

2018 PROMOTIONAL OPPORTUNITIES

BRAND FOR SUCCESS



AORN

GLOBAL SURGICAL CONFERENCE & EXPO



March 24-28, 2018
Exhibits: March 25-27
Ernest N. Morial
Convention Center
New Orleans, LA

SECURE YOUR OPPORTUNITY!

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

IT'S TIME TO THINK OUTSIDE THE BOOTH!

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hank you for your commitment to exhibit at the AORN Global Surgical Conference & Expo 2018 in New Orleans.

AORN offers a wide range of advertising and sponsorship opportunities to increase the visibility of your brand, generate valuable leads, and make an impact with attendees.



CORPORATE SPONSORSHIPS

ON-SITE EXPOSURE OPPORTUNITIES

Surgical Conference Attendee Bag **SOLD**

\$35,000 (Exclusive Opportunity)

This is an exceptional opportunity to ensure your company's corporate or product branding is seen everywhere as attendees carry these bags throughout the convention center and the streets of New Orleans! Attendees will continue to use these totes back in their workplace ensuring your branding will endure beyond the 5 day event. Includes bag insert.

Lanyard **SOLD**

\$25,000 (Exclusive Opportunity)

Attendees will help generate visibility for your company as they travel throughout the convention center wearing the lanyards with your company logo. Distributed at registration, you'll reach attendees early as they check in.

Hand Hygiene Stations **SOLD**

\$15,000 (Exclusive Opportunity)

Strategically located throughout the conference, your logo and advertisement will be displayed on hand sanitizer stations for attendees to see.

AORN Store & Lounge **SOLD**

\$15,000 (Exclusive Opportunity)

Set up a display area in the store. Additional recognition includes signage, bookstore receipts, and conference program.

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Mobile App **SOLD**

\$10,000 (Exclusive Opportunity)

Capture the attention of thousands of perioperative professionals before, during and after the Global Surgical Conference & Expo by supporting this opportunity. Your company will receive logo recognition on the mobile app homepage and in the conference program. A company specific message can be sent to all mobile app users.

CE Evaluation Center

\$10,000 (Exclusive Opportunity)

This is your opportunity to get in front of the nurses while they are entering their continuing education hours from the conference. Includes company logo on the log-in page and recognition in conference program.

First-Time Attendee Orientation

\$15,000 (Exclusive Opportunity)

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 booth traffic handout.

AORN Career Center

\$7,900 (Exclusive Opportunity)

Strengthen your employer brand and make recruiting more personal by bringing your company culture and values to life in an authentic way. Engage with nurses who are actively pursuing career advancement. Learn more: careercenter@aorn.org or 800-755-2676, Ext. 434

First right of refusal is provided to incumbent exhibitors through August 25, 2017. Offerings and pricing are current as of November 21, 2017 and are subject to change. Surcharges may apply if securing your opportunity after February 9, 2018.



AORN Store & Lounge

Mobile App



CE Evaluation Center

Hand Sanitizers



NETWORKING OPPORTUNITIES

Global Reception & Lounge **SOLD**

\$20,000 (Exclusive Opportunity)

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 (Exclusive Opportunity)

Address crowd of health care professionals who work in the ambulatory-setting. Receive company logo recognition on invitation, event signage, and conference program.

Foundation Silent Auction

\$7,500

Partner with the AORN Foundation in one of the most popular social and networking events. Receive logo recognition on a charging station in the auction room as well as on signage, webpages and in the conference program.

Foundation Evening Party **SOLD**

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*.

AM Fitness Classes

\$5,000

Connect with attendees while supporting their wellness goals. Personally welcome participants with logo items. Additional company recognition will be included on signage, webpage and conference program.

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EDUCATION OPPORTUNITIES

General Session

\$20,000 (Exclusive Opportunity)

This is your opportunity to address all conference attendees! Supporting company will receive recognition on session signage and in the conference program.

Poster Gallery

\$20,000 (Exclusive Opportunity)

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, and 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 the conference program.



EXECUTIVE LEADERSHIP SUMMIT OPPORTUNITIES

Summit Symposium **SOLD**

\$50,000 (Exclusive Opportunity)

Present (CE options available) to Summit attendees during plated breakfast or lunch. Additional benefits include company literature distribution, recognition on signage, slides during event, and in the conference program.

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 and signage, and recognition in the conference program.

