AACVPR Goes Virtual

Wednesday, September 30 – Friday, October 2
Agenda

• Introductions and Objectives
• Virtual Event Benefits
• Virtual Exhibit Experience Demonstration
• Your Virtual Exhibit Benefits
• Next Steps
After many conversations with key stakeholders and thoughtful consideration of the evolving public health crisis COVID-19 has caused, the AACVPR Board of Directors has made the difficult but necessary decision to move the 35th AACVPR Annual Meeting to a **fully virtual event**.

The 35th Annual Meeting Program Planning Committee is hard at work designing a virtual event that includes the same robust education and invaluable networking you expected to experience in West Palm Beach.
Who Are AACVPR Members?

39% Program Supervisor/Manager
23% Nurse
20% Exercise Physiologist
18% Clinical Coordinator
18% Respiratory Therapist
34th AACVPR Annual Meeting

How likely is it that you would recommend the AACVPR Annual Meeting to a friend or colleague?

<table>
<thead>
<tr>
<th>DETRACTORS (0-6)</th>
<th>PASSIVES (7-8)</th>
<th>PROMOTERS (9-10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7% 9</td>
<td>26% 32</td>
<td>67% 84</td>
</tr>
</tbody>
</table>

NET PROMOTER® SCORE

60 NPS
Necessity & Benefits of the Virtual Experience

• **Business Continuity**: Meet sales and marketing objectives despite challenges

• **Flexibility for Networking and Learning**: Attend sessions and interact with attendees throughout the entire meeting

• **Longer Visibility**: Receive full access to sessions and the exhibit hall for 90 days post-event — AACVPR will continue to drive attendees to the platform.

• **Access to Insightful Metrics**: Receive detailed analytics on interactions with your exhibit, sponsorship, and the event overall

• **Gamification**: Attendees will earn points for visiting virtual booths, downloading content, watching videos, scheduling meetings and engaging with sponsored content
Cost Savings

Lower Expenses Overall:

- Shipping
- Material Handling & Drayage
- Exhibit Design/Construction
- Show Services & Utilities
- Travel & Lodging
- Entertainment & Meals
Pathable Exhibitor Experience Demonstration

Click Here to Watch Demonstration
Exhibitor Booth

- A description about your company can be added
- Tags related to your company’s particular services and/or products
- Links can be added, including videos to be embedded
- Booth staff can include their photos, and when an attendee clicks on a booth staff photo, they are taken to that staff member’s profile
- Files within 2 GB of size can be included on your page
<table>
<thead>
<tr>
<th>Benefits</th>
<th>Basic Package (10x10 equivalent)</th>
<th>Premium Package (10x20 equivalent)</th>
<th>Deluxe Package (10x30 or 20x20 equivalent)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual Booth</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Lead Generation</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Recognition on AACVPR Website</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Complimentary Booth Staff Access</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Complimentary Full Conference Registration</td>
<td>2</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Gamification</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Banner Ad on News &amp; Views</td>
<td></td>
<td>1 Month Side Banner</td>
<td>3 Months Top Banner</td>
</tr>
<tr>
<td>Pre-Conference E-Blast</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Virtual Registration Bag Insert</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
Post-Event Data

- **Booth Reports**
  - Reports include analytics and contact information for attendees that have elected to Request Information from exhibitors
    - For attendees that have opted-in, and selected Request Information when visiting an exhibitor’s page, exhibitors will receive the contact information.
    - For attendees that have only visited the exhibitor page, exhibitors will see the attendee name and the number of times they visited your page
  - Post-event attendee list that includes name, title, company and mailing address
Available Sponsorship Opportunities

• **AACVPR Virtual Meeting Welcome Box - $25,000 (Exclusive!)**
  - Blue Light glasses
  - Co-Branded Bottle Opener
  - Co-Branded Face Mask
  - Branded Webcam Cover

• **Vendor Coffee Break - $5,000**
  - Provide attendee’s their needed caffeine break! $5 Starbucks Gift Card emailed to the first 600 registered attendees, recognition in a personalized e-blast.

• **Morning Yoga Sponsorship - $2,500**
  - Start the day right by sponsoring our Virtual Morning Yoga session! Sponsor will receive full branding and recognition.

• **Virtual Registration Bag Insert - $400**

• **Trivia Night Sponsorship - Contact for Pricing**
  - Be the sponsor for AACVPR’s Virtual Trivia Night! This is the opportunity for our members to unwind, network and have some fun after a long day of sessions. Sponsor will receive full recognition as the sponsor and the opportunity to speak and welcome attendees before the Trivia Night begins.
Virtual Vendor Symposia

- **Vendor Symposia**: $4,000
  - Present your Vendor Symposia virtually during the 35th Annual Meeting! Sessions may be pre-recorded and/or presented live, with opportunities for Q&A with the presenter(s). Session slots are extremely limited and sold on a first come, first served basis. Sponsors may opt to send registrants a discount code for Uber Eats, to further engage your audience.
Next Steps

• Email to immediately follow this webinar providing a link to a survey that will allow you to select the best option for your company.
  - Please complete this survey by Tuesday, August 11.
• Detailed Booth Builder Information to Follow
Thank you for attending today’s webinar!

We look forward to working with you on the AACVPR 35th Annual Meeting Virtual Conference.