



AORN | GLOBAL SURGICAL CONFERENCE & EXPO

April 11 - 14, 2026 | New Orleans, LA



Exhibit & Sponsorship Opportunities

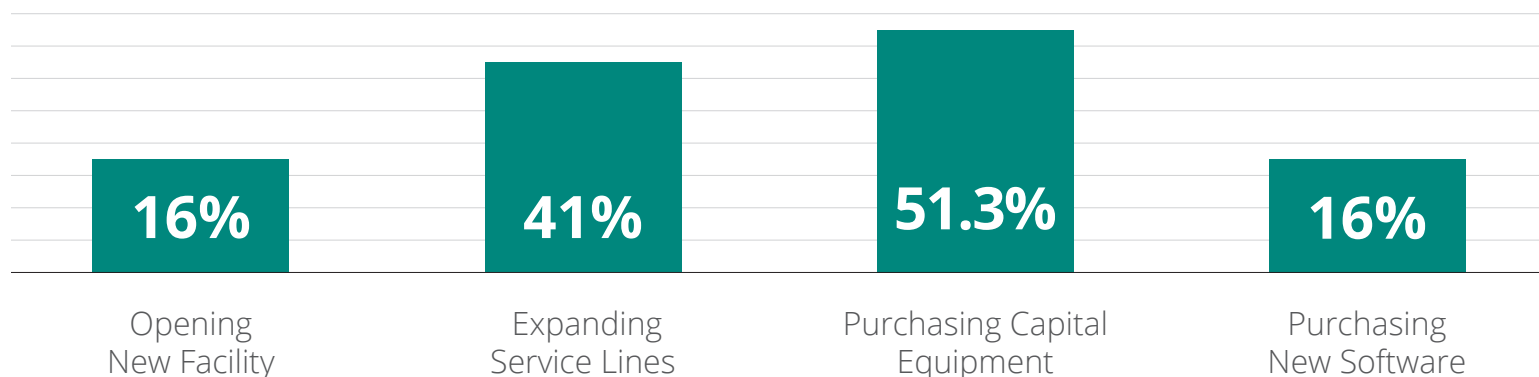
Contact the AORN Expo Sales Team for more details at aornexhibitsales@wearemci.com or 410-584-8483.

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LEARN ABOUT AORN EXPO ATTENDEES

AUDIENCE CONSIDERATIONS IN THE NEXT 12 MONTHS



Top 10 Practice Areas:

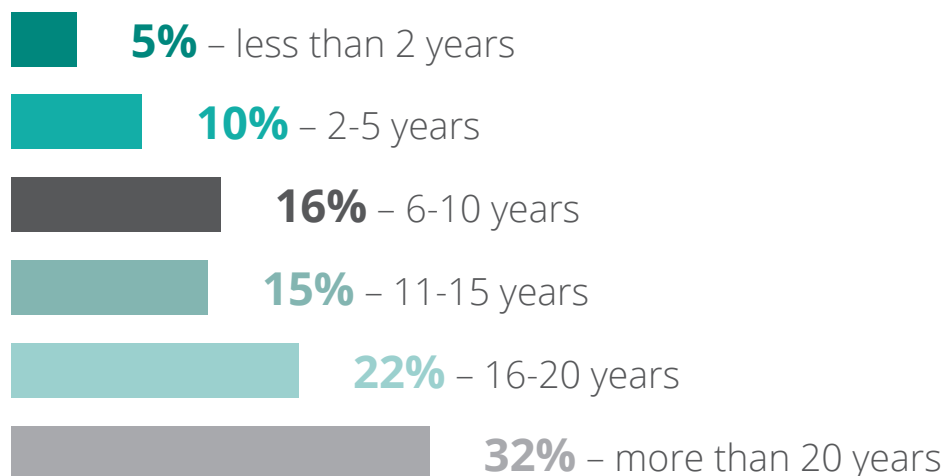
- Perioperative
- General Surgery
- Orthopedic
- Ambulatory (In-hospital)
- Management
- Urology
- Clinical Nurse Leader
- Vascular
- Trauma
- Ambulatory (Free-standing)

