

AARC CONGRESS 2013

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Connect. Be Seen.

In Anaheim, California, November 16 – 19



The 59th International Respiratory
Convention & Exhibition

The AARC Congress is the world's largest respiratory convention and exposition attracting nearly 6,000 participants and over 200 exhibitors occupying one of the largest exhibit spaces of any respiratory meeting. The exposition is recognized as the premier showcase for acute and critical care equipment, devices, supplies, pharmaceuticals, publications, educational resources, and career opportunities. You'll reach prospects from all care settings and respiratory specialties.

8 out of 10
Attendees
Influence Product
Purchases.

(Source: Survey, Congress 2010)

**Sponsorships are More Versatile
than Ever to Ensure there's a
Fit for Your Goals and Budget.**





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Sponsorships Extend Your Presence Beyond the Exhibit Hall.

Congress sponsorships extend your presence beyond your booth. With sponsorships you'll reach the active-buying respiratory care professional throughout the convention center...in hotels... even back at their offices after the show.



AARC TV

Extend the Reach and Life of Your Message

AARC Television (AARCTV) produces **daily news coverage** of the Congress with five to seven minute broadcasts. The headlines include video from the Congress exhibit hall, highlights of educational sessions, and interviews with attendees, presenters, and exhibitors. Programs are shown on convention hall monitors, in Congress hotel rooms, and on the AARC website. Appears during Saturday, Sunday, Monday, and Tuesday. Preview at www.conventionnewstv.com.

Available Sponsorships:

- 30-second pre-produced commercial at \$3,500 (net) – one per day
- Imbedded Advertorial at beginning/end of broadcast at \$5,000 (net) – 2 per day.
- Advertorial (not included with broadcast) at \$4,000. Companies are provided professionally produced DVD that they can use exclusively for their own purposes
- Daily news cast taped in front of exhibit booth at \$2,000 (net) – 1 per day
- Leaderboard on the video player at www.AARC.org at \$1,000 per day (net) – 2 ads per day (rotating)
- Leaderboard on Network Welcome page that will be broadcast to entire membership at \$5,000 (net) for the entire meeting

Contact: Doug Laher at laher@aacr.org or 972-406-4698.

Advance Program — Online

Connect with AARC Congress 2013 Attendees Before They Leave for Anaheim.

The AARC Congress Online Advance Program connects you with influential respiratory therapists before they leave for Anaheim and AARC Congress 2013. Make this connection and reach respiratory therapists with an **Internet Leaderboard Advertisement**.

Potential attendees and other visitors will **see the Program for the first time** on the Internet. And the release of the Advance Program is supported with broadcast emails, publication advertising, and Web stories and links on the AARC home page (www.AARC.org) as well as postings on the AARC's social networking site, AARConnect.

Positions

(Reserved on a first-come, first-served basis — one advertisement per page)

- Welcome page
- Saturday Sessions page
- Sunday Sessions page
- Monday Sessions page
- Tuesday Sessions page
- Registration page
- Housing page
- Travel page



Specifications (Leaderboard ad)

Dimensions: 728 x 90 pixels

File Size Limit: 200 Kb max size

(*image files only, no html "forms"*)

Image File Types: gif, jpeg, png

(*please do not send flash files-FLV or SWF*)

Animation: Cannot exceed 12 seconds in length.

May not loop more than one time

Net Rate: Welcome Page \$5,000 (net);

all other positions \$4,500 (net)

Deadlines: Space Reservation July 5; Materials July 10

Contact: Tim Goldsbury at goldsbury@aacr.org or 561-745-6793.

50.5%

of attendees say the Exhibit Hall and the ability to see, touch, and/or manipulate new products is the major reason they attend the AARC Congress.

(Source: Survey, Congress 2010)



Gain a Competitive Edge with AARC Congress 2013 Sponsorships.
Sponsorships offer your AARC Congress exhibit a marketing component that gives your company a competitive edge over non sponsors.

Advertising

- ◆ **AARC Times** magazine
- ◆ **RESPIRATORY CARE** journal

The AARC's leading publications, *AARC Times* magazine and *RESPIRATORY CARE* journal, reach Congress attendees and more, long before attendees even step into an airplane.

Each publication is distributed to the entire membership of the AARC, both in print and digitally. Not only will your advertisement reach respiratory therapists attending the Congress but also those not traveling to Anaheim. Plus, each publication is read by pass-along readers — extending your reach. And you receive bonus distribution at the Congress.

Publication Advertising Kit:

http://www.aarc.org/marketplace/media_kit/

Deadlines: July *AARC Times* May 20; September *AARC Times* July 17; October *AARC Times* August 19; October *RESPIRATORY CARE* September 5.

