

EXHIBITOR ORIENTATION II:

Virtual Booth How To's



Our Shared Purpose: SAFE SURGERY TOGETHER



Cathleen Corbin *Industry Account Executive AORN*

Housekeeping

- Submit questions in Q&A on toolbar
- This orientation will be recorded and posted to: <u>www.aorn.org/exhibitorcenter</u>
- Live answers to Q&A at end of session

An Innovative Hybrid Experience

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

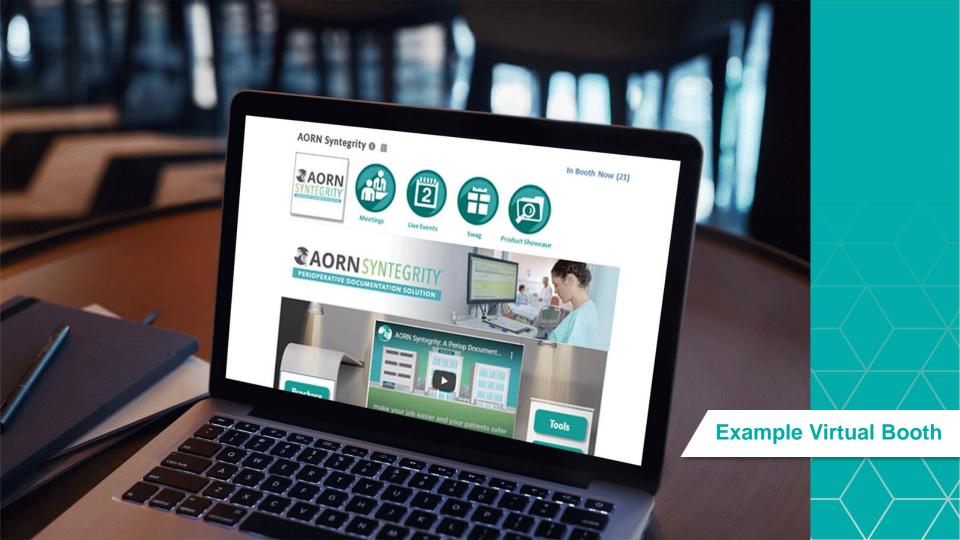


Meet Our Partners





Emery Colbert Manager, Association Events, Digital Services SEM&I **Olivia Stoff** Event Manager



Virtual Booth Features

	100 – 300 SF	400 - 800 SF	900 SF+
2D Booth in Virtual Expo Hall	x	x	x
Premier placement in Expo Hall and Exhibitor Listing			x
Custom alert messages posted sitewide to drive traffic to booth			x
Option to include giveaways and contest promotions in the attendee virtual swag bag		x	x
Enhanced branding with promotional banner in 2D booth		x	x
Booth Content: Company PDFs, Videos, Images	5	8	10
Contact and demographic information for booth visitors		x	x
Meetings calendar and request meeting form	x	x	x
Data tags to enhance company searchability	x	x	x
Matchmaking program for exhibitors to send one-on-one meeting requests directly to attendees	25 Invites	50 Invites	100 Invites
Customer prospecting through attendee directory – send private messages and share business cards	x	x	x
Participation in live virtual Expo Hall hours	x	x	x
 See when attendees enter booth and send messages 	x	x	x
 Be alerted with a doorbell/chime when attendees send messages 	x	x	x
Welcome attendees to booth with text chat	x	x	x
 Continue conversation and hold group presentations with video chat rooms 	X	x	x
Booth available to attendees on demand for 45 days after event	x	x	x
Request more information button, pricing, etc.	х	x	x
Real-time metrics on attendee booth activity	x	x	x
Virtual passes for exhibitor staff (full platform access; no CHs)	Unlimited	Unlimited	Unlimited

AORN GLOBAL SURGICAL CONFERENCE & EXPO

SCHEDULE-AT-A-GLANCE

Use this exhibitor scheduling tool to plan for the hybrid event.

	SATURDAY, AUGUST 7TH		SUNDAY, AUGUST 8TH		MONDAY, AUGUST 8TH		TUESDAY, AUGUST 9TH	
	Orlando	Virtual AORN Expo	Orlando	Virtual AORN Expo	Orlando	Virtual AORN Expo	Orlando	Virtual AORN Expo
8:00am 8:30am	-				Education		General Session	
9:00am 9:30am 10:00am								
10:30am								
11:00am 11:30am	Education, Opening Ceremony, and Opening Keynote	Live Stream	Education, Awards, and General Session	Live Stream	ts Expo Hall Live Stream Education		Expo Hall General Session and Closing	
12:00pm 12:30pm		Education		Education Live Exhibits				
1:00pm 1:30pm		Live Exhibits						
2:00pm 2:30pm				Live Stream Awards and				
3:00pm 3:30pm		Live Stream Opening		General Session		Live Exhibits		Live Stream Closing
4:00pm 4:30pm		Ceremony	Expo Hall Opening Reception		Education and Second Forum	Live Stream Education & AORN Business		
5:00pm 5:30pm								
6:00pm								

Exhibitor Resources

www.aorn.org/exhibitorcenter

- Orientation Recordings
- Register for Next Orientation
- Exhibitor Scheduling Tool
- Exhibitor FAQ
- Exhibitor Checklist
- Rate Card + More!

Exhibitor Orientation III: Marketing Tools

> Wed. June 16 12:30pm ET



LIVE Q&A

Upcoming Deadlines

- 7/2 Deadline to Reserve Additional Virtual Enhancements
- 7/19 Final Virtual Booth Setup
- 8/2 All Final Booth Edits Completed

Virtual Booth Support: support@conveyservices.com aornsupport@mci-group.com



THANK YOU!