Top Participating Facilities:

- HCA
- Kaiser Permanente
- Mayo Clinic
- NYC Health and Hospitals
- Northeast Georgia Medical Center
- University of Michigan Health
- Memorial Sloan Kettering Cancer Center
- Emory
- Duke University Hospital
- Baylor Scott & White Health

15%
of our audience
controls capital
spending over
\$5 million plus

EXPERIENCE LEVEL



30% of our
audience will be
making purchasing
decisions based on
what they see at
AORN Expo over the
next 24 months

BENEFITS OF EXHIBITING IN 2026

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

355+

Exhibiting
Companies

4,000+

periop nurses &
nurse leaders

EXHIBITOR SUMMARY

97%

Successfully Launched
New Products/Services

95%

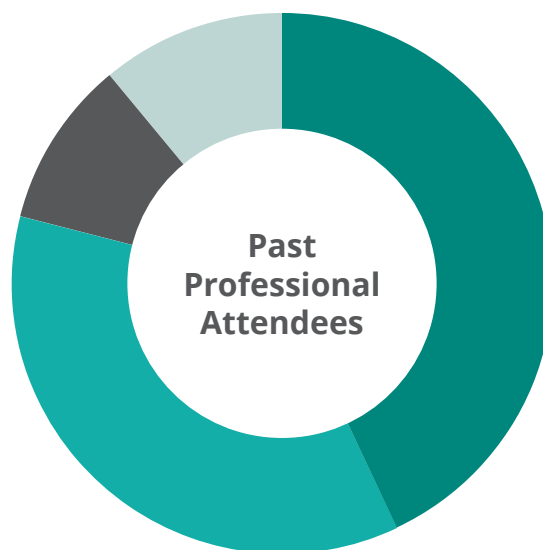
Secured Leads for
NEW Business

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 On the Show Floor

- Computer Software & Systems
- Decontamination/ Cleaning Equipment & Supplies
- Endoscopic Equipment & Supplies
- Laparoscopic Instruments/ Equipment
- 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

	Onsite Rate rate through 4.8.25	Standard Rate rate starting 4.9.25
Technical Exhibitor		
Linear	\$47.00 per sq. ft	\$49.00 per sq. ft
Island	\$48.00 per sq. ft	\$50.00 per sq. ft
Career Center (Includes Booth Package)		
Linear	\$48.00 per sq. ft	\$50.00 per sq. ft
Government Rate (Includes Booth Package)		
Linear	\$38.00 per sq. ft	\$40.00 per sq. ft
Non Profit		
Linear	\$34.00 per sq. ft	\$36.00 per sq. ft
Corner Fees:	\$250 per corner	\$250 per corner

Booth Adjustment Clause

Exhibitors who book onsite during AORN Expo 2025 receive Onsite Rates. Any Exhibitor who decreases booth space after booking onsite will be charged the Standard Rate for all space. Any Exhibitor who increases booth space after booking onsite will be charged the Onsite Rate for all space.

Expo Hall Hours

Sunday, April 12 - 4:00 - 7:00pm
(Opening Reception)

Monday, April 13 - 9:00am - 3:00pm

Tuesday, April 14 - 8:30am - 12:30pm

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 February 18, 2026)
- Online exhibitor listing
- Five (5) exhibit badges for every 10 x 10 space

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 - Kara Ditzel



kara.ditzel@wearemci.com
Phone - 312-265-2996

A LA CARTE PACKAGE

Earn added benefits when your total sponsorship package reaches set investment levels

All A La Carte Leveled Sponsors Receive

- Onsite public space signage with logo recognition
- "Thank You to our Sponsors" social media post for all levels (post event)
- Featured Listing in Expo Hall Highlights and the mobile app
- Full-page "Thank You" ad in Expo Highlights onsite print publication featuring all level sponsor logos
- Recognition in conference e-newsletter
- In-booth signage recognizing sponsor level
- Sponsorship level recognition ribbons
- Online recognition of sponsorship on AORN Expo microsite
- Full-page "Thank You" ad in *AORN Journal* featuring all level sponsor logos (post event)

