

Advocacy:

# TAKE A STAND

Exhibitor Opportunities | [#AORN2022](#)

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Contact the AORN Industry Team for more details at [Industry@aorn.org](mailto:Industry@aorn.org) or call us at 800-755-2676



## New and Exciting Opportunities In 2022

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Take advantage of this premier setting to stand out and reconnect face-to-face with thousands of OR decision-makers and influencers. Be seen and heard in a setting where perioperative teams are looking for products and services like yours.

### **ASC Sunrise Breakfast** | *Details on page 7*

Get in front of hard-to-reach decision-makers from top outpatient surgery centers during this private event. Or, select the topic and target audience of your choice.

### **Innovation Zone** | *Details on page 7*

Showcase your latest products, services, and technologies in this featured area located in the Expo Hall.

### **Innovation Theater** | *Details on page 7*

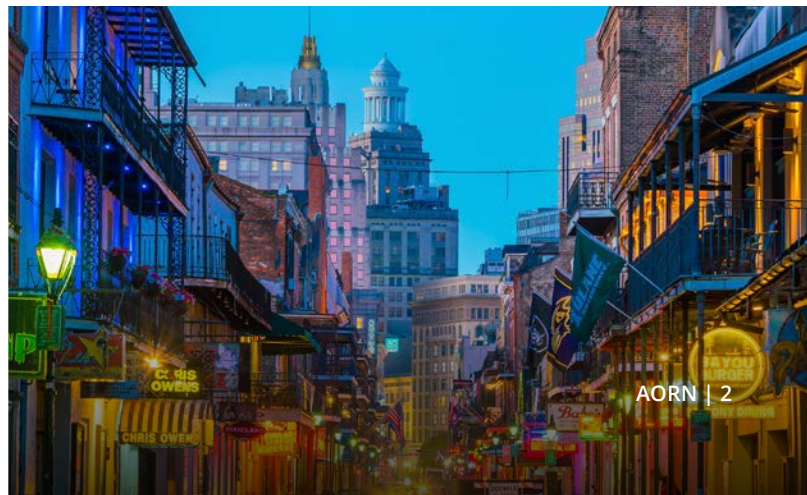
Present your latest surgical innovations to an engaged audience in the Expo Hall with the option to partner with AORN Guidelines authors on presentations.

### **First-Time Attendee Lounge Sponsorship** | *Details on page 8*

Network and take part in a new mentoring program for new conference attendees. A dedicated space provides great brand visibility and lead opportunities.

### **Advertising Solutions** | *Details on page 11*

Establish your presence throughout the conference with stand-out advertising options.





## Popular Onsite Engagement Opportunities

### AORN Reverse Trade Show - Limited spots available!

*First block of meetings - \$4,100 / Additional blocks - \$2,500 each*

We are excited to bring back the Reverse Trade Show after its huge success in 2019. Meet one-on-one with decision makers from the top 20% surgical volume facilities in the U.S.

Each meeting provides the opportunity to establish a connection with OR leaders, highlight solutions, determine interest level, and outline next steps. In this four-hour event, participating exhibitors will be scheduled to meet with 25 leaders hand-selected for each company. All this is done in one morning, without the long prospecting process it takes to get a face-to-face meeting.

This program includes additional exposure including an Expo product webpage feature and a take-away contact list of participating executives.

### VIP Hours | \$4,000

Take full advantage of your exhibit booth investment and host a private event following exhibit hall hours on Monday or before the hall opens on Tuesday. This is an opportunity to hand select attendees and invite them into your booth.

### AORN Focus Groups | \$10,000

AORN offers exhibitors an exclusive opportunity for direct access to perioperative professionals during Global Surgical Conference & Expo. This is a chance to get firsthand feedback on medical devices, products, and services from the nurses who use them every day. Focus groups include:

- Customized recruiting by AORN from thousands of attendees
- 90-minute focus group session with 8-10 nurses meeting your specific criteria
- Private focus group meeting room configured to your specifications
- Registration and meeting management on the day of your session
- Light food and beverage for your attendees\*
- Coordination and distribution of participant honorarium
- In-booth focus groups available Monday and Tuesday morning on Expo Hall floor

*\*Additional food and beverage, audio/visual equipment, and other services can be provided for an additional fee and billed directly to your company.*



# 88%

of exhibitors secured  
new leads for **new**  
business at the  
AORN Expo in 2019.



