



AORN GLOBAL SURGICAL CONFERENCE & EXPO

Conference Dates: March 24-28 | Exhibit Dates: March 25-27
Ernest N. Morial Convention Center | New Orleans, Louisiana

2018 EXHIBITOR PROSPECTUS

www.aornexhibits.com | aornexhibits@spargoinc.com



TARGET THE SURGICAL COMMUNITY

Reach the entire OR suite at the AORN Global Surgical Conference & Expo 2018, the world's largest gathering of perioperative professionals, this coming March. Your opportunity to reach over 5,800 OR directors and managers, staff RN's, educators, and other members of the surgical suite seeking out the latest in perioperative products and services to solve their everyday needs in the OR is right around the corner!

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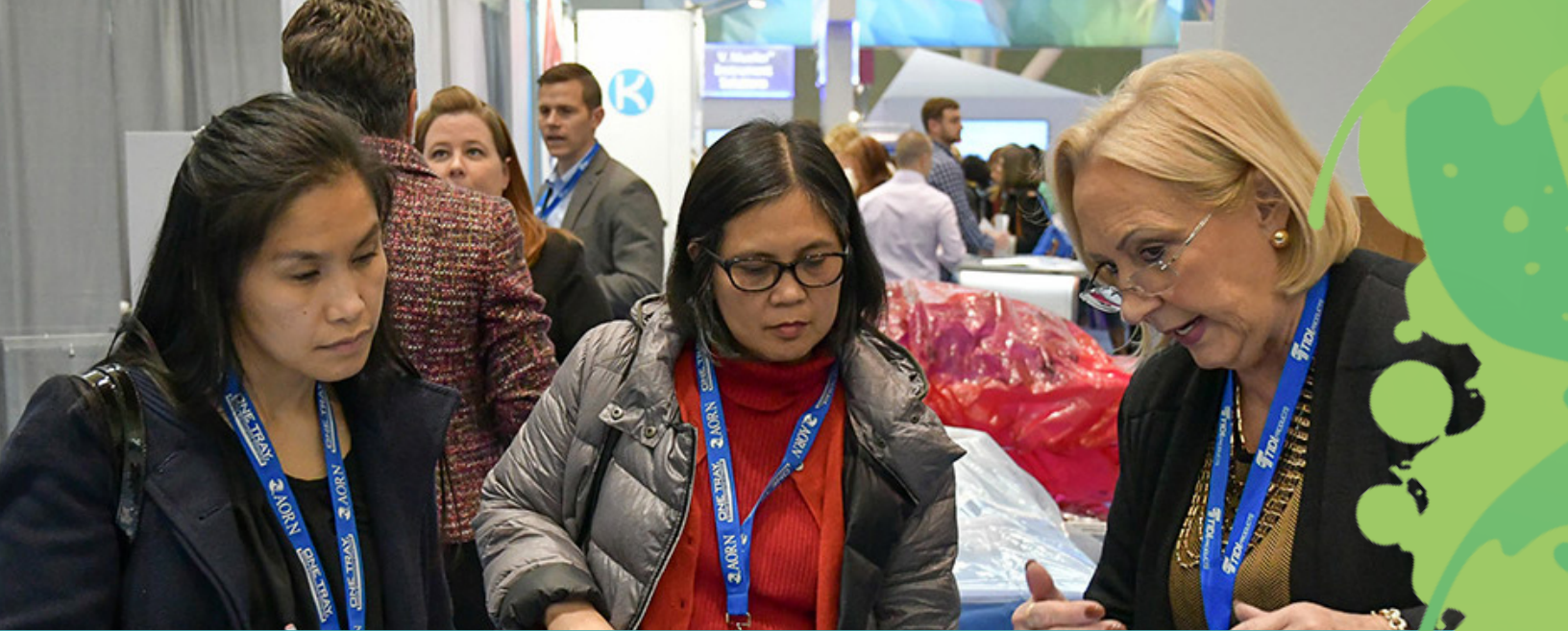
Expo 2017 had the highest attendance in years and we expect 2018 to be no different. Ensure your exposure in front of operating professionals from around the world - secure your exhibit space today!

WHY EXHIBIT AT AORN 2018?

- Location, Location, Location! New Orleans is a destination city with historically high attendance
- Secure Leads! 78% of exhibitors were satisfied with the number of new business leads
- Booth Traffic! 85% of exhibitors were satisfied with the quality and amount of booth traffic
- Quality of Attendees! 95% of exhibitors felt the quality of attendees were average or greater
- Engage in Dialogue! Connect with hard to reach OR decision makers and influencers

WHAT EXHIBITORS HAD TO SAY

- "Love the exhibit hall"
- "Good amount of exhibit hall traffic compared to other surgeon shows"
- "Lots of opportunities to mix with other vendors/customers"
- "The number of attendees showing interest in products and services was what we liked the most"
- "The number and quality of exhibitors was great"
- "Engaged audience"
- "Motivated attendees to learn about new products and willing to bring information back to their facilities"
- "Traffic for such a large conference was great!"
- "I keep coming back because exhibiting always pays for itself"
- "The nurses want to be there"
- "The effort that goes into driving traffic through the exhibit hall... it really makes a difference"
- "It's a great conference - consistently"



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.

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

TOP THREE REASONS ATTENDEES HAD FOR VISITING A BOOTH:

- New products information
- Product hands-on area/simulation lab
- In-booth CE

99%

of attendees visited
the exhibit hall

75%

of attendees are involved
in purchasing decisions

68%

of attendees spend
six or more hours in
the exhibit hall



ATTENDANCE SUMMARY

HIGHEST IN YEARS!

