AORN 60th Congress

March 2-7, 2013 | San Diego, CA

AORN CONGRESS PROSPECTUS KIT

Build brand awareness

Meet decision makers

Engage perioperative nurses

www.aorn.org/industry/congress

(800) 755-2676 ext 280 | sales@aorn.org

About AORN Congress

AORN is the Association of periOperative Registered Nurses, representing 41,500 members. The AORN Congress is the largest education and networking conference of perioperative nurse professionals in the world, and is the **largest surgical tradeshow** in North America.

5,500 Attendees

More Manager & Director-level attendees than any other OR/Nursing event

2,650 facilities world wide

525 exhibiting companies

4,800 exhibit staff

13.5 Hours of Exhibit Hall time

More than **65,000 leads generated** to exhibitors via official lead retrieval provider

More than **172,000 direct hits** to exhibiting companies in search results on the MyAORNCongress website

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About Congress Attendees

Engagement & Communication

- Attendees consistently rank the exhibit hall as one of the top reasons they attend Congress
- Past exhibitors have ranked AORN as their BEST show of the year
- 70% of attendees spend anywhere from 3 to 8 hours in the exhibit hall

Practice Areas & Specialties

Specialty	Attendees	Specialty	Attendees
General Surgery	2793	PACU	**897**
Orthopedic	2368	Ambulatory-Free-standing	665
Gynecology	2005	Materials Management	630
Urology	1897	Pre Admission	
Plastic/Reconstructive	1634	Infection Control	558
Vascular	1623	Oncology	515
Ambulatory Surgery	1570	Computer/Information Systems	499
Otorhinolaryngology	1431	Anesthesia	474
Neurosurgery	1312	Geriatrics	170
Ophthalmology	1287	Interventional Radiology	154
Podiatry	1214	Multicultural Practice	137
Endoscopy	1104	Cardiac Cath Lab	123
Laser	1032	Critical Care	114
Cardiothoracic	994	Emergency Department	89
Pediatric	943	Integrated Health Practice	75
Trauma	942	Case Management	64
Central Processing	904	Home Health Care	**37**

Exhibiting At Congress

More than 500 Companies exhibit at the AORN Congress to

- Network with 5,500 attendees representing approximately 2,650 hospitals and facilities.
- Educate perioperative nurses about products and services
- Meet with decision makers
- Conduct market research

Contact AORN for a list of past AORN Exhibitors.

Technical Booths: surgical supply, medical device, equipment, and technical services.
Career Center: Hospitals, universities, ambulatory surgery centers
Scientific: Non-profit companies, agencies, and other professional associations

Exhibit Costs:

Technical Exhibitors:
$3,100 per 10' x 10' booth with corner.
$3,000 per 10' x 10' booth inline.

Career Center Exhibitors*:
$3,100 per 10' x 10' booth with corner.
$3,000 per 10' x 10' booth inline.
*includes booth package: 6' table, carpet, 2 chairs, wastebasket

Scientific Exhibitors*:
Corner or Inline in Scientific Area: $900
*includes booth package: 6' table, carpet, 2 chairs, wastebasket

Deposit & Payment Schedule:

Payment due	Deposit Amount	Total % Due
At Signing	25% of total exhibit fee	25%
By 7/1/12	25% of total exhibit fee	50%
By 10/1/12	25% of total exhibit fee	75%
By 12/1/12	25% of total exhibit fee	100%

Scientific Booths only: 100% of total exhibit fee is due at signing.
Deadline for accepting exhibit space application & contract is February 25, 2013.

Key Exhibit Dates

Exhibit Dates & Hours:

Monday, March 4: Opening Reception

4:30 to 7 pm Join AORN and Congress attendees for our Exhibit Hall Opening Reception. Hors d'ouevres will be served and cash bars are located throughout the exhibit hall.

Tuesday, March 5: Unopposed Exhibit Hours

9 am to 3 pm Education sessions on Tuesday conclude as the exhibit hall opens, and exhibit hours run unopposed until the hall closes at 3.

Wednesday, March 6: Exhibit Hours

10 am to 3 pm With only student/faculty sessions running between 9am & 3:30 pm, Wednesday offers another full day of nearly unopposed exhibit time.

Installation & Dismantle:

Installation:

Thursday, February 28	8 am – 5 pm
Friday, March 1	8 am – 5 pm
Saturday, March 2	8 am – 5 pm
Sunday, March 3	8 am – 5 pm

All crates must be off the floor by 5 pm, Sunday March 3.

