AORN GLOBAL SURGICAL CONFERENCE & EXPO

April 1-5, 2017 | Boston, MA

ADVERTISING OPPORTUNITIES

ADVERTISING OPPORTUNITIES

Thank you for your commitment to exhibit at the AORN Global Surgical Conference & Expo 2017 in Boston. Make the most of your company's investment by taking advantage of some of the many great advertising options AORN offers to help increase brand awareness, generate valuable leads, and make an impact with attendees.

Please contact **Cathleen Corbin, ccorbin@aorn.org** or 303-550-4480 with any questions or to reserve any of the options listed.

ADVERTISING OVERVIEW

PRINT
Conference Program
Executive Leadership Summit Program
Expo Hall Highlights
Attendee Bag Inserts

DIGITAL
Conference Mobile App Banner Ads
AORN Conference Home Page Banner Ads
Exclusive Wi-Fi Opportunity
Conference Daily News

EMAIL/DIRECT MAIL
Pre/Post-Conference Email to Attendees
Pre/Post-Attendee Direct Mail List

ON-SITE
Sail the Hall Booth Traffic Driver
High Impact Digital Items
"Billboard" Signage
Escalator Clings
Escalator Runners
Escalator Floor Clings
Stair Clings
Exhibit Hall Bench
Exhibit Hall Aisle Signage
Carpet Inlays
Floor Stickers
Skybridge Clings
Charging Lounges
Light Boxes
Hanging Banners
Table Clings
Water Break

SHUTTLE BUS
Bus Signage
Head Rest Cover

HOTEL
Escalator Clings
Elevator Clings
Column Wraps
Room Drops
Keycards

PRINT OPTIONS

CONFERENCE PROGRAM

This spiral bound and tabbed booklet will include the full conference schedule, exhibit guide, conference maps, and much more. The program will be distributed to ALL attendees in the conference bag.

Back Cover	$12,000
Inside Covers	$10,000
Page 3	$8,500
Tabs	$8,500
Full page	$4,500
Half Page	$2,650
Full page perforated tear out	$11,000
Two-panel fold out	$12,000

- All prices are NET and include full color.

Space Deadline: February 17, 2017
Material Deadline: February 23, 2017

Specs and Details | Order Form

EXECUTIVE LEADERSHIP SUMMIT PROGRAM

This is a great way to get your message in front of managers and directors attending the Summit. The program contains the daily schedule and will be distributed in each Summit attendee's bag.

Back Cover	$2,500
Inside Back Cover	$1,750
Inside Front Cover	$2,000
Full Page	$1,100

- All prices are NET and include full color.

Space Deadline: February 10, 2017
Material Deadline: February 15, 2017

Specs and Details | Order Form

PRINT OPTIONS

EXPO HALL HIGHLIGHTS

This will be distributed at the exhibit hall entrance and will contain a directory of exhibitors, information about Sail the Hall, AORN Simulation Centers, and other exciting things happening in the exhibit hall. It's a great way to get in front of attendees as they are visiting the hall.

Back Cover	$5,000
Inside Back Cover	$4,000
Full Page	$2,500
Half Page	$1,350
Quarter Page	$700

- All prices are NET and include full color.

Space Deadline: February 24, 2017
Material Deadline: March 1, 2017

Specs and Details | Order Form

ATTENDEE BAG

Reach every attendee with your printed insert, brochure, etc. as they receive their bag upon arriving at the conference.

Cost	$3,550

Material Deadline: March 15, 2017

Specs and Details | Order Form

DIGITAL OPTIONS

CONFERENCE MOBILE APP BANNER

600x100px banner rotating throughout the app. Banner purchase includes a mobile landing page and one push notification that can be used to direct attendees to your booth.

Mobile App Banner	$5,500	7 spots available

Space & Material Deadline:
March 24, 2017- Space is limited- Reserve early

Specs and Details Order Form

AORN CONFERENCE HOME PAGE BANNER ADS & BANNERS ON AORN.ORG

Reach over 75,000 unique conference attendees, AORN members, and perioperative professionals visiting AORN.org per month.

