

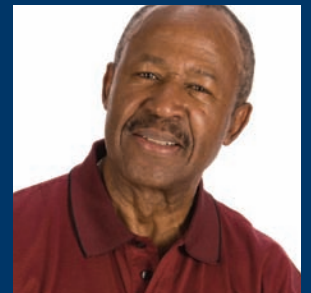
# New Directions for Cardiac and Pulmonary Rehabilitation

Innovative Programming  
Cutting-edge Science  
Evidence-based Outcomes  
Practical Tools and Strategies  
Continuing Education



## 24th Annual Meeting

David L. Lawrence  
Convention Center  
Pittsburgh, Pennsylvania



**AACVPR Mission Statement**

*To reduce morbidity, mortality, and disability from cardiovascular and pulmonary disease through education, prevention, rehabilitation, research, and aggressive disease management.*

*Dear AACVPR Industry Partner:*

We are inviting you to be an integral part of the **AACVPR 24th Annual Meeting**, the premier cardiovascular and pulmonary rehabilitation event. Join us this **September 30–October 3, 2009**, at the David L. Lawrence Convention Center in Pittsburgh, Pennsylvania.

The American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR) was established in 1985 to meet the needs of cardiovascular and pulmonary rehabilitation professionals. AACVPR represents nearly 3,000 prominent cardiac and pulmonary rehabilitation professionals across the country.

In addition, AACVPR has a close partnership with over 8,000 members of the local Affiliate societies who provide cardiac and pulmonary rehabilitation services to over a million patients annually. The AACVPR annual meeting is the event for all individuals in the industry to come together for superb educational programming and networking.

Becoming a sponsor puts your company in front of more than 1,000 program directors, physicians, managers and supervisors, staff members and nurses. Make sure your name sticks with them by taking advantage of the opportunities in the following pages.

Join us this year as we usher in a new direction for cardiac and pulmonary rehabilitation.

We look forward to you seeing you in Pittsburgh.

Sincerely,



*Murray Low*  
 Murray Low, EdD  
 AACVPR President



*Marie A. Bass*  
 Marie A. Bass, MS, CAE  
 AACVPR Executive Director



**Exclusive Benefits of Sponsorship**

In appreciation for your sponsorship support, AACVPR will recognize your company with benefits worth thousands of dollars and special privileges not otherwise available!

**Sponsorship benefits provided at all levels:**

**At the Annual Meeting:**

- Meetings with AACVPR leadership.
- Invitation to Sponsor Recognition Event.
- Logo recognition on Onsite Program and in Exhibit Showcase. Recognition ribbons for name badges, exhibit booth printed materials and/or sponsored event and presentation slides (size of logo is dependent upon level of support).
- One set of annual course attendee mailing labels which may be utilized once.
- One tote bag insert (size dependent on level of sponsorship).
- Use of AACVPR Annual Meeting logo on industry publications (subject to AACVPR approval).
- First right of renewal of sponsorship for 2010.

**Throughout the Year:**

- Opportunities to identify additional areas for collaboration and recognition in accordance with AACVPR's Corporate Sponsor Guidelines.
- Logo recognition in our bimonthly newsletter, *News & Views*, and recognition in the *Journal of Cardiopulmonary Rehabilitation and Prevention*, AACVPR's official journal reaching more than 3,500 professionals (size of logo is dependent upon level of support).
- Logo recognition on the AACVPR Web site with hyperlink to sponsor site (size of logo is dependent upon level of support).

## Platinum Sponsor ..... \$20,000 and above

### Additional Benefits at the Annual Meeting:

- Three complimentary full meeting attendee registrations, which includes admission to all general sessions and social events (attendance at additional educational sessions/programs is not included).
- Full-page sponsor-created insert included in the registration bag (subject to AACVPR approval).
- One-time use of the Pre-Annual Meeting Attendee Mailing List.

