Our Shared Purpose: 
SAFE SURGERY TOGETHER

Exhibitor Opportunities | #AORN2021
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Contact the AORN Industry Team for more details at [Industry@aorn.org](mailto:Industry@aorn.org) or call us at 800-755-2676
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

<table>
<thead>
<tr>
<th>Profession</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurse Managers</td>
<td>35%</td>
</tr>
<tr>
<td>Staff RN</td>
<td>34%</td>
</tr>
<tr>
<td>Educator</td>
<td>11%</td>
</tr>
<tr>
<td>Other HCPs</td>
<td>20%</td>
</tr>
</tbody>
</table>

Total 6,007 Attendees

20% WORK IN AN OUTPATIENT FACILITY

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% had planned to return in 2020
**Event Highlights**

Cumulative Metrics for May-July 2020

- **Total Attendees:** 8,006
- **Total Education Visits:** 78,187
- **Total Exhibitor Listing Visits:** 22,657
- **Total Exhibitor Education Certificates Earned:** 20,288
Our Shared Purpose: Safe Surgery Together

New and Exciting Opportunities In 2021

Take advantage of this premier setting to stand out and reconnect face-to-face with thousands of OR decision-makers and influencers. The 2021 conference introduces a hybrid approach—broadening your reach to additional attendees located around the world. Be seen and heard in a setting where perioperative teams are looking for products and services like yours.

**ASC Sunrise Breakfast** | Details on page 5
Get in front of hard-to-reach decision-makers from top outpatient surgery centers during this private event. Or select the topic and target audience of your choice.

**Innovation Zone** | Details on page 9
Showcase your latest products, services, and technologies in this featured area located in the Expo Hall.

**Innovation and ASC Theaters** | Details on page 9
Present your latest surgical innovations to an engaged audience in the Expo Hall with the option to partner with AORN Guidelines authors on presentations.

**First-Time Attendee Lounge Sponsorship** | Details on page 8
Network and take part in a new mentoring program for new conference attendees. A dedicated space in the in-person and virtual lounge provides great brand visibility and lead opportunities.

**Hybrid Sponsorships and Advertising** | Details on page 16
The hybrid platform offers new ways to make connections and advertise products and solutions with thousands of virtual attendees.
Onsite Engagement Opportunities

**AORN Reverse Trade Show - Limited spots available!**

*First block of meetings - $4,100 / Additional blocks - $2,500 each*

We are excited to bring back the Reverse Trade Show after its huge success in 2019. Meet one-on-one with decision makers from the top 20% surgical volume facilities in the U.S.

Each meeting provides the opportunity to establish a connection with OR leaders, highlight solutions, determine interest level, and outline next steps. In this four-hour event, participating exhibitors will be scheduled to meet with 25 leaders hand-selected for each company. All this is done in one morning, without the long prospecting process it takes to get a face-to-face meeting.

This program includes additional exposure including an Expo product webpage feature and a take-away contact list of participating executives.

**VIP Hours | $4,000**

Take full advantage of your exhibit booth investment and host a private event following exhibit hall hours on Monday or before the hall opens on Tuesday. This is an opportunity to hand select attendees and invite them into your booth.

**AORN Focus Groups | $10,000**

AORN offers exhibitors an exclusive opportunity for direct access to perioperative professionals during Global Surgical Conference & Expo. This is a chance to get firsthand feedback on medical devices, products, and services from the nurses who use them every day. Focus groups include:

- Customized recruiting by AORN from thousands of attendees
- 90-minute focus group session with 8-10 nurses meeting your specific criteria
- Private focus group meeting room configured to your specifications
- Registration and meeting management on the day of your session
- Light food and beverage for your attendees*
- Coordination and distribution of participant honorarium
- In-booth on Expo Hall floor Focus Groups available Monday and Tuesday mornings

*Additional food and beverage, audio/visual equipment, and other services can be provided for an additional fee and billed directly to your company.

