



MCCORMICK PLACE | CHICAGO, IL | OCTOBER 20 - 22, 2021

...and the **ENCORE** DIGITAL EVENT FROM NOVEMBER 15TH-19TH!

SPONSORSHIP & EXHIBITOR PROSPECTUS



Presented by:



www.ORManagerConference.com



When the WHO declared that 2020 would be “The Year of the Nurse,” we couldn’t have anticipated that it’d be a year we would never forget. From converting PACUs to ICUs and back again to taking on more work and more patients without sacrificing patient care, our community showcased just how strong we are.

The *OR Manager* team is excited to turn the page and will continue to be leader in bringing our community together – both online and in person. We are counting down the days until we will be back together for the 2021 OR Manager Conference! This year it’s more important than ever for us to come together as a community to reconnect, exchange lessons learned and show our OR Managers what new technologies and solutions can help solve their challenges.

These perioperative leaders are eager to get back to connect with you. They need solutions they can add to their toolkit for the next emergency. They need new suppliers they can add to their supply chain. They need innovative new technologies and solutions that’ll improve their facility after their procedures and processes were completely revamped since the last time you saw them. They need to meet with you at OR Manager Conference!

The OR Manager Conference event was launched with the goal to connect and unite perioperative leaders from across the country together. In 2021, we’re doing just that by not only returning to face-to-face meetings, but expanding how we connect thru our “Encore” Digital Event platform, which brings networking and content right to our attendees fingertips (and provides another chance for you to connect with nurses and earn more leads).

Here at *OR Manager*, we are all-in on being your most resilient, community-focused partner as we move forward together.



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WHO ATTENDS? QUALIFIED DECISION MAKERS

85% of our attendees are directly involved in the decision-making process for purchases at their facilities.

KEY STATS:

98%

SPENT AT LEAST AN HOUR INTERACTING WITH EXHIBITORS DURING OUR LAST IN-PERSON SHOW

77%

SPENT AT LEAST THREE HOURS INTERACTING WITH EXHIBITORS DURING OUR LAST IN-PERSON SHOW

61%

ATTEND WITH THE INTENT TO PURCHASE A SPECIFIC PRODUCT OR TO VISIT WITH SPECIFIC VENDORS

58%

PLAN TO PURCHASE A PRODUCT FOR THEIR FACILITY IN THE NEXT 12 MONTHS

24%

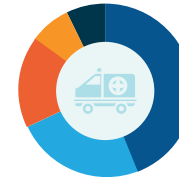
SAY THEIR #1 REASON FOR ATTENDING IS TO LEARN ABOUT THE LATEST EQUIPMENT FOR THE OR

INSIGHT ON OUR ATTENDEES:



JOB TITLE

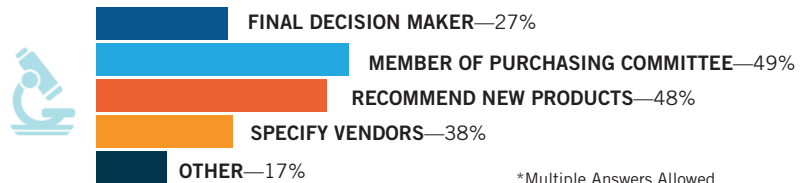
- MANAGER—42%
- DIRECTOR—34%
- EXECUTIVE/C-SUITE—13%
- ADMINISTRATION—11%



JOB FACILITY

- COMMUNITY HOSPITAL—38%
- AMBULATORY SURGERY CENTER—28%
- ACADEMIC HOSPITAL—19%
- TERTIARY HOSPITAL—8%
- CHILDREN'S HOSPITAL—7%

PURCHASING ROLE



*Multiple Answers Allowed

MOST PURCHASED PRODUCTS & SERVICES FROM COMMUNITY

- Cardiac Cath Lab
- Central Processing
- CRNAs
- Emergency Department/Trauma Services
- GI/Endoscopy
- ICU
- Inpatient Nursing Unit
- Labor and Delivery
- Materials Management for OR
- Outpatient/Same-Day Surgery
- Pain Management
- Perfusion Services
- Post Anesthesia Care
- Preadmission Services
- Preop Unit
- Sterile Processing
- Anesthesia
- Asset Tracking/RFID
- Billing
- Capital Equipment
- Career/Staffing/Recruitment
- Cleaning/Sterilization
- Education
- Fluid Management Systems
- Furniture
- Instrumentation
- IT/Software/Hardware
- Laparoscopic Instruments
- Monitors/Cameras/Video Devices
- OR Tables
- Orthopedic Instruments
- Patient Safety
- Positioning
- Recruiting
- Robotics
- Scheduling
- Smoke Evacuation Systems
- Sterile Processing Equipment
- Surgical Lights
- Surgical Tools
- Uniforms/Personal Protective Equipment
- Wound Care Products

All figures are average between 2019 In-Person Event and 2020 Digital Event

MEET THE PERIOPERATIVE LEADER

Check out the profiles of typical leaders you'll connect with when you have a presence at the event.

THE AMBULATORY SURGERY LEADER

- » **Job Title:** Director of Nursing, Administrator
- » **Purchasing Power:** Member of Decision-Making Committee
- » **Product Needs:** Capital Equipment, Instrumentation, Positioning Tools
- » **Insider Insight:** New to community; many planning to attend our First-Timers Reception
- » **Targeted Sponsorship:** First-Timer Reception Sponsor



THE PERIOPERATIVE BUSINESS LEADER

- » **Job Title:** Business Manager or Supply Chain Manager
- » **Facility Type:** Academic Hospital or Community Hospital
- » **Purchasing Power:** Member of Decision-Making Committee
- » **Product Needs:** IT/Electronic, Supplies
- » **Insider Insight:** Most likely to watch video content (webinars, Encore content, etc.)
- » **Targeted Sponsorship:** Keynote Sponsorship or Encore Digital Event Sponsorship



THE OPERATING ROOM LEADER

- » **Job Title:** Manager, Director or VP Perioperative
- » **Facility Type:** Community or Academic Hospital
- » **Purchasing Power:** Final Decision Maker
- » **Product Needs:** Capital Equipment, IT/Electronic, Instrumentation
- » **Insider Insight:** Always participate in our Networking Receptions
- » **Targeted Sponsorship:** Offsite Networking Activity Sponsorship



THE POSTANESTHESIA CARE LEADER

- » **Job Title:** Manager of Recovery
- » **Facility Type:** Community or Academic Hospital, Outpatient Facility
- » **Purchasing Power:** Member of Purchasing Committee
- » **Product Needs:** Capital Equipment, Supplies
- » **Insider Insight:** Most likely an OR Manager Subscriber
- » **Targeted Sponsorship:** Pre-Show Email Blast or Event Website Banner Ad Sponsorship



Attendees represent many facilities across the country. Want to see a list of previous attendees?
Contact Nancy Iannotta to request the list!

2021 DATES OF NOTE FOR EXHIBITORS & SPONSORS

LATE FEBRUARY Conference Agenda is Released

While there's still time to add sessions, this is the best time to express your desire to speak at the conference to ensure we have enough room to include you. Contact Nancy Iannotta and ask her about our CE programs, breakfast/luncheon sponsorships, or keynote opportunities.

SEPTEMBER 26-29 OR Business Manager Conference Taking Place in San Diego, CA

Want more details about our sister event, specifically tailored for business managers? Contact Nancy Iannotta for more details and pricing.

OCTOBER 19 OR Manager Conference Kicks-Off with Workshops, Networking Events, and Receptions!

While the show-floor isn't open yet, we'd encourage you to participate in our offsite afternoon networking events so you can begin connecting with your clients and prospects!

OCTOBER 21 Longest Show Floor Day

The show floor is open all afternoon, with lunch and networking receptions taking place directly in the exhibit hall. Today also includes unopposed exhibit hall hours, exhibitor CE programs taking place, Show Giveaway Announcements, a Hybrid OR Showcase, and more.

OCTOBER 22 Exhibitor Move-Out

While the conference finishes out in the morning, you'll have a chance to break down your booth, pack up, and travel back home.

EARLY SEPTEMBER Warehouse Accepting Shipments

In preparation for the in-person event, the advance warehouse will begin accepting shipments in early September. You'll receive logistical information from Jessica Davis, Sr. Operations Director, as we lead up to the event.

OCTOBER 18-20 Exhibitor Move-In

Exhibitors can begin to build out their booths, starting with the largest booths. Specific hours and logistical details will be included in the exhibitor service manual which will be available in June.

OCTOBER 20 Show Floor Opens

Get ready to earn new business! In the morning the Reverse Expo for Qualified Attendees & Sponsors take place, and the show floor officially opens with a kick-off party in the afternoon. Tell your sales team to be ready to engage with our attendees!

NOVEMBER 15-19 "Encore" Digital Event

All conference sessions will be recorded at the in-person event and uploaded into our digital event platform (Swapcard). During our "Encore" digital event, attendees can rewatch their favorite sessions or watch new sessions they weren't able to join while in Chicago so they can earn more CEs. We're encouraging participation by livestreaming NEW sessions and hosting a virtual networking event. Exhibitors have the option to join the Encore digital event via a virtual booth where they can upload as many videos and pdfs as they'd like, and direct message & video chat with attendees.