Summit Attendee Bag & Notebook **SOLD**

\$25,000 (Exclusive Opportunity)

Place your company logo on the bag and notebook given to all Summit attendees (500-600 attendees). Company literature insert included in bags.

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SPONSORSHIP LEVELS

Invest up to these support levels to receive these additional benefits and recognition including:

- Public space recognition signage
- Social Media Recognition
Facebook – over 40,000 followers
Twitter – over 9,000 followers
- Upgraded exhibit booth listing including logo
- Recognition in conference publications – 5,000+ conference programs, 7,000+ hall highlights
- In-booth sponsorship recognition signage
- Sponsor level recognition ribbons
- Online recognition on AORN.org (70,000 visitors) and Mobile App (7,000 users)
- Recognition advertisement in AORN Journal 40,000 + distributed

PLATINUM - \$125,000+

- Five complimentary attendee registrations
- Dinner with AORN Board of Directors and AORN Executive Team
- Early selection of education sessions
- Priority selection of Executive Leadership Summit sponsorship opportunities
- Attendee bag insert –over 5,000 pieces
- Pre and post attendees email lists
- Premium exhibitor listing with logo
- 15 Priority Points

GOLD SPONSOR - \$75,000

- Three complimentary attendee registrations
- Early selection of education sessions
- Attendee bag insert
- Priority selection of Executive Leadership Summit sponsorship opportunities
- Gold recognition in conference publications and onsite
- 11 Priority Points

SILVER LEVEL - \$50,000

- Two complimentary attendee registrations
- Silver recognition in conference publications and onsite
- 9 Priority Points

BRONZE LEVEL - \$35,000

- One complimentary attendee registrations
- Bronze recognition in conference publications and onsite
- 7 Priority points

CONFERENCE ADVERTISING OPPORTUNITIES

PRINT OPPORTUNITIES

Conference Program

Back Cover - **\$12,000 SOLD** | Inside Cover - **\$10,000**
Two Panel Fold-Out - **\$12,000** | Full Page Perforated
Tear Out - **\$11,000** | Page 3 - **\$8,500** | Tabs - **\$8,500**
Full Page - **\$4,500** | Half Page - **\$2,650**

The Conference Program is distributed to ALL Expo 2018 attendees in the official attendee bag and includes the full conference schedule, exhibit guide, conference maps, and much more. The Program is spiral bound and sized so that attendees can carry it with them and use it throughout the conference. All prices are NET and include full color. **Deadline 2/9/18**

Expo Hall Highlights

Back Cover - **\$7,000** | Inside Back Cover - **\$4,500**
Full Page - **\$2,750** | Half Page - **\$1,400**
Quarter Page - **\$700**

Distributed at the exhibit hall entrance, the Expo Hall Highlights, will contain a directory of exhibitors, information about the New Orleans themed Booth Traffic Program, AORN Simulation Centers, and other exciting things happening in the exhibit hall. It's a great way to get in front of attendees as they are visiting the hall. All prices are NET and include full color.

Deadline 2/16/18

Attendee Bag Insert

\$3,750

Reach every attendee with your printed insert, brochure, etc. as they receive the official AORN Global Surgical Conference & Expo bag upon arriving at the conference. **Delivery Deadline 3/14/18**

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Executive Leadership Summit Program

Back Cover - **\$2,500**
Inside Front Cover - **\$2,000**
Inside Back Cover - **\$1,750**
Full Page - **\$1,100**

Get your message in front of managers and directors attending the Summit! The program contains the daily schedule and will be distributed in each Summit attendee's bag. All prices are NET and include full color.

Deadline 2/2/18

With purchase of Summit advertisement, add a pre-conference email blast to Summit attendees for only \$1,000.

SECURE YOUR OPPORTUNITY:

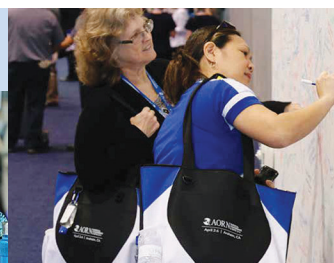
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Conference Program



Expo Hall Highlights



Attendee Bag Insert



Executive Leadership Summit Program

DIGITAL OPPORTUNITIES

Wi-Fi

\$25,000 (Exclusive Opportunity)

Everyone who accesses the free Wi-Fi within the convention center will see a custom splash page before they proceed online. Package Includes:

- Custom splash page
- One designated URL redirect
- Analytics report at close of event
- Content creation
- Custom email blast to attendees prior to Expo 2018
- Recognition in the Conference Program and Expo Hall Highlights

AORN Conference Home Page Banner & Banners on AORN.org

Conference Home Page - **\$4,500**

Reach attendees as they are making plans to attend the 2018 Conference! Only 3 spaces available. Banner runs Jan 1-March 31. Additional banner options available on AORN.org. Contact AORN for details and pricing.

