



**THE MIRAGE** **LAS VEGAS**

**SEPT. 30 - OCT. 2, 2020**

# SPONSORSHIP & EXHIBITOR PROSPECTUS



# JOIN YOUR PROSPECTS IN LAS VEGAS

The #1 conference dedicated to the  
leaders of the perioperative suite.



Join us September 30 – October 2 in Las Vegas for the leading conference focused solely to the leaders of the operating room, ambulatory surgery center, and post-anesthesia care unit. The OR Manager Conference, ASC Leader Summit, and PACU Manager Summit are where over 1,400 managers and directors involved in leading the surgical suite converge for three days of continuing education and networking.

**Back again for 2020:** The OR of the Future will provide attendees the opportunity to learn more about innovative technologies and witness firsthand their integration with one another. Sponsors within the OR of the Future will not only be able to share information and product solutions with participants, but also provide an interactive touch-and-feel experience. Centered within the OR of the Future is the Interactive Hybrid OR. Demand for Hybrid Operating Rooms across the nation continues to be on the rise. The opportunity to save time and money, coupled with the prospect of developing a more efficient profit model, make the development of a Hybrid OR attractive for any facility. To capture additional trends for the evolving landscape of the operating room, there is an opportunity for additional technology showcases in 20x20 booths and kiosks within the OR of the Future.

**New for 2020** – The ASC Leader Summit! The OR Manager Conference has always presented exclusive breakout sessions for the leaders of ambulatory surgery centers and HOPDs, and since our attendance has been growing in this key market segment, we have launched a stand-alone collocated conference just for outpatient surgery leaders. We are proud to introduce the ASC Leader Summit with double the number of conference sessions and an exclusive luncheon. The ASC Leader Summit will be in a separate area of the conference session to encourage networking within this very important group of attendees.

Our conference program and exhibit hall are on the forefront on emerging technology and understanding the changing healthcare landscape, and the OR of the Future supports that mission. We look forward to developing your activation with you and help you make the connections you need to drive your business forward.



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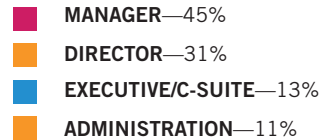
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# WHO ATTENDS: QUALIFIED DECISION MAKERS

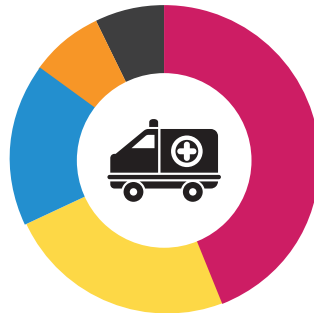
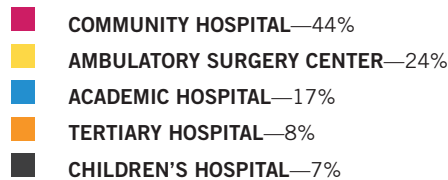
More than 85% of attendees are involved in the decision-making process for purchases at their facilities. It is as simple as the name: OR and PACU managers attend the OR Manager Conference, ASC Leader Summit, and PACU Manager Summit. Decision makers from across the country attend the conference to learn, network, and to meet with vendors.



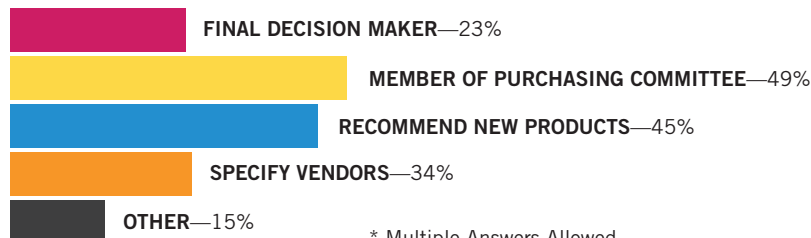
## JOB TITLE



## JOB FACILITY



## ROLE IN PURCHASING DECISION\*



OVER 77% OF ATTENDEES SPENT MORE THAN 3 HOURS ON OUR EXHIBIT HALL FLOOR INTERACTING WITH EXHIBITORS AND NEARLY 98% SPEND OVER 1 HOUR ON THE EXHIBIT HALL FLOOR.

**61%** ATTEND TO VISIT WITH A SPECIFIC VENDOR/ITEM OR TO PURCHASE A SPECIFIC PRODUCT

**58%** PLAN TO PURCHASE A PRODUCT FOR THEIR FACILITY IN THE NEXT 12 MONTHS

**38%** ARE COMPARING PRODUCTS ON THE FLOOR

**34%** SAY THEIR #1 REASON FOR ATTENDING OR MANAGER IS TO LEARN ABOUT THE LATEST EQUIPMENT FOR THE OR



*"It doesn't matter what facility you are from, critical access, large facility, or ASC, all of the information relates to you! **Amazing Conference!**"*

—OR Manager Conference Attendee

# MEET THE PERIOPERATIVE LEADER

Attendees of the OR Manager Conference, ASC Leader Summit, and PACU Manager Summit are leaders of the perioperative suite within hospitals and the post-anesthesia care unit (PACU). PACU leadership is a growing segment of our audience that attends with specific interest in visiting the PACU Pavilion in the Exhibit Hall.

Attendees are also comprised of leaders in ambulatory surgery center (ASC). We are always working to address the evolving needs of this group, not only at the event with a dual-track conference (the ASC Leader Summit), but also within our ASC Manager publication and ASC Blog.

The below profiles are of a typical leader that you'll be able to connect with at the conference.

## THE AMBULATORY SURGERY LEADER

- » **Job Title:** Director of Nursing, Administrator
- » **Purchasing Power:** Member of Decision Making Committee
- » **Product Needs:** Capital Equipment, Instrumentation or Positioning Tools
- » Most likely an *OR Manager* Subscriber
- » **How can you reach them before and after the conference?**  
Pre or Post Conference Email or Direct Mail



## 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 or Supplies
- » **How can you reach them before and after the conference?**  
Word of Mouth and In-Person Marketing



## 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 or Instrumentation
- » **How can you reach them before and after the conference?**  
Email



## 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 and Supplies
- » **How can you reach them before and after the conference?**  
Word of Mouth, In-Person Marketing, Email and Direct Mail



## THE IT LIST

Attendees represent many facilities across the country, here's a sampling of who you can expect to meet!

