



Fill out the form below and email to Advertisinginfo@aorn.org or call 800-755-2676, ext. 280 with any questions or requests for additional details. Once the form is received, a confirmation will be sent back along with any additional information that may be needed.

Invoices will be sent within 1-2 weeks from order date and all payments are due on or before June 30, 2021.

**BILLING INFORMATION**

Company Name: \_\_\_\_\_

Booth Number: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Billing Contact: \_\_\_\_\_

Billing Email: \_\_\_\_\_

PO#: \_\_\_\_\_

Order/Materials Contact: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

**NOTE:** Invoices will be sent via email with option to pay via credit card or check

**TOTAL AMOUNT DUE: \$** \_\_\_\_\_

**ADVERTISEMENT OPTIONS**

**CONFERENCE PROGRAM**

- Inside Cover \$10,815
- Page 3 \$6,500
- Tab \$6,500
- Full page \$4,635
- Half page \$2,832
- Two-panel fold out \$12,360

**CONFERENCE MOBILE APP**

- Rotating Banner Ad  
(7 spots available) \$5,575
- Full Screen Ad  
(4 spots available) \$7,725

**EXECUTIVE LEADERSHIP  
SUMMIT PROGRAM**

- Back Cover \$2,600
- Inside Back Cover \$2,000
- Inside Front Cover \$2,000
- Full page \$1,125

**ATTENDEE  
BAG INSERT** \$3900

**EXPO DAILY NEWS (digital)**

- Top Banner  
(1 spot available) \$3,500
- In-Text Banner  
(3 spots available) \$2,500
- Featured Exhibitor \$1,000/day

**VIRTUAL AORN EXPO**

- Rotating Banner \$4,000
- Home Screen Banner \$5,000
- Product Showcase \$5,000
- Lounge (shared) \$3,500  
(exclusive) \$10,000
- Product Demo Lounge \$3,500
- Table Talk \$2,000

## BOOTH TRAFFIC PROGRAM

EXPO QUEST \$1,000

## ATTENDEE LISTS

### EMAIL BLAST

Pre Blast \$5,400      Date requested \_\_\_\_\_

Pre & Post Blast \$7,200      Date requested \_\_\_\_\_

### DIRECT MAIL LIST

Pre List \$1,625      Date requested \_\_\_\_\_

Post List \$2,340      Date requested \_\_\_\_\_

First list is available July 9 and is updated and available each Friday thereafter.

**Email a sample of the piece being mailed to AORN ([Advertisinginfo@aorn.org](mailto:Advertisinginfo@aorn.org)) prior to the date requested. Sample is needed before AORN can send the list.**

I agree that I am using the AORN mailing list, one time only, solely for promotion and follow up regarding my company's participation in the Surgical Conference & Expo 2021. I agree my company will not assert or imply AORN endorsement of company's products or services. I understand that lists will be purged of duplicates. I understand that all lists are seeded with decoy names to detect unauthorized usage. I understand that reproduction of, copying, or duplicating the list in any way for any other purpose is strictly prohibited. I understand and agree that the AORN Surgical Conference & Expo 2021 list is not to be used for, or to recruit for, market research purposes. Violation of this agreement will suspend my list rental privileges indefinitely. AORN may in its sole discretion, for any or no reason, cancel or refuse any rental request.

Signature: \_\_\_\_\_

## ON-SITE OPTIONS

**Please contact [Advertisinginfo@aorn.org](mailto:Advertisinginfo@aorn.org) or 800-755-2676, ext. 280 to order the following items:**

- Floor Stickers
- Charging Station
- Column Wrap
- Escalator Runner
- Door/Window Cling
- Lobby Hanging Banner
- Hotel Key Cards
- Signage Cube
- Hotel Options
- Any other additional on-site options

## DETAILS

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ \$ \_\_\_\_\_

## TERMS

Advertising must be submitted by due dates. All advertising is subject to AORN approval, and AORN reserves the right to reject any advertisement for any reason. Ad cancellations and revisions must be submitted in writing and received by the material due date listed above. If material is not received by the due date, AORN may repeat previous Company ads or, if no previous Company ad is available, AORN may run an AORN house ad, at full rate, at advertiser's expense.

**No Product Comparisons.** Advertisers must present their product or service information in a professional, accurate manner without being derisive of other products. No direct product comparisons may be made. Libelous or inflammatory ads will not be accepted.

**AORN Guidelines for Perioperative Practice.** Claims that a product "meets" or "complies with" AORN *Guidelines* are not allowed. Advertisers may say that a product or service is "designed to meet" AORN *Guidelines*. All such claims will be reviewed by AORN clinical staff for accuracy. AORN may require ads making clinical claims to include a footnote citing source material. Web advertisements may place the footnoted information on the linked Company webpage. Ads showing clinical negligence or making unsubstantiated claims will not be accepted. Photos must be in line with applicable AORN *Guidelines*.

**AORN Name and Logo.** Advertisers may never use the AORN logo. AORN's name may not be used in a manner that implies or may suggest organizational endorsement of the Company's product or service. If AORN's name is used in an ad (or linked page from an advertisement), the ad must include the notice: "AORN does not endorse any company's products or services. AORN is a trademark of AORN, Inc." Web advertisements may place the notice on the linked Company page.

Advertisements designed to appear as information or non-advertising will be clearly marked as advertisements by AORN prior to posting/sending.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_