Achieve sponsorship levels in more ways! Tally up your investments in:

- Advertising
- In-Booth Education
- Reverse Trade Show

In addition to the deliverables above & based on your investment spend, you will receive the following:

Platinum - \$135,000 investment

- Five-minute remarks during Opening General Session (logo on screen during remarks)
- Live interview in General Session before Expo Hall Opening Reception
- Specialty food or beverage station near/inside booth during Monday & Tuesday Expo Hall hours
- 5 complimentary conference pass registrations
- Custom attendee eblast (pre or post event)
- Booth Traffic Driver (Expo Quest)
- 15 priority points

Gold - \$85,000 investment

- Live interview in General Session before Expo Hall Opening Reception
- 3 complimentary conference pass registrations
- 11 priority points

Silver - \$55,000 investment

- 2 complimentary conference pass registrations
- 9 priority points

Bronze - \$40,000 investment

- 1 complimentary conference pass registration
- 7 priority points

Contact the AORN Expo Sales Team for more details at aornexhibsales@wearemci.com or 410-584-8483.

Platinum Turnkey Sponsorship

Investment \$135,000



Booth Features

- 800 square feet booth/or credit of this much towards booth spend
- In-booth Education Session - custom workshop or study guide, digital books or print qty 500 books, new or repeat content, sponsor-provided speaker
- In-booth signage recognizing sponsor level
- (250) Branded drink tickets to hand out during Expo Hall Opening Reception, to be redeemed at bar
- Signature drink at bar during Expo Hall Opening Reception, sponsor will work with AORN on naming of drink
- Daily snack break set up next to booth

Leadership Summit Features

- Leadership Summit concurrent education session or general concurrent education session sponsorship
- (2) Complimentary Leadership Summit + Conference Pass registrations

Onsite Features

- Featured listing in Expo Hall Highlights and in mobile app
- Booth Traffic Driver (Expo Quest)
- Sponsorship level recognition ribbons
- Onsite public space signage with logo recognition
- Five-minute remarks during General Session (logo on screen during remarks)
- Live interview in General Session before Expo Hall Opening Reception
- (3) Tickets to Fellows Reception
- Sponsored activation at the Welcome Party
- VIP Expo Hall hours - host private booth tours
- Keynote Slide Video, up to 30 seconds, no audio
- Building branding opportunity
- 8x10 aisle carpet overlay in main aisle of Expo Hall
- Logo on aisle signs in Expo Hall
- (5) Complimentary conference pass registrations
- 15 Priority Points

Reverse Trade Show Features

- Up to (3) meeting blocks at Reverse Trade Show

Marketing Features

- "Thank You to our Sponsors" social media post for all sponsors (post event)
- "Thank You to our Platinum Sponsors" social media post with logo recognition for all Platinum sponsors (during event)
- Full-page "Thank You" ad in *AORN Journal* featuring all level sponsor logos (post event)
- Online recognition of sponsorship on AORN Expo microsite
- Custom rotating web banner on AORN Expo microsite (December - March)
- Custom attendee eblast (pre or post event)
- AORN-built attendee eblast featuring all level sponsors (during event)
- Recognition in conference e-newsletter
- Half-page "Thank You" ad in Expo Hall Highlights onsite print publication featuring all Platinum level sponsor logos
- Full-page "Thank You" ad in Expo Hall Highlights onsite print publication featuring all level sponsor logos
- Custom booth driver full-page ad in Expo Hall Highlights onsite print publication
- Digital Bag insert PDF available on conference mobile app
- Product Preview listings - qty: 3 listings (in addition to any Reverse Trade Show listings)

Gold Turnkey Sponsorship

Investment

\$85,000

3
available!