### Additional Benefits throughout the year:

- Invitation to join AACVPR Corporate Council with exclusive meeting and networking opportunities with AACVPR Board of Directors.
- Corporate Membership in AACVPR with up to three representatives eligible to receive benefits of membership.
- One-time use of AACVPR membership labels.
- Right to use designation as "AACVPR Sponsor" in printed materials and stationery during term of agreement.

## Gold Sponsor ..... \$10,000 – \$19,999

### Additional Benefits at the Annual Meeting:

- Two complimentary full meeting attendee registrations, which includes admission to all general sessions and social events (attendance at additional educational sessions/programs is not included).
- Half-page sponsor-created insert included in the registration bag (subject to AACVPR approval).

### Additional Benefits throughout the year:

- Invitation to join AACVPR Corporate Council with exclusive meeting and networking opportunities with AACVPR Board of Directors.
- Corporate Membership in AACVPR with up to two representatives receiving benefits of membership.
- Rental of AACVPR's Membership list at a 50% discount.
- Right to use designation as "AACVPR Sponsor" in printed materials and stationery during term of agreement.

## Silver Sponsor ..... \$5,000 – \$9,999

### Additional Benefits at the Annual Meeting:

- One complimentary full meeting attendee registration, which includes admission to all general sessions and social events (attendance at additional educational sessions/programs is not included).
- Half-page sponsor-created insert included in the registration bag (subject to AACVPR approval).

### Additional Benefits throughout the year:

- Corporate Membership in AACVPR with one representative receiving benefits of membership.
- Rental of AACVPR's Membership list at a 25% discount.

## Bronze Sponsor ..... \$1,000 – \$4,999

### Additional Benefits at the Annual Meeting:

- Half-page sponsor-created insert included in the registration bag (subject to AACVPR approval).



Annual Meeting CD-ROM	\$50,000
Annual Meeting Celebration and Awards Banquet	\$40,000
2010 Membership Directory	\$25,000
Cardiac Rehab Guidelines Publication	\$25,000
Annual Meeting Cyber Café	Variable – quoted on request
Audio Conferences	\$10,000 each
Annual Meeting Onsite Program	\$10,000
Annual Meeting Conference Bags	\$10,000
Annual Program Director's Meeting	\$7,000
Annual Meeting Opening Keynote Address	\$6,000
Annual Meeting Affiliate Society Presidents' Luncheon	\$6,000
Annual Meeting Notepads	\$5,000
Annual Meeting Lanyards	\$5,000
Annual Meeting Featured Speakers	\$5,000 each
Annual Meeting Closing Session and Beverage Break	\$5,000
Annual Meeting Online Syllabus	\$5,000
<i>News &amp; Views</i> Member Newsletter	\$5,000 per issue
AACVPR Web site Segments	\$5,000 each
Annual Meeting Abstract and Poster Center	\$5,000
Annual Meeting Industry Sponsored Luncheon Seminars	\$5,000 + expenses
Cardiac and Pulmonary Rehab Week Sponsor	\$4,000
AACVPR Award of Excellence	\$4,000
Annual Meeting Sponsored Attendee Breakfast	\$3,500 + expenses
Past Presidents' Luncheon	\$3,000
Annual Meeting Breakout Sessions	\$3,000 each
Annual Meeting Onsite Pocket Guide	\$3,000
L. Kent Smith Excellence in Clinical Practice Award	\$3,000
Michael L. Pollock Established Investigator Award	\$3,000
Distinguished Service Awards	\$2,500 each
Outstanding Affiliate Award	\$2,500
Innovation Award	\$2,000
Annual Meeting Meet the Professor Sessions	\$2,000 each
Annual Meeting Speakers Fund	\$1,000

## AACVPR Member Services

### **2010 Membership Directory . . . . . \$25,000**

The AACVPR Membership and Program Directory is a valuable publication that is mailed to all members and also is available online at [www.aacvpr.org](http://www.aacvpr.org). A frequent resource, the directory contains contact information for each member, rosters for Affiliate Societies, Board and Committee rosters, and a geographical listing of cardiovascular and pulmonary rehab programs.