Contact: Tim Goldsbury at goldsbury@aarc.org or 561-745-6793.



Aisle Signs

Help Attendees Find Their Way to You.
Signs are located above each aisle of the Exhibit Hall.

Catch the eyes of attendees who are trying to locate booths in the Exhibit Hall. Aisle Signs are prominently displayed above each aisle leading attendees to you. Attendees see them as they enter the Exhibit Hall and move from one aisle to another.

Net Rate: \$14,000 (16 signs)

Contact: Doug Laher at laher@aarc.org or 972-406-4698.

1 out of 3
attendees are sole
decision makers for
product decisions.

(Source: Survey, AARC Congress 2010)



Attaché Case for Attendees AARC Congress's Most Visible Sponsorship

Your message is everywhere attendees look, making it the most visible sponsorship at the Congress. That's because each regular attendee receives an Attaché (with paid registration), ensuring widespread exposure for your brand as your logo travels everywhere in Anaheim — in the hotels, restaurants, convention center, and more. Plus, you get exposure after the Congress as attendees use the case throughout the year allowing their colleagues to see your brand.

A lasting memory of AARC Congress 2013 and your brand!

The cases get used and seen. That's because each case contains the Final Program, Exhibitor Guide, and other material. And, attendees carry them around the convention center to collect information from the Congress.

Note: Each attending member of the sponsor's sales team receives an attaché case at registration.

Net Rate: \$28,500.

Contact: Tim Goldsbury at goldsbury@aarc.org or 561-745-6793.



Sample shown may not be current year's choice.



Badge Lanyard (Official Congress Lanyard) Everybody Sees It and Your Logo.

What does everybody use and see at the AARC Congress?
The official Badge Lanyard.

Make a statement and get your company name/logo at the forefront of everybody's mind by sponsoring the Congress Lanyard. The lanyard is distributed to attendees and exhibitors who wear the badge lanyard and **display your company** throughout the conference.

Also used by speakers and award recipients so your company shows up on the lecture stage and in official photos published in the Congress Gazette, AARC Times magazine, and at www.AARC.org. That's **exposure beyond the Congress**.

Net Rate: \$12,500.

Contact: Tim Goldsbury at goldsbury@aacr.org or 561-745-6793.

Belly Band Advertising

Affordable Sponsorship

◆ Final Program

The belly band is wrapped around the outside of the Final Program and is the **first piece of information attendees see** when picking up their materials. With every registered attendee receiving a Program, it is an excellent on-site advertising opportunities to promote your company and drive traffic to your exhibit booth!

Rates for Final Program ads on page 5. Rates for Guide to Exhibitors ads on page 6.

Suggestion: include a coupon or other incentive on the Belly Band to drive attendees to your booth.

Net Rates: Final Program \$3,500.

Deadlines: Space Reservation: September 5;

Materials: September 10.

Contact: Doug Laher at laher@aacr.org or 972-406-4698.

Breakfast Symposium Gain Visibility for Your Products

A Breakfast Symposium Sponsorship puts your message and product in front of a targeted audience in a credible environment.

Sponsor is responsible for organizing and coordinating event with speaker, audio-visual vendor, course materials, catering, and attendee registration.

Sponsorship includes:

- Signage at the event
- Free bag insert in the congress attendee attaché case
- Slide on meeting room screen (at opening)
- Recognition from the podium
- Exposure in the congress advance online program
- Registration for the symposium is housed on your company website
- Sessions do not compete with any other Congress event

Net Rate: \$17,500.

Contact: Doug Laher at laher@aacr.org or 972-406-4698.

Charging Station Provide Attendees with a Service That They Appreciate.

Connect with Congress attendees while they re-charge electronic devices at the highly visible and appreciated Charging Stations. These Charging Stations are prominently located in the convention center and offer charging for cell phones, iPhones, iPads, Androids, Blackberrys, etc. Your company logo will be clearly visible on the charging kiosk, and you have the opportunity to run a video in the station. Charging Stations display your sponsorship all four days of the AARC Congress.

Net Rate: \$8,000 each. Three available.

Contact: Doug Laher at laher@aacr.org or 972-406-4698.



Closing Ceremony Be a Part of the Conversation

Be a part of attendee's conversations as they wrap up the Congress and prepare to go home. Your sponsorship will help ensure that they **take your message with them** along with the excitement of attending the Congress.

Net Rate: \$15,000.

Contact: Doug Laher at laher@aacr.org or 972-406-4698.

Sponsorships Deliver Visibility and Increase Your Exposure.
Sponsorships are high-impact, high-profile marketing techniques that attract the profession's decision makers to your exhibit, generate more qualified sales leads, and turn leads into hard dollars for your company.