## In-Booth Education

*In-Person \$10,000+*

Education continues to be one of the top motivations for nurses to attend the AORN Expo Hall. Exhibitors who offer in-booth continuing education can generate 97% more leads.

Work with our Pfiedler Education Team, a division of AORN, to develop education congruent with best practices. We can help you develop accredited theater presentations or stand-alone study guides that align with your specific marketing and education initiatives. Your education will be featured in the conference program, attendee bag, and other popular conference communications.

**Contact Andi Dewes at [adewes@pfiedler.com](mailto:adewes@pfiedler.com) or (612) 219-0576 for more information.**

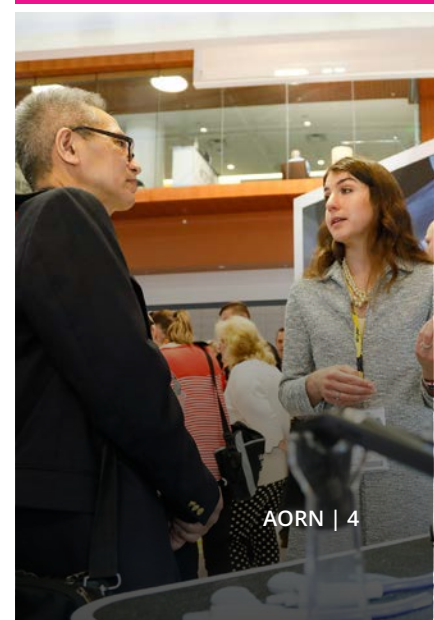
## Public Space

AORN will work with exhibitors to locate a high-traffic public space to display product, conduct demonstrations, or support “out of the box” ideas. This option can also be customized.



# 3,738

Total number of  
exhibitor representatives  
who attended in 2019



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## Sponsorship Level Opportunities

### Sponsor Levels

Get added benefits when your total sponsorship package reaches set investment levels.

#### All Leveled Sponsors Receive:

- Onsite public space signage logo recognition
- Social Media Recognition (Audience: Facebook - 53,000; LinkedIn - 25,000; Instagram - 7,400; Twitter - 12,000)
- Upgraded exhibit booth listing including logo
- Recognition in conference program and conference e-newsletter
- In-booth sponsorship recognition signage
- Sponsor level recognition ribbons
- Online recognition on AORN Expo Microsite (70,000 visitors)
- Recognition in *AORN Journal* (40,000+ circulation)

### PLATINUM | **SOLD**

#### In-Person Benefits

- Five-minute remarks during Opening Ceremony General Session
- Remarks during Leadership Summit symposia and lounge tabletop
- Market research package
- 1 block at the Reverse Trade Show
- 10x10 booth in Innovation Zone
- Five complimentary attendee registrations
- Early selection of education session sponsorships
- Priority selection of Leadership Summit sponsorship opportunities for Expo 2023
- Attendee bag insert
- Pre and post attendee email blasts
- Expo Quest scavenger hunt booth driver
- Premium exhibitor listing with logo
- 15 Priority Points



# 469

Total number of  
exhibiting companies  
in 2019



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[Industry@aorn.org](mailto:Industry@aorn.org) or call us at 800-755-2676

## Sponsorship Level Opportunities (continued)

### **GOLD SPONSOR** | \$79,000

#### **In-Person Benefits**

- 10x10 booth in Innovation Zone
- Three complimentary attendee registrations
- Early selection of education sessions
- Attendee bag insert
- Priority selection of Leadership Summit sponsorship opportunities for Expo 2023
- Logo recognition in conference publications and onsite
- 11 Priority Points

### **Silver Level** | \$52,000

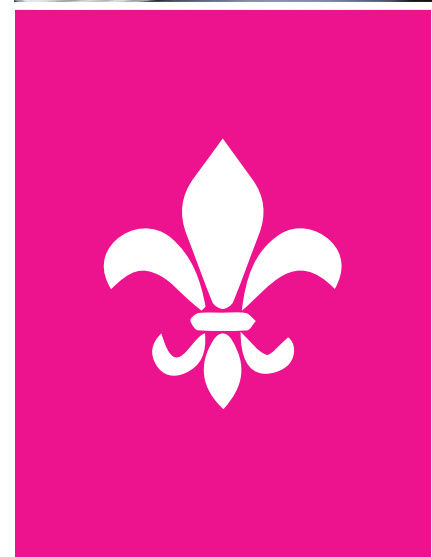
#### **In-Person Benefits**

- Two complimentary attendee registrations
- Logo recognition in conference publications and onsite
- Nine Priority Points

