



PARTNER WITH AORN

Connect with your
perioperative audience.



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SAFE SURGERY TOGETHER

You know us for our annual conferences — AORN Global Surgical Conference & Expo and OR Excellence. But AORN also provides numerous opportunities to connect with the largest database of perioperative nurses in the U.S. to support your sales, education programs, and product development.

AORN's evidence-based *Guidelines for Perioperative Practice* define the standards that help keep healthcare workers and surgical patients safe. Delivering on this mission is possible through collaboration with healthcare providers, health systems, and the generous support from industry partners. This prospectus provides an overview of the opportunities to connect with the broad perioperative profession, including more than 40,000 AORN members.



Why partner with AORN?

Perioperative nurses are key decision-makers and influencers on product purchasing in their OR suites.

- Leverage AORN expertise to understand how your products or services align with AORN *Guidelines for Perioperative Practice* for improved differentiation to your customers.
- Access a diverse population of perioperative professionals eager to offer insights and feedback vital to product development and testing.
- Build brand awareness of your products or services among key OR decision-makers and influencers.

AORN includes a family of organizations dedicated to supporting nurses and surgical teams in providing evidence-based, quality care.

AORN: Founded in 1949, AORN (Association of periOperative Registered Nurses) unites and empowers surgical nurses, healthcare organizations, and industry to define standardized practice for perioperative professionals.

AORN Foundation: The AORN Foundation is a 501(c)(3) charitable organization and is the philanthropic arm of AORN. The generosity of individuals and corporate sponsors enables the Foundation to fund research, award academic scholarships, professional development grants, and patient safety resources such as tool kits, webinars, and seminar series.

Pfiedler Education: Pfiedler Education is a wholly-owned subsidiary of AORN offering accredited continuing education that provides medical device companies the opportunity to bring education to nurses and allied health professionals.

AORN Syntegrity®: Syntegrity® is a subsidiary of AORN and is the only EHR nursing content built by perioperative clinicians based on the most current *Guidelines for Perioperative Practice*. Evidence-based practices help prevent surgical risks and support more efficient processes, improve care protocols and outcomes, and lower costs.

Outpatient Surgery Magazine and OR Excellence: *Outpatient Surgery Magazine* is a division of AORN and is the leading voice in ambulatory surgery. Its trade show, OR Excellence, provides expertise and resources to perioperative professionals and administrators who work in surgical settings.

SALES | EDUCATION PROGRAMS | PRODUCT DEVELOPMENT



REACH THE LARGEST DATABASE OF SURGICAL NURSES

AORN provides professional growth and valuable clinical resources to a community of more than 100,000 nurses and healthcare professionals, including over 40,000 members, working across the perioperative arena. Our network of perioperative professionals represents all 50 states and international facilities, and work in more than 40 nursing practice areas and facility leadership.

Approximately 70% of our total membership is composed of nurses holding these functional titles:

- Staff Nurse
- Nurse Manager/Supervisor
- Director/VP/Assistant Director Nursing

TOTAL REACH

100K
periop nurses &
healthcare professionals

24K
leaders – educators,
managers, directors,
execs

227
local chapters
across the USA, Puerto
Rico, and Saudi Arabia

71K
unique visitors on
aorn.org every month

1M
page views per
month on aorn.org

BECOME AN AORN MEMBER

Non-RN associate members enjoy year-round access to perioperative professionals, including clinical decision makers and the following perks:

- Industry input – Get notified when AORN Guidelines are available for public comment
- Relationship-building – Join one or more chapters, giving you direct access to local chapter meetings, allowing participation and networking with local nurses
- Global networking – Attend local events or connect to members digitally through our online community, ORNurseLink
- Award-winning *AORN Journal* – Print, online, and mobile formats with article podcasts
- *Periop Today* e-newsletter delivered right to your inbox

WANT TO JOIN AS A TEAM?

AORN offers a Group Membership option for industry partners looking to reach and network with perioperative nurses in the OR setting.