Dismantle:

Wednesday, March 6 After 3 pm

All exhibits must remain intact until 3 pm Wednesday March 6 and must be removed from the area by 12 pm on Friday, March 8.

2013 Exhibit Hall Floor Plan Detail

Exhibits will occupy halls B2- G on Level 1 of the San Diego Convention Center.

Concurrent education sessions will be held above the hall, on Level 2.

General sessions will be held in Halls A/B1 on Level 1.

Visit aorn.org/industry/congress/exhibit to view a current version of the AORN Congress floor plan and available booths

Corporate Support

What it means to be an Industry Partner at the AORN Congress

AORN Congress provides OR nurses from around the country and globe with access to unrivaled education sessions that address a variety of hot topics in the OR. In addition to accredited education, various publications, resources, and a 200,000 square foot exhibit area are available to the attendees for further product research, inservice materials, and education. ***Industry Support for the Congress helps AORN to continue to provide these services to our members.***

Benefits for Corporate Supporters

- Support of educational events is fully aligned with ANCC and AdvaMed Guidelines
- Supporters may choose from specific tracks and sessions whose topics are most relevant to the supporter's message: Management, Infection Prevention, Ambulatory Surgery, Quality, and others.
- Corporate support packages include a number of opportunities to increase awareness around your company's products and services, and to engage perioperative managers, educators, and other perioperative specialists.

AdvaMed Guidelines make specific allowance for 3rd party educational conferences such as the AORN Congress:

- Conference Grants: Companies may provide a grant to the conference sponsor (AORN) to reduce conference costs.
- Conference Meals & Refreshments: Companies may provide funding to the conference sponsor (AORN) to support the provision of meals and refreshments to conference attendees.
- Faculty Expenses: Companies may make grants to conference sponsors for reasonable honoraria, travel, lodging, and modest meals for Health Care Professionals who are bona fide conference faculty members.

Corporate Support Levels

Platinum Corporate Supporter

$100,000+ (exclusive)

Platinum level supporters receive all of the below benefits, including those listed at the Gold, Silver, Standard, and Basic levels:

- Front-page recognition in AORN Congress News
- Speaking opportunity at Opening and Closing Ceremony (and/or video. Time limits apply.)
- Recognition on general Congress signage (company logo, deadlines apply)
- Recognition in Congress publications (company logo, deadlines apply)
- Complimentary full Congress registration (3)
- On-Site Congress Recognition as exclusive, Platinum supporter: promotional materials, directional signage/ hanging banners throughout the convention center.
- Banner ad on Congress home page (aorn.org/congress)
- Dinner with the President, President Elect and Executive Director/CEO of AORN and your company's Leadership

Gold Corporate Supporter

$50,000 - $99,999 (limit 6)

Gold level supporters receive all of the below benefits, including those listed at the Silver, Standard, and Basic levels:

- Ad space in Congress brochure, distributed in advance of Congress to members and non members (print and electronic, deadlines apply)
- Corporate bag insert included in all attendee bags (size restrictions apply)
- Complimentary full-Congress registration (2)
- Recognition on general Congress signage (company logo, deadlines apply)
- Recognition in Congress publications (company logo, deadlines apply)

Silver Corporate Supporter

$35,000 - $49,999

Silver level Supporters receive all of the below benefits, including those listed at the Standard and Basic levels:

- Ad space in Congress brochure, distributed in advance of Congress to members and non members (electronic, deadlines apply)
- Complimentary full-Congress registration (1) Recognition on general Congress signage (company logo, deadlines apply)
- Recognition in Congress publications (company logo, deadlines apply)

Standard Corporate Supporter

$15,000 - $34,999

Standard corporate supporters receive all of the below benefits, including those listed at the Basic level:

- Use of AORN Corporate Supporter icon and tagline on all marketing materials
- Complimentary full-Congress registration (1)
- Corporate Supporter logo included in Exhibit Guide listing (will be placed by AORN)
- Use of pre and post AORN Congress mailing list.
- Inclusion in email to attendees dedicated to AORN Corporate Supporters (deadlines apply – late February)
- Recognition on general Congress signage (company logo, deadlines apply)
- Recognition in Congress publications (company logo, deadlines apply)

Basic Corporate Supporter

Up to $14,999

Basic corporate supporters receive:

- Recognition on AORN Website to include logo, link to website, link to youtube video, and link to flyer promoting their booth at Congress (size limits apply)
- Recognition for exhibit booth (sign provided by AORN)
- Recognition on general Congress signage (company name, deadlines apply)
- Recognition in Congress publications (company name, deadlines apply)
- Ribbons on staff badges

Corporate Support: Education

Support of AORN Congress education sessions and pre-Congress Intensive Workshops can align your company with quality education addressing a number of hot topics, practice areas, and issues in the OR today. Contact AORN for a complete list of 2013 education sessions.

