



AORN | GLOBAL SURGICAL
CONFERENCE & EXPO

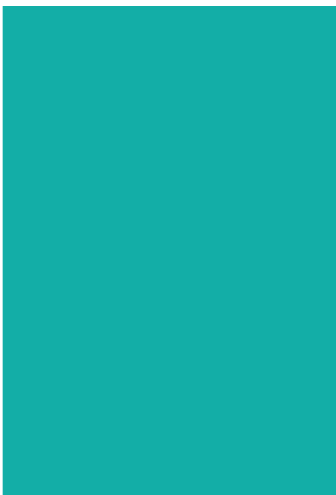
MARCH 28 - APRIL 1, 2020 | ANAHEIM, CA

Exhibitor Opportunities | **#AORN2020**

Table of Contents

2019 Expo Highlights	3
New Visions and Options for 2020	4
Engagement Opportunities	5
Sponsorship Levels	7
Additional Sponsorship Options	8
Foundation Sponsorship Opportunities	10
In-Booth Enhancement Opportunities	11
Advertising	12
On-site Advertising	16
Contact Information	19

Contact the AORN Industry Team for all the details. Industry@aorn.org or call us at 303-755-6300 x280



AORN EXPO 2019 HIGHLIGHTS

OUR ATTENDEES ARE DECISION MAKERS

9 out of 10 conference attendees report having influence over buying decisions in their facilities.

More than 2,100 attendees have direct **veto authority** and are members of a **purchasing or evaluation committee**.

99% of attendees visited the Expo Hall

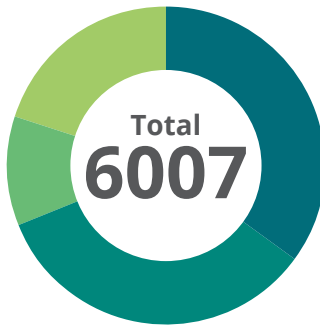
70% of attendees spent 6+ hours in the Expo Hall

TOP 3 REASONS ATTENDEES VISITED THE EXPO HALL:

1. Meet with vendors identified by purchasing team and to learn about new solutions
2. Receive education from exhibitors
3. Learn about solutions aligned with AORN Guidelines



PROFESSIONAL ATTENDANCE SUMMARY



35% Nurse Managers

34% Staff RN

11% Educator

20% Other HCPs

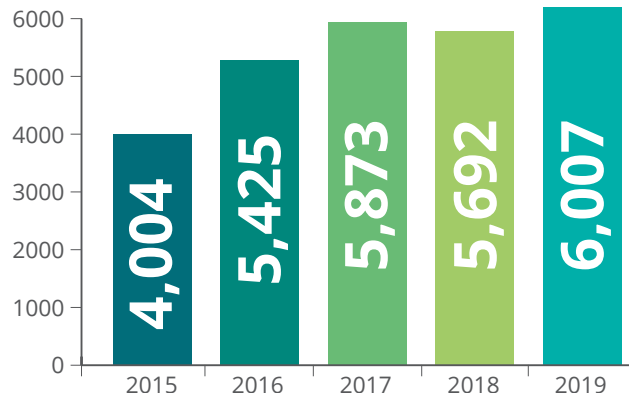
20% WORK IN AN OUTPATIENT FACILITY

795
Leadership Summit Attendees

272
International Attendees

40
Countries Represented

ATTENDANCE GROWTH OVER PAST 5 YEARS



EXHIBITOR SUMMARY

469
Exhibiting Companies

3,738
Exhibitor Representatives

88%
Secured Leads for **NEW** Business

106,000
Leads Captured at AORN Expo 2019

93%
Plan to Return in 2020



Connect and network with more than 9,000 prospective clients and affiliate companies at the most highly anticipated event for the perioperative suite!

This is the premier setting for companies to engage with periop nurses and nurse leaders on the latest technology and trends in the OR.