Booth Features

- 600 square feet booth/or credit of this much towards booth spend
- In-booth Education Session - custom workshop or study guide, digital books or print qty 500 books, new or repeat content, sponsor-provided speaker
- In-booth signage recognizing sponsor level

Onsite Features

- Featured Listing in Expo Hall Highlights and mobile app
- Booth Traffic Driver (Expo Quest)
- Sponsorship level recognition ribbons
- Onsite public space signage with logo recognition
- Live interview in General Session before Expo Hall Opening Reception
- (3) Tickets to Fellows Reception
- 20x20 activation space in the Wellness Pavilion (turnkey space), open Monday/Tuesday hall hours
- Keynote Slide Video, up to 30 seconds, no audio
- Building branding opportunity
- 8x10 aisle carpet overlay in main aisle of Expo Hall
- (3) complimentary conference pass registrations
- 11 Priority Points

Reverse Trade Show Features

- Up to (3) meeting blocks at Reverse Trade Show

Marketing Features

- "Thank You to our Sponsors" social media post for all levels (post event)
- Full-page "Thank You" ad in *AORN Journal* featuring all level sponsor logos (post event)
- Online recognition of sponsorship on AORN Expo microsite
- Recognition in conference e-newsletter
- Full-page "Thank You" ad in Expo Hall Highlights onsite print publication featuring all level sponsor logos
- Custom booth driver half-page ad in Expo Hall Highlights onsite print publication
- AORN-built attendee eblast featuring all level sponsors (during event)
- Product Preview listings - qty: 2 listings (in addition to any Reverse Trade Show listings)
- Digital Bag insert PDF available on conference mobile app



Silver Turnkey Sponsorship

Investment

\$55,000

3
available!

Booth Features

- 400 square feet booth/or credit of this much towards booth spend
- In-booth Education Session - custom workshop or study guide, digital books or print qty 500 books, new or repeat content, sponsor-provided speaker
- In-booth signage recognizing sponsor level

Onsite Features

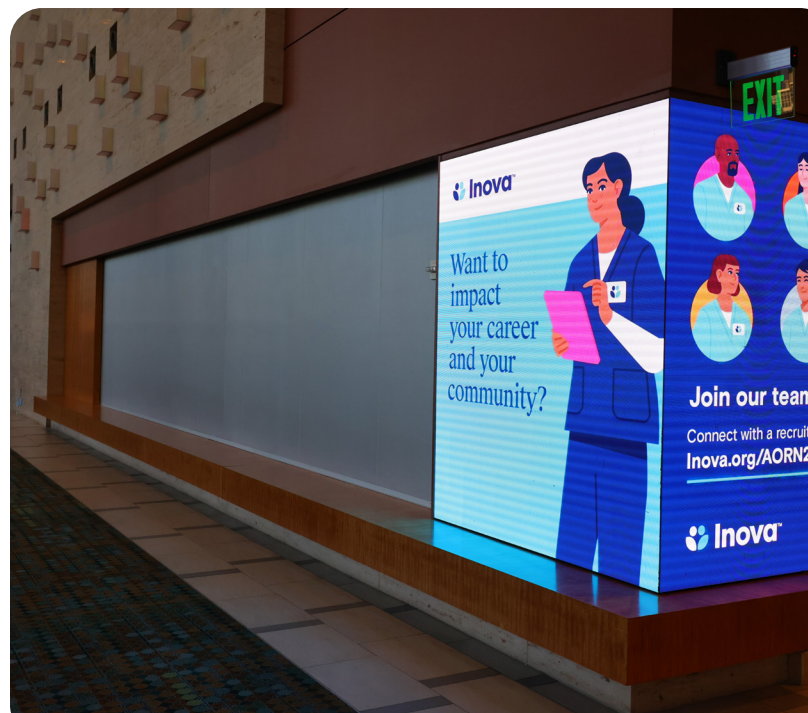
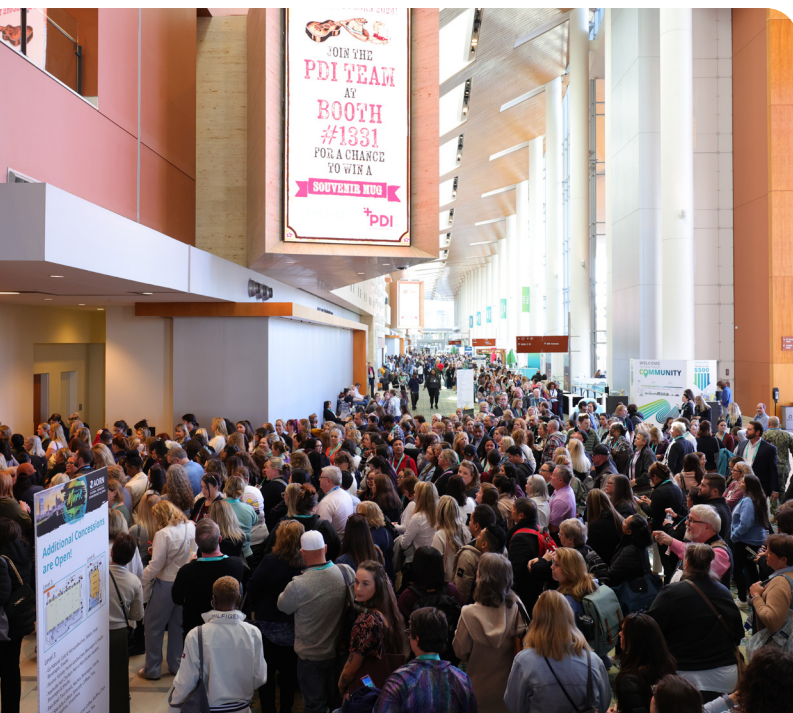
- Featured Listing in Expo Hall Highlights and the mobile app
- Booth Traffic Driver (Expo Quest)
- Sponsorship level recognition ribbons
- Onsite public space signage with logo recognition
- (3) Tickets to Fellows Reception
- Keynote Slide Video, up to 30 seconds, no audio
- Building branding opportunity
- Set of floor stickers placed in Expo Hall
- (2) complimentary conference pass registrations
- 9 Priority Points