TITLE	COMPANY	TITLE	COMPANY
Director of Surgical Services	Advocate Good Samaritan Hospital	Director, Operations Planning and Environment of Care	Massachusetts General Hospital
Director of Quality Management and Regulatory Compliance Administrator	Allied Physicians Surgery Center	Nurse Administrator	Mayo Clinic
Director of Pre-Op/PACU	Andrews Institute ASC	PACU Supervisor	McAllen Medical Center
Director of Day Surgery PACU	Arizona Spine & Joint Hospital	OR Manager	Metro OAM Surgery Center
Administrative Director	Baptist Hospitals of Southeast Texas	Manager, Perioperative and Procedural Services	Monroe Carell Jr. Children's Hospital at Vanderbilt
Manager, Roberts OR	Barton Health	ASC Unit Coordinator	Mount Desert Island Hospital
Clinical Operations Manager, Perioperative Services	Baylor Scott & White Medical Center	OR Nurse Manager	National Institutes of Health
OR Manager	Boston Children's Hospital	Director of Surgical Services	Norton Children's Hospital
PACU Nurse Manager	Camp Lowell Surgery Center	Manager PACU/Ops	Ocean Spring Hospital/ Singing River Health System
Senior Vice President	Carson Tahoe Health	PACU Nurse Educator	Overlook Medical Center
PeriAnesthesia Nurse Manager	Cedars-Sinai Health System	OR Business Manager	Regions Hospital
Associate Chief Nursing Officer, Surgical Services and Senior Director, Surgical Nursing, Main Campus	CHI St. Vincent Infirmary	Manager of Operating Room and SPD	Skagit Valley Hospital
RN/Back Office and ASC Supervisor	Cleveland Clinic	Surgical Services Manager	Slocum Orthopedics ASC
Surgical Services Manager	Creekside Surgery Center	PACU Charge Nurse	St. Joseph Medical Center
Manager, PACU	Crystal Clinic Orthopaedics Center	Head of Charge Nurse Team	Stanford University Medical Center
OR Manager	Dignity Health	Preoperative PACU Charge Nurse	Texas Health Surgery Center Craig Ranch
VP of Surgical Services	East Alabama Medical Center	ACU/PACU/ENDO Manager	Texoma Medical Center
Clinical Manager	HCA	Director, Perioperative Services	Tristar Horizon Medical Center
Associate Chief Nursing Officer	Henry Ford Hospital	OR Manager	UF Shands
Director of Perioperative Services	Hospital of the University of Pennsylvania	Cardiothoracic Surgery Svc Specialist	University of Colorado Hospital
Clinical Director	Houston Methodist	Clinical Manager PAT/Preop/PACU	University of Louisville Hospital
Surgical Services Director	Inova Fairfax Medical Center	Business Operations Director	University of Utah
Sr. Director of Perioperative Services	Intermountain Healthcare	Vice President Patient Care/CNO	UPMC St. Margaret
Director, Surgical and Interventional Services	Johns Hopkins Hospital	Associate Operating Officer, Perioperative Services and Associate Nursing Officer, Surgery Patient Care	Vanderbilt University Medical Center
CVOR/OR Manager	Kaiser Permanente	Admissions/Recovery Director	Wenatchee Valley Hospital/Confluence Health
VP Patient Care Services	Lexington Medical Center		
	Maine Medical Center		

### NEW FOR 2020: MEETINGS EXPO

Wednesday, September 30 • 8:00 a.m. – 11:30 a.m.

Complement your exhibit experience with meaningful connections and conversations during our Meeting Expo. Held before the exhibit hall opens and open to exhibitors only, OR Manager Conference's Meeting Expo will allow you to hand pick the attendees you'd like to meet with. Attendees are hosted buyers and will participate in the entire conference. OR Manager Conference will schedule all appointments and provide a productive forum for doing business. Participation fee is \$3,000 for ten 10-minute conversations.

### EXHIBIT HALL KICKOFF PARTY

During our interactive Exhibit Hall Kickoff Party, attendees will be encouraged to engage with all exhibitors and explore the entire show floor. We have put together affordable packages to drive attendees to your booth with wine, cheese or chocolate tastings. Your participation will be promoted in a pre-show email as well as in the mobile app and a flyer handed to every attendee as they enter the reception. See page 9 for sponsorship opportunity details.

# SPONSORSHIP OPPORTUNITIES

Whether you're looking to increase traffic to your website to your booth, position your brand as an industry leader, obtain and nurture leads for sales, or all three, the OR Manager Conference, ASC Leader Summit, and PACU Manager Summit offers you the sponsorship opportunities designed to deliver your message to qualified leaders of the perioperative suite.

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## THOUGHT LEADERSHIP & EDUCATION SPONSORSHIP OPPORTUNITIES

### EDUCATE NURSE LEADERS

#### BREAKFAST SPONSORSHIP

##### OR MANAGER CONFERENCE - \$35,000

##### PACU MANAGER SUMMIT - \$15,000

Develop the program content of your choosing along with the 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 1.0 CE.

- » Branding at breakfast or luncheon — Sponsor logo and branding on all marketing materials and signage promoting the general session
- » 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
- » Discounted registration rate for sponsor staff to attend the conference

#### BREAKOUT SESSION SPONSORSHIP | \$8,000

Develop a breakout session for the 2020 OR Manager Conference or PACU Manager Summit program. Solidify your brand as a thought leader in the perioperative suite by building a 75-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 introduce your brand to the perioperative leaders in attendance each year at the OR Manager Conference.

- » 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 topic area of your choice, within the scope of the conference (OR Manager approval required)\*
- » Select a speaker of your choice (OR Manager approval required)\*

*\*Content and speakers must be in line with the OR Manager Conference, ASC Leader Summit, and PACU Manager Summit core program.*

#### LUNCHEON SPONSORSHIP | \$15,500

Sponsor a keynote luncheon address at the OR Manager Conference, ASC Leader Summit, or PACU Manager Summit that's been secured by the conference team. Keynote luncheons are focused on the audience in the room - OR, ASC or PACU, so you can target your specific buyers with the content. 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
- » Participation in rehearsal with keynote speaker
- » Leads from the keynote session with contact information
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website
- » Discounted registration rate for sponsor staff to attend the conference

#### SPEAKER READY-ROOM PACKAGE WITH RECEPTION | \$17,500

Show your appreciation for the thought-leadership at the foundation of the OR Manager Conference, ASC Leader Summit, and PACU Manager Summit by hosting the speaker room for the duration of the conference and the speaker appreciation reception on Wednesday 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 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 the day in the speaker ready-room
- » Welcome/thank you letter to speakers for check-in with branding
- » Sponsor logo on reception invitation to speakers
- » Four representatives to attend the Speaker Appreciation Reception
- » Selection of speaker gift, includes sponsor branding along with the OR Manager Conference, ASC Leader Summit, and PACU Manager Summit logos
- » Welcome remarks at the reception
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website
- » Discounted registration rate for sponsor staff to attend the conference

#### POSTER SESSION AND E-POSTER GALLERY | \$9,500

Located right on the Exhibit Hall floor is the OR Manager Conference, ASC Leader Summit, and PACU Manager Summit Poster Gallery, a high traffic feature area where attendees meet with poster presenters and earn additional CEs through the online poster eGallery. Sponsorship of the Poster Session includes company branding on all marketing material as well as the eGallery that remains open for an entire year after the conference.

- » Company name/logo on poster submission site
- » Company name/logo on e-poster gallery
- » White paper on e-poster gallery
- » Signage around onsite poster gallery onsite and e-gallery stations where attendees may acquire their CE certificate
- » Company name/logo anywhere poster gallery and e-poster gallery promoted
- » Sponsor recognition in the program guide
- » Company logo and description on the Conference website
- » Discounted registration rate for sponsor staff to attend the conference

## THOUGHT LEADERSHIP & EDUCATION SPONSORSHIP OPPORTUNITIES

### CE PROGRAM IN BOOTH | \$4,500

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.

- » Selection of two 30-minute programs worth 0.5 CE (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
- » Discounted registration rate for sponsor staff to attend the conference

### SESSION SPONSORSHIP | \$3,500

The number one reason attendees choose the OR Manager Conference, ASC Leader Summit, and PACU Manager Summit 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
- » Discounted registration rate for sponsor staff to attend the conference

### PERIOPERATIVE MANAGER SCHOLARSHIP | \$5,000

The Perioperative Manager Scholarship allows you to provide five leaders of the surgical suite with an All Access registration for the 2020 OR Manager Conference, ASC Leader Summit, and PACU Manager Summit. With limited budgets, we find that not everyone has the resources necessary to attend the conference, even though they should be there. By providing them this opportunity to advance their leadership education and network, you will take the first step in forging strong relationships with your company.