For more information on Group Membership rates, email PeriopSolutions@aorn.org

Visit: www.aorn.org/join

SUPPORT NURSING EDUCATION

Center for Nursing Leadership

AORN's Center for Nursing Leadership is focused on supporting nurse leaders for continued professional development in managing the business challenges of perioperative services.

Virtual Nurse Leadership Seminar

In this unique, half-day, live, virtual seminar, perioperative nurse leaders from around the country gather to discuss the challenges that face them everyday. Focusing on leadership strategies and practical solutions, the decision-maker attendees of this seminar participate in interactive breakout rooms with industry sponsors who showcase the relevance and utility of their products and services as solutions for perioperative teams. The Nurse Leadership Seminar is funded through grants from the AORN Foundation.

Leadership Summit

Incorporated into the annual AORN Global Surgical Conference & Expo, this program is designed to meet the educational needs of nurse leaders and facility executives, as well as emerging leaders, through two distinct learning tracks. This is an exceptional opportunity for partners to gain exposure to this exclusive group of Expo attendees.

Virtual Guideline Workshops

Guideline Workshops are an engaging, instructional, and interactive workshop for perioperative nurse leaders and their teams to understand and effectively put evidence-based recommendations into everyday practice. This half-day, live, virtual event is led by authors of AORN's *Guidelines for Perioperative Practice* and includes product demos guided by sponsors. Guideline Workshops are funded through grants from the AORN Foundation.

Pfiedler Education

Pfiedler Education (formerly known as Pfiedler Enterprises) has been in the business of developing medical continuing education programs for over 40 years with accreditation for many types of healthcare professionals including nurses, dietitians, respiratory therapists and others.

Organizations have a unique opportunity with Pfiedler to leverage a third-party education provider to design unbiased, accredited education programs including webinars, interactive online programs, and live presentations. Email sales@Pfiedler.com for more information.



AORN'S SEAL OF RECOGNITION PROGRAM



Distinguish Your Education and Training Content

AORN's Seal of Recognition program helps perioperative nurses and their colleagues select the highest quality training, education, and in-service programs that are deemed consistent with the AORN *Guidelines for Perioperative Practice*.

When perioperative professionals see the seal, they can be confident that AORN has reviewed the content for quality and alignment with the guidelines.

See what it takes to earn the seal. Contact the Industry sales team.

ALIGN YOUR COMPANY WITH AORN'S GUIDELINES FOR PERIOPERATIVE PRACTICE

Industry partners can provide funding for AORN member guideline resources. The *Guidelines for Perioperative Practice* cover core foundational practices as well as emerging topics critical to surgical patient and worker safety. These include evidence-based recommendations in 5 key topics areas:

- Aseptic Practice
- Patient & Worker Safety
- Patient Care
- Equipment & Product Safety
- Sterilization & Disinfection

AORN will work with your organization to develop a customized program that aligns your organization with a perioperative guideline topic, reinforcing your support of evidence-based practices.

Industry support options can be combined across a number of resources: Guideline *Essentials*, Posters, Key Takeaways, and Webinars.

Guideline Reprints

Corporate partners can request a guideline reprint that includes a custom cover with your company logo. This is an excellent opportunity to expand your influence with perioperative leaders.



Partnerships with the AORN Foundation on these programs provide an opportunity to demonstrate your commitment to perioperative nurses and the critical role they play in patient and workplace safety, while elevating your brand through philanthropic support.

Live Education Events

Face-to-face and virtual education programs funded through the AORN Foundation provide a combination of classroom and hands-on learning for select topic areas focused on improving patient and worker safety.

Scholarships & Professional Development Grants

Professional Development Grants and Academic Scholarships are offered through the AORN Foundation to help individual nurses advance and maintain the unique knowledge, competencies and technical skills required in the perioperative profession to ensure safe and high-quality care.

Research Projects

The AORN Foundation provides joint funding to encourage qualified nurses to conduct research related to perioperative nursing practice and contribute to the development of perioperative nursing science.