88% of exhibitors secured new leads for new business at the AORN Expo in 2019.
In-Booth Education

*In-Person $10,000+ | Virtual Upgrade $3,000+

Education continues to be one of the top motivations for nurses to attend the AORN Expo Hall. Exhibitors who offer in-booth continuing education can generate 97% more leads.

Work with our Pfiedler Education Team, a division of AORN, to develop education congruent with best practices. We can help you develop theater presentations or stand-alone study guides that align with your specific marketing and education initiatives and manage the education accreditation. Your education will be featured in the conference program, attendee bag, and other popular conference communications.

**Virtual Upgrade Opportunity:** Expand your reach by recording your session for virtual attendees, available for both theater and study guide formats.

Contact Andi Dewes at adewes@pfiedler.com or (612) 219-0576 for more information.

Public Space

AORN will work with exhibitors to locate a high-traffic public space to display product, conduct demonstrations, or support “out of the box” ideas. This option can also be customized.

Contact the AORN Industry Team for more details at Industry@aorn.org or call us at 800-755-2676.
Sponsorship Level Opportunities

Sponsor Levels
Get added benefits when your total sponsorship package reaches set investment levels.

All Leveled Sponsors Receive:
- Onsite public space signage logo recognition
- Virtual platform logo recognition
- Social Media Recognition Facebook – 53,000 followers; LinkedIn – 25,000 followers; Instagram 7,400; Twitter 12,000
- Upgraded exhibit booth listing including logo
- Recognition in conference program and conference e-newsletter
- In-booth sponsorship recognition signage
- Sponsor level recognition ribbons
- Online recognition on AORN Expo Microsite (70,000 visitors)
- Recognition in AORN Journal (40,000+ circulation)

PLATINUM | SOLD

In-Person Benefits
- Five-minute remarks during Opening Ceremony General Session
- Remarks during Leadership Summit symposia and lounge tabletop
- Market research package
- Five complimentary attendee registrations
- Early selection of education sessions
- Priority selection of Leadership Summit sponsorship opportunities for Expo 2022
- Attendee bag insert
- Pre and post attendee email blasts
- Expo Quest scavenger hunt booth driver
- Premium exhibitor listing with logo
- 15 Priority Points

Hybrid Benefits
- Lead up to Expo advertising package
- Five-minute video address in welcome video
- In-person booth included in Expo Hall video tour
- Logo recognition on platform
- Two education session sponsorships with logo recognition and lead lists
- Four product showcase listings
- Two 30-minute presentations in the virtual Product Demo Lounge
- Three sponsored tables during virtual Table Talks around clinical topic of choice

Contact the AORN Industry Team for more details at Industry@aorn.org or call us at 800-755-2676
Sponsorship Level Opportunities (continued)

GOLD SPONSOR | $79,000

In-Person Benefits
• Three complimentary attendee registrations
• Early selection of education sessions
• Attendee bag insert
• Priority selection of Leadership Summit sponsorship opportunities for Expo 2022
• Logo recognition in conference publications and onsite
• 11 Priority Points

Hybrid Benefits
• Logo recognition on platform
• In-person booth included in Expo Hall video tour
• One education session sponsorship with logo recognition and lead lists
• Three product showcase listings
• One 30-minute presentation in the virtual Product Demo Lounge
• Two sponsored tables during virtual Table Talks around clinical topic of choice

Silver Level | $52,000

In-Person Benefits
• Two complimentary attendee registrations
• Logo recognition in conference publications and onsite
• Nine Priority Points

Hybrid Benefits
• Logo recognition on platform
• Two product showcase listings

Bronze Level | $37,000

In-Person Benefits
• One complimentary attendee registration
• Logo recognition in conference publications and onsite
• Seven Priority points

Hybrid Benefits
• Logo recognition on platform
• One product showcase listing
Additional Sponsor Opportunities

ASC Sunrise Breakfast | $20,000 | Available Sunday & Monday MONDAY SOLD OUT
Be the exclusive sponsor of this private, invitation-only event for ASC attendees. Receive 30 minutes to speak directly to attendees with 20 minutes for content and 10 minutes for Q&A. Event attendance is 50-100.