- » Align your company with the top-notch education the OR Manager Conference, ASC Leader Summit, and PACU Manager Summit provide
- » Create brand awareness and loyalty with leaders of the surgical suite
- » Receive dedicated one-on-one meeting time with five qualified attendees, in the form of 15-minute meetings during Exhibition hours, as scheduled by OR Manager
- » Receive full contact information of the five qualified attendees for long-term relationship building
- » The option to include a promo piece or welcome letter in the welcome packets each participant will receive upon check-in at Registration
- » Marketing recognition in promotional messaging, as well as an email to recipients introducing the sponsor and providing onsite information
- » Logo on the sponsor page of the Conference website, in the on-site Program Guide, and on Thank You signage



## THE OR OF THE FUTURE AND HYBRID OR

The OR of the Future is back for 2020: Exhibits, Education, and Experience tied into one. The OR of the Future will provide attendees the opportunity to learn more about innovative technologies and witness firsthand their integration with one another. Sponsors within the OR of the Future will not be able to share information and product solutions with participants, and provide an interactive touch-and-feel experience.

Centered within the OR of the Future is the Interactive Hybrid OR. Demand for Hybrid Operating Rooms across the nation is on the rise. The opportunity to save time and money, coupled with the prospect of developing a more efficient profit model, make the development of a Hybrid OR attractive for any facility. To capture additional trends for the evolving landscape of the operating room, there is an opportunity for additional technology showcases in 20x20 booths and kiosks within the OR of the Future. Emerging trends in technology are welcome.

### PREMIERE SPONSORSHIP: OR OF THE FUTURE | \$16,000

- » One 20x20 showcase with carpeting
- » 10 booth personnel badges
- » Personalized customer coupon passes with your company name and booth number
- » Micro-site within ORManagerConference.com, including company description and product categories
- » Personalized marketing tools including web banner ads and HTML emails
- » Discounted conference rates for exhibitor personnel
- » One complimentary full conference pass to share with an attendee
- » Lead retrieval scanner to collect information for all attendees that frequent your exhibit
- » Lead retrieval information for all attendees that attend the OR of the Future Town Hall Session
- » Literature distribution within the OR of the Future
- » Full page ad with premium location within the OR of the Future Directory
- » 50-word product description in the OR of the Future Directory
- » Company logo listed prominently as a sponsor in all marketing of the OR of the Future, including pre-show email blasts, mobile app, onsite program guide, signage, and OR Manager Conference website
- » Special recognition within OR Manager's OR of the Future feature newsletter article pre-show, including Q&A interview

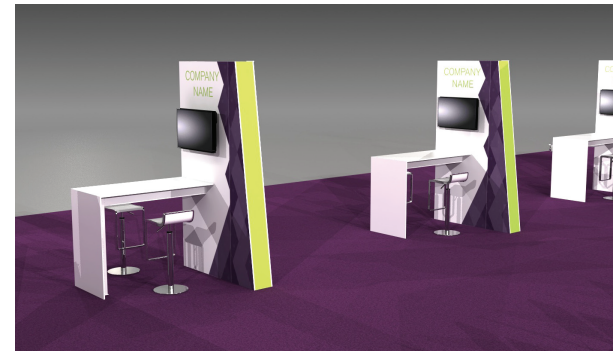
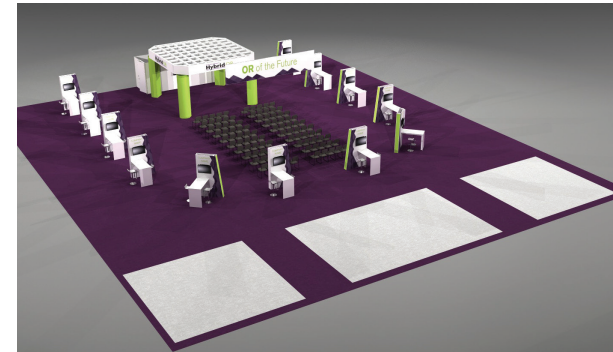
### ADD ON: CE PROGRAM IN BOOTH | \$2,500

Develop one 30-minute education program to present to attendees twice within the Exhibit Hall for additional CE credits they desire. These CE sessions are promoted prior to the Conference, within the on-site program guide, and with a special feature CE Brochure handed out on-site.

### SUPPORTING SPONSOR: OR OF THE FUTURE | \$8,000 – ONLY 12 AVAILABLE!

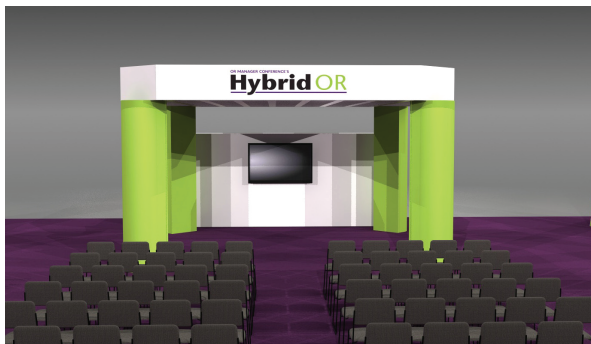
- » One kiosk with built-in table, two chairs, waste basket, and carpeting
- » Two booth personnel badges
- » Personalized customer coupon passes with your company name and booth number
- » Micro-site within ORManagerConference.com, including company description and product categories
- » Personalized marketing tools including web banner ads and HTML emails
- » Discounted conference rates for exhibitor personnel
- » One complimentary full conference pass to share with an attendee
- » Lead retrieval scanner to collect information for all attendees that frequent your exhibit
- » Literature distribution within the OR of the Future
- » Half page ad within the OR of the Future Directory
- » 50-word product description in the OR of the Future Directory
- » Company logo listed prominently as a sponsor in all OR of the Future promotion, including pre-show email blasts, mobile app, onsite program guide, signage, and OR Manager Conference website
- » Participation recognition within OR Manager's OR of the Future feature pre-show

### ADD ON: 42" MONITOR IN BOOTH | \$800





## THE OR OF THE FUTURE



### PLATINUM SPONSORSHIP: HYBRID OR |

**\$8,500 – 3 AVAILABLE!**

- » Product featured in the 2020 Hybrid OR located within the OR of the Future
- » Two company representatives to be present in the Hybrid OR for duration of show
- » Lead retrieval information for all attendees that frequent the Hybrid OR and attend the Hybrid OR Town Hall
- » Literature distribution within the Hybrid OR
- » 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 OR of the Future Directory
- » Full page ad within the OR of the Future Directory
- » Company logo next to product listing in the OR of the Future Directory
- » Company logo featured on the Hybrid OR Header
- » Company logo listed prominently as Platinum Sponsor in all Hybrid OR promotion, including pre-show email blasts, mobile app, onsite program guide, OR of the Future Directory, signage, and OR Manager Conference website
- » Participation recognition within OR Manager's OR of the Future feature newsletter article pre-show

#### REMAINING HYBRID OR PRODUCTS WE ARE LOOKING FOR:

- » Anesthesia Machine
- » Cardiac Monitor
- » Contrast Injector
- » Electrosurgical Generator
- » Shield
- » Slush Machine

