BENEFITS OF EXHIBITING IN 2024

AORN | GLOBAL SURGICAL CONFERENCE & EXPO

Conference Dates: March 9-12, 2024  |  Exhibit Dates: March 10-12, 2024
Music City Center  |  Nashville, TN

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 2024 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 directors, administrators, nurse managers, and other perioperative professionals, recruit new talent, and more!

“What makes AORN Expo unique is the high quantity and quality of the attendees, and the overall vibe of the entire event makes for an incredibly successful show for us.”
– Matthew Finneman, Trade Show Coordinator, Shukla Medical

WHAT MAKES AORN EXPO UNIQUE?

Our Attendees are Decision Makers
• 79% of conference attendees influence buying decisions in their facilities
• 99% of attendees visit the Expo Hall
• 43% of attendees are directors, managers, and hold leadership positions from the busiest surgical facilities
• 91% of attendees spend 3+ hours visiting exhibits

Provide Continuing Education from Your Booth
• Attendees can earn 75+ hours of CH inside the Expo Hall through Pfiedler Education in-booth programs.
• Exhibitors offering in-booth education spark more conversations and see more booth traffic than standard exhibitors.

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 high volume surgical facilities in the U.S.

Career Center
• Career-related exhibits with educational resources, publications, and recruiters are a popular destination for attendees.

“The unopposed Expo Hall hours and additional fun programming in the expo hall are perfect.”
– 2023 Exhibitor

AORN Works to Ensure Attendees Stay on the Trade Show Floor
• 13 exclusive Expo Hall hours – so you won’t compete with education sessions!
• Expo Hall Opening Reception to kick off the trade show
• Interactive simulation activities strategically placed throughout the floor
• Coffee and lunch in the Expo Hall
• Fun and engaging happenings in the Expo Hall such as scavenger hunt games, events in the Wellness Pavilion, and first-time attendee tours

15% of attendees work in an outpatient facility
Exhibitors with education have seen 110% more booth traffic

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WHAT EXHIBITORS LIKED BEST ABOUT AORN EXPO 2023

• High number of attendees and qualified decision makers
• Quantity and quality of new business leads – 95% of exhibitors secured NEW business leads in 2023!
• Meeting with existing customers
• Reverse Trade Show
• Positive attendee interactions and engagement
• Reuniting with the OR community
• High traffic throughout the Expo Hall and booth traffic drivers
• Showcasing products/services – 97% of exhibitors launched new products/services
• Attendees want to be there – 99% visit the Expo Hall
• In-booth education – 9 out of 10 participating exhibitors experienced enhanced lead generation
• Extensive unopposed exhibit hours
• Networking opportunities with other exhibitors

WHO EXHIBITS?
Attendees look for products and services aligned with surgical patient care and safety, perioperative workflow enhancement, business operations solutions for surgery centers, patient physiologic responses, patient and designated support team behavioral responses, informatics, and health systems.

Top Product Categories
Patient Safety
Educational Offerings
Orthopedic Instruments / Accessories / Supplies
Recruitment Services / Career Resources
Sterilization Equipment & Supplies
Positioning Devices
Laparoscopic Instruments / Equipment
Decontamination / Cleaning Equipment & Supplies
Computer Software & Systems
Instruments
Wound Care Products
Personal Protective Equipment
Endoscopic Equipment & Supplies
Surgical Tables & Accessories
Non-profit Organization

EXHIBITORS GIVE RAVE REVIEWS

“This was our first year back to AORN after a few gap years. Booth traffic was great and the nurses who stopped by were engaging and very interested in what we were offering. Overall, a great show with a lot of enthusiasm from the nurses. We will definitely be back.”
– Melanie Musick, Dornier MedTech, Inc.

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### AORN EXPO 2023 HIGHLIGHTS

#### 2023 SHOW SUMMARY

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibiting Companies</td>
<td>330</td>
</tr>
<tr>
<td>In-Person Attendees</td>
<td>3,524</td>
</tr>
<tr>
<td>Exhibit Personnel</td>
<td>2,761</td>
</tr>
<tr>
<td>Total Attendees</td>
<td>6,285</td>
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</tbody>
</table>

#### OUR ATTENDEES ARE DECISION MAKERS

- **43%** of attendees have director, manager and leadership positions
- **79%** of conference attendees report having influence over buying decisions in their facilities
- **99%** of attendees visited the Expo Hall
- **91%** of attendees spent 3+ hours visiting exhibits

#### PROFESSIONAL ATTENDANCE SUMMARY

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Professional Attendees</td>
<td>3,524</td>
</tr>
<tr>
<td>Nurse Managers</td>
<td>43%</td>
</tr>
<tr>
<td>Staff RNs</td>
<td>36%</td>
</tr>
<tr>
<td>Educators</td>
<td>10%</td>
</tr>
<tr>
<td>Other HCPs</td>
<td>11%</td>
</tr>
<tr>
<td>Leadership Summit Attendees</td>
<td>653</td>
</tr>
<tr>
<td>Work in an Outpatient Facility</td>
<td>15%</td>
</tr>
<tr>
<td>Countries Represented</td>
<td>39</td>
</tr>
<tr>
<td>Age 40 and Under</td>
<td>23%</td>
</tr>
</tbody>
</table>

**653 Leadership Summit Attendees**  
*Sold out in 2022 and 2023!*

**15% Work in an Outpatient Facility**

**39 Countries Represented**

**23% Age 40 and Under**
AORN EXPO 2023 HIGHLIGHTS

EXHIBITOR SUMMARY

330 Exhibiting Companies
97% Successfully Launched New Products/Services
95% Secured Leads for NEW Business
190 Average Number of Leads Captured Per Company
91% Rated a Positive Overall Experience

AORN LOOKS FORWARD TO CONTINUED BOUNCE-BACK GROWTH IN 2024!

The last time AORN Expo came to Nashville, we saw a record turnout. As we continue to successfully rebound each year after COVID, we especially look forward to another great conference as we head back to Music City in 2024!
As you plan for AORN Expo 2024, you may receive solicitations from publications and vendors that are not affiliated with AORN Global Surgical Conference & Expo, Association of periOperative Registered Nurses (AORN), 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 premier 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)
- **Oscar & Associates** (Photography, Videography)
- **Marshall Robinson & Associates** (Security)
- **CMAC** (Hotel Shuttle Service)
- **Music City Center** (Catering, Electric, Internet, Rigging)

**EXPO HALL HOURS**

Sunday, March 10: 4:00-6:00pm (Opening Reception)
Monday, March 11: 10:00am-4:00pm
Tuesday, March 12: 9:00am-2:00pm

**EXHIBIT SPACE RATES**

Technical Exhibitor Inline: $44.50 per sq. ft.
Technical Exhibitor Island: $46.00 per sq. ft.
Career Center Inline (Includes Booth Package): $45.50 per sq. ft.
Government Rate Inline (Includes Booth Package): $35.50 per sq. ft.
Corner Fees: $250 per corner

*Hours subject to change*
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. 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

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

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 AORN 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. 84-11193583.

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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 200,000 perioperative nurses, including 45,000 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