



EXHIBITOR ORIENTATION I:

The New Hybrid Experience



AORN | GLOBAL SURGICAL
CONFERENCE & EXPO

Our Shared Purpose: **SAFE SURGERY TOGETHER**

WELCOME!

Maureen Girard MBA, BSN

Vice President Sales
Medical Products and Solutions, AORN



Zoom Instructions

- Use of Video Camera / Microphones
- Gallery View Mode
- Chat Box

Some say the bigger the challenge, the bigger the opportunity for growth.

 **AORN** | GLOBAL SURGICAL
CONFERENCE & EXPO



Together Again

“It's the best place to recharge, to learn, network, and see new innovative technology.”

I have been attending Expo for 16 years and I am always amazed at the quality of programs both inside and outside the Expo Hall – our vendors are the best.

I am excited to get together with my friends and colleagues in-person once again and for us all to be re-energized.

We have been through a lot and have a lot to celebrate.”



Hybrid Model Value-Adds

- Expanded reach
- Live engagement opportunities
- Targeted connections with attendees based on customer profiles
- Lead generation
- Drive brand and product awareness







Example Virtual Booth

COVID-19 Safety Precautions



- AORN is working closely with the Orange County Convention Center and key partners to ensure we're consistent with CDC recommendations.



- Our guiding principles:
 - Enhanced cleaning
 - Physical distancing
 - Reduced contact



- Find exhibitor policies and updates at www.aorn.org/surgicalexpo/covidsafety

Attendance Expectations

Registration trends make us confident we will have:

- ✓ Strong turnout of managers and OR decision-makers
- ✓ 2,000-3,000 professional attendees onsite in Orlando
- ✓ Full house at Leadership Summit
- ✓ Thousands of virtual participants from around the world

New and Popular Onsite Opportunities

- **In-Booth Education** – *Deadline 5/31*
 - Cited as one of the top 3 reasons attendees visit the Expo Hall
 - Contact Andi Dewes – adewes@pfiedler.com
- **Reverse Trade Show** – *Nearly Sold Out*
- **Innovation Zone** – *New for 2021*
- **Focus Groups** – *Industry Favorite*