### GOLD SPONSORSHIP: HYBRID OR |

**\$6,500 – 2 AVAILABLE!**

- » Product featured in the 2020 Hybrid OR located within the OR of the Future
- » One company representative to be present in the Hybrid OR for duration of show
- » Lead retrieval information for all attendees that frequent the Hybrid OR and attend the Hybrid OR Town Hall
- » Literature distribution within the Hybrid OR
- » 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 in the OR of the Future Directory
- » 50-word product description in the OR of the Future Directory
- » Half page ad in the OR of the Future Directory
- » Company logo next to product listing in the OR of the Future Directory
- » Company logo listed prominently as Gold Sponsor in all Hybrid OR promotion, including pre-show email blasts, mobile app, onsite program guide, OR of the Future Directory, signage, and OR Manager Conference website
- » Participation recognition within OR Manager's OR of the Future feature newsletter article pre-show

### SILVER SPONSORSHIP: HYBRID OR | \$5,500

- » Product featured in the 2020 Hybrid OR located within the OR of the Future
- » One company representative to be present in the Hybrid OR for duration of show
- » Lead retrieval information for all attendees that frequent the Hybrid OR and attend the Hybrid OR Town Hall
- » Literature distribution within the Hybrid OR
- » 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 in the OR of the Future Directory
- » 50-word product description in the OR of the Future Directory
- » Company logo next to product listing in the OR of the Future Directory
- » Company logo listed prominently as Silver Sponsor in all Hybrid OR promotion, including pre-show email blasts, mobile app, onsite program guide, OR of the Future Directory, signage, and OR Manager Conference website

## NETWORKING SPONSORSHIP OPPORTUNITIES

### NETWORK WITH ATTENDEES

#### REFRESHMENT CAFÉ SPONSORSHIP | \$15,000

A high traffic feature area of the Exhibit Hall floor, sponsor the refreshment café and place branded materials throughout the coffee shop -themed break area. This café will allow all conference participants to grab a quick bite or coffee between scheduled breaks so they never need to leave The Mirage. Attendees will thank you for it—after all, the café will be exclusively named after your company!

- » Logo/company name anywhere café promoted
- » Themed décor
- » Exclusive naming rights for the café
- » Signage promoting café throughout conference
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website
- » Discounted registration rate for sponsor staff to attend the conference

#### FIRST TIME ATTENDEE ORIENTATION | \$7,500

Be among the first to welcome first time attendees of the OR Manager Conference, ASC Leader Summit, and PACU Manager Summit during this networking reception on Tuesday, September 29 led by members of the Planning Committee. This is an opportunity for making connections, establishing a network, and receiving answers to pressing questions. It's also the perfect time for you to establish your brand with faces that are brand new to the Conference.

- » 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
- » Discounted registration rate for sponsor staff to attend the conference

## NETWORKING SPONSORSHIP OPPORTUNITIES

### EXHIBIT RECHARGE ZONE | \$12,500

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
- » Discounted registration rate for sponsor staff to attend the conference

### OR MANAGER'S NIGHT OUT – OFFICIAL BAR SPONSOR | \$7,000

As the party, official bar sponsor, your branding will stand out at the most prominent location while attendees thank you for picking up the tab!

- » Logo on the drink tickets each attendee receives
- » Logo on promotional signage placed at each bar
- » Opportunity to provide branded shirts for the bartenders to wear during the reception
- » Five (5) complimentary tickets for your staff to attend
- » Company name and/or logo anywhere OR Manager's Night Out is promoted
- » Leads from OR Manager's Night Out 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

### OR MANAGER'S NIGHT OUT – OFFICIAL ENTERTAINMENT SPONSOR | \$7,000

OR Manager's Night Out is an off-site networking opportunity taking place October 1 from 7 p.m. – 10 p.m. Our popular offsite networking event is always a source of great buzz with attendees. By providing the evening's entertainment, attendees will be focused on your brand within this memorable experience.

- » Logo on promotional signage by the entertainment
- » Exclusive "shout out" to your company by the entertainment
- » Five (5) complimentary tickets for your staff to attend
- » Company name and/or logo associated with all marketing materials
- » Leads with contact information of all night out 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

### OR MANAGER'S NIGHT OUT – OFFICIAL WELCOME SPONSOR | \$7,000

Be a part of attendees' first impression as they enter the OR Manager's Night Out! As the Official Welcome Sponsor, your company will have the opportunity to greet attendees while they receive a keepsake photo with your logo.

- » Logo on the keepsake photo frame given to each attendee (complimentary pictures will be taken with OR Manager Conference backdrop)
- » Five complimentary tickets for your staff to attend and welcome attendees upon entering
- » Company name and/or logo anywhere OR Manager's Night Out is promoted
- » Leads with contact information of all night out 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
- »

### 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, and will provide attendees additional point opportunities in the Build Your Dream OR Contest.

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

### MEETING ROOM RENTAL | FULL DAY: \$1,500, HALF DAY: \$1,000

Host a focus group, conduct internal trainings, or have private meetings with customers in one of The Mirage meeting rooms. Need additional marketing support to achieve your goals? OR Manager can build a marketing package specifically to meet your needs for your meeting room rental. *Sponsor is required to coordinate AV and F&B through vendors and will not be provided by OR Manager Conference.*

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

### EXHIBIT HALL KICKOFF PARTY SPONSORSHIP OPPORTUNITIES

#### WINE TASTING AT YOUR BOOTH | \$950

Sure to be a crowd favorite – this package includes an assortment of wine and a bartender.

#### CHEESE TASTING AT YOUR BOOTH | \$1,500

Nothing pairs better with wine than cheese and your booth will have an impressive display of aged cheddar, brie, herbed chevre, maytag bleu, gruyere, provolone, fresh grapes, dried fruits, candied pecans, freshly baked breads and assorted crackers.

#### CHOCOLATE TASTING AT YOUR BOOTH |

##### PLEASE INQUIRE FOR DETAILS

We've partners with a local Las Vegas chocolatier to bring their homemade delicacies to your booth at the show – sure to be a hit!

#### COMMEMORATIVE WINE GLASSES |

##### PLEASE INQUIRE FOR DETAILS

Each attendee will receive a commemorative wine glass they can take home with them at the reception.

# ONSITE BRANDING AND SIGNAGE SPONSORSHIP OPPORTUNITIES

## GAIN EXPOSURE

### LUNCH WITH THE EXHIBITORS | \$8,500

On Thursday, October 1, attendees have the option to attend lunch in the Exhibit Hall. This is the perfect opportunity to schedule lunch meetings and take advantage of the additional time with potential business partners. Several food stations will be set up, where attendees can exchange a ticket for their meal of choice.

- » Branding of food stations
- » Logo on lunch tickets
- » Literature drop at the seating area located in the Exhibit Hall
- » Sponsor recognition in the program guide
- » Company logo and description on the Conference website
- » Discounted registration rate for sponsor staff to attend the conference

### RIBBON STATION | \$4,500

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

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

### PARK BENCH AREA ON THE SHOW FLOOR | \$10,000

Claim your own "break" area for attendees on the show floor. At the park, named after your company, attendees can take a break to rest their feet, network, and plan their next activity.

- » Branded park benches
- » Branded carpet decals
- » Faux street lights with branded banners
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website
- » Discounted registration rate for sponsor staff to attend the conference

### WI-FI EXCLUSIVE SPONSORSHIP | \$17,000

Help attendees stay connected during the OR Manager Conference, ASC Leader Summit, and PACU Manager Summit! 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.

