%) of the exhibit rental fee reserved hereunder. *

After 5:00 pm Central Time on June 1, 2020 and prior to 5:00 pm Central Time on July 15, 2020: Eighty percent (80%) of the exhibit rental fee reserved hereunder. *

After 5:00 pm Central Time on July 15, 2020 and prior to 5:00 pm Central Time on August 31, 2020: Ninety percent (90%) of the exhibit rental fee reserved hereunder. *

After 5:00 pm Central Time on August 31, 2020: One hundred percent (100%) of the exhibit rental fee reserved hereunder. *

* *Such cancellation requests shall only be effective when written notice is received by AARC, Irving, Texas.*

_____ **DOWNSIZE PENALTIES:**

In the event an exhibitor requests to downsize their contracted booth to a smaller one, the Exhibitor will be liable for and agrees to pay AARC according to the following downsize fee schedule:

Prior to March 13, 2020: Difference minus 25% of the costs between the two booths.

Between March 14, 2020 and May 31, 2020: Difference minus 40% of the costs between the two booths.

Between June 1, 2020 and July 15, 2020: Difference minus 60% of the costs between the two booths.

Between July 16, 2020 and August 31, 2020: Difference minus 80% of the costs between the two booths.

After August 31, 2020: Difference minus 90% of the costs between the two booths.

AARC has the right to relocate any company which chooses to move or downsize their booth. AARC does not guarantee the new booth will be in the same area/location as the previously contracted booth.

***FAILURE TO MAINTAIN A CURRENT PAYMENT HISTORY WITH THE AARC CAN RESULT IN SUSPENSION OF ALL SERVICES FROM AARC AND ITS SUBSIDIARIES.**

THE EXHIBITORS

EXHIBITOR LIST 2013-2019

3M Medical Solutions Division
Aerogen
AG Industries
Airgas Healthcare
Airon Corporation
Airway Development Corporation
AIT Therapeutics, Inc.
Alere, Inc.
Allergy & Asthma Network
Alpha-1 Foundation
Ambu, Inc.
American College of Chest Physicians
American Lung Association - Las Vegas
Analytical Industries, Inc.
ARC Medical Inc.
Atlas MedStaff
Aureus Medical Group
Avanos Medical
Avkin, Inc.
B&B Medical Technologies
Baitella AG
Barnes Jewish Hospital
Bay Corporation
Baylor Health Care System
Bernoulli
Best Rest Solutions
Bio-Med Devices Inc.
Biovo Technologies
BJC Healthcare
Boehringer Ingelheim
Pharmaceuticals, Inc.
Breas Medical
Breathe Technologies
Bunnell Incorporated
Cadwell Laboratories, Inc.

CDC/Office on Smoking and Health
Chiesi
Children's Hospital Colorado
Circadiance
Circassia Pharmaceuticals Inc
CleanSpace
Cleveland Clinic
Clinical Trac
ConMed
Cooper Surgical
COPD Foundation
Cornerstone Therapeutics
Cross Country Allied
D R Burton
Dale Medical Products Inc.
DataArc
Dey Pharma, L.P.
Discovery Laboratories, Inc.
 Draeger Inc.
Drive Medical
Electromed, Inc.
Elsevier
Elsevier Publishing
Emory Healthcare
ENDOCLEAR
EspriGas
Excelsior College
Fisher & Paykel Healthcare Inc
Flexicare Inc.
FloSure Technologies LLC
Fobi Medical
Forest Pharmaceuticals, Inc.
Ganshorn LLC
Gaumard Scientific
GE Healthcare

