



BENEFITS OF EXHIBITING IN 2022



AORN | GLOBAL SURGICAL CONFERENCE & EXPO

Conference Dates: March 19-23, 2022 | Exhibit Dates: March 20-22, 2022

Ernest N. Morial Center | New Orleans, LA



WWW.AORNEXHIBITS.COM | AORNEXHIBITS@SPARGOINC.COM

EXHIBIT AT THE LARGEST GATHERING OF PERIOPERATIVE NURSES IN THE WORLD

If your organization makes solutions for the surgical suite, then AORN Global Surgical Conference & Expo 2022 should be on your exhibit calendar. AORN Expo allows you to showcase your products and services aligned with the *Guidelines for Perioperative Practice*; connect with hard-to-reach nurse managers, staff RNs, educators, and other perioperative professionals, recruit new talent, and more!

MAKE PLANS TO EXHIBIT IN 2022!

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Secure your exhibit space so you can connect with surgical professionals from around the world.

20% work in an
outpatient facility

WHAT MAKES AORN EXPO UNIQUE?

Our Attendees are Decision Makers

- 9 out of 10 conference attendees influence buying decisions in their facilities
- 9,700 total attendees at our last in-person event in 2019
- 6,007 executives, directors, managers, staff nurses, and other perioperative professionals from the busiest surgical facilities
- 2,100 attendees had direct veto authority and are members of purchasing/evaluating committees

AORN Works to Ensure Attendees Stay on the Trade Show Floor:

- 13 exclusive Expo Hall hours – *you won't compete with education sessions!*
- Expo Hall Opening Reception kicks off the trade show
- Interactive simulation activities strategically placed throughout the floor
- Snack stations and food vouchers
- Fun and engaging traffic driver programs offered, such as in-booth education and scavenger hunt games

Exhibitors with
education get 121%
more leads

Exhibitors Can Provide Education from Their Booths

- Attendees can earn over 100 hours of CE inside the Expo Hall

Reverse Trade Show

- Exhibitors have the opportunity to participate in our unique speed meeting program that connects you one-on-one with decision makers from the top 20% surgical facilities in the U.S.

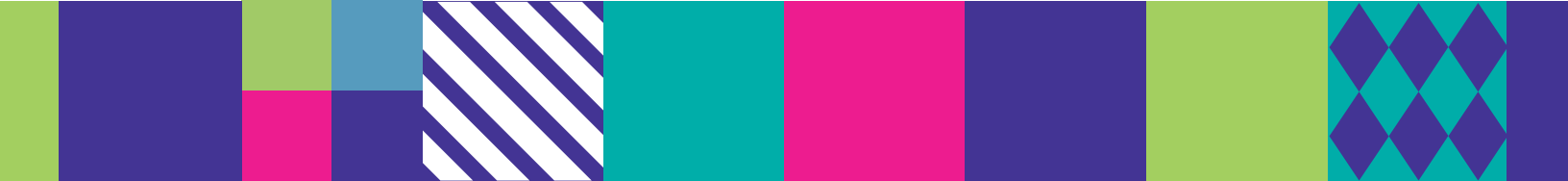
Career Center

- Career-related exhibits with educational resources, publications, and recruiters

"As a first-time exhibitor, we felt AORN Expo was a great experience. We were able to promote a re-branded product and gain a lot of exposure to new customers."

– Suzanne Leopold, 3T Medical Systems





WHAT DO EXHIBITORS LIKE BEST ABOUT AORN EXPO?

- The high number of attendees and qualified decision makers
- The quantity of new business leads – **88% of exhibitors secured NEW business leads at the last in-person event!**
- One-on-one connections at the Reverse Trade Show
- High traffic throughout the ENTIRE Expo Hall
- Attendees want to be there - 99% visit the Expo Hall
- In-booth education programs
- Networking opportunities with other exhibitors

"We spoke with thousands of highly qualified RNs. The response we received from attendees blew us away. I struggled to keep up with all of the inquiries into positions with our health network."

– Kyle Penrose, Lehigh Valley Health Network

WHO EXHIBITS?

Attendees look for products and services aligned with surgical patient care and safety, perioperative workflow enhancement, patient physiologic responses, patient and designated support team behavioral responses, informatics, and health systems.

Top 15 Product Categories

- | | |
|--------------------------------|--|
| 1. Career/Staffing/Recruitment | 9. Scheduling |
| 2. Education | 10. Billing |
| 3. Patient Safety | 11. Positioning |
| 4. Cleaning/Sterilization | 12. Ambulatory |
| 5. Wound Care Products | 13. Furniture |
| 6. Orthopedic Instruments | 14. Uniforms/Personal Protective Equipment |
| 7. Laparoscopic Instruments | 15. Laparoscopic Instruments/Equipment |
| 8. Anesthesia | |

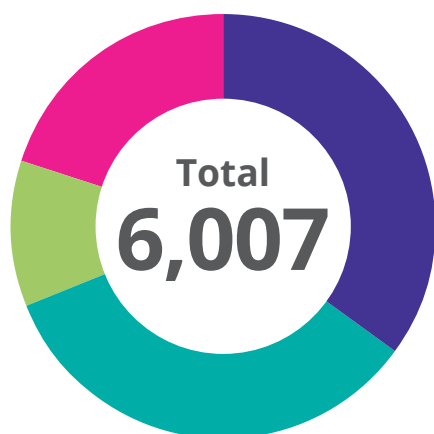
SEE WHO ELSE IS EXHIBITING



WE'RE EXCITED TO BE TOGETHER AGAIN IN 2022

Here's what happened at our last in-person event.

