



AORN

GLOBAL SURGICAL
CONFERENCE & EXPO

April 1-5, 2017 | Boston, MA
Exhibitor Dates: April 2 - 4

INDUSTRY
OPPORTUNITIES

The World's Largest Gathering
of Perioperative Professionals



AORN GLOBAL SURGICAL CONFERENCE & EXPO 2017

Boston, MA | April 1-5, 2017

World's Largest Gathering of Perioperative Professionals

Connect and network with more than 5,400 Perioperative Nurse Leaders at the most highly anticipated event for the perioperative suite. The AORN Global Surgical Conference & Expo 2017 provides 65+ educational sessions designed to generate ideas and provoke new thinking, the latest technology, trends, fabulous events and networking opportunities with more than 10,000 colleagues from around the world.

Taking place April 1-5 (Exhibit Dates: April 2-4) in Boston, Massachusetts, at the Boston Convention & Exhibition Center, health care professionals attend the AORN Global Surgical Conference & Expo for education, CE credits, career opportunities, demonstrations and practical uses of products and services to solve their everyday needs in the OR.

See the full 2016 attendance summary [here](#).

Questions? Contact us at industry@aorn.org

5,400+
Attendees

500+
Exhibitors

600+
Executive
Leadership Attendees

36
Countries Represented

99%
of Attendees Visited
the Exhibit Hall

73%
of Attendees Involved
in Purchasing Decisions

63%
of Attendees Spent 6
or More Hours in the
Exhibit Hall



Exhibiting at AORN Global Surgical Conference & Expo 2017

As the largest surgical tradeshow in the US, it is the premier global conference to connect with prospective customers and increase your visibility in a highly competitive marketplace.

Our attendees visit the exhibit hall looking to gather information on the latest technology, products, and services – it's where you need to be.

AORN Global Surgical Conference & Expo offers:

- unopposed exhibit hours
- free lunch in the hall for attendees
- booth traffic programs
- AORN programs in strategic locations on the floor to drive traffic

Exhibit Hall Dates April 2–4, 2017

Exhibit Space Rates

Technical Exhibitor Island	\$35 per square foot
Technical Exhibitor Inline	\$34 per square foot
Career Center (Includes Booth Package)	\$34 per square foot
Government Rate (Includes Booth Package)	\$25 per square foot
Corner Fees	\$100 per corner



What's included with your exhibit space?

- Online and printed exhibit guide company listing including: company name, booth number, company URL, 250 character company description, listing in up to five product categories.
- Five complimentary exhibit staff registrations per 10' x 10' space, exhibit staff can attend main conference sessions (CE not available).
- Unlimited VIP exhibit hall only passes – Invite your customers to visit you on the floor at no charge.
- Booth ID sign, 8' high draped back wall, aisle carpet, other different items are included based on booth type.

Visit us at www.aornexhibits.com or contact the AORN Exhibit Sales Team Today.

Kristin Hudson

(Companies A-L)

703-995-3868 | kristin.hudson@spargoinc.com

Emily Dowling

(Companies M-Z)

703-679-3915 | emily.dowling@spargoinc.com

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IN BOOTH EDUCATION

Pfiedler Enterprises



In 2016, exhibitors offering in booth education averaged 153% more LEADS than those who did not.

Additional exhibitor benefits include:

- Access to captive, global perioperative and central sterilization audience
- Build face-to-face connections with influential OR personnel seeking education
- Increase booth traffic and opportunities for brand exposure congruent with your marketing strategies
- Self-study or Workshop with supportive study guide formats available
- Attendees receive two contact hours of credit with each activity

Pfiedler Enterprises (a wholly owned subsidiary of AORN) works with you to develop a continuing education activity for your booth. Pfiedler Enterprises is the exclusive educational provider on the AORN Exhibit Floor. Any exhibitor wishing to offer in booth education must do so through Pfiedler Enterprises.

For more information, please contact Judy Pfister at judy@pfiedlerenterprises.com or 720-748-6144. For more information about Pfiedler Enterprises, visit us online at www.pfiedlerenterprises.com



EDUCATION SUPPORT

Gain market visibility, build brand equity, and generate sales leads by partnering with AORN on marketing and corporate support opportunities at the Global Surgical Conference & Expo 2017.

Choose from our list of impactful partnership offerings or speak with a strategic account manager about creating a custom package that meets your business objectives. Contact AORN at Industry@aorn.org or call 800-755-2676, ext. 280.

General Session | \$50,000

Opportunity to address full conference attendees. Company will receive recognition on session signage and in the conference program.

Education Hub | Exclusive Sponsorship for 4 days \$30,000

The ever popular multimedia education room is returning for 2017. Receive logo recognition on signage outside the hub and in conference program. The education hub will seat 500 attendees. Sponsor can provide a handout (postcard/flyer) to be given to attendees when headsets are returned after each session.

