

OR Manager[®] Conference

OCTOBER 28-30, 2024
MGM GRAND • LAS VEGAS, NEVADA

The premier event to meet perioperative
leaders and decision-makers



Connect with Perioperative Decision-Makers

For our sponsors and partners, OR Manager Conference provides a forum for showcasing the latest technology, products, and services available and space to foster new and existing business relationships.



Attendees by Facility Type

- Community Hospital - 34%
- Ambulatory Surgery Center - 20%
- Academic/Teaching Hospital - 20%
- Health System - 8%
- Children's Hospital - 6%
- Tertiary/Rural/Critical Access Hospital - 5%
- Other (Specialty, Government/VA Hospitals) - 7%

92% of attendees are manager-level or above

86% of attendees are directly involved in the decision-making process for purchases at their facilities

Attendees Return Year after Year

Each year attendees join us to find the resources, tools, and peers who offer unique, fresh perspectives and approaches to perioperative management for hospitals, ASCs, PACUs and sterile processing departments.

YOU Matter

100% of 2023 attendees agreed that looking for solutions and relationships with the companies that provide them is important. That's where YOU come in! Be the resource for attendees, and explain why they need your product at their facility.

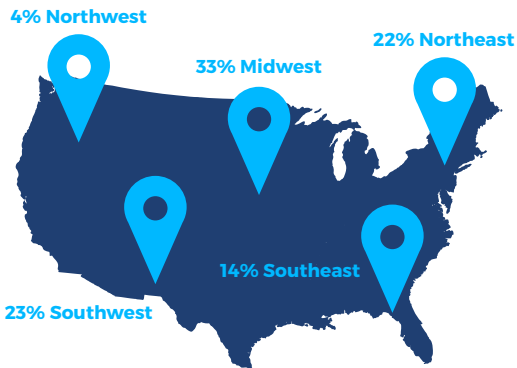


Find New Customers and Engage Existing Partners Across the Healthcare Spectrum

75%

of OR leaders find the connections made at OR Manager Conference are unique to this event.

Attendees come from all across the country to attend OR Manager Conference.



Community & Academic Hospitals

- Director, Perioperative & Procedural Services, **Alta Bates Summit Medical Center**
- Director of Pavilion Surgery Center, **Baylor Scott and White Memorial Temple**
- Director of Surgery, **BVRMC**
- Director, Surgery, **CentraCare**
- Director, Perioperative Services, **Good Samaritan Medical Center**
- Associate Clinical Director, **Hospital of the University of Pennsylvania**
- Associate Vice President, **MD Anderson Cancer Center**
- Operations Manager, **Mayo Clinic**
- Assistant Director Surgery, **Northwest Texas Healthcare System**
- Operating Room Manager, **Oregon Health and Science University**
- VP Surgical Services, **Tanner Medical Center**
- Perioperative Quality Specialist, **UCHealth**
- Director of Operations, **Wellspan**
- Director of Nursing, Surgical Services, **WellStar Paulding Hospital**
- OR Manager, **Ascension**
- Sterile Processing Manager, **Centennial Medical Center**
- Director Surgical Services, **Charleston Area Medical Center**
- Manager, Perioperative Services, **CHI St. Luke's Health**
- Perioperative Director, **Kaiser Permanente**
- Director Surgical Services, **Northwest Texas Hospital**
- Assistant Nurse Manager, **Orlando Health**
- Business Manager, **Regions Hospital**
- Vice President Perioperative Services, **Robert Wood Johnson University Hospital**
- Clinical Manager, **University of Louisville Health**
- OR Manager, **Owensboro Surgery Center**
- Clinical Coordinator, Outpatient, **Reid Outpatient Surgery & Endoscopy**
- OR Coordinator, **The Lexington Clinic**
- Chief Operating Officer, **AdventHealth**
- Surgery Director, **Laser and Surgical Eye Center**
- Robotic Manager, **CAMC Memorial Hospital**
- Associate Chief Nursing Officer, **Cleveland Clinic**
- Vice President, **Lifepoint Health**
- PACU Nurse Manager, **Mammoth Hospital**
- Business Director Perioperative Services, **MedStar Washington Hospital**
- CST, SPD Manager, **St. Cloud Surgical Center**
- Director Outpatient Surgery, **Geisinger**
- Director of Nursing, **Northeast Missouri ASC**
- Charge Nurse, **The Surgery Center LLC**
- Clinical Director Surgical Services, **UPMC**
- Perioperative Services Manager, **Vanderbilt University Medical Center**
- Director of Surgical Services, **Yuma Regional Medical Center**
- Surgical Nurse Supervisor, **Boulder Valley Plastic Surgery**
- OR Supervisor, **MiOrtho Surgery Center**
- Business Office Manager, **Panama City Surgery Center**
- OR Manager, **San Luis Obispo Surgery Center**