Contact: foundation@aorn.org

MARKET RESEARCH

Gather first-hand feedback on your medical devices, products, and services from the widest selection of perioperative professionals who use them every day.

Virtual Focus Groups

- **Screening:** AORN will host a screening questionnaire based on the client's criteria, pulling from our database of over 40,000 OR decision-makers, educators, and nurses to find a pool of qualified candidates.
- **Recruitment:** Qualified respondents will be reviewed and contacted with details to participate.
- **Turnkey Service:** AORN oversees all participant communication, virtual meeting logistics, and coordinating honorarium distribution.

Online Surveys

- **Screening:** AORN will screen members that meet your specific criteria to participate in the survey.
- **Execution:** AORN or your company will host the survey you provide and AORN will recruit respondents from our targeted database.
- **Survey Management:** AORN will monitor progress of your survey and provide raw data and a high-level summary report for your analysis.
- **Respondent Honorarium:** AORN will facilitate the processing of honorariums for respondents.

ADVERTISING

AORN offers a variety of targeted advertising solutions. Choose from online and traditional advertising mediums to deliver your message to perioperative professionals.

We can develop customized options to meet your needs. Contact us at partner@aorn.org to discuss your marketing strategy.

Email & Direct Mail

We can build a custom list by job title, areas of experience and geographical locations to ensure your communication is being delivered to your specific target audience.

E-Newsletter

Periop Today is AORN's digital newsletter comprised of perioperative news, announcements, guidelines, professional development opportunities, legislative guidance, and timely updates to over 90,000 perioperative nurses, nurse executives, OR teams, and other healthcare professionals.

Banner Ads on AORN.org

Reach AORN members and perioperative professionals with a banner ad on AORN.org. Generate new leads and launch your retargeting campaigns today.

AORN Journal

Read by more than 40,000 perioperative nurses, managers, and directors every month. *AORN Journal* provides registered professional nurses in the OR and related services with information based on scientific fact and principle. Over 84% of readers influence OR buying decisions. A variety of advertising is available.

Outpatient Surgery Magazine

Outpatient Surgery Magazine's print and digital issues reach 30,024 facility leaders and other decision makers each month, plus another 50,000 pass-along readers — covering nearly every surgical facility in the nation. Its circulation is audited by BPA, and is transparent. *Outpatient Surgery* offers a variety of advertising options to meet every budget.

AORN GLOBAL SURGICAL CONFERENCE & EXPO

Connect and network with more than 10,000 prospective clients and affiliate companies at the most highly anticipated event for the perioperative suite. This is the premier setting for companies to engage with periop nurses, who influence and directly impact purchasing decisions, and their nurse leaders on the latest technology and trends in the OR.

Exhibit

Target the surgical community and see why AORN Expo is the largest gathering of perioperative professionals in the world. Contact Spargo, our exhibit sales partner to reserve a booth at 800-564-4220.

Sponsorships & Advertising

Gain market visibility, build brand equity and generate sales leads by partnering with AORN on marketing and industry support opportunities at the Global Surgical Conference & Expo. There is a wide range of opportunities including:

- **Promotional Items** – attendee bags, lanyards
- **Networking Events** – international reception & lounge
- **Demonstrations** – public area demonstrations and exhibit hall simulations
- **Support AORN Foundation Programs** – professional development grants, networking events, evening party, and fitness program.
- **Leadership Summit** – This program is incorporated into the annual AORN Global Surgical Conference & Expo and is designed to meet the educational needs of nurse leaders, facility executives, and emerging leaders. The Summit presents a unique opportunity for partners to gain exposure to this exclusive group of Expo attendees.
- **Advertising** – AORN offers a wide variety of advertising choices to get your message in front of conference attendees. Attendee lists, printed materials, online advertising, on-site banner & signage are just a few of the options you can select. Make the most of your investment in exhibiting and grab the attention of our attendees.

Contact us at partner@aorn.org for details about sponsorships and advertising at Expo.