Education Hub

\$5,000 per day

Connect with attendees at the ever popular multimedia education room. Opportunity includes signage outside the Education Hub and distribution of a company postcard or flyer to attendees as they return their headsets after each session. 5 days available.

Upgraded Exhibitor Listings

Premium - **\$1,500** | Extended - **\$750**

Stand out in the Printed Guide, on the AORN website and mobile app by enhancing your exhibitor profile listing.

Basic listing includes (included in exhibit fee) company listing description with up to 250 characters online, in print, and on the mobile app and up to 5 product & service categories online and on the mobile app.

Extended listings include basic exhibitor listing, company logo and expanded company description of 250 characters online, in print and on the mobile app, enhanced listing icon on floor plan, 2 additional product & service categories, and the ability to upload 5 press releases online and in mobile app.

Premium listings include items in basic and extended packages plus 3 additional product & service categories, up to 3 product photos with description and a multimedia flash video online and on the mobile app. Take your Premium Exhibitor Listing one step further and upgrade your Booth Traffic Program for only \$350! **Deadline to be included in the printed program 1/25/18.**

Conference Daily News

Top Banner - **\$5,200** (Exclusive Opportunity)

Side Banner (4 available) - **\$4,500**

In-Text Banner (3 available) - **\$4,000**

The Conference Daily News link will be emailed each morning to an estimated 45,000 attendees and AORN members. The email will include a link to the full "News" along with company logo and booth number. The full News page includes banner ads along with a recap of the days events, highlights and Expo features.

Deadline 3/19/18

Conference Mobile App Banner

\$5,575

The Conference Mobile App is an indispensable resource for attendees to navigate the conference, access the daily schedule, exhibitor listings, participate in the booth traffic driver game and more. Purchase a banner that will rotate throughout the app pages the duration of the conference and link to your company website or booth information. Banner purchase also includes a "push notification" that will be sent to app users on a selected date during the conference. Only 10 spots available!

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Booth Traffic Program - Parade the Hall

Upgrade - **\$550** | Basic - **Free**

Attendees will use the conference mobile app to participate in a fun and interactive program that will have them travel through the hall visiting participating exhibitors to receive points and earn prizes. Booth participation is free and includes a ten point value. UPGRADE to 100 point value and receive additional recognition as an upgraded booth on the mobile app and in Expo Hall Highlights. **Deadline to be included in printed upgrade listing 2/16/18.**



SECURE YOUR OPPORTUNITY:

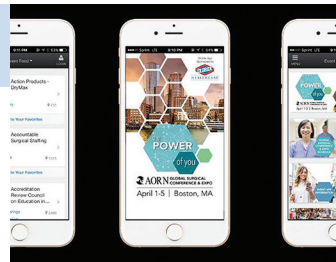
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Wi-Fi

Conference Daily News



Conference Mobile App Banner

Park Benches



EXHIBIT HALL OPPORTUNITIES

Aisle Signs

Every Other Aisle Sign - **\$12,500**

Attendees will take notice of your corporate logo on all aisle signs as they navigate the crowded exhibit hall. Opportunity includes the production, installation, and removal of all aisle signs.

Carpet Inlays with Company Logo

\$6,000

Increase your visibility and make an impression with your company branding on a 10'x10' carpet inlay as attendees walk the highly traveled main aisles.

Floor Stickers

Package of 4 Stickers - **\$1,000**

Create a path to your booth, enhance the space around your booth or use for creative branding to attract attendees. Floor stickers can go anywhere on the exhibit hall floor (subject to approval). Stickers are 2' x 2'. Additional sizes are available, contact us for more details.

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Table Clings

Set of 5 Tables - **\$5,000**

Place your branding on tables placed throughout the exhibit hall in prominent, high traffic areas and capture the attention of the attendees while they stop to take a break, have some refreshments, and network with their colleagues.

