



SPONSORSHIP PROSPECTUS

New Orleans

November 14-17, 2026

SATURDAY - TUESDAY



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A FIRST-CLASS EVENT

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

THE EXHIBIT HALL

Hours

November 14	10am - 4pm
November 15	9am - 2pm
November 16	9am - 1pm

Move-in Dates

November 12	8am - 5pm
November 13	8am - 5pm

Move-out Timing

November 16	Starting at 1:30pm
to November 17	TBD No later than 5pm

**New Orleans Morial Convention Center
Halls I-2 & J
900 Convention Center Blvd.
New Orleans, LA 70130**

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@aacrc.org
Phone: 972.406.4663

Special Events

<p>AARC WELCOME PARTY</p>	<p>HQ Hotel</p>	<p><i>Contact Show Management for custom pricing</i></p>	<p>DEADLINE: Friday, September 25, 2026</p> <ul style="list-style-type: none"> • This is a great way to thank meeting attendees for their business and reinforce your brand with future and potential customers • Recognition in event app & event website • One-sided meter board recognizing sponsorship • Lighted company logo (GOBO) on stage behind entertainment • Company representative can address the audience from the stage.
<p>KEYNOTE ADDRESS</p>	<p>Convention Center</p>	<p><i>Contact Show Management for custom pricing</i></p>	<p>DEADLINE: Friday, September 25, 2026</p> <p>This Keynote address kicks off 4 days of education and elevation of AARC Congress 2026!</p> <ul style="list-style-type: none"> • Welcome remarks on stage by corporate representative • Recognition on event website/recognition in event app • Opportunity to place a seat drop in the General Session room • One-sided meter board in convention center • Logo displayed on iMag screens in room • Contact Show Management for custom pricing



Special Events

continued

<p>SPUTUM BOWL</p> <p style="font-size: 2em; font-weight: bold; text-align: center;">SOLD</p>	<p>Convention Center</p>	<p>Contact Show Management for pricing</p>	<ul style="list-style-type: none"> • Recognition on stage and remarks by corporate representative • Logo displayed on iMag screens in the room • Recognition in event app & event website
<p>AWARDS CEREMONY</p>	<p>Convention Center</p>	<p>Contact Show Management for custom pricing</p>	<ul style="list-style-type: none"> • Welcome remarks on stage by corporate representative. Deadline: Friday, September 25, 2026. • Logo displayed on iMag screens in the room • Recognition in event app & event website
<p>SEAT DROPS – CONVENTION CENTER</p>	<p>Convention Center</p>	<p>\$10,000 Keynote</p>	<p>DEADLINE: Friday, September 25, 2026; Materials Due Friday, October 16, 2026</p> <ul style="list-style-type: none"> • Sponsor-provided 1-page handout placed in seats at Keynote address • Sponsor is responsible for printing the item and providing to AARC



Symposia Opportunities

BREAKFAST SYMPOSIA

LIMITED AVAILABILITY, Book Today!

Hotel

\$25,000

DEADLINE: Friday, September 4, 2026

SPONSOR BENEFITS

- Increase visibility for your products
- This sponsorship puts your message and product in front of a targeted audience in a credible environment
- Signage promoting the event on-site
- Exposure in the Congress event app and website
- Symposium does not compete with any other Congress event
- AARC will direct market and advertise the event to AARC membership/Congress attendees
- Complimentary Room Rental
- AARC will facilitate scanning attendee badges and will provide leads post-event.

SPONSOR RESPONSIBILITIES

- Provide course content, title, description, learning objectives and faculty
- CRCE application
- Financial responsibility:
 - Food & Beverage
 - Audio Visual
 - Faculty travel and honoraria
- Online registration
- Registration and roster management

BONUS

- Free 8 ½ x 11 bag insert in the Congress attendee bag. – \$3,000 Value



Need a private meeting space at Congress?

Complete this form:



Private Meeting Space Request

Contact Show Management for more details.