Banner on Conference Home Page	$4,500	3 spots available
Education & Solutions pages	$2,640	
Guidelines & Clinical Topics pages	$2,640	
Member login page- only ad on the page	$4,000	

Space & Material Deadline: February 24, 2017.
Space is limited to 3 spots. Banner runs for 30 days

Specs and Details Order Form

DIGITAL OPTIONS

CONFERENCE DAILY NEWS

This digital news format will be accessed via email each morning (Sunday-Wednesday) and through push notifications on the mobile app and social media. Attendees will click on a link and go to the News page on AORN.org where the news and ads will be featured.

Top (320x100)	$5,200	1 spot available
Side (250x250)	$4,500	4 spots available
In-Text (320x100)	$4,000	3 spots available

Banner purchase also includes a logo with booth number on the email that gets sent out to attendees each day.

Space Deadline: March 17, 2017
Material Deadline: March 22, 2017
Space is limited- Reserve early

Specs and Details | Order Form

EXCLUSIVE WI-FI OPPORTUNITY

Everyone who accesses the free Wi-Fi within the convention center will see a custom splash page before they proceed online.

Package Includes

- Custom splash page
- One designated URL redirect
- Analytics report at close of event
- Content creation
- Custom email blast to attendees prior to Surgical Conference & Expo

Cost	$25,000

Exclusive option for one company. Contact Cathleen Corbin for deadlines & details- 303-550-4480 or ccorbin@aorn.org

Specs and Details | Order Form

DIGITAL/PRINT OPTIONS

EMAIL BLAST

Pre/Post-Conference Email to Attendees

Reach attendees through their inbox before, during, and after the conference.

How it works

Select a send date March 6–April 1, 2017 for pre emails and any time after April 5, 2017 for post emails

Note: The quantity of attendees increases each week up to the conference.

1x Email Blast	$5,250
2x Email Blast	$7,900

Space Deadline: Pre-conference email dates can be scheduled any time before April 1. Post emails can be sent any time after April 10.

Material Deadline: 2 weeks prior to scheduled date.

Specs and Details | Order Form

PRE/POST-ATTENDEE DIRECT MAIL LIST

Invite conference attendees to visit your booth by sending a postcard, brochure, or other materials before and after the event.

How it works

Select the date you would like to receive the mailing list. The list is available starting March 10, 2017 and is updated with new registrants each week.

Send a sample of the piece you will be mailing to AORN for approval prior to requested date.

AORN will email the list in an Excel format containing name, address, job title, and credentials.

1x List	$1,575
2x List	$2,275

Space Deadline: Lists can be ordered any time. Receipt dates available are: March 10, 17, 24, 31 and any time after April 5.

Material Deadline: Sample of piece being mailed is due 2 days prior to requested receipt date.

Specs and Details | Order Form

ON-SITE OPTIONS

"SAIL THE HALL" BOOTH TRAFFIC PROGRAM

Attendees will use the conference mobile app to participate in a fun and interactive program that will have them "sail" through the hall visiting participating exhibitors to receive points and earn prizes. Booth participation is free and includes a ten point value.

UPGRADE to 100 point value and receive additional recognition as an upgraded booth on the mobile app and in Expo Hall Highlights.

Cost	$550

Deadline for Free participation: March 13, 2017.
Deadline for Participation and Upgrade: March 3, 2017

Order Form for Free & Upgraded Options

DIGITAL SIGNAGE

Space Deadline: January 9, 2017
Material Deadline: TBD based on production.

Marquee

Nearly 80 feet tall and providing a display area of 3,000 square feet, the Marquee reaches a daily audience of more than 100,000 pedestrians and motorists, and is visible a half-mile away. It's often the first thing to catch attendees' attention as they approach the BCEC.

Cost	From $10,000

Includes spots every hour the duration of the conference. Custom packages available including multiple options- $10,000 minimum

Video Wall

Spanning the central section of the north lobby, the 160-foot-wide Video Wall gives you 2,000 square feet of seamless, attention-grabbing video real estate – the perfect way to deliver a high-impact message to your attendees.