GEICO
Genentech
Genentech
Genstar Technologies Co, Inc. (Gentec)
Getinge (formerly Maquet)
GlaxoSmithKline
Goldstein & Associates
Grand Canyon University
GVS North America
Hamilton Medical Inc
Health & Life Co, Ltd.
HHS-Center for Disease Control/NIOSH
Hill-Rom
Hollister Incorporated
iG Valves
Impact Instrumentation, Inc.
IMT Analytics AG
Independence University
IngMar Medical Ltd
Inovytec
Insmed Inc
Instrumentation Industries Inc
Instrumentation Laboratory
International Biomedical
International Biophysics Corporation
Intersurgical, Inc
Invacare Corporation
Jones & Bartlett Learning
Kettering National Seminars
Lambda Beta Society
Lee Memorial Health Systems
Liberty University
LifeHealth
Lincare
LRS Healthcare
Mallinckrodt Pharmaceuticals
Marpac, Inc.
Masimo
Maxtec
Mayo Clinic
Med Systems
Medical Staffing Network
Mediware
Medline Industries Inc
Medtronic
MeHow Innovative Ltd
Mercury Medical
Merit Medical
Merits Health Products
Methapharm
MGC Diagnostics
Mighigan Instruments



EXHIBITOR LIST

2013-2019

Mindray Bio-Medical Electronics
 MIR - Medical International Research
 Monaghan Medical Corporation
 Monet Medical, Inc.
 Morgan Scientific
 Mylan Inc.
 National Board For Respiratory Care (NBRC)
 National Disaster Medical System – (HHS)
 ndd Medical Technologies
 NeilMed Pharmaceuticals, Inc.
 NeoForce Group
 Neotech Products LLC
 Nephron Pharmaceuticals
 NEVAP
 New Aera
 Nonin Medical, Inc.
 Northeast Georgia Medical Center
 Nova Biomedical
 nSpire Health
 NSU-College of Health Care Sciences
 NYU Langone Medical Center
 Ohio Medical
 Ottawa University
 OxyFits, Inc.
 Oxy'Nov Inc.
 Passy-Muir Inc
 Pegasus Research Corporation
 Percussionaire Corp
 Perma Pure
 Pfizer, Inc
 Pharmaxis
 Philips Healthcare

Pima Medical Institute
 Pima Medical Institute
 Praxair Healthcare Services
 Precision Medical, Inc.
 Pryor Products
 Pulmodyne
 Pulmonary Fibrosis Foundation
 Pulmonary Hypertension Association
 Pulmonary Wellness
 PulmOne Advanced Medical Devices, Ltd.
 Radiometer America
 ReddyPort
 ResMed
 Respiralogics
 Respiratory Therapeutics Group
 Respiratory Therapists Society of the Republic of China
 RespirTech
 Rheabrio
 RMS Medical Products
 Roche Diagnostics
 RT/Sleep Review
 Salter Labs
 Saudi Society for Respiratory Care
 Seattle Children's
 Sentec
 Seoil Pacific Corp.
 Shinano Kenshi Corporation
 Siemens Healthineers
 Smiths Medical
 SoClean Inc.
 SunMed
 Sunovion Pharmaceuticals

Swisslog Healthcare Solutions
 Tahyer Medical
 TandemLife
 Tanner Health System
 Tecme Corpoartion
 TELECOR Inc.
 Teleflex
 The FACES Foundation
 The University of Chicago Medicine
 Thorasys Thoracic Medical Systems Inc.
 TRACOE medical GmbH
 Trajecsys Corporation
 Tri-anim Health Services
 TSI, Inc.
 UCLA Health
 University of Virginia Health System
 Vapotherm, Inc.
 Ventec Life Systems
 Ventisim
 Ventus Medical
 Verathon Medical
 Vero Biotech
 VibraPEP
 Vidant Health
 Virtuox
 Vision-Sciences, Inc.
 VORTRAN Medical Technology
 Vyair Medical
 Welch Allyn, Inc.
 Westmed
 Wilmarc Medical
 WTU Systems
 ZOLL Medical Corporation
...and many more!