Sunrise Breakfast (Topic of Choice) | $20,000
You choose the topic, let AORN do the rest. AORN will recruit and host a private morning breakfast on behalf of the exclusive sponsor. During the one-hour breakfast, sponsor receives 30 minutes to present with 20 minutes for content and 10 minutes for Q&A. AORN will privately invite targeted audience of 50-100 attendees.

Chapter Officer Summit | SOLD
Be the exclusive sponsor for this Saturday morning breakfast for approximately 200+ attendees. Present to this highly engaged audience of chapter officers for 20 minutes and have a table outside the meeting room.

Innovation Zone | $6,000+
Stand out with a booth in the Innovation Zone. This is the perfect location to present your latest products, services, and technologies.

AORN will host a booth space highlighting innovative products and services. Multiple traffic drivers to the area including a private reception with Leadership Summit attendees. Contact Industry@aorn.org to learn more about how your products can be featured.

Innovation Theater | $6,000
Be a part of our new and exciting Innovation Theater which will allow you to engage and connect with our attendees. Located in the Expo Hall, this theater stage is dedicated to providing exhibitors the chance to present a product or OR solution and engage in Q&A. Sponsor receives two 30-minute presentation time slots. Record your sessions for on-demand access to virtual attendees.

Does your product relate to an AORN Guideline? Ask about opportunities for AORN Nursing staff to present a specific guideline topic with your presentation to follow. Additional benefits include the direct mail pre-conference lists to invite attendees to your presentation, onsite signage, and recognition on the conference mobile app.

Ambulatory Zone Theater | $6,000
Get in front of the ASC audience by presenting in the new Ambulatory Zone Theater located in the Expo Hall. The theater stage is dedicated to providing exhibitors the chance to present a product or ambulatory solution and engage in Q&A. Sponsor receives two 30-minute presentation time slots. Record your sessions for on-demand access to virtual attendees.

Does your product relate to an AORN Guideline? Ask about opportunities for AORN Nursing staff to present a specific guideline topic with your presentation to follow. Additional benefits include the direct mail pre-conference lists to invite attendees to your presentation, onsite signage, and recognition on the conference mobile app.
**General Session** | $20,000
Opportunity to address full conference attendees. Company will receive recognition on session signage and in the conference program.

**General Education Sessions** | $5,500
Align your company with the hot topic issues of the day. Sponsor will receive company recognition on walk-in slides, the conference program, and hybrid platform, plus report of attendees with contact information.

**Surgical Conference Attendee Bag** | $38,000
Place your company logo on the bag given to main conference attendees. This is the most visible piece at the conference and has continued use when nurses return to their facilities. Sponsorship includes complimentary bag insert.

**AORN Store** | $21,000
Company literature placed in shopping bags at bookstore. Additional recognition includes signage, store receipts, and conference program. Includes a branded charging station in the area. Product display and demo area for your company. Company may also choose to sponsor the online AORN bookstore for the month of August. Additional fees apply.

**First-Time Attendee Lounge** | $10,000
This is a space dedicated to first-time attendees where they can learn about everything there is to experience at AORN Expo, network and take part in a new mentoring program. Sponsor receives a table for product literature and may be staffed by company representatives.

**Lanyard** | **SOLD**
Place your company logo on the conference lanyard worn by attendees the entire conference.

**Mobile App** | $15,750
Company will receive logo recognition on mobile app homepage and in the conference program. Company-specific message can be sent to all app users.

**Hand Sanitizers** | $16,000+
Place an advertisement and logo on hand sanitizer stations placed throughout the convention center.

