

OR Manager[®] Conference

SEPTEMBER 18-20, 2023 | MUSIC CITY CENTER | NASHVILLE, TN

EXHIBITOR PROSPECTUS & MARKETING OPPORTUNITIES

PUT ON YOUR DANCING BOOTS,
WE'RE HEADING TO MUSIC CITY!



www.ORManagerConference.com

PERIOPERATIVE LEADERSHIP RETURN YEAR OVER YEAR TO SOURCE SOLUTIONS & INNOVATIONS

For the last 35 years, perioperative leadership from health systems, hospitals, and ambulatory surgery centers attend the OR Manager Conference to learn how technology and product advancements will affect their daily operations, connect with like-minded peers, and gather new ideas and strategies to apply within their teams.

One of the top reasons perioperative decision-makers attend the conference each year is to learn about and purchase the latest products and services that can increase efficiencies and operations within the surgical suite.

This is the ideal conference to showcase your innovations with perioperative managers, directors, VPs and C-suite leadership.

4 OUT OF EVERY 5

attendees are managers,
directors, or VPs

76%

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

FACILITY TYPE

- Community Hospital - 34%
- Academic/Teaching Hospital - 24%
- Ambulatory Surgery Center - 28%
- Children's Hospital - 7%
- Health System - 7%
- Other (Specialty, Tertiary, Government/VA Hospitals) - 8%

**Percentages exceed 100% as some attendees are responsible for traditional inpatient facilities as well as ambulatory/outpatient facilities.*



CONNECTING A NATIONWIDE COMMUNITY OF PERIOPERATIVE LEADERS

ACADEMIC HOSPITALS

- Operations Administrator, Mayo Clinic
- Associate Chief Nursing Officer, Hospital of the University of Pennsylvania
- OR Manager, UC Health Memorial North
- Manager OR, Pre-Op, PACU, Bridgeport Hospital/Yale New Haven Health
- Perioperative Clinical Nurse Specialist, Walter Reed National Military Medical Center
- Associate Vice President & Chief Nursing Officer, UT Southwestern Medical Center
- Vice President Nursing, Surgical Services, Inova Health System
- AVP Perioperative Services, Duke University Hospital
- Executive Director, Perioperative Services, City of Hope

CHILDREN'S HOSPITALS

- Director of Surgical Services, Shriners Children's -Greenville
- Operating Room Manager, Monroe Carell Jr Children's Hospital at Vanderbilt
- Director of Ambulatory Surgery Centers, Seattle Children's
- Operations Manager, Transforming Tomorrow, Boston Children's Hospital
- OR Nurse Manager, Children's Hospital of Philadelphia
- Nurse Manager Perioperative Services, Nicklaus Children's Hospital
- Perioperative Services Director, Arkansas Children's Hospital
- Clinical Manager, Cincinnati Childrens Hospital
- Assistant Unit Director, UCSF Benioff Children's Hospital
- Nurse Manager - Operating Room, Dell Children's Medical Center

AMBULATORY SURGERY CENTERS

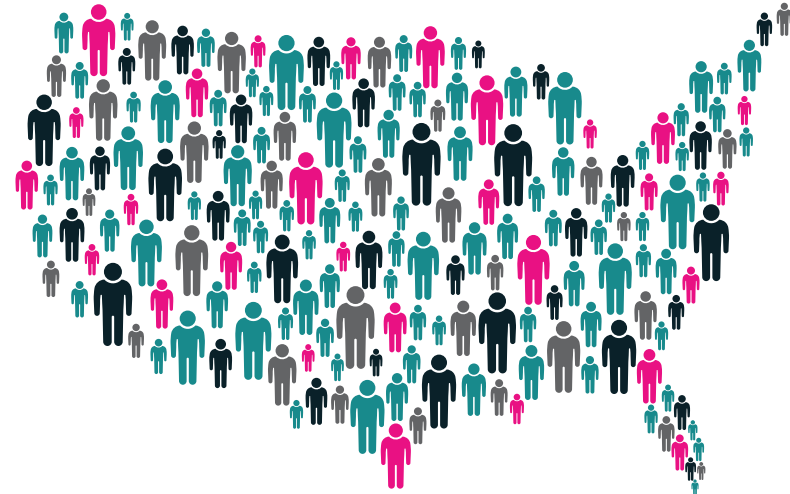
- OR Manager, Skyline Surgery Center
- Business Manager, Stony Brook Medicine Ambulatory Surgery Center
- Director, UPMC Hanover SurgiCenter
- CNO, Medarva Surgery Centers
- Pre/Post Nurse Manager, Twin Cities Orthopedics
- Administrative Director Perioperative and Surgical Services, Augusta Health
- Finance Director, Four Corners Ambulatory Surgery Center
- Nurse Manager, Kaiser Permanente
- CEO, DISC Surgery Center at Newport Beach
- Director Perioperative Services, HCA
- Sr. Director, Clinical Education & Training, Surgical Care Affiliates
- OR Nurse, Denver Health and Hospital

