



BENEFITS OF EXHIBITING IN 2024



AORN | GLOBAL SURGICAL
CONFERENCE & EXPO

Conference Dates: March 9-12, 2024 | Exhibit Dates: March 10-12, 2024
Music City Center | Nashville, TN



AORNEXHIBITS@SPARGOINC.COM

EXHIBIT AT THE LARGEST GATHERING OF PERIOPERATIVE NURSES IN THE WORLD

If your organization makes solutions for the surgical suite, then AORN Global Surgical Conference & Expo 2024 should be on your exhibit calendar. AORN Expo allows you to showcase your products and services aligned with the *Guidelines for Perioperative Practice*. Connect with hard-to-reach directors, administrators, nurse managers, and other perioperative professionals, recruit new talent, and more!

"AORN is one of the best shows for us every year. The combination of the reverse trade show, the high quantity and quality of the attendees, and the overall vibe of the entire event makes for one incredibly successful show for us."

- Matthew Finneman, Trade Show Coordinator, Shukla Medical

WHAT MAKES AORN EXPO UNIQUE?

Our Attendees are Decision Makers

- 79% of conference attendees influence buying decisions in their facilities
- 99% of attendees visit the Expo Hall
- 43% of attendees are directors, managers, and hold leadership positions from the busiest surgical facilities
- 91% of attendees spend 3+ hours visiting exhibits

Provide Continuing Education from Your Booth

- Attendees can earn **75+ hours of CH** inside the Expo Hall through Pfiedler Education in-booth programs.
- Exhibitors offering in-booth education spark more conversations and see more booth traffic than standard exhibitors.

Reverse Trade Show

- Exhibitors have the opportunity to participate in our unique speed meeting program that connects you one-on-one with decision makers from high volume surgical facilities in the U.S.

Career Center

- Career-related exhibits with educational resources, publications, and recruiters are a popular destination for attendees.

15% of attendees work in an outpatient facility

Exhibitors with education have seen 110% more booth traffic

"The unopposed Expo Hall hours and additional fun programming in the expo hall are perfect."

- 2023 Exhibitor

AORN Works to Ensure Attendees Stay on the Trade Show Floor

- 13 exclusive Expo Hall hours – so you won't compete with education sessions!
- Expo Hall Opening Reception to kick off the trade show
- Interactive simulation activities strategically placed throughout the floor
- Coffee and lunch in the Expo Hall
- Fun and engaging happenings in the Expo Hall such as scavenger hunt games, events in the Wellness Pavilion, and first-time attendee tours

COMING OFF OF THE SUCCESS OF THE IN-PERSON MEETING IN SAN ANTONIO IN APRIL 2023, SPACE IS SELLING FAST FOR 2024!



WHAT EXHIBITORS LIKED BEST ABOUT AORN EXPO 2023

- High number of attendees and qualified decision makers
- Quantity and quality of new business leads – 95% of exhibitors secured NEW business leads in 2023!
- Meeting with existing customers
- Reverse Trade Show
- Positive attendee interactions and engagement
- Reuniting with the OR community
- High traffic throughout the Expo Hall and booth traffic drivers
- Showcasing products/services – 97% of exhibitors launched new products/services
- Attendees want to be there – 99% visit the Expo Hall
- In-booth education – 9 out of 10 participating exhibitors experienced enhanced lead generation
- Extensive unopposed exhibit hours
- Networking opportunities with other exhibitors

"This was our first year back to AORN after a few gap years. Booth traffic was great and the nurses who stopped by were engaging and very interested in what we were offering. Overall, a great show with a lot of enthusiasm from the nurses. We will definitely be back."

– Melanie Musick, Dornier MedTech, Inc.

SEE WHO IS EXHIBITING

WHO EXHIBITS?

Attendees look for products and services aligned with surgical patient care and safety, perioperative workflow enhancement, business operations solutions for surgery centers, patient physiologic responses, patient and designated support team behavioral responses, informatics, and health systems.