PRODUCTS AND SERVICES EXHIBITED

Adapters/Connectors
 Aerosol Delivery Devices
 Airway Devices
 Ambulation Devices, Critical Care (In-Hospital)
 Analyzers
 Beds
 Blood Gas Devices/Supplies
 Blood Pressure Devices
 Books
 Breathing Retrainers
 Bronchoscopes/Supplies
 Calorimeters
 Capnographs/Capnometers
 Cardiac Diagnostics
 Chest Physiotherapy Devices
 Compressors
 Cough-Assist Devices
 CPAP/Bi-Level Devices
 Defibrillators
 Disposables
 Distributor
 Education, Patient and Family

Education/Training, Professional
 Equipment Accessories
 Equipment Cleaning/Disinfection
 Equipment Rental/Leasing
 Equipment Repair
 Equipment, Used
 Filters
 Gas Administration Devices
 HEPA Filtration
 Humidifiers
 Hyperbaric Oxygen Chambers/ Services/ Supplies
 Incentive Spirometers
 Incubators
 Infant Warmer
 IPPB
 Isolation Chambers
 Management/Business Services
 Manometers
 Masks
 Medical Gas Administration Devices
 Medical Gas Supplies

Monitors
 Nitric Oxide Devices
 Nose Clips
 Oxygen Delivery
 Peak Flow Meters
 Personal Protective Equipment
 Pharmaceuticals
 Pulmonary Function Testing
 Pulse Oximetry
 Recruitment
 Resuscitation Equipment
 Sleep Diagnostics
 Sleep Products
 Software
 Spirometers
 Stethoscopes
 Suction Devices & Supplies
 Test Lungs
 Testing and Research Equipment
 Tracheostomy Supplies
 Ventilator Supplies
 Ventilators

Housing Information

All confirmed exhibitors will receive hotel room block information via email Summer 2020.

Exhibitor Kit

- Freeman is the official service contractor and audio/visual provider for AARC Congress 2020. Order forms will be in the Exhibitor Kit which will be emailed to confirmed exhibitors.
- Non-official service contractors must return a completed Work Authorization Form to the AARC.

“The AARC Congress is the crown jewel of the association's activities. No other meeting compares in terms of exhibits and quality of the program. If I could attend only one meeting a year, it would be the AARC annual meeting.”

Richard Branson, MSc, RRT, FAARC

**QUANTITY + QUALITY
 = MULTIPLE LEADS**

With nearly 5,000 attendees, no other meeting in your marketing plan offers such a large gathering of respiratory therapists of this caliber.



EXHIBITOR BADGES

PLEASE NOTE: The booth manager is the only person authorized to make any changes. Please be sure whomever is designated as the “Booth Manager” will be available from setup until the close of the show.

- Exhibitors will be required to show a photo ID and a company business card (indicating they are an employee) when picking up their exhibitor badge.
- Exhibitors who are unable to show a photo ID and/or company business card when picking up their badge will not receive a badge. This policy has been put in place to help eliminate exhibitors giving their booth badges to clients, friends, contracted employees, etc. Booth badges are for company employed booth personnel only.
- Exhibitors receive five (5) exhibitor badges (for booth personnel only) per 100 square feet of purchased exhibit space with a maximum of 50 badges per booth.
- Bulk pick up of exhibitor badges is no longer allowed. Exhibit personnel must pick up their own badge at Exhibitor Registration.
- The AARC Congress exhibitor badge allows exhibitors to attend all AARC Congress educational and poster sessions. Respiratory therapists who are registered as an exhibitor may receive CRCE credit. More details will be provided to exhibitors when AARC Congress registration opens.
- Exhibitor badges are non-transferrable.
- Exhibitor badges worn by anyone other than the individual whose name is shown on the badge will have the badge confiscated. The original badge holder and the individual wearing the badge will both be asked to leave the exhibit hall.
- Exhibitors are not allowed to place a business card over their official AARC Congress name badge or alter their badge in any way.
- Badged exhibitors will have access to the Exhibit Hall two hours prior to exhibits opening and one hour after closing.
- Models working for exhibitors must wear an official AARC Congress name badge.
- Only persons wearing an official AARC Congress name badge will be allowed to enter the Exhibit Hall.
- The AARC does not issue “Guest” badges for the exhibit hall.
- Exhibitor badges are for exhibiting company’s employees working as booth personnel only. Individuals who are distributors for or doing business as a rep for your company CANNOT use a badge from your badge allotment. They must secure their own badge.