### **Bronze Level** | \$37,000

#### **In-Person Benefits**

- One complimentary attendee registration
- Logo recognition in conference publications and onsite
- Seven Priority Points



## Additional Sponsor Opportunities *(continued)*

### **ASC Sunrise Breakfast** | \$20,000

Be the exclusive sponsor of this private, invitation-only event for ASC attendees. Receive 30 minutes to speak directly to attendees with 20 minutes for content and 10 minutes for Q&A. Event attendance is 50-100.

### **Sunrise Breakfast (Topic of Choice)** | \$20,000

You choose the topic, let AORN do the rest. AORN will recruit and host a private morning breakfast on behalf of the exclusive sponsor. During the one-hour breakfast, sponsor receives 30 minutes to present with 20 minutes for content and 10 minutes for Q&A. AORN will privately invite targeted audience of 50-100 attendees.

### **Chapter Officer Summit** | \$20,000

Be the exclusive sponsor for this Saturday morning breakfast for approximately 200+ attendees. Present to this highly engaged audience of chapter officers for 20 minutes and have a table outside the meeting room.

### **Innovation Zone** | \$6,000+

Stand out with a booth in the Innovation Zone. This is the perfect location to present your latest products, services, and technologies.

There are multiple traffic drivers to the area including a private tour with Leadership Summit attendees. Contact [Industry@aorn.org](mailto:Industry@aorn.org) to learn more about how your products can be featured.

### **Innovation Theater** | \$6,000

Be a part of our new and exciting Innovation Theater which will allow you to engage and connect with our attendees. Located in the Expo Hall, this theater stage is dedicated to providing exhibitors the chance to present a product or OR solution and engage in Q&A. Sponsor receives two 30-minute presentation time slots.

Does your product relate to an AORN Guideline? Ask about opportunities for AORN Nursing staff to present a specific guideline topic with your presentation to follow. Additional benefits include the direct mail pre-conference lists to invite attendees to your presentation, onsite signage, and recognition on the conference mobile app.

### **Ambulatory Lounge** | \$6,000

This is a dedicated space for nurses and leaders in ambulatory surgery centers to network over light refreshments. Sponsor receives exclusive sponsorship of the lounge with recognition through tabletop clings, a double-sided 1M sign, and a literature rack to provide print materials. Light snacks and beverages will be provided during set break times to help drive traffic to the lounge.

### **General Session** | \$20,000

Opportunity to address full conference attendees. Company will receive recognition on session signage and in the conference program.



# 2,100

Attendees had direct purchasing power at AORN Expo 2019





## Additional Sponsor Opportunities *(continued)*

### General Education Sessions | \$5,500

Align your company with the hot topic issues of the day. Sponsor will receive company recognition on walk-in slides and the conference program, plus the report of attendees with contact information.

### Surgical Conference Attendee Bag | **SOLD**

Place your company logo on the bag given to main conference attendees. This is the most visible piece at the conference and has continued use when nurses return to their facilities. Sponsorship includes complimentary bag insert.

### AORN Store | \$21,000

Company literature placed in shopping bags at bookstore. Additional recognition includes signage, store receipts, and conference program. Includes a branded charging station in the area. Product display and demo area for your company. Additional fees apply.

### First-Time Attendee Lounge | \$10,000

This is a space dedicated to first-time attendees where they can learn about everything there is to experience at AORN Expo, network and take part in a new mentoring program. Sponsor receives a table for product literature and may be staffed by company representatives.

### Lanyard | **SOLD**

Place your company logo on the conference lanyard worn by attendees the entire conference.