Top Product Categories

Patient Safety
Educational Offerings
Orthopedic Instruments / Accessories / Supplies
Recruitment Services / Career Resources
Sterilization Equipment & Supplies
Positioning Devices
Laparoscopic Instruments / Equipment
Decontamination / Cleaning Equipment & Supplies
Computer Software & Systems
Instruments
Wound Care Products
Personal Protective Equipment
Endoscopic Equipment & Supplies
Surgical Tables & Accessories
Non-profit Organization

EXHIBITORS GIVE RAVE REVIEWS

"Best nurse engagement, exhibit hall activities, and booth traffic."

"The attendees are the ones making the purchasing decisions for our products and know what is needed. Their interest is valid and the leads we take are all solid."

"It's always been one of our best shows every year."

"We really enjoyed exhibiting at AORN Global Surgical Conference & Expo, and felt it was a wonderful first-time experience for our organization."

"We enjoyed meeting other vendors and organizations, as well as enjoyed speaking with attendees in diverse perioperative roles."

"AORN's audience is very enthusiastic and passionate."



AORN EXPO 2023 HIGHLIGHTS

PROFESSIONAL ATTENDANCE SUMMARY

2023 SHOW SUMMARY

330
Exhibiting Companies

3,524
In-Person Attendees

2,761
Exhibit Personnel

6,285
Total Attendees

OUR ATTENDEES ARE DECISION MAKERS

43% of attendees have director, manager and leadership positions

79% of conference attendees report having influence over buying decisions in their facilities

99% of attendees visited the Expo Hall

91% of attendees spent 3+ hours visiting exhibits



43% Nurse Managers

36% Staff RNs

10% Educators

11% Other HCPs

653

Leadership Summit Attendees
Sold out in 2022 and 2023!

15%

Work in an Outpatient Facility

39

Countries Represented

23%

Age 40 and Under

AORN EXPO 2023 HIGHLIGHTS

EXHIBITOR SUMMARY



330

Exhibiting
Companies

97%

Successfully Launched
New Products/Services

95%

Secured Leads for
NEW Business

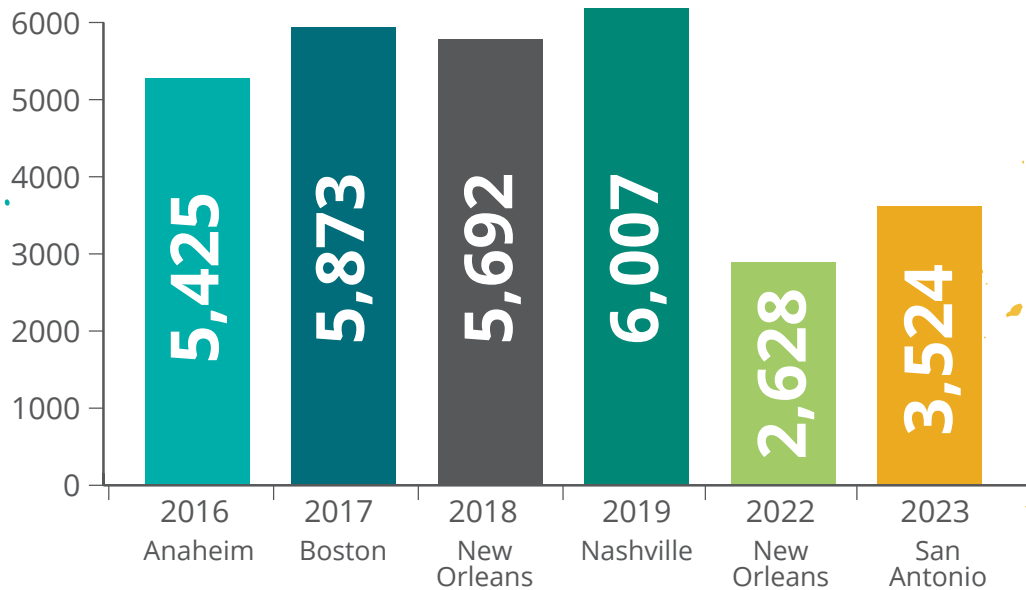
190

Average Number of Leads
Captured Per Company

91%

Rated a Positive
Overall Experience

AORN LOOKS FORWARD TO CONTINUED BOUNCE-BACK GROWTH IN 2024!