Column Wraps

Stand Tall with Lobby Column Wraps

Affordable Sponsorship

Get attendee attention with custom column wraps in the convention center. Columns located in the high traffic concourse where attendees come and go from the exhibit hall to educational sessions.

Dimensions: Column wrap is 8 feet tall by 14 feet around

Net Rate: \$3,000.

Contact: Doug Laher at laher@aarc.org or 972-406-4698.

Connection Corner

Connect with Your Customers.

The Connection Corner is where attendees flock. **Be there** when they discover Congress information, relax, recharge mobile devices, check emails, and enjoy a cup of coffee while listening to music.

Includes:

- Signage
- Video monitor with sponsor's message (built into the charging station)
- Display case for sponsor's products
- Charging station
- Wi-Fi
- Entertainment

Net Rate: \$15,000.

Contact: Doug Laher at laher@aarc.org or 972-406-4698.

Discovery Zone

Attendee/Exhibitor Engagement Program

Affordable Sponsorship

Participate in the Discovery Zone and **increase engagement** between attendees and your booth staff. Attendees will be

69.4%

collect information
on select products
in the Exhibit Hall.

(Source: Survey, AARC Congress 2010)

provided a card with your company name. They must go to your booth and listen to your product demonstration or sales message before you sign off on their card. Completed cards are submitted at the AARC Information Center and redeemed for a small prize, plus a chance to win one of two Las Vegas Congress 2014 Attendance Packages.

Prizes Levels: 10' x 10' booths—airfare, Congress registration; 10' x 20" and larger booths—airfare, hotel, Congress registration, limo from airport to hotel, \$150 gift card.

Net Rates: \$1,000 for 10' x 10' exhibitors (minimum of six companies); \$2,500 for 10' x 20' and larger exhibitors. (minimum of five companies)

Contact: Doug Laher at laher@aarc.org or 972-406-4698.

Escalator Banner

High Visibility

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 displayed on banners positioned at the top or bottom of escalators—spans both up and down escalators. Or, in message blocks on supporting towers.

Dimensions: Banner: 18' x 4'; Message Block: 3' x 3'

Net Rate: \$1,500 one side; \$2,000 front and back; Message Block \$300.

Contact: Doug Laher at laher@aarc.org or 972-406-4698.



Escalator Handrail Message Runner

Put Your Message in the Hands of Your Customers

Put a **30 second message** into the hands of attendees as they ride the escalator between the concourse and meeting room floors. This captivating sponsorship presents your message in rich, vibrant colors that cover every inch of the hand rail. Your message appears on two hand rails (specify up or down escalator) for the entire 4-day meeting.

Net Rate: \$13,000 for one escalator—two hand rails (specify up or down); \$25,000 for two escalators—four handrails.

Contact: Doug Laher at laher@aarc.org or 972-406-4698.



Cost-Effective

The AARC Congress is the most cost-effective "face-to-face" marketing method available today. And, sponsorships enhance that cost-effectiveness.



Final Congress Program

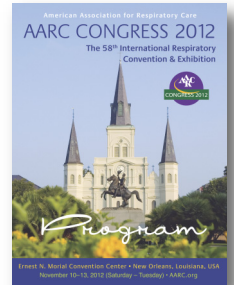
Sponsorship that Receives More Impressions than Any Other AARC Congress Sponsorship.

The Official Program is the source for everything attendees need to know about the AARC Congress educational sessions. They refer to it as they plan their continuing education activities and refer to it again and again for room locations and times. It is distributed to full registration attendees, thus reaching a high-quality audience.

Sponsors of the Final Congress Program **receive more impressions** than any other Congress promotional program.

Contents:

- Your advertisement
- Educational sessions, dates, times, locations, descriptions, and speakers
- Open Forum Abstracts
- Venue information
- Special events schedule
- Floor plans
- CRCE information
- Congress information



Net Rates: 1 Page \$11,000; Inside Front Cover \$14,000; Inside Back Cover \$13,000; Back Cover \$15,000; ½ page \$6,000; ¼ Page: \$3,500 (All Rates Net).

Deadlines: Space Reservation September 5; Materials September 10.

Contact: Tim Goldsbury at goldsbury@aacr.org or 561-745-6793.

Footprints

Step Up Your Marketing Efforts

Use eye-catching floor foot prints to step up your marketing. Position several in high traffic areas to direct respiratory therapists to your booth.

Net Rates: \$20.00 per 12" footprint. Two sponsorships available.

Contact: Doug Laher at laher@aacr.org or 972-406-4698.



