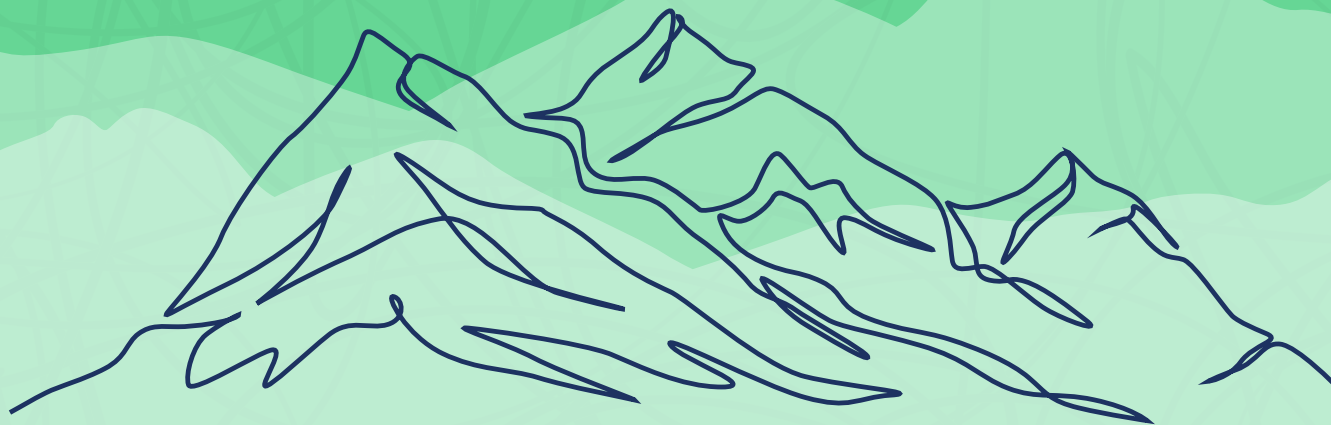


OCTOBER 17-19, 2022 | GAYLORD ROCKIES RESORT & CONVENTION CENTER | DENVER, CO

# Sponsor & Exhibitor Prospectus



Presented by: **OR** Manager

[www.ORManagerConference.com](http://www.ORManagerConference.com)

# Why OR executives LOVE OR Manager Conference...and you will, too!

*The OR Manager Conference is your one-stop shop to reach OR managers, directors, VPs and other C-Suite level leadership in the perioperative industry!*

OR managers, directors, VPs and other C-suite executives attend the OR Manager Conference year over year because of the continued value it brings to their hospitals and ASCs. These leaders attend OR Manager Conference to glean how technology and product advancements will affect their OR. By participating in the 7 tracks in the conference program and connecting with exhibitors on the show floor, they head back to their facilities rejuvenated with new ideas and insights.

The #1 reason people attend the OR Manager Conference – Education! No other event provides the variety of education opportunities for decision-makers in the operating room that this annual conference does. From keynotes and breakout sessions to CEs presented by exhibitors, there is something to learn around every corner and executives earn 15+ CEs each year. Coupled with the networking, this conference has become one they do not want to miss.