Pricing:

Single Session: $5,000

- Recognition in Congress Program*
- Recognition on Session Hand outs*
- Recognition on Session Signage
- Recognition in Walk-in Slides

Pre-Congress Intensives: Half-day: $5,000 | Full day or 1.5 day: $10,000

- Recognition in Congress Program*
- Recognition on Session Hand outs*
- Recognition on Session Signage
- Recognition in Walk-in Slides

General Session: $50,000

- Representative from your company invited to bring greetings, and introduce speaker¥
- Recognition in Congress Program*
- Recognition on Session Hand outs*
- Recognition on Session Signage
- Recognition on Walk-in Slides

* Deadlines apply

¥ ANCC and AdvaMed Guidelines prohibit mention of any products during this time

Sessions of Interest: (Contact AORN for a complete list of available sessions and full descriptions)

- Best Practices for Cardiac and Vascular Surgery
- Juggling Your Biologic Options
- Collaborating with Physicians: Engaging for Results
- Top 10 Risks in Reprocessing Medical Devices that Every Perioperative RN Should Know
- The Legal Implications of Poor Documentation
- How to Set Up and Maintain a Successful Bariatric Program
- Collaborating for Sustainability: Strategies for Reducing, Reusing, Recycling, and Discarding Waste in Perioperative Settings

Corporate Support: AORN Foundation Events & Sponsorships

By partnering with the AORN Foundation through these sponsorship opportunities you show corporate responsibility and realize a return on investment for your goodwill in supporting the nurses who make day-to-day decisions in hospitals and ambulatory surgery centers. The AORN Foundation is a bona fide 501 (c)(3) charitable organization, and can accept corporate dollars within the AdvaMed Code of Ethics.

Silent Auction - $250
Support this popular fundraiser by donating an item or making a cash contribution. Donated items will be available for bidding by all Congress attendees throughout the week. Donated items should have a minimum value of $250.

Give & Learn Supporter - $1,000
Increase your leads and help advance the education of perioperative professionals. Commit to sponsor this event for $1,000 and donate $1 for every nurse that visits your exhibit booth on AORN Foundation Day (March 5).

Zumba Fitness Class - ~~$3,000~~ SOLD
Support the health of perioperative nurses and join them at the Foundation's ZUMBA fitness class on Monday morning (March 4) at 6:30am in the headquarters hotel.

60th Congress Celebration & Foundation Benefit - $5,000 (Standard Supporter) $25,000 (Premium Supporter)
Participate with Congress attendees in a night of fun and dancing at the Foundation's 60th Congress Celebration "White Party" Fundraiser on Tuesday, March 5. This event provides an excellent opportunity to support perioperative nurses while networking with customers and business associates.

AORN Foundation Race for Patient Safety
Support perioperative professionals from around the country as we "Race for Patient Safety" at the 15th Annual AORN Foundation 5K Run/3K Walk on Tuesday. Supporters are invited to field a team, as well, to join in the friendly competition and camaraderie for a cause.

Race for Patient Safety Shared Supporter - $2,500
Support perioperative professionals from around the country as we "Race for Patient Safety" at the 15th Annual AORN Foundation 5K Run/3K Walk on Tuesday, March 5 at AORN Congress in San Diego.

All sponsors of AORN Foundation Congress events receive the same partnership benefits listed on pages 9 & 10 of this document, as well as the individual benefits specific to that event. Contact AORN for a full list.

Corporate Support: Networking Events

Managers' Reception ($10,000)

Sunday, March 3, 2013 | 5 – 6:00 pm
Only Corporate Supporters of this event are invited to this event, hosting more than 2,000 Congress attendees with manager and director titles. Join us for a hosted bar and networking where you can visit with current accounts and make connections at new facilities.