### **Cardiac Rehab Guidelines Publication . . . . . \$25,000**

The AACVPR *Cardiac Rehabilitation Guidelines* publication is soon to be updated for the fifth edition. This popular publication is the "Bible" for all cardiac rehabilitation programs. It is purchased nationally as well as internationally, and the fourth edition is translated into three languages. Sponsorship of this publication puts your company logo and acknowledgement in front of a large national and international audience for years to come. The *Cardiac Rehabilitation Guidelines* is the main resource for all programs seeking AACVPR Program Certification.

### **Audio Conferences . . . . . \$10,000 each**

These extremely popular conferences are offered throughout the year as distance learning CE opportunities that provide cutting-edge information on the latest topics in the field. Each conference is hosted by a nationally respected expert in the field. Last year, more than 1,000 "sites" (with multiple attendees at each location) dialed in to our presentation. As a sponsor, your company logo will be prominently placed on the Web page and on all marketing announcements. A verbal acknowledgement to sponsors is included in the live program.

### **Annual Program Director's Meeting. . . . \$7,000**

Cardiac and Pulmonary Rehabilitation Facility Managers make daily clinical and financial decisions that impact the operation and profitability of their facility. This full-day program is designed for program managers who seek to impact their facility's productivity, profit margin, quality, and patient satisfaction. Sponsorship dollars defray the cost of the handbook, reception, and housing costs for attendees. Additional sponsor acknowledgment benefits are available.

### **News & Views Member Newsletter . . . . . \$5,000 per issue**

*News & Views* is an electronic bi-monthly newsletter for AACVPR members. Each issue includes scientific content, Web sites to watch, reimbursement updates, research updates, Affiliate Society meeting news, reminders for upcoming events, and a letter from the leadership on current happenings in the field. This is a great opportunity for your company to gain exposure with our members as well as our Affiliates. Additional sponsor acknowledgement benefit includes a hyperlink to your company in one issue along with a 250-word company description.

### **Web site Segments . . . . . \$5,000 each**

Our popular Web site ([www.aacvpr.org](http://www.aacvpr.org)) is one of the most valuable benefits of AACVPR membership. The Web site contains timely information for members, including resources to enhance referrals to their program, the latest scientific guidelines and statements, resources for patient education materials, as well as tools to maximize revenue to programs. No other organization provides the tools and current information that is found on the AACVPR Web site.

Additional sponsor acknowledgement benefits include logo recognition on sponsored segment of Web site and hyperlink to your company.

### **Cardiac and Pulmonary Rehab Week Sponsor . . . . . \$4,000**

Be the first to show your support of Cardiac and Pulmonary Rehabilitation by supporting the annual Cardiac and Pulmonary Rehab "weeks". This is the time when all AACVPR members set aside time to celebrate the profession, their programs services, as well as the millions of patients they serve. Your logo will be featured on all AACVPR promotional announcements for the Cardiac and Pulmonary Rehab Week events.



## AACVPR Awards

Through your support of an AACVPR award, you demonstrate your company's endorsement of the Association's educational goals in a truly meaningful way. These offerings provide an excellent opportunity for you to promote your company name and demonstrate your commitment to the profession. Additional sponsor acknowledgement benefit will include recognition at the Annual Meeting Celebration Banquet.

### **AACVPR Award of Excellence . . . . . \$4,000**

The Award of Excellence is AACVPR's highest honor and is given each year in recognition of an outstanding contribution by an individual to the field of cardiopulmonary rehabilitation. Through your company's alignment with this award, your sponsorship will grant you acknowledgement in all promotional materials, during the presentation of the award, and during the keynote lecture presented by the recipient of this prestigious award.

### **L. Kent Smith Excellence in Clinical Practice Award . . . . . \$3,000**

The L. Kent Smith Excellence in Clinical Practice Award was established in recognition of the vast and numerous scientific and clinical contributions made to the field of cardiovascular rehabilitation by the late L. Kent Smith, MD. This annual award is designed to recognize one individual for his/her outstanding clinical contributions to the field of cardiopulmonary rehabilitation. As a sponsor of this award, your company will be named in all promotional materials and during the presentation of this highly regarded award for clinical excellence.