Largest gathering of surgical nurse manager and executives.



TOTAL ATTENDEES: 5,873

Nurse Manager & Above - 31%

Staff RN - 35%

Educator - 8%

Other Health Care Professionals - 26%



INTERNATIONAL ATTENDEES: 371

Number of Countries Represented - 44



EXHIBITING COMPANIES: 502

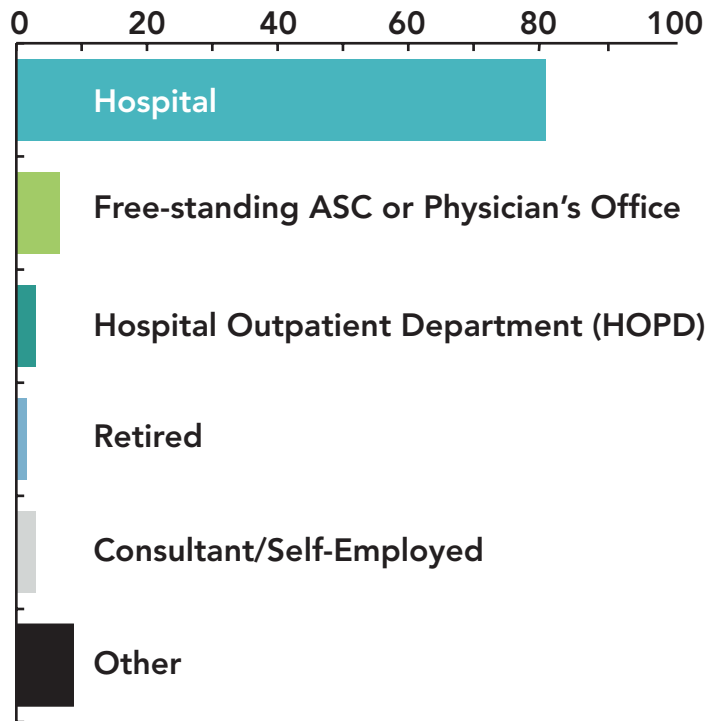
Exhibitor Representatives - 4,073

EXECUTIVE SUMMIT SOLD OUT

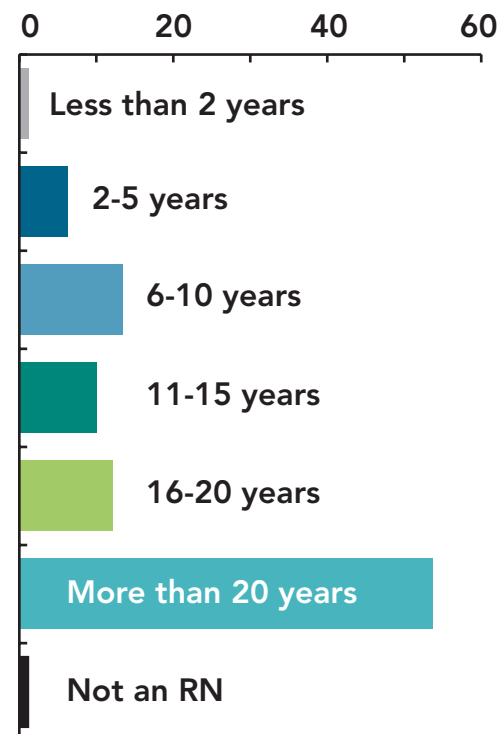


EXECUTIVE LEADERSHIP SUMMIT ATTENDEES: 603

PRACTICE SETTING



YEARS OF EXPERIENCE



WHO EXHIBITS?

Check out the 500+ exhibitors who participated at Expo 2017 in Boston!

Are your competitors here?

PRODUCTS AND SERVICES OF INTEREST TO ATTENDEES

- 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
- Hemostasis & Sealant Products
- Homeopathic, Alternative Therapies
- 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**

800-564-4220 | 703-631-6200

www.aornexhibits.com
aornexhibits@spargoinc.com



Exhibiting companies who participated in a sponsorship or advertising had over

69%

more leads than those exhibiting companies that did not.

ABOUT YOUR BOOTH

EXHIBIT HALL HOURS

Opening Reception Sunday, March 25: 4:00-6:00pm

Exhibit Hall Open Monday, March 26: 10:00am-4:00pm | Tuesday, March 27: 10:00am-2:00pm

EXHIBIT SPACE RATES

Technical Exhibitor Inline - \$35.50 per sq. ft. | Technical Exhibitor Island - \$36.50 per sq. ft.

Career Center Inline (Includes Booth Package) - \$35.50 per sq. ft. | Career Center Island - \$36.50 per sq. ft.

Government Rate (Includes Booth Package) - \$26.50 per sq. ft.)

THINK OUTSIDE THE BOOTH

Increase your exposure at the 2018 Expo through a wide range of advertising and sponsorship opportunities offered to make an impact with attendees.

Opportunities include:

- On-Site Sponsorship & Advertising
- Networking Sponsorships
- Education Sponsorships
- Executive Leadership Summit Sponsorships
- Conference Advertising
- Booth Traffic Driving Program
- Upgraded Exhibitor Listings
- Hotel & Registration Advertising
- Shuttle Bus Advertising
- Exhibit Floor Education through [Pfiedler Enterprises](#)

View the full list of
2018 Promotional Opportunities
to learn more.

To secure your opportunity, contact:

703-631-6200 | 800-564-4220 | aornexhibits@spargoinc.com or 800-755-2676, ext 280 | industry@aorn.org



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.