Event Board

Help Attendees Find You with the Event Board.

Catch the eyes of attendees who are trying to locate sessions in the convention center with the Event Board. The Event Board is prominently displayed in the meeting room concourse. It is **one of the most frequently used** sponsorship products as attendees seek locations and times of sessions they want to attend.

Net Rate: \$17,500 (includes two video monitors with video message).

Contact: Doug Laher at laher@aacr.org or 972-406-4698.

82%

of attendees who are authorized buyers say the Exhibit Hall influences their purchasing decision.

(Source: Survey, Congress 2011)

Targeted Audience.

The AARC Congress and sponsorships deliver a targeted audience of real buyers who paid to be at the Congress.

Freestanding Signs

Be Seen

Affordable Sponsorship

These **highly visible** freestanding advertising display panels will be placed in strategic locations in the main concourse outside of the exhibit hall and in session hallways.

Dimensions: 36"x96"

Net Rate: \$1,000 for one side, \$1,500 for two sides (same Meter Panel)

Contact: Doug Laher at laher@aarc.org or 972-406-4698.

Gazette Advertising (On-Site News Digest)

Keep Attendees Informed with the Gazette

The Gazette is published on-site, **distributed each morning** (Saturday, Sunday, and Monday) with important meeting information, Congress highlights, news, and schedules. It gets read along with your advertisement.

Your advertisement will get attention for your booth as the Gazette is hand distributed by staff in the high-traffic concourse areas during the morning rush hour. Plus, copies are distributed in the AARC Congress Show Office, in the AARC Information Center in the Exhibit Hall, at the Congress registration desks, and at strategically placed news racks.

Deadlines: Space Reservation September 5; Materials September 10.

Net Rate: Back Cover: \$7,500; Page 2: \$6,000; Inside Back Cover: \$6,000; One Full Page \$5,500; Two Full Pages: \$10,000; One Half Page: \$3,500; Two Half Pages: \$6,000.

Contact: Tim Goldsbury at goldsbury@aarc.org or 561-745-6793.



Guide to Exhibitors Advertising

(User-Friendly Digest Size)

Put Your Brand Ahead of Everyone Else at AARC Congress 2013.

Put your brand ahead of **everyone else** by advertising in the AARC Congress 2013 Guide to Exhibitors. During the three days of exhibits, every attendee receives a Guide. So, you'll want to purchase advertising space in the Guide to maximize your exposure during the Congress!

The Guide to Exhibitors is a great way to **pre-sell your product** or service to the thousands of attendees at the Congress.

Attendees refer to the Guide during and long after the meeting and are more likely to visit an exhibit based on the ad they see. This four-color, digest-size guide contains floor plans, the exhibitor list with descriptions, and booth numbers.

Advertise in the Guide to...

- Showcase your products or service
- Promote a "special offer"
- Highlight new products

Ad Sizes: Page 8.25 x 5.375 (add 1/8 inch for bleed): 1/2 Page horizontal 4 x 5.375; vertical 8.25 x 2.5).

Net Rates: Page 4/c \$6,000; 1/2 Page 4/c \$4,000; Page 4/c Cover 2 \$6,500; Page 4/c Cover 3 \$6,500; Page 4/c Cover 4 \$7,500.

Each paid advertisement includes a Free logo with the company description—a \$500 value (logos can be purchased separately at \$500 net).

Deadlines: Space Reservation: September 5; Materials: September 10.

Contact: Tim Goldsbury at goldsbury@aarc.org or 561-745-6793.



Hand Sanitizer Stations (Stand-Alone Units)

A Sponsorship that Cleans Up

Affordable Sponsorship

Clean up with a sponsorship **presence that can't be missed**. Hand Sanitizer Stations are placed in high traffic areas of the convention center. Each station gives you a vehicle for prominent display of your company message and plenty of repeat usage and impressions.

Net Rates: \$600 each.

Contact: Doug Laher at laher@aarc.org or 972-406-4698.

Hotel Branded Napkins (Congress HQ Hotel)

Make an Impression Outside the Convention Center

Affordable Sponsorship

Extend your Congress presence to the Congress headquarters hotel with co-branded napkins. Your message will be seen in hotel lounges before, during, and after exhibit hall hours.

Net Rate: \$4,000 for 4 days, sponsor provides napkins to hotel.

Contact: Doug Laher at laher@aac.org or 972-406-4698.

Hotel Key Sponsorship

Ensure that Attendees See You Every Day with the Hotel Key Sponsorship

Hotel Key License Fee (Customized)

Unlock a prolific range of exposure by adding your brand to hotel door keys. Be the company that attendees see each time they reach for their hotel key card — usually more than once a day — every day of the Congress.

