



**AORN** | GLOBAL SURGICAL  
CONFERENCE & EXPO

**Boston, MA | April 5-8, 2025**



# Exhibit & Sponsorship Opportunities

**#AORN2025**

Contact the AORN Expo Sales Team for more details at [aornexhibsales@wearemci.com](mailto:aornexhibsales@wearemci.com) or 410-584-8483.

# BENEFITS OF EXHIBITING IN 2025

## EXHIBIT AT THE LARGEST GATHERING OF PERIOPERATIVE NURSES IN THE WORLD

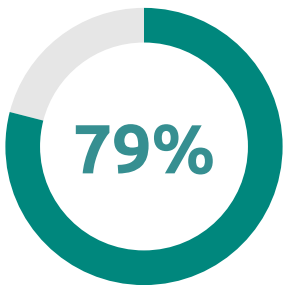
If your organization makes solutions for the surgical suite, then AORN Global Surgical Conference & Expo 2025 should be on your exhibit calendar. AORN Expo allows you to showcase your products and services aligned with the *Guidelines for Perioperative Practice*. Connect with hard-to-reach directors, administrators, nurse managers, and other perioperative professionals, recruit new talent, and more!

*"AORN is one of the best shows for us every year. The combination of the reverse trade show, the high quantity and quality of the attendees, and the overall vibe of the entire event makes for one incredibly successful show for us."*

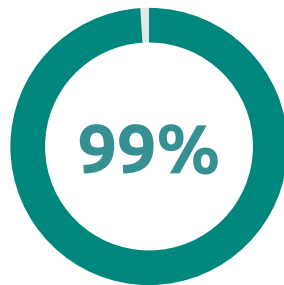
- Matthew Finneman, Trade Show Coordinator, Shukla Medical

## WHAT MAKES AORN EXPO UNIQUE?

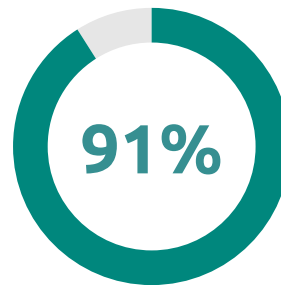
Our Attendees are Decision Makers



of conference attendees influence buying decisions in their facilities



of attendees visit the Expo Hall



of attendees spend 3+ hours visiting exhibits

Nearly **50%** of attendees are directors, managers, and hold leadership positions from the busiest surgical facilities

### Provide Continuing Education from Your Booth

- Attendees can earn **75+ hours of CH** inside the Expo Hall through Pfiedler Education in-booth programs.
- Exhibitors offering in-booth education spark more conversations and see more booth traffic than standard exhibitors.

### 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 high volume surgical facilities in the U.S.

# BENEFITS OF EXHIBITING IN 2025

## WHO EXHIBITS?

Attendees look for products and services aligned with surgical patient care and safety, perioperative workflow enhancement, business operations solutions for surgery centers, patient physiologic responses, patient and designated support team behavioral responses, informatics, and health systems.

## SHOW SUMMARY

**340+**  
Exhibiting  
Companies

**3,600+**  
periop nurses &  
nurse leaders

## EXHIBITOR SUMMARY

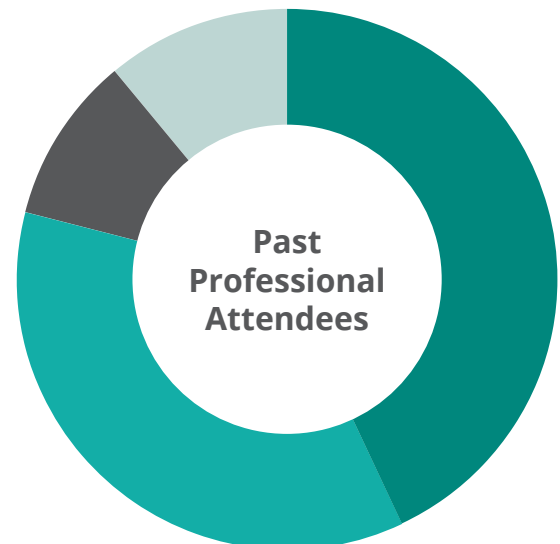
**97%** Successfully Launched  
New Products/Services

**95%** Secured Leads for  
**NEW** Business

**190** Average Number of Leads  
Captured Per Company

*"This was our first year back to AORN after a few gap years. Booth traffic was great and the nurses who stopped by were engaging and very interested in what we were offering. Overall, a great show with a lot of enthusiasm from the nurses. We will definitely be back."*

– Melanie Musick, Dornier MedTech, Inc.