HEALTH SYSTEMS, GOVERNMENT HOSPITALS, CANCER CENTERS, SPECIALTY, AND OTHER

- First Choice Vice President; Patient Care Services/Nurse Executive, Trinity Health
- Director of Surgical Services, IU Health North Hospital
- OR Manager, Childress Regional Medical Center
- Associate Chief Nursing Officer, Cleveland Clinic
- Service Line Administrator, Goshen Health
- Vice President, Operations, Northwestern Medicine
- Nurse Manager Quality, Safety, Patient Experience, BayCare
- Associate Vice President, Procures & Therapeutic Ops, MD Anderson Cancer Center
- OR Nurse Manager, Tennessee Valley Healthcare System-Nashville
- Perioperative Clinical Nurse Specialist, Tripler Army Medical Center

COMMUNITY HOSPITALS

- Nursing Director of Surgical Care Services, Hilo Medical Center
- Director of Surgery, BVRMC
- VP Surgical Services, Rose Medical Center
- Chief Nursing Executive, Springhill Memorial Hospital
- Administrator, Wellspan
- Nurse Director, Intermountain Healthcare
- Surgery, ENDO, SPD Manager, Holland Hospital
- Perioperative Services Director, UCHealth Highlands Ranch Hospital
- Manager of Surgical Services & Sterile Processing, New Ulm Medical Center, Allina Health
- Business & Operations Manager, Monument Health Rapid City Hospital



PERIOPERATIVE DECISION MAKERS SEEK YOUR SOLUTIONS!

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.

No other conference brings together leadership from all facility types and perioperative departments – from pre-op to post-op, hospital to ambulatory surgery center, and the clinical to business side of operating room management. OR Manager Conference is your opportunity to connect with these perioperative professionals in one place.

KEY STATS:

79%

OF ATTENDEES PLAY A DIRECT ROLE IN PURCHASING DECISIONS AT THEIR ORGANIZATIONS

71%

OF ATTENDEES AGREE THAT THE CONNECTIONS MADE AT OR MANAGER CONFERENCE ARE UNIQUE TO THIS EVENT

72%

OF ATTENDEES ARE LOOKING FOR SOLUTIONS IN 3 OR MORE PRODUCT/SERVICE AREAS

70%

OF ATTENDEES AGREE THE CONFERENCE IS FAIRLY OR VERY IMPORTANT TO THEIR BUSINESS/ORGANIZATION

2022 Exhibitor commends the high-quality interactions with attendees:

[OR Manager Conference] was the perfect opportunity to demonstrate capital products to major decision makers (new and old customers).

2022 Attendee emphasizes importance of exhibitor connections for current and future needs:

Make a plan for going through the exhibit hall and make a point and stop and visit with vendors that may have something to offer you even if you are thinking of your budget 2-3 years down the road. It was a nice opportunity to actually see some of the products that I know I am going to need to purchase.

TOP 10 MOST SOUGHT AFTER PRODUCTS

1. Patient Safety
2. Education
3. Career/Staffing/Recruitment
4. Scheduling
5. Capital Equipment
6. Cleaning/Sterilization
7. Instrumentation
8. Positioning
9. Robotics
10. OR Tables

SHOWCASE YOUR PRODUCTS & SERVICES IN MUSIC CITY AT *THE MEETING PLACE* FOR PERIOPERATIVE LEADERS!

