

BOOTH TRAFFIC DRIVER PROGRAM: EXPO QUEST

Details for Exhibitors

HOW IT WORKS

The booth traffic driver program, Expo Quest, is an additional engagement opportunity available for purchase from AORN's Exhibit Sales & Management partner, SPARGO, Inc. Attendees are incentivized to explore the Expo Hall and visit participating exhibits, engage with booth staff, and answer questions to earn points for a chance to win cash prizes from AORN.

WHAT TO EXPECT

Participation as an exhibitor is easy:

- After purchasing Expo Quest, the booth contact will be sent an email, the AORN Expo mobile app, with details on how to set-up a multiple-choice question for attendees to answer while at your booth. Look for this email starting in early January, and reminders to complete this step leading up to the conference.
- On Sunday, April 2, an onsite AORN representative will bring a 11" x 14" sign with an easel back to your booth that features your unique Expo Quest QR code.
- Your company name and logo will be listed under the Expo Quest section of the AORN Expo app. Here attendees will learn which exhibitors to visit and how to play.
- Once at your booth, attendees use the AORN Expo app to scan the QR code to answer your question. If the attendee answers correctly, they are awarded points. If the attendee answers incorrectly, it will allow them to try again within a specific amount of time. Note: Attendees must scan the QR code while in the app, not directly with their device camera.
- **AORN recommends having a representative near the QR code sign to help and engage with attendees. If you have a lead retrieval device, this is a perfect time to scan badges.**

Cost: \$1,200

Deadline to Purchase: 3/24/23



Contact Your SPARGO Account Representative to Purchase

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