New Visions & Options for 2020

Innovation Theater | *Details on page 5*

The Expo Hall will have a theater stage dedicated to providing space for exhibitors to present to an attendee audience. This is a great space to present products, OR solutions, and engage in Q&A.

Block Party Sponsor | *Details on page 9*

Saturday evening will feature a Block Party on the Grand Plaza complete with beverages, food trucks, and plenty of outdoor games to keep attendees entertained.

New Attendee Lounge Sponsor | *Details on page 9*

This is a space dedicated to first time attendees where they can learn about everything there is to experience at AORN Expo, network, and take part in a new mentoring program.

ASC Summit Symposium | *Details on page 8*

Attendees will have a new Summit option that provides 1.5 days of sessions focused on topics related to the ASC.

Showcase Lounge | *Details on page 16*

Located in the Expo Hall, this space will feature a large video screen showcasing products, services and literature rack.

Engagement Opportunities

AORN Reverse Trade Show – **Limited spots available!**

First block of meetings - \$3,900 | Additional blocks - \$1,800 each

We are excited to bring back the Reverse Trade Show after a huge success last year. Meet one-on-one with decision makers from the top 20% surgical volume facilities in the U.S.

Each meeting provides the opportunity to establish a connection with OR leaders, highlight solutions, determine interest level, and outline next steps. In this four-hour event, participating exhibitors will be scheduled to meet with 25 leaders hand-selected for each company. All this is done in one morning, without the long prospecting process it takes to get a face-to-face meeting.

This program includes great additional exposure including – feature in an Expo product webpage and a take-away contact list of participating executives.

OR Innovation Suite | *Pricing Varies*

AORN will host a booth space highlighting innovative products and services. Contact Industry@aorn.org to learn more about how your product may be featured.

Innovation Theater

Tier 1 \$3,000 - Includes 1 presentation time slot on a select day.

Tier 2 \$5,000 - Includes 2 presentation time slots- One each day- Monday and Tuesday.

Be a part of our new and exciting Innovation Theater which will allow you to engage and connect with our attendees. The Expo Hall will have theater stages dedicated to granting the exhibitor the chance to present product, OR solutions and engage in Q&A. Does your product relate to an AORN Guideline? Ask about opportunities for AORN Nursing staff to present a specific Guideline topic with your presentation to follow. Additional benefits include the conference attendee mail list as well as signage and recognition on the conference mobile app.

VIP Hours | \$4,000

Take full advantage of your investment in your exhibit booth and host a private event following exhibit hall hours on Monday or before the hall opens on Tuesday. This is an opportunity where you can hand select your attendees and invite them into your booth.



88%

of exhibitors secured
new leads for **new**
business at the
AORN Expo in 2019.



Engagement Opportunities *(continued)*

AORN Focus Groups | \$8,500

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 firsthand 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.*

In-Booth Education

Education continues to be one of the top motivations for nurses to attend the AORN Exhibit Hall. Since 2007, Pfiedler Education has supported exhibitors in developing and accrediting in-booth, clinical education aimed at increasing booth traffic up to 70%. For more information [review page 11](#).

Public Space

AORN will work with exhibitors to locate a high traffic public space to display product, conduct demonstrations, or support “out of the box” ideas. This option can be completely customized.



3,738

Total number of
exhibitor representatives
who attended in 2019



Contact the AORN Industry Team for all the details.
Industry@aorn.org or call us at 303-755-6300 x280

Sponsorship Levels

Select the sponsorship opportunities that meet your needs and if you spend up to the values below you will also be recognized as a leveled sponsor. Leveled sponsors receive a number of additional recognition benefits:

- Public space recognition signage
- Social Media Recognition Facebook – over 50,700 followers; LinkedIn – over 19,400 followers
- Upgraded exhibit booth listing including logo
- Recognition in conference publications – 5,000+ conference programs and Conference Daily News
- 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 | \$131,000

- Five complimentary attendee registrations
- Dinner with AORN Board of Directors and AORN Executive Team
- Early selection of education sessions
- Priority selection of Leadership Summit sponsorship opportunities
- Attendee bag insert
- Pre and post attendee email blasts
- Premium exhibitor listing with logo
- 15 Priority Points

GOLD SPONSOR | \$79,000

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

Silver Level | \$52,000

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

Bronze Level | \$37,000

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

Contact the AORN Industry Team for all the details.
Industry@aorn.org or call us at 303-755-6300 x280



469

Total number of
exhibiting companies
in 2019



Additional Sponsor Opportunities

General Session | \$20,000

Opportunity to address full conference attendees—up to 5,000 in attendance. Company will receive recognition on session signage and in the conference program.