OR MANAGER CONFERENCE 2021 SCHEDULE-AT-A-GLANCE

TUESDAY, OCTOBER 19TH

- 7:30 am - 1:30 pm Pre-Conference Workshops
- 2:00 pm - 6:00 pm Offsite Networking Events
- 6:00 pm - 7:00 pm “Birds of a Feather” Receptions
 - » First-Timers
 - » Speakers & Advisory Board Members

WEDNESDAY, OCTOBER 20TH

- 7:00 am - 11:00 am Workshops
- 7:00 am - 10:30 am Reverse Expo for Qualified Attendees & Sponsors
- 11:00 am - 12:00 pm Opening Keynote
- 12:15 pm - 1:15 pm Birds of a Feather Luncheons w/ Sponsored Presentations
- 1:30 pm - 2:30 pm Afternoon Breakouts for All 7 Tracks
- 2:45 pm - 4:00 pm OR Manager Awards & Kenyote
- 4:00 pm - 6:30 pm Exhibit Hall Opening Kick-Off Party
- 6:30 pm Attendee \$500 Giveaways Announced



THURSDAY, OCTOBER 21ST

- 8:00 am - 9:00 am Breakfast with Sponsored Presentation
- 9:15 am - 10:15 am Morning Breakouts for All 7 Tracks
- 10:30 am - 11:45 am Morning Breakouts for All 7 Tracks
- 11:00 am - 5:00 pm Exhibit Hall Open
 - » Exhibitor CE Programs
 - » Hybrid OR Showcase
 - » Poster Sessions
- 12:00 pm - 12:45 pm Grab Luncheon Box on the Exhibit Floor
- 2:00 pm - 3:15 pm Afternoon Breakouts for All 7 Tracks
- 3:30 pm - 5:00 pm Wine Down on the Show Floor Reception
- 4:50 pm Attendee \$500 Giveaways Announced
- 5:00 pm - 6:00 pm Keynote Address

FRIDAY, OCTOBER 22ND

- 7:30 am - 8:30 am Breakfast & Sponsored Presentation
- 8:45 am - 9:45 am Morning Breakouts for All 7 Tracks
- 10:00 am - 11:00 am Morning Breakouts for All 7 Tracks
- 11:15 am - 12:15 pm Closing Keynote

HOW TO MAKE AN IMPRESSION ON OUR ATTENDEES

Sponsorships will increase your overall traffic, generate more leads, and position your brand as an industry leader long after the event comes to a close. With every exhibiting company vying for the buyer's attention, many companies choose to separate themselves from competitors by increasing their visibility through a sponsorship.

We have a plethora of sponsorships available to showcase your brand, and we'll work with you to find an effective option that conveys your company's message to qualified decision-makers. Let us build a package that fits your needs! For all sponsorship opportunities, contact Nancy Iannotta at 203-899-8429 to discuss your objectives and determine what sponsorships will best enhance your sales & marketing strategy!

All sponsorships come with a discounted registration rate for sponsor staff to attend the conference, as well as a complimentary virtual booth in our post-show "Encore" digital event!

THOUGHT LEADERSHIP & EDUCATION SPONSORSHIP OPPORTUNITIES

BREAKFAST OR LUNCHEON SPONSORSHIP | \$30,000 (4 Available)

Develop the program content of your choosing along with the OR Manager Conference programming team to align the solutions of your brand with an educational opportunity for attendees. As a session in the program that isn't competing with any other breakout tracks or networking events, a breakfast or luncheon is open to all attendees and provides 1 CE.

- » Branding at breakfast or luncheon – Sponsor logo and branding on all marketing materials and signage promoting the keynote
- » Logo on tickets required for entry
- » Opening remarks and short video clip during opening remarks
- » Leads from the session with contact information
- » Literature chair drop
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website
- » Contact Information for anyone who watches the keynote session in the "Encore" digital platform
- » Sponsor logo included with keynote in the "Encore" digital platform



KEYNOTE SESSION SPONSORSHIP | \$15,500 (4 Available)

Sponsor a keynote address at the OR Manager Conference that's been secured by the conference team. Keynote sessions run unopposed with any other content – breakout session, networking activities, etc. – so you'll reach ALL our attendees in the keynote address and gain those leads! Sponsorship includes:

- » Sponsor logo and branding on all marketing materials and signage promoting the keynote
- » Opening remarks and short video clip during opening remarks
- » Literature chair drop in session
- » Leads from the keynote session with contact information
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website
- » Contact Information for anyone who watches the keynote session in the "Encore" digital platform
- » Sponsor logo included with keynote in the "Encore" digital platform

AWARDS PRESENTATION SPONSOR | \$10,000 (Exclusive)

Align your brand with the very best in perioperative management by sponsoring the OR Manager Awards presentation! This highly-attended presentation honors the OR Manager of the Year. This coveted award is highly-regarded in the perioperative community.

- » Sponsor logo on all marketing materials and signage promoting the award
- » Presentation of award with Elizabeth Wood, Editor, OR Manager
- » Literature chair drop and giveaway item (provided by sponsor)
- » Leads from the awards presentation with contact information

- » Sponsor recognition on the OR Manager editorial piece on the winner(s) – this is sent to over 24,000 subscribers!
- » Logo on screens during presentation and one reserved table at the front of the room
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website
- » Contact Information for anyone who watches the awards ceremony in the "Encore" digital platform
- » Sponsor logo included with award ceremony in the "Encore" digital platform

BREAKOUT SESSION SPONSORSHIP | \$8,000

Develop a breakout session for the Conference Program. Sponsor your brand as a thought leader in the perioperative suite by building a 60-minute breakout session for the conference agenda and work alongside the conference team to develop the session topic and recruit speaker(s). This is the perfect opportunity to place your brand front and center in front of the perioperative leaders in attendance!

- » Sponsor branding on all marketing materials for this session before and during the conference
- » Qualified lead information from all attendees of your session
- » Opportunity to provide 1 piece of literature on seats in session
- » Opportunity to make brief introductory remarks at the session
- » Logo on speaker presentation slides and onsite signage
- » Select a speaker & topic of your choice*
- » Contact Information for anyone who watches the session in the "Encore" digital platform
- » Sponsor logo included with your session in the "Encore" digital platform

**OR Manager approval required, as content & speaker must be in line with core program*

THOUGHT LEADERSHIP & EDUCATION SPONSORSHIP OPPORTUNITIES



“BIRDS OF A FEATHER” LUNCHEON PRESENTATION | \$15,000 (3 Available – Will Sell Fast)

On Wednesday, October 20th, attendees will split up into three groups for lunch- OR, PACU, & ASC – for lunch and a keynote presentation specific to their facility. This is your chance to speak DIRECTLY with your targeted group.

- » Sponsor logo on all marketing materials and signage promoting your luncheon
- » Literature chair drop and giveaway item (provided by sponsor)
- » Leads from your luncheon with contact information
- » Logo on screens during presentation, branded table tent cards, one reserved table for your team
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website
- » Contact Information for anyone who watches your keynote in the “Encore” digital platform
- » Sponsor logo included with luncheon in the “Encore” digital platform



SPEAKER READY-ROOM SPONSORSHIP WITH RECEPTION | \$15,000 (Exclusive)

Show your appreciation for the thought-leadership at the foundation of the OR Manager Conference by hosting the speaker room for the duration of the conference and the speaker appreciation reception on Tuesday evening. You will gain exclusive access to 80+ of the most influential leaders at the conference— be at the hub of the speakers’ check-in, onsite presentation prep, and networking.

- » Sponsor logo on signage, computer desktops and branded table tents in the speaker ready-room
- » Have representatives available in the speaker ready-room at check-in or for the duration of the conference
- » Refreshments provided throughout in the speaker ready-room
- » Welcome/thank you letter to speakers for check-in with branding
- » Sponsor logo on reception invitation to speakers
- » Four complimentary tickets to attend the Speaker Appreciation Reception
- » Selection of speaker gift, includes sponsor branding along with the OR Manager Conference logo
- » Welcome remarks at the reception
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website

CE PROGRAM IN BOOTH | \$4,750 (Popular & Limited!)

Develop a 30-minute education program to present to attendees within your booth in the Exhibit Hall; includes CE credit for attendees. Exhibitors must have at least 200 net square feet of exhibit space to participate and be able to provide seating for 20 attendees.

- » Selection of two 30-minute programs (worth 0.5 CE credit each. Attendees are encouraged to attend two total programs for one total CE)
- » Inclusion in the CE brochure distributed on-site at the event
- » Lead retrieval unit for collection of leads to your CE program
- » CE program session evaluations & booklets
- » Signage in booth promoting the CE program
- » Logo on feature signage in front of the exhibit hall with time and location of program
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website
- » Contact Information for anyone who watches your program in the “Encore” digital platform
- » Sponsor logo included with your program in the “Encore” digital platform

SESSION SPONSORSHIP | \$3,500 (First Come, First Served!)

The number one reason attendees choose our event is for the top-quality educational opportunities. Select the ideal session to sponsor based on brand goals and potential attendance so you can provide your branding throughout the session room while retrieving leads from those in attendance for meaningful follow up post-conference.