This in-demand sponsorship provides an exclusive entry to added value, check-in to check-out.

Customize keys with your company name, logo, or message so that it is seen by every Congress attendee staying in the official Congress hotels (sponsor is responsible for printing and distribution with hotels).

Net Rate: Headquarters Hotel (Marriott): \$7,500 (net); Hilton Hotel: \$6,000 (net).

Contact: Tim Goldsbury at goldsbury@aac.org or 561-745-6793.



Hotel Promotional Video

Grab Attendee's Attention When No One Else Can!

Your video message will be seen by Congress participants in their rooms at the AARC Congress Headquarters hotel before, during, and after each day's Congress sessions. The video will appear on a dedicated hotel television channel.

Your message is displayed to attendees via your own personal video message when there are no other messages vying for your target's attention.

The video will run all four days, Saturday — Tuesday on the in-room hotel video channel.

This limited opportunity is available to only two advertisers, first come, first served. Advertiser provides a continuous loop video, subject to AARC approval, hotel specifications, and policies.

Net Rate: \$5,000 per hotel for three days—Marriott and Hilton. Only one channel is available at each hotel.

Contact: Doug Laher at laher@aac.org or 972-406-4698.

Hotel Room Newspaper Delivery

Deliver Your Name with the News

Nearly everyone reads the news. And with Hotel Room Newspaper Delivery, they'll see your message in the morning at their door and at night when they return. Sponsorship includes paper purchase, placing of the wrap or sticker, and delivery of the paper.

Materials: Sponsor provides sticker or wrap.

Material Deadline: Determined by hotel.

Net Rate: Headquarters Hotel (Marriott) \$3,000.

Contact: Doug Laher at laher@aac.org or 972-406-4698.

Half of all attendees

come to the Exhibit Hall to make purchases and negotiate pricing.

(Source: Survey, Congress 2011)

Create Awareness.

Sponsorships help you create awareness of your company's presence at the Congress. And, sponsorships also help build your image among influential respiratory therapists and generate traffic to your booth.



Inserts – Attendee Attaché Case

Capture an Audience with Congress Attendee Attaché Case Inserts

Capture a **targeted audience** by inserting a literature piece (brochure, invitation or flyer) into the Attendee Attaché. Your piece is inserted into the bag so it's ready and waiting as AARC Congress attendees grab their cases. Every Attendee Attaché contains a packet that includes Congress materials, ensuring that your company message is **individually delivered**.

Note: Inserts must have prior approval by the AARC. Company prints and provides the literature piece.

Deadline: September 20.

Net Rate: \$5,000 (Subject to a \$1,000 fee for materials submitted after deadline).

Contact: Tim Goldsbury at goldsbury@aacr.org or 561-745-6793.

Key Note Address Sponsorship

Set the Stage for Your Exhibit and the Congress with a Key Note Address Sponsorship

The Saturday Key Note Address sets the stage for the information and technology of the next four days of the AARC Congress. Your sponsorship demonstrates your interest and support of the profession at the largest gathering of attendees in the entire Congress.

Net Rate: \$15,000.

Contact: Doug Laher at laher@aacr.org or 972-406-4698.

Hotel Room Sticky Note

Affordable Sponsorship

Post your company message **where no one else can**, in the hotel room of attendees. Hotel Room Sticky Notes are placed on room mirrors, November 15 through 18. With these notes, you can direct attendees to your booth, use as a coupon to be redeemed at booth, or a reminder of a booth event. Posted in Marriott and Hilton hotels.

Net Rate: Headquarters hotel (Marriott \$3,000; Hilton Hotel \$2,500). sponsor provides sticky notes and any fees to hotel.

Contact: Doug Laher at laher@aacr.org or 972-406-4698.



6 out of 10

attendees say that the exhibits are a primary reason for attending Congress.

(Source: Survey, AARC Congress 2010)



Positioning

Having a presence at the AARC Congress ensures that you are positioning your company as a leading player within your industry. Sponsorships enhance that position.



Lecture/Symposia Sponsorship

Position Your Company as a Leader

Affordable Sponsorship

Promote your company as a **leader** when you sponsor respiratory care's premier educational programming. With a sponsorship of an AARC Congress Lecture/Symposia, you'll **position your company as THE expert** with vision and a commitment to innovation in respiratory care. And, your sponsorship expresses your commitment to science and the profession.

Plus, sponsorship allows you to link your company with a **targeted selection** at a lecture or symposium that aligns with your products.

You'll receive recognition in the Final Program's session listing, from the session's podium, and on the signage at the session entrance, putting your company first and foremost in the minds of all attendees when attending presentations.