WHO EXHIBITS

70%
ARE REPEAT
EXHIBITORS

EQUIPMENT/ PHARMACEUTICALS

Manufacturers and distributors of health care equipment, devices, technology, supplies, services, and pharmaceuticals

CAREER OPPORTUNITY

Hospitals and health care systems, military services, schools of respiratory care, and colleges and universities

MARKET RESEARCH

Market research companies who gather respiratory care and/or health care-related information from attendees

PUBLICATIONS/ EDUCATIONAL RESOURCES

Publishers of books, magazines, educational resources, and training materials for continuing professional education

ASSOCIATIONS/SOCIETIES/ FOUNDATIONS

Nonprofit organizations

MEETING ROOM REQUESTS

- **The AARC does not guarantee the availability of meeting room space for exhibitors. Available meeting room space, other than what the AARC needs for our own needs, varies from year to year and location to location. There is no guarantee we will be able to accommodate any or all of the requests we receive for meeting room space.**
- The AARC will not approve meeting room requests that involve AARC Congress attendees during AARC Congress events/session times.
- Meeting rooms are approved/assigned on a first come-first served basis with Corporate Partners being given priority.
- Exhibitors will be charged \$500* (payable to the AARC prior to AARC Congress) for meetings or receptions in which AARC Congress attendees are invited and no accredited education is offered.
- Exhibitors can offer accredited education with the approval of the AARC. Exhibitor will be charged \$3,000* (payable to the AARC prior to AARC Congress) for meetings or events in which accredited education is offered.
- The exhibitor will be responsible for all costs associated with the room including but not limited to: food and beverage, room rental fee charged by hotel/convention center, audio/visual, internet, room set up, etc. All these fees will be charged directly to the exhibitor by the hotel.
- The deadline to submit meeting room requests and changes to approved requests is **August 31, 2020**. No exceptions.

** These fees are independent of fees that may be charged by the hotel.*

MEETING ROOM — ALLOWED

- An exhibiting company can hold company meetings, or meetings AARC Congress attendees are invited to, during AARC Congress as long as it is not during AARC Congress session times.
- Exhibitors can offer accredited education with the approval of the AARC. Exhibitor will be charged \$3,000* (payable to the AARC prior to AARC Congress) for meetings or events in which accredited education is offered.

MEETING ROOM — NOT ALLOWED

- Exhibitor can't charge anyone to attend their meeting(s)/event.
- The AARC will not approve any meeting room requests for events that involve AARC Congress attendees during AARC Congress event/session hours.

** These fees are independent of fees that may be charged by the hotel.*

EXHIBITOR FREQUENTLY ASKED QUESTIONS:

Q: When will the Exhibitor Kit be sent out?

A: The Exhibitor Kit will be sent to all confirmed exhibitors when it is available.

Q: How many badges will I receive with my booth?

A: Exhibitors receive five (5) exhibitor badges (\$2,250 Value) (for booth personnel only) per 100 square feet of purchased exhibit space with a maximum of 50 badges per booth.

Q: If I don't need all the badges I get with my booth, can I give them to clients, friends, etc.?

A: **No, you can't. Exhibitor badges are to be used by company employees who are booth personnel. Anyone caught wearing an exhibitor badge who is not an employee of the exhibitor will have the badge confiscated and the person will be asked to leave the facility. The exhibitor also risks losing the privilege to exhibit at AARC events in the future.**

Q: Does an exhibitor badge grant me access to all AARC Congress sessions?

A: The exhibitor badge is for booth personnel only. The badge provides access to all AARC Congress sessions and the ability to earn CRCE if offered.

Q: What hours are exhibitors allowed in the Exhibit Hall?

A: Exhibitors are allowed in the Exhibit Hall two (2) hours before it opens and one (1) hour after it closes.

Q: Is there a theme for the show?

A: No, the AARC does not designate a theme for our show.

Q: Can I send out an email blast to attendees before the show?

A: Yes. The AARC does sell e-blast opportunities through our lead retrieval partner "Xpress Leads". However, no attendee email addresses nor the number of emails sent will be shared with the exhibitor.

Q: Can I giveaway promotional products (branded pens, power banks, mugs, etc.) at my booth?