- » Company name can be set as password
- » 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
- » Discounted registration rate for sponsor staff to attend the conference

### CONFERENCE BAGS | \$15,000

Distributed at the Materials Handout Desk, located near Registration, the branded Conference Bags are distributed to every attendee at the OR Manager Conference, ASC Leader Summit, and PACU Manager Summit and provide additional branding throughout the three-day conference as attendees store their materials and do your marketing for you.

- » Bag of sponsor's choosing from list of 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
- » Discounted registration rate for sponsor staff to attend the conference

### 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 play the Build Your Dream OR contest. The mobile app also features a matchmaking functionality that recommends vendors to attendees based on their selections during registration. Vendors are also recommended potential leads with whom they can both message and schedule meetings.

- » Branding and ads within the mobile app
- » Company information page within the app
- » Additional 50-point code within the app for Build Your Dream OR contest
- » 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
- » Discounted registration rate for sponsor staff to attend the conference

### CONFERENCE JOURNAL/NOTEPAD & PENS | \$12,000

As attendees take notes throughout the session, your brand will be front and center! Sponsor the conference journal to extend your brand awareness beyond the conference as attendees take them home, review their notes, and share them with colleagues.

- » Selection of journal from options provided by the conference team
- » Logo on the front cover along with the OR Manager Conference, ASC Leader Summit, and PACU Manager Summit logos
- » Distribution to all attendees at the registration desk
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website
- » Discounted registration rate for sponsor staff to attend the conference

### LUGGAGE TAGS | \$4,000

Add your logo to the OR Manager Conference, ASC Leader Summit, and PACU Manager Summit luggage tags so you can stay with them. Luggage tags will be distributed to all attendees at the Materials Handout Desk.

- » Selection of branded tag from options provided by OR Manager
- » Distributed in bags at registration to all attendees
- » Will feature sponsor, OR Manager Conference, and PACU Manager Summit logos

### PROFESSIONAL HEADSHOT BOOTH SPONSORSHIP | \$10,000

Add an additional touchpoint to meet and greet attendees on-site with the OR Manager Conference, ASC Leader Summit, and PACU Manager Summit Professional Headshot Booth. Everyone needs a professional headshot at some point in their career and this booth will provide attendees an efficient and convenient medium to have theirs taken and emailed directly to them.

- » Company name/logo anywhere booth promoted
- » Logo on email participants receive with their photos (can include message as well)
- » Representative present to greet attendees
- » Signage in and around Headshot Booth
- » Leads of participants
- » Post-show follow up email to participants with link to download
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website
- » Discounted registration rate for sponsor staff to attend the conference

### ADD-ON: MAKEUP ARTIST STATION | \$5,000

Generate even more buzz around your sponsored headshot station by adding a professional makeup artist for attendees to prepare for their headshot. Additional marketing includes:

- » Pre-show marketing email blast to generate traffic to the professional headshot booth with a makeup artist
- » Special recognition in the program guide and mobile app
- » Onsite mobile app alerts generating traffic to the headshot booth

## ONSITE BRANDING AND SIGNAGE SPONSORSHIP OPPORTUNITIES

### REGISTRATION SPONSORSHIP | \$15,000

Registration is the gateway to the Conference and with this sponsorship, your brand will be the first attendees see when they register online and then arrive at the Conference. The on-site Registration Desk is also the epicenter for information and materials at the OR Manager Conference, ASC Leader Summit, and PACU Manager Summit. The Registration Sponsor will receive branding and recognition anywhere that registration is promoted, including the first and main focal point of the entire conference.

- » 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
- » Discounted registration rate for sponsor staff to attend the conference

### CHAMPAGNE AT REGISTRATION FOR A MINI "REGI-CEPTION"! | \$6,500

Be the first brand that perioperative leaders engage with when they collect their badges and materials at the Tuesday Regi-ception! Attendees will be welcomed with champagne and your branded materials as they enter registration on Tuesday, September 29.

- » Branded signage at registration during the Regi-ception
- » 1 piece of sponsor collateral distributed at the registration desk on Tuesday, September 29
- » Brand included on all marketing materials promoting the Regi-ception
- » 1 eBlast promotion of Regi-ception with sponsor logos incorporated
- » 3 hours of networking from 4-7 p.m. on Tuesday, September 29

### 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 along with OR Manager Conference, ASC Leader Summit, and PACU Manager Summit logos
- » 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
- » Discounted registration rate for sponsor staff to attend the conference

### MASSAGE CHAIRS OR MANICURES IN THE OR LOUNGE SPONSORSHIP | \$9,500

The OR Lounge is a main attraction of the Exhibit Hall. Attendees will line up to get some relaxation either with a chair massage or manicure.

- » Sponsor recognition on OR Lounge signage associated with massage or manicure time slots
- » Sponsor recognition wherever the OR Lounge is promoted
- » Branded shirts for massage therapists or nail technicians to wear
- » Representatives at the OR Lounge during the time slots associated with massage or manicures
- » Prominent logo location in pre-conference promotion of the OR Lounge to generate traffic
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website
- » Discounted registration rate for sponsor staff to attend the conference

### HOTEL KEY CARD SPONSORSHIP | \$13,000

Place your company's logo on the hotel keycards that are given to every attendee staying at The Mirage during the Conference. A unique touchpoint that attendees will have with them for the duration of their stay at the conference.

- » Branded keycard (front and back)
- » Sponsor selected artwork
- » Distributed at headquarters at main registration to 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

### TRAVEL COFFEE MUGS SPONSORSHIP | \$8,000

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

- » Selection of mug from options provided by the OR Manager team
- » Logo/company name on mug with OR Manager Conference, ASC Leader Summit, and PACU Manager Summit logos
- » Distributed to all attendees at the registration desk
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website
- » Discounted registration rate for sponsor staff to attend the conference

### HOTEL ROOM DROP | \$9,000

Avoid the traditional marketing noise by distributing your conference materials directly to OR Manager Conference, ASC Leader Summit, and PACU Manager Summit attendees' hotel rooms at The Mirage for an extra meaningful connection.

- » One branded item to drop in or outside rooms
- » Choice of drop date
- » Sponsor provided item(s)
- » Sponsor recognition in the program guide
- » Company logo and description on the conference website
- » Discounted registration rate for sponsor staff to attend the conference

### BAG INSERT | \$2,600

Insert your organization's literature within the official OR Manager Conference, ASC Leader Summit, and PACU Manager Summit bag, which is provided to all attendees at the registration desk. Use this as an opportunity to drive traffic to your booth and website!

### PASHMINA SPONSORSHIP | \$9,000

Keep attendees warm with a brightly colored pashmina placed within the OR Manager Conference, ASC Leader Summit & PACU Manager Summit bag, provided to all attendees at registration. Take this opportunity to provide a lasting memory beyond the conference!

## ADDITIONAL ONSITE BRANDING OPPORTUNITIES

Drive traffic to your booth with branded wall decals, banners, or aisle signs placed throughout the conference meeting space or exhibit space.