EXHIBIT BOOTH SPACE

Regular Rate
\$40/sqft

[Click here to view the Floorplan.](#)



EXHIBITOR LISTING UPGRADES

Increase your visibility among 2023 attendees! Exhibitor listing upgrades allow you to be seen first by attendees, showcase promotional or educational collateral, highlight customer success stories, and more.

VISIONARY LISTING \$895

Top billing on exhibitor list
10X documents included in listing
10X listings in product categories

STRATEGIC EXHIBITOR LISTING \$695

Top billing on exhibitor list
5X documents included in listing
5X listings in product categories

PREMIER EXHIBITOR LISTING \$495

Top billing on exhibitor list
3X documents included in listing
3X listings in product categories

STAND OUT ON BROADWAY! SPONSORSHIP OPPORTUNITIES

Marketing opportunities with OR Manager Conference increase your overall traffic, generate more leads, and position your brand as an industry leader.

Stand out from your competition by leveraging touch points with attendees all year long. Place your brand in the hands of the OR Manager audience from the moment registration launches, and continue engagement long after the conference ends. Looking for something else? Let's work together to build a custom package that fits your unique needs!

“ This is a conference that you must attend if you want to connect with the OR decision makers. You are guilty by your absence! ”

- 2022 OR Manager Conference Exhibitor

THOUGHT LEADERSHIP & EDUCATION OPPORTUNITIES

BREAKFAST OR LUNCHEON SPONSORSHIP

\$16,000 (Breakfast) or \$17,500 (Luncheon)

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. These 80-minute sessions offer CE contact hours for attendees, an opportunity to provide literature drop, and a leads list of those who attend will be provided to you post-conference.

Monday, Sept. 18, Luncheons: 3 (only 1 space left!)

Tuesday, Sept. 19, Breakfasts: 2 (only 1 space left!)

Wednesday, Sept. 20, Breakfasts: 2 available

KEYNOTE SESSION SPONSORSHIP

\$15,500 (2 Available)

Sponsor a keynote address which has been selected by the conference team at the OR Manager Conference. Keynote sessions run unopposed with any other content – breakout session, networking activities, etc. – so you'll reach ALL attendees in the keynote address with multiple branding opportunities. This sponsorship includes a leads list of the session attendees!

CONTENT DEVELOPMENT SPONSOR

\$9,000

Working with the OR Manager Conference team, you will develop a breakout session for the program. Solidify your brand as a thought leader in the perioperative suite by building a 60-minute breakout session complete with topic and speaker. This is the perfect opportunity to place your brand in front of the perioperative leaders in attendance!

SPEAKER AND COMMITTEE RECEPTION

\$14,500 (Exclusive)

Show your appreciation for the thought-leadership at the foundation of the OR Manager Conference by sponsoring a reception for this elite group of perioperative professionals. You will receive branding throughout the reception and in the speaker ready room for the duration of the conference. You will gain exclusive access to 80+ of the most influential leaders at the conference.

CE PROVIDER

IN THEATER \$5,450; IN BOOTH \$4,950 SOLD

Develop a 30-minute education program to present to attendees twice within your booth in the Exhibit Hall; includes CE credit for attendees and a leads list of the session attendees! Exhibitors must have at least 200 net square feet of exhibit space to host in-booth sessions and be able to provide seating and A/V. The opportunity to present is also available on the show floor in the popular CE Theater.

SESSION SPONSOR

\$3,950

Attendees choose to attend our event for the top-quality educational opportunities. Select the ideal session to sponsor based on your company's 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

CUSTOM MEETING ROOM PACKAGE

\$20,000

Host a focus group, conduct internal trainings, or have private meetings with customers. We will facilitate all aspects of your event. We will invite the participants from our roster of top perioperative leaders based on your criteria, assist with the program development, and manage the logistics.

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, and will allow for branded materials to be distributed.

SOUTHERN FIXIN'S: WELCOME PARTY FOOD & BAR SPONSOR

\$4,000

Leave a lasting impression by sponsoring a food and beverage station at the Exhibit Hall welcome reception! This is the first opportunity for attendees to explore the exhibit hall, and your brand will be among the first seen by attendees.