### **Michael L. Pollock Established Investigator Award . . . . . \$3,000**

The Michael L. Pollock Established Investigator Award is presented to an individual who has made significant advances in the field of cardiopulmonary rehabilitation through his/her research contributions and has earned national prominence in his/her field through contributions in contemporary research. By sponsoring this award, your company will be recognized in all promotional materials, during the presentation of the award, and during the keynote lecture presented by the recipient of this annual award.

### **Distinguished Service Awards . . . \$2,500 each**

The Distinguished Service Awards are presented to individuals whose ideas, committee work, and leadership have benefited the AACVPR as an organization in a significant way. Your support of one of these awards will offer your company recognition in all promotional materials and during the presentation of these highly acclaimed leadership awards.

### **Outstanding Affiliate Award . . . . . \$2,500**

This award is presented annually in recognition of an Affiliate organization that provides outstanding service to their members, while aligning with the goals and mission of the AACVPR. This popular award is sought by each Affiliate annually and is announced prior to the annual meeting. Your sponsorship of this award will be acknowledged in all promotional announcements in News and Views as well as AACVPR communications to Affiliate leaders. Further acknowledgement occurs at the annual meeting, in the on-site materials and during the presentation of the award.

### **Innovation Award . . . . . \$2,000**

The Innovation Award was designed to recognize a program that used outstanding creativity in patient care and program design to maintain excellence in clinical services and expand services today and in the future. Through your support of this groundbreaking award, your company will be recognized in all promotional materials, during the award presentation, and during the breakout session presented by the recipient of this award.



The **AACVPR Annual Meeting** attracts more than 1,000 physicians, cardiovascular nurses, exercise physiologists, and cardiac rehab program administrators. Strong scientific programs are offered during the meeting, including lectures, abstract and poster exhibits, and interactive sessions. Additionally, the Annual Meeting provides an opportunity for health care professionals to learn about new technologies and services, as well as interact with other leaders in the field of cardiovascular and pulmonary rehabilitation.

The **24th Annual Meeting** will be held from September 30 through October 3, 2009 in Pittsburgh, Pennsylvania. Industry partners are encouraged to consider the following sponsorship opportunities for the Annual Meeting. There are additional recognition benefits available with all items.

## Educational Sessions

Featured Speakers and a variety of educational sessions are among the many assets of the AACVPR Annual Meeting. AACVPR provides cardiovascular and pulmonary rehab professionals with progressive education throughout the span of their service to patients. All presentations are selected from abstracts submitted to AACVPR and cover a wide range of topics. There are additional recognition benefits available with all items.

### Courses are offered in the following educational tracks:

- Clinical Cardiology/Cardiac Rehabilitation
- Pulmonary Medicine/Pulmonary Rehabilitation
- Leadership and Innovation
- Nutrition and Behavior Change

**Sponsor acknowledgement includes company logo displayed on signage throughout the individual education session(s), as well as recognition within the Onsite Program.**

### Opening Keynote Address ..... \$6,000

The opening keynote address sets the tone for the entire week and is considered one of the educational highlights of the meeting. Past speakers have included nationally renowned leaders in cardiopulmonary care, prominent authors, and researchers. This is always one of the most highly attended sessions of the Annual Meeting. Your support of this presentation will provide a lasting memory for all attendees.

### Featured Speakers ..... \$5,000 each

Each Annual Meeting includes a panel of distinguished speakers at these popular sessions. Past speakers have presented topics on early detection of lung disease, thriving with cardiovascular

disease, the role of physical activity in preventing chronic diseases, as well as current and future trends in cardiopulmonary care.

### Abstract and Poster Center ..... \$5,000

The Abstract and Poster Center is an important part of the educational experience at the Annual Meeting. Abstract presentations highlight recent research in the field of CR and PR care. Each attendee spends an average of two hours in the abstract and poster center. Attendees value the learning experience that your sponsorship will provide. Additional sponsor acknowledgement benefit includes company logo displayed on signage throughout the Educational Poster Sessions.

