

AORN EXPO 2019 HIGHLIGHTS

OUR ATTENDEES ARE DECISION MAKERS

9 out of 10 conference attendees report having influence over buying decisions in their facilities.

More than 2,100 attendees have direct **veto authority** and are members of a **purchasing or evaluation committee**.

99% of attendees visited the Expo Hall

70% of attendees spent 6+ hours in the Expo Hall



TOP 3 REASONS ATTENDEES VISITED THE EXPO HALL:

1. Meet with vendors identified by purchasing team and to learn about new solutions
2. Receive education from exhibitors
3. Learn about solutions aligned with AORN Guidelines

PROFESSIONAL ATTENDANCE SUMMARY



35% Nurse Managers
34% Staff RN
11% Educator
20% Other HCPs

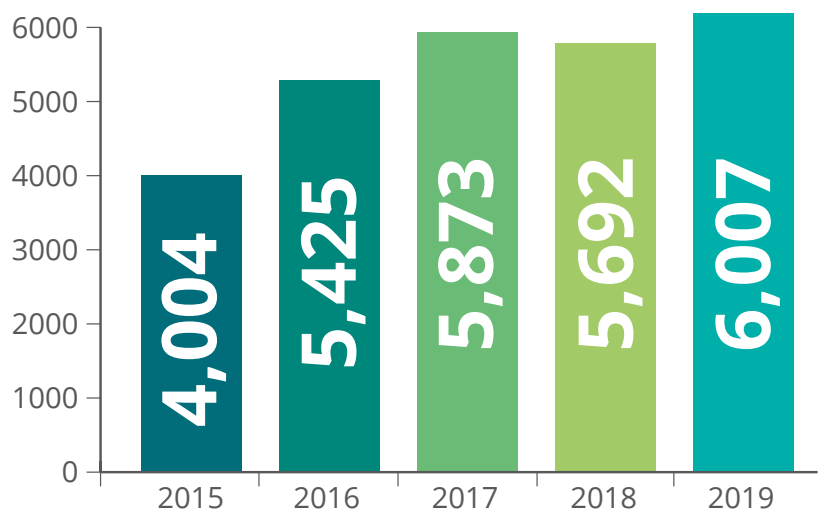
20% WORK IN AN OUTPATIENT FACILITY

795
Leadership Summit Attendees

272
International Attendees

40
Countries Represented

ATTENDANCE GROWTH OVER PAST 5 YEARS



EXHIBITOR SUMMARY

469
Exhibiting Companies

3,738
Exhibitor Representatives

88%
Secured Leads for **NEW** Business

106,000
Leads Captured at AORN Expo 2019

93%
Plan to Return in 2020

SEE YOU IN ANAHEIM, CA MARCH 28 - APRIL 1, 2020

AORN Partnership Questions
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