Net Rate: Call for pricing. Sponsorship fee TBD based on speaker and/or topic.

Contact: Doug Laher at laher@aarc.org or 972-406-4698.

Lobby Banners

Make Your Company Visible

Affordable Sponsorship

Gain visibility and promote brand awareness with prominent lobby banners on the outside of stair cases facing the main concourse. Twenty positions are available.

Banner Size: 19' wide x 4' tall.

Net Rate: \$2,500.

Contact: Doug Laher at laher@aarc.org or 972-406-4698.

Logo Guide to Exhibitors

Increase Your Visibility at AARC Congress 2013 with a Guide to Exhibitors Logo

Affordable Sponsorship

Include your company logo in your Exhibitor Guide listing to **make it easier for attendees to spot your company**, see your booth location, and your message.

At this affordable price, it offers large and small companies alike the opportunity to brand their products and services to nearly 6,000 Congress attendees.

Logo appears after your name and contact information (Please provide a "vector" file of your company logo with your order).

Net Rate: \$500.

Deadlines: Space Reservation: September 5; Materials: September 10.

Contact: Annette Phillips at aphillips@aarc.org or 972-406-4653.

AARC American Association for Respiratory Care 621 5425 N. Mackinac Road, Ste. 300, Irving TX 75038-4206, 972-263-2272 Fax 972-484-2720 www.aarc.org AARC Congress Special: The AARC will waive the \$12.00 processing fee for all non-members that be come members during the Congress. The American Association for Respiratory Care is the professional association representing more than 52,000 respiratory care practitioners in all settings. The AARC publishes clinical practice guidelines, patient information pamphlets, professional books, manuals, study packages, videotapes, audiotapes, AARC News Magazine, Respiration Care Journal, an annual Respiratory Care Index and has a reputation for leadership and innovation. The association also presents the "gold standard" of all respiratory care meetings, the annual International Respiratory Convention & Exhibition.	AC Industries 327 2017 S. Lewis Creek Road, St. Louis MO 63122, 800-873-3138 Fax 636-340-7000 www.aacindustries.com AARC Congress Special: AC Industries will offer free shipping for orders over \$1000 placed during the AARC show. For over 25 years, AC Industries has domestically manufactured, inventoried, and shipped a complete line of respiratory supplies and accessories. Now our expanded line of products also includes the uniquely designed "loop post" Pediatric CPAP Mask is a variety of affordable solutions. Our web stocked, centrally located facility and efficient, cost friendly product portfolio hold the key to supplying these great products and many others to health care professionals and their patients.
ADVANCE - Media, Marketing & Merchandise 130 21000 Research Dr., King of Prussia PA 19386, 800-352-5627 Fax 610-270-3184 www.advancemedia.com AARC Congress Special: ADVANCE will be offering 10% off of your purchase of the ADVANCE Essentials line products that will be at our booth during the AARC show. Millions of leading and allied healthcare professionals look to the best magazines, websites, and newsletters. Join them and benefit by becoming a member of our company of ADVANCE, when they need to find the best healthcare news, product information, case reports, job listings and continuing education opportunities. For exclusive offers, request and promotional products, they visit the ADVANCE Healthcare Shop online and at special events. They also create original gifts and giveaways with ADVANCE Custom Promotions.	ACU-SPEC 330 1212 River Oaks Rd., Longmont CO 80501, 800-776-0771 Fax 303-526-0774 www.acuspec.com AARC Congress Special: Please visit our booth to learn about our latest Special! ACU-SPEC, together with Carvine Medical offers the broadest selection of respiratory accessories available including its 3D innovative and versatile assortment of soft shaped portable oxygen canisters. The Carvine Medical line offers an unmatched array of quality and broad name respiratory accessories and supplies. Now a part of Medline Medical, our product portfolio has expanded to include Medline's Top Brand support services, mattresses, and seating and positioning chairs. Delivering exceptional value and service, with convenient one-stop shopping, we look forward to helping you meet your respiratory needs. Call 1-800-776-0771.
Aerogen 416-418 Culinary Business Park, Orem, Utah 84057, 866-423-7843 www.aerogen.com Aerogen offers an easy to use nebulizer, which delivers superior patient care. The patented aerosolized "fast nebulizer" delivers silent drug delivery for infants through adults. Using the patented vibrating mesh nebulization technology creates a fine particle, low velocity aerosol optimized for deep lung deposition. Aerogen technology effectively calms all of a child's respiratory problems with no face or nebulizer.	Alabama Life Support Systems/VIA Medical 534 8206 Cross Park Dr., Austin TX 78734, 800-433-5615 1-214-923-4333 Fax 512-797-3989 www.alife.com or via@alife.com ALBION LIFE SUPPORT SYSTEM: custom made for infant/pediatric transporters with monitoring and ventilation for home, ambulatory and aircraft. AERONCH NITROX CLEAIRY: Complete and portable low flow oxygen concentrator. VIA MEDICAL: Automated, closed loop systems meet time based gas flow demands suitable for patient head sets, attach to standard LAC to eliminate blood flow. Algen, Inc. 125 210 N. Walker Street, St. Louis MO 63101, 210-212-8040 www.algen.com ALGEN FORTWIN MEDICAL has a rich heritage as a well established partner in providing medical gases to hospitals.