Poster Gallery | \$25,000

Support one of the most visited areas at the conference and after the event on the poster gallery webpage. Company recognition will be included on signage, webpage, conference program.

Concurrent Education Session | \$5,500

Align your company with the hot clinical topics and leadership issues presented at the conference. Supporting company will receive audio recognition during program, company name on walk-in slides and signage, and recognition in conference program.

First-time Attendee Orientation | \$17,500

Be the first to make a good impression with dedicated time to address the audience. Additional benefits include recognition on signage, company slides during event and in conference program.



NETWORK

Global Reception & Lounge | \$20,000

Meet and mingle with international attendees as the exclusive supporter of the evening reception. Company representative will have time to address reception attendees and will receive recognition on invitation, event signage and in the conference program.

Ambulatory Surgery Center Reception | \$10,000

Company will have time to address crowd of health care professionals who work in the ambulatory-setting. Receive company logo recognition on invitation, event signage, and conference program.

Foundation Evening Party | \$5,000 - \$25,000

Multiple Support Levels Available

Join conference attendees for a night of fun and dancing. This event provides an opportunity to support perioperative nurses while networking with customers and business associates. Corporate supporters will be featured prominently at the event, receive complimentary tickets and reserved space. Your company will be recognized in a variety of high-exposure publications including the exhibit guide, AORN Journal, and Conference News.



EXPOSURE

Attendee Bag | \$35,000

Place your company logo on the bag given to main conference attendees. This is the most visible piece at the conference and has continued use when nurses return to their facilities. Includes bag insert.

Lanyard | \$25,000

Place your company logo on the conference lanyard worn by all attendees and exhibitors for entire conference.

Mobile App | \$10,000

Company will receive logo recognition on mobile app homepage and in the conference program. Company specific message can be sent to all app users.

Hand Sanitizers | \$10,750

Place an advertisement and logo on hand sanitizer stations placed throughout the conference. Logo will be placed on front of station with advertisement on the back.

CE Evaluation Center | \$10,000

Great opportunity to get in front of the nurses while they are entering their continuing education hours from the conference. Company logo on the login page and recognition in conference program.

AORN Store & Lounge | \$20,000

Presence in main public space area with signage, demonstration area, table top information, charge station.



EXECUTIVE LEADERSHIP SUMMIT

Bringing together 600 perioperative leaders during the 3-day conference, held in conjunction with the Global Surgical Conference & Expo. Topics and education sessions are tailored specifically to the challenges and issues faced by Perioperative Executives, Directors, and Managers.

Executive Leadership Summit Symposium | \$50,000

Company will have the opportunity to present to summit attendees during a plated breakfast or lunch. Company has the option to offer continuing education hours. (various formats available) Additional benefits include company literature distribution, recognition signage, slides during event and in the conference program.

Summit Attendee Bag & Padfolio | \$25,000

Place your company logo on the bag and padfolio given to all Summit attendees. Company literature insert included in bags.

Summit Education Session | \$5,500

Align your company with the hot topic leadership issues of the day. Company will receive recognition during program, company recognition on walk-in slides, signage and in the conference program.



CONFERENCE ADVERTISING

Here is a sneak peek at some of the advertising offerings at our annual conference. All the details for Boston are coming soon.

GLOBAL SURGICAL CONFERENCE & EXPO 2017 PROGRAM



Space Reservation
& Materials Due
February 10, 2017

Content

The 2017 program will include everything attendees need - full conference schedule, exhibit guide, conference maps, and much more. This will be distributed to ALL Conference attendees and Summit attendees, in a spiral bound and tabbed booklet for easy use and reference. Programs distributed to all attendees in conference bags.

Advertising Options

Complete Print Size: 7" x 9"

Note: Prices below are NET and include full color.

Size	Price
Back Cover	\$12,000
Inside Covers	\$10,000
Page 3	\$8,500
Tabs	\$8,500
Full page	\$4,500
Half Page	\$2,650

Additional customized high-impact options available including tear outs, fold outs, post-it and more. Please contact Cathleen Corbin for details - ccorbin@aorn.org

EXECUTIVE LEADERSHIP SUMMIT PROGRAM

EXECUTIVE LEADERSHIP SUMMIT 2017

THE POWER TO LEAD

APRIL 2-4, 2017 | BOSTON, MA

aorn.org/els

Space Reservation
& Materials Due
February 3, 2017

Audience and Distribution

A separate program will be provided to attendees for the Executive Leadership Summit. (new combined summit format for 2017)

Advertising Options

Complete Print Size: 8" x 8"

Note: Prices below are NET and include full color.

Size	Price
Inside Cover	\$2,000
Inside Back cover	\$1,750
Back cover	\$2,500
Full page	\$1,100

BANNER ADS ON AORN.ORG



Space Reservation
& Materials Due
7 days prior to start date

*Note: Space is limited.
First come, first-served.*

Publication Date
Ads Run Anytime

Audience and Distribution

Reach over 75,000 unique conference attendees, AORN members, and perioperative professionals visiting AORN.org per month.