EXPO HIGHLIGHTS

OUR ATTENDEES ARE DECISION MAKERS

9 out of 10 conference attendees report having influence over buying decisions in their facilities.

More than 2,100 attendees have direct **veto authority** and are members of a **purchasing or evaluation committee**.

TOP 3 REASONS ATTENDEES VISITED THE EXPO HALL:

1. Meet with vendors identified by purchasing team and to learn about new solutions
2. Receive education from exhibitors
3. Learn about solutions aligned with AORN Guidelines

99% of attendees visited the Expo Hall

70% of attendees spent 6+ hours in the Expo Hall



PROFESSIONAL ATTENDANCE SUMMARY



35% Nurse Managers

34% Staff RN

11% Educator

20% Other HCPs

**20% WORK IN AN
OUTPATIENT FACILITY**

795

Leadership Summit Attendees

272

International Attendees

40

Countries Represented

EXHIBITOR SUMMARY

469

Exhibiting
Companies

3,738

Exhibitor
Representatives

88%

Secured Leads for
NEW Business

106,000

Leads Captured at
AORN Expo 2019

93%

Plan to Return
in 2020

Data from AORN Global Surgical Conference 2019



VIRTUAL OR EXCELLENCE

Presented by *Outpatient Surgery Magazine*

October 22 - November 20, 2020

This exclusive, virtual event will offer live programming and on-demand access for OR leaders in both hospital and ambulatory surgery settings. Attendees will learn about practical authoritative solutions presented by top experts, connect with other outpatient leaders, and discover the most innovative healthcare solutions for the surgical suite throughout the virtual exhibit hall.

Conference Highlights

Expanded Reach

The event is open access for all *Outpatient Surgery Magazine* subscribers (30k+) and AORN members (40k+).

Live and On Demand

The conference is open for one month with scheduled live programming days and 24/7 recording access.

Virtual Exhibit Hall

Five days of LIVE exhibit hall hours including product presentations, video chat rooms, and Power Hour giveaways. Drive booth traffic and offer attendees accredited, in-booth education through Pfiedler Education.

Outpatient Surgery Magazine

Industry Involvement

Reverse Trade Show

Participate in exclusive one-on-one video conferences with qualified decision makers from hospitals and surgery centers in the top 20-25% of U.S. surgical volume. The online reverse trade show will take place ahead of Virtual OR Excellence so you can continue discussions during live exhibit hall hours.

Exhibit

Get the full exhibitor experience with virtual networking activities, offer in-booth education, have live product discussions with attendees, and more.

For more information around sponsorships and involvement at Virtual OR Excellence, contact Chad Kemplin, Director of Sales, at ckemplin@outpatientsurgery.net.

OR EXCELLENCE 2021

We are making plans to meet together again face-to-face in 2021. Check back regularly for updates about event details. Visit OREXCELLENCE.COM

SAFE SURGERY TOGETHER.

As the world's largest professional association for perioperative nurses – representing the interests of more than 200,000 perioperative nurses including our more than 40,000 members – AORN's *Guidelines for Perioperative Practice*, continuing education, and clinical practice resources lead to optimal outcomes in care.

Education and Clinical Practice Support

Perioperative professionals rely on AORN resources for education and professional development based on the evidence-based and peer-reviewed *Guidelines for Perioperative Practice*. The guidelines are accepted into the ECRI Guidelines Trust and are referenced by the Joint Commission, CMS and other regulatory agencies. Learn more about the guidelines on our website: AORN.org.



Advocacy

AORN monitors nursing and healthcare laws and regulations through our National Legislative Forum and state legislative coordinators, and coordinates and engages AORN members who are active grassroots advocates to participate in the legislative and regulatory processes. Our clinical and administrative staff serve on the committees and boards of approximately 30 professional associations to protect and improve safe perioperative practices.



Philanthropy

The AORN Foundation is the philanthropic arm of AORN, and is a 501(c)(3) charitable foundation. We exist to fulfill the mission of empowering perioperative nurses in advancing patient and workplace safety through education and research.

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