A: Yes, you can giveaway promotional products (company branded items: pens, power banks, usb drives, etc.) at your booth. It is the exhibitor's responsibility to make sure they are adhering to any industry guidelines and laws related to giveaways to prospective clients and/or current clients.

Q: Is the AARC affiliated with any third party housing companies?

A: No. It's important to know that unauthorized housing entities will contact attendees and exhibitors to book Orlando hotel reservations. Only the phone numbers and link on the AARC Congress housing page are authorized by the AARC. Neither the AARC, nor our hotel's housing department/Group Services, will be making unsolicited calls or sending emails regarding hotel reservations. Booking through an unofficial housing company puts you at risk for losing significant deposits and hotel reservations, and incurring hidden costs.

Q: Can I serve food in my booth?

A: No outside food or beverages, including bottled water, may be brought into the Orange County Convention Center. No alcohol is allowed in the Exhibit Hall. A catering request form will be included in the Exhibitor Kit. Once your request has been approved, you will deal directly with the Orange County Convention Center.

Q: When will the hotel room block information be sent out?

A: Hotel room block information will be sent to all confirmed exhibitors in Summer 2020.

Q: Can exhibitors earn CRCE credits?

A: Yes, the AARC exhibitor badge allows exhibitors to attend all education and poster sessions. Respiratory therapists who are exhibit booth personnel may receive CRCE credit for the sessions they attend that offer them.

Q: Do exhibitors get a copy of the attendee list?

A: No, the AARC does not sell or provide our member or attendee list to anyone. It's important to know that unauthorized marketing entities will contact exhibitors to try to sell the AARC Congress attendee list. They do NOT have our list.

THE ATTENDEES

PREVIOUS ATTENDEES INCLUDE

Clinicians from these institutions (and more)

Ablecare Health Equipment, Inc.
Advocate Children's Hospital
Akron Childrens Hospital
Alaska VA
Alexian Brothers Hospital
All Children's Hospital
American University of Beirut
Anne Arundel Medical Center
Apria Healthcare
Arkansas Allergy and Asthma Clinic
Arkansas Children's Hospital
Aseracare Hospice
Asian University Hospital
Barnes Jewish Hospital
Baylor Martha Foster Lung Care Center
Baylor University Medical Center
Boston Medical Center
Brigham and Women's Hospital
British Columbia Children's Hospital, Canada
Broadway Medical Supply Company
Brooke Army Medical Center
Cambridge Health Alliance
Carolinas Medical Center
Central Texas Rehabilitation Hospital
Chang Gung Hospital
Changhua Christian Hospital
Charleston Area Medical Center
Children's Healthcare of Atlanta
Children's Hospital Boston
Children's Hospital of California
Children's Hospital of Philadelphia
Children's Medical Center of Dallas
China Medical University
Cincinnati Childrens Hospital Medical Center
Cleveland Clinic
Dartmouth Hitchcock Medical Center

Dhahran Health Center, Saudi Arabia
Duke University Medical Center
Einstein Medical Center
Fairview Hospital
Florida Hospital
Fort Wood Army Hospital
Grupo Angeles Salud
Harborview Medical Center
High Plains Sleep Disorders Center
Holden Hospital Supply, Inc.
Home Life Oxygen
Hong Kong Adventist Hospital, China
Hospital Angeles Del Pedregal, Mexico
Hospital Del Maestro
Inova Fairfax Hospital
Japanese Nursing Association
Jewish General Hospital, Canada
Johns Hopkins Hospital
Kaiser Permanente
King Abdulaziz Hospital, Saudi Arabia
King Faisal Specialist Hospital & Research Centre, Saudi Arabia
King Khalid Hospital, Saudi Arabia
King Saud Bin Abdulaziz University for Health Sciences, Saudi Arabia
Kirigaoka Tsuda Hospital
Lakeland Regional Medical Center
LDS Hospital
Lifeline Sleep Disorders Center
M.D. Anderson Cancer Center
Maine Medical Center
Massachusetts General Hospital
Mayo Clinic
MedPro Respiratory Care
Memorial Herman Texas Medical Center
Memorial Sloan Kettering Hospital
Mount Sinai Hospital
National Institute for Respiratory Disease
National Institutes of Health