Naming Rights—Custom Mixed Drink

(HQ Hotel)

A Sponsorship like No Other

Affordable Sponsorship

This is a **one-of-a-kind sponsorship** that will start conversations in the headquarters hotel. The Marriot mixologist will create a custom mixed drink for sale during the Congress—i.e. High Flow Martini. Drink and company name will appear on table tents in headquarters hotel lounge. This naming right is exclusive to one company for the 2013 Congress.

Net Rate: \$3,000.

Contact: Doug Laher at laher@aarc.org or 972-406-4698.

News Rack – Congress Gazette

Affordable Sponsorship

Your sponsorship will be visible all four days of the Congress and most visible for the first three days when a new edition of the Gazette is published on-site, each morning (Saturday, Sunday, and Monday). News Racks will hold that day's Gazette and will be strategically located in high-traffic areas.

Attendees will see your message each day when they stop to collect the important meeting information they need: Congress highlights, news, and schedules.

Net Rates: One at \$1,500 or two at \$2,500.

Contact: Doug Laher at laher@aarc.org or 972-406-4698.

Product Theater

Product Demonstrations with the People You Want

Invite the people that you want to see expanded **product demonstrations** or new launch details. Exhibitor can promote program from booth with lunches distributed on a first come, first serve basis. Theater is located in the exhibit hall. No CRCE credit.

Includes: a box lunch for 75 and seating for 150. Exhibitor may purchase additional box lunches.

Schedule: Two 25-minute sessions each day of the exhibit hall 12:00- 12:25 and 12:35 to 1:00.

Net Rate: \$5,000.

Contact: Doug Laher at laher@aarc.org or 972-406-4698.

Product Show Case (Glass Display Case)

Low-Cost Extension of Your Presence

Showcase your product outside of the exhibit hall in the **high traffic** meeting room hallways. Cases are positioned against the walls in session hallways on the second floor. Show case does not require exhibitor staff presence. Exhibitor is responsible for installing and dismantling exhibit materials. Available as a full case or half case (full case is divided vertically and shared with another company).

Includes: glass show case, electricity, and table top sign with company name/logo and booth number.

Dimensions: full case (6 1/4' x 38") or a half case (3 1/8' x 38")—26" tall glass front. All materials must fit inside case.

Net Rate: Full case: \$1,000; Half case: \$600—for three days.

Contact: Doug Laher at laher@aarc.org or 972-406-4698.

Registration Kick Panels

Be the FIRST Exhibitor Seen in the Convention Center

Your sponsorship will be visible upon attendee's arrival as they enter the convention center to register and pick up their materials and credentials at the registration counters. **They'll see your message first**, before going into the sessions and Exhibit Hall.

Plus, your Kick Panel sponsorship offers **exposure throughout all four days** of the Congress, and attendees will see your message each day when they pass through the convention center to sessions and the Exhibit Hall. And, on the last day of Congress, attendees will see your company message when entering their CRCE record into on-site computers.

Net Rates: \$1,500 each. Seven available.

Contact: Doug Laher at laher@aarc.org or 972-406-4698.



Room Drops (Congress Hotels)

Get an Inside Advantage

Affordable Sponsorship

Get an inside advantage by delivering your materials and messaging straight to the rooms of AARC Congress attendees. Arranged with official Congress hotels, room drops deliver a presence that amplifies your message and leads attendees to your booth.

Production: Upon completion of the contract and receipt of payment, the AARC will provide sponsor with a letter of approval to provide to the hotels as well as a contact list. The sponsor is responsible for contacting any/all Congress hotels where they wish to have room drops. This sponsorship applies to official Congress hotels only. Sponsoring company is responsible for production of items and coordinating with each chosen hotel. Sponsor is also responsible for any drop fee charged by the individual hotels. The AARC must approve materials prior to production.

Material Deadline: Determined by each hotel.

Net Rate: Headquarters Hotel (Marriott): \$3,000;
Hilton Hotel: \$2,500.