- » Wall Decals and Banners (customizable): Price varies upon location
- » Aisle Signs (suspended 4'x2' aisle sign): \$6,000
- » Floor Stickers (2' x 2' or larger): Prices vary upon location and quantity

## EXHIBIT PACKAGES

### 20X20 EXHIBIT PACKAGE

- » Sixteen (16) booth personnel badges
- » One free registration for a customer and discounted registration for prospects
- » Company listing and logo in the mobile app and onsite program guide
- » Company listing on conference website
- » Company logo on onsite signage

### 10X20 EXHIBIT PACKAGE

- » Eight (8) booth personnel badges
- » One free registration for a customer and discounted registration for prospects
- » Company listing and logo in the mobile app and onsite program guide
- » Company listing on conference website
- » Company logo on onsite signage

### 10X10 EXHIBIT PACKAGE

- » Four (4) booth personnel badges
- » One free registration for a customer and discounted registration for prospects
- » Company listing and logo in the mobile app and onsite program guide
- » Company listing on conference website
- » Company logo on onsite signage

### OR MANAGER CONFERENCE PRICING

Exhibit Space Rate	Per Square Foot
On-site Rate (by 9/19/19)	\$36.00
Advance Rate (by 2/28/20)	\$37.50
Regular Rate (after 2/28/20)	\$38.50

### PACU MANAGER SUMMIT PRICING

Exhibit Space Rate	Per Square Foot
On-site Rate (by 9/19/19)	\$34.00
Advance Rate (by 2/28/20)	\$35.00
Regular Rate (after 2/28/20)	\$36.00

## ADDITIONAL DIGITAL AND PRINT ADVERTISING

Increase your exposure pre-show, onsite, and post-show with these additional add-on opportunities. Drive traffic to your booth!

- » **Build Your Dream OR contest upgrade:** \$1,500
- » **Mailing list rental:** \$1,500
- » **Mobile App Alert:** \$400 pre & post conference, \$500 onsite purchase
- » **Pre-or Post-Show Email Blast:** \$2,500 – limited quantities available
- » **Product Spotlight Advertising** (Includes contact details of any recipient that clicks on your listing pre-show): \$2,500
- » **Program Guide Ad - Cover 2** (Inside front): **SOLD**
- » **Program Guide Ad - Cover 3** (Inside back): \$1,800 **SOLD**
- » **Program Guide Ad - Cover 4** (Outside back): **SOLD**
- » **Program Guide Ad - Full Page:** \$1,700
- » **The Pulse (weekly eLetter) Banner Ad:** \$750
- » **Registration Bag Insert:** \$2,600

# ADD-ON DIGITAL ADVERTISING FOR EXHIBITORS:

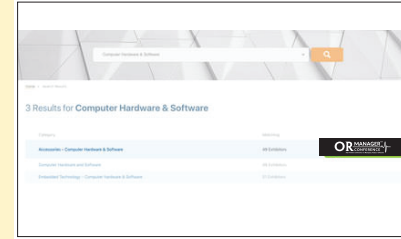
The OR Manager Conference website features the official exhibitor directory, floor plan, and conference planner for attendees to find new products and services while planning their strategy around visiting the exhibit floor. Stand out from the crowd with these additional digital advertising packages to highlight your company and products/services.

## EXCLUSIVE SPONSORSHIPS



### FLOOR PLAN SPONSORSHIP: \$1,500

- » 728x90 pixel image on the online hall (1456x180 pixel image required for upload)



### PRODUCT CATEGORY SPONSORSHIP: \$795

- » Includes Banner ad next to the product category of your choice
- » 320x50 pixel image (640x100 pixel image required for upload)
- » Featured listing at the top of the category

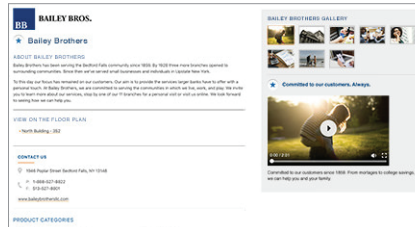
## LISTINGS OPTIONS



### VISIONARY: \$895

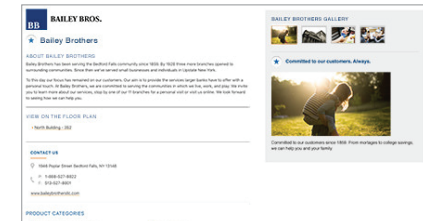
Exclusive! Only available to the first 14 exhibitors

- » 10X as many pre-show views
- » Includes the Strategic package
- » Highlight your video on the directory homepage
- » Image/Banner links to your online showcase
- » Online booth highlighted with special corner peel



### STRATEGIC: \$595

- » 5X as many pre-show views
- » Includes the Premier package
- » 4 video panels (or additional images/text)
- » Priority placement at the top of online searches
- » Inclusion in the Featured Exhibitor search
- » Access to leads



### PREMIER: \$395

- » Company logo and Press Releases
- » 4 panels for product images



SEPTEMBER 30 - OCTOBER 2, 2020 • THE MIRAGE • LAS VEGAS

## 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"/> 5K Run/3K Walk	\$6,000	<input type="checkbox"/> Refreshment Café Sponsorship	\$15,000
<input type="checkbox"/> Breakfast Sponsorship		<input type="checkbox"/> Champagne at Registration for a mini "Regi-ception!"	\$5,000
<input type="checkbox"/> OR Manager Conference	\$35,000	<input type="checkbox"/> Ribbon Station	\$4,500
<input type="checkbox"/> PACU Manager Summit	\$15,000	<input type="checkbox"/> Session Sponsorship	\$3,500
<input type="checkbox"/> CE Program in Booth	\$4,500	<input type="checkbox"/> Speaker Ready-Room Package with Reception	\$20,000
<input type="checkbox"/> Cheese Tasting at Your Booth	\$1,500	<input type="checkbox"/> Travel Coffee Mugs Sponsorship	\$8,000
<input type="checkbox"/> Chocolate Tasting at Your Booth		<input type="checkbox"/> Water Bottle Sponsorship	\$10,000
<input type="checkbox"/> Conference Journal/Notepad & Pens	Please Inquire for Details \$12,000	<input type="checkbox"/> Wi-Fi Exclusive Sponsorship	\$17,000
<input type="checkbox"/> Commemorative Wine Glasses	Please Inquire for Details	<input type="checkbox"/> Wine Tasting at Your Booth	\$950
<input type="checkbox"/> Exhibit Recharge Zone	\$12,500	<b>Additional Onsite Branding Opportunities</b>	
<input type="checkbox"/> First Time Attendee Orientation	\$7,500	<input type="checkbox"/> Aisle Signs (suspended 4'x2' aisle sign):	\$6,000
<input type="checkbox"/> Hotel Room Drop	\$9,000	<input type="checkbox"/> Floor Stickers (2' x 2' or larger):	Prices vary upon location and quantity
<input type="checkbox"/> Hybrid OR: Platinum Sponsorship:	\$8,500	<input type="checkbox"/> Wall Decals and Banners (customizable):	Price varies upon location
<input type="checkbox"/> Hybrid OR: Gold Sponsorship	\$6,500	<b>Add-on Digital Advertising for Exhibitors:</b>	
<input type="checkbox"/> Hybrid OR: Silver Sponsorship	\$5,500	<input type="checkbox"/> Floor Plan Sponsorship	\$1,500
<input type="checkbox"/> Keynote Session Sponsorship	\$15,500	<input type="checkbox"/> Premier Exhibit Listing	\$395
<input type="checkbox"/> Kickoff Party in the Exhibit Hall	\$5,500	<input type="checkbox"/> Product Category Sponsorship	\$795
<input type="checkbox"/> Add on opportunity: MIXOLOGIST!	\$2,500	<input type="checkbox"/> Strategic Exhibit Listing	\$595
<input type="checkbox"/> Luggage Tags	\$4,000	<input type="checkbox"/> Visionary Exhibit Listing	\$895
<input type="checkbox"/> Lunch with the Exhibitors	\$8,500	<b>Additional Digital and Print Advertising</b>	
<input type="checkbox"/> Massage Chairs or Manicures in the OR Lounge Sponsorship	\$9,500	<input type="checkbox"/> Build Your Dream OR contest upgrade	\$1,500
<input type="checkbox"/> Meeting Room Rental		<input type="checkbox"/> Mailing list rental	\$1,500
<input type="checkbox"/> Full day	\$1,500	<input type="checkbox"/> Mobile App Alert:	
<input type="checkbox"/> Half day	\$1,000	<input type="checkbox"/> Pre & Post Conference	\$400
<input type="checkbox"/> Networking Break Sponsorship	\$3,000	<input type="checkbox"/> Onsite Purchase	\$500
<input type="checkbox"/> OR Manager's Night Out – Official Entertainment Sponsor	\$7,000	<input type="checkbox"/> Pre- or Post-Show Email Blast	\$2,500 – limited quantities available
<input type="checkbox"/> OR Manager's Night Out – Official Welcome Sponsor	\$7,000	<input type="checkbox"/> Product Spotlight Advertising	
<input type="checkbox"/> OR of the Future: Premiere Sponsorship	\$16,000	<input type="checkbox"/> (includes contact details of any recipient that clicks on your listing pre-show)	\$2,500
<input type="checkbox"/> Add on: CE Program in Booth	\$2,500	<input type="checkbox"/> Program Guide - Full Page	\$1,700
<input type="checkbox"/> OR of the Future: Supporting Sponsorship	\$8,000	<input type="checkbox"/> The Pulse (weekly eLetter) Banner Ad	\$750
<input type="checkbox"/> Add on: 42" Monitor in Booth	\$800	<input type="checkbox"/> Registration Bag Insert	\$2,600
<input type="checkbox"/> Park Bench Area on the Show Floor	\$10,000		
<input type="checkbox"/> Perioperative Manager Scholarship	\$5,000		
<input type="checkbox"/> Poster Session and e-Poster Gallery	\$9,500		
<input type="checkbox"/> Professional Headshot Booth Sponsorship	\$10,000		
<input type="checkbox"/> Add on: Makeup Artist Station	\$5,000		