**Conference Bag Items**
- Handheld fans $8,000
- Cold packs $12,000
- Sunscreen $16,000
- PPE kit (mask, gloves & wipes) $20,000
- Mini tissue packs $6,000
- Wipes $12,000
- Individual hand sanitizer bottles $16,000

6k Total number of professional attendees in 2019

6k Total number of professional attendees in 2019

Sterillium® Rub Hand Hygiene Station

AORN | 10
Sponsorship Opportunities at the Leadership Summit

This exclusive program is incorporated into the annual AORN Global Surgical Conference & Expo and is designed to meet the educational needs of nurse leadership and executives. This is a unique opportunity for partners to gain exposure to this exclusive group of attendees.

**Leadership Summit Symposia - Limited Spots Available | $57,000**
Great opportunity to speak directly with OR decision-makers. Sponsor receives time to present during a seated breakfast or lunch. You’ll continue the conversation in the Leadership Summit lounge with a company table that may be staffed by company representatives. Additional benefits include recognition on signage, slides during event, and in the conference program, plus, the attendee contact list.

**Leadership Summit Attendee Bag & Padfolio | SOLD**
Place your company logo on the bag and padfolio given to all Leadership Summit attendees.

**Leadership Summit Concurrent Education Session | $7,500**
Align your company with the hot topic leadership issues of the day. Sponsor will receive company recognition on walk-in slides, the conference program, and hybrid platform, plus the Leadership Summit attendee contact list.

90% of past attendees report having influence power in buying decisions
Virtual AORN Expo 2021

An Innovative Hybrid Experience
Virtual AORN Expo is the new online companion to our in-person annual conference and trade show. The hybrid approach broadens an exhibitor's reach, delivers qualified leads, creates customer connections, and builds brand awareness.

Virtual AORN Expo activities will take place during the in-person event happening in Orlando, August 7-10, 2021. Content will be available on demand for 45 days after the event.

New Value-Adds for Exhibitors

Expanded Reach
- Connect with thousands of OR professionals around the world
- Attendees unable to travel will be invited to participate through our Virtual Pass program
- Attendees onsite in Orlando also gain access to the virtual platform for 45 days after the live event

One-on-one Customer Engagement
- Live chat and video conferences in exhibitor hubs, roundtables, and lounges
- Live and on-demand company presentations and product demos
- Matchmaking features to connect you with attendees who match your target audience

Instant Sales Leads
- Real-time analytics when attendees request a meeting, visit booth, download product catalogs and resources, and attend in-booth sessions

Brand and Product Awareness
- Data-driven platform offers a variety of digital advertising and sponsor recognition opportunities
- In-booth education and other proven traffic drivers available
<table>
<thead>
<tr>
<th>Virtual Booth Features</th>
<th>Small Booth (100 – 300 SF)</th>
<th>Medium Booth (400 – 800 SF)</th>
<th>Large Booth (900 SF+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2D Booth in Virtual Expo Hall</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Premier placement in Expo Hall and Exhibitor Listing</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Custom alert messages posted sitewide to drive traffic to booth</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Option to include giveaways and contest promotions in the attendee virtual swag bag</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Enhanced branding with promotional banner in 2D booth</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Booth Content: Company PDFs, Videos, Images</td>
<td>5</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>Contact and demographic information for booth visitors</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Meetings calendar and request meeting form</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Data tags to enhance company searchability</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Matchmaking program for exhibitors to send one-on-one meeting requests directly to attendees</td>
<td>25 Invites</td>
<td>50 Invites</td>
<td>100 Invites</td>
</tr>
<tr>
<td>Customer prospecting through attendee directory – send private messages and share business cards</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Participation in live virtual Expo Hall hours</td>
<td></td>
<td>X</td>
<td>X</td>
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<tr>
<td>See when attendees enter booth and send messages</td>
<td></td>
<td>X</td>
<td>X</td>
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<tr>
<td>Be alerted with a doorbell/chime when attendees send messages</td>
<td></td>
<td>X</td>
<td>X</td>
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<tr>
<td>Welcome attendees to booth with text chat</td>
<td></td>
<td>X</td>
<td>X</td>
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<tr>
<td>Continue conversation and hold group presentations with video chat rooms</td>
<td></td>
<td>X</td>
<td>X</td>
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<tr>
<td>Booth available to attendees on demand for 30 days after event</td>
<td></td>
<td>X</td>
<td>X</td>
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<tr>
<td>Request more information button, pricing, etc.</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Real-time metrics on attendee booth activity</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Virtual passes for exhibitor staff (full platform access; no CHs)</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
</tr>
</tbody>
</table>

