

## In-Booth Education

# INCREASE MEANINGFUL BOOTH TRAFFIC & ENGAGEMENT

Attendees of AORN Expo look forward to conveniently earning continuing education credit while navigating the Expo Hall.

Pfiedler Education, a division of AORN, partners with exhibitors to develop unbiased clinical education on a topic of choice, delivered directly to attendees from your exhibit booth. Year after year, participating exhibitors report a significant increase in booth traffic, genuine engagement, and product inquiries.



### Workshop Theater Presentations 2 CH

Pfiedler handles the speaker logistics and signage for the presentation, you enjoy the increased booth traffic and engagement that the presentation brings to your space.



### Study Guides 2 CH

Spark conversation and connect with attendees while you hand out stand-alone study guides that contain accredited education.

“Our education program was very helpful in gaining more booth visitors and engaging conversations. A lot of our leads were from individuals who attended our program and were intrigued to see the launch of our new product.” – *Aesculap*

“The attendees were very engaged in the presentations and had many good questions for our presenters afterwards.” – *3M*

### 2022 In-Booth Education Highlights

**110% MORE**  
Booth Traffic for  
Exhibitors with Education

**38 EXHIBITORS**  
Offered In-Booth Education

**51 TOTAL**  
Education Programs

**18,270**  
In-Booth Education  
Program Completions

**36,540**  
Credit Hours Earned