General Education Sessions | \$5,500

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

Surgical Conference Attendee Bag | **SOLD**

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.

Leadership Summit

This exclusive program is incorporated into the annual AORN Global Surgical Conference & Expo and is designed to meet the educational needs of nurse leadership and executives. This is a unique opportunity for partners to gain exposure to this exclusive group of Expo attendees.

Leadership Summit Symposiums **Limited spots available!** | \$57,000

Company has time to present to Summit attendees during breakfast or lunch. Additional benefits include recognition on signage, slides during event, and in the conference program. Company literature distribution is included.

Leadership Summit Attendee Bag & Padfolio | **SOLD**

Place your company logo on the bag and padfolio given to all Summit attendees (over 600 attendees).

Business Planning Workshop | \$30,000

Company has time to present to summit attendees during a meal. Additional benefits include recognition on signage, slides during event and in the conference program.

ASC Summit

This ASC-focused forum is incorporated into the annual AORN Global Surgical Conference & Expo and is designed to help ASC administrators, directors, business and clinical managers, and staff learn the business side of managing a safe, profitable surgery center. This is a unique opportunity for partners to gain exposure to the ASC audience at Expo.

ASC Summit Symposiums | **SOLD**

Company has time to present to ASC Summit attendees during breakfast or lunch. Additional benefits include recognition on signage, slides during event, and in the conference program. Company literature distribution is included.



795

Total number of 2019
Leadership Summit
Attendees



Additional Sponsor Opportunities *(continued)*

ASC Summit Attendee Bag & Padfolio | \$8,000

Place your company logo on the bag and padfolio given to all ASC Summit attendees.

Block Party | **SOLD**

Start the show off right. The prize-winning Anaheim Convention Center Grand Plaza with fountains resembling the mountains and ocean will act as the setting for the fabulous festivity the attendees deserve and won't want to miss. Some of the Title Sponsor benefits include qualification for Silver Sponsorship benefits ([review page 7](#)), recognition on all Block Party promotion, five minutes to address the crowd during the party, and space to set up an area within the party.

Block Party & Expo Hall Games | \$7,500 - Only 3 Available

Game zones will be set up throughout the Block Party and also in a space on the Expo Floor. Games will include corn hole, giant Jenga, and ladder golf. Brand your company on the actual game and receive exposure at the party AND in the Expo Hall. Option for three companies to brand each of the games. Purchase includes six sets of selected game, branding on the game, recognition signage at the Block Party, and within the Expo Hall "game zone."

AORN Store | **SOLD**

Company literature placed in shopping bags at bookstore. Additional recognition includes signage, store receipts, and conference program. Includes a branded charging station in the area. Product display and demo area for your company.

New Attendee Lounge | \$15,000

This is a space dedicated to first time attendees where they can learn about everything there is to experience at AORN Expo, network and take part in a new mentoring program. Increase your sponsorship support by \$5k and expand your exposure at the block party.