Symposia Opportunities

continued

<p>LUNCH SYMPOSIA</p> <p>LIMITED AVAILABILITY, Book Today!</p>	<p>Hotel</p>	<p>\$40,000</p>	<p>DEADLINE: Friday, September 4, 2026</p> <p>SPONSOR BENEFITS</p> <ul style="list-style-type: none"> • Increase visibility for your products • This sponsorship puts your message and product in front of a targeted audience in a credible environment • Signage promoting the event on-site • Exposure in the Congress event app and website • Symposium does not compete with any other Congress event • AARC will direct market and advertise the event to AARC membership/Congress attendees • Complimentary Room Rental • AARC will facilitate scanning attendee badges and will provide leads post-event. <p>SPONSOR RESPONSIBILITIES</p> <ul style="list-style-type: none"> • Provide course content, title, description, learning objectives and faculty • CRCE application • Financial responsibility: <ul style="list-style-type: none"> - Food & Beverage - Audio Visual - Faculty travel and honoraria • Online registration • Registration and roster management <p>BONUS</p> <ul style="list-style-type: none"> • Free 8 ½ x 11 bag insert in the Congress attendee bag. - \$3,000 Value
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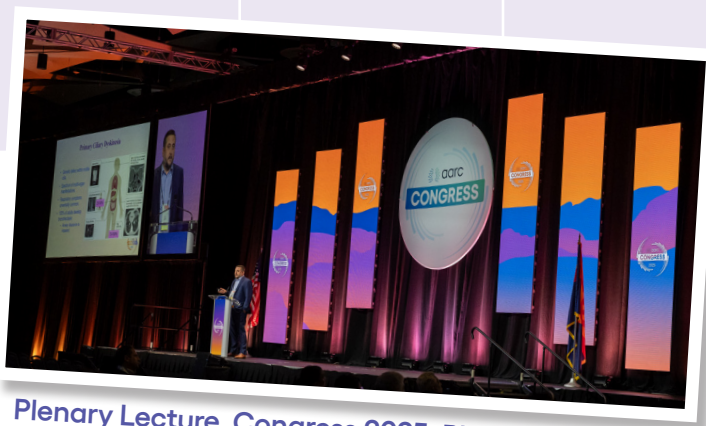
OVER
72%
of Congress attendees influence or make purchasing decisions.*

Interested in hosting a focus group at Congress?
Contact Paul Minter today!
paul.minter@aacrc.org

Symposia Opportunities

continued

<p>EXPO HALL THEATER</p> <p><i>Book your slot now for 2026!</i></p>	<p>Expo Hall</p> <p>\$7,500</p> 	<p>DEADLINE: Friday, September 18, 2026</p> <ul style="list-style-type: none"> • Opportunity to present a 20-30 minute session on the show floor to AARC attendees during the Expo hall hours • Recognition on on-site signage • Recognition on event website and event app • Recognition via hall announcement prior to session start. • The theater 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
<p>PLENARY SESSION SPONSORSHIP</p> <p>– The 42nd Phil Kittredge Memorial Lecture</p>	<p>Convention Center</p> <p>\$3,000</p>	<p>DEADLINE: Friday, October 2, 2026</p> <p>SPONSOR BENEFITS</p> <ul style="list-style-type: none"> • Promote your company as a leader in the respiratory care industry by sponsoring an AARC quality educational program • Recognition in the Congress event app and website • Recognition from lectern at event • Signage at the session’s entrance
<p>LECTURE SPONSORSHIP</p> <p>– Lecture Sponsorship</p>	<p>Convention Center</p> <p>\$500</p>	<p>DEADLINE: Friday, October 2, 2026</p> <p>SPONSOR BENEFITS</p> <ul style="list-style-type: none"> • 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 • Signage at the session’s entrance



Plenary Lecture, Congress 2025, Phoenix, AZ

Signage Opportunities

<p>AISLE SIGNS</p> <p style="font-size: 48pt; font-weight: bold; text-align: center;">SOLD</p>	<p>Expo Hall</p>	<p>\$1,000 each <i>Save \$\$ when you buy multiple!</i></p>	<ul style="list-style-type: none"> • Catch the eyes of attendees who are trying to locate booths in the exhibit hall • Help attendees find their way to you • Signs are located above each aisle in the Exhibit Hall • Endless exposure for your brand as attendees maneuver their way through the exhibit hall using the aisle signs for direction
<p>BRANDED SELFIE STATIONS</p>	<p>Convention Center</p>	<p>\$5,000 single logo placement</p> <p>\$7,500 full backdrop (<i>step and repeat style</i>)</p>	<p>DEADLINE: Friday, October 26, 2026</p> <ul style="list-style-type: none"> • See your logo all over social media with a branded selfie station! • Stations will be placed in high-traffic areas at Congress, including the Expo Hall.
<p>FREESTANDING METER BOARDS</p>	<p>Convention Center</p>	<p>\$2,000 single-sided</p> <p>\$3,000 double-sided</p>	<p>DEADLINE: Friday, October 16, 2026</p> <ul style="list-style-type: none"> • 36" x 96" • Highly visible freestanding signs will be placed in strategic locations around Convention Center and Hotel • Signs will be located outside the exhibit hall and/or in session hallways