### Mobile App | \$15,750

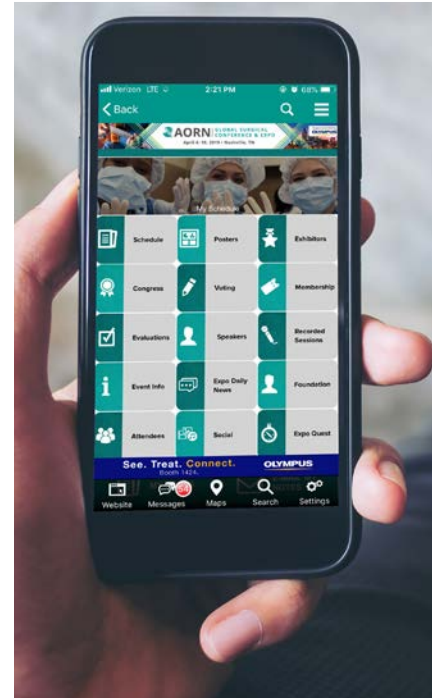
Company will receive logo recognition on mobile app homepage and in the conference program. Company-specific message can be sent to all app users.

### Hand Sanitizer Stations | \$16,000+

Place an advertisement and logo on hand sanitizer stations placed throughout the convention center.

### Conference Bag Items

Relaxation gel face masks	\$25,000
PPE kit	\$20,000
Wipes	\$12,000
Individual hand sanitizer bottles	\$10,000
Mini tissue packs	\$6,000



# 6k

Total number of professional attendees in 2019



## Leadership Summit Sponsorship Opportunities

This exclusive program is incorporated into the annual AORN Global Surgical Conference & Expo and is designed to meet the educational needs of nurse leadership and executives. This is a unique opportunity for partners to gain exposure to this exclusive group of attendees.

### Leadership Summit Symposiums - Limited Spots Available | \$57,000

Great opportunity to speak directly with OR decision-makers. Sponsor receives time to present during a seated breakfast or lunch. You'll continue the conversation in the Leadership Summit lounge with a company table that may be staffed by company representatives. Additional benefits include recognition on signage, slides during event, and in the conference program, plus, the attendee contact list.

### Leadership Summit Attendee Bag & Padfolio | **SOLD**

Place your company logo on the bag and padfolio given to all Leadership Summit attendees.

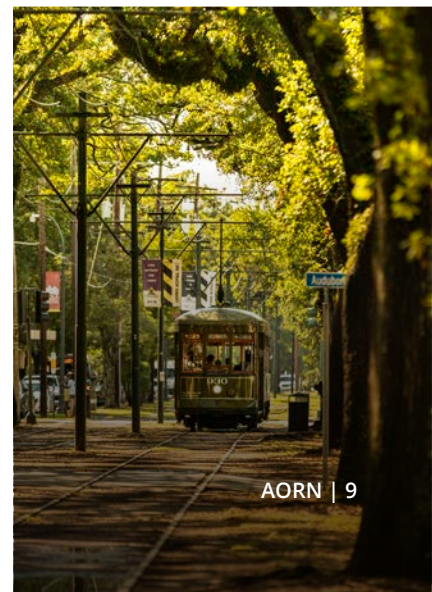
### Leadership Summit Concurrent Education Session | \$7,500

Align your company with the hot topic leadership issues of the day. Sponsor will receive company recognition on walk-in slides and the conference program, plus the report of attendees with contact information.



# 795

number of  
2019 Leadership  
Summit attendees



## AORN Foundation Donation Opportunities

### Night of Stars Foundation Party | **SOLD**

Join conference attendees for a night of fun and dancing. This event provides an opportunity to support perioperative nurses while networking with customers and business associates. Corporate supporters will be featured prominently at the event, receive complimentary tickets, and reserved space. Your company will be recognized in a variety of high-exposure publications including the exhibit guide, AORN Journal, and Expo Daily News. Contact the Foundation Team for additional details at [foundation@aorn.org](mailto:foundation@aorn.org).

### Be Recognized for Supporting Nurses | *Pricing Varies*

Highlight your company's support of the perioperative nurse and the critical role they play in patient and workplace safety by funding Professional Development grants through the AORN Foundation, the charitable arm of AORN. Your partnership will allow additional nurses to attend AORN Expo while demonstrating corporate responsibility and realizing the associated return on investment for your philanthropic actions.