Lanyard | **SOLD**

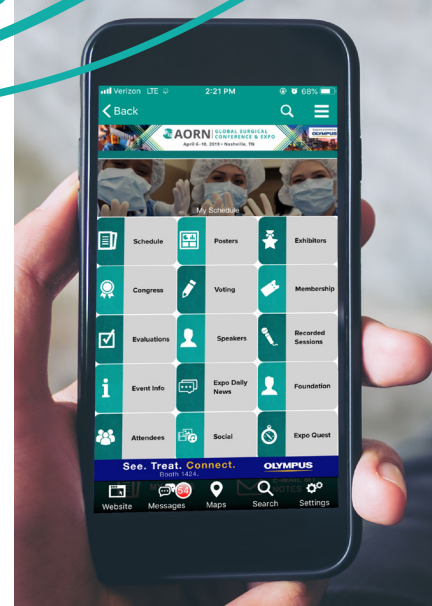
Place your company logo on the conference lanyard worn by attendees the entire conference.

Mobile App | \$15,750

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 | **SOLD**

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.



6k

Total number of professional attendees in 2019



CE Evaluation Center | \$5,000

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.

Career Center | **SOLD**

Promote your organization as a preferred employer and meet potential nurse hires face-to-face. Receive leads post show (names & emails) of all attendees visiting the Career Center kiosk. The Career Center will be located in the public area (Membership Hub) increasing your exposure. Your organization will also be promoted on an insert in every attendee registration bag! Contact Susan Becia, 800-755-2676, x 434 or sbecia@aorn.org

Foundation Sponsorship Opportunities

Be Recognized for Supporting Nurses | Pricing Varies

Highlight your company's support of the perioperative nurse and the critical role they play in patient and workplace safety by funding Professional Development Grants through the AORN Foundation, the charitable arm of AORN. Your partnership will allow additional nurses to attend AORN's Expo while demonstrating corporate responsibility and realizing the associated return on investment for your philanthropic actions.

Foundation Evening Party | Pricing Varies

Tiered support level available- \$10,000

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. Contact the Foundation Team for additional details at foundation@aorn.org or call us at 303-368-6243

AORN Foundation 2500 Club | \$2,500

Bring brand awareness to your company while highlighting your commitment to the interests of perioperative nurses. Members of the 2500 Club are recognized for their philanthropic partnership throughout the conference as well as in publications. Proceeds support the AORN Foundation's mission of "supporting nurses who make surgery safe".

Contact the AORN Foundation for all the details.
cpalmer@aorn.org or call us at 303-755-6300 x243



90%

of past attendees report
having influence power
in buying decisions



In-Booth Enhancement

Pfiedler Education

Increase your visibility at AORN Global Surgical Conference & Expo 2020 by taking advantage of Pfiedler's educational opportunities.

Nurses learn from what you have to say!

In-booth education is a popular offering for attendees and exhibitors. Exhibitors who offer in-booth continuing education (CEs) can generate 97% more leads than exhibitors who do not. Exhibitors work with Pfiedler's team of experts to develop education congruent with best practices through study guides and theater presentations.

Pfiedler can help you develop a theater presentation or stand-alone study guide, (CE) activities, that align with your specific marketing and education initiatives. Study Guides are an excellent fit for exhibitors with smaller size booths and popular among nurses attending the AORN Global Surgical Conference & Expo. Study Guides are simply handed to the attendees from your booth.

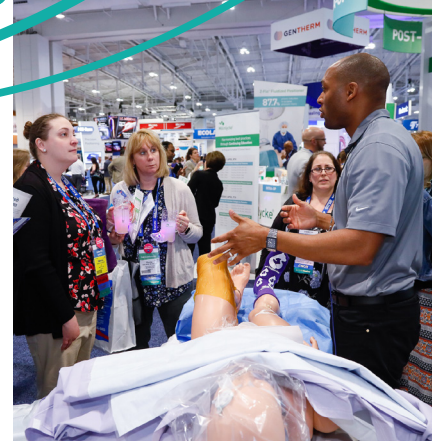
The benefits that you will receive are an accredited, professional, evidence-based educational offering that will encourage attendees to visit your booth.

AORN selected Pfiedler Education as the annual exclusive education provider at the AORN Global Surgical Conference & Expo. Any exhibitor wishing to provide CE to attendees must utilize the exclusive provider to develop and distribute that education. Exhibitors are featured in the Pfiedler Exhibitors' Flyer provided to attendees at registration in their AORN attendee bag, in the *AORN Journal*, and listed on signage throughout the Conference.