45 Days
Length of time attendees will get access to Virtual AORN Expo on-demand
Virtual Customer Engagement Opportunities

Upgrade your virtual presence with the following engagement and brand awareness opportunities.

**Product Showcase | $5,000**
Showcase select products in this digital gallery. Gallery will have high visibility on the platform and attendees will be incentivized to explore the listing. Product Showcase tile placed at top of 2D booth for quick attendee access.

**Lounge Sponsorship | $3,500 Shared, $10,000 Exclusive**
Engage with virtual attendees in our topic-focused lounges. Interact in real-time with a 30-minute presentation and receive attendee contact information for easy lead follow-up. Themes include Ambulatory, Safety and Quality, Infection Control, Leadership, Health and Wellness, AORN Guidelines, and Surgical Smoke.

**Product Demo Lounge | $3,500**
Demo your latest products and solutions during a live 30-minute presentation to virtual attendees.

**Table Talk | $2,000**
Connect with attendees during scheduled networking events. Choose the topic of your choice. Video chat with attendees on select topic at virtual round tables. Distribute company literature in the branded virtual room.

**In-Booth Education | $3,000+**
Are you providing in-booth education to attendees onsite in Orlando through Pfiedler Education? Expand your reach by recording your session for virtual attendees, available for both theater and study guide formats. Contact Andi Dewes at adewes@pfiedler.com or (612) 219-0576 for more information.

**Rotating Banner | $4,000 Only 6 available**
Rotates through pages/sub pages of the Virtual Expo platform for 45 days. Purchase also includes one alert on the Virtual Conference platform.

**Home screen banner | $5,000- only 3 available**
Rotates only on the home screen for maximum exposure. Purchase includes one alert on the Virtual Conference platform.
AORN Foundation Donation Opportunities

**Be Recognized for Supporting Nurses | Pricing Varies**
Highlight your company’s support of the perioperative nurse and the critical role they play in patient and workplace safety by funding Professional Development grants through the AORN Foundation, the charitable arm of AORN. Your partnership will allow additional nurses to attend AORN Expo while demonstrating corporate responsibility and realizing the associated return on investment for your philanthropic actions.

**AORN Foundation 2500 Club | $2,500**
Bring brand awareness to your company while highlighting your commitment to the interests of perioperative nurses. Members of the 2500 Club are recognized for their philanthropic partnership throughout the conference as well as in publications. Proceeds support the AORN Foundation’s mission of “supporting nurses who make surgery safe”.

**Contact the AORN Foundation for more details at cpalmer@aorn.org or call us at 800-755-2676**

**Advertising**

**Digital and Print Publications**
To reserve any options below, please contact AORN Advertising Sales at advertisinginfo@aorn.org or call 800-755-2676

### Conference Program
The Conference Program is distributed to Expo 2021 attendees and includes the full conference schedule, exhibit guide, conference maps, and much more. The Program is a useful reference tool that attendees use throughout the conference.

#### Conference Program Pricing:
- **Back Cover** | **Sold**
- **Inside Cover** - $10,815
- **Two Panel Fold-Out** - $12,360
- **Page 3** - $6,500 | **Tabs** - $6,500
- **Full Page** - $4,635 | **Half Page** - $2,832

**Deadlines:**
Space reserved 6/14/21, Materials due 6/14/21

#### Leadership Summit Program
Get your message in front of OR leaders and decision makers. The program contains the daily Leadership Summit schedule and will be distributed in each Summit attendee’s bag.