**43% Nurse Managers** | **36% Staff RNs**  
**10% Educators** | **11% Other HCPs**

## Top Product Categories

- Computer Software & Systems
- Decontamination/ Cleaning Equipment & Supplies
- Educational Offerings
- Endoscopic Equipment & Supplies
- Instruments
- Laparoscopic Instruments/ Equipment
- Non-profit Organization
- Orthopedic Instruments/ Accessories/ Supplies
- Patient Safety
- Personal Protective Equipment
- Positioning Devices
- Recruitment Services/ Career Resources
- Sterilization Equipment & Supplies
- Surgical Tables & Accessories
- Wound Care Products

# ABOUT YOUR BOOTH

## Become an Exhibitor

**Technical Exhibitor Inline:** \$46.00 per sq. ft.

**Technical Exhibitor Island:** \$47.00 per sq. ft.

**Career Center Inline** (Includes Booth Package): \$47.00 per sq. ft.

**Government Rate Inline** (Includes Booth Package): \$37.00 per sq. ft.

**Corner Fees:** \$250 per corner

## Expo Hall Hours

**Sunday, April 6** - 4:00-6:00pm

(Opening Reception)

**Monday, April 7** - 10:00am - 4:00pm

**Tuesday, April 8** - 9:00am - 2:00pm

*Hours subject to change*

## What is included with your Technical Exhibit Space?

- 7" x 44" booth ID sign (for linear/in line booths)
- 8' high draped back wall and 3' high side railings for linear and perimeter booths
- Basic company listing in Expo Hall Highlights
- Company product category listing in the Expo Hall Highlights (if confirmed to exhibit by January 30, 2025)
- Online exhibitor listing

*Career Center and Government is a booth packaged rate*



## Questions?

For more information contact your account executive based on the following:

**For company names that begin with: #'s, A-B | G-M** Cate David



cate.david@wearemci.com  
Phone - 410-584-8352

**For company names that begin with: D-F | N-R** - Dan Kaste



dan.kaste@wearemci.com  
Phone - 410-584-8355

**For company names that begin with: C, S - Z** - Allison Abarbanel



allison.abarbanel@wearemci.com  
Phone - 410-584-1939

# LEADERSHIP SUMMIT SPONSORSHIPS

Leadership Summit is a leadership-focused program incorporated into AORN Global Surgical Conference & Expo each year and is tailored to meet the unique educational needs of nurse leaders and executives.

## **Leadership Summit Symposium** ..... \$60,000

This is your opportunity to speak directly with OR decision-makers at the conference. Sponsor receives up to 40 minutes for presentation and Q&A during a seated breakfast or lunch during the Leadership Summit. You'll continue the conversation in the Leadership Summit lounge with a company table that may be staffed by company representatives with collateral and hands-on demos. Additional benefits include recognition on signage, slides during event, and in the mobile app's event schedule. Plus, you'll receive the attendee contact list.

## **Leadership Summit Attendee Bag & Notebook** ..... \$15,000

Place your company logo on the bag and notebook given to all Leadership Summit attendees.

## **Leadership Summit Concurrent Education Session** ..... \$5,000

Align your company with the hot topic leadership issues of the day. Sponsor will receive

- vendor table outside meeting room for rep
- literature and/or product demo
- company recognition on on-site signage
- walk-in slides and in the mobile app's event schedule
- plus the session attendee report.

## **Ambulatory Track at Leadership Summit**

The Ambulatory Track at Leadership Summit is an opportunity for outpatient surgery leaders to attend sessions specifically designed to address the unique challenges faced by ASC administrators and leaders. There are two new sponsorship opportunities within the track where you can reach this influential, niche audience.