Content

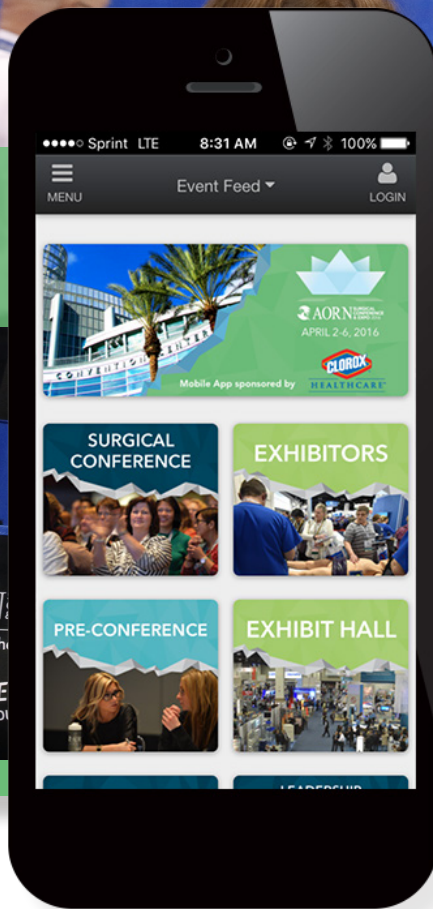
Banner ads can go on various pages within www.aorn.org

Advertising Options

Location	Size	Price
Surgical Conference & Expo Homepage	336 x 280 250 x 250	\$4,500
Education & Solutions Pages	250 x 250	\$1,000
Guidelines & Clinical Topics Pages	250 x 250	\$1,600
Member Login Page (Only one ad allowed on this page)	494 x 100 250 x 250	\$5,000
Center for Nursing Leadership Page	250 x 250	\$1,500

*Spaces are fixed positions for a duration of 30 days

CONFERENCE MOBILE APP



Publication Date

Ads can start running now and remain until after the conference

Limited space available.
Reserve today.

Reach attendees in the palm of their hand. Attendees will download the conference mobile app prior to the conference to access all conference information, from planning their session schedule to navigating the exhibit hall. Attendees will also receive important push notifications and participate in the booth traffic program that is FREE to all exhibitors.

Banner Ads

Only seven banner positions available. 600 x 100px rotating throughout the app.

Banner purchase includes a mobile landing page and one push notification that can be used to direct attendees to your booth.

Pricing

\$5,500



EMAIL BLAST

Reach attendees through their inbox before, during, and after the annual conference. Start your event marketing plan today with an email campaign.

How It Works

Submit your HTML or text file. AORN will place your creative material in the AORN template and send on your behalf to registered attendees*. Content is subject to AORN approval.

EMAIL BLAST ORDER FORM

*Email sent only to conference attendees who opt-in to receive promotional emails.

DIRECT MAIL LIST

Audience and Distribution

Target conference attendees by sending a message before and after the event. Invite attendees to visit your booth, communicate continuing education (CE) schedule, and other offerings.

How It Works

AORN supplies the list in an excel format for one-time use. Purchaser must supply a sample of the mailing to AORN for approval.

Registered attendee lists are available beginning in March through April 2017. List count grows each week as attendees register for the annual conference.

DIRECT MAIL ORDER FORM

Note: Lists may not be used for market research purposes. Contact industry@aorn.org for market research opportunities.

Space Reservation

Option available starting in March through April 2017. Email count grows each week as attendees register for the annual conference.

Pricing

Pre-conference: \$5,200

Pre-and- post conference: \$7,800 (Save 50% on your Post-conference email)

Space Reservation

Option available starting in March through April 2017. List grows each week as attendees register for the annual conference.

Pricing

Pre-conference list: \$1,500

Pre-and- post conference list: \$2,250



ATTENDEE BAG INSERTS | Materials Due: **February 23, 2017**

Put information about your company and its products and services directly into the hands of attendees, when the exhibit hall is top of mind.

How It Works

Flyers or brochures will be inserted in the conference bags for distribution to every attendee

Specifications

- Marketing pieces must be flat
- Dimensions no greater than 8.5" x 11"
- Your piece must be sent to AORN for bag stuffing

Pricing

\$3,500

CHARGING STATION WITH MINI LOUNGE AREA

Get in front of attendees while they are resting from the day and recharging their electronics. Options starting at \$5,000 with add-on options including signage, product placement, and more. Limited availability.

CUSTOM OFFERINGS

Contact AORN to learn about other creative advertising options.

Popular items include hanging banners, floor stickers, window clings, table covers, and more.

For more information, contact Cathleen Corbin
at 303-755-6304, Ext. 237 or ccorbin@aorn.org