## 3. Payment Terms

In consideration of company's participation as a sponsor, the participating sponsor shall pay to Access Intelligence, LLC the total sponsorship fee, which shall be payable (a) at 50% at contract signing and (b) the balance on or before February 28, 2020. For contracts received on or after February 29, 2020, and 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. CANCELLATION BY SPONSOR:

(a) After acceptance by Access Intelligence, LLC, Sponsor may cancel or reduce the scope of this Agreement only with the specific written consent of Access Intelligence, LLC. Any requests for cancellations or other modifications of this Agreement, including reductions in sponsorships, must be submitted to Access Intelligence, LLC in writing and will be granted or denied in the sole discretion of Access Intelligence, LLC.

(b) If Access Intelligence, LLC accepts any cancellation or modification of this Agreement, the sponsor shall be subject to the following cancellation fees, which shall be deemed to be liquidated damages and not a penalty:

- 50% of the specified fee if the cancellation notice is received and accepted by Access Intelligence, LLC on or after September 19, 2019 and before February 28, 2020.
- 100% of the specified fee if the cancellation notice is received and accepted by Access Intelligence, LLC on or after February 29, 2020.
- For modifications that constitute less than a complete cancellation, the amount of liquidated damages will be determined by Access Intelligence, LLC, based on a reasonable pro-ratio of the foregoing.

(c) Subsequent replacement of the sponsorship cancelled by the sponsor does not relieve sponsor of the obligation to pay the cancellation fee.

(d) If the cancellation fee due to Access Intelligence, LLC exceeds the amount previously paid by the sponsor for the sponsorship, the sponsor must pay the balance to Access Intelligence, LLC within 30 days of Access Intelligence, LLC's acceptance of the written cancellation/modification request. If the cancellation fee due to Access Intelligence, LLC is less than the amount previously paid by the sponsor, Access Intelligence, LLC will refund the excess to the sponsor 30 days following the event.

### 2. APPROVALS AND DELIVERY:

All materials that are supplied by the sponsor are subject to approval by Access Intelligence, LLC. To provide for such approval, all such materials must be submitted by the sponsor to Access Intelligence, LLC no less than 45 days prior to the first day of OR Manager Conference programs.

If sponsor is supplying logos and other materials for Access Intelligence, LLC's production, such goods must be received by Access Intelligence, LLC or it's designated contractor at the predetermined and agreed date, which is

to be no less than 30 days prior to the first day of OR Manager Conference programs. Delays caused by the failure of the sponsor to provide required materials may cause the omission of the logos or the materials specified in the appropriate sponsorship.

If sponsor is supplying the finished product, such goods must be received by Access Intelligence, LLC or it's specified contractor no less than 14 days prior to the first day of OR Manager Conference programs.

### 3. INDEMNITY:

Sponsor agrees to indemnify, defend and save harmless Access Intelligence, LLC, and its officers, employees and agents, from and against any and all liability for the content of sponsor's advertisements and/or sponsorships purchased hereunder (including text, illustrations, representations, sketches, maps trademarks, labels or other copyrighted mater) and for the unauthorized use of any trademarks or copyrighted materials or any person's name or photograph arising from the reproduction and display of the advertisements purchased hereunder..

### 4. RULES AND REGULATIONS:

Sponsor agrees to abide by all rules and regulations governing the event, which are promulgated by Access Intelligence, LLC and its management. If sponsor fails to comply with such rules, or with the terms of this Contract, Access Intelligence, LLC may, in its discretion, deny sponsor the right to proceed with its sponsorship and require sponsor to forfeit all fees theretofore paid under this Agreement.

### 5. SAMPLES:

Sponsor agrees to hold Access Intelligence, LLC harmless should the final product differ from the sample shown and sponsor will not be entitled to any financial or other compensation.

### 6. CANCELLATION OR POSTPONEMENT OF SHOW:

In the event that any unforeseen occurrence shall render the fulfillment of this Agreement impossible or inadvisable by Access Intelligence, LLC, this Agreement shall be amended or terminated as determined by Access Intelligence, LLC to be appropriate. Sponsor hereby waives any claim against Access Intelligence, LLC for damages or compensation in the event of such amendment or termination. As it determines to be appropriate, Access Intelligence, LLC may return in good faith a portion of the amount paid for sponsorship after deduction of any amounts necessary to cover all reasonable expenses incurred in connection with the OR Manager Conference pro-

grams. Such expenses shall include, but not be limited to, all expenses incurred by Access Intelligence, LLC as a result of contracts with third parties for services or products incidental to the OR Manager Conference programs, including out of pocket expenses incidental to the OR Manager Conference programs, and all overhead expenses attributable to the production of the OR Manager Conference programs. Access Intelligence, LLC. shall not be financially liable in the event the OR Manager Conference programs is interrupted, canceled, moved, or dates changed. In the event of a cancellation of the Conference, the Access Intelligence and the Sponsor may agree to transfer sponsorship to the next annual conference.