The last time AORN Expo came to Nashville, we saw a record turnout. As we continue to successfully rebound each year after COVID, we especially look forward to another great conference as we head back to Music City in 2024!

[EXPO HOME](#)

[FLOOR PLAN](#)

[RESERVE A BOOTH](#)

[CONTACT US](#)

ABOUT YOUR BOOTH

Expo Hall Hours

Sunday, March 10: 4:00-6:00pm (Opening Reception)

Monday, March 11: 10:00am-4:00pm

Tuesday, March 12: 9:00am-2:00pm

Exhibit Space Rates

Technical Exhibitor Inline: \$44.50 per sq. ft.

Technical Exhibitor Island: \$46.00 per sq. ft.

Career Center Inline (Includes Booth Package): \$45.50 per sq. ft.

Government Rate Inline (Includes Booth Package): \$35.50 per sq. ft.

Corner Fees: \$250 per corner

*Hours subject to change



LIST OF OFFICIAL CONTRACTORS:

- **SPARGO Inc.** (Exhibit Sales, Management)
- **Freeman** (General Service Contractor, Audio Visual)
- **MCI** (Housing, Registration, Lead Retrieval)
- **Oscar & Associates** (Photography, Videography)
- **Marshall Robinson & Associates** (Security)
- **CMAC** (Hotel Shuttle Service)
- **Music City Center** (Catering, Electric, Internet, Rigging)

Official Contractors

As you plan for AORN Expo 2024, you may receive solicitations from publications and vendors that are not affiliated with AORN Global Surgical Conference & Expo, Association of periOperative Registered Nurses (AORN), SPARGO, Inc. or any contracted organization therein. **Please be advised that AORN does not sell exhibitor lists or contact information to anyone.**

This information is securely provided to AORN Official Contractors to inform exhibitors of show-related services. Solicitations from unofficial vendors are often the result of obtaining public information from the internet. AORN partners with select vendors to produce our premier conference and expo and can intervene on your behalf if any customer service issues arise.



THANK YOU

for supporting the nurses who make surgery safe through education and research

EDUCATION GRANTS

Education Grants are offered through your generous support of the AORN Foundation. Each grant awards a nurse \$1,000 to assist in their career and educational advancement by attending AORN Expo. A 10% fee is included for program administration costs.

