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

Total 6007 Attendees

3,738 Exhibitor Representatives

88% Secured Leads for New Business

106,000 Leads Captured at AORN Expo 2019

469 Exhibiting Companies

795 Leadership Summit Attendees

272 International Attendees

40 Countries Represented

Attendance Growth Over Past 5 Years

2015: 4,004
2016: 5,425
2017: 5,873
2018: 5,692
2019: 6,007

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