Ambulatory/Outpatient

- Senior Director of Surgical Services, **HCA Healthcare**
- Director of Operations, **Orthopedic and Sports Institute-ASC**

Children's Hospitals

- Nurse Manager, **Cook Children's Medical Center**
- Vice President, Surgery Central, **Phoenix Children's**
- Director, Financial Resources, **Shriners Hospital for Children**
- Director of Perioperative Services, **St. Christopher's Hospital for Children**
- Nurse Manager, Operating Room, **Oishei Children's Hospital**
- Director of Nursing, **Nemours Children's Hospital**
- Clinical Manager Operating Room, **Cincinnati Children's Hospital**
- Director of Surgical Services, **Norton Women's & Children's Hospital**
- Director, Perioperative Services, **Children's Hospital Los Angeles**
- Director of Nursing, **Cohen Children's Medical Center**
- OR Nurse Manager, **Doernbecher Children's Hospital**
- Director Perioperative Services, **Lehigh Valley Health Network**
- Pre Op/PACU Manager, **Northwest Specialty Hospital**
- Executive Director, Perioperative Services, **Roswell Park Cancer Center**
- Senior Director, Clinical Education & Training, **SCA Health**
- Associate Nurse Executive, Perioperative Services, **VA San Diego Healthcare System**
- Nurse Manager, **Jennifer Moreno VA Medical Center**
- Director of Surgical & Endoscopy Services, **Tomah Health**
- Vice President Perioperative Services, **Centennial Medical Center**
- Senior Director of Nursing, Ops & Periop, **Dignity Health Bay Area**
- Clinical Educator/Mentor, **Inova Fairfax Medical Campus**
- Pre/Post Unit Supervisor, **Marshfield Clinic Health System**
- Operating Room Nurse Manager, **Nashville VA Hospital**
- Perioperative Director, **NorthShore University HealthSystem**
- Business Operations Manager, **OhioHealth Grant Medical Center**
- Chief, **Tripler Army Medical Center**
- Perioperative Clinical Leader, **UF Health**
- Nurse Manager, CVOR, **University of Kansas Health System**

Health Systems, Specialty, Government, and Other

Exhibitors trust OR Manager Conference to connect them with the buyers they want to do business with

Leading solutions providers exhibit at OR Manager Conference

Epic

GETINGE 

 **STERIS**

stryker

 **LeanTaaS**

3M Science.
Applied to Life.™

FUJITSU

 **Chiefy**

“It is a very effective conference with many opportunities to connect with new and old customers.”

– 2023 Exhibitor

Attendees seek a wide variety of products and services at the event

Uniforms/Personal Protective Equipment Surgical Navigation Support
Fluid Management Systems Orthopedic Instruments Asset Tracking/RFID
Education OR Tables **Cleaning/Sterilization**
Smoke Evacuation Systems **Patient Safety/Satisfaction** **Robotics** Surgical Tools
Career/Staffing/Recruitment Capital Equipment Drapes/Masks/Gowns Furniture
IT/Software/Hardware **Billing** **Infection Control/Prevention** Anesthesia
Scheduling **Positioning** Monitors/Cameras/Video Devices Wound Care Products
Sterile Processing Equipment **Instrumentation** Laparoscopic Instruments
Surgical Lights OR Equipment Booms/Pendants

Engage Attendees Through Events & Education

Introducing the All-New Periop Networking & Innovation Hub!

Attendees' ultimate destination for immersive, experiential education at OR Manager Conference, we have positioned the exhibit hall as the Periop Networking & Innovation Hub to help attendees better integrate the hall into their overall experience during conference week.