National Jewish Health
Nebraska Heart Hospital
New York University Medical Center
Ochsner Clinic Foundation
Oslo Universitets Sykehus, Norway
Philips Home Healthcare Solutions
Pima Medical Institute
Puerto Rico Hospital Supply
Rainbow Babies and Children's Hospital
Respiratory Therapists Society of the Republic of China
Riyadh Military Hospital, Saudi Arabia
Rochester General Hospital
Rush University Medical Center
San Francisco General Hospital
Seattle Children's Hospital
Select Specialty Hospital
Shands Hospital
Shanghai 10th Peoples Hospital, China
Shriners Hospitals for Children
Sleep & Neurodiagnostics Institute
St. Alexius Medical Center
St. Jude Children's Research Hospital
Stanford Hospital and Clinics
Taiwan Society for Respiratory Therapy
Tampa General Hospital
Texas Children's Hospital
The University of Tokushima, Japan
Tokushima University Hospital, Japan
Tufts Medical Center
UC San Diego Health System
UCLA Medical Center
University of Chicago Medical Center
University of Cincinnati
United States Air Force
Unites States Army
Unites States Navy
VA Medical Centers
...and many more!



QUICK FACTS:

WHO ATTENDS
AARC CONGRESS

84.4%

84.4% of attendees influence purchasing decisions in their organizations.

Source: AARC Congress 2017 attendee survey

ATTENDEES' RESPIRATORY
THERAPY EXPERIENCE

< 5 Years	32.8%
6-15 Years	29%
16-25 Years	15.7%
> 25 Years	21.5%



Source: AARC Congress 2019 attendee data

ATTENDEE
SPECIALTY SECTION

Adult Acute Care	28%
Management	18.2%
Education	16.1%
Neonatal/Pediatrics	12.9%
Other	10%
None of the Above	14.8%





CREDENTIALS OF ATTENDEES

AARC Congress attendance mirrors the profession, giving you the people who use your products.

RRT	59%
CRT	2%
LPN/RN	4%
MD	2%
Other	33%

Source: AARC Congress 2019 Attendee Data

JOB FUNCTION OF ATTENDEES

The job function of attendees spans the spectrum of positions in respiratory care. This ensures that you reach the entire decision making unit (the initiators, the gatekeepers, the buyers, and the users).

**Other: Medical Director, Pulmonary Function Technologist, Nurse, Disease Manager, Diagnostic Technologist, Patient Educator, Sleep Technologist, Physician, Pulmonary Rehab, Home Care, Transport, Long Term Care*