- » Selection of one breakout session
- » Sponsor logo on all marketing materials and signage promoting the session
- » Logo on PowerPoint slide in room
- » Leads from the session with contact information
- » Literature chair drop
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website
- » Contact Information for anyone who watches the session in the “Encore” digital platform
- » Sponsor logo included with your session in the “Encore” digital platform



NETWORKING OPPORTUNITIES



FIRST-TIME ATTENDEE ORIENTATION | \$7,500 (Exclusive)

Be among the first to welcome first-time attendees during this networking reception on Tuesday, October 19th, led by members of the Planning Committee. This is an opportunity to make connections, establish a network, and receive answers to pressing questions. It's also the perfect time for you to establish your brand with faces that are new to the event.

- » Logo/company anywhere the orientation is promoted
- » Logo on first-time attendee ribbons distributed during the orientation
- » Opportunity to provide welcome remarks at the orientation
- » Logo included on welcome letter to be sent in advance of the conference inviting first-time attendees to the orientation
- » Logo on napkins to be served with light refreshments during the orientation
- » Leads for all orientation participants
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website

EXHIBIT RECHARGE ZONE | \$12,500 (Electric Opportunity!)

Located within the exhibit hall, the Recharge Zone is a high-traffic feature area sure to garner attention of attendees for the duration of the conference. This Recharge Zone will be attendees' opportunity to check email and recharge their batteries without leaving the exhibit hall floor, and the perfect opportunity for you to introduce yourself to them.

- » Exclusive naming rights to the Recharge Zone
- » Logo/company name anywhere Recharge Zone is promoted
- » Branded charging tables
- » Opportunity to have company rep at check-in to greet attendees
- » Leads from participants who visit the Recharge Zone
- » Prominent logo location in pre-conference promotion of the Recharge Zone
- » 3'x3' floor decal at entrance of the Recharge Zone with sponsor logo
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website

KICKOFF PARTY IN THE EXHIBIT HALL | \$5,500 (Only 10 Available)

Be a part of the Kickoff Party as we welcome our attendees with food, drinks and the opportunity to network with peers and exhibitors alike. Distribute an item of your choosing and place your company logo on the napkins and signage at your personalized bar, placed near your booth—a prime opportunity to meet and mingle with attendees onsite.

- » Logo/company name anywhere reception promoted
- » Bar placed near sponsor's booth (can be placed in booths 10x20 or larger)
- » Branded napkins for the bar
- » Signage promoting the bar
- » Logo on food and beverage location map distributed at entrance for party
- » Opportunity to provide branded shirt for bartender
- » Opportunity to provide giveaway item to attendees at the bar
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website

NETWORKING BREAK SPONSORSHIP | \$3,000

In between conference sessions attendees will settle down for coffee and snacks during various networking breaks. You will have your choice of one unopposed function that will be promoted in the official program guide, will allow for branded materials to be distributed.

- » Sponsor recognition in the program guide
- » Company logo and description on the conference website
- » Sponsor logo included on signage, napkins and table-tents
- » Option to provide literature to be distributed at the break

MEETING ROOM RENTAL | FULL DAY: \$2,500, HALF DAY: \$1,750

Host a focus group, conduct internal trainings, or have private meetings with customers in one of our meeting rooms. Sponsor is required to coordinate AV and F&B through vendors and will not be provided by OR Manager Conference.

- » Signage with company logo outside of meeting room
- » Company logo and description on the conference website

OFFSITE NETWORKING EVENT - OFFICIAL SPONSOR | \$17,500 (3 Available)

Sponsor our attendees most anticipated event as they kick off the event week with an offsite networking activity! As the official sponsor of one of our three offsite networking events, your company will not only have the opportunity to join attendees as they travel to a Chicago hotspot for a memorable afternoon, but leave an impression that sets the tone for the rest of the week, and beyond!

- » Five complimentary tickets for your staff to attend the offsite activity and network with attendees
- » Company name and/or logo anywhere offsite activity is promoted
- » Opportunity to distribute flyer/gift to attendees at end of the offsite activity
- » Leads with contact information of all activity participants
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website

OFFSITE NETWORKING EVENTS - WELCOME SPONSOR | \$7,500 (Exclusive)

Hundreds of attendees will check in for one of three offsite networking activities on Tuesday, October 19th. As the official welcome sponsor, your company will have the opportunity to greet attendees to Chicago with a celebratory drink, a join attendees as they travel to a Chicago hotspot for a memorable afternoon.

- » Three complimentary tickets for your staff to attend the onsite activities (one per activity) and network with attendees
- » Opportunity to distribute flyer/gift to attendees as they check-in for their offsite activity
- » Logo on each cup of the alcoholic drink distributed to each attendee as they check in for activity and wait for bus
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website



ONSITE BRANDING & SIGNAGE OPPORTUNITIES

RIBBON STATION | \$4,500 (Out-of-the-Box Opportunity)

Attendees love adding ribbons to their badges; whether it is to acknowledge their achievements or to have fun with silly ribbons (think "Crazy Cat Lady.") Establish yourself as someone who recognizes the hard work put in by attendees, but also knows how to laugh.

- » Branding of ribbon wall
- » Sponsor recognition in the program guide
- » Company logo and description on the Conference website
- » Discounted registration rate for sponsor staff to attend the conference

5K RUN/3K WALK | \$6,000 (Run Up Your Leads Earned!)

Health and fitness are important to attendees. By sponsoring the 5K Run/3K Walk, you will have the opportunity to bring attendees together for exercise, networking, and some friendly competition. Attendees will do the promotion for you with branded t-shirts.

- » Branded t-shirts for all participants
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website
- » Discounted registration rate for sponsor staff to attend the conference
- » Lead from attendees who sign up for both races
- » Opportunity to kick off the start of the races

WI-FI EXCLUSIVE SPONSORSHIP | \$17,000

Help attendees stay connected during the event! The Wi-Fi sponsorship includes company logo on all Wi-Fi promotional material as well as a splash page on the sponsors' choice, which will be viewed by all who access the Wi-Fi services.

- » Company name can be set as a splash page
- » Welcome/Splash page of sponsor's choosing
- » Logo/company name everywhere Wi-Fi promoted
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website



CONFERENCE BAGS | \$15,000

Distributed at the Materials Handout Desk, located near Registration, the branded Conference Bags are distributed to every attendee. Use with your attendees everywhere they go!

- » Bag design sponsor's choosing from the options provided by OR Manager
- » Distributed at Material Handout by Registration
- » 1 Bag insert (flyer) included
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website

MOBILE APP EXCLUSIVE SPONSORSHIP | \$15,000 (Hot Trend for 2021!)

The official event mobile app is the most critical "go-to" tool for conference attendees use throughout their educational experience. With over a 70% download rate, attendees view sessions, schedule updates, take notes, and message with additional attendees. The mobile app also features a matchmaking functionality that recommends vendors to attendees based on their selections during registration.

- » Branding and ads within the mobile app
- » Company information page within the app
- » Branding on information desk located near registration
- » Signage promoting the app
- » Recognition on all marketing material promoting the app
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website

REGISTRATION SPONSORSHIP | \$15,000 (Be the First Company They See!)

Registration is the gateway to the event and with this sponsorship, your brand will be the first attendees see when they register online and arrive on-site. The on-site Registration Desk is the epicenter for information and materials, and the Registration sponsor will receive branding and recognition anywhere that registration is promoted.

- » Branding on registration signage and physical structure
- » Branded lanyards and badge insert
- » Logo anywhere onsite registration promoted
- » Logo and URL in online registration system
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website



WATER BOTTLE SPONSORSHIP | \$10,000

Distributed to all attendees at the materials handout desk, the official conference water bottles are the perfect take-home item for attendees. Extend your branding beyond the conference!

- » Selection of water bottle from options provided by the OR Manager team
- » Logo and branding on water bottle
- » Distribution to all attendees at the material handout desk
- » Signage at water stations with sponsor logo
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website

ATTENDEE CASH GIVEAWAY CONTEST SPONSORSHIP | \$3,000 (Drive Traffic to Your Booth!)

We're giving away \$500 cash giveaways to any attendee who gets scanned by 10 or more exhibitors on the showfloor. Purchase this sponsorship so any attendee who wants to win MUST get scanned by someone at your booth!

- » Sponsor branding on all marketing materials for the giveaway contest
- » Qualified lead information from all attendees who visit your booth
- » Company logo included on all giveaway signage & show guide ads
- » Sponsor logo included in the "Encore" digital platform

BAG INSERT | \$2,750

Insert your organization's literature within the event bag, which is provided to all attendees at the registration desk. Use this as an opportunity to drive traffic to your booth and website!

OR MANAGER CONFERENCE'S REVERSE EXPO

WEDNESDAY, OCTOBER 20 | 7:00AM - 10:30AM | MCCORMICK PLACE

The OR Manager Reverse Expo is where we connect buyers within the surgical suite to relevant product manufacturers and solutions providers through intelligent matchmaking and meaningful conversations. This controlled experience is designed to maximize your prospecting time and efforts through pre-qualification of buyers and an efficient face-to-face format.

Q: HOW DOES THE REVERSE EXPO WORK?

Suppliers and hosted buyers are matched based on profiles and supplier preferences. Buyers will benefit from attending the continuing education, networking and the meaningful connections made with suppliers. Both buyers and suppliers will receive a schedule in advance, and all meetings will take place face-to-face in a controlled environment while onsite at the event.

Q: HOW ARE BUYERS RECRUITED?

