

2019 AORN Global Surgical Conference & Expo Reverse Tradeshow Scope of Work

AORN is offering exhibitors the opportunity to participate in a reverse tradeshow at the 2019 AORN Surgical Conference & Expo. As a participating company, exhibitors will meet one-on-one with decision makers (VIPs) from the highest-volume facilities in the country.

The following outlines the responsibilities of each party for the reverse tradeshow.

AORN will:

- Arrange for and manage a designated meeting space for the reverse tradeshow
- Screen and recruit VIPs
- Match VIPs with exhibitors based on predefined criteria (25 meetings per block purchased)
- Provide detail instructions for participating exhibitors and VIP
- Manage on-site logistics

Exhibitor will:

- Have no more than 2 sales representatives participate in the meetings
- Adhere to their assigned meeting schedule
 - § 5 minutes per meeting with no extensions
 - § Have at least 1 representative in attendance of each meeting
- Review pre-event instructional materials and attend on-site prep meeting
- Provide VIPs with appropriate sales materials during the meetings (all materials must be easily moved by hand from meeting to meeting)

Participating exhibitors will also receive the following benefits for participating in reverse tradeshow:

- Recognition in a pre-event email to participating VIPs
- Upgraded exhibitor listing in the conference program and mobile app
- Highlighted in the Expo featured exhibitor webpage
- Company profile included in the reverse tradeshow booklet given to VIPs
- Highlighted in product preview book (distributed via *AORN Journal*)
- Recognition in the VIP thank you email
- Recognition in the June issue of *AORN Journal*

Exhibitor Order Request

<input type="checkbox"/> 1 Block of 25 Meetings	\$3,300
<input type="checkbox"/> Additional Block - \$1,500 each block x _____ = _____	
Order Total	_____

Terms of Agreement

- Contracted total to be paid in full 30 days after receipt of invoice.
- Logos, text copy and images may be required from Corporate Sponsor in order to gain maximum benefit of the reverse tradeshow. Exhibitor agrees to provide needed items by AORN deadlines and grants AORN a limited, revocable, non-exclusive license to use exhibitor's name and any provided marks solely to identify sponsor in connection with the activities defined in this scope of work.
- Exhibitor may cancel this order in writing prior February 1, 2019. If notice of cancellation is received after February 1, 2019, AORN shall retain or be owed the full amount equal to 100% of the total cost of the order.

By signing below, participating exhibitor agree to the terms defined above.

Company _____

Signature _____

Name (please print) _____

Title _____

Date _____

Corporate Support Billing Information

Please provide the information below to assist in proper billing.

Parent/HQ Company Information

Company Name _____

Address _____

City _____ State ____ Zip _____

Purchasing Division/Location

Company Name _____

Address _____

City _____ State ____ Zip _____

Billing Information

Company Name _____

Address _____

City _____ State ____ Zip _____

Attention: _____

Special Billing Instructions (optional)

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PAYMENT – Terms – Due Upon Receipt

- Please Invoice - PO Number _____
- Check will be mailed – (checks payable to AORN, Inc.)
- Credit card – AORN will send a credit card authorization form via email