This change showcases the activities and exhibits taking place will offer true hands-on experience with products and technology, expand their network with peers and partners, and highlight it as the #1 place to be during Hub hours.

We believe this will encourage steady foot traffic to your booth and get attendees excited to meet with you!

Attendees plan to integrate these programs and address these challenges at their facilities in 2024:

- AI/Technology
- Staffing/Recruitment
- Service Line Growth/Expansion
- Block Utilization
- Team Communication/DEI
- Wellness/Well-being
- Career Growth/Training/Certification
- Efficiencies/Optimizations/Process Improvement
- Emergency Preparedness
- Sterile Processing
- Cost Containment
- Throughput
- Team Engagement

"I specifically enjoyed the [Networking] challenge... it allowed me to stop at almost every vendor and talk with them... I made so many networking connections, friends, and really enjoyed myself."

– 2023 Attendee

Do you have a product or service addressing these challenges? You should join us at OR Manager Conference!



Showcase Your Products & Services at the Conference Designed Specifically for Perioperative Leaders

EXHIBIT BOOTH SPACE

Regular Rate
\$40 per sqft

Corner Location Charge
\$200 per corner

Your exhibit space comes with:

- Company listing in all published marketing materials where exhibits are mentioned.
- Inclusion in our Networking Competition, driving additional traffic to your booth.
- Highlight your giveaways! Tell us what you will be offering at your booth and we'll make sure attendees know.
- Carpeted exhibit hall. *Alternative colored carpet options are available through Freeman.*
- 1 Exhibitor Conference pass (access to sessions), and 3 Exhibitor Booth passes per 100 sqft.



A Dynamic Hub



Research
Posters



CE Sessions on
the Show Floor



Pitches
& Pitches



Networking
Competition

[Click here to view the Floorplan](#)

EXHIBITOR LISTING UPGRADES

Increase your visibility among 2024 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

- Priority placement at the top of online searches
- Company logo next to listing
- 10 documents included in listing
- 10 brand names in company listing
- 10 special offers in company listing
- Booth highlighted on the online floorplan

STRATEGIC EXHIBITOR LISTING \$695

- Priority placement at the top of online searches
- Company logo next to listing
- 7 documents included in listing
- 7 brand names in company listing
- 7 special offers in company listing

PREMIER EXHIBITOR LISTING \$495

- 5 documents included in listing
- 5 brand names in company listing
- 5 special offers in company listing

Stand Out on the Strip! Sponsorship Opportunities

Increase your overall traffic, generate more leads, and position your brand as an industry leader. Stand out from your competition by placing your brand in front of the OR Manager audience from the moment online registration opens to long after the conference ends.



“Best conference for OR Directors and Managers!”

THOUGHT LEADERSHIP & EDUCATION OPPORTUNITIES

Breakfast Or Luncheon Sponsorship

\$16,500 (Breakfast) or \$18,000 (Luncheon)

Collaborate with the OR Manager Conference programming team to craft a tailored breakfast or luncheon presentation that seamlessly integrates with your brand's solutions and mission, and provides valuable educational opportunities for attendees. Sponsor will receive a list of session attendees post-conference.

Monday, Oct. 28, Luncheons: **SOLD**

Tuesday, Oct. 29, Breakfasts: **SOLD**

Wednesday, Oct. 30, Breakfasts: **1 available**

Keynote Session Sponsorship

\$15,500 (2 Available)

Become the exclusive sponsor of a keynote address, handpicked by the OR Manager Conference programming committee. Keynote presentations offer undivided attention and guarantee maximum exposure to ALL attendees, providing your brand with multiple high-impact branding opportunities. Sponsor will receive a list of session attendees post-conference.

Content Development Sponsor

\$9,500 **SOLD**

Craft an engaging and insightful 60-minute breakout session guided by the OR Manager Conference team. Your brand or stakeholders can establish themselves as thought leaders within perioperative services. Seize this opportunity to position your brand in front of influential perioperative leaders, reinforce your industry expertise, shed light on a pertinent topic, and further enhance your brand reputation and reach. Sponsor will receive a list of session attendees post-conference.