Cost	From $10,000

Includes spots every hour the duration of the conference. Custom packages available including multiple options- $10,000 minimum

Digital Signage Network

An integrated network of thirty-one 65-inch LED-LCD displays gives you access to audiences across the facility. Better yet, it's easy to coordinate your content with the Marquee or Video Wall.

Cost	From $5,000

Includes spots per hour on all 31 screens the duration of the conference.

Contact Cathleen Corbin for details, ccorbin@aorn.org or 303-550-4480

ON-SITE OPTIONS

"Billboard" Signs

Get your message in front of attendees as they walk through the convention center. Billboards are two-sided, 1 meter signs that will be placed in high traffic locations.

"Billboard" Signs

12 signs available

Cost	$1,850/sign

Space & Material Deadline:
February 17, 2017

Escalator Glass Clings

Reach a captive audience as they travel the convention center. There are many escalator cling options available including those located in the main north lobby near the exhibit hall entrance.

Escalator Glass Clings

Cost	From $10,500

Space & Material Deadline:
February 17, 2017

Escalator Runner

"Own" the escalator by including the runner.

Escalator Runner

Cost	From $9,100
Both Runner & Cling	$17,500

Space & Material Deadline:
February 17, 2017

Escalator Floor Clings

13' x 10' floor cling available on the floor in front of the escalators leading down to the exhibit hall. two clings available at the top of each escalator

Escalator Floor Clings

Cost	$11,500/cling

Space & Material Deadline:
February 17, 2017. Only 2 available-
Reserve early

Stair Clings

Available on the stairs leading up from the exhibit hall. two sets of stairs available- one set with each escalator

Stair Clings

Every stair- 40	$10,800
Every other stair- 20	$5,400

Space & Material Deadline:
February 17, 2017

Exhibit Hall Park Bench

Direct attendees to your booth by placing signage on a park bench seating area on the exhibit hall floor. This option includes signage on two back-to-back benches and two 8' x 3' floor stickers in front of each bench.

Exhibit Hall Park Bench

Cost	$5,500

Space & Material Deadline:
February 17, 2017

Limited number of spaces available

Specs and Details

Order Form

ON-SITE OPTIONS

Exhibit Hall Aisle Signage

Direct attendees to your booth as they navigate the exhibit hall by hanging a banner in every other aisle on the hall floor.

Cost	$10,000

Space & Material Deadline:
February 17, 2017 - Listed to one company only

Exhibit Hall Aisle Signage

Exhibit Hall Carpet Inlay

Include your logo, company name, and booth number on a 1' x 10' carpet inlay that will be placed within the main aisles on the exhibit floor.

Cost	$1,750

Space & Material Deadline:
February 17, 2017

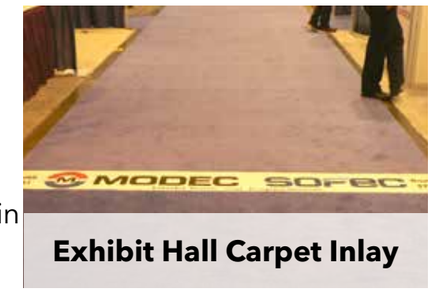


Exhibit Hall Carpet Inlay

Exhibit Hall 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.

2'x2'	$360
2'x3'	$540
2'x4'	$720

Space & Material Deadline:
February 17, 2017

Additional sizes and die cut options available.

Exhibit Hall Floor Stickers

Skybridge Window Clings

Attendees may use the skybridge to travel from the East side of the building to the West side. Skybridge is visible from the exhibit hall.

Cost	From $3,600/cling

Space & Material Deadline:
February 17, 2017

Skybridge Window Clings

Charging Lounge

Get your messaging in front of attendees as they relax and recharge.

Charging lounge option includes:

- four-panel charging station
- two-sided, 1 meter sign
- Lounge seating
- Option to provide table tents, brochures, etc.