### AORN Foundation 2500 Club | \$2,500

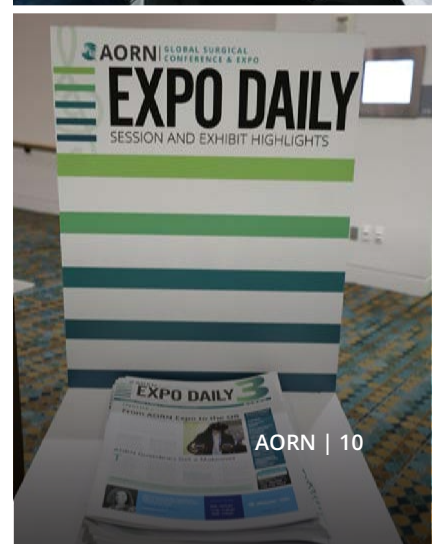
Bring brand awareness to your company while highlighting your commitment to the interests of perioperative nurses. Members of the 2500 Club are recognized for their philanthropic partnership throughout the conference as well as in publications. Proceeds support the AORN Foundation's mission of "supporting nurses who make surgery safe".

Contact AORN Foundation for more details at [cpalmer@aorn.org](mailto:cpalmer@aorn.org) or call us at 800-755-2676



# 90%

of past attendees report  
having influence power  
in buying decisions





## Advertising

### Digital and Print Publications

To reserve any options below, please contact AORN Advertising Sales at [advertisinginfo@aorn.org](mailto:advertisinginfo@aorn.org) or call 800-755-2676.

### Expo Hall Highlights

Distributed at the exhibit hall entrance, Expo Hall Highlights contains everything an attendee needs for navigating the Expo Hall. It includes a directory of exhibitors, how to play Expo Quest, and information about live presentations and demonstrations happening in the Expo Hall.

#### Expo Hall Highlights Pricing:

**Back Cover** - \$5,500 | **Inside Covers** - \$3,850

**Full Page** - \$2,850 | **Half Page** - \$1,500

**Quarter Page** - \$800

*All prices are NET and include full color.*

### Attendee Bag Insert | \$3,900

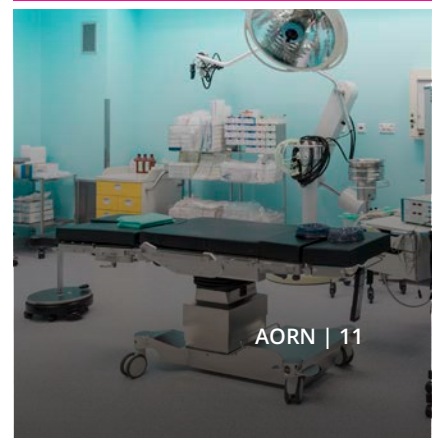
Include a flyer or brochure in the highly anticipated attendee bag all attendees receive upon arrival at the conference. This is a great way to invite attendees to the booth or showcase a product or recruitment opportunities.

**NEW for 2022:** 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. Printing cost is \$500



# 106k

leads captured at the  
AORN Expo in 2019



## Digital & Print Advertising Opportunities

To reserve any options below, please contact AORN Advertising Sales at [advertisinginfo@aorn.org](mailto:advertisinginfo@aorn.org) or call 800-755-2676.

### Expo Daily News

AORN will publish a digital edition of *Expo Daily News* each day of the conference, March 19-23.

The digital edition is emailed each morning of the conference to all attendees as well as a much broader distribution of 42,000 perioperative professionals.

The email will include a link to the full "News" page which includes banner ads along with a recap of the day's events, highlights, and AORN Expo features.

### Conference Mobile App Banner

The AORN Expo mobile app is the primary resource for all attendees. This is where they access education schedules and handouts, exhibitor info, Expo Hall activities, and more.

Previous years usage, impressions, and click metrics are available. Reach out to [Advertisinginfo@aorn.org](mailto:Advertisinginfo@aorn.org) for details.

### Pre/Post Email Blast

1x Conference Attendee Email Blast (pre-conference OR post-conference) - \$5,400

2x Conference Attendee Email Blast (pre-conference AND post-conference) - \$7,200

This is a great way to invite attendees to the booth in-person and gather RSVPs for an event, or to take advantage of in-booth CE.

### To Reserve

- Select a date to send the email. Dates can be any time prior to Expo and can be sent up to a few days before the event and any time post-conference.
- Exhibitor provides all the creative/subject line. Creative is due two weeks prior to the send date.
- AORN formats the email, proofs for approval, and sends to conference attendees on the exhibitor's behalf.
- Exhibitor will receive list of email recipients - list includes name, title, state, and company.

Open/click metrics provided upon request.