Pfiedler Education is approved by the California Board of Registered Nursing and The International Association of Healthcare Central Service Materiel Management (IAHCSMM), to provide contact hours. Certificates will be sent to participants following the event.

A team will be assigned to work on your project. Members will include a perioperative nurse content specialist, copy editors, reviewers, and a Pfiedler program manager, as well as a project associate. Graphic artists will work on the cover, content layout, and illustrations.

Learn more about how Pfiedler can help meet your educational needs please email or call: sales@pfiedler.com or (720) 748-6144 Ext. 211



99%

Percent of attendees
visited the Expo Hall
in 2019



Advertising

Digital and Print Publications

To reserve any of the options below, [download the order form](#). You may also contact AORN Advertising Sales at advertisinginfo@aorn.org or call 800-755-2676, x280

Conference Program

The Conference Program is distributed to Expo 2020 attendees and includes the full conference schedule, exhibit guide, conference maps, and much more. The Program is sized so attendees can carry it with them and use it throughout the conference.

Leadership Summit Program

Get your message in front of OR leaders & decision makers. The program contains the daily schedule and will be distributed in each Summit attendee's bag as an attachment to the main conference program.

Exclusive Option | \$4,000

A belly band will attach the Leadership Summit Program to the main Conference Program. Place your company message on the belly band for all Summit attendees to see as they view the schedule.

Deadline - Space reserved 2/3/20, Materials due 2/11/20

Conference Daily News - Expo Hall Focused Print Edition

The Daily News will be distributed each morning, Saturday-Tuesday at key locations throughout the convention center. Daily News will contain information about what's happening in the Expo Hall. Content is created on-site, up-to-date, and of interest to all attendees.

Advertising Options: Includes all 4 days!

Front Page Ad - SOLD | **Back Cover** - \$11,560 | **Inside Covers** - \$8,840

Full Page Spread - \$12,000 | **Full Page** - \$5,500

Half Page (vertical or horizontal) - \$3,633 | **Product & Services Directory** - \$1053

Space reserved 2/7/20 Materials due 2/14/20

All prices are net and include full color.

Note on Advertising Options: Print ad runs in ALL 4 issues- Sunday, Monday & Tuesday. Take 50% off program ads with Conference Daily News ad purchase!

Back Cover - \$12,975 | **Inside Cover** - \$10,815

Two Panel Fold-Out - \$12,360

Page 3 - \$6,500 | **Tabs** - \$6,500

Full Page - \$4,635 | **Half Page** - \$2832

Deadlines:

Space reserved 2/3/20, Materials due 2/13/20

All prices are NET and include full color.

Purchase an ad in the Conference Daily News and take 50% off Conference Program ad!

**discount not available on premium ad space.*

Back Cover - \$2,600 | **Inside Cover** - \$2,000

Inside Back Cover - \$2,000 | **Full Page** - \$1,125

Belly Band - \$4000

Deadlines:

Space reserved 2/3/20, Materials due 2/11/20

All prices are NET and include full color.



795

number of
2019 Leadership
Summit attendees



Advertising *(continued)*

To reserve any of the options below, **download the order form**. You may also contact AORN Advertising Sales at advertisinginfo@aorn.org or call 800-755-2676, x280

Attendee Bag Insert | \$3,900

Include a flyer or brochure in the highly anticipated attendee bag all attendees receive upon arrival at the conference. This is a great way to invite attendees to the booth or showcase a product or recruitment opportunities. Delivered by 3/11/20 - quantity of 5,800

Attendee Pre-Conference Packet Insert | \$3,500

Only 3 available!

Attendees receive their conference materials in the mail in March prior to the conference. This insert is part of that package. Insert is provided by exhibitor and can be a flyer, brochure, etc. that measure 8.5" x 11" or less. Deadline - 2/7/20 - 5,000 needed

AORN Conference Home Page & AORN.org Banners | \$6,000

Reach attendees as they are making plans to attend the 2020 Conference! Only 3 spaces available.