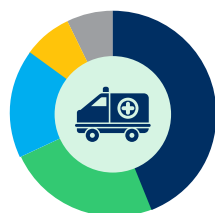
## 3 OUT OF EVERY 4

attendees are managers, directors, or VPs

## 85%

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

## FACILITY TYPE

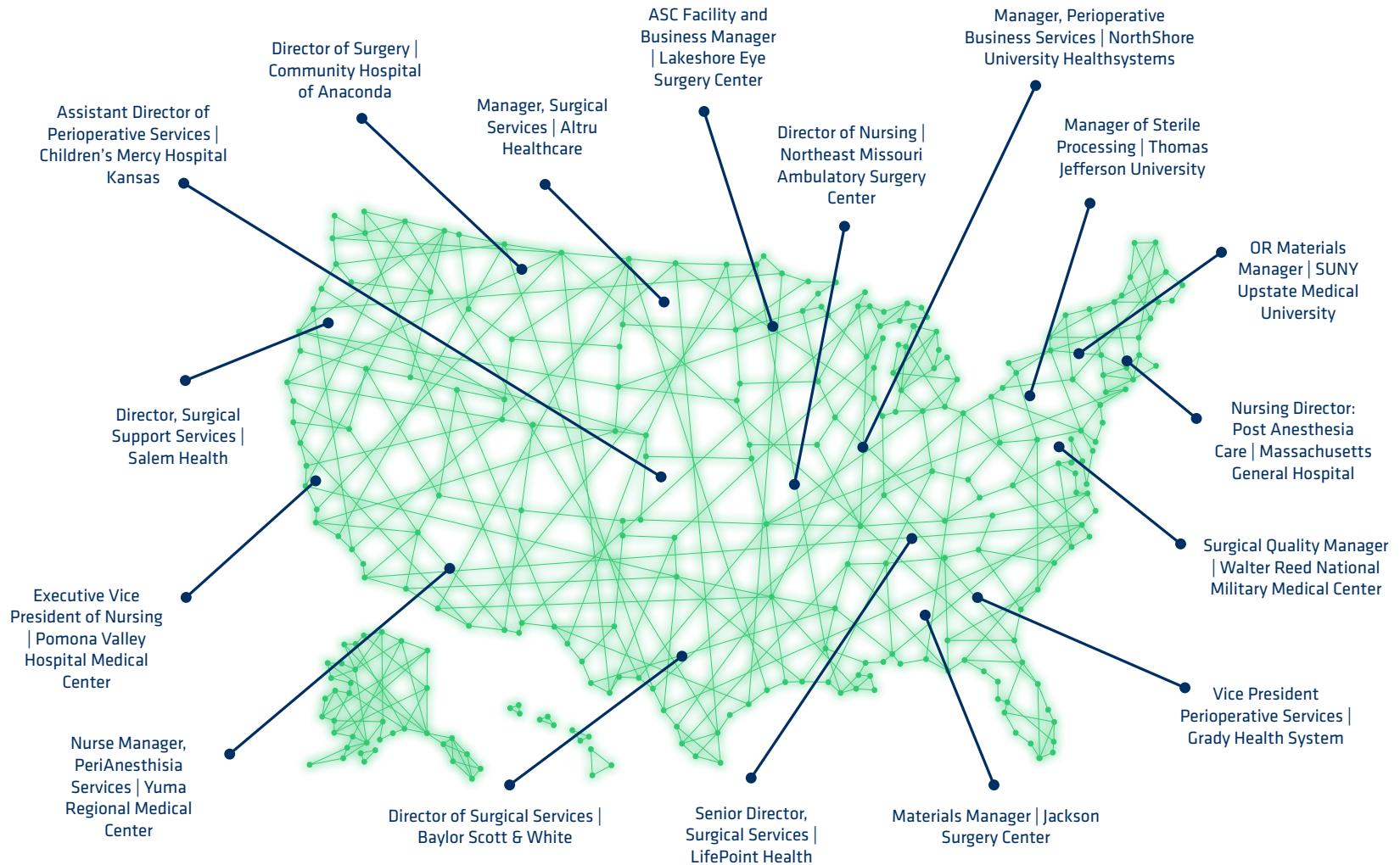


- COMMUNITY HOSPITAL–38%
- AMBULATORY SURGERY CENTER–28%
- ACADEMIC HOSPITAL–19%
- TERTIARY HOSPITAL–8%
- CHILDREN'S HOSPITAL–7%



# Who Attends the OR Manager Conference?

A Nationwide Community of Perioperative Executives



# Why YOU Should Exhibit at the OR Manager Conference

OR Manager Conference attendees are looking for solutions for their surgical suite. With a booth on the show floor, you are in a prime position to connect with these hard-to-meet leaders, and answer their questions. In 2022, the exhibit hall is unopposed, so when the show floor is open, there is no content taking place in other areas of the venue.

No other conference brings together leadership from all facility types – from the PACU, ASC, clinical and business side of operating room management. OR Manager Conference is your opportunity to connect with these perioperative professionals in one place.