Park Benches

Four Benches - **\$9,000** | Two Benches - **\$5,500**

Stand out in the exhibit hall with your company branding on park benches placed down a heavily-trafficked main aisle. Each location will include your messaging on sets of back-to-back park benches and a floor decal. Floral is included. A signpost with AORN branding will be placed at each location.

Exhibit Hall Hanging Banners

Single Sided 8'x10' - **\$6,500**

Securing one or more hanging banners in key locations placed throughout the exhibit hall and ensure attendees notice you! Hosting fee includes banner production and labor (hanging) charges.

Welcome Wine Reception

1st Tier - **\$3,500**

2nd Tier - **\$3,000**

3rd Tier - **\$2,500**

Drive traffic to your booth and treat attendees to wine or beer and food pairings that will be served directly from your exhibit space during Sunday evening's Opening Reception in the exhibit hall! Your company name, booth number and featured food and beverage pairing will be promoted on a menu card distributed to all attendees as they enter the hall for the evening's event as well as displayed on signage at the front of the exhibit hall.



Carpet Inlays with Company Logo

Floor Stickers



PUBLIC SPACE OPPORTUNITIES

Charging Stations

Lounge Style - **\$12,000** | Kiosk Style - **\$5,000**

Attendees need to recharge their multiple devices and these units, placed strategically within the convention center, will capture their attention with digital and static advertisements while they are tapping into your power source. Price includes digital and print signage and electrical power.

Column Wrap

\$5,000

Greet attendees when they arrive at the Ernest N. Morial convention center and head into the exhibit hall with your company logo or brand on these strategically located columns.

Escalator Runners

\$10,500 | Add Floor Sticker - **\$2,000**

Reach attendees with your message by securing one or more of these escalator runners in key locations within the convention center. Take this opportunity to the next level and add a 16'x4' floor sticker at the bottom and top of the escalator. Opportunity includes production of the escalator runner, installation and removal.

Light Boxes

\$7,500

Light up a high traffic walkway with a two-sided light box. Light boxes can be placed in many locations as a single free-standing unit or multiple light boxes to make an impact.

Door and Window Clings at Convention Center Entrance

Window (Set of 2) 4'x6' - **\$4,000** | Window (Set of 2) 3'x5' - **\$3,500** | Door (Set of 6) - **\$2,500**

Present your company branding to meeting attendees as they navigate throughout the convention center. This can't miss opportunity is a sure way to capture the attention of individuals at the meeting.

Lobby Hanging Banners

Single Sided 25'x14' - **\$20,000**

Double Sided 6'x8' - **\$7,500**

Reach attendees with your message by securing one or more hanging banners in key locations within the convention center. Opportunity includes production of the banner, installation and removal.

Meterboard Signs

Set of 3 - **\$5,500** | Single Sign - **\$2,000**

Display your company or product information on one or more of these double-sided, freestanding signs placed in high traffic areas. Additional options available to include product display or company literature. Contact us for more details.

Bottled Water with Branding

1,200 Bottles of Water - **\$15,000**

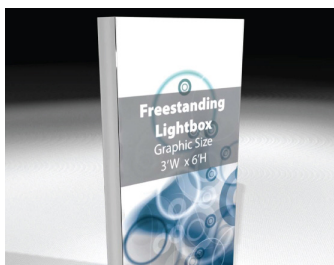
(Exclusive Opportunity)

Treat attendees to a refreshing bottle of water as they arrive or depart for the day. Water bottle is branded with company messaging and handed out to attendees at the shuttle pick-up/drop-off area.

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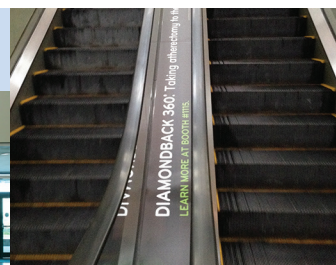
aornexhibits@spargoinc.com



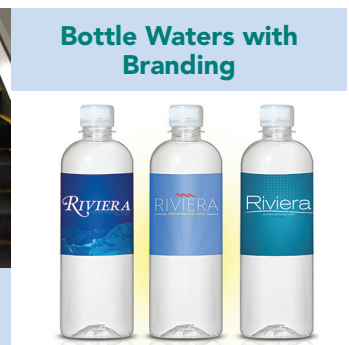
Light Boxes



Door and Window Clings



Escalator Runners



Bottle Waters with Branding

HOTEL & REGISTRATION OPPORTUNITIES

Hotel Key Cards

\$8,500 (Exclusive Opportunity)

Make a great impression with attendees upon check-in and every time they access their hotel room! The supporter is responsible for hotel distribution charges and the costs of producing the keycards.