PROFESSIONAL ATTENDANCE SUMMARY¹



35% Nurse Managers

34% Staff RN

11% Educator

20% Other HCPs

**20% WORK IN AN
OUTPATIENT FACILITY**

795

Leadership Summit Attendees

272

International Attendees

40

Countries Represented

EXHIBITOR SUMMARY

469

Exhibiting Companies

88%

Secured Leads

3,738

Exhibitor Representatives

106,000

Leads Captured

93%

Plan to Return

**HEAR FROM PREVIOUS
ATTENDEES ABOUT
THEIR CONFERENCE
EXPERIENCE**

Attendees

Exhibitors

¹2019 data

SAFETY PRECAUTIONS FOR 2022

As you prepare to exhibit, please know we've made updates to the conference experience. Based on recent trends and guidance from the Centers for Disease Control and Prevention (CDC), state and local agencies, and the New Orleans Ernest N. Morial Convention Center, we are asking exhibitors to follow the current COVID-19 safety protocols. **View the latest guidance, updated regularly leading up to the conference.**

[View Safety Measures](#)

ABOUT YOUR BOOTH

Expo Hall Hours

Opening Reception	Sunday, March 20: 4:00-6:00pm
Expo Hall Open	Monday, March 21: 10:00am-4:00pm Tuesday, March 22: 9:00am-2:00pm

Exhibit Space Rates

Technical Exhibitor In-line - \$40.50 per sq. ft.
Career Center Inline (Includes Booth Package) - \$40.50 per sq. ft.
Government Rate (Includes Booth Package) - \$31.50 per sq. ft.
Corner Fees - \$200 per corner



Official Contractors

As you plan for AORN Expo 2022, you may receive solicitations from publications and vendors that are not affiliated with AORN Global Surgical Conference & Expo, Association of periOperative Registered Nurses (AORN), MCI | USA, SPARGO, Inc., or any contracted organization therein. **Please be advised that AORN does not sell exhibitor lists or contact information to anyone.** This information is securely provided to AORN Official Contractors to inform exhibitors of show-related services. Solicitations from unofficial vendors are often the result of obtaining public information from the Internet. AORN partners with select vendors to produce our premiere conference and expo and can intervene on your behalf if any customer service issues arise.

LIST OF OFFICIAL CONTRACTORS:

- **SPARGO Inc.** (Exhibit Sales, Management)
- **Freeman** (General Service Contractor, Audio Visual)
- **MCI** (Housing, Registration, Lead Retrieval)
- **Ernest N. Morial Convention Center** (Catering, Internet, Electric, Rigging and Utilities)



THANK YOU

for supporting the nurses who make
surgery safe through education
and research.

EDUCATION GRANTS

Education Grants are offered through your generous support of the AORN Foundation. Each grant awards a nurse \$1,000 to assist in their career and educational advancement by attending AORN Expo 2022. A 10% fee is included for program administration costs.

1 NURSE

\$1,100 education grant

3 NURSES

\$3,300 education grant

5 NURSES

\$5,500 education grant

10 NURSES

\$11,000 education grant



If you are interested in supporting nurses as they advance their education and professional skills and in learning more about the recognition your organization would receive at Expo for these charitable efforts, please contact the AORN Foundation Director, Colette Palmer, at cpalmer@aorn.org or 303.368.6243.

The AORN Foundation is a 501(c)(3) bona fide charitable organization. Gifts to the AORN Foundation are tax-deductible to the fullest extent of the law. Federal Tax ID No: 84-1193583

[EXPO HOME](#)

| [FLOOR PLAN](#)

| [RESERVE A BOOTH](#)

| [CONTACT US](#)



"This was a fantastic opportunity to get our company's message out to new prospects. We came back with lots of qualified leads."

- David Hambro, National Sales Manager, Solution Matrix, Inc.



SAFE SURGERY TOGETHER

The Association of periOperative Registered Nurses (AORN) was founded in 1949 to establish a national community for operating room nurses who sought to share best practices for patients undergoing surgery. Today, we unite and empower perioperative nurses, healthcare organizations, and industry partners to support safe surgery for every patient, every time.

You'll find AORN resources used in every hospital and ambulatory center across the country, including:

- The evidence-based *Guidelines for Perioperative Practice*
- Perioperative staff education
- Career and leadership development guidance
- Facility and health system solutions

AORN represents the interests of more than 160,000 perioperative nurses, including 43,000 RN members. AORN's organization also includes AORN Foundation, Pfiedler Education, AORN Syntegrity, *AORN Journal*, *Outpatient Surgery Magazine*, and OR Excellence conference.

OUR MISSION

Our mission is to promote safety and optimal outcomes for patients undergoing operative and other invasive procedures by providing practice support and professional development opportunities to perioperative nurses. AORN will collaborate with professional and regulatory organizations, industry leaders, and other health care partners who support the mission.

OUR VISION

AORN will be the indispensable resource for evidence-based practice and education that establishes the standards of excellence in the delivery of perioperative nursing care.



"We always appreciate how engaged the attendees are. They seem to get how much of an investment exhibiting at this show is and come by just to thank us. I don't get that at any other show. It's also nice to meet with the decision makers."

- 30-year Exhibitor