## KEY STATS:

**98%**

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

**58%**

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

**77%**

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

**24%**

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

**61%**

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

## TOP 10 MOST SOUGHT AFTER PRODUCTS

1. Capital Equipment
2. Career/Staffing/Recruitment
3. OR Tables
4. Instrumentation
5. Cleaning/Sterilization
6. Orthopedic Instruments
7. Pain Management Solutions
8. Positioning
9. Monitors/Cameras/Video Devices
10. Sterile Processing Equipment

# 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!

## THOUGHT LEADERSHIP & EDUCATION SPONSORSHIP OPPORTUNITIES

### BREAKFAST SPONSORSHIP

**\$15,000 (4 Available)**

Develop the program content of your choosing along with the OR Manager Conference programming team to align your brand's solutions 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.

### KEYNOTE SESSION SPONSORSHIP

**\$15,500 (3 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!

### 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.

### BREAKOUT SESSION SPONSORSHIP

**\$8,500 (7 Available)**

Develop a breakout session for the Conference Program. Solidify your brand as a thought leader in the perioperative suite by creating a 40-minute breakout session for the attendee agenda and working alongside the Conference team to select the session topic and pick a speaker. This is the perfect opportunity to place your brand front and center in front of the perioperative leaders in attendance!

### "CONCURRENT" LUNCHEON

**PRESENTATIONS**

**\$15,500 (1 Left)**

On Monday, October 17th, attendees will split up into three concurrent luncheon and keynote presentation specific to their facility.

### CE PROGRAM IN BOOTH

**\$4,750**

Develop a 30-minute education program to present to attendees twice 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.

### SPEAKER READY-ROOM SPONSORSHIP WITH RECEPTION

**\$14,500 (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 Sunday 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.

### SESSION SPONSORSHIP

**\$3,500 (First Come, First Serve!)**

The number one reason attendees choose to attend 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.





## NETWORKING OPPORTUNITIES

### 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, which will allow for branded materials to be distributed.

### OFFICIAL NETWORKING EVENT - OFFICIAL SPONSOR

**\$15,000 (Exclusive)**

One special night during the conference, attendees and exhibitors alike kick back and enjoy drinks and hors d'oeuvres while they reconnect with colleagues and form new connections. Includes logo next to the reception in promotional materials, opportunity to hand out materials, branded napkins, branded koozies at the reception and meter board signage with your company's artwork at the reception.

### MEETING ROOM RENTAL

**FULL DAY: \$2,500 | HALF DAY: \$1,750**

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

### STRESS-FREE STATION SPONSOR

**\$8,000 (2 Available)**

Leave a lasting impression by sponsoring a "Stress-Free Station" during an Exhibit Hall reception! Earn leads while you treat this amazing community to a fun, memorable experience at the beginning of their event week. Your company can sponsor one of four stress-free stations, and you get to choose which activity you'd like to sponsor.

## ONSITE BRANDING & SIGNAGE OPPORTUNITIES

### WI-FI EXCLUSIVE SPONSORSHIP

**\$20,000**

**SOLD**  
Hold a prime position during the event! The Wi-Fi sponsorship includes company logo on all Wi-Fi promotional materials, as well as a splash page of the sponsors' choice, which will be viewed by all who access the Wi-Fi services.

### 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.

### CONFERENCE BAGS

**\$15,000**

**SOLD**  
Distributed at the registration, located near registration, the branded conference bags are distributed to every attendee. Be with attendees everywhere they go!

### MOBILE APP EXCLUSIVE SPONSORSHIP

**\$15,000**

The official event mobile app is the most critical "go-to" tool that conference attendees use throughout their educational experience. With over a 70% download rate, attendees view sessions, save handouts, 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.

### WATER BOTTLE SPONSORSHIP

**\$10,000**

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

### 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!



## EXHIBITOR LISTING UPGRADES

### STRATEGIC EXHIBITOR LISTING

**\$595**

- Premier Billing on Exhibitor List
- 5X Listings in Product Categories
- Logo featured on OR Manager Conference website

### PREMIER EXHIBITOR LISTING

**\$395**

- 3X Listings in Product Categories
- Logo featured on OR Manager Conference website

## ADD-ONS

### 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

**\$1,800 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 \$1,800, inside covers are \$1,900, 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 (ie. 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.



# OR Manager's Hybrid OR

The Hybrid OR is one of the most popular features of the entire show, acting as the centerpiece of the exhibit hall. Attendees visit the Hybrid OR to explore innovative production solutions and technologies while witnessing firsthand their integration with one another. All attendees are welcome to experience the Hybrid OR!