1 NURSE

\$1,100 education grant

3 NURSES

\$3,300 education grant

5 NURSES

\$5,500 education grant

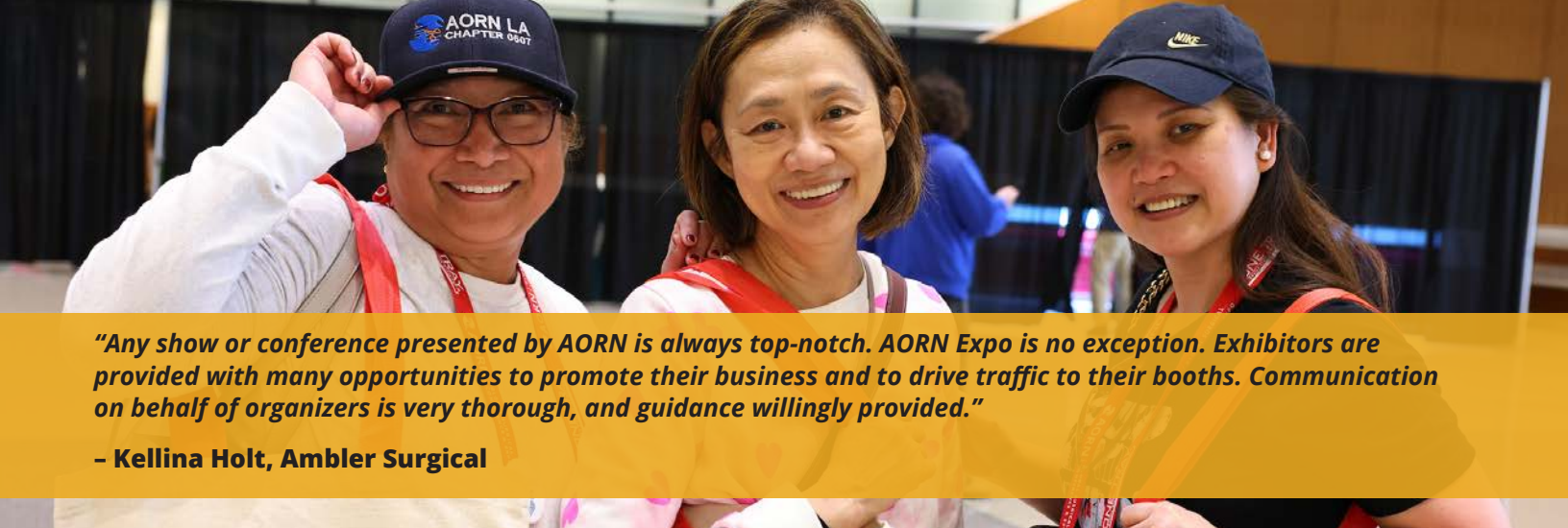
10 NURSES

\$11,000 education grant



If you are interested in supporting nurses as they advance their education and professional skills and in learning more about the recognition your organization would receive at AORN Expo for these charitable efforts, please contact the AORN Foundation Director, Colette Palmer, at cpalmer@aorn.org or 303.368.6243.

The AORN Foundation is a 501(c)(3) bona fide charitable organization. Gifts to the AORN Foundation are tax-deductible to the fullest extent of the law. Federal Tax ID No. 84-11193583.



"Any show or conference presented by AORN is always top-notch. AORN Expo is no exception. Exhibitors are provided with many opportunities to promote their business and to drive traffic to their booths. Communication on behalf of organizers is very thorough, and guidance willingly provided."

- Kellina Holt, Ambler Surgical

SAFE SURGERY TOGETHER

The Association of periOperative Registered Nurses (AORN) was founded in 1949 to establish a national community for operating room nurses who sought to share best practices for patients undergoing surgery. Today, we unite and empower perioperative nurses, healthcare organizations, and industry partners to support safe surgery for every patient, every time.

You'll find AORN resources used in every hospital and ambulatory center across the country, including:

- The evidence-based *Guidelines for Perioperative Practice*
- Perioperative staff education
- Career and leadership development guidance
- Facility and health system solutions

AORN represents the interests of more than 200,000 perioperative nurses, including 45,000 members. AORN's organization also includes AORN Foundation, Pfiedler Education, AORN Syntegrity, *AORN Journal*, *Outpatient Surgery Magazine*, and OR Excellence conference.

OUR MISSION

Our mission is to promote safety and optimal outcomes for patients undergoing operative and other invasive procedures by providing practice support and professional development opportunities to perioperative nurses. AORN will collaborate with professional and regulatory organizations, industry leaders, and other health care partners who support the mission.

OUR VISION

AORN will be the indispensable resource for evidence-based practice and education that establishes the standards of excellence in the delivery of perioperative nursing care.



"We always appreciate how engaged the attendees are. They seem to get how much of an investment exhibiting at this show is and come by just to thank us. I don't get that at any other show. It's also nice to meet with the decision makers."

- 30-year Exhibitor