



EXHIBITOR ORIENTATION II:

Virtual Booth How To's



AORN | GLOBAL SURGICAL
CONFERENCE & EXPO

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: www.aorn.org/exhibitorcenter
- 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





Example Virtual Booth

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
<ul style="list-style-type: none"> • See when attendees enter booth and send messages 	X	X	X
<ul style="list-style-type: none"> • Be alerted with a doorbell/chime when attendees send messages 	X	X	X
<ul style="list-style-type: none"> • Welcome attendees to booth with text chat 	X	X	X
<ul style="list-style-type: none"> • 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
<ul style="list-style-type: none"> • Request more information button, pricing, etc. 	X	X	X
<ul style="list-style-type: none"> • Real-time metrics on attendee booth activity 	X	X	X
Virtual passes for exhibitor staff (full platform access; no CHs)	Unlimited	Unlimited	Unlimited

SATURDAY, AUGUST 7TH
Orlando
Virtual AORN Expo

8:00am	Education, Opening Ceremony, and Opening Keynote	
8:30am		
9:00am		
9:30am		
10:00am		
10:30am		
11:00am		
11:30am		
12:00pm		Live Stream Education
12:30pm		Live Exhibits
1:00pm		
1:30pm		
2:00pm		
2:30pm		
3:00pm	Live Stream Opening Ceremony	
3:30pm		
4:00pm		
4:30pm		
5:00pm		
5:30pm		
6:00pm		

SUNDAY, AUGUST 8TH
Orlando
Virtual AORN Expo

8:00am	Education, Awards, and General Session	
8:30am		
9:00am		
9:30am		
10:00am		
10:30am		
11:00am		
11:30am		
12:00pm		Live Stream Education
12:30pm		Live Exhibits
1:00pm		
1:30pm		
2:00pm		Live Stream Awards and General Session
2:30pm		
3:00pm		
3:30pm		
4:00pm	Expo Hall Opening Reception	
4:30pm		
5:00pm		
5:30pm		
6:00pm		

MONDAY, AUGUST 8TH
Orlando
Virtual AORN Expo

8:00am	Education	
8:30am		
9:00am		
9:30am		
10:00am	Expo Hall	
10:30am		
11:00am		
11:30am		
12:00pm		
12:30pm		
1:00pm		
1:30pm		Live Stream Education
2:00pm		Live Exhibits
2:30pm		
3:00pm		
3:30pm		
4:00pm		
4:30pm	Education and Second Forum	
5:00pm	Live Stream Education & AORN Business	
5:30pm		
6:00pm		
6:30pm		

TUESDAY, AUGUST 9TH
Orlando
Virtual AORN Expo

8:00am	General Session	
8:30am	Expo Hall	
9:00am		
9:30am		
10:00am		
10:30am		
11:00am		
11:30am		
12:00pm		
12:30pm		
1:00pm		
1:30pm		
2:00pm		
2:30pm		
3:00pm	General Session and Closing	
3:30pm		
4:00pm		Live Stream Closing
4:30pm		
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!