CE Provider

\$5,600 (In Theater) or \$5,100 (In Booth)

Ready to captivate and educate? Elevate your exhibit hall presence by hosting a 30-minute educational program twice for attendees. Includes CE credit for attendees. Exhibitors must have at least 200 net square feet of exhibit space to host in-booth and be able to provide seating. Also available in the popular CE Theater! Sponsor will receive a list of session attendees post-conference.

Session Sponsor

\$4,300

Attendees seek top-notch education. Make a memorable impression by sponsoring a session that aligns with your goals. Your brand shines in-session, while you gather session attendee leads for meaningful post-conference follow-up. Sponsor will receive a list of session attendees 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.

Welcome Party Sponsor

CALL FOR PRICING

Be a part of the first big night of OR Manager Conference! Sponsor a bar/food station at the Welcome Party and capture leads while you treat the community to an exceptional start to the conference!

Networking Break Sponsorship

\$3,000

Seize unopposed promotional opportunities! Between sessions, attendees gather for coffee and snacks. Your chance: Pick an exclusive networking event, and increase your brand's visibility among 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 in a CE Theater on the exhibit hall floor, taking place Tuesday, October 29, 2024, at 10:30-11:30 am. Your logo will be placed on signage around the bar, and the bartender can wear a branded t-shirt.



Elevate Your Elevator Pitch At 'Pitchers & Pitches'

Tuesday, October 29, 10:30-11:30 AM

Get your information to attendees in a fast-paced session. The format is simple – you have 10 minutes to pitch your product or solution to the audience. The stage is yours - go interactive! This opportunity is limited to 5 companies and takes place in the exhibit hall.

Cost: \$3,000 (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
- A list of session attendees post-conference

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.



"It is a great conference to interact with vendors to learn more about their products."

– 2023 Attendee

Networking Opportunities

Reverse Expo

Sunday, October 27, 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 solutions providers. 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: \$4,500 *Limited Availability & Selling Fast!*

How does the Reverse Expo work?

Think speed dating for business! Suppliers and 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 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.

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.



OR Manager's Night Out: Neon Oasis

Tuesday, October 29, 5:30-8:30 PM

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. Amplify your impact with attendees in our Neon Oasis, to be held poolside at the MGM Grand: Welcome attendees into the oasis alongside Las Vegas entertainers, treat them to a unique silent disco experience, and be a part of memorable photo ops that will live on long after the conference.

1. Vegas Vibe Silent Disco Sponsor
2. Splash & Snap Photobooth Sponsor
3. High Roller Host Sponsor
4. Disco Bar Sponsor **SOLD**



OR Manager's Night Out Sponsor Opportunities



Vegas Vibes Silent Disco Sponsor

\$10,000

- Exclusive branding for Silent Disco lounge and headphone station
- Company-branded headphones for each attendee
- Company-branded light-up glowsticks
- Logo displayed at front red carpet entrance backdrop
- Logo recognition anywhere OR Manager's Night Out is mentioned
- (5) Tickets to OR Manager's Night Out

Splash & Snap Photobooth Sponsor

\$7,500

- Company-branded backdrop & pool floats
- Logo featured on each photo taken for attendees
- Company-branded sunglasses giveaway
- Logo recognition anywhere OR Manager's Night Out is mentioned
- (5) Tickets to OR Manager's Night Out

High Roller Host Sponsor

\$7,500

- Company-branded party entrance with red carpet & neon light entrance
- Photo-op with Vegas Gogo Dancers (includes company-branded headbands)
- Logo recognition anywhere OR Manager's Night Out is mentioned
- (5) Tickets to OR Manager's Night Out

Disco Bar Sponsor **SOLD**

- Logo included on drink tickets
- Branded cups & koozies
- Branded napkins with sponsor logo
- Includes branded signage near all bars
- Opportunity to provide branded shirts or hats for the bartenders to wear
- Logo recognition anywhere OR Manager's Night Out is mentioned
- (5) Tickets to OR Manager's Night Out

Onsite Branding & Signage Opportunities

Mobile App Exclusive Sponsorship

\$15,000

Essential for attendees, the app is a key educational and navigational tool. With a 70%+ download rate, it's their session hub, handout saver, note-taker, and networking hub. Plus, attendees can discover vendors via AI-assisted matchmaking. Your company name will be mentioned alongside mobile app promotion, logo featured throughout mobile app experience, and 6 push notifications.