**Leadership Summit Program Pricing:**
- **Back Cover** - $2,600 | **Inside Cover** - $2,000
- **Inside Back Cover** - $2,000 | **Full Page** - $1,125

**Deadlines:**
Space reserved 6/14/21, Materials due 6/14/21

*All prices are NET and include full color.*
Attended Bag Insert | $3,900
Include a flyer or brochure in the highly anticipated attendee bag all attendees receive upon arrival at the conference. This is a great way to invite attendees to the booth or showcase a product or recruitment opportunities.

NEW for 2021: Let AORN do the printing for you! Send your design file to AORN and we will take care of the printing and insertion into the bag. Insert size is 8.5" x 11", single or double sided on 80# gloss paper. Printing cost- $125

ALSO NEW: Inserts will be featured in the Virtual Attendee bag for those attending the Virtual conference.

Deadline to submit creative to AORN is July 1, 2021.

Expo Daily News
AORN will produce a digital edition of Expo Daily News during the conference.

The digital edition is emailed each morning of the conference to all attendees as well as a much broader distribution of 42,000 perioperative professionals.

The email will include a link to the full “News” along with company logo and booth number. The full News page includes banner ads along with a recap of the day’s events, highlights, and AORN Expo features. Banners run in all five digital news issues.

Conference Mobile App Banner
The AORN Expo mobile app is the primary resource for all attendees. This is where they access education schedules and handouts, exhibitor info, Expo Hall activities, and more.

Previous years usage, impressions, and click metrics are available. Reach out to Advertisinginfo@aorn.org for details.

Virtual AORN Expo Banner Ads
Rotating banner | $4,000 Only 6 available
Rotates through pages/sub pages of the Virtual Expo platform for 45 days. Purchase also includes one alert on the Virtual Conference platform.

Home screen banner | $5,000 Only 3 available
Rotates only on the home screen for maximum exposure. Purchase includes one alert on the Virtual Conference platform.
Pre/Post Email Blast

1x Conference Attendee Email Blast (pre-conference OR post-conference) - $5,400
2x (pre-conference AND post-conference) Attendee Email Blasts - $7,200

This is a great way to invite attendees to the booth in-person or virtually, gather RSVPs for an event, or to take advantage of in-booth CE.

Email purchase includes both in-person attendees and virtual attendees.

To Reserve

• Select a date to send the email. Dates can be any time prior to Expo and can be sent up to August 6, 2021 and any time post-conference.
• Exhibitor provides all the creative/subject line. Creative is due two weeks prior to the send date.
• AORN formats the email, proofs for approval, and sends to conference attendees on the exhibitor’s behalf.
• Exhibitor will receive list of email recipients - list includes name, title, state, and company.

Open/click metrics provided upon request.

NOTE: Our privacy policy prevents us from providing the email address and phone number.

Pre/Post-Attendee Direct Mail List

Pre-Conference Attendee List - $1,625 | Pre AND Post Conference List - $2,340

Invite conference attendees to visit the booth in-person or virtually by sending a postcard, brochure, or other materials before and/or after the event. The list will be available each week beginning July 9 and is updated with new registrants each week.

Direct mail list will include both in-person and virtual attendees.

To Reserve

• Select the date you would like to receive the mailing list (7/9, 7/16, 7/23, 7/30, or post conference)
• Email a sample of the piece you will be mailing to AORN for approval prior to requested date.
• AORN will email the list in an Excel format containing name, address, job title, credentials, and organization. NOTE - our privacy policy prevents us from providing email and phone number.

Important Notice

AORN is the ONLY source for the AORN Global Surgical Conference & Expo 2021 attendee list and email blast. ALL OTHER OFFERS ARE FRAUDULENT. AORN is aware that our exhibitors receive many offers for lists, contact info, etc. and issues these companies cease and desist letters in an effort to stop them. If there is a question of authenticity of an offer, please contact advertisinginfo@aorn.org to verify.
**On-Site Advertising Options**

To reserve any of the options below, contact AORN Advertising Sales at advertisinginfo@aorn.org or call 800-755-2676.

