



FEBRUARY 6-8, 2023

WESTIN SAVANNAH HARBOR GOLF RESORT & SPA

SAVANNAH, GEORGIA

SPONSOR & EXHIBITOR PROSPECTUS



PRESENTED BY: **OR** Manager 

www.orbusinessmanagementconference.com

JOIN US IN SUNNY SAVANNAH!

In its 11th year, OR Business Management Conference is the only industry event providing business insights and financial strategies to perioperative business leaders.

OUR GOAL IS TO HELP SURGICAL SUITE LEADERS:

- Reduce costs
- Increase profitability
- Improve OR efficiencies

KEY AREAS OF FOCUS INCLUDE:

- Data Analytics
- Operations Efficiency
- Supply Management
- Technology

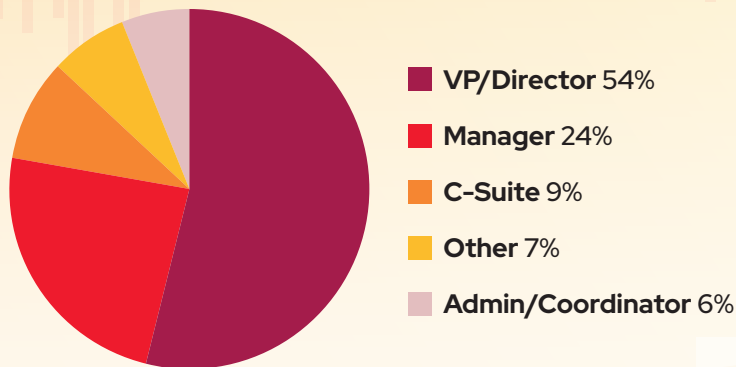


FACILITIES IN ATTENDANCE:

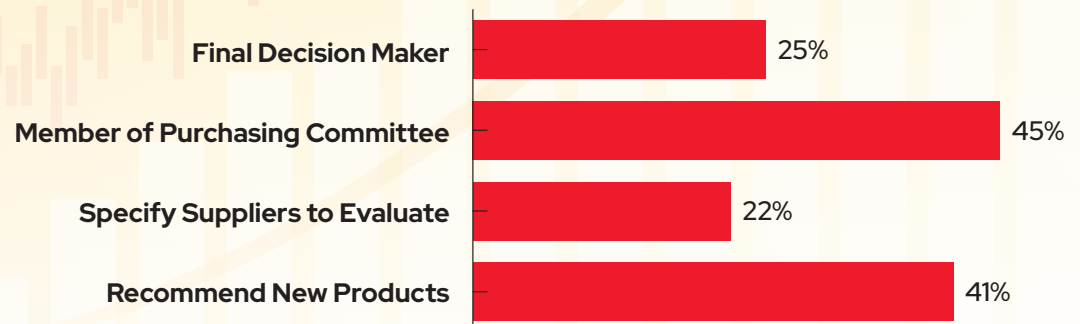
- Academic Hospitals
- Ambulatory Surgery Centers
- Children's Hospitals
- Community Hospitals
- Tertiary Hospitals

A CONFERENCE BUILT *FOR* BUSINESS LEADERS... *BY* BUSINESS LEADERS

ATTENDEE TITLE BREAKDOWN



PURCHASING POWER



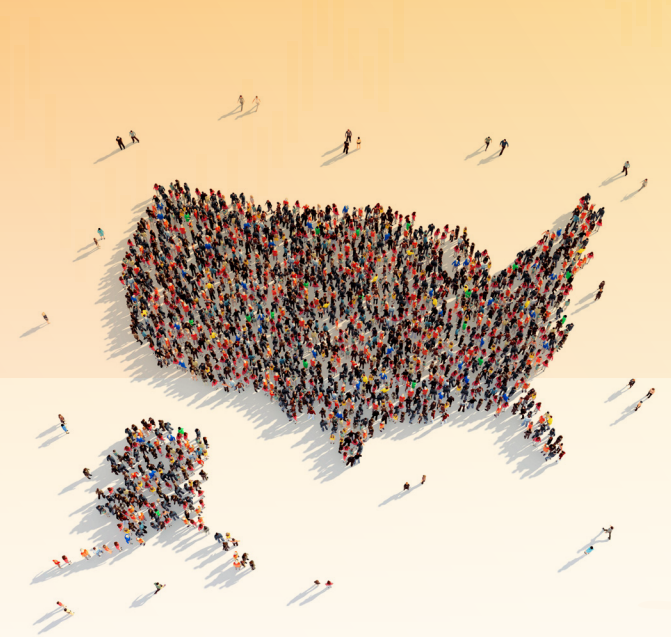
TOP 5 PRODUCTS ATTENDEES PLAN TO PURCHASE IN THE NEXT 12 MONTHS

1. Capital Equipment
2. IT/Software/Hardware
3. Instrumentation/Orthopedic Instruments/Surgical Tools/OR Tables
4. Cleaning/Sterilization Products & Equipment
5. Career/Staffing/Recruitment

"I appreciate the opportunity to connect with and learn from people who are living with the same specific challenges and are thinking creatively about how to address them."

– Executive Director,
Perioperative Services & Healthcare
Systems Engineering

CREATING A NATIONWIDE COMMUNITY OF PERIOPERATIVE BUSINESS LEADERS



ACADEMIC HOSPITAL

- AVP Nursing, Perioperative Services
Duke University Health System
- Chief Perioperative Officer
University of Arkansas for Medical Sciences
- Director of Business Operations
University of Chicago Hospital
- Director of Perioperative Services
University of Texas Medical Branch
- Director of Surgical Services
Saint Luke's Hospital of Kansas City
- Perioperative Business Administrator
City of Hope

COMMUNITY HOSPITAL

- Chief Nursing Executive
Springhill Memorial Hospital
- Director of Perioperative Services
Pomona Valley Hospital Medical Center
- Director of Surgical Services
Avera
- Director Perioperative Services
Mobile Infirmary Medical Center
- Nurse Manager, Surgical Services
Salina Regional Health Center
- Perioperative Services Director
Mercy Health Lourdes

AMBULATORY SURGERY CENTER

- Administrative Director
Shannon Clinic
- Chief Compliance Officer & Director of Development
SurgeryDirect
- Director of Clinical Ops
IU Health Surgery Center Fort Wayne
- Director of Operations/Revenue Cycle
Ambulatory Surgical Center Stevens Point
- Nurse Manager
Christus Olympia Hills

CHILDREN'S HOSPITAL

- Clinical Director Perioperative Services
SickKids
- