EXHIBITOR
PROSPECTUS

Become an Exhibitor Today
800-564-4220 | 703-631-6200

www.aornexhibits.com
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The World’s Largest Gathering of Perioperative Professionals

AORN
GLOBAL SURGICAL
CONFERENCE & EXPO

April 1-5, 2017 | Boston, MA
Exhibitor Dates: April 2 - 4
REACH THE ENTIRE SURGICAL SUITE
Position your organization in the forefront and connect face-to-face with the largest gathering of perioperative professionals in the world at the AORN Global Surgical Conference & Expo 2017. Over 5,400 OR directors and managers, staff RNs, educators, and other members of the surgical suite will be actively seeking out the latest in perioperative products and services to solve their everyday needs in the OR.

WHY EXHIBIT AT AORN 2017?
• Generate lucrative, highly targeted business leads
• Develop and strengthen your brand
• Close sales and build relationships with prospects
• Engage in face-to-face dialogue with difficult to reach OR decision makers and influencers
• Reinforce the key benefits of your products with your current customers
• Keep up on industry trends

WHY BOSTON?
• U.S. News ranked Massachusetts General Hospital as the nation’s #1 best hospital in 2015-2016
• Top 5 independent hospitals supported by NIH are all in Massachusetts
• 198,000 health care professionals in Boston
• Over 50% of U.S. health care professionals are within two hours of the city
• #1 in the nation for the number of doctors per 100,000 population
• High concentration of surgical device manufacturers
• 22 world-renowned teaching hospitals and academic medical centers
• 18 nursing schools are located in the state of Massachusetts, nine of which are in Boston
WHAT’S HAPPENING INSIDE THE EXHIBIT HALL?
• 13 Dedicated Exhibit Hall Hours
• Exhibit Hall Opening Reception
• Free Booth Traffic Driving Game via Mobile App
• Simulation Areas - Hands-on Experience
• Morning & Afternoon Breaks
• And more

WHAT ARE ATTENDEES LOOKING FOR?
AORN’s Guidelines for Perioperative Practice are evidence-based guidelines for perioperative RNs and the entire OR team. The Guidelines help standardize perioperative practice as well as promote patient and worker safety.

Attendees will be looking for AORN 2017 exhibitors that can provide products and services promoting safety and optimal outcomes for all patients which align with these core aspects of their practice.
• Aseptic Technique
• Equipment & Product Safety
• Sterilization
• Patient & Worker Safety
• Patient Care

DID YOU KNOW?
According to the Center for Exhibition Industry Research, **8 out of 10 attendees** are on the hunt to see new product technology and introductions, have the opportunity to interact with products, talk to the experts, maintain relationships with their suppliers, and generate ideas and plans through what they experience at the event.

70% of attendees are loyal to AORN and have attended the annual AORN Expo multiple times

96% of attendees spend more than three hours in the exhibit hall

65% of attendees are influencers or decision makers in the final purchasing process
ATTRADENDACE SUMMARY

Total Attendees: 5,438
Nurse Manager & Above - 2,067
Staff RN - 2,284
Educator - 598
Other - 489

International Attendees: 326
Number of Countries Represented - 36

Exhibiting Companies: 517
Exhibitor Representatives - 4,200

Leadership Summit Attendees: 655

INTERNATIONAL REACH

North America
Asia
Europe
South America
Middle East
Oceania
Carribean
Africa
JOB TITLE

- Manager & Above
- Educator
- Staff RN
- Other

PRACTICE SETTING

- Hospital
- Free-standing ASC or Physician’s Office
- Hospital Outpatient Department (HOPD)
- Retired
- Consultant/Self-Employed
- Other

YEARS OF EXPERIENCE

- Less than 2 years
- 2-5 years
- 6-10 years
- 11-15 years
- 16-20 years
- More than 20 years
- Not an RN
WHO EXHIBITS?

Check out the nearly 520 exhibitors occupying more than 1,200 booths who participated at the 2016 Expo in Anaheim. Are your competitors here?

- Anesthesia Equipment and Supplies
- Asset Management Systems
- Camera Systems
- Cardiothoracic/Vascular Equipment & Supplies
- Catheters/Catheter Kits
- Computer Software/Information Technology
- Consulting Services
- Custom Procedure Trays
- Decontamination/Cleaning Equipment & Supplies
- Drapes/Dressings
- Educational Offerings
- Electrosurgical Equipment & Supplies
- ENT Equipment & Supplies
- Fiberoptic Systems
- Fluid Management
- Hand Washing/Scrub Products
- Instrument Maintenance & Repair
- Instrument Trays/Container Systems
- Instruments
- Integrated Systems
- Inventory Services
- IV Stands
- Labels/Labeling Systems
- Laparoscopic Instruments/Equipment
- Lasers & Laser Accessories
- Lights
- Microsurgical Equipment & Supplies
- Needles/Needle Counting Systems
- Neonate Products
- Neurosurgical Devices/Instruments
- OB/GYN Instruments & Products
- Ophthalmic Equipment & Supplies
- Orthopedic Instruments/Accessories/Supplies
- Pain Management
- Patient Monitoring Devices
- Pediatrics
- Personal Protective Equipment
- Plastic/Reconstructive Equipment & Supplies
- Positioning Devices
- Radiology Equipment/C Arms/Imaging
- Recruitment Services/Staffing Services
- Refurbished Medical Equipment
- Robotic Equipment & Supplies
- Skin Prep Supplies/Systems
- Smoke Evacuation Products
- Sterilization Equipment & Supplies
- Storage Equipment & Supplies
- Suction Units & Equipment
- Surgical Tables & Accessories
- Tourniquets
- Transfer/Transportation Equipment
- Urology Equipment & Supplies
- Warming Equipment & Supplies
- Waste Management
- Wound Care Products
- And More

Contact Us Today to Learn More About the Benefits of Exhibiting

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ABOUT YOUR BOOTH

EXHIBIT HALL HOURS
Opening Reception: Sunday, April 2: 4:00-6:00pm
Exhibit Hall Open: Monday, April 3: 10:00am-4:00pm | Tuesday, April 4: 9:00am-2:00pm

EXHIBIT SPACE RATES
Technical Exhibitor: Island - $35 per sq. ft. | Linear - $34 per sq. ft. | Linear Corner - $100 per corner
Career Center: Linear - $34 per sq. ft. | Linear Corner - $100 per corner
(Includes Booth Package)

Government Rate: Linear - $25 per sq. ft.
(Includes Booth Package)

10’x20’ Meeting Room - $8,000 | 20’x20’ Meeting Room - $15,000
EXPAND YOUR PRESENCE BEFORE, DURING, AND AFTER THE EXPO

Increase your exposure with longer company and product descriptions, logos, press releases, product photos, and corporate videos designed to draw attention to your listing and help drive traffic to your booth by purchasing an Upgraded Listing today.

Reserve Your AORN 2017 Exhibit Space and Additional Opportunities Today

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ABOUT AORN
AORN is a non-profit membership association based in Denver, Colorado that represents the interests of more than 160,000 perioperative nurses by providing nursing education, standards, and clinical practice resources - including the peer-reviewed, monthly publication AORN Journal - to enable optimal outcomes for patients undergoing operative and other invasive procedures. Our 41,000 registered nurse members manage, teach, and practice perioperative nursing, are enrolled in nursing education, or are engaged in perioperative research. We define and advance best nursing practices for surgical patients by researching and distributing scientifically based guidelines.

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.