Conference Bags

\$15,000

Your logo, your impact. Get noticed with branded Conference Bags. Reach every attendee at the show and beyond. Elevate your visibility!

Bag Insert

\$3,200

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

SOLD

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

NEW! Registration Confirmation Email

\$5,000

Maximize your exposure by becoming the exclusive confirmation email sponsor! Your logo will take pride of place on all confirmation emails sent by our registration provider, ensuring your brand is front and center in every registrant's inbox. Don't miss the chance to be the face of conference registration, leaving a memorable mark on every participant. Grab this opportunity to make a significant impact and boost your visibility.

Lanyards

\$5,500

Your logo will adorn every attendee's lanyard, ensuring maximum exposure. Stand out, make lasting impressions, and keep your brand top of mind with industry leaders.

NEW! Registration Kick Panels (Limit 2)

\$1,500

Welcome attendees at the registration desk and make a lasting impression. Your logo will take center stage, dominating the prime spot at the heart of all conference information. Become the ultimate gateway to the OR Manager Conference, connecting every participant to vital information throughout the week.

NEW! Exhibit Hall Aisle Signs (7)

\$5,000

Boost your brand's visibility and awareness. With your logo on every aisle in the exhibit hall, you'll captivate the attention of every attendee, directing them through the hall on impossible-to-ignore, prime real estate!

NEW! Exhibit Hall Recharge Lounge

\$12,500

Re-energize the attendees! Create an exclusive haven for attendees to rejuvenate and refuel during the conference. Make the Recharge Lounge your canvas and let your brand message shine!

NEW! Selfie Booth

\$6,000

An immersive and fun way to elevate brand visibility, the selfie booth encourages organic social sharing and engagement. With your logo adorned on countless photos, you can amplify brand exposure both at the event and across various social media platforms. This interactive sponsorship not only fosters memorable experiences but also cements your brand as a vibrant part of the event, ensuring an enduring, positive impression on the audience.

NEW! Hand Sanitizer Station

\$850

Demonstrate your commitment to health and well-being! Your branding will be prominently displayed on these stations aligning your brand with public safety and responsibility. Don't miss this opportunity to shine as a health-conscious partner.

Meterboard (Double-Sided)

\$2,000

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 locations throughout the facility to place your message, so inquire about what they are and you'll receive a customized proposal to achieve your goals.

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.

Supercharge your sales strategy, source quality leads and boost brand visibility!

Contact April Bruffy to secure your space today.

Marketing Upgrades

Exhibit Hall Networking Competition

\$1,100

Elevate your brand's prominence and amplify booth traffic with our innovative exhibit hall networking competition. This dynamic initiative not only increases visibility but also encourages meaningful engagement. Attendees are incentivized to seek out your booth, leading to more valuable interactions and potential conversions. Don't miss the chance to differentiate your brand and leave a lasting impact.

Pre or Post Show Email Blast

\$3,200

Drive awareness of your booth presence, prime attendees for what to expect, generate leads, and remind attendees what great products and solutions you have to offer!

Attendee Brochure Ad

\$4,000

Your ad will reach over 30,000 perioperative professionals from our extensive database who are qualified decision-makers for the surgical suite. Build awareness of your product and presence long before the show. *Deadline: February 16, 2024*

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.

Exhibit Hall Map Ad

\$500

Maximize booth traffic! Secure prime real estate on the exhibit hall map, distributed to all attendees upon entry. Elevate your booth's visibility, showcase in-booth attractions, and spotlight exclusive promotions. Don't miss this chance to captivate attendees' attention and drive them straight to your exhibit.

Mobile App Alert

\$850

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.



Maximize Your Impact At The 2024 OR Manager Conference

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

SEE WHAT THE 2023 ATTENDEES ARE SAYING!

"This is the platform to network with fellow colleagues and to review the new and upcoming equipment upgrades."

"Smaller conference for better networking, quality education sessions, more quality interactions with vendors."

"The most relevant conference for OR leaders."

To secure exhibit space & OR Manager Conference exclusive marketing opportunities, contact:

April Bruffy

Account Executive

✉ abruffy@accessintel.com

📞 203-899-8429