## **Ambulatory Leadership Summit Breakfast Symposium** ..... \$27,500

Leadership Summit attendees interested in the Ambulatory Track will attend this Sunday morning breakfast which includes up to 40 minutes for a presentation and Q&A, on a topic of choice during the meal. Benefits also include:

- Vendor table outside meeting room for rep, literature, and/or product demo
- Logo recognition on pre-show workshop promotions
- Logo recognition on on-site signage
- Breakfast symposium attendee report

## **Ambulatory Leadership Summit Concurrent Education Session** ..... \$5,000

Six Ambulatory track education sessions are available to Leadership Summit attendees. Sponsor will receive

- vendor table outside meeting room for rep
- literature and/or product demo
- company recognition on on-site signage
- walk-in slides and in the mobile app's event schedule
- plus the session attendee report.



# 79%

of Attendees in 2024  
Reported Having  
Influence over  
Buying Decisions at  
their Facility

# THOUGHT LEADERSHIP

Elevate your presence at AORN Expo with ways to provide additional education and be a thought leader within the community.



# 59,940

leads were generated  
from our AORN Expo  
2024 exhibitors

## Chapter Officer Summit ..... \$35,000

Be the exclusive sponsor of this Friday afternoon session that draws a crowd of 300+ members who lead their regional AORN Chapters. Present to this highly engaged audience of AORN Chapter Officers for 20 minutes and continue the conversation at a sponsor table outside the meeting room.

## Sunrise Breakfast ..... \$27,500

You choose the topic, let AORN do the rest. AORN will recruit and host a private breakfast on behalf of the sponsor. During the one-hour breakfast, sponsor receives up to 40 minutes for presentation and Q&A. AORN will invite an exclusive audience of 50-100 attendees and sponsor will receive the full list of breakfast registrants.

## Expo Brunch / Lunch & Learn ..... \$25,000

Host a private product-based brunch / lunch and learn for 50-100 attendees in the Expo Hall. Sponsorship includes the setup of space and boxed lunch for attendees, up to 40 minutes for your presentation and Q&A, and logo recognition on area signage.

## General Session ..... \$21,000

This is your opportunity to address full conference attendees. Your company will receive recognition on session signage and in the mobile app's schedule.

## Focus Groups ..... \$15,000

Exhibitors have an exclusive opportunity to conduct market research while at the conference to get first-hand feedback on products and services from the nurses who use them every day. Focus groups include:

- Customized recruiting by AORN from thousands of attendees
- 90-minute focus group session with 8-10 nurses meeting your specific criteria
- Private focus group meeting room configured to your specifications
- Registration and meeting management on the day of your session
- Light food and beverage for your attendees\*
- Coordination and distribution of participant honorarium

*\*Additional food and beverage, audio/visual equipment, and other services can be provided for an additional fee and billed directly to your company.*

Please contact [partner@aorn.org](mailto:partner@aorn.org) for more information

## Skills Studio ..... Starting at \$15,000

Let your products fill a dedicated Skills Studio on the Expo Hall floor where attendees will come for hands-on practice Monday and Tuesday. Consult with AORN nurses, facilitate demos, be recognized on area signage, and engage with nurses eager to try products.

# THOUGHT LEADERSHIP

## The Learning Lab | *Limited spots available*

The Learning Lab in the Expo Hall offers interactive presentations, product demos, and educational sessions for exhibitors, enhancing booth traffic with prominent signage.

### **Accredited Presentation (1 CH)** ..... \$7,500

Includes 30-minute clinical, non-product biased presentation, 15-minute Q&A with audience, and digital study guide of supplemental education materials

### **Product Presentation (No CH)** ..... \$5,000

45 minutes to pitch your product, play a game with the audience, and spark interest with attendees

### **VIP Hours** ..... \$5,000

Take full advantage of your exhibit booth investment and host a private event following exhibit hall hours on Monday or before the hall opens on Tuesday. This is an opportunity to hand select attendees and invite them into your booth for focused conversations and demonstrations.

### **Concurrent Education Session** ..... \$4,000

Align your company with the hot topics of the day. Select an available session and you'll receive company recognition on signage outside of the education room, on walk-in slides before the session begins, and within the AORN Expo mobile app. Sponsor will also receive a report of session attendees with contact information.

