



EXHIBITOR ORIENTATION III:

Marketing Tools and Tips



AORN | GLOBAL SURGICAL
CONFERENCE & EXPO

Our Shared Purpose: **SAFE SURGERY TOGETHER**

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Housekeeping

- All mics are muted
- Submit questions in Q&A on toolbar
- This orientation will be recorded and posted:
www.aorn.org/exhibitorcenter



Marketing Toolkit

Invite Customers to Visit Your Booth:

- ✓ Custom email invitations with discounts and free Expo Hall passes
- ✓ Logos, banner ads, and video
- ✓ Public relation tips and press passes

Find Toolkit in Exhibitor Resource Center

www.aorn.org/exhibitorcenter

Onsite Marketing Activities

People's Periop Choice Award – *New in 2021*

- Ask attendees to vote for you using #AORN2021 and #PeriopChoiceAward
- Exhibitor with most votes receives the 2021 People's Periop Choice Award Trophy

AORN Expo Quest - *Popular Scavenger Hunt Returns*

- Educate attendees about your latest product or solution
- Generate lead list onsite and online
- Deadline to participate – July 16

Additional Booth Drivers

- On-Site Advertising (floor stickers, clings, lounges, etc.) – Deadlines start 6/25
- Attendee Bag Insert – Insert also goes in the Virtual Bag – Reserve by 7/1
- Pre and Post Show Email and Direct Mail Lists
- Virtual Product Showcase – Reserve by 7/2
- Virtual Lounge Presentations – Reserve by 7/2
- Banner Ads on the Conference Mobile App and Virtual Platform

Find Rate Card in Exhibitor Resource Center www.aorn.org/exhibitorcenter

Meet Our Partners



Matthew Lattanzio
Lead Cultivation, Strategic
Events, Meetings, & Incentives



Lead Cultivation And Virtual booth



Exhibitor Resources

www.aorn.org/exhibitorcenter

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

**Exhibitor
Orientation IV:
Marketing Tools**

Tuesday, June 22
12:30pm ET

THANK YOU!