Buyers are recruited one-to-one by the OR Manager team based on decision-making authority, new product and solution acquisition oversight and, budget capacity. Specific facilities can be targeted at the supplier's request. Reverse Expo sponsors see a list of participants before the event and get to rank the order of who they'd like to meet with. This ensures that you're meeting with prospects that you KNOW are good fits!

Q: HOW ARE BUYERS INCENTIVED TO PARTICIPATE?

All hosted buyers will receive a drastic reduction in joining for the event, paying only \$399 for an All-Access Pass (normally \$1099). Not only that, attendees will also receive \$10 Amazon gift cards for every meeting they participate in, and will receive a \$25 "bonus" if they participate in 10 or more meetings.

Q: HOW MUCH DOES IT COST?

The cost is \$3,000 for 15 meetings. Included in the fee are:

- » Guaranteed 8-minute meetings with 15 qualified prospects.
- » Detailed profiles on each meeting scheduled.
- » Ability to record meetings to ensure accurate follow up.

**Non-exhibitors pay an additional 50% surcharge.*

Our Reverse Expo has a 3:1 Vendor to Attendee Ratio!



ONLY 9 SPOTS LEFT!

PARTICIPATE IN OUR "ENCORE" DIGITAL EVENT, THAT TAKES PLACE FROM NOVEMBER 15TH-19TH!

ENCORE OPPORTUNITIES

ENCORE DIGITAL EVENT

All conference sessions will be recorded at the in-person event and uploaded into our digital event platform (Swapcard). During OR Manager Conference ENCORE digital event (November 15-19th), attendees will be given access to the recordings so they can rewatch their favorite sessions or watch new sessions they weren't able to see so they can earn more CEs. We're encouraging participation by livestreaming NEW sessions and hosting a virtual networking event.

VIRTUAL BOOTH | \$4,995

\$350 | Reduced Pricing for In-Person Event Exhibitors/Sponsors

Upload as many product demo videos and pdfs as you'd like, add your products to the "Product Showcase", and direct message and video chat with all attendees. You'll be able to see the ENTIRE attendee list and can message anyone you want. You earn leads with contact information for anyone you interact with, as well as anyone who interacts with your booth collateral!



KEYNOTE SPONSOR | \$10,000 ~~(X Available)~~ Only 1 Remaining!

Sponsor a keynote address so your company can speak directly to our attendees in a virtual setting!

- » Work with our conference team for relevant 45-60 minute keynote
- » We'll provide moderator to help facilitate Q&A
- » Company can run video before/during opening remarks
- » Company logo and description on the conference website
- » Contact Information for anyone who watches the keynote session in the ENCORE digital platform
- » Sponsor logo included with keynote in the ENCORE digital platform
- » Banner ad within the ENCORE digital platform encouraging they join

TRIVIA NETWORKING SPONSOR | \$8,500

Sponsor this unique networking session led by a professional trivia host. You can customize the theme and have the option for customized trivia questions to be written.

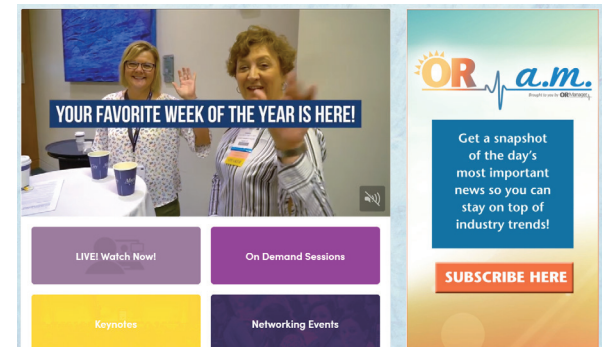
Sponsorship includes:

- » 4 rounds of trivia during the 60-75 minute event
- » Ability for company representative to welcome attendees
- » Option to play 2-3 minute company video
- » Company branding within video portal
- » Logo and company description on website
- » Post-show attendee list for the trivia session

VIRTUAL TOUR OF YOUR FACILITY | \$7,500

Do you have an on-site facility or project site you want to showcase? You provide the video, and we'll provide the platform to get it out to the masses!

- » Virtual tour will be added to the ENCORE program
- » Contact Information for anyone who watches the tour in the ENCORE digital platform
- » Sponsor logo included with tour in the ENCORE digital platform
- » Banner ad within the ENCORE digital platform encouraging they join



SPECIAL EXHIBIT HALL FEATURE! HYBRID OR SPONSORSHIPS

Demand for Hybrid Operating Rooms across the nation continues to be on the rise. For the past five years, the OR Manager Conference with the support of our sponsors has built a fully functionally Hybrid OR on our exhibit show floor. Ranked as one of the most helpful activations of the conference, attendees value the Hybrid OR to see live equipment integrations, new technology and learn from our Hybrid OR Steering Committee of experts who have championed hybrid OR builds in their facility.



HYBRID OR: PRESENTING SPONSORSHIP | \$17,500

- » Company name included in Hybrid OR, and in all marketing and onsite promotions, onsite structure and signage, and references (i.e. "Everyone visit the XYZ Company's Hybrid OR, located on the show floor!")
- » Product featured in the Hybrid OR
- » Tabletop located in a premier position near the Hybrid OR, where you can distribute company's literature and meter board sign (36x87) that has your company's logo and messaging
- » Your company hosts a Hybrid OR Happy Hour, where a bar is set-up near your literature table and drinks and snacks are offered
- » Two company representatives to sit near tabletop where they can engage with attendees
- » Lead retrieval information for all attendees that frequent the Hybrid OR and visit your Tabletop
- » Show management assumes drayage charge for hybrid OR display product from dock to OR area on show floor, and will provide onsite labor to assist with installing and dismantling
- » Product image and 50-word product description in the Hybrid Directory within our mobile app
- » Banner ad within the mobile app in the Hybrid Directory section
- » Company logo next to product listing in the Hybrid OR Directory in our mobile app and on our web site
- » Company logo listed prominently as Presenting Sponsor in all Hybrid OR promotion, including pre-show email blasts, mobile app, onsite program guide, signage, and OR Manager Conference website

HYBRID OR: PLATINUM SPONSORSHIP | \$8,500

- SOLD
- » Product featured in the Hybrid OR
 - » Tabletop space located in a premier position near the Hybrid OR, where you can distribute company's literature and meter board sign (36x87) that has your company's logo and messaging
 - » One company representative to sit near tabletop where they can engage with attendees
 - » Lead retrieval information for all attendees that frequent the Hybrid OR and visit your Tabletop
 - » Show management assumes drayage charge for hybrid OR display product from dock to Hybrid OR area on show floor, and will provide onsite labor to assist with installing and dismantling
 - » Product image and 100-word product description in the Hybrid Directory within our mobile app
 - » Banner ad within the mobile app in the Hybrid Directory section
 - » Company logo next to product listing in the Hybrid OR Directory in our mobile app and on our web site
 - » Company logo listed prominently as Platinum Sponsor in all Hybrid OR promotion, including pre-show email blasts, mobile app, onsite program guide, signage, and OR Manager Conference website



HYBRID OR: GOLD SPONSORSHIP | \$6,500

- » Product featured in the Hybrid OR
- » Tabletop located near Hybrid OR, where you can distribute company's literature and a 28x44 sign that has your company's logo and messaging
- » One company representative to sit near tabletop where they can engage with attendees
- » Lead retrieval information for all attendees that frequent the Hybrid OR and visit your Tabletop
- » Show management assumes drayage charge for hybrid OR display product from dock to Hybrid OR area on show floor, and will provide onsite labor to assist with installing and dismantling
- » Product image and 50-word product description in the Hybrid Directory within our mobile app
- » Banner ad within the mobile app in the Hybrid Directory section
- » Company logo next to product listing in the Hybrid OR Directory in our mobile app and on our web site
- » Company logo listed prominently as Gold Sponsor in all Hybrid OR promotion, including pre-show email blasts, mobile app, onsite program guide, signage, and OR Manager Conference website

HYBRID OR: SILVER SPONSORSHIP | \$5,500

- » Product featured in the Hybrid OR
- » Tabletop located near Hybrid OR, where you can distribute company's literature and a 22x28 sign that has your company's logo and messaging
- » One company representative to sit near tabletop where they can engage with attendees
- » Lead retrieval information for all attendees that frequent the Hybrid OR and visit your Tabletop
- » Show management assumes drayage charge for hybrid OR display product from dock to Hybrid OR area on show floor, and will provide onsite labor to assist with installing and dismantling
- » Product image and 50-word product description in the Hybrid Directory within our mobile app
- » Company logo next to product listing in the Hybrid OR Directory in our mobile app and on our web site
- » Company logo listed prominently as Silver Sponsor in all Hybrid OR promotion, including pre-show email blasts, mobile app, onsite program guide, signage, and OR Manager Conference website

EXHIBIT OPPORTUNITIES

EXHIBIT PACKAGES

20X20 EXHIBIT PACKAGE

- » Four (4) All-Access Passes and Twelve (12) Booth-Only Passes
- » One free registration for a customer and discounted registration for prospects
- » Company listing on the website's Exhibitor List, mobile app, and onsite program guide

10X20 EXHIBIT PACKAGE

- » Two (2) All-Access Passes and Six (6) Booth-Only Passes
- » One free registration for a customer and discounted registration for prospects
- » Company listing on the website's Exhibitor List, mobile app, and onsite program guide

