AORN | GLOBAL SURGICAL CONFERENCE & EXPO

Conference Dates: March 28-April 1, 2020 | Exhibit Dates: March 29-31, 2020
Anaheim Convention Center | Anaheim, CA

www.aornexhibits.com | 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 Booth
• Attendees can earn over 100 hours of continuing education 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

EXHIBIT AT THE LARGEST GATHERING OF PERIOPERATIVE NURSES IN THE WORLD
If your organization makes solutions for the surgical suite, then AORN Global Surgical Conference & Expo 2020 should be on your exhibit calendar. AORN Expo allows you to showcase your products and services aligned with the Guidelines for Perioperative Practice; connect with hard-to-reach nurse managers, staff RNs, educators, and other perioperative professionals, recruit new talent, and more!

MAKE PLANS TO EXHIBIT IN 2020!
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Ensure your exposure to surgical professionals from around the world by securing your exhibit space.

“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 in 2020!”

– Suzanne Leopold, 3T Medical Systems
WHAT DO EXHIBITORS LIKE BEST ABOUT AORN EXPO?
• Number of attendees and qualified decision makers
• 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
• Engaged attendees want to be there!
• 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
2019 PROFESSIONAL ATTENDANCE SUMMARY

- Total: 6,007 Attendees
  - 35% Nurse Managers
  - 34% Staff RN
  - 11% Educator
  - 20% Other HCPs
  - 20% WORK IN AN OUTPATIENT FACILITY
- Leadership Summit Attendees: 795
- International Attendees: 272
- Countries Represented: 40

ATTENDANCE GROWTH OVER PAST 5 YEARS

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendees</th>
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</thead>
<tbody>
<tr>
<td>2015</td>
<td>4,004</td>
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<tr>
<td>2016</td>
<td>5,425</td>
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<tr>
<td>2017</td>
<td>5,873</td>
</tr>
<tr>
<td>2018</td>
<td>5,692</td>
</tr>
<tr>
<td>2019</td>
<td>6,007</td>
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</tbody>
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EXHIBITOR SUMMARY

- Exhibiting Companies: 469
- Exhibitor Representatives: 3,738
- Secured Leads: 88%
- Leads Captured: 106,000
- Plan to Return in 2020: 93%

SEE WHO ATTENDED LAST YEAR AND WHAT THEY HAD TO SAY ABOUT THE CONFERENCE

Attendees | Exhibitors
ABOUT YOUR BOOTH

Expo Hall Hours
Opening Reception       Sunday, March 29: 4:00pm-6:00pm
Expo Hall Open       Monday, March 30: 10:00am-4:00pm
             Tuesday, March 31: 9:00am-2:00pm

Exhibit Space Rates
Technical Exhibitor In-line - $38.50 per sq. ft.
Second Story Level - $15.40 per sq. ft.
Career Center Inline (Includes Booth Package) - $38.50 per sq. ft.
Government Rate (Includes Booth Package) - $29.50 per sq. ft.
Corner Fees - $200 per corner

Official Contractors
As you plan for AORN Expo 2020, 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, Electric, Rigging and Utilities)
- **MCI** (Housing, Registration, Lead Retrieval)
- **Anaheim Convention Center** (Catering, Internet)
THANK YOU for supporting the nurses who make surgery safe through education and research.

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.