Banner can begin run January 1 – April 1 on the Conference Homepage and Conference Info pages. **Over 3 months of exposure!**

Additional banner options available on aorn.org. Inquire for details.

Expo Daily News

AORN will produce a print and digital edition of Expo Daily News during the conference. The print version is available on site for all attendees and exhibitors. *Print options on page 12.*

The digital edition is emailed each morning of the conference to all attendees as well as a much broader distribution of 42,000 perioperative professionals.

Upon opening the email, recipients will see the newsletter which will feature headline content blocks with 4, 600 x 100 banner ads placed within the blocks (similar to AORN's Periop Today eNewsletter).

Recipients will click on headlines to view the entire article viewed from AORN.org or click on banner ads that will go to the URL provided. 300 x 250 banners will also be featured on AORN.org content pages.

Expo Daily News Banner - \$3,500 *(Only 4 available)* **Includes:**

- **600 x 100 Banner in all 5 digital issues of Expo Daily News.**
- **300 x 250 banner that will run/rotate on AORN.org Expo Daily News pages.**



106k

leads captured at the
AORN Expo in 2019



Advertising *(continued)*

To reserve any of the options below, **download the order form**. You may also contact AORN Advertising Sales at advertisinginfo@aorn.org or call 800-755-2676, x280.

Conference Mobile App Banner

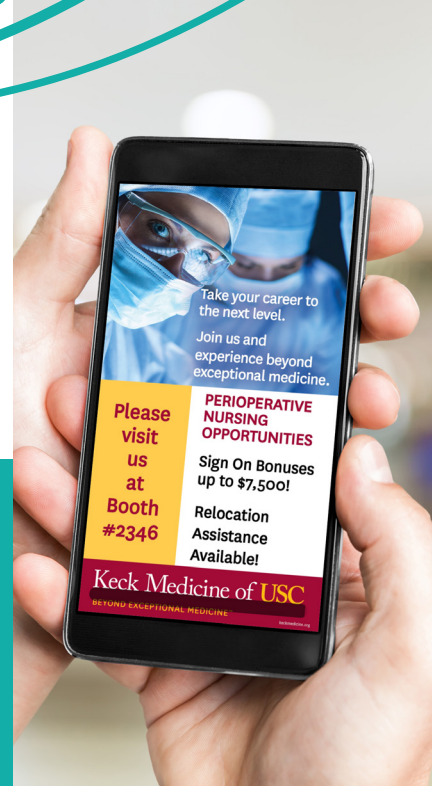
The AORN Expo mobile app is the primary resource for all attendees. This is where they access education schedules and handouts, exhibitor info, Expo Hall activities, and more.

2019 usage, impressions and click metrics are available. Reach out to Advertisinginfo@aorn.org for details.

Rotating Banner - \$5,575 - only 7 available
Full Screen Splash Page - \$7,725 - only 2 available

Both options include 1 push notification to attendees. Limited availability- reserve ASAP!

Material deadline- 3/16/20



Pre/Post Email Blast

1x Conference Attendee Email Blast (pre-conference OR post-conference) - \$5,400

2x (pre-conference AND post-conference) Attendee Email Blasts - \$7,200

This is a great way to invite attendees to the booth, gather RSVP's for an event, or to take advantage of in-booth CE.

To Reserve

- Select a date to send the email. Dates can be any time prior to Expo and can be sent up to March 28 and any time post-conference.
- Exhibitor provides all the creative/subject line. Creative is due two weeks prior to the send date.
- AORN formats the email, proofs for approval and sends to conference attendees on the exhibitor's behalf.
- Exhibitor will receive list of email recipients - list includes name, title, state, and company.

Open/click metrics provided upon request.

NOTE: Our privacy policy prevents us from providing the email address and phone number.



2,100+

attendees are members of a purchasing or evaluation committee with veto authority.