10X10 EXHIBIT PACKAGE

- » One (1) All-Access Pass and Three (3) Booth-Only Passes
- » Discounted registration for prospects
- » Company listing on the website's Exhibitor List, mobile app, and onsite program guide

OR MANAGER CONFERENCE PRICING

Exhibit Space Rate	Per Square Foot
Advance Rate (by 3/31/21)	\$37.50
Regular Rate (after 3/31/21)	\$38.50

PACU MANAGER SUMMIT PRICING

Exhibit Space Rate	Per Square Foot
Advance Rate (by 3/31/21)	\$35.00
Regular Rate (after 3/31/21)	\$36.00

EXHIBITOR LISTING UPGRADES

VISIONARY EXHIBITOR LISTING - \$895

- » Top Billing on Exhibitor Listing
- » Custom Background
- » Unlimited Documents Included in Listing
- » Unlimited Product Categories

STRATEGIC EXHIBITOR LISTING - \$595

- » Premier Billing on Exhibitor List
- » 5X Documents Included in Listing
- » 5X Listings in Product Categories

PREMIER EXHIBITOR LISTING - \$395

- » Upgraded Billing on Exhibitor List
- » 3X Documents Included in Listing
- » 3X Listings in Product Categories

POPULAR ADD-ON'S TO CONSIDER:

Virtual Booth at the Post-Show "Encore" Digital Event | \$350

Opt-in and receive a virtual booth where you can upload as many product demo videos and pdfs as you'd like, as well as the ability to direct message and video chat with all attendees. You earn leads with contact information for anyone you interact with!

Attendee Cash Giveaway Contest Sponsorship | \$3,000

We're giving away \$500 cash giveaways to any attendee who gets scanned by 10 or more exhibitors on the showfloor. Purchase this sponsorship so any attendee who wants to win MUST get scanned by someone at your booth!

Pre- or Post-show Email Blast | \$2,500

Send an email to ALL attendees. You supply the content and pick the date you want the message to deploy to our community!

Program Guide Print Ad | \$1,700 to \$2,000

Put your company's message in the hand of every attendee via a program guide print ad! A full-page ad is \$1,700, inside covers are \$1,800, and the back cover is \$2,000.

Mobile App Alert | \$500

Send a push notification to everyone who's downloaded the mobile app! You provide the copy and the action (i.e. Visit our booth, check out our website, etc.), and we'll make sure everyone gets your message!

Event Website Banner Ads | \$1,500

Prominently display your banner ads on our event website! Get your banner ads active now as we'll keep them active through the show dates, encouraging attendees to visit the URL of your choice.

**VIRTUAL BOOTH
AT THE ENCORE
DIGITAL EVENT
(NOVEMBER 15TH-19TH)
\$350**

EXHIBIT SPACE CONTRACT

EXHIBITING CONTACT

Nancy Iannotta, Sales Representative
Access Intelligence (AI), 761 Main Avenue, 2nd Floor, Norwalk, CT 06851
Ph: 203-899-8429 Fax: 203-286-1996 Email: niannotta@accessintel.com

1. Contact Information (will receive all correspondence about the show)

Name _____
 Title/Rank _____
 Company/Organization _____
 Address _____
 City _____ State/Province _____ Zip/Postal Code _____
 Country _____
 Phone _____ Ext _____ Fax _____
 Email _____ Website _____

*The address above will be listed on the website and on-site program guide

SECONDARY CONTACT INFORMATION:

Name _____
 Title/Rank _____
 Email _____ Website _____

2. Exhibit Space Rate (per sq. foot)

Early Bird Rate by 2/19/21 \$36.00	Advance Rate by 3/31/21 \$37.50	Regular Rate after 3/31/21 \$38.50
-------------------------------------------------	----------------------------------------------	-------------------------------------------------

3. Booth Size

_____ feet x _____ feet

4. Preferred Locations

Please select three locations in order of choice. AI will make every attempt to assign space as requested. However, space allocations may be modified by AI if necessary.

Choices:
 1. _____ 2. _____ 3. _____
 Companies you'd like to be close to:
 1. _____ 2. _____ 3. _____
 Companies you'd like to avoid:
 1. _____ 2. _____ 3. _____

5. Print Company Name as You Want it Listed in Marketing Materials

Note: Up to one company listing in the on-site Program Guide and online exhibitor list will be provided with every 100 sq. ft. of contracted exhibit space. Additional listings, above your included allotment, may be purchased from show management. For exhibitors who require multiple company listings, please complete the "Notice of Shared Exhibit Space" form found on www.ORManagerConference.com and in your exhibitor service manual. Without these completed forms, only the company name and information listed on the contract for exhibit space will be listed in OR Manager Conference marketing materials.

6. Exhibitor Listing Upgrades

- Visionary Exhibitor Listing \$895 Premier Exhibitor Listing \$395
 Strategic Exhibitor Listing \$595

7. Popular Add-On's

- Virtual Booth at the Post-Show "Encore" Digital Event \$350
 Pre- or Post-show Email Blast - \$2,500
 Spot in the Reverse Expo \$3,000
 Program Guide Print Ad \$2,000

8. Payment Terms

In consideration of company's participation as an exhibitor, the participating exhibitor shall pay to Access Intelligence, LLC the total exhibit space fee, which shall be payable (a) 50% at contract signing and (b) the balance on or before April 20, 2021.

For contracts received April 21, 2021 to the first day of the event, 100% of the fee will be due with the contract.

All fees are deemed fully earned by Access Intelligence, LLC and non-refundable when due unless Access Intelligence, LLC denies this application, in which case fees already paid will be refunded.

9. Exhibitor Signature

Exhibitor expressly represents and warrants to Access Intelligence, LLC that it has the authority to enter into this Agreement and that the person signing this Agreement is authorized by the company to execute this Agreement and bind the company to the terms set forth herein and on the reverse side of this Agreement.

Exhibitor has executed this Agreement as of:

Date: _____
 Exhibiting Company: _____
 Print Name: _____
 Authorized Signature: _____

10. Billing Information

Name _____
 Title/Rank _____
 Address _____
 City _____ State/Province _____
 Zip/Postal Code _____ Country _____
 Phone _____ Email _____

11. Payment Information

Booth \$ _____ + Advertising \$ _____ = Total Due: \$ _____

Check Enclosed (Make checks payable to Access Intelligence)
 Amount submitted in U.S. Dollars \$ _____
 Payment by Credit Card
 Visa MasterCard
 American Express Discover
 Please Invoice
 Card Number _____ Expiration Date _____ CVV# _____
 Signature _____
 Print Name on Card _____
 Wire Payment
 Webster Bank, N.A.
 436 Slater Rd
 New Britain, CT 06053
 ABA: 211170101
 SWIFT: WENAU31
 Acct: 0010747825
 Name: Access Intelligence, LLC

Note: For all wire transfers and foreign currencies, add \$75 USD processing fee.

12. Acceptance

FOR Access Intelligence, LLC USE ONLY:

Accepted By: _____
 Date: _____ Booth #: _____
 Cost: \$ _____

Access Intelligence, LLC reserves the right to accept or reject this Agreement in its discretion. If this Agreement is accepted, Access Intelligence, LLC will invoice the exhibitor for fees due hereunder. The sending of such invoice will constitute evidence of acceptance, so that this will become a contract binding both exhibitor and Access Intelligence, LLC.

SPONSORSHIP CONTRACT

SPONSORSHIP CONTACT

Nancy Iannotta, Sales Representative
Access Intelligence (AI), 761 Main Avenue, 2nd Floor, Norwalk, CT 06851
Ph: 203-899-8429 Fax: 203-286-1996 Email: niannotta@accessintel.com

1. Contact Information (will receive all correspondence about the show)

Name _____
Title/Rank _____
Company/Organization _____
Address _____
City _____ State/Province _____ Zip/Postal Code _____
Country _____
Phone _____ Ext _____ Fax _____
Email _____ Website _____

SECONDARY CONTACT INFORMATION:

Name _____
Title/Rank _____
Email _____

2. Sponsorship

<input type="checkbox"/> BREAKFAST OR LUNCHEON SPONSORSHIP	\$30,000	<input type="checkbox"/> RIBBON STATION	\$4,500
<input type="checkbox"/> KEYNOTE SESSION SPONSORSHIP	\$15,500	<input type="checkbox"/> 5K RUN/3K WALK	\$6,000
<input type="checkbox"/> AWARDS PRESENTATION SPONSOR	\$10,000	<input type="checkbox"/> WI-FI EXCLUSIVE SPONSORSHIP	\$17,000
<input type="checkbox"/> BREAKOUT SESSION SPONSORSHIP	\$8,000	<input type="checkbox"/> CONFERENCE BAGS	\$15,000
<input type="checkbox"/> "BIRDS OF A FEATHER" LUNCHEON PRESENTATION	\$15,000	<input type="checkbox"/> MOBILE APP EXCLUSIVE SPONSORSHIP	\$15,000
<input type="checkbox"/> SPEAKER READY-ROOM SPONSORSHIP WITH RECEPTION	\$15,000	<input type="checkbox"/> REGISTRATION SPONSORSHIP	\$15,000
<input type="checkbox"/> CE PROGRAM IN BOOTH	\$4,750	<input type="checkbox"/> WATER BOTTLE SPONSORSHIP	\$10,000
<input type="checkbox"/> SESSION SPONSORSHIP	\$3,500	<input type="checkbox"/> ATTENDEE CASH GIVEAWAY CONTEST SPONSORSHIP	\$3,000
<input type="checkbox"/> FIRST-TIME ATTENDEE ORIENTATION	\$7,500	<input type="checkbox"/> BAG INSERT	\$2,750
<input type="checkbox"/> EXHIBIT RECHARGE ZONE	\$12,500	<input type="checkbox"/> VIRTUAL BOOTH	\$350
<input type="checkbox"/> KICKOFF PARTY IN THE EXHIBIT HALL	\$5,500	<input type="checkbox"/> KEYNOTE SPONSOR	\$10,000
<input type="checkbox"/> NETWORKING BREAK SPONSORSHIP	\$3,000	<input type="checkbox"/> TRIVIA NETWORKING SPONSOR	\$8,500
<input type="checkbox"/> MEETING ROOM RENTAL - FULL DAY	\$2,500	<input type="checkbox"/> VIRTUAL TOUR OF YOUR FACILITY	\$7,500
<input type="checkbox"/> MEETING ROOM RENTAL - HALF DAY	\$1,750	<input type="checkbox"/> HYBRID OR: PRESENTING SPONSORSHIP	\$17,500
<input type="checkbox"/> OFFSITE NETWORKING EVENT - OFFICIAL SPONSOR	\$17,500	<input type="checkbox"/> HYBRID OR: PLATINUM SPONSORSHIP	\$8,500
<input type="checkbox"/> OFFSITE NETWORKING EVENTS - WELCOME SPONSOR	\$7,500	<input type="checkbox"/> HYBRID OR: GOLD SPONSORSHIP	\$6,500
		<input type="checkbox"/> HYBRID OR: SILVER SPONSORSHIP	\$5,500

3. Payment Terms

In consideration of company's participation as an exhibitor, the participating exhibitor shall pay to Access Intelligence, LLC the total exhibit space fee, which shall be payable (a) 50% at contract signing and (b) the balance on or before April 20, 2021. For contracts received April 21, 2021 to the first day of the event, 100% of the fee will be due with the contract. All fees are deemed fully earned by Access Intelligence, LLC and non-refundable when due unless Access Intelligence, LLC denies this application, in which case fees already paid will be refunded.

4. Sponsor Signature

Sponsor expressly represents and warrants to Access Intelligence, LLC that it has the authority to enter into this Agreement and that the person signing this Agreement is authorized by the company to execute this Agreement and bind the company to the terms set forth herein and on the reverse side of this Agreement.

Sponsor has executed this Agreement as of:

Date: _____

Sponsor Company: _____

Print Name: _____

Signature: _____

5. Payment Information

Total Due: _____

Check Enclosed (Make checks payable to Access Intelligence)
Amount submitted in U.S. Dollars \$

Please Invoice

Payment by Credit Card

Visa MasterCard American Express Discover

Card Number _____

Expiration Date _____ CW# _____

Signature _____

Print Name on Card _____

6. Acceptance

FOR Access Intelligence, LLC USE ONLY:

Accepted By: _____

Date: _____ Booth#: _____

Cost: \$ _____

Product Supplied By: _____

Access Intelligence, LLC reserves the right to accept or reject this Agreement in its discretion. If this Agreement is accepted, Access Intelligence, LLC will invoice the exhibitor for fees due hereunder. The sending of such invoice will constitute evidence of acceptance, so that this will become a contract binding both exhibitor and Access Intelligence, LLC. 15

EXHIBIT SPACE CONTRACT

EXHIBITING CONTACT

Nancy Iannotta, Sales Representative
 Access Intelligence (AI), 761 Main Avenue, 2nd Floor, Norwalk, CT 06851
 Ph: 203-899-8429 Fax: 203-286-1996 Email: niannotta@accessintel.com

1. Contact Information (will receive all correspondence about the show)

Name _____
 Title/Rank _____
 Company/Organization _____
 Address _____
 City _____ State/Province _____ Zip/Postal Code _____
 Country _____
 Phone _____ Ext _____ Fax _____
 Email _____ Website _____

**The address above will be listed on the website and on-site program guide*

SECONDARY CONTACT INFORMATION:

Name _____
 Title/Rank _____
 Email _____ Website _____

2. Exhibit Space Rate (per sq. foot)

Early Bird Rate	Advance Rate	Regular Rate
by 2/19/21	by 3/31/21	after 3/31/21
\$34.00	\$35.00	\$36.00

3. Booth Size

_____ feet x _____ feet

4. Preferred Locations

Please select three locations in order of choice. AI will make every attempt to assign space as requested. However, space allocations may be modified by AI if necessary.

Choices:
 1. _____ 2. _____ 3. _____
 Companies you'd like to be close to:
 1. _____ 2. _____ 3. _____
 Companies you'd like to avoid:
 1. _____ 2. _____ 3. _____

5. Print Company Name as You Want it Listed in Marketing Materials

Note: Up to one company listing in the on-site Program Guide and online exhibitor list will be provided with every 100 sq. ft. of contracted exhibit space. Additional listings, above your included allotment, may be purchased from show management. For exhibitors who require multiple company listings, please complete the "Notice of Shared Exhibit Space" form found on www. ORManagerConference.com and in your exhibitor service manual. Without these completed forms, only the company name and information listed on the contract for exhibit space will be listed in OR Manager Conference marketing materials.

6. Exhibitor Listing Upgrades

- Visionary Exhibitor Listing \$895
- Premier Exhibitor Listing \$395
- Strategic Exhibitor Listing \$595

7. Popular Add-On's

- Virtual Booth at the Post-Show "Encore" Digital Event \$350
- Spot in the Reverse Expo \$3,000
- Pre- or Post-show Email Blast - \$2,500
- Program Guide Print Ad \$2,000

8. Payment Terms

In consideration of company's participation as an exhibitor, the participating exhibitor shall pay to Access Intelligence, LLC the total exhibit space fee, which shall be payable (a) 50% at contract signing and (b) the balance on or before April 20, 2021.

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9. Exhibitor Signature

Exhibitor expressly represents and warrants to Access Intelligence, LLC that it has the authority to enter into this Agreement and that the person signing this Agreement is authorized by the company to execute this Agreement and bind the company to the terms set forth herein and on the reverse side of this Agreement.

Exhibitor has executed this Agreement as of:

Date: _____
 Exhibiting Company: _____
 Print Name: _____
 Authorized Signature: _____

10. Billing Information

Name _____
 Title/Rank _____
 Address _____
 City _____ State/Province _____
 Zip/Postal Code _____ Country _____
 Phone _____ Email _____

11. Payment Information

Booth \$ _____ + Advertising \$ _____ = Total Due: \$ _____

Check Enclosed (Make checks payable to Access Intelligence)
 Amount submitted in U.S. Dollars \$ _____

Payment by Credit Card
 Visa MasterCard
 American Express Discover

Please Invoice
 Card Number _____ Expiration Date _____ CVV# _____
 Signature _____
 Print Name on Card _____

Wire Payment
 Webster Bank, N.A.
 436 Slater Rd
 New Britain, CT 06053

ABA: 211170101
 SWIFT: WENAU31
 Acct: 0010747825
 Name: Access Intelligence, LLC

Note: For all wire transfers and foreign currencies, add \$75 USD processing fee.

12. Acceptance

FOR Access Intelligence, LLC USE ONLY:

Accepted By: _____
 Date: _____ Booth #: _____
 Cost: \$ _____

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SPONSORSHIP CONTRACT

SPONSORSHIP CONTACT

Nancy Iannotta, Sales Representative
 Access Intelligence (AI), 761 Main Avenue, 2nd Floor, Norwalk, CT 06851
 Ph: 203-899-8429 Fax: 203-286-1996 Email: niannotta@accessintel.com

1. Contact Information (will receive all correspondence about the show)

Name _____
 Title/Rank _____
 Company/Organization _____
 Address _____
 City _____ State/Province _____ Zip/Postal Code _____
 Country _____
 Phone _____ Ext _____ Fax _____
 Email _____ Website _____

SECONDARY CONTACT INFORMATION:

Name _____
 Title/Rank _____
 Email _____

2. Sponsorship

<input type="checkbox"/> BREAKFAST OR LUNCHEON SPONSORSHIP	\$30,000	<input type="checkbox"/> RIBBON STATION	\$4,500
<input type="checkbox"/> KEYNOTE SESSION SPONSORSHIP	\$15,500	<input type="checkbox"/> 5K RUN/3K WALK	\$6,000
<input type="checkbox"/> AWARDS PRESENTATION SPONSOR	\$10,000	<input type="checkbox"/> WI-FI EXCLUSIVE SPONSORSHIP	\$17,000
<input type="checkbox"/> BREAKOUT SESSION SPONSORSHIP	\$8,000	<input type="checkbox"/> CONFERENCE BAGS	\$15,000
<input type="checkbox"/> "BIRDS OF A FEATHER" LUNCHEON PRESENTATION	\$15,000	<input type="checkbox"/> MOBILE APP EXCLUSIVE SPONSORSHIP	\$15,000
<input type="checkbox"/> SPEAKER READY-ROOM SPONSORSHIP WITH RECEPTION	\$15,000	<input type="checkbox"/> REGISTRATION SPONSORSHIP	\$15,000
<input type="checkbox"/> CE PROGRAM IN BOOTH	\$4,750	<input type="checkbox"/> WATER BOTTLE SPONSORSHIP	\$10,000
<input type="checkbox"/> SESSION SPONSORSHIP	\$3,500	<input type="checkbox"/> ATTENDEE CASH GIVEAWAY CONTEST SPONSORSHIP	\$3,000
<input type="checkbox"/> FIRST-TIME ATTENDEE ORIENTATION	\$7,500	<input type="checkbox"/> BAG INSERT	\$2,750
<input type="checkbox"/> EXHIBIT RECHARGE ZONE	\$12,500	<input type="checkbox"/> VIRTUAL BOOTH	\$350
<input type="checkbox"/> KICKOFF PARTY IN THE EXHIBIT HALL	\$5,500	<input type="checkbox"/> KEYNOTE SPONSOR	\$10,000
<input type="checkbox"/> NETWORKING BREAK SPONSORSHIP	\$3,000	<input type="checkbox"/> TRIVIA NETWORKING SPONSOR	\$8,500
<input type="checkbox"/> MEETING ROOM RENTAL - FULL DAY	\$2,500	<input type="checkbox"/> VIRTUAL TOUR OF YOUR FACILITY	\$7,500
<input type="checkbox"/> MEETING ROOM RENTAL - HALF DAY	\$1,750	<input type="checkbox"/> HYBRID OR: PRESENTING SPONSORSHIP	\$17,500
<input type="checkbox"/> OFFSITE NETWORKING EVENT - OFFICIAL SPONSOR	\$17,500	<input type="checkbox"/> HYBRID OR: PLATINUM SPONSORSHIP	\$8,500
<input type="checkbox"/> OFFSITE NETWORKING EVENTS - WELCOME SPONSOR	\$7,500	<input type="checkbox"/> HYBRID OR: GOLD SPONSORSHIP	\$6,500
		<input type="checkbox"/> HYBRID OR: SILVER SPONSORSHIP	\$5,500

3. Payment Terms

In consideration of company's participation as an exhibitor, the participating exhibitor shall pay to Access Intelligence, LLC the total exhibit space fee, which shall be payable (a) 50% at contract signing and (b) the balance on or before April 20, 2021. For contracts received April 21, 2021 to the first day of the event, 100% of the fee will be due with the contract. All fees are deemed fully earned by Access Intelligence, LLC and non-refundable when due unless Access Intelligence, LLC denies this application, in which case fees already paid will be refunded.

4. Sponsor Signature

Sponsor expressly represents and warrants to Access Intelligence, LLC that it has the authority to enter into this Agreement and that the person signing this Agreement is authorized by the company to execute this Agreement and bind the company to the terms set forth herein and on the reverse side of this Agreement.

Sponsor has executed this Agreement as of:

Date: _____

Sponsor Company: _____

Print Name: _____

Signature: _____

5. Payment Information

Total Due: _____

Check Enclosed (Make checks payable to Access Intelligence)
 Amount submitted in U.S. Dollars \$

Please Invoice

Payment by Credit Card

Visa MasterCard American Express Discover

Card Number _____

Expiration Date _____ CW# _____

Signature _____

Print Name on Card _____

6. Acceptance

FOR Access Intelligence, LLC USE ONLY:

Accepted By: _____

Date: _____ Booth#: _____

Cost: \$ _____

Product Supplied By: _____

Access Intelligence, LLC reserves the right to accept or reject this Agreement in its discretion. If this Agreement is accepted, Access Intelligence, LLC will invoice the exhibitor for fees due hereunder. The sending of such invoice will constitute evidence of acceptance, so that this will become a contract binding both exhibitor and Access Intelligence, LLC.

ACCESS INTELLIGENCE, LLC EXHIBIT RULES AND REGULATIONS

1. AGREEMENT: By signing the Contract for Exhibit Space, Exhibitor agrees to abide by these Rules and Regulations and all amendments thereto and the decisions of Show Management. For purposes of this Agreement, (i) the term "Event" shall mean the conference, trade show, in person promotion or online event outlined in first page of this document, (ii) the term "Show Management" shall mean Access Intelligence, LLC (AI) and its respective agents, (iii) the term "Exhibit Hall" shall mean the venue hosting the Event, online platform hosting a digital version or any other exhibit hall designated by Show Management in the future, (iv) the term "Exhibitor" shall mean the company that has submitted this Contract, and (v) the term "Rules" shall mean these Rules and Regulations.

2. UNDESIRABLE ACTIVITIES: Exhibitor agrees that its exhibit shall be admitted into the Show and shall remain from day to day solely on strict compliance with all the rules herein described. Show Management reserves the right to reject, eject, or prohibit any exhibit in whole or in part after Show Management's good faith determination is communicated to Exhibitor that the exhibit or Exhibitor is not in accord with the Contract or the Rules.

3. BOOTH ASSIGNMENTS: Space assignments will be made only after receipt from Exhibitor of this Contract and applicable booth fees. After assignment, space location may not be changed, transferred, or canceled by Exhibitor except upon written request and with the subsequent written approval of Show Management. Notwithstanding the above, Show Management reserves the right to change location assignments at any time, as it may, in its sole discretion, deem necessary.

4. BOOTH REPRESENTATIVES: Booth representation is limited to Exhibitor. Exhibitor shall not permit in its booth a non-exhibiting company representative. Exhibitor shall staff its booth during all open show hours. Booth Representatives shall at all times wear or be able to show badge identification approved by Show Management. Show Management may limit the number of booth personnel at any time.

5. LISTINGS AND PROMOTIONAL MATERIALS: By participating in the Event, Exhibitor grants to Event a fully-paid, perpetual non-exclusive license to use, display and reproduce the name, trade names and product names of Exhibitor in any Event directory (print, online or other media) listing the Exhibiting companies at the Event and to use such names in Event promotional materials. Show Management shall not be liable for any errors in listings or descriptions or for omissions. Exhibitor's booth, exhibited items and personnel at the Event may be included in Event photographs and used for Event promotional purpose.

6. USE OF DISPLAY SPACE: a) Restrictions on Space Rental: Without the express written permission of Show Management, Exhibitor may not (i) sublet, subdivide or assign its space, or any part thereof, (ii) purchase multiple booths for the purpose of subletting or assigning to third parties, or (iii) permit in its booth any non-exhibiting company representative. Only companies or individuals that have contracted directly with Show Management shall be listed in the Show Directory or allowed on the Show floor as an exhibitor. Only one company name per booth will be listed on any booth sign. No signs or advertising devices shall be displayed outside the exhibit space other than those furnished by Show Management. Failure to comply with this provision may be sufficient cause for Show Management to require the immediate removal of the exhibit and/or the offending Exhibitor, at the expense of Exhibitor. Failure to comply may also result in forfeiture of all fees paid. In addition, all booths must be fully carpeted and no exhibit shall be built to exceed height limitations set in the exhibitor manual. An exhibit that exceeds the height limitations will have to be altered to conform to the requirements, at Exhibitor's expense.

7. INSTALLATION AND REMOVAL: Show Management has full discretion and authority over the placement, arrangement, and appearance of items which Exhibitor displays. Installation of all exhibits must be fully completed at least one (1) hour prior to the opening time of the Show. If Exhibitor does not meet this deadline, Exhibitor will not be allowed to set up until two (2) hours prior to the next day's Show hours. Any space not claimed by 5 PM, the day before the Exhibit Hall opens may be resold or reassigned by Show Management, without refund. All exhibit and booth materials must be removed by 5 PM, on last day of Exhibit Hall hours. Show Management reserves the absolute right to inspect any items removed from the exhibit.

8. EARLY REMOVAL OF EXHIBITS NOT ALLOWED: a) No exhibit shall be packed, removed, or dismantled prior to the closing of the Show. If Exhibitor acts in breach of this provision, it shall pay as compensation for the distraction to the Show's appearance, an amount equal to one-third of the total space charge for Exhibitor's allocated area, in addition to all sums otherwise due under this Agreement. b) For security reasons, any equipment removed from the Exhibit Hall prior to the official closing of the Show shall require a special pass issued by Show Management.

9. PROHIBITED ACTIVITIES: a) No cooking may take place in Exhibitor's space. b) All demonstrations, sales activities, and distribution of circulars and promotional material must be confined to the limits of Exhibitor's booth. Exhibitor must not place equipment for display or demonstration in such manner as to cause observers to gather in the aisles. All equipment for display or demonstration must be placed within the assigned booth to attract observers into the booth. c) Exchange of money or consummating the sale of goods or services on the Exhibit Hall floor is prohibited. Orders may be taken for future delivery only. d) Exhibits which include the operation of musical instruments, radios, sound motion picture equipment, public address systems, or any noise-making machines must be operated so that the noise resulting there from will not annoy or disturb adjacent exhibitors or their patrons. e) Exhibitor is prohibited from displaying any devices or objects in the booth that exceed the length of the back wall without prior written approval from Show Management and the Exhibit Hall. f) Animals and pets are not permitted in the Exhibit Hall except in conjunction with an ap-

proved exhibit, display or performance legitimately requiring use of animals. Guide dogs are permitted. g) Exhibitor is not allowed to conduct any activities that could be considered an illegal lottery under the State laws where the event is to be held. h) Electrical equipment that is not UL approved may not be used in the Exhibit Hall. No wiring, installation of spotlights or other electrical work shall be done except by the electrical contractor authorized by Show Management or the Exhibit Hall.