Reverse Trade Show Features

- Up to (3) meeting blocks at Reverse Trade Show

Marketing Features

- "Thank You to our Sponsors" social media post for all levels (post event)
- Full-page "Thank You" ad in *AORN Journal* featuring all level sponsor logos (post event)
- Online recognition of sponsorship on AORN Expo microsite
- Recognition in conference e-newsletter
- Full-page "Thank You" ad in Expo Hall Highlights onsite print publication featuring all level sponsor logos
- Custom booth driver quarter-page ad in Expo Hall Highlights onsite print publication
- AORN-built attendee eblast featuring all level sponsors (during event)
- Product Preview listings - qty: 1 listing (in addition to any Reverse Trade Show listings)



Bronze Turnkey Sponsorship

Investment \$40,000

5
available!

Booth Features

- 200 square feet booth/or credit of this much towards booth spend
- In-Booth Education Study Guide - new or repeat topic, digital books or print qty 500 books
- In-booth signage recognizing sponsor level

Onsite Features

- Featured Listing in Expo Hall Highlights
- Booth Traffic Driver (Expo Quest)
- Sponsorship level recognition ribbons
- Onsite public space signage with logo recognition
- Set of floor stickers placed in Expo Hall
- Keynote Slide Video, up to 30 seconds, no audio
- Complimentary conference pass registration
- 7 Priority Points

Marketing Features

- "Thank You to our Sponsors" social media post for all levels (post event)
- Full-page "Thank You" ad in *AORN Journal* featuring all level sponsor logos (post event)
- Online recognition of sponsorship on AORN Expo microsite
- Recognition in conference e-newsletter
- Full-page "Thank You" ad in Expo Hall Highlights onsite print publication featuring all level sponsor logos
- Custom booth driver quarter-page ad in Expo Hall Highlights onsite print publication
- AORN-built attendee eblast featuring all level sponsors (during event)
- Product Preview listings - qty: 1 listing (in addition to any Reverse Trade Show listings)

Reverse Trade Show Features

- Up to (2) meeting blocks at Reverse Trade Show



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 \$62,000

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 \$12,500

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 \$37,000

Be the exclusive sponsor of the Saturday breakfast that draws a crowd of 300+ members who lead their regional AORN Chapters and the new Chapter Officer Lounge. Present to this highly engaged audience of AORN Chapter Officers for 15 minutes at the Saturday breakfast and 15 minutes on Saturday, Sunday & Monday in the Lounge.