Contact: Doug Laher at laher@aarc.org or 972-406-4698.

Satellite Exhibit

Interaction beyond the Exhibit Hall

Affordable Sponsorship

Double your chances of attendee interaction with a Satellite Exhibit on the concourse of second floor meeting room concourse and hallways.

Details: Must be staffed during exhibit hall hours. Activities must remain within the allotted space. Exhibitor is responsible for installation and dismantling. Not a substitute for exhibit hall booth.

Includes: carpet, carpet pad, one stool, and electricity.

Dimensions: 5' x 5' space.

Net Rate: \$1,500 for one day or \$3,000 for three days.

Contact: Doug Laher at laher@aarc.org or 972-406-4698.



Smart Phone App

Mobile Marketing

The Congress mobile app is designed to bring attendees up-to-the-minute detailed information on sessions, schedules, speakers, exhibitors, room locations and more! It is easy-to-use and downloadable for iPhone, iPad, or Android devices. Sponsorship opportunities available within the app.

Net Rate: Call for pricing.

Contact: Doug Laher at laher@aarc.org or 972-406-4698.



Sticky Note/Flags

An Enduring Sponsorship

Attendees will appreciate you every time they reach for a Sticky Note or Flag to mark their Congress program or use at home. This handy booklet includes multi-colored sticky flags and a 3" x 1 3/4" yellow sticky memo pad. Item will be distributed in attendee attaché cases.

Net Rate: \$6,000.

Contact: Doug Laher at laher@aarc.org or 972-406-4698.





Sunrise Symposium

Put Your Brand in Front of an Attentive Audience

The Sunrise Symposium sponsorship puts your brand in front of an attentive audience. And, with **less work for you**. That is because the Sunrise Symposium gives you a turnkey sponsorship with the AARC coordinating the catering, speaker hotel, audio-visual, and more (see below). **Sponsor is responsible for** selecting and coordinating with speaker, course materials, and attendee registration.

Sponsorship includes:

- One night complimentary lodging for one speaker
- Hot plated breakfast buffet for up to 225 attendees
- Audio-visual
- Honoraria for one speaker
- Round-trip coach airfare from anywhere within the continental United States
- Room set up
- Digital marketing to entire AARC membership
- On-site registration managed by AARC staff
- Signage at the event
- Free bag insert in the congress attendee attaché case
- Slide on meeting room screen (at opening)
- Recognition from the podium
- Exposure in the congress advance online program
- Registration for the symposium is provided by the AARC
- Sessions do not compete with any other Congress event

Net Rate: \$35,000.

Contact: Doug Laher at laher@aarc.org or 972-406-4698.

Wall Banners

Get Above the Crowd

Have your message placed above the crowd to **ensure visibility** of your company. Placement is on the front of overhang at entrance of exhibit hall.

Dimensions: Up to 12' tall.

Net Rate: \$15/sq. ft.

Contact: Doug Laher at laher@aarc.org or 972-406-4698.

91%

of attendees to any convention say that they are essential for comparing products and meeting suppliers.

(Source: *The Value of Trade Shows* by Skyline and EXPO Magazine, 2011)

Wall/Window Clings Advertisements

A Highly Visible Promotional Opportunity!

Lead Attendees to Your Booth at AARC Congress 2013!

Reach attendees **before they get to the Exhibit Hall** as they walk the convention center. These highly visible Clings are positioned where attendees pass at the doors to the convention center and the escalators to meeting rooms. This program effectively increases brand or product awareness among the influential decision makers in your core market at AARC Congress 2013.

Materials: Camera-ready Illustrator or Photoshop art. Clings come in 4 foot wide rolls. Minimum of 4 sq. ft. (4' x 1').

Net Rate: \$75/sq. ft.

Deadline: September 5.

Contact: Doug Laher at laher@aarc.org or 972-406-4698.

Wayfinder (You Are Here Digital Display)

Help Attendees Find You

with the Wayfinder Digital Display.

Located at the Entrance to the Exhibit Hall and Concourse.

The AARC Congress is a big event, which is why time and time again these colorful Wayfinders attract crowds. And where there's a crowd, there's an excellent chance to get exposure for your brand. You'll **catch the eyes** of attendees who are trying to locate sessions and venues in the convention center.

Wayfinders are prominently displayed outside of the Exhibit Hall and in the meeting room concourse.

Materials: Sponsoring company must supply digital artwork to be printed on the identification signage.

Net Rate: \$12,500 for one; \$17,500 for two. Two Available.

Contact: Doug Laher at laher@aarc.org or 972-406-4698.

Design Your Own Sponsorship

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

Contact: Doug at laher@aarc.org or 972-406-4698.