Corporate Supporters of the Managers' Reception receive:

- Free tickets for 25 of your staff
- Event signage and lighting recognition

Up to 4 exhibitors may participate at $10,000 each. Exclusive pricing: $30,000

Specialty Assembly Reception ($7,500)

Sunday, March 3, 2013 | 4:30 – 5:30 pm
Network with an intimate group (approximately 300 nurses) from AORN's 16 highly-engaged specialty assemblies at the Sunday night Specialty Assembly Reception.

- Free tickets for 25 of your staff
- Event signage and lighting recognition
- Opportunity to bring greetings at event start

Corporate Support: Brand Awareness

People Movers ($15,000)

Support AORN's mini public transportation system, right inside the convention center. Attendees can catch a free ride at a number of stops on the exhibit floor to make their visit to the floor easier and more efficient. Stops and carts are branded with your company's message.

Badge holder ($25,000)

This standard-level corporate support option features your company logo on attendees' badge holders and lanyards for the Congress, and includes all of the Corporate Support benefits listed at the Standard Level.

Green Initiative ($25,000)

The AORN Green Initiative Corporate Supporter is recognized on recycling stations and water stations throughout the center, and is the official sponsor of the water bottle, received by each attendee to assist in AORN's efforts to reduce waste. In addition to signage and logo on the water bottle, this package includes all benefits listed at the Standard level.

Attendee Bag ($40,000)

The Corporate Supporter of the Congress attendee bag helps AORN to offset this conference expense. Corporate Supporter's logo will be displayed on every bag, and they will receive all benefits listed at the Silver Level.

Internet Café ($15,000)

A convenient on-site location for attendees to take a break and check their email. Your company is recognized on signage, home page banner ad, and can provide marketing materials for distribution. This package also includes all benefits listed at the Standard Level.

Education Hub ($20,000)

The Education Hub provides a central location where attendees can catch multiple sessions from the comfort of a lounge environment, as well as catch repeat sessions that they may have missed. Corporate supporters receive signage and recognition throughout the education hub, as well as all benefits listed at the Standard Level for Corporate Support.

Market Research ($5,500)

Tuesday, March 5, and Wednesday, March 6, 2013

San Diego Convention Center

$5,500

AORN is offering our exhibitors and partners an exclusive opportunity for direct access to perioperative professionals during Congress 2013. This is your chance to gather first hand feedback on your medical devices, products, and services from the nurses who use them every day.

Our members are passionate about the industry and can offer strategic insight and opinions that you won't find outside of AORN. Target the specialties you want to reach by conducting focus groups, product demonstrations and surveys. Focus Group time slots are 1.5 hours at the San Diego Convention Center.

What We Offer

- Collaboration with your team to develop effective screening criteria and guidelines
- Customized recruiting by AORN from over 5,500 national and international attendees
- 1.5 hour focus group session with 8-12 nurses meeting your specific criteria
- Private focus group meeting room configured to your specifications
- Registration and meeting management on the day of your session
- Complimentary light food and beverage for your attendees is included
- Coordination and distribution of participant honoraria

Available times:

Tuesday, March 5: 6:30 – 8 AM, or, 9:30 – 11 AM

Wednesday, March 6: 6:30 – 8 AM, or, 10 – 11:30 AM

#

Congress Advertising: Print

Advertise in AORN's standard Congress publications or engage attendees with electronic media before, during, and after the event .

- Generate excitement and awareness surrounding your products
- Drive the right traffic to your booth at Congress
- Maintain and extend contact with clients and new leads

The AdvaMed Code of Ethics specifically allows for the rental of booth space and purchase of advertising at educational events such as the AORN Congress.

Publications

All AORN Congress print publications are provided to every Congress attendee and referred to frequently throughout Congress. Past exhibitors have noted measurable increases in booth traffic after placing their first ads in an AORN Congress publication.

Congress Program At-A-Glance(from $4,015)

Go-to reference for attendees for education and event schedules. Full page, full color ads in a limited ad to content ratio ensure visibility.

PROGRAM	Bleed (w x h)	Trim (w x h)	Live (w x h)	Price	Deadline
Full page	10 x 7	9.5 x 6.5	8 x 4.5	**$4,015**	1/3/2013
Cover 2				**$6,590**	
Cover 3				**$6,590**	
Cover 4				**$6,590**	

AORN Business & Governance (from $5,025)

Vital reference for AORN members who participate in the Forum, House, and vote in the national election.