### **AORN Reverse Trade Show** ..... First block - starting at \$3,900 | Additional blocks - starting at \$2,300 each

*Limited spots available.*

The Reverse Trade Show at AORN Expo, a favorite among exhibitors and attendees, offers direct one-on-one meetings with decision-makers from top U.S. surgical facilities. In a four-hour session, exhibitors can connect with 25 hand-selected leaders, showcasing solutions and discussing opportunities without the usual lengthy prospecting. This includes a listing in the Product Preview and a contact list of participating executives for follow-up.

### **In-Booth Education** ..... starting at \$11,000

Collaborate with the Pfiedler Education Team of AORN to create accredited, best-practice educational content on your chosen topic for the Expo Hall, where education is a key draw for nurses.

This includes:

- Development of unbiased, accredited workshop presentations or study guides from your booth
- Logo recognition on signage, in-booth schedules, and in the AORN Journal (availability dependent on purchase date)
- Advanced promotion of your education program on AORN Expo Website

Contact [aornexhibsales@wearemci.com](mailto:aornexhibsales@wearemci.com) for more information about in-booth education.



# 110%

more booth traffic is seen by exhibitors who offer in-booth education.

Contact the AORN Expo Sales Team for more details at [aornexhibsales@wearemci.com](mailto:aornexhibsales@wearemci.com) or 410-584-8483.

# AMBULATORY-FOCUSED EXPOSURE OPTIONS

## Ambulatory Hub

Be front and center where ambulatory attendees are networking and attending education sessions within the general conference, with sponsorship opportunities to drive engagement and interactions with this niche audience. Sponsorships include recognition on signage and a postevent list of all attendees that visit the Hub (via badge scanning that AORN will manage).

### **Buffet Lunch Sponsorship** ..... \$30,000

Includes up to 40 minutes for presentation and Q&A within the ambulatory education room, plus provide a buffet lunch for attendees on Saturday or Sunday. You'll have recognition on an attendee charging station and a display in the lounge area of the Ambulatory Hub where you can highlight solutions.

### **Lounge Sponsorship** ..... \$15,000

Highlight your solutions in a display in the Ambulatory Hub lounge, just outside of the education room for the ambulatory sessions. You'll also be recognized on a charging station for attendees.

### **Ambulatory Hub Networking Event Sponsor** ..... \$10,000

Mix and mingle with attendees in the Ambulatory Hub during a social event on Saturday with light refreshments and ice-breakers. You'll receive recognition on event promotions, onsite signage, and a display in the lounge area of the Ambulatory Hub where you can highlight solutions.

### **Demo Counter** ..... \$7,500

Highlight your solutions at a branded counter in the Ambulatory Hub lounge, just outside of the education room for the ambulatory sessions. You'll also be recognized on a charging station for attendees.





# EXPERIENTIAL ACTIVATIONS

Be a creator and memory maker for the AORN attendees while driving home your return on investment.

## **First-Time Attendee Lounge** ..... \$15,000

This space is reserved for first-time attendees to learn about everything there is to experience at AORN Expo, network, and take part in a new mentoring program. Sponsorship of this area includes a table for product literature and may be staffed by a company representative during lounge happenings.

## **Wellness Pavilion Sponsorships** ..... Inquire for pricing

The Wellness Pavilion is a popular destination on the Expo Hall floor where attendees look forward to relaxation, gratitude practices, and self-care while at the conference. Show your support for nurses and their wellbeing by making this area possible!

## **Kickoff Party Experiences** ..... Inquire for pricing

Add to the festivities by sponsoring unique and eye-catching activation areas at the Kickoff Party.



# BRAND ACTIVATIONS

Make sure your company name resonates with the AORN audience in the hall, public space and beyond. Expand your brand beyond the booth!

**General Conference Attendee Bag**  ..... \$28,000

Place your company logo on the bag given to general conference attendees. This is the most visible piece at the conference and has continued use when nurses return to their facilities.

**Conference Lanyard** ..... \$28,000

Your company logo will be front and center on the badge lanyard worn by attendees during the entire conference.

**Hydration Package**  ..... \$27,000

Place your company logo on the water bottle in the attendee bag and be recognized on water coolers throughout the convention center where attendees go to fill up.

## Conference Mobile App

The AORN Expo mobile app is the primary resource for all attendees. This is where they access education schedules and handouts, exhibitor info, Expo Hall activities, and more.