There are many high exposure on-site items available at the Orange County Convention Center. Items and pricing below are flexible based on sizing, placement, add-on options, etc. Please inquire for specific details, photos, and floor plans to determine best placement, recommendations and a quote. Is there something you've done at another conference not shown? Contact AORN—we love new ideas!

Deadlines for options below vary.

**Expo Quest Booth Traffic Program | $1,000**

This program is designed to drive booth traffic and engage attendees. Here's how it works: Participating companies will provide a question with multiple choice answers. Attendees will be instructed to visit participating booths and scan a QR code (provided by AORN to display in the booth). Once scanned, your Q&A will appear. Attendees are awarded points for answering correctly and AORN will provide prizes to point leaders. This is a great way to educate attendees about products, services, and to start conversations.

**Deadline to participate AND submit Q&A and logo- 7/16/21**

**Digital Signage**

Display your 10-second digital advertisement to attendees as they navigate the Convention Center. Ads will be shown on 6 way-finder screens and will “loop” all day, every day throughout the entire conference.

Cost per 10-second advertisement is $2775

**Free-Standing “Cube” Tower**

This is a unique way to display company branding, products, drive traffic to the booth, etc. Cube Towers can be placed at various locations throughout the center.

Cost per Cube Tower - $5,420 - Only 4 Available

**Floor Stickers**

*Package of 4 Stickers:*

- 2’ x 2’- $1,575
- 2’ x 3’- $2,362
- 2’ x 4’- $3,150

Create a path to your booth, enhance the space around your booth or use for creative branding to attract attendees. Floor stickers can go anywhere on the exhibit hall floor. Space is first come, first served.

*Additional sizes and quantities available, inquire for details.
NOTE: Expo Hall aisles will not be carpeted.*
On-Site Advertising Options (continued)
To reserve any of the options below, contact AORN Advertising Sales at advertisinginfo@aorn.org or call 800-755-2676.

Charging Stations/Charging Lounge  |  Pricing from $5,000
Get your messaging in front of attendees as they “re-charge” their device and take a break. Options include charging kiosks with signage and customizable lounge style spaces that may include signage, video opportunities, floor stickers, etc. Locations are in high traffic areas that are sure to be seen and used. Inquire for details on placement and customized options.

Column Wraps  |  Pricing from $9,500
There are many columns within the center that can provide optimum exposure. Creative can be placed on a number of columns and/or strategically placed in high traffic areas or to enhance another item like a charging station/lounge.

Escalator Panel Clings and Runner Clings  |  Pricing from $8,500
Reach attendees with your message as they navigate the convention center by securing one or more of these escalator options in key locations.

Pricing is flexible based on the number of panel and runner clings. Inquire for locations and quote.

Door and Window Clings
The Orange County Convention Center is light and bright with many windows available for clings. Clings can be placed in groups to create an impact in high traffic locations.

Pricing is flexible based on the size and number of clings. Inquire for location recommendations and price quote.

Hanging Banners
Banners are available in many locations throughout the Center. Pricing is per square foot and can be placed in high traffic areas and key locations. Inquire for details on locations and sizing recommendation based on budget and targeting goals.

Hotel Key Cards
(Exclusive Opportunity)
Make a great impression with attendees upon check in and every time they access their hotel room. Exhibitor creative will be featured on the front of each key card. Inquire for details and possible options targeting specific hotels.

Pricing is flexible based on the number of hotels purchased

HQ Hotel Bridgeway Banners  |  $2,250 per 2-sided banner  11 banners available
Reach attendees staying at the Hyatt as they are walking the pedestrian bridge to and from the convention center.
AORN Sponsorship & Advertising Contacts

Contact the AORN Industry Team for more details at Industry@aorn.org or call us at 800-755-2676

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