Cathleen Corbin
Industry Account Executive
AORN



New Value-Adds for Exhibitors



Meetings

Meetings Calendar

Easy way for attendees to request a one-on-one meeting



Live Text Chat

Welcome attendees when they enter your booth during live hours



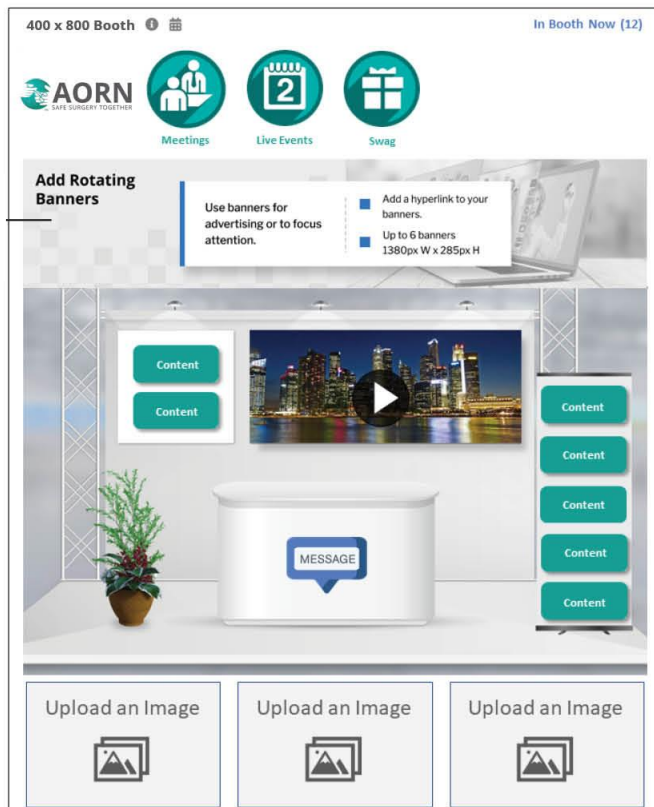
Live Events

Live Events Calendar

Promote schedule of product demos and company presentations



Content Areas in 2D Booth
Including Video Tile

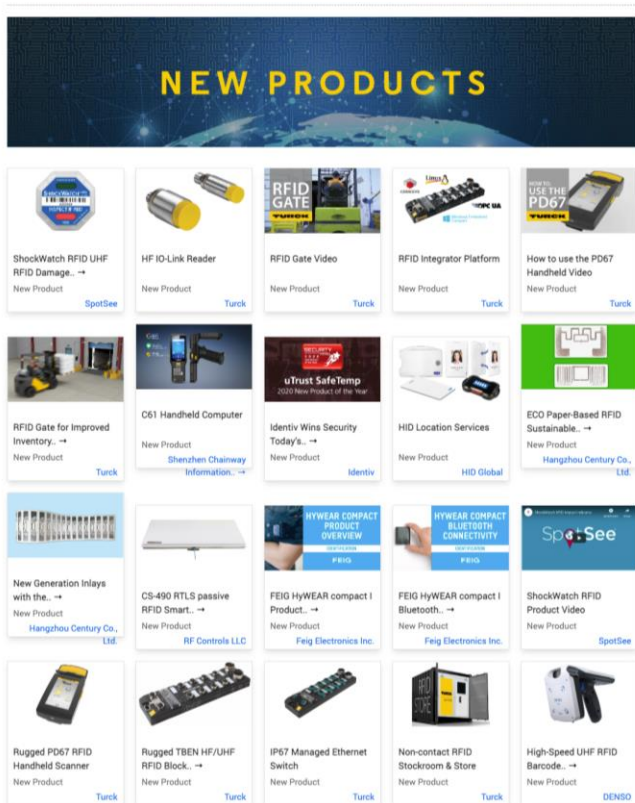


All exhibiting companies receive a Virtual booth at no additional cost.

- Expand Your Reach
- Promote Products/Services/Recruit
- Network With Customers
- Generate Sales Leads

ADDITIONAL VIRTUAL ENGAGEMENT OPPORTUNITIES

Product Showcase | \$5,000



Showcase a product in this digital gallery. Gallery will have high visibility on the platform and attendees will be incentivized to explore the Showcase.

Individual Product Showcase page can include downloadable brochures/materials, product video, and link back to the Virtual Booth for easy lead gen and follow up.

Attendees can also access the Product Showcase via a special tile displayed in participating company's Virtual Booth.

Deadline to Participate: 7/2/21

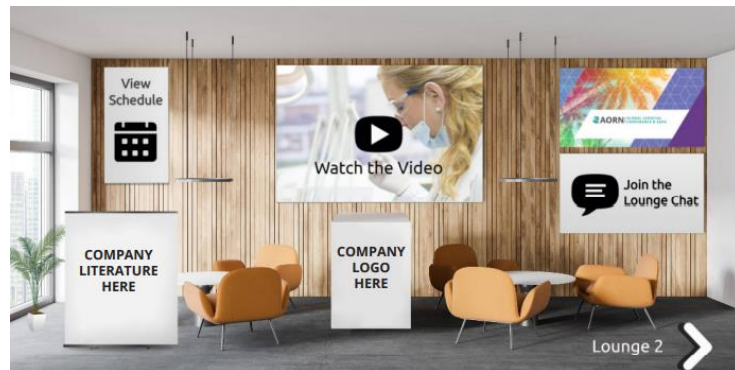
Product Demo Lounge | \$3,500

Companies can purchase a time slot to present a 30-minute product demo and Q & A with Virtual Attendees

Lounge benefit details:

- Promoted to all virtual attendees with additional targeted outreach
- Product Demo can be promoted within the Virtual Booth in the “Live Events” tile
- Demos will be recorded and available for attendees to access for 45 days
- Lead contact information is provided

Deadline to Participate: 7/2/21



AVAILABLE DEMO LOUNGE LIVE TIMESLOTS

Saturday 8/7/21

12:30 – 1 pm: Lounge Presentation 1

1:15 – 1:45 pm: Lounge Presentation 2

Monday 8/9/21

2 – 2:30 pm: Lounge Presentation 3

3 – 3:30 pm: Lounge Presentation 4

Themed Lounge Presentations | \$3,500

Themes include:

Ambulatory, Safety and Quality, Infection Control, Leadership, Health and Wellness, AORN Guidelines, and Surgical Smoke

Themed Lounge Presentation Includes:

- 30-minute timeslot in selected themed lounge
- Downloadable handouts
- Targeted marketing and invitations
- Contact information of lounge attendees
- Extended reach with recorded lounge presentations available for 45 days

Exclusive Lounge Sponsorship | \$10,000

Create your own custom lounge themed around topics related to your products or services.

Exclusive Lounge Includes:

- Company named lounge with full branding
- All 4 timeslots for company presentations, Q &A's, product demo's, etc.
- Targeted marketing and invitations
- Contact information of lounge attendees
- Extended reach with full lounge and presentations available for 45 days

Deadline to Participate: 7/2/21

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Table Talk | \$2,000

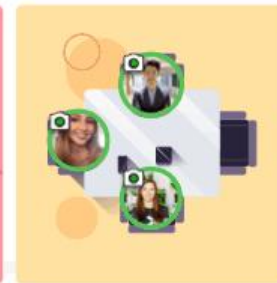
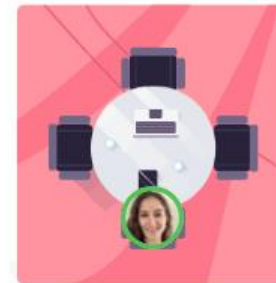
When: Saturday, 8/7, from 2-3 pm

This is before the Exhibit Hall opens, so it's a great time to network!

Here's how it works:

Exhibitors can purchase a table at the scheduled Table Talk.

- Company will provide a topic that will be promoted and discussed at the table.
- All attendees are invited with specific outreach to those who indicated interest in the topic.
- Multiple attendees can visit the table face-to-face through their camera or within the chat box during the 1-hour timeframe.
- Company reps can present information, engage on the topic and gain valuable feedback.
- Table Talk attendee contact information will be shared for follow up.

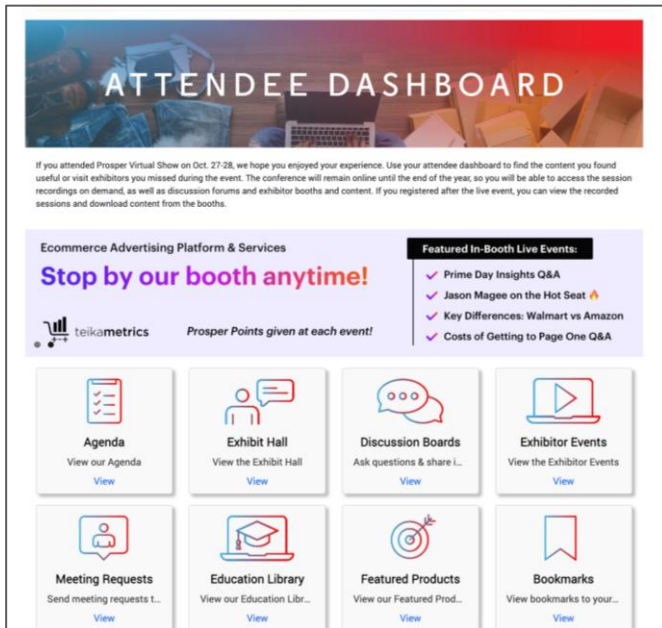


Deadline to Participate: 7/2/21

Banner Ads | Home Screen \$5000 Rotating \$4000

Promote products or services,
and direct attendees to the
Virtual booth or website

Home Screen Banners rotate within the top and bottom of the page. The home screen also serves as the attendee dashboard where they will access links to navigate the Virtual platform.