PITCHERS & PITCHES BAR SPONSOR

\$3,000

Your company will receive high-visibility among attendees at the popular Pitchers & Pitches event! Treat attendees to a brunch cocktail or mocktail adjacent to the Pitchers & Pitches session at CE Theater 2 on the exhibit hall floor, taking place Tuesday, September 19, from 10:45-11:45 am. Your logo will be placed on signage around the bar, and the bartender can wear a branded t-shirt.

OR MANAGER'S NIGHT OUT

HONKY TONK HOEDOWN
Tuesday, September 18 | 6:00-9:00 PM
Luke's 32 Bridge Food + Drink

OR Manager's Night Out is one of the most exciting evenings during the conference where attendees and exhibitors alike kick back and enjoy dinner and drinks while connecting with colleagues. This year, we are hitting Broadway for our Honky Tonk Hoedown at Luke's 32 Bridge Food + Drink! These high-value sponsorships are a great way to connect with the OR Manager Conference community and enhance your presence at the conference!

BAR SPONSOR

\$8,000

- Logo included on drink tickets
- Branded koozies/cups
- Branded napkins with sponsor logo
- Includes (4) branded digital screens behind the bar featuring sponsor graphics
- Opportunity to provide branded shirts or hats for the bartender to wear
- Logo recognition anywhere OR Manager's Night Out is mentioned
- 5 tickets to OR Manager's Night Out



DESSERT SPONSOR

\$8,000

- Company logo on dessert cart
- Sponsor can choose between cotton candy, churros, or loaded popcorn cart
- Branded napkins with sponsor logo
- Branded food packaging with sponsor logo
- Sponsor shoutout from the band
- Logo recognition anywhere OR Manager's Night Out is mentioned
- 5 tickets to OR Manager's Night Out



VIP LOUNGE SPONSOR

\$15,000

- Includes private loft space, dedicated for sponsor and their guests – Occupancy is 40 guests
- Includes (2) branded digital screens above VIP bar featuring sponsor graphics
- Branded signage acknowledging the lounge
- Private bartender for guests
- Logo recognition anywhere OR Manager's Night Out is mentioned
- Up to 40 complimentary party passes which include dinner, drinks and dessert

ENTERTAINMENT SPONSOR

\$8,000

- Includes (5) branded digital screens behind the bar featuring sponsor graphics
- Welcome attendees at the beginning of the evening
- Sponsor shoutout from the band
- Logo recognition anywhere OR Manager's Night Out is mentioned
- 5 tickets to OR Manager's Night Out



COWBOY HAT WALL SPONSOR

\$10,000

- Cowboy hat wall including branded company logos
- Branded cowboy hats can be worn by sponsors and distributed to attendees
- Logo featured on each photo taken for attendees
- Sponsor shoutout from the band
- Logo recognition anywhere OR Manager's Night Out is mentioned
- 5 tickets to OR Manager's Night Out



**Additional food, beverage or décor would be the responsibility of the sponsor.*



ONSITE BRANDING & SIGNAGE OPPORTUNITIES

WI-FI EXCLUSIVE SPONSOR

\$20,000

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 of the sponsors' choice, which will be viewed by all who access the Wi-Fi services.

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 79% download rate, attendees view sessions, save handouts, take notes, and message with other attendees. The mobile app also features a matchmaking functionality that recommends vendors to attendees based on their selections during registration. The mobile app sponsor will receive a leads list of those who downloaded the app, and 6 mobile app notifications (mobile app notifications are limited to 200 characters including spaces).

CONFERENCE BAGS

\$15,000

The Conference Bags with your company name and logo will be distributed to every attendee when they arrive. Be seen by the attendees while at the show and even after!

BAG INSERT

\$2,950

Insert information about your organization 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! Maximum size: 8.5"x11". Must be approved by OR Manager Conference team.

WATER BOTTLE SPONSORSHIP

\$10,000

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

REGISTRATION SPONSORSHIP

\$15,000

Registration is the gateway to the event and with this sponsorship, your brand will be the first that attendees see when they register online and arrive on-site. The registration sponsor will receive branding and recognition anywhere registration is promoted included in the following areas: branding on the registration site and confirmation e-mails; branding on every other registration kick-panel and backwall, branded lanyards handed out to every attendee onsite and sponsor recognition in marketing materials including the onsite program guide.