Cost	$5,600

Space & Material Deadline:
February 17, 2017

Charging Lounge

Additional items like video and added signage available at additional cost.

Light Boxes

Light up a high traffic walkway with a two-sided light box. Light boxes can be placed in many locations as a single free-standing or multiple light boxes to make an impact.

Cost	$6,000/light box

Space & Material Deadline:
February 17, 2017

Light Boxes

Specs and Details

Order Form

ON-SITE OPTIONS

Hanging Banners
There are many hanging banner options available. Select a banner near the concurrent education areas, Executive Leadership Summit area, and many other high traffic locations. Sizes are flexible and pricing varies by size.
Here are a few high-traffic options:

Space & Material Deadline:
February 17, 2017

Located near the shuttle drop off- will be seen as attendees enter.

Cost	$12,960

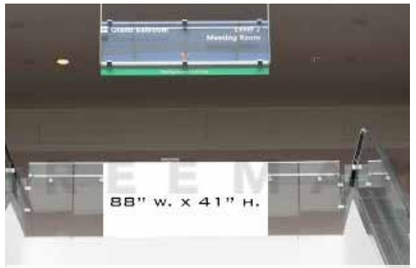
Located near concurrent education sessions.

Cost	$2,480

Located near Executive Leadership Summit sessions.

Cost	$11,700

Shuttle Bus Drop Off



Concurrent Education

Leadership Summit

Banner at shuttle drop off locations
Banner can be hung on the glass that is directly in front of each drop off location. Banner is 5′ x 12′.

Cost	$5,400 per banner

Banner at Shuttle Drop off

Table Clings
Available on the tables located in the Wicked Good Market food court.

Cost	From $975/cling

Space & Material Deadline:
February 17, 2017

Table Clings

Water Break
Treat attendees to a refreshing bottle of water as they arrive or depart for the day. Water bottle is branded with company messaging and handed out to attendees at the shuttle pick-up/drop-off area.

Please inquire about options & pricing

Space & Material Deadline:
February 17, 2017

Water Break

Specs and Details

Order Form

SHUTTLE BUS OPTIONS

There will be 23-25 shuttle busses taking attendees to and from the convention center throughout the conference.

Space & Material Deadline:
February 17, 2017

Headrest Covers
20 per bus (rear facing)
Crisp white linen covers on aisle seats with 7" square color ad

Cost	$1,000

Headrest Covers

Interior Visor Signs- one per bus
40"w x 12"h full color placard displayed over the right windshield facing all seats and exiting passengers

Cost	$1,500

Interior Visor Signs

Window Signs
4'w x 2'h signs- 1 window, multiple on entry only, or both sides

1 side	$1,200
2 sides	$2,040

Window Signs

Side Banners
Located below the windows.
Prices are per bus.

2'x30'	1 side $4,500	2 sides $7,200
2'x20'	1 side $3,000	2 sides $4,800
2'x10'	1 side $1,500	2 sides $2,400

Side Banners

Hotel Lobby Signs
19"w x 6"h color ads on lobby signs placed at all 12 official show hotels

Cost	$4,500

Hotel Lobby Signs

Route Locator Signs
Boarding signs with 25"w x 8"h ad on both sides, five total - located at bus drop off/pickup

Cost	$2,250

Route Locator Signs

Specs and Details

Order Form

WESTIN HOTEL OPTIONS

The Westin is AORN's "headquarter" hotel and has the largest number of rooms blocked. There will be concurrent education sessions held at the Westin throughout the conference. Attendees can easily travel back and forth through the skybridge that connects to the convention center.

Please contact Cathleen Corbin for details on the options listed below- ccorbin@aorn.org or 303-550-4480

Westin Hotel Options

- Hotel Keycards-all hotels
- Hotel Room Drop-all hotels
- Escalator Clings
- Elevator Clings & Runner
- Column Wraps
- Westin "Living Wall" located at entrance of hotel
- Signage outside concurrent education area