**App Sponsor** ..... \$22,000

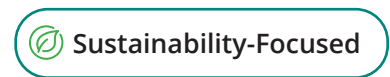
Promote your brand, booth & products to everyone using the conference app and onsite in Boston. Company will receive logo recognition on mobile app homepage, fixed banner on the app homepage, on all pre-conference mobile app usage promotion, on signage throughout the convention center, and in Expo Hall Highlights. One company-specific push notification to all app users is included.

## App Banner Ads

Drive booth traffic with highly visible branded ads in the conference app attendees use to navigate the conference. Includes one push notification to attendees.

**Rotating Banner** ..... \$5,600 - Limited Availability

Purchase also includes an app push notification that can be used to direct attendees to the booth.



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# BRAND ACTIVATIONS

**AORN Store** ..... \$15,000

Be the exclusive sponsor of the AORN Store, where attendees come to shop for books, education, and conference swag! Company literature will be placed in shopping bags at the bookstore as attendees make purchases. Additional recognition includes signage, logo on store receipts, and recognition in Expo Hall Highlights. Includes a branded charging station in the area, product display, and a demo area for your company.

**Conference Bag Items** 

Water Bottles ..... \$15,000

Custom Items ..... Inquire for Pricing

**Hotel Key Cards** ..... Starting at \$14,500

Make a great impression with attendees upon check in and every time they access their hotel room. Exhibitor creative will be featured on the front of each key card. Inquire for details and possible options targeting specific hotels. Pricing is flexible based on the number of hotels purchased.


**Sustainability Sponsorship**  ..... Contact for Pricing

Align your company with sustainability initiatives woven into the conference. Sponsor a sustainability-focused education session, hydration stations throughout the convention center, the eco-friendly conference bag, reusable water bottles given to attendees, or share your custom ideas with us about how you want to showcase your efforts in going green.

**Public Space**

AORN will work with exhibitors to locate high-traffic public spaces to display product, conduct demonstrations, or support custom ideas that will create buzz with attendees. Contact us to customize your public space presence.



 Sustainability-Focused

# TRAFFIC DRIVERS

Make your booth a destination on the show floor and drive traffic and buzz to your booth!

## Charging Stations/Charging Lounge

Get your messaging in front of attendees as they charge their devices and take a break. Options include charging kiosks with signage and customizable lounge style spaces that may include signage, video opportunities, floor stickers, etc. Locations are in high traffic areas that are sure to be seen and used. Custom options starting at \$5,500

## Floor Stickers

Create a path to your booth, enhance the space around your booth or use for creative branding to attract attendees. Floor stickers can go anywhere on the exhibit hall floor. Space is first come, first served. Additional sizes and quantities available. \$2,000 for a package of 4, 2' x 2' stickers



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# AORN FOUNDATION OPPORTUNITIES

Each year AORN Foundation empowers perioperative nurses through academic scholarships, professional development grants, patient safety resources, seminars, and evidence-based research. Be part of the story by participating in exclusive opportunities at AORN Expo as a Foundation donor.

## **AORN Foundation Party** ..... Tiered Pricing Available

Join conference attendees for a night of fun and dancing. 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 a variety of high-exposure publications including Expo Hall Highlights, the mobile app, AORN Journal, and event signage. Foundation supporter ribbons will be provided to company representatives.

## **Support Grants for Nurse Attendees** ..... Pricing Varies

Highlight and be recognized for your company's support of the perioperative nurse and the critical role they play in patient and workplace safety by funding Professional Development grants through the AORN Foundation, the charitable arm of AORN. Your partnership will allow additional nurses to attend AORN Expo while demonstrating corporate responsibility and realizing the associated return on investment for your philanthropic actions.

## **AORN Foundation 2500 Club** ..... \$2,500

Bring brand awareness to your company while highlighting your commitment to the interests of perioperative nurses. Members of the 2500 Club are recognized for their philanthropic partnership throughout the conference as well as in publications. Proceeds support the AORN Foundation's mission of supporting nurses who make surgery safe.

Contact AORN Foundation for more details at [cpalmer@aorn.org](mailto:cpalmer@aorn.org) or call us at 303-368-6243.



Contact the AORN Expo Sales Team for more details at [aornexhibsales@wearemci.com](mailto:aornexhibsales@wearemci.com) or 410-584-8483.