Advertising *(continued)*

To reserve any of the options below, **download the order form**. You may also contact AORN Advertising Sales at advertisinginfo@aorn.org or call 800-755-2676, x- 280

Pre/Post-Attendee Direct Mail List

Pre-Conference Attendee List - \$1,625 | Pre AND Post Conference List - \$2,340

Invite conference attendees to visit the booth by sending a postcard, brochure, or other materials before and/or after the event. The list will be available each week beginning February 21 and is updated with new registrants each week.

To Reserve

- Select the date you would like to receive the mailing list (2/21, 2/28, 3/6, 3/13, 3/20, or post conference)
- 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. **NOTE - our privacy policy prevents us from providing email and phone number.**

Important Notice

AORN is the ONLY source for the AORN Global Surgical Conference & Expo 2020 attendee list and email blast. ALL OTHER OFFERS ARE FRAUDULENT. AORN is aware that our exhibitors receive many offers for lists, contact info, etc. and issues these companies cease and desist letters in an effort to stop them. If there is a question of authenticity of an offer, please contact advertisinginfo@aorn.org to verify.



77%

of attendees reported
spending 6+ hours
in the Expo Hall in 2019



On-Site Advertising Options

To reserve any of the options below, [download the order form](#). You may also contact AORN Advertising Sales at advertisinginfo@aorn.org or call 800-755-2676, x280.

There are many high exposure on-site items available at the Anaheim Convention Center. Items and pricing below are flexible based on sizing, placement, add-on options, etc. Please inquire for specific details, photos, floor plans to determine best placement, recommendations and a quote. Is there something you've done at another conference not shown? Contact AORN—we love new ideas!

Deadlines for options below vary.

Expo Quest Booth Traffic Program | \$1,000

This program is designed to drive booth traffic and engage attendees. Here's how it works: Participating companies will provide a question with multiple choice answers. Attendees will be instructed to visit participating booths and scan a QR code (provided by AORN to display in the booth). Once scanned, your Q&A will appear. Attendees are awarded points for answering correctly and AORN will provide prizes to point leaders. This is a great way to educate attendees about products, services, and start conversations. Participating companies will also be promoted in the Conference Daily News printed edition.

Deadline to be recognized in Conference Daily News- 2/14/20

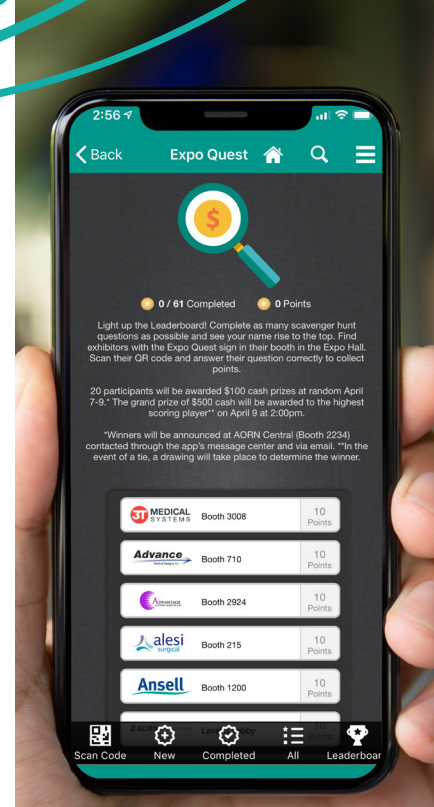
Deadline to participate AND submit Q&A and logo- 3/13/20

Showcase Lounge for 2020 | \$4,500

A dedicated lounge space will be located in a high traffic area within the Expo Hall that will showcase participating exhibitors' products, services and solutions. There will be seating areas with charging tables, literature racks and a large screen set up where attendees can sit, relax, recharge and read/watch video about your organization and/or product. Participating companies receive:

- Company/product video that will be shown on screen throughout the entire conference during exhibit hours (video provided by purchasing company).
- Logo included and booth highlighted on the Expo Hall map included in the Monday edition of Expo Daily News
- Option to include product brochures/info in the literature racks.

