You know us for our annual conference, but there are many opportunities throughout the year. AORN sets the standard in patient safety and promotes its mission in part through the generous support from industry partners. This prospectus provides an overview of all the opportunities to connect with over 41,000 AORN members.
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CONTACT AORN
Industry@aorn.org
2170 S Parker Rd. Ste 400
Denver, CO 80231
800.755.2676 | 303.755.6304 ext. 280
WHO WE ARE
AORN, Inc., represents the interests of more than 160,000 perioperative nurses and provides education, standards, and services that enable optimal outcomes for patients undergoing operative and other invasive procedures. Our over 41,000 registered nurse members facilitate the management, teaching, and practice of perioperative nursing education, engaged in perioperative research, or work in related businesses and industry sectors.

WHAT WE DO
Promote safety and optimal outcomes for patients undergoing operative and other invasive procedures for operating room and ambulatory professionals through:

**Education and Clinical Practice Support**
Provide resources and professional development through education established by AORN’s evidence-based and peer-reviewed, *Guidelines for Perioperative Practice*, accepted into the National Guidelines Clearinghouse and referenced by the Joint Commission and CMS. We encourage our partners to learn more about the Guidelines on our website.

**Advocacy**
We monitor nursing and health care laws and regulations, through our National Legislative Committee and AORN state legislative coordinators, coordinate and engage AORN members who are active grassroots advocates to participate in the legislative and regulatory processes. Our clinical and administrative staff serves on the committees and boards of approximately 30 professional associations to protect and improve safe perioperative practices.

**Philanthropy**
The AORN Foundation is the 501(c)(3) philanthropic arm of AORN, committed to advancing patient safety by supporting nurses who make surgery safe through education, research and patient safety initiatives.

<table>
<thead>
<tr>
<th><strong>BY THE NUMBERS</strong></th>
<th><strong>41K+</strong></th>
<th><strong>11K</strong></th>
<th><strong>75K</strong></th>
</tr>
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<tbody>
<tr>
<td># of AORN members nationwide</td>
<td># of AORN members who are nurse managers or above</td>
<td># of unique monthly visitors on AORN.org</td>
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<tr>
<td><strong>275+</strong></td>
<td><strong>17K</strong></td>
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<tr>
<td>local chapters nationwide</td>
<td># of educational programs &amp; events hosted by AORN annually</td>
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AORN’s Center for Nursing Leadership is focused on supporting nurse leaders for continued professional development in managing the business side of perioperative services. There are a number of sponsorship opportunities for industry partners to support these programs.

**Nurse Executive Leadership Seminar**
This annual 20-city series offers unique opportunities for your team to join sessions, network, and hear first-hand from nurse executives about the challenges they face. 97% of the 1,500 attendees to date have influence in product evaluation and purchasing decisions at their facilities – your target audience.

**Emerging Leaders Financial Management Series**
This full-day program provides nurse leaders education on key financial concepts necessary for effectively managing the financial performance of perioperative services. Corporate supporters can send representatives to the sessions and have the opportunity to speak during the lunch. Additional benefits include recognition in all the promotional pieces, email advertisements, and market research survey to the Emerging Leaders participants.

**Sponsorship opportunities are limited.**
Contact Sarah Lonsdale and Katie Kyle at industry@aorn.org
ALIGN YOUR COMPANY WITH AORN’S GUIDELINES FOR PERIOPERATIVE PRACTICE
Industry partners can provide funding for educational programs through the AORN Foundation. We will work with you to develop a customized program to maximize your corporate support investment. Topics are based on the 32 subject matters covered in the Guidelines for Perioperative Practice, ranging from environmental cleaning to fire safety.

REGIONAL GUIDELINE WORKSHOPS
New in 2015, AORN is launching a six-city regional workshop series dedicated to providing practical solutions for implementing AORN’s Guidelines for Perioperative Practice. Industry partners will be incorporated into this program through this unique learning format – classroom instruction by topic followed by hands on implementation workshop with your products and sales representatives.

PERIOP MASTERY
The Periop Mastery Program is a collection of online learning modules, based on AORN’s Guidelines for Perioperative Practice, designed to assess a nurse’s knowledge level, improve deficiencies in nursing knowledge, and help nurses respond confidently and correctly in critical situations.

TOOL KITS
AORN’s tool kits address critical patient safety issues and help perioperative professionals implement evidence-based practices. Tool kits are comprised of a wealth of resources including customizable policies and procedures, education slideshows, videos, posters, guides, and references. For a list of the current tool kits visit our website.

WEBINARS
AORN webinars present the latest clinical and managerial issues, perioperative news, and best practices to promote safety and optimal outcomes for patients undergoing operative and other invasive procedures. These webinars are presented live and recorded for future education of our members.

AORN FOUNDATION FUNDING OPPORTUNITIES

Named Academic Scholarship
Support the next generation of nurses by funding a Named Academic Scholarship. Scholarships are annually awarded to student nurses and registered nurses pursuing advanced degrees.

Professional Development Grants
Support perioperative nurses to attend the annual AORN Surgical Conference & Expo to earn continuing education credits. Funding Professional Development Grants assists nurses by defraying the costs to attend the Conference where they have the opportunity to earn more than 100 contact hours.

Educational Resources
Support the development of Educational Resources including tool kits, webinars, and seminars for nurses to learn the latest patient safety and clinical practice processes.

Research Projects
Support designated perioperative research projects approved by the AORN Research Committee. Projects include evidence based research to create AORN Guidelines, recognized by the National Clearing House and program outcome research.

Sponsorship opportunities are limited. Contact Sarah Lonsdale and Katie Kyle at industry@aorn.org

For more information regarding the AORN Foundation contact us at Foundation@aorn.org.
MARKET RESEARCH

Focus on the research. Let AORN do the rest.
Gather firsthand feedback on your medical devices, products, and services from the widest selection of perioperative professionals who use them every day.

FOCUS GROUPS

What We Offer
• Screening: We find the precise perioperative professionals whose feedback guides actionable outcomes.
• Recruitment: Choose from AORN’s database of more than 41,000 OR directors, educators, circulating and scrub nurses.
• Expertise: We know the operating room inside and out.

Focus Group Services
• Consultation with AORN to develop effective screening criteria
• Customized recruiting by AORN
• 90-minute focus group with 6-10+ nurses recruited to meet your needs
• Private focus group meeting room
• Registration, signage, and meeting management
• Complimentary light food and beverage
• Honorarium included

ONLINE SURVEYS

What We Offer
• Screening: AORN will market an online survey to members that meet your screening criteria.
• Execution: AORN will work with you to develop effective survey questions and will enter into our survey tool.
• Survey Management & Analysis: AORN will provide a summary report and the raw data for any additional analysis.
• Respondent Honorarium: AORN will facilitate processing of respondent honorarium.

Contact Sarah Lonsdale and Katie Kyle at industry@aorn.org
Show Nurses Your Program Aligns with AORN’s Guidelines

Perioperative professionals recognize and trust AORN. Our Seal of Recognition™ is awarded to materials that are consistent with the AORN’s Guidelines for Perioperative Practices, position statements, mission, and vision. Health care professionals look for the Seal to help them select quality programs, such as industry training, in-service programs, instructions and other materials.

Show Perioperative professionals your material aligns with AORN’s stringent standards for excellence in safe patient care with the Seal of Recognition™.

Check out the company materials that have already received the Seal of Recognition™ on our website.

For more information contact us at industry@aorn.org.
ADVERTISING
There are a variety of ways to get your message in front of our members. AORN works closely with industry partners to develop a media plan that can support your needs. From new product launches to brand recognition and recruiting campaigns, we have the channels to get your message to the right audience. Download our rate card and start today.

TARGETED DIRECT MAIL LISTS & EMAIL BLAST
Access AORN’s permission-based lists and target your message by building a custom list by job title, practice area, and/or geographical location. These options are ideal for recruiters who need to fill specific positions and companies that are interested in showcasing their product to end-users and purchasing influencers.

DIGITAL DISPLAY ADS ON AORN.ORG
- AORN.org boasts almost 700,000 page views per month
- 5.5 pages per visit
- Over 75,000 unique visitors per month

NEWSLETTERS
Multiple options are available from banner ads to story links directed to your website.

Periop Insider is AORN’s weekly e-newsletter sent to over 42,000 perioperative professionals every week.

OR Executive / OR Executive News Brief e-newsletter is distributed twice a month to the highly sought audience of OR managers and executives.
AORN SURGICAL CONFERENCE & EXPO 2016
APRIL 2-6, 2016 | ANAHEIM, CA
Connect and network with over 5,000 prospective clients and affiliate companies at the largest gathering of perioperative professionals.
EXHIBITING

Why Exhibit
• Unopposed exhibit hours
• Complimentary lunch in the hall for attendees
• Exciting giveaways and entertainment on the exhibit floor every day
• AORN programs in strategic locations on the floor to drive traffic

Exhibit Hall Dates and Hours
Sunday, April 3: 4:30pm - 7:00pm (Exhibit Hall Opening Reception)
Monday, April 4: 9:00am - 4:00pm
Tuesday, April 5: 9:00am - 2:00pm

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 10x10 space, exhibit staff can attend main conference sessions (no CE available)
• Unlimited VIP exhibit hall only passes – Invite your customers and prospects to visit you on the floor at no charge.
• 7” x 44” booth ID sign, 8’ high draped back wall, aisle carpet, other booth furnishings are included based on booth type.
• Marketing opportunities to increase traffic to your booth

Exhibit Space Information
Reserving space is simple. Click on the links below to view the floor or complete the online reservation form.

View the 2016 Floor Plan | Reserve Exhibit Space
Exhibitor Testimonials
EXHIBITING (CONT.)

**Technical Booths**
*Surgical products and services*
Linear with corner or island = $3,400 each 10x10’ unit
Linear without corner = $3,300 each 10x10’ unit

**Career Fair**
*Hospitals, universities, agencies*
Linear with corner or island = $3,400 each 10x10’ unit
Linear without corner = $3,300 each 10x10’ unit

**Government and Nonprofit**
Any 10x10’ booth = $2,400

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**Contact Us**
**Sponsorship and Advertising:**
800-755-2676, ext. 280 | Industry@aorn.org
aorn.org/industry/conference/

**Exhibitor Booth Questions & Reservations:**
**Companies A-G**
Bob Drewniak
312-265-9662 | Robert@CorcExpo.com

**Companies H-O**
Mary Anne Miller
312-265-9665 | MaryAnne@CorcExpo.com

**Companies P-Z**
Chuck Wagner
312-265-9657 | Chuck@CorcExpo.com
SPONSORSHIPS

EDUCATION

**General Session | $30,000**
Opportunity to address full conference attendees - up to 5,000 in attendance. Company will receive recognition on session signage and in the conference program.

**Poster Gallery | $20,000**
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, 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 conference program.

**First-time Attendee Orientation | $15,000**
Be the first to make a good impression by addressing the first-time attendee crowd. Additional benefits include recognition on signage, slides during event and in conference program. **Attendance 800-900**
SPONSORSHIPS (CONT.)

NETWORK

Surgical Services Management Reception | $20,000
Connect with OR leaders at this popular 2-day certificate program for OR Managers and above. Company will be provided a table in the lounge to interact one-on-one with attendees during breaks. Company representative can address attendees during evening reception. AORN will work with the sponsor to develop a promotional program to maximize investment.

International Reception & Lounge | $20,000
Meet and mingle with international conference 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 your company logo recognition on invitation, event signage, and conference program. Over 150 attendees in 2015.

Race for Patient Safety 5K Run/3K Walk | $5,000 - $25,000
Multiple Support Levels Available
Support perioperative professionals as we “Race for Patient Safety” at the AORN Foundation’s 18th annual fun run. Supporters will be featured on the race t-shirt, bag, and onsite at the event and conference. Each supporter receives a number of complimentary race registrations and recognition in the conference program, AORN Journal, and Conference News.

25th Anniversary Silver Soiree | $5,000 - $25,000
Multiple Support Levels Available
Join conference attendees for a night of fun and dancing to celebrate the AORN Foundation’s 25th Anniversary. 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 the conference program, AORN Journal, and Conference News.
### SPONSORSHIPS (CONT.)

#### EXPOSURE

**Surgical Conference 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.

**Lanyard** | $25,000  
Place your company logo on the conference lanyard worn by attendees the 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.

**Water Bottle & Water Stations** | $15,000  
Place your company logo on water stations throughout the conference.

**Silent Auction**  
Donate an in-kind item for the AORN Foundation Silent Auction. Corporate donations include sporting event suites, tablets, and other tech items. Conference attendees enjoy shopping and the excitement of bidding to support the Foundation’s programs.

**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. Over 6,000 logins at the Evaluation Center in 2015.

**Collaboration Boards** | $5,000/day  
Increase company exposure by supporting these popular, interactive boards used daily during the conference. Company will receive recognition in the collaboration board area onsite.
SPONSORSHIPS (CONT.)

OR EXECUTIVE SUMMIT™

OR Executive Summit™ Breakfast Symposium | $25,000
Company will have time to address summit attendees during plated breakfast. Additional benefits include company literature distribution and recognition on signage and in conference program.

OR Executive Summit™ Lunch Symposium | $45,000
Company will have time to present to summit attendees during plated lunch. Additional benefits include company literature distribution, recognition on signage, slides during event and in the conference program.

OR Executive Summit™ Education Session | $5,500
Align your company with the hot topic leadership issues of the day. Your company will receive recognition during program, company recognition on walk-in slides, signage, and recognition in the conference program.

OR Executive Summit™ Attendee Bag & Padfolio | $25,000
Logos on bags
Place your company logo on the bag and padfolio given to all OR Executive Summit™ and Leadership Development Summit™ attendees (400-500 attendees). Company literature insert included in bags.

For more information contact us at industry@aorn.org.
LEADERSHIP DEVELOPMENT SUMMIT™

**Leadership Development Summit™ Breakfast Symposium | $15,000**
Company will have time to present to summit attendees during plated breakfast. Additional benefits include company literature distribution and recognition on signage and in conference program.

**Leadership Development Summit™ Lunch Symposium | $25,000**
Company will have time to present to summit attendees during plated lunch. Additional benefits include company literature distribution, recognition on signage, slides during event, and in conference program.

**Leadership Development Summit™ Education Session | $5,500**
Align your company with the hot topic leadership issues of the day. Your company will receive recognition during the program, company recognition on walk-in slides, signage, and recognition in conference program.

For more information contact us at industry@aorn.org.
CONFERENCE ADVERTISING
Here is a sneak peek at some of the advertising offerings at our annual conference. All the details for Anaheim are coming soon.

PRINT
Conference Program
All inclusive program guide including schedule, exhibit guide, and much more.

OR Executive Summit™ Program & Leadership Development Summit™ Program
Program and schedule specific to each Summit conference.

Daily Conference Newsletter
Daily printed conference news available to all attendees.

DIGITAL
Daily Conference E-Newsletter
Daily email conference newsletter sent to all AORN members and Expo attendees.

Mobile App Advertisements
Conference mobile app will include much more content online in 2016. It’s the go-to resource before, during, and after the conference.

Banner Ads on the Surgical Conference & Expo website
Space on AORN.org where attendees go to get info about the conference.

LISTS
Mail & Email List for Conference Attendees
Connect directly with conference attendees with your pre and post-show marketing

ON-SITE ADVERTISING
Booth Traffic Programs | Hanging Banners & Floor Stickers | Public Space Displays
A variety of custom options are available to meet your specific needs.

For more information about advertising, contact Cathleen Corbin at ccorbin@aorn.org
INVEST UP TO THESE SUPPORT LEVELS AND RECEIVE EXTRA BENEFITS

PLATINUM SPONSOR
- Five complimentary attendee registrations
- Dinner with AORN Board of Directors and AORN Executive Team
- Early selection of education sessions
- Priority selection of OR Executive Summit™ sponsorship opportunities
- Attendee bag insert
- Pre and post attendees email lists
- Platinum recognition in conference publications
- Recognition signage in conference space
- Booth recognition signage
- Online platinum sponsorship recognition - website and mobile app
- Upgraded exhibitor listing with logo
- Recognition in pre-conference mailers (deadline applies)
- Recognition on AORN Twitter & Facebook

GOLD SPONSOR
- Three complimentary attendee registrations
- Early selection of education sessions
- Attendee bag insert
- Priority selection of OR Executive Summit™ sponsorship opportunities
- Gold recognition in conference publications
- Recognition signage in conference space
- Booth recognition signage
- Online gold sponsorship recognition - website and mobile app
- Upgraded exhibitor listing with logo
- Recognition in pre-conference mailers (deadline applies)
- Recognition on AORN Twitter & Facebook

SILVER LEVEL
- Two complimentary attendee registrations
- Silver recognition in conference publications
- Recognition signage in conference space
- Booth recognition signage
- Online silver sponsorship recognition - website and mobile app
- Upgraded exhibitor listing with logo
- Recognition in pre-conference mailer (deadline applies)
- Recognition on AORN Twitter & Facebook

BRONZE LEVEL
- One complimentary attendee registrations
- Bronze recognition in conference publications
- Recognition signage in conference space
- Booth recognition signage
- Online bronze sponsorship recognition - website and mobile app
- Upgraded exhibitor listing with logo
- Recognition in pre-conference mailer (deadline applies)
- Recognition on AORN Twitter & Facebook

For more information contact us at industry@aorn.org.