# ADVERTISING OPPORTUNITIES

## Conference Attendee Email Blast

This is a great way to invite attendees to the booth, gather RSVPs for an event, or drive traffic to your in-booth education offering. Your company will provide all creative and the subject line, AORN will send the email on your behalf to conference attendees. Open and click metrics will be provided. Limited availability - reserve your date today!

1x Conference Attendee Email Blast (pre-conference OR post-conference)	\$5,250
2x Conference Attendee Email Blast (pre-conference AND post-conference)	\$6,600

## Attendee Direct Mail List

Invite conference attendees to visit the booth by sending a postcard, brochure, or other materials before and/or after the event. The attendee list will be available each week leading up to the conference and is updated with new registrants each week.

Pre-Conference Attendee List	\$1,550
Pre- AND Post- Conference List	\$2,225

**NOTE:** Our privacy policy prevents us from providing attendee emails and phone numbers.

### Important Notice:

AORN and MCI are the **ONLY** source for AORN Global Surgical Conference & Expo 2025 attendee list and email blast. **ALL OTHER OFFERS ARE FRAUDULENT.** AORN is aware that our exhibitors receive many offers for lists, contact info, etc. and issues these companies cease and desist letters in an effort to stop them. If there is a question about the authenticity of an offer, please contact [aornexhibsales@wearemci.com](mailto:aornexhibsales@wearemci.com) to verify.



# ADVERTISING OPPORTUNITIES

## **Chart Notes Bundle** ..... \$1,250 per newsletter

Chart Notes is a series of weekly email newsletters sent to attendees that provides important conference details as they plan their experience.

This bundle includes a feature within the emailed newsletter to highlight what is happening at your booth, which will also be featured on the Chart Notes webpage. Feature includes company logo, headline and description text, and URL. Purchase also includes a 300 x 250 banner that will run on the Chart Notes webpage.

Deliverable dates coming soon

## **Targeted Web Banner Ads**

Reach conference attendees on the web with custom targeted advertising.

## **Rotating Banner on AORN Expo Webpages** ..... \$1,100 per month

*Deliverable dates coming soon*

Purchase a 300 x 250 banner that will rotate amongst the AORN Expo webpages as a great way to reach attendees as they plan their conference experience.

## **AORN Advertising Package** ..... \$5,200 - 20% Savings!

This new, budget-friendly introduction to advertising solutions at AORN Expo helps your company gain exposure and maximize your conference ROI through a bundle of digital, print, and on-site advertising and a pre or post event attendee list. This is a great opportunity for first-time exhibitors to experience the benefits of a wide range of advertising channels at the conference.

### **Package Inclusions:**

#### **Chart Notes Featured Exhibitor Bundle** (\$1,250 value)

Includes logo/text recognition in Chart Notes email and 300 x 250 banner on the Chart Notes webpage.

#### **Rotating Banner on AORN Expo Webpages** (\$1,100 value)

Purchase a 300 x 250 banner that will rotate amongst the AORN Expo webpages as a great way to reach attendees as they plan their conference experience.

#### **Pre or Post Event Attendee Direct Mail List** (\$1,550 value)

#### **Exhibit Hall Floor Stickers** (\$2,000 value)

Direct attendees to your booth with 4, 2' x 2' floor stickers.

#### **Expo Hall Highlights Publication** (\$895 value)

Package includes a 1/4 page ad in the printed Expo Hall Highlights publication.

# ADVERTISING OPPORTUNITIES

## Expo Hall Highlights

Included in every attendee conference bag and distributed at the Expo Hall entrance, Expo Hall Highlights contains everything an attendee needs for navigating the Expo Hall. It includes a directory of exhibitors, how to play Expo Quest, and information about live presentations and demonstrations happening in the Expo Hall.

<b>Back Cover</b> .....	\$6,170
<b>Inside Covers</b> .....	\$5,240
<b>Full Page</b> .....	\$3,195
<b>Half Page</b> .....	\$1,680
<b>Quarter Page</b> .....	\$895

All prices are NET and include full color.

## Keynote Slide Ad

Be front and center in the rotating slides attendees see prior to the start of select keynote and general sessions. Similar to a billboard or commercial, your company advertisement will be visible in a rotating fashion for five seconds on the jumbo screens and can include company logo, booth driver, QR code, product image, etc.

\$1,500