Rotating Banners will run on multiple pages throughout the Virtual platform at the top and bottom of pages.

- Both banner options come with a Platform Notification that will show on attendees dashboard and can be sent on the date of choice.
- **All banners will run on the Virtual platform for 48 days**

Deadline to Reserve: 7/2/21 (Limited quantity-reserve early)

In-Booth Education | \$3,000+

The screenshot shows a virtual booth interface for '900+ Booth'. At the top, there are navigation icons for Meetings, Live Events, Swag, and Education. The Education icon is highlighted with a red circle and a line pointing to the 'Education' icon in the main booth view. Below the navigation is a section for 'Add Rotating Banners' with instructions: 'Use banners for advertising or to focus attention.' and 'Add a hyperlink to your banners. Up to 6 banners. 1380px W x 285px H'. The main booth view features a central video player with a play button, flanked by two columns of 'Content' buttons. At the bottom, there are three 'Upload an Image' buttons with image icons.



Education

Deadline: May 31

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.

Virtual & In-Person Attendee Bag Insert | \$3,900

Cloud Conventions Site Home Page Logout

My Dashboard My Profile Community Navigate to ▾

Virtual Swag!

Sizzling Summer Incentives
Surf Big Rewards. Drive CX Transformations.
EARN UP TO **5xMRR¹** **LEARN MORE**
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Don Hutson's Special Offer View
Don Hutson and U.S. Learning are making a special offer to every attendee of Cloud Conventions. You can order it today by contacting Don Hutson at: don@donhutson.com
Don Hutson Virtual Swag

Special Cloud Conventions Incentive + CloudPoints Link View
Consolidated's Q2 2020 Partner Incentive - LET'S GET FIRED UP!! Click Here to get 39 CloudPoints
Consolidated Communications Virtual Swag

5 Ways to Create an Amazing Customer Experience View
5 Ways to Create an Amazing Customer Experience Free Online Training Course offered by Shep Hyken In this short, 20-minute course, Shep explains five simple ways you can start creating the customer service culture you desire...
Shep Hyken Virtual Swag

Enjoy a Cup of Joe on PGI View
PGI is proud to be a Gold Sponsor at Cloud Conventions. We hope you enjoy your experience! Click Here to register for a \$5 coffee eGift card courtesy of PGI. *One gift

Include a flyer or brochure in the attendee bag all attendees receive upon arrival at the conference in Orlando AND at Virtual Expo as a PDF for all Virtual Attendees to access.

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.

Attendee Email Blast & Direct Mail List

Email Blast \$5400
Direct Mail List \$1625

Email Blast and Direct Mail List

Both are great options to invite attendees to the in-person and virtual booth, let them know about CE and/or presentations happening in the booth, promote contest/giveaways, new products, etc.

Many companies use both items for prospecting prior to the show to see who is attending, their facility info and location in relation to sales territories.



Upcoming Events & Deadlines

- **Exhibitor Listing Deadline: 5/21**
- **In-Person Conference Program Deadline: 6/4**
- **Virtual Expo Welcome Email: week of 5/31**
- **Exhibitor Orientation II: Virtual Booth How To's – 6/7**
 - **MCI: Technical booth set up and training**



Contact the AORN Industry team for more information

Sponsorship Sales

James Sondrup: jsondrup@aorn.org

Advertising & Virtual Expo Sales

Cathleen Corbin: ccorbin@aorn.org

In-Booth Education

Andi Dewes: adewes@pfiedler.com

All other questions

partner@aorn.org

www.aorn.org/exhibitorcenter

THANK YOU!