10. UNION LABOR: Where required, Exhibitor hereby agrees to use qualified union labor at all times while in the Exhibit Hall and abide by all agreements made between the Exhibit Hall, the unions, and Show Management.

11. RIGHT OF ENTRY AND INSPECTION: Show Management, in its absolute discretion, shall have the right at any time to enter the leased area occupied by Exhibitor or otherwise inspect Exhibitor's material.

12. BOOTH MAINTENANCE: Exhibitor is required to maintain the daily cleanliness and dis-infecting of its booth. Cleaning of booths shall take place at times other than Show hours. Show Management will be responsible only for the cleaning and disinfecting of aisle space and public areas.

13. CARE OF BUILDING AND EQUIPMENT: Exhibitor and its agents shall not injure or deface any part of the Exhibit Hall, the booths or booth contents or Show equipment and decor. If Exhibitor causes any such damage, Exhibitor shall be liable to the owner of the property so damaged.

14. CANCELLATION BY EXHIBITOR: Exhibitor specifically recognizes and acknowledges that Show Management will sustain certain losses if Exhibitor cancels its exhibit space after it has been assigned and confirmed by the Show Management. Due to the difficulty, if not impossibility of determining and proving said losses, Exhibitor agrees to pay the following amounts as liquidated damages, and not as a penalty, if Exhibitor cancels all or part of its exhibit space on or within the time periods specified below:

TIME PERIOD	LIQUIDATED DAMAGES
6 months or more prior to event start date as noted on contract	50% of rental fees
Within 6 months of event start date as noted on contract	100% of rental fees

Upon receipt of written notice of cancellation by Exhibitor, Show Management has the right to resell the space and retain all revenue collected. Any such re-sale shall not reduce the amount of liquidated damages to be paid by Exhibitor.

15. CANCELLATION OF EVENT: If for any reason beyond Show Management's control (e.g., fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, municipal, state or federal laws, or act of God), the Event, or any part thereof, is prevented from being held, interrupted or the Facility becomes unavailable, unfit for occupancy or substantially interfered with, Show Management may postpone as described in Section 16 or cancel the Event. If a cancellation occurs of such event (not a Postponement), Show Management shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue thereof, and Exhibitor waives claims for damage arising there from. Upon a cancellation, Show Management may credit or refund to Exhibitor no more than a prorated amount of Exhibitor's total cost of participation paid after deducting all expenses and reasonable compensation to Event. In no case, shall the amount of any credit or refund exceed Exhibitor's total cost of participation actually paid.

16. POSTPONEMENT OF EVENT: If for any reason the location (in person or online) or dates of the Event should be changed, no refund will be due to Exhibitor. Show Management will re-assign exhibit booth space to Exhibitor, and Exhibitor agrees to use exhibit booth space under the terms of this contract. Show Management shall not be financially liable or otherwise obligated in the event that the Event is relocated, postponed or executed in a virtual environment online.

17. EXHIBITOR DEFAULT: If Exhibitor is in default of any obligation to AI (including specifically failure to pay AI within 30 days of invoice), AI may terminate Exhibitor's right under this contract to participate in the Show. If AI elects to exercise such right of termination, it shall first give Exhibitor written notice stating its intent to terminate and the action that Exhibitor must take to avoid termination. If Exhibitor fails to cure the default within 10 days of the date of notice from AI, Exhibitor shall have no further right to participate in the Show. AI's liability to return any amounts paid by Exhibitor under this contract will be limited as set forth in paragraph 14 above. Furthermore, AI may retain any amount that would otherwise be returned by Exhibitor and apply such retained amount to satisfy the liability to AI for which Exhibitor is in default.

18. EXHIBITS AND PUBLIC POLICY: Exhibitor is charged with knowledge of all Federal, State and local laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in this Show. Compliance with such laws is mandatory for Exhibitor, and the sole responsibility is that of Exhibitor. Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual Exhibitor's space, materials and operation is concerned. Exhibitors with questions regarding such laws, ordinances, and regulations should contact Show Management. All booth decorations including carpet must be flame-proofed, and all hangings must clear the floor. Electrical wiring must conform with National Electric Code Safety Rules and the electrical code in host city and state. If inspection indicates that Exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazard, the right is reserved to remove all or such part of his exhibit as may be in violation, at Exhibitor's expense. If unusual equipment

or machinery is to be installed, or if appliances that might come under fire code are to be used, Exhibitor should contact the Show Management for information concerning facilities or regulations. City and state fire regulations must be complied with. Use of hazardous materials, such as open flame or liquid propane gas, must be approved by the local Fire Department.

19. ERRORS AND OMISSIONS: Show Management assumes no responsibility or liability for any of the services performed or materials delivered by official Show contractors or other suppliers to the Show, their personnel, or their agents. Any controversies which may arise between Exhibitor and official contractors or union representatives, or personnel of either, on the Show premises shall be referred to Show Management for resolution, and Show Management's decision shall be final and binding.

20. SECURITY: Show Management shall provide guard service throughout the hours of set-up, Show hours, before and after Show hours, and during dismantling period. This security is to prevent unauthorized entry into the Show halls. A badge must be worn at all times. Show Management reserves the absolute right to inspect any items removed from the exhibit area.

21. LIABILITY AND INSURANCE: a) All property of Exhibitor remains under its custody and control in transit to and from the Exhibit Hall, during installation and removal, and while it is within the confines of the Exhibit Hall. Neither Show Management, the service contractors, the management of the Exhibit Hall nor any of the officers, staff members, or directors of any of the same are responsible for the safety of the property of Exhibitor from theft, damage by fire, accident, vandalism or other causes, and Exhibitor expressly waives and releases any claim or demand it may have against any of them by reason of any damage to or loss of any property of Exhibitor, except where the damage or loss is due to the gross negligence or willful misconduct of the persons mentioned above. b) Exhibitor understands that Show Management does not carry business interruption and property damage insurance coverage for loss or damage of Exhibitor's property. Exhibitor agrees to obtain adequate insurance during the dates of the Show including move-in and move-out days, in commercially reasonable amounts and with commercially reasonable deductibles, and shall be prepared to furnish certificates of insurance to Show Management if requested evidencing the following coverages: (1) Commercial general liability insurance coverage, including protective and contractual liability coverage for bodily injury and property damage, (2) employers liability insurance; (3) worker's compensation/occupational disease coverage in full compliance with federal and state laws, (4) comprehensive general liability automobile insurance covering owned, non-owned, and hired vehicles, including loading and unloading hazards. (c) Show Management and Exhibitor agree to waive the right of subrogation by their insurance carriers to recover loss sustained under the respective insurance contracts for real and personal property.

22. ENFORCEMENT OF REGULATIONS: Show Management has full power to interpret and enforce all of the Rules and the power to make amendments and/or further rules or regulations, orally or in writing, that are considered necessary for the proper conduct of the Show. Such decisions shall be binding on Exhibitor. Failure to comply with these or any other rules or regulations may be sufficient cause for Show Management to require the immediate removal of the exhibit and/or offending Exhibitor at the expense of Exhibitor. In addition, Exhibitor agrees to be bound by the terms of Show Management's agreement with the Exhibit Hall in which the Show is held. Failure to comply with all applicable rules may also result in forfeiture of all fees paid. Show Management may lease any space so forfeited to another exhibitor and retain all revenues collected.

23. COPYRIGHTED MATERIALS: Exhibitor shall not violate any copyrights with respect to writings, music or other material used by it at the Event or at any affiliated function, and assumes sole liability and responsibility for the use and display of all copyrighted materials at the Event, and shall obtain any and all necessary licenses therefore.

24. CONFLICTING MEETING AND SOCIAL EVENTS: In the interest of the entire Show, Exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of Show attendees, exhibitors, or invited guests from the educational sessions or Exhibit Hall during the official hours of the sessions or the Show.

25. ADA COMPLIANCE: Exhibitor represents and warrants that: a) its exhibit will be accessible to the full extent required by law, b) its exhibit will comply with the American with Disabilities Act (ADA) and with any regulations implemented under the ADA, and c) it shall indemnify and hold harmless and defend Show Management from and against any and all claims and expenses, including reasonable attorneys' fees and litigation expenses, that may be incurred by or asserted against Show Management because of the Exhibitor's breach of this paragraph or non-compliance with any of the provisions of the ADA.

26. WAIVER: Waiver by either party of any term or condition or breach shall not constitute a waiver of any other term or condition or breach of this Contract. The rights of Show Management shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of Show Management.

27. SEVERABILITY: If any provision of this Contract is held invalid or unenforceable, neither the remaining provisions of this Contract nor other applications of the provisions involved shall be affected thereby.

28. GOVERNING LAW: This Contract shall be interpreted under the laws of the State of Delaware. The parties agree that any dispute arising under this Contract will be submitted to the federal or state courts of the State of Delaware.

29. ENTIRE AGREEMENT: This Contract constitutes the entire agreement of the parties with respect to the subject matter hereof and specifically supersedes all prior agreements or commitments, whether in writing or oral. No amendment or modification to this Contract shall be valid and binding on the parties unless set forth in writing and signed by both parties.