

AORN REVERSE TRADE SHOW

Foster 1:1 Connections with Decision-Makers at Global Surgical Conference & Expo 2022

Meet one-on-one with nurse executive decision-makers from the top 20% surgical volume facilities in the U.S. In this one-day event on Sunday, March 20, participating exhibitors will be guaranteed to meet with 25 leaders hand-selected for each company.

Each meeting provides the opportunity to establish a connection with OR leaders, highlight solutions, determine interest level, and outline next steps. All this is done in one morning, without the long prospecting process it takes to get a face-to-face meeting.



“Good opportunity to meet with nurse leaders to discuss issues they are dealing with and present a solution.”

How it works:

- Participating exhibitors receive one block of 25 five-minute meetings. *Additional blocks of meetings can be purchased.*
- AORN matches the most qualified facilities (based on Medicare financial specialty data) to meet with each company during the live event.
- Get five minutes with each facility decision-maker to present your products/services and provide takeaway collateral.
- Participating exhibitors may have up to two representatives in each five-minute meeting.
- All meetings are scheduled between nurse executives and the company rep at a specific time. You will receive minute-by-minute schedules.

Pricing: First block of 25 five-minute meetings - \$4,100 | Additional blocks (maximum 2 additional blocks) - \$2,500 per block

Additional exhibitor benefits:

- Recognition in a pre-event email to participating nurse executive leaders
- Highlighted on the Expo 2022 featured exhibitor webpage
- Company profile included in the Reverse Trade Show Program book
- Highlighted in the Product Preview booklet (distributed via *AORN Journal* to approximately 10,000 AORN members with manager & above titles)
- Recognition in the Reverse Trade Show nurse executive attendee thank you email

**Contact AORN for more information and to reserve your meeting blocks.
Email industry@aorn.org or call 303-755-6304 ext. 280.**



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