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.

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 for more information

Skills Studio Starting at \$17,000

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)

\$8,500

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)

\$6,000

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

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

2026 pricing coming soon

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 one Product Preview listing per block and a contact list of participating executives for follow-up.

In-Booth Education

2026 pricing coming soon

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 delivered from your booth to attendees
- 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 for more information about in-booth education.



174%

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 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 \$31,000

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.

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.



A BETTER OR

A Focus on AI and ESG

A destination in the Expo Hall where attendees will experience interactive presentations and product demonstrations around specific use cases for AI and ESG initiatives in healthcare to create *A Better OR*.

Theater Presentation (non-accredited)

\$5,000

45 minutes to pitch your product, play a game with the audience, and spark interest with attendees. Lead retrieval included for session specific session. Exhibitor presentation are intertwined with other education presentations.

Tentative Schedule

- Monday, 9:45 – 10:30 am: [Exhibitor Presentation](#)
- Monday, 11:15 am – 12 pm: [Exhibitor Presentation](#)
- Monday, 12:45 – 1:30 pm: [Exhibitor Presentation](#)
- Monday, 1:45 – 2:30 pm: [Exhibitor Presentation](#)
- Tuesday, 9:15 – 10 am: [Exhibitor Presentation](#)
- Tuesday, 10:15 – 11 am: [Exhibitor Presentation](#)

Inventory of 6

AI Vendor Kiosk

\$3,600

Showcasing AI driven products and solutions at A Better OR in the Expo Hall. Budget-friendly, turn-key kiosk display puts your innovation front and center for nurses engaged in new technology and ready to find efficiencies in their OR. Kiosk includes:

- Branded graphic panel
- 3' wide x 41" tall counter
- 2 stools
- 20-amp electrical service & power strip
- 2 exhibitor personnel badges
- Additional benefits include recognition in Expo Hall Highlights, 1 Lead Retrieval license & 1 one-year AORN Associate Membership.

Participating parameters include:

- In early stages of tenure (market status-concept stage, pre-launch, trial or operating less than 3 years)
- Less than \$2M in annual revenue
- New to AORN Expo; has not exhibited at a previous meeting

Limited availability. Pre-approval required.

AI Collaboration Boards Sponsor

\$3,000

Discover insights from attendees with a branded collaboration board. Sponsor can collaborate with AORN on a topic or question for the board. Sponsor receives logo recognition on the board as well as in Expo Hall Highlights.

Inventory: Limited availability.

ESG Conversation Lounge Sponsor

\$5,000

Get recognized with branded tabletop clings, napkins, and eco-friendly coffee sleeves.

In-Booth Education Study Guide

starting at \$11,000

Collaborate with the Pfiedler Education Team of AORN to create accredited, best-practice education content on your chosen ESG or AI topic. Attendees will earn 2.0 contact hours of continuing education credit upon completion. Includes:

- Development of unbiased, accredited digital study guide
- Logo recognition on study guide, signage, in-booth education schedule, and in the AORN Journal
- Pre-conference promotion on the AORN Expo website

A BETTER OR

A Focus on AI and ESG

Concurrent Education Session/Track Sponsorships

Align your company with the hot topics of ESG or AI.

Single Session Sponsorship \$4,000

- Vendor table outside meeting room for rep, literature, and/or product demo
- Logo recognition on on-site signage and in the mobile app’s event schedule (online agenda logo recognition, this session is supported by <vender name>)
- Session attendee report

AI or ESG Education Sponsorship \$15,000

- Sponsor of two concurrent education sessions (AI or ESG)
- Sponsor of one Leadership Summit session (AI or ESG)
- Vendor table outside meeting rooms for rep, literature, and/or product demo
- Logo recognition on on-site signage and in the mobile app’s event schedule (online agenda logo recognition, this session is supported by <vender name>)
- Attendee reports from each session
- 45-minute Vendor presentation in *A Better OR* booth theater

ESG Volunteer Activity Sponsor \$10,500

Partnering with Seed Programs International, attendees will volunteer to package 20,000 seed envelopes. The seeds will be provided to families along with agricultural training and resources to improve food security and household income through vegetable production. Sponsorship includes:

- Logo recognition on seed packets
- Recognition on signage at event

Other Sustainability-Centered Opportunities

General Conference Attendee Bag \$20,000

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.