BANNERS & FLOOR DECALS

PRICING DEPENDENT ON ITEM AND QUANTITY

Set yourself apart from the rest by creating awareness of your brand on-site. Attendees will repeatedly see your name and message as they navigate around the conference center. There are many opportunities throughout the facility so inquire about what they are and you'll receive a customized proposal which will achieve your goals.

MARKETING UPGRADES

PRE OR POST SHOW EMAIL BLAST

\$2,900

Send an email to the OR Manager Conference attendees. You supply the content and select an available date you want the message to deploy to our community!

PROGRAM GUIDE PRINT AD

\$1,800 to \$2,500

Put your company's message in the hand of every attendee via a program guide print ad which will be distributed to all attendees when they arrive at the show! A full-page ad is \$1,800, ~~inside front cover is \$2,200, inside back cover is \$2,200, and back cover is \$2,500.~~

SOLD

SOLD

MOBILE APP ALERT

\$750

Send a push notification to everyone who has 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 while at the show and drive traffic to your booth. Mobile app notifications are limited to 200 characters including spaces.

EVENT WEBSITE BANNER ADS

\$3,500

Prominently display your 728x90 banner ad on our event website! Get your banner ad activated for 3 months prior to the show. Encourage attendees to visit the URL of your choice. Your ad will rotate across all ORManagerConference.com web pages!

“Great event to hear about current practices, get new ideas or a new way of doing things, and to see what a multitude of vendors have to offer in the OR world.”

- 2022 OR Manager Conference Attendee

ENGAGE WITH PERIOPERATIVE PROFESSIONALS

ELEVATE YOUR ELEVATOR PITCH AT 'PITCHERS & PITCHES'

TUESDAY, SEPTEMBER 19, 10:45-11:45 AM

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.

Cost: \$2,500

(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

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.
- There will be a timer to ensure presenters do not go over.
- Presentations/videos are allowed.
- There will be no CEs awarded for this session.



REVERSE EXPO

SUNDAY, SEPTEMBER 17, 2:00-5:00 PM

OR Manager Conference's Reverse Expo puts you directly in touch with the decision makers of the surgical suite. Only those who possess purchasing power and participate in capital decisions are invited to participate. Mutual preference matchmaking ensures you are meeting with prospects you *know* are a good fit. Participants are required to confirm their participation and offered incentives to complete their assigned meetings.



Attendees enjoy the Reverse Expo because it allows a dedicated time to speak freely about their organizational needs, and receive undivided attention from sales representatives. Plus, they can learn more about your products and services by visiting your booth afterwards! It is a great opportunity to generate warm leads.

Cost: \$4,000 LIMITED AVAILABILITY & SELLING FAST!

HOW DOES THE REVERSE EXPO WORK?

Think speed dating for business! Suppliers and hosted buyers are matched based on attendee profiles, purchasing needs, and supplier preferences. Both buyers and suppliers receive a schedule in advance, and suppliers will travel from table to table to meet face-to-face in a controlled environment while onsite at the event.

Suppliers are guaranteed 8-minute meetings with 15 qualified prospects, and will receive detailed profiles on each prospect prior to the event.

NEW THIS YEAR: Reverse Expo is running unopposed to any other conference programming. Following the event will be a reception to continue networking, complete with beverages and hors d'oeuvres.

MAXIMIZE YOUR IMPACT AT THE 2023 OR MANAGER CONFERENCE

THE PERIOPERATIVE INDUSTRY IS HEADING TO MUSIC CITY! YOU NEED TO BE THERE, TOO!

The OR Manager Conference is the industry event that puts you in touch with the perioperative decision makers who can make a difference in your bottom line.

SEE WHAT THE 2022 ATTENDEES ARE SAYING!

"Critical networking with leaders and vendors."

"Wonderful opportunity to view new products and hear about innovation in the [perioperative] area."

"It was outstanding!"

"Provided one to one opportunity to meet with reps of your choosing."

"It is a great way to look at new products. It is also an excellent way to keep current and learn about new changes in the industry."

"Great education plus first-hand look at new products."

"Great opportunity for networking, learning about new technologies and information in the industry."

TO SECURE 2023 EXHIBIT SPACE AND OR MANAGER CONFERENCE-EXCLUSIVE MARKETING OPPORTUNITIES, CONTACT:

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SALES REPRESENTATIVE

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