



First Time Exhibitor Webinar



AORN

**GLOBAL SURGICAL
CONFERENCE & EXPO**

Our Shared Purpose: **SAFE SURGERY TOGETHER**

Introduction to Service Providers

- SPARGO, Inc. – Exhibit Sales and Exposition Management
 - AORN- Sponsorships and Virtual
 - FREEMAN – Audio Visual, Booth Furnishings/Labor, and Freight.
 - Orange County Convention Center – Utilities, Internet, Catering, Rigging
 - MCI – Registration and Lead Retrieval
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- **Order forms for all services provided by the Official Vendors can be found in the Exhibitor Service Manual.**

IMPORTANT DATES

Freeman Advanced Order Discount Deadline-July 8

Advance Freight Warehouse Opens – July 6

Security Service and Mobility Carts – July 7

Catering, Floral, Photography, Lead Retrieval, Internet, Utilities and Rigging – July 14

Direct Shipments may begin arriving at OCCC- August 5

Exhibits must be set by 12pm – August 8

You've made the decision to exhibit, now what?

Exhibiting is a valuable face to face marketing tool that can help create and maintain strategic and profitable relationships for your brand.

- Your task is to create an engaging, entertaining, educational environment where valued customers and new prospects can come to connect with your company.
- Prepare and encourage your staff.
- Use the Internet and Social Media to support and promote your presence at the event.

- Follow up on Leads

- Even before the show ends you should be planning for post-show follow-up on leads and evaluating your show experience. Determine a procedure for reviewing lead data and processing with your team.
- Have a mailer or email prepared before you go so when you return, you can contact your leads within one week of returning, and not have to delay multiple weeks while finalizing your message.
- Customize your messaging to different types of leads as it does not make sense to send the same message to someone who is close to buying a product as you would to someone who learned about your company for the first time during the show and is not close to purchasing your product.

IMPORTANT LOCATIONS

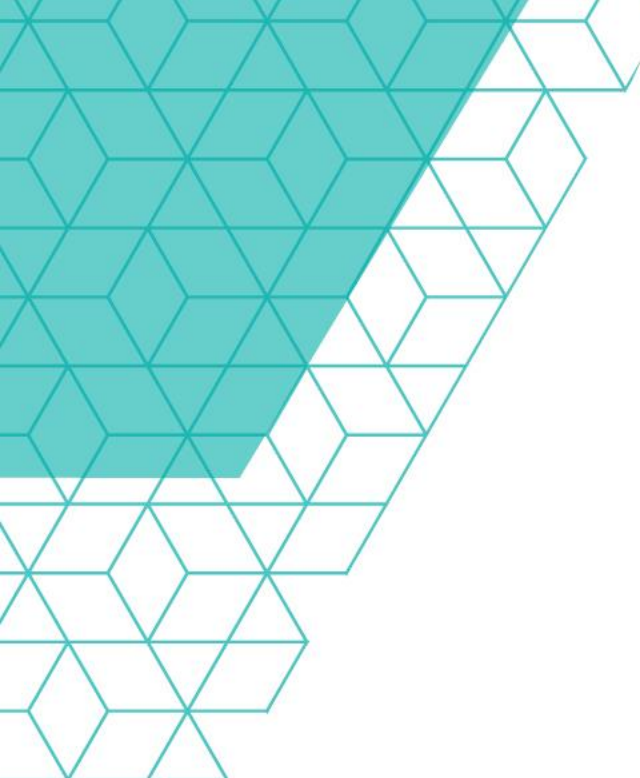
- Freeman Service Desk/Expo Management Office- back left hand corner of the Hall
- 2022 Sales & Housing Office – Left hand side of the Hall near the Innovation Zone
- Exhibitor Lounge – Next to Sales Office
- Registration – Level 2, S230 A-C



Frequently Asked Questions

1. What is the difference between shipping and material handling?
2. Do I need to hire labor to set up my booth?
3. Can I set up my booth on Sunday morning?
4. What are the unopposed exhibit hall hours?
5. What do I do when I arrive at the facility for set up?
6. How will my customers find me?
7. Where do I get help with issues that arise during set up?
8. Can I display items outside of my booth?





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