Hydration Stations \$12,500

Place your company logo on water coolers throughout the convention center where attendees go to fill up.


Conference Bag Items

Water Bottles \$15,000
Custom Items Inquire for Pricing

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.



 Sustainability-Focused

EXPERIENTIAL & BRAND ACTIVATIONS

Conference Lanyard \$29,000
Your company logo will be front and center on the badge lanyard worn by attendees during the entire conference.

Conference Badge \$12,500
Your company logo will be included on the printed attendee name badges.

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. Company will receive logo recognition on: all pre-conference mobile app promotions, signage throughout the convention center, in the onsite print publication, Expo Hall Highlights, and a banner ad within the app. A custom push notification via the mobile app and a digital bag insert are included.

App Transition Ad \$4,000
While attendees navigate the mobile app, your full screen transition ad will appear when your chosen menu is clicked. This digital ad is intended to be a visual booth driver and does not have a linking URL.

App Rotating Banner \$5,900
Drive booth traffic with highly visible branded ads in the conference app attendees use to navigate the conference. Includes one push notification to attendees. You'll receive a click report post-conference.

Wi-fi Sponsor \$22,000
As attendees log into the conference wi-fi network, you'll be front and center. Your company logo and booth number will appear on the login screen, as well as on signage throughout the conference advising attendees of login credentials. You may also help decide the custom wi-fi password and a digital bag insert is included in your sponsorship.

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.

Building Branding Coming in Q3, 2025
Maximize your exposure at AORN Expo by showcasing your branding & marketing with physical building branding or digital opportunities

Branded Product Tote Bag Insert \$4,000 - limited availability
Have your branded product inserted in all the conference bags! Sponsor is responsible for production and delivery of item. Certain restrictions may apply.

Digital Bag Insert \$550
We're increasing our sustainability efforts and reducing paper waste by offering digital bag inserts, accessible via the conference mobile app. Add a booth driver, product flyer, or other company-specific PDF to the digital bag that attendees can access at their leisure.

EXPERIENTIAL & BRAND ACTIVATIONS

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

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.

TRAFFIC DRIVERS

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

Charging Stations/Charging Lounge

Custom options starting at \$5,500

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.

Floor Stickers

\$2,000 for a package of 4, 2' x 2' 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.

Here are cost effective ways to drive traffic to your booth at AORN Expo.

Featured Listing

\$850

Additional 250-character company description and company logo online, in-print and in the mobile app.

Booth Traffic Driver

\$1,300

This exciting initiative encourages attendees to actively explore the Expo Hall, interact with exhibitors, and earn points by answering questions.

Bundle- Featured Listing & Booth Traffic Driver

\$2,000

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)	\$5,400
2x Conference Attendee Email Blast (pre-conference AND post-conference)	\$6,800

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	\$1,700
Pre- AND Post- Conference List	\$2,400

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

Chart Notes Bundle

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.

Send dates are Fridays starting 5 weeks prior to Expo.

Rotating Banner on AORN Expo Webpages

Months available to purchase November – March.
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.

Important Notice:
AORN and MCI are the **ONLY** source for AORN Global Surgical Conference & Expo 2026 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 to verify.



ADVERTISING OPPORTUNITIES

AORN Advertising Package

\$5,400 - 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' x2' floor stickers.
- Expo Hall Highlights Publication** (\$895 value)

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

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.

Back Cover	\$6,400
Inside Covers	\$5,300
Full Page	\$3,200
Half Page	\$1,800
Quarter Page	\$925

All prices are NET and include full color.

Keynote Slide Ad

\$1,500

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.



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 or call us at 303-368-6243.



Contact the AORN Expo Sales Team for more details at aornexhibsales@wearemci.com or 410-584-8483.