Hanging Aisle Signs direct attendees in the Expo Hall



Freestanding Meter Boards are highly visible throughout the attendee areas

Signage Opportunities

continued

<p>ADVERTISING CUBE/TOWER</p> <p><i>Limited quantities are available – book now!</i></p>	<p>Convention Center</p>	<p>\$8,000 per tower (3 cubes total)</p>	<p>DEADLINE: Friday, October 4, 2026</p> <ul style="list-style-type: none"> • Visibility from all angles of this four-sided structure so your brand will dominate the space and not be missed • Tower will be placed in high traffic areas • This is a co-branded opportunity with AARC. Sponsor will receive 3 sides of cube for artwork, 1 side is for AARC • Each cube is 36”x36” ; tower is 90’ tall
<p>ESCALATOR RUNNER</p>	<p>Convention Center</p>	<p>\$20,000 Add \$5,000 (floor-cling add-on for increased exposure)</p>	<p>DEADLINE: Friday, October 16, 2026</p> <ul style="list-style-type: none"> • Showcase your company or product logo on the highly visible escalators that attendees use as they go to and from the exhibit hall and session rooms • Sponsor’s message will be displayed in the center console between the up/down escalators • Upgrade to include a floor cling!
<p>BRANDED HOTEL KEY CARDS</p>	<p>Hotel</p>	<p>\$10,000</p>	<p>DEADLINE TO RESERVE: Friday, September 4, 2026 MATERIALS DUE: Determined by hotel</p> <ul style="list-style-type: none"> • Unlock a prolific range of exposure by adding your brand to hotel door keys • Be the company that attendees see every time they reach for their hotel room key... multiple times a day • Price does not include production and shipping costs.



Onsite Branding Opportunities

<p>MODULAR MEETING ROOMS</p> <p>LIMITED AVAILABILITY, Book Today!</p>	<p>Expo Hall</p>	<p>\$5,000 Per day</p> <p>\$8,000 3 days</p>	<p>DEADLINE: Friday, September 18, 2026</p> <ul style="list-style-type: none"> • Have a private meeting with your clients in the exhibit hall • Only available during exhibit hall hours • Includes a 15 x 15 solid wall (no ceiling) room, meeting table and chairs for 6, trash can and small logo sign • Food, A/V, electricity, additional furniture, etc. are the exhibitor's responsibility
<p>ATTENDEE BAG</p>	<p>All</p>	<p>\$40,000</p>	<p>DEADLINE: Contact Show Management for details</p> <ul style="list-style-type: none"> • Co-branded with the AARC Congress Logo • One of Congress' most visible sponsorships! • Every attendee (with paid registration) receives the bag ensuring widespread exposure for your brand as the bag travels all over Phoenix and beyond • Bag sponsor will receive a FREE 8.5 x 11 bag insert (value of \$3000)!
<p>ATTENDEE LANYARD</p>	<p>All</p>	<p>\$25,000</p>	<p>DEADLINE: Friday, September 4, 2026</p> <p>Co-branded with the AARC Congress Logo</p> <ul style="list-style-type: none"> • Everyone will be wearing your company name and logo around their neck • Every attendee, speaker and award winner receive a lanyard at registration • The lanyard, with your logo, will be on the lecture stage and in official photos posted online.