### 7. SPONSOR DEFAULT:

If Sponsor is in default of any obligation to Access Intelligence, LLC (including specifically failure to pay Access Intelligence, LLC within 30 days of invoice), Access Intelligence, LLC may terminate Sponsor's right under this contract to participate in the OR Manager Conference programs. If Access Intelligence, LLC elects to exercise such right of termination, it shall first give Sponsor written notice stating its intent to terminate and the action that Sponsor must take to avoid termination. If Sponsor fails to cure the default within 20 days of the date of notice from Access Intelligence, LLC, Sponsor shall have no further right to participate in the OR Manager Conference programs. Access Intelligence, LLC's liability to return any amounts paid by Sponsor under this contract will be limited as set forth in paragraph 6 above. Furthermore, Access Intelligence, LLC may retain any amount that would otherwise be returned to Sponsor and apply such retained amount to satisfy the liability to Access Intelligence, LLC for which Sponsor is in default.

### 8. MISCELLANEOUS:

(a) 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 Agreement. The rights of any party shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of such party. (b) If any provision of this Agreement is held invalid or unenforceable, neither the remaining provisions of this Agreement nor other applications of the provisions involved shall be affected thereby. (c) This Agreement shall be interpreted under the laws of the State of Maryland. The parties agree that any dispute arising under this Agreement will be submitted to the federal or state courts of the State of Maryland. (d) This Agreement 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 Agreement shall be valid and binding on the parties unless set forth in writing and signed by both parties.

SEPTEMBER 30 - OCTOBER 2, 2020 • THE MIRAGE • LAS VEGAS

## 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)

On-site Rate by 09/19/19	Advance Rate by 2/28/20	Regular Rate after 2/28/20
\$36.00	\$37.50	\$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. List Your Primary Goal for Exhibiting (i.e. generate new leads, increase brand awareness, etc.)

### 7. Digital Advertising

<input type="checkbox"/> Product Category Sponsorship	\$795	<input type="checkbox"/> Strategic Exhibit Listing	\$595
<input type="checkbox"/> Visionary Exhibit Listing	\$895	<input type="checkbox"/> Premier Exhibit Listing	\$395

### 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 February 28, 2020.

For contracts received February 29, 2020 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.

## 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 "Show Management" shall mean Access Intelligence, LLC and its respective agents, (ii) the term "Exhibit Hall" shall mean The Mirage, Las Vegas, or any other exhibit hall designated by Show Management in the future, (iii) the term "Exhibitor" shall mean the company that has submitted this Contract, and (iv) 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 badge identification approved by Show Management. Show Management may limit the number of booth personnel at any time.

**5. 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.

**6. 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 two (2) hours 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 Noon, Wednesday, September 30, 2020 may be resold or reassigned by Show Management, without refund. All exhibit and booth materials must be removed by 9 PM, Thursday, October 1, 2020. Show Management reserves the absolute right to inspect any items removed from the exhibit.

**7. 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.

**8. PROHIBITED ACTIVITIES:** a) No cooking may take place in Exhibitor's space and no food and/or beverage products may be distributed by Exhibitor. No beer, wine or intoxicating liquor may be distributed by Exhibitor. 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 therefrom 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 approved 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.

**9. UNION LABOR:** 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.

**10. 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.

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

**12. 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.

**13. 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
Prior to February 28, 2020	50% of rental fees
On or After February 29, 2020	100% of rental fees

Upon 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.

**14. CANCELLATION OR POSTPONEMENT OF SHOW:** In the event that any unforeseen occurrence shall render the fulfillment of this Contract impossible or inadvisable by Show Management, this Contract shall be amended or terminated as determined by Show Management to be appropriate. Exhibitor hereby waives any claim against Show Management for damages or compensation in the event of such amendment or termination. As it determines to be appropriate, in good faith Show Management may return a portion of the amount paid by Exhibitor for space after deduction of amounts necessary to cover expenses incurred in connection with the Show. Such expenses shall include, but not be limited to, all reasonable expenses incurred by Show Management as a result of contracts with third parties for services or products incidental to the Show, including out of pocket expenses incidental to the Show, and overhead expenses attributable to the production of the Show. No monies will be returned should the dates or location of the Show be changed by Show Management, but Exhibitor will be assigned space, which Exhibitor agrees to use under these same Rules. Show Management shall not be financially liable in the event the Show is interrupted, canceled, moved, or dates changed, except as provided herein.

**15. 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.

**16. 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 Louisiana. 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.

**17. 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.

**18. 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.

**19. 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.

**20. 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 of which Exhibit is specifically made aware by Show Management 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.

**21. 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.

**22. 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.

**23. 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.

**24. 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.

**25. 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.

**26. 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.



## 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)

On-site Rate by 09/19/19	Advance Rate by 2/28/20	Regular Rate after 2/28/20
\$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. List Your Primary Goal for Exhibiting (i.e. generate new leads, increase brand awareness, etc.)

### 7. Digital Advertising

<input type="checkbox"/> Product Category Sponsorship	\$795	<input type="checkbox"/> Strategic Exhibit Listing	\$595
<input type="checkbox"/> Visionary Exhibit Listing	\$895	<input type="checkbox"/> Premier Exhibit Listing	\$395

### 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 February 28, 2020.

For contracts received February 29, 2020 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: WENAUS31  
 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: \_\_\_\_\_ Booth #: \_\_\_\_\_  
 Date: \_\_\_\_\_  
 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.

## 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 "Show Management" shall mean Access Intelligence, LLC and its respective agents, (ii) the term "Exhibit Hall" shall mean The Mirage, Las Vegas, or any other exhibit hall designated by Show Management in the future, (iii) the term "Exhibitor" shall mean the company that has submitted this Contract, and (iv) 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.

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**5. 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.

**6. 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 two (2) hours 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 Noon, Wednesday, September 30, 2020 may be resold or reassigned by Show Management, without refund. All exhibit and booth materials must be removed by 9 PM, Thursday, October 1, 2020. Show Management reserves the absolute right to inspect any items removed from the exhibit.

**7. 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.

**8. PROHIBITED ACTIVITIES:** a) No cooking may take place in Exhibitor's space and no food and/or beverage products may be distributed by Exhibitor. No beer, wine or intoxicating liquor may be distributed by Exhibitor. 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 therefrom 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 approved 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.

**9. UNION LABOR:** 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.

**10. 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.

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

**12. 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.

**13. 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
Prior to February 28, 2020	50% of rental fees
On or After February 29, 2020	100% of rental fees

Upon 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.

**14. CANCELLATION OR POSTPONEMENT OF SHOW:** In the event that any unforeseen occurrence shall render the fulfillment of this Contract impossible or inadvisable by Show Management, this Contract shall be amended or terminated as determined by Show Management to be appropriate. Exhibitor hereby waives any claim against Show Management for damages or compensation in the event of such amendment or termination. As it determines to be appropriate, in good faith Show Management may return a portion of the amount paid by Exhibitor for space after deduction of amounts necessary to cover expenses incurred in connection with the Show. Such expenses shall include, but not be limited to, all reasonable expenses incurred by Show Management as a result of contracts with third parties for services or products incidental to the Show, including out of pocket expenses incidental to the Show, and overhead expenses attributable to the production of the Show. No monies will be returned should the dates or location of the Show be changed by Show Management, but Exhibitor will be assigned space, which Exhibitor agrees to use under these same Rules. Show Management shall not be financially liable in the event the Show is interrupted, canceled, moved, or dates changed, except as provided herein.

**15. 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.

**16. 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 Louisiana. 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.

**17. 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.

**18. 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.

**19. 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.

**20. 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 of which Exhibit is specifically made aware by Show Management 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.

**21. 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.

**22. 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.

**23. 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.

**24. 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.

**25. 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.

**26. 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.