

# AORN REVERSE TRADE SHOW

## Foster 1:1 Connections with Decision-Makers at Global Surgical Conference & Expo 2024

Meet one-on-one with nurse executive decision-makers from the top surgical volume facilities in the U.S. In this one-day event on Sunday, March 10, participating exhibitors are guaranteed to meet with 25 hand-selected leaders.

Each meeting provides the opportunity to establish a connection with OR leaders, highlight solutions, determine interest level, and outline next steps. All this is done in one morning, without the long prospecting process it takes to get a face-to-face meeting.



*"For us this has been a great way to get dedicated time with these leaders because so often it's difficult to get into the facilities and have the conversation there."*

- Previous Reverse Trade Show Exhibitor

## HOW IT WORKS:

- Participating exhibitors receive one block of 25 five-minute meetings.
- AORN matches the most qualified facilities (based on Medicare financial specialty data) to meet with each company.
- Spend five minutes with each facility decision-maker to present your products/services and provide takeaway collateral.
- Up to two representatives can participate in each five-minute meeting.
- All meetings in the block are arranged for you and you will receive a minute-by-minute schedule.
- You'll receive the contact information of the OR leaders you met with.

**Join Us Sunday, March 10, 2024**

### PRICING

First block of 25 five-minute meetings: \$4,100

Additional blocks (*maximum 2 additional blocks*): \$2,500

### ADDITIONAL BENEFITS INCLUDE:

- Recognition in pre-event email to participating nurse executive leaders
- Highlighted on an AORN Expo featured webpage and promoted to over 10k+ nurse leaders
- Recognition in the Reverse Trade Show attendee thank you email

**Contact AORN for more information and to reserve your meeting blocks.  
Email [partner@aorn.org](mailto:partner@aorn.org) or call 303-755-6304 ext. 280.**



**AORN** | GLOBAL SURGICAL  
CONFERENCE & EXPO

Nashville, TN • March 9 - 12, 2024