

BOOTH TRAFFIC DRIVER PROGRAM: EXPO QUEST

Elevate your exhibitor experience with Expo Quest, an exclusive engagement program available for purchase through AORN's Exhibit Sales & Management partner, SPARGO, Inc.

HOW IT WORKS

This exciting initiative encourages attendees to actively explore the Expo Hall, interact with exhibitors, and earn points by answering questions. Participants have the chance to win enticing cash prizes from AORN.

WHAT TO EXPECT

EXPO QUEST SETUP (STARTING EARLY JANUARY)

- Once you've purchased Expo Quest, the booth contact will receive an email with instructions to set up a question for attendees to answer at your booth.
- Reminders will be sent leading up to the conference to ensure completion of this step.
- Your question can be true/false or fill in the blank on a topic of your choice.

ON-SITE SETUP (SUNDAY, MARCH 10)

- An on-site AORN representative will visit your booth with a sign featuring your unique Expo Quest question.

HOW ATTENDEES WILL FIND YOU

- Your company name and logo will be listed under the Expo Quest section of the AORN Expo app. Attendees will use this section to discover which exhibitors to visit and understand how to play.

ENGAGING ATTENDEES AT YOUR BOOTH

- At your booth, attendees will read the question on your sign and approach a company representative for verification.
- If correct, you'll display a QR code for them to scan.
- Simplify by placing the QR code sticker on the back of your badge or on a prominent product/display.

Tip: If you have a lead retrieval device, this is the perfect time to scan badges.

Note: Attendees must scan the QR code within the app, not directly with their device camera.

COST: \$1,200

DEADLINE TO PURCHASE: 2/26/24



Contact Your SPARGO Account Representative to Purchase

Kristin Hudson
(Companies A-L)
Associate Director, Sales
kristin.hudson@spargoinc.com

Emily Dowling
(Companies M-Z)
Senior Sales Manager
emily.dowling@spargoinc.com