### Closing Session and Beverage Break ..... \$5,000

This memorable session will conclude the 24th Annual Meeting of AACVPR. As always, it is a time for reflection and final farewells to old friends and new colleagues. As the sponsor of this session, all attendees are sure to leave the meeting with your company in mind. An optional giveaway may be added for even greater visibility.

### Industry Sponsored Luncheon Seminars ..... \$5,000 + expenses (Two available)

These are wonderful opportunities for your company to support a popular learning session featuring current topics and trends in cardiac and pulmonary rehab care. Two days of the Annual Meeting can accommodate a one-hour luncheon with a speaker focusing on a topic of relevance for the sponsoring company. Your sponsorship of the popular luncheon sessions will be acknowledged at the session as well as in the advance program. The luncheon programs offer continuing education (CE) and must meet ACCME guidelines for CME.

### Sponsored Attendee Breakfast ..... \$3,500 + expenses (Three available)

Attendees will be invited to breakfast sponsored by your company. You can welcome attendees, speak about your product, and network with these important guests. No CE will be provided.

### Breakout Sessions ..... \$3,000 each

Focus your sponsorship dollars on the audience you want to reach while providing support for high-quality educational programming for attendees. More than 50 separate topic-specific sessions will delve into new, refined, and emerging advances in cardiac and pulmonary rehabilitation.

## Educational Sessions *(Continued)*

### **Meet the Professor Sessions . . . . . \$2,000 each**

Your company support for these academic gatherings to discuss the latest developments in research and medical advancements will be visible to attendees. These 45-minute presentations are topic specific.

### **Speakers Fund . . . . . \$1,000**

Sponsorship of the Annual Meeting General Speakers Fund provides sponsors with the ability to support the Annual Meeting programming at a nominal cost. Your support allows AACVPR to continue to attract the highest quality speakers, which provides superior expert educational programs.

## Printed Materials

### **Annual Meeting Onsite Program . . . . . \$10,000**

This concise booklet is the complete reference guide that attendees use throughout the Annual Meeting to check session times, room locations, and exhibitor information. Attendees will see your company logo every time they reference the program during the Annual Meeting. Additional sponsor acknowledgement benefit includes logo in the Onsite Program.

### **Annual Meeting Online Syllabus . . . . . \$5,000**

The online syllabus is the official educational resource of the AACVPR Annual Meeting. At over 400 pages, this comprehensive online manual contains all the valuable speaker handouts and reference materials used throughout the Annual Meeting and beyond. Attendees share this syllabus with their co-workers who were unable to attend the Annual Meeting. Additional sponsor acknowledgement benefit includes logo on the cover and acknowledgement on the syllabus link.

### **Annual Meeting Onsite Pocket Guide . . . . . \$3,000**

This concise accordion-fold brochure is a handy reference guide attendees use throughout the Annual Meeting. Attendees will see your company logo many times as they reference the guide during their four days onsite. Additional sponsor acknowledgment includes logo in the Pocket Guide.

## Social Events

### **Friday Evening Celebration and Awards Banquet . . . . . \$40,000**

This event is a fun-filled gala that all meeting registrants are invited to attend. It is an opportunity for leaders to honor their colleagues by presenting a variety of awards, and for all attendees to meet new friends and network with longtime colleagues. Price includes a three-course meal and entertainment. Additional sponsorship acknowledgement benefits include signage, verbal recognition, prominent placement in Annual Meeting onsite program, and more.

### **Affiliate Society Presidents' Luncheon . . . . . \$6,000**

Gain access to the 100 Affiliate Society Presidents and Representatives who attend this invitation-only luncheon. Extend the "reach" of your company's visibility by supporting the luncheon that includes the leadership of more than 50 local organizations. Additional sponsor acknowledgement benefits include signage, attendance at luncheon, and optional add-ons.

