

AORN REVERSE TRADE SHOW

An exclusive experience to connect with key decision-makers is back for the Global Surgical Conference & Expo 2021.

Meet one-on-one with decision-makers (VIPs) from the top 20% surgical volume facilities in the U.S. In this three-hour event – on Sunday August 8 – participating exhibitors will be guaranteed to meet with 25 leaders hand-selected for each company.

Each meeting provides the opportunity to establish a connection with OR leaders, highlight solutions, determine interest level, and outline next steps. All this is done in one morning, without the long prospecting process it takes to get a face-to-face meeting.



“Good opportunity to meet with nurse leaders to discuss issues they are dealing with and present a solution.”

How it works:

- Participating exhibitors receive one block of 25 five-minute meetings. *Additional blocks of meetings can be purchased.*
- AORN matches the best 25 VIPs to meet with each company during the live event.
- Get 5 minutes with each VIP to present your products/services and provide takeaway collateral.
- Participating exhibitors may have up to 2 representatives in the meetings.
- All meetings are scheduled between VIPs and company rep at a specific time. You will receive minute-by-minute schedules.

Pricing: First block of 25 five-minute meetings - \$4,100 | Additional blocks - \$2,500 per block

Additional exhibitor benefits:

- Recognition in a pre-event email to participating nurse executive leaders
- Highlighted on the Expo 2021 featured exhibitor webpage
- Company profile included in the Reverse Trade Show Program book
- Highlighted in the Product Preview booklet (distributed via *AORN Journal* to approximately 10,000 AORN members with manager & above titles)
- Recognition in the Reverse Trade Show nurse executive attendee thank you email

**Contact AORN for more information and to reserve your meeting blocks.
Email industry@aorn.org or call 303-755-6304 ext. 280.**