*NOTE: Our privacy policy prevents us from providing the email address and phone number.*

**In-Text Banner** - \$2,000/day  
*Only 1 available per day, 600x100*

**Side Banner** - \$2,000/day  
*Only 2 available per day, 250x250*

**Featured Exhibitor** - \$2,000/day  
*Includes image, headline, and teaser content with link to external site. Only 3 available per day.*

**Rotating Banner** - \$5,575  
*Only 7 available*

**Full Screen Splash Page** - \$7,725  
*Only 4 available*

**Both options include one push notification to attendees.**



**#1**  
**Reason**  
attendees visit a booth is for  
new product information.



## Advertising *(continued)*

To reserve any of the options below, contact AORN Advertising Sales at [advertisinginfo@aorn.org](mailto:advertisinginfo@aorn.org) or call 800-755-2676.

### Pre/Post-Attendee Direct Mail List

*Pre-Conference Attendee List - \$1,625 | Pre AND Post Conference List - \$2,340*

Invite conference attendees to visit the booth in-person or virtually by sending a postcard, brochure, or other materials before and/or after the event. The list will be available each week beginning February 21 and is updated with new registrants each week.

Direct mail list will include both in-person and virtual attendees.

### To Reserve

- Select the date you would like to receive the mailing list (2/21, 2/28, 3/7, 3/14, or post conference)
- Email a sample of the piece you will be mailing to AORN for approval prior to requested date.
- AORN will email the list in an Excel format containing name, address, job title, credentials, and organization. **NOTE - our privacy policy prevents us from providing email and phone number.**

### Important Notice

AORN is the **ONLY** source for AORN Global Surgical Conference & Expo 2022 attendee list and email blast. **ALL OTHER OFFERS ARE FRAUDULENT.** AORN is aware that our exhibitors receive many offers for lists, contact info, etc. and issues these companies cease and desist letters in an effort to stop them. If there is a question of authenticity of an offer, please contact [advertisinginfo@aorn.org](mailto:advertisinginfo@aorn.org) to verify.

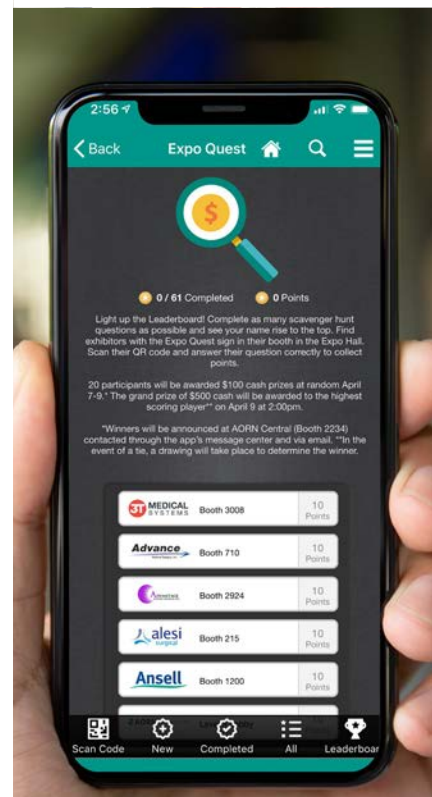
## On-Site Advertising Options

There are many high exposure on-site items available at the New Orleans Ernest E. Morial Convention Center. Items and pricing below are flexible based on sizing, placement, add-on options, etc. Please inquire for specific details, photos, and floor plans to determine best placement, recommendations and a quote. Is there something you've done at another conference not shown? Contact AORN—we love new ideas!

*Deadlines for options below vary.*

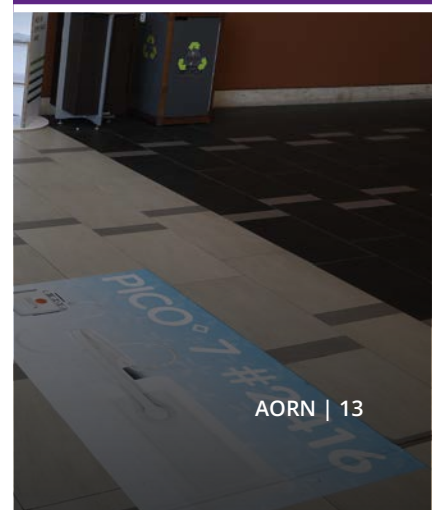
### Expo Quest Booth Traffic Program

This program is designed to drive booth traffic and engage attendees. Here's how it works: Participating companies will provide a question with multiple choice answers. Attendees will be instructed to visit participating booths and scan a QR code (provided by AORN to display in the booth). Once scanned, your Q&A will appear. Attendees are awarded points for answering correctly and AORN will provide prizes to point leaders. This is a great way to educate attendees about products, services, and to start conversations.