Advertising Opportunities

Digital

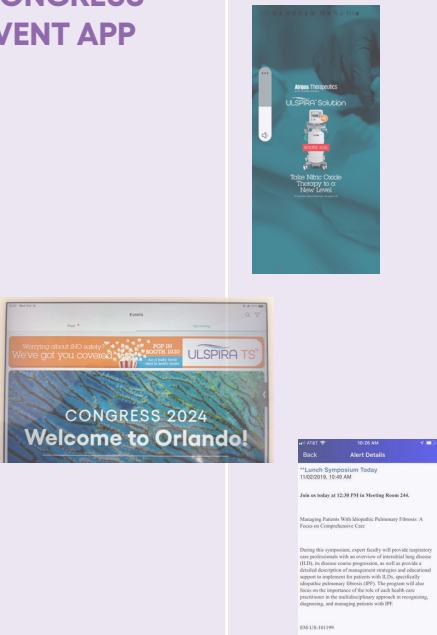
<p>CONGRESS WEBSITE - DISPLAY ADS</p>	<ul style="list-style-type: none"> • Registration Page • Housing or Welcome Page • Travel Page • All Other Pages 	<p>\$4,000</p> <p>\$3,500</p> <p>\$2,000</p> <p>\$1,000</p>	<p>DEADLINE: Friday, October 3, 2026</p> <p>10% Discount with Multiple Location Sponsorship</p> <ul style="list-style-type: none"> • Ensure your message is seen by everyone that visits the Congress website. • This high-traffic opportunity provides unparalleled digital exposure before, during and after Congress!
<p>NEW PRODUCT SHOWCASE</p>	<p>Congress Website</p>	<p>\$1,500 First Product</p> <p>\$250 Per Additional Product</p>	<p>DEADLINE: Friday, October 3, 2026</p> <ul style="list-style-type: none"> • Product will be listed in the New Product Showcase gallery on the Congress website before, during and after the event. • A link to the New Product Showcase gallery is included in the exhibit hall directory • Includes a floor cling onsite at your booth
<p>EMAIL BLAST TO CONGRESS ATTENDEES</p>	<p>All attendees</p>	<p>\$3,500 per email blast</p>	<p>DEADLINE TO RESERVE: Friday, October 3, 2026</p> <p>Content is due to AARC ten (10) business days prior to deployment</p> <ul style="list-style-type: none"> • Send an email blast to 2026 confirmed Congress attendees to engage them in your pre- and post-show marketing efforts. The eBlast should promote your company, products/services, and your exhibiting presence at AARC Congress. • 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. • eBlast is for one-time use, however multiple eBlasts may be purchased • Scheduling for all eBlasts is on a first come first serviced basis • Purchasers of eBlasts are NOT purchasing an email list



Available for pre-show and post-show dates!

Advertising Opportunities

Digital and Print

<p>AARC CONGRESS EVENT APP</p> 	<p>Attendee Devices</p>	<p>\$15,000 Entire App</p> <p>\$5,000 Splash Page Only</p> <p>\$3,000 Banner Ad Only</p> <p>\$2,800 Push Notification (each) Limited to 5 companies/day</p>	<p>DEADLINE: Friday, September 25, 2026</p> <ul style="list-style-type: none"> The Congress Mobile App is designed to deliver up-to-the-minute detailed information about sessions, schedules, speakers, exhibitors, room locations and more The app is easy to use and available in the App Store for iPhones and iPads and Google Play for Android devices. (AARC Mobile) Options Available: <ul style="list-style-type: none"> - Splash Page - Banner Ads – Five Available – Rotate, Random or Fixed Locations (Top or Bottom of Screen) - Push Notifications - Entire App (Splash Page and Five Banner Ads) does not include push notifications
<p>ATTENDEE BAG INSERTS</p>	<p>Attendee Bags</p>	<p>\$3,500 Full page (8.5x11)</p> <p>\$3,000 1/2 page</p>	<p>DEADLINE TO RESERVE: Friday, September 25, 2026 MATERIALS DUE: Contact Show Management for details</p> <p>Inserts will be placed in Attendee Bag by the AARC. Every attendee with a paid registration receives an attendee bag.</p> <ul style="list-style-type: none"> Be seen before other exhibitors by including your marketing piece insert in the bag Inserts must be approved by the AARC prior to printing them Sponsor responsible for the price of printing and shipping their inserts to the AARC Fulfillment Center This is an excellent on-site advertising opportunity to promote your brand and increase traffic to your booth <p>Looking for a unique insert size or layout? Contact Show Management for pricing.</p> <p>PRO TIP: Include a coupon or other incentive on the insert to drive attendees to your booth.</p>

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