Source: AARC Congress 2019 attendee demographics

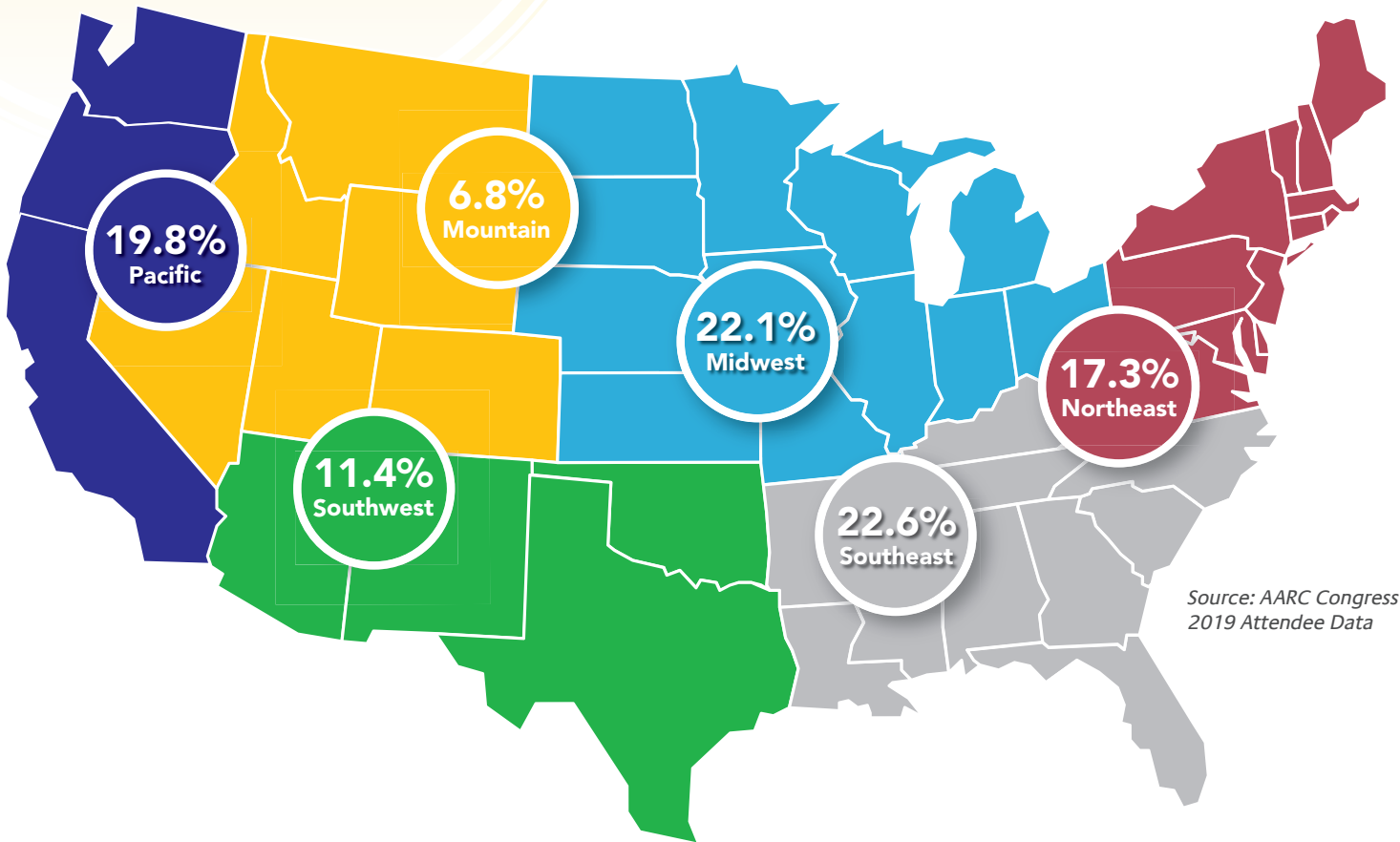
Student	2.5%
Neonatal/Pediatrics	13%
Education	23%
Staff Therapist	19%
Management	22%
Other*	20.5%

Source: AARC Congress 2019 Attendee Data

“AARC Congress is always our best show.”

ORIGIN OF ATTENDEES

Your exhibit reached the world with attendees from **all 50 states, DC, US Territories, and 30+ international countries.**



Source: AARC Congress 2019 Attendee Data

INTERNATIONAL ATTENDEES

Represented Include:

Afghanistan	Austria	Belgium
Brazil	Canada	Chile
China	Costa Rica	Czech Republic
France	Germany	India
Ireland	Italy	Japan
Mexico	Netherlands	New Zealand
Norway	Saudi Arabia	Singapore
South Korea	Taiwan	United Kingdom

Source: AARC Congress 2019 Attendee Data

“AARC Congress is four days of educational programs, including more than 200 sessions and 350 research presentations.”

The Center of Hospitality, *where it's all about your experience.*

Orange County Convention Center (OCCC)

At the Orange County Convention Center (OCCC), we are proud to be known as The Center of Hospitality. This symbolizes our outstanding service to our clients, motivating their desire to return and enhancing the community's reputation for excellence. Since opening our doors over 30 years ago, the staff and on-site service partners of the OCCC have endeavored to exceed your expectations. Our tagline encapsulates this commitment to you - The Center of Hospitality, where it's all about your experience!

With an incredible space and our impeccable service, the Orange County Convention Center is consistently rated the top in our class. Exhibitors, attendees and meeting planners acclaim our attention to detail, as we attend to your every need with a variety of facilities and services including over 2.1 million square feet of exhibition space, sophisticated amenities and world-class-on-site-providers.