# 77%

of attendees reported  
spending 6+ hours  
in the Expo Hall in 2019





## On-Site Advertising Options *(continued)*

To reserve any of the options below, contact AORN Advertising Sales at [advertisinginfo@aorn.org](mailto:advertisinginfo@aorn.org) or call 800-755-2676.

### Digital Signage

Display your 10-second digital advertisement to attendees as they navigate the Convention Center. Ads will be shown on 16 way-finder screens and will “loop” all day, every day throughout the entire conference.

### Free-Standing “Cube” Tower

This is a unique way to display company branding, products, drive traffic to the booth, etc. Cube Towers can be placed at various locations throughout the center.

### Floor Stickers

*Package of 4 Stickers:*

*2' x 2' / 2' x 3' / 2' x 4'*

Create a path to your booth, enhance the space around your booth or use for creative branding to attract attendees. Floor stickers can go anywhere on the exhibit hall floor. Space is first come, first served.

*Additional sizes and quantities available, inquire for details.*

*NOTE: Expo Hall aisles will not be carpeted.*

### Charging Stations/Charging Lounge

Get your messaging in front of attendees as they “re-charge” their device and take a break. Options include charging kiosks with signage and customizable lounge style spaces that may include signage, video opportunities, floor stickers, etc. Locations are in high traffic areas that are sure to be seen and used. Inquire for details on placement and customized options.

### Column Wraps

There are many columns within the center that can provide optimum exposure. Creative can be placed on a number of columns and/or strategically placed in high traffic areas or to enhance another item like a charging station/lounge.

### Escalator Panel Clings and Runner Clings

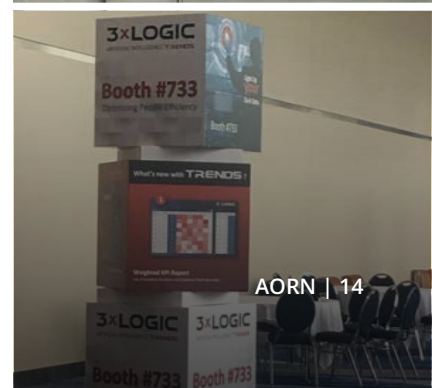
Reach attendees with your message as they navigate the convention center by securing one or more of these escalator options in key locations.

*Pricing is flexible based on the number of panel and runner clings. Inquire for locations and quote.*

### Door and Window Clings

Clings can be placed in groups to create an impact in high traffic locations.

*Pricing is flexible based on the size and number of clings. Inquire for location recommendations and price quote.*



## On-Site Advertising Options *(continued)*

To reserve any of the options below, contact AORN Advertising Sales at [advertisinginfo@aorn.org](mailto:advertisinginfo@aorn.org) or call 800-755-2676.

### Hanging Banners

Banners are available in many locations throughout the Center. Pricing is per square foot and can be placed in high traffic areas and key locations. Inquire for details on locations and sizing recommendation based on budget and targeting goals.

### Hotel Key Cards

*(Exclusive Opportunity)*

Make a great impression with attendees upon check in and every time they access their hotel room. Exhibitor creative will be featured on the front of each key card. Inquire for details and possible options targeting specific hotels.

*Pricing is flexible based on the number of hotels purchased.*

## AORN Sponsorship & Advertising Contacts

Contact the AORN Industry Team for more details at [Industry@aorn.org](mailto:Industry@aorn.org) or call us at 800-755-2676

### Sponsorship Sales

James Sondrup: [jsondrup@aorn.org](mailto:jsondrup@aorn.org)

Nayan Patel: [npatel@aorn.org](mailto:npatel@aorn.org)

### Advertising Sales

[advertisinginfo@aorn.org](mailto:advertisinginfo@aorn.org)

### Pfiedler Education Sales

Andi Dewes: [adewes@pfiedler.com](mailto:adewes@pfiedler.com)

Justin Singer: [jsinger@aorn.com](mailto:jsinger@aorn.com)

### AORN Foundation Contact

Colette Palmer: [cpalmer@aorn.org](mailto:cpalmer@aorn.org)