Hotel Door Hangers

\$7,500 (Exclusive Opportunity)

Display a door hanger with your company message, booth number, and logo on hotel room doors of the meeting attendees staying at the hotels in the Expo room block. The supporter is responsible for hotel distribution charges and the costs of producing the hangers.

Registration Confirmations

\$10,000 (Exclusive Opportunity)

Your ad will appear on the registration confirmation page at the end of each attendee online registration session and on every confirmation communication delivered via e-mail. The ad will be hyperlinked to your website. Approximately 6,000 impressions for each medium.

Housing Landing Page and Housing Confirmations

\$7,500 (Exclusive Opportunity)

Your ad will appear on the housing confirmation page and on every confirmation communication delivered via e-mail. The ad will be hyperlinked to your website. Approximately 6,000 impressions for each medium.

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SHUTTLE BUS OPPORTUNITIES

Shuttle Bus Branding (Set of 5 Buses)

One Side - **\$15,000** | Headrests - **\$10,000**

Bus branding puts you in front of meeting attendees and other professionals during their daily commute around New Orleans. Fabric headrest covers, personalized with your logo, will be placed on each seat on all shuttle buses. This is an unparalleled opportunity to get your company name in front of attendees first thing in the morning and again when they head out of the convention center at the end of the day.

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aornexhibits@spargoinc.com



Hotel Key Cards

Hotel Door Hangers



ATTENDEE LISTS

Pre/Post Email Blast

Pre-Conference Email Blast - **\$5,275**

Pre & Post Conference Email Blasts - **\$7,925**

Reach attendees through their inbox before and after Expo 2018 with a Pre/Post-Conference Email Blast. Exhibitor supplies all the creative/ subject line and selects a send date. AORN formats and sends on the exhibitors behalf. Open/click metrics provided. This is a great way to invite attendees to the booth, gather RSVP's for an event or to participate in CE.

Pre/Post-Attendee Direct Mail List

Pre-Conference List - **\$1,600**

Pre & Post Conference List - **\$2,300**

Invite conference attendees to visit your booth by sending a postcard, brochure, or other materials before and after the event. The list will be available beginning February 23 and is updated with new registrants each Friday. Select the date you would like to receive the mailing list. Send a sample of the piece you will be mailing to AORN for approval prior to requested date. AORN will email the list in an Excel format containing name, address, job title, credentials, and organization.

SECURE YOUR OPPORTUNITY:

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AORN FOCUS GROUPS

AORN offers exhibitors an exclusive opportunity for direct access to perioperative professionals during AORN Global Surgical Conference & Expo. This is a chance for industry to gather first hand feedback on medical devices, products, and services from the nurses who use them every day.

Focus groups include:

- AORN nurse staff time to assist in defining the most effective screening criteria
- Customized recruiting by AORN from over 5,000 national and international attendees
- 90 minute focus group session with 8-10 nurses meeting your specific criteria
- Private focus group meeting room configured to your specifications
- Registration and meeting management on the day of your session
- Light food and beverage for your attendees*
- Coordination and distribution of participant honorarium

*Additional food and beverage, audio/visual equipment, and other services can be provided for an additional fee and billed directly to your company.

Limited availability, act fast. For more information contact us at Industry@AORN.org.

BECOME A MEMBER

Sign up for an AORN associate membership to gain year-round access to more than 41,000 perioperative professionals, including clinical decision-makers.

Our associate members also enjoy the following perks:

- Industry input – Get notified when AORN Guidelines are available for public comment
- Local access – Join one or more Chapters, giving you direct access to local Chapter meetings, allowing participation and networking with local hospital nurses
- Global networking – Attend local events or connect to members digitally through our online community, AORN Member Lounge
- Award-winning *AORN Journal* – In print, online, and mobile formats
- Periop Insider, OR Exec, and Ambulatory Insider E-newsletters – Delivered right to your inbox



Visit www.aorn.org/join

Want to join as a team? AORN offers a Group Membership option for industry partners looking to reach and network with perioperative nurses in the OR setting.

For more information on Group Membership rates, email Jacqueline Estlund at jestlund@aorn.org or call (800) 755-2676 Ext. 208.



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