### **Past Presidents' Luncheon . . . . . \$3,000**

Sponsorship of the AACVPR Past Presidents Luncheon allows your company to be acknowledged by the leadership of the AACVPR at the Annual Meeting. Typically 15 to 18 of the AACVPR past presidents attend this luncheon and your support will be promoted to meeting attendees as well as the leadership of AACVPR. The sponsorship allows one member of your senior staff team to attend the past president luncheon - a unique opportunity for access to the AACVPR leadership.

### **Cyber Café . . . . . Variable – Quoted on Request**

Internet access is in great demand at the Annual Meeting. The Cyber Café allows attendees to check e-mail, access key Web sites, and view company Web sites. It will be centrally located, providing your company with high visibility.



## Specialty Items

### **Annual Meeting CD-ROM . . . . . \$50,000**

Because of the vast number of educational programs, attendees cannot attend every session at the Annual Meeting. This CD-ROM gives them the ability to view the slides and listen to all sessions after they return home. Your sponsorship will allow every AACVPR Annual Meeting attendee to receive a full conference CD-ROM with Microsoft PowerPoint® slides, presentation audio, and downloadable handouts from every session. Enjoy the visibility of your company's logo as attendees review the material on this CD-ROM and pass it on to others in their facilities who could not attend the meeting. In addition, CD-ROMs will be available for purchase following the meeting.

### **Conference Bags . . . . . \$10,000**

Secure "portable" advertising as you help attendees carry their conference materials. These high-quality bags, given to all attendees, are used throughout the conference and serve well after the close of the meeting. Your company name and logo will be featured prominently, along with AACVPR's logo.

### **Annual Meeting Notepads . . . . . \$5,000**

These notepads will be given to each attendee for their use onsite and long after the Annual Meeting. Attendees can take notes during educational sessions and later at work meetings. This is an excellent way to promote your company, as attendees use these throughout the Annual Meeting. AACVPR and sponsor logos appear on the notepads.

### **Annual Meeting Lanyards . . . . . \$5,000**

Let each meeting registrant wear your name daily. Sponsorship of this item will give your company great visibility as your company's name or logo will be prominently printed on each lanyard.

#### **Questions about Sponsorships?**

Pat Price, Director of Corporate Sponsorship  
708/460-8648  
pat.price@comcast.net

#### **Questions about Exhibiting?**

Contact AACVPR Headquarters  
312/321-5146 or exhibits@aacvpr.org

## Limited Availability!

### **Focus Group(s) . . . . . \$5,000 + expenses**

AACVPR will work with you to convene a group of members to assess interest and promote services through a 60-minute focus group of 8 to 10 participants. AACVPR will manage all details for a successful focus group, including meeting services, signage, and attendee invitations and communication.

### **Annual Meeting Vendor Presentation . . . . . \$2,500** *(Limited number available)*

AACVPR is pleased to offer exhibitors the opportunity to participate in a Vendor Presentation at the 24th Annual Meeting. Sponsors may present a session dedicated exclusively to your company and its products. As the level of advanced technology in health care increases each year, exhibitor presentations give Annual Meeting attendees "hands-on" opportunities for learning. A description of your course will be included in the AACVPR Annual Meeting schedules and programs. To help ensure maximum attendance at your session, it is recommended that you promote your program to AACVPR registrants. To help you in this effort, Vendor Presentation host companies will be provided with a full list of pre-registered attendees three weeks prior to the meeting so that you may send a pre-show mailing to highlight the value and importance of your program. Vendor Presentations include standard audio/visual equipment. No CE (continuing education) credit will be provided.

### **Multi-Year Commercial Support**

AACVPR encourages multi-year commitments from industry partners and is eager to work with you to create a specific sponsorship package. To discuss a multi-year opportunity, please contact AACVPR's Director of Corporate Sponsorship, Pat Price, at 708/460-8648 or pat.price@comcast.net.

*Note: AACVPR offers the right of first refusal to the company that sponsored the item or event in the previous year. If you are a returning sponsor, we must have a verbal commitment by April 1, 2009 for any returning commitment in 2009 or the item/event will be made available to other sponsors.*