AORN Business & Governance	Bleed (w x h)	Trim (w x h)	Live (w x h)	Price	Deadline
Cover 2	8.75 x 11.25	8.5 x 11	8 x 10	$ 5,250	12/21/12
Cover 3				$ 5,025	
Cover 4				$ 5,565	

Exhibit Guide (from $2,100)

This comprehensive guide to the AORN exhibit hall contains full-color, full page ads, and complete detailed listings for each exhibitor.

Exhibit Guide	Bleed (w x h)	Live (w x h)	Price	Deadline
Full page	9.25 x 12.25	9 x 12	$ 4,025	**1/14/13**
½ page vertical	5.25 x 10.325	N/A	$ 2,010	
½ page horizontal	8 x 5	N/A	$ 2,010	
Page 3	9.25 x 12.25	9 x 12	$ 6,999	
Cover 2	9.25 x 12.25	9 x 12	$ 6,399	
Cover 3	9.25 x 12.25	9 x 12	$ 6,399	
Cover 4	9.25 x 12.25	9 x 12	$ 7,875	

Congress News (from $1,365)

Show daily produced and distributed to attendees onsite and to all AORN members via email and web.

Congress News	Bleed (w x h)	Trim (w x h)	Live (w x h)	Price	Deadline
Full page	8.625x 11.125	8.625 x 10.875	7 x 9.75	$ 4,025	Space Reservation: 2/1
½ page	n/a	n/a	7 x 4.75	$ 2,625	
¼ page			3.375 x 4.75	$ 1,365	
Page 3	8.625x 11.125	8.625 x 10.875	7 x 9.75	$ 6,125	Materials Due: 2/8
Cover 2				$ 4,625	
Cover 3				$ 4,625	
Cover 4				$ 6,230	

Advertising: In & Around the San Diego Convention Center

Grand Rounds($500)

Drive traffic to your booth with this informative scavenger hunt for nurses. Place your product question in any of 10 hot-topic categories in the OR today. Grand Rounds cards are distributed to every attendee.

Floor stickers (from $60)

Promote your products and lead attendees directly to your booth with floor stickers throughout the convention center and exhibit hall. Early bird pricing is lowest, so reserve your stickers early.

Hanging Banners (from $60)

Leverage high-visibility locations in high-traffic areas of the convention center to promote your products and services, and direct attendees to your booth.

Pedicabs (from $210 per cab)

Pedicab advertising is great way to extend your reach beyond the booth. These human-powered bicycle cabs are a popular, easily-accessible way for attendees to travel in the convention center area. Make your prospects aware of your product or service as soon as they get to downtown San Diego – and before they even step into the convention center or hotel.

Bus Routes (Various)

Buses are branded with your company message, and may also feature literature on board, as well as video. Advertise on a single vehicle, a route, or become the exclusive supporter of all bus transportation. Bus packaging may also be eligible for sponsorship recognition.

Congress Mail Lists

Mail Lists: Maximize exposure and set your company apart from the 500+ exhibitors at the 2013 AORN Congress by taking advantage of these new and traditional advertising opportunities!

Mail List Rental: ($1,100)

Tailor your marketing and remind the attendees of your special products and services by reaching them before they come to Congress and after they have left Congress. We offer both a Pre & Post Congress attendee mail list.

- Only attendees who have opted in to receive promotional mailings will be included on the list.
- Lists are provided via a Microsoft Excel file and includes: Name, Title, Preferred Mailing Address, and Facility/Company Name.
- Two list types: All Professional Registrants and Management Titles Only.

Email Blasts: ($5,000)

Everyone has a smart phone now a days, so be smart and sign up to send a customized email message out to AORN Congress attendees. You provide the materials and we send the message out for you.

- Only attendees who have opted in to receive promotional messaging will be included on the list.
- Images need to be .JPEG or .GIF files with a resolution of 72 DPI.
- Limit e-mail copy to 300 words and send copy separate from images.

Go Green: ($1,100)

Save the trees and get your message out to AORN Congress attendees, even after Congress is over! Send us your creative PDF telling our attendees about your products and services, and we will post it to our AORN Congress website. We then inform our attendees that there are Industry offers waiting for them by pre-registered attendee emails. Attendees can print off the fliers and bring it with them to Congress!

- Send us your PDF and a brief description/call to action statement and we will handle the rest!