

AORN REVERSE TRADE SHOW

Foster 1:1 Connections with Decision-Makers at Global Surgical Conference & Expo 2023

Meet one-on-one with nurse executive decision-makers from the top surgical volume facilities in the U.S. In this one-day event on Sunday, April 2, participating exhibitors are guaranteed to meet with 25 leaders hand-selected for each company.

Each meeting provides the opportunity to establish a connection with OR leaders, highlight solutions, determine interest level, and outline next steps. All this is done in one morning, without the long prospecting process it takes to get a face-to-face meeting.



"For us this has been a great way to get dedicated time with these leaders because so often it's difficult to get into the facilities and have the conversation there."

- 2022 Reverse Trade Show Exhibitor

HOW IT WORKS

- Participating exhibitors receive one block of 25 five-minute meetings.
- AORN matches the most qualified facilities (based on Medicare financial specialty data) to meet with each company.
- Spend five minutes with each facility decision-maker to present your products/services and provide takeaway collateral.
- Up to two representatives can participate in each five-minute meeting.
- All meetings in the block are arranged for you and you will receive a minute-by-minute schedule.
- You'll receive the contact information of the OR leaders you met with.

PRICING

First block of 25 five-minute meetings
\$4,100

Additional blocks (maximum 2 additional blocks)
\$2,500 per block

Additional benefits include recognition in pre and post event emails, recognition on the featured exhibitor webpage, inclusion in the Reverse Trade Show Program book, and highlight in the Product Preview booklet, distributed to approximately 10k AORN members with leader titles.

**Contact AORN for more information and to reserve your meeting blocks.
Email partner@aorn.org or call 303-755-6304 ext. 280.**



**AORN | GLOBAL SURGICAL
CONFERENCE & EXPO**

April 1-4, 2023 ★ San Antonio, TX