The lounge will be promoted through the Expo Quest booth traffic program and in Expo Daily News.



272

number of international attendees in 2019



On-Site Advertising Options *(continued)*

To reserve any of the options below, **download the order form**. You may also contact AORN Advertising Sales at advertisinginfo@aorn.org or call 800-755-2676, x280.

Billboard Signs

These two-sided, one meter signs can be placed in various high traffic locations throughout the center. Limited quantity available.

Package of 3 signs - \$6,180

Free-Standing “Cube” Tower

This is a unique way to display company branding, products, drive traffic to the booth, etc. Cube Tower can be placed at various locations throughout the center.

Cost per Cube Tower - \$5,420

Floor Stickers

Package of 4 Stickers:

2' x 2' - \$1,575 | 2' x 3' - \$2,362 | 2' x 4' - \$3,150

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. Space is first come, first served.

Additional sizes and quantities available, inquire for details.

Charging Stations/Charging Lounge

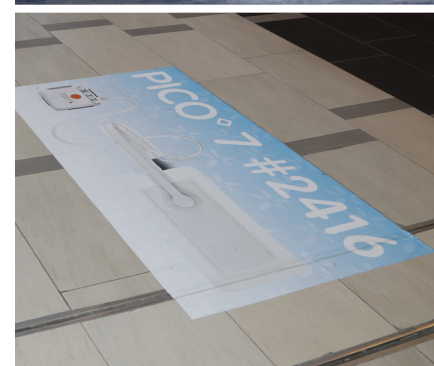
Pricing from \$5,500

Get your messaging in front of attendees as they “re-charge” their device and take a break. Options include charging kiosks with signage and customizable lounge style spaces that may include signage, video opportunities, floor stickers, etc. Locations are in high traffic areas that are sure to be seen and used. Inquire for details on placement and customized options.

Column Wraps

Pricing from \$6,500 per column

There are many columns within the center that can provide optimum exposure. Creative can be placed on a number of columns and/or strategically placed in high traffic areas or to enhance another item like a charging station/lounge.



On-Site Advertising Options *(continued)*

To reserve any of the options below, **download the order form**. You may also contact AORN Advertising Sales at advertisinginfo@aorn.org or call 800-755-2676, x280.

Escalator Panel Clings and Runner Clings

Pricing from \$8,500

Reach attendees with your message as they navigate the Center by securing one or more of these escalator options in key locations.

Pricing is flexible based on the number of panel and runner clings. Inquire for locations and quote.

Door and Window Clings

The Anaheim Convention Center is light and bright with many windows available for clings. Clings can be placed in groups to create an impact in high traffic locations.

Pricing is flexible based on the size and number of clings. Inquire for location recommendations and price quote.

Hanging Banners

Banners are available in many locations throughout the Center. Pricing is per square foot and can be placed in high traffic areas and key locations. Inquire for details on locations and sizing recommendation based on budget and targeting goals.

Hotel Key Cards

(Exclusive Opportunity)

Make a great impression with attendees upon check in and every time they access their hotel room. Exhibitor creative will be featured on the front of each key card. Inquire for details and possible options targeting specific hotels.

Marriott and Hilton Hotel Options

Both hotels will serve as the AORN Headquarter hotels and have many options for branding and marketing. Please contact advertisinginfo@aorn.org for details.



AORN Sponsorship & Advertising Contacts

Contact the AORN Industry Team for all the details.
Industry@aorn.org or call us at 303-755-6300 ext 280

Sponsorship Sales

Lisa Ryder, lryder@aorn.org

James Sondrup, jsondrup@aorn.org

Advertising Sales

Cathleen Corbin, ccorbin@aorn.org

Pfiedler Contact

Terry Auitable, tavitable@pfiedler.com

Career Center Contact

Susan Becia, sbecia@aorn.org

AORN Foundation Contact

Colette Palmer, cpalmer@aorn.org



93%

of 2019 exhibitors plan
to return in 2020



AORN 119