## HYBRID OR SPONSORSHIPS

### HYBRID OR: PRESENTING SPONSORSHIP

**\$15,500**

- Company name included in Hybrid OR, and 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 that has your company's logo and personalized design
- Your company hosts a Hybrid OR Happy Hour, where a bar is set up near your literature table and drinks and snacks are offered
- Lead retrieval information for all attendees that frequent the Hybrid OR & visit your Tabletop
- Show management assumes drayage charge for hybrid OR display product from dock to OR area on the 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 website
- 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**

- 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 that has your company's logo
- One company representative to sit near tabletop where they can engage with attendees
- Lead retrieval information for all attendees that frequent the Hybrid OR & visit your Tabletop
- Show management assumes drayage charge for hybrid OR display product from dock to Hybrid OR area on the show floor, and will provide onsite labor to assist with installing and dismantling
- Product image and 75-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 website
- 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
- One company representative to sit near tabletop where they can engage with attendees
- Lead retrieval information for all attendees that frequent the Hybrid OR & visit your Tabletop
- Show management assumes drayage charge for hybrid OR display product from dock to Hybrid OR area on the 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 website
- 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
- One company representative to sit near tabletop where they can engage with attendees
- Lead retrieval information for all attendees that frequent the Hybrid OR & visit your Tabletop
- Show management assumes drayage charge for hybrid OR display product from dock to Hybrid OR area on the 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 website
- 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



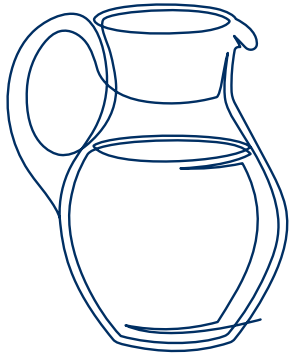
# RAPID FIRE PRODUCT PITCHES

## ELEVATOR YOUR ELEVATOR PITCH AT 'PITCHERS & PITCHES'

Get your information to attendees in a fast-paced, bite-sized, session. The format is simple – your company will have 10 minutes to give your elevator pitch on a product and solution. Give a 10-minute presentation or get creative and make it a game show, whatever you choose to do, the stage is all yours. Attendees can grab a margarita, sangria, or iced tea and take a seat in the CE Theater located right on the exhibit hall floor.

**When:** Tuesday, October 18 | 3:15 – 4:15pm

**Price:** \$1,750 (open to exhibiting companies only, 5 opportunities available)



### PRESENTING COMPANIES RECEIVE:

- ▶ 10 minutes for one company representative to present
- ▶ Company name and logo included on the website and in marketing materials
- ▶ Company name and logo included on signage in the theater onsite
- ▶ QR code placed on onsite signage at the event, can redirect to the URL of the company's choice (web site, white paper, brochure, etc.)

### FORMAT:

- ▶ This content will be run as one consecutive session so we will go directly from one presenter to the next, there will not be any downtime.
- ▶ Each company/presenter will have 10 minutes for their presentation. There will be a timer to ensure presenters do not go over.
- ▶ Presentations/videos are allowed but must fit in the 10 minutes allotted per presenter and be sent to the ORMC content team ahead of time.
- ▶ There will be no CEs awarded for this session.



# OR MANAGER CONFERENCE'S REVERSE EXPO

MONDAY, OCTOBER 17 | 8:00 - 11:00 AM

OR Manager Conference's Reverse Expo is where we connect buyers within the surgical suite to relevant product manufacturers through our intelligent matchmaking system based on mutual interests. 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. One-to-one meetings will take place Monday morning before the exhibit hall opens that evening allowing participants to have personal conversations without interruption or distraction. 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 INCENTIVIZED TO PARTICIPATE?

Buyers prefer this intimate format for discussion! More than 80% of our buyers from 2021 said they would participate in the Reverse Expo again. All hosted buyers will be incentivized with Amazon gift cards! Each attendee will receive a \$10 Amazon gift card for each meeting completed. Discounted All-Access Conference passes will also be made available to select pre-qualified hosted buyers.

## 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.*



**LIMITED AVAILABILITY  
& SELLING FAST!**