OUR SHARED PURPOSE: SAFE SURGERY TOGETHER

BENEFITS OF EXHIBITING IN 2021

Conference Dates: April 17 - 21, 2021 | Exhibit Dates: April 18 - 20, 2021
Orange County Convention Center, West Building | Orlando, FL

WWW.AORN.ORG/SURGICALEXPO/EXHIBITORS | AORNEXHIBITS@SPARGOINC.COM
WHAT MAKES AORN EXPO UNIQUE?

Our Attendees are Decision Makers
• 9 out of 10 conference attendees influence buying decisions in their facilities
• 9,700 total attendees
• 6,000 executives, directors, managers, staff nurses, and other perioperative professionals from the busiest surgical facilities
• 2,100 attendees have direct veto authority and are members of purchasing/evaluating committees

Exhibitors Can Provide Education from Their Booths
• Attendees can earn over 100 hours of CE inside the Expo Hall

Reverse Trade Show
• Exhibitors have the opportunity to participate in our unique speed meeting program that connects you one-on-one with decision makers from the top 20% surgical facilities in the U.S.

Career Center
• Career-related exhibits with educational resources, publications, and recruiters

AORN Works to Ensure Attendees Stay on the Trade Show Floor:
• 13 exclusive Expo Hall hours – you won’t compete with education sessions!
• Expo Hall Opening Reception kicks off the trade show
• Interactive simulation activities strategically placed throughout the floor
• Snack stations and food vouchers
• Fun and engaging traffic driver programs offered, such as in-booth education and scavenger hunt games

“As a first-time exhibitor, we felt the AORN Expo was a great experience. We were able to promote a re-branded product and gain a lot of exposure to new customers. Thank you AORN and see you at the next conference!” – Suzanne Leopold, 3T Medical Systems
WHAT DO EXHIBITORS LIKE BEST ABOUT AORN EXPO?

• The high number of attendees and qualified decision makers
• The quantity of new business leads – 88% of exhibitors secured NEW business leads in 2019!
• Reverse Trade Show
• Positive attendee interactions and engagement
• Booth traffic drivers
• Traffic throughout the Expo Hall
• Attendees want to be there - 99% visit the Expo Hall
• In-booth education
• Number of dedicated exhibit hours
• Networking opportunities with other exhibitors

WHO EXHIBITS?
Attendees look for products and services aligned with surgical patient care and safety, perioperative workflow enhancement, patient physiologic responses, patient and designated support team behavioral responses, informatics, and health systems.

Top 15 Product Categories
1. Career/Staffing/Recruitment
2. Education
3. Patient Safety
4. Cleaning/Sterilization
5. Wound Care Products
6. Orthopedic Instruments
7. Laparoscopic Instruments
8. Anesthesia
9. Scheduling
10. Billing
11. Positioning
12. Ambulatory
13. Furniture
14. Uniforms/Personal Protective Equipment
15. Laparoscopic Instruments/Equipment

“We spoke with thousands of highly qualified RNs. The response we received from attendees blew us away. I struggled to keep up with all of the inquiries into positions with our health network.”

– Kyle Penrose, Lehigh Valley Health Network

SEE WHO ELSE IS EXHIBITING
PROFESSIONAL ATTENDANCE SUMMARY

Total 6,007

- 35% Nurse Managers
- 34% Staff RN
- 11% Educator
- 20% Other HCPs

20% WORK IN AN OUTPATIENT FACILITY

ATTENDANCE GROWTH OVER PAST 5 YEARS

2015 2016 2017 2018 2019

4,004 5,425 5,873 5,692 6,007

EXHIBITOR SUMMARY

- 469 Exhibiting Companies
- 3,738 Exhibitor Representatives
- 88% Secured Leads

106,000 Leads Captured at AORN Expo 2019

93% Plan to Return

HEAR FROM PREVIOUS ATTENDEES ABOUT THEIR CONFERENCE EXPERIENCE

Attendees

Exhibitors

1 2019 data.
ABOUT YOUR BOOTH

Expo Hall Hours
Opening Reception  Sunday, April 18: 4:00pm-6:00pm
Expo Hall Open    Monday, April 19: 10:00am-4:00pm
                   Tuesday, April 20: 9:00am-2:00pm

Exhibit Space Rates
Technical Exhibitor In-line - $39.50 per sq. ft.
Career Center Inline (Includes Booth Package) - $39.50 per sq. ft.
Government Rate (Includes Booth Package) - $30.50 per sq. ft.
Corner Fees - $200 per corner

Official Contractors
As you plan for AORN Expo 2021, you may receive solicitations from publications and vendors that are not affiliated with the AORN Global Surgical Conference & Expo, Association of periOperative Registered Nurses (AORN), SPARGO, Inc., or any contracted organization therein. Please be advised that AORN does not sell exhibitor lists or contact information to anyone. This information is securely provided to AORN Official Contractors to inform exhibitors of show-related services. Solicitations from unofficial vendors are often the result of obtaining public information from the Internet. AORN partners with select vendors to produce our premiere conference and expo and can intervene on your behalf if any customer service issues arise.

LIST OF OFFICIAL CONTRACTORS:
• SPARGO Inc. (Exhibit Sales, Management)
• Freeman (General Service Contractor, Audio Visual)
• MCI (Housing, Registration, Lead Retrieval)
• Orange County Convention Center (Catering, Electric, Rigging, Internet)
EDUCATION GRANTS

Education Grants are offered through your generous support of the AORN Foundation. Each grant awards a nurse $1,000 to assist in their career and educational advancement by attending Expo. A 10% fee is included for program administration costs.

1 NURSE
$1,100 education grant

3 NURSES
$3,300 education grant

5 NURSES
$5,500 education grant

10 NURSES
$11,000 education grant

AORN FOUNDATION

If you are interested in supporting nurses as they advance their education and professional skills and in learning more about the recognition your organization would receive at Expo for these charitable efforts, please contact the AORN Foundation Director, Colette Palmer, at cpalmer@aorn.org or 303.368.6243.

The AORN Foundation is a 501(c)(3) bona fide charitable organization. Gifts to the AORN Foundation are tax-deductible to the fullest extent of the law. Federal Tax ID No: 84-1193583
SAFE SURGERY TOGETHER
The Association of periOperative Registered Nurses (AORN) was founded in 1949 to establish a national community for operating room nurses who sought to share best practices for patients undergoing surgery. Today, we unite and empower perioperative nurses, healthcare organizations, and industry partners to support safe surgery for every patient, every time.

You’ll find AORN resources used in every hospital and ambulatory center across the country, including:
- The evidence-based Guidelines for Perioperative Practice
- Perioperative staff education
- Career and leadership development guidance
- Facility and health system solutions

AORN represents the interests of more than 160,000 perioperative nurses, including 43,000 RN members. AORN’s organization also includes AORN Foundation, Pfiedler Education, AORN Syntegrity, AORN Journal, Outpatient Surgery Magazine, and OR Excellence conference.

OUR MISSION
Our mission is to promote safety and optimal outcomes for patients undergoing operative and other invasive procedures by providing practice support and professional development opportunities to perioperative nurses. AORN will collaborate with professional and regulatory organizations, industry leaders, and other health care partners who support the mission.

OUR VISION
AORN will be the indispensable resource for evidence-based practice and education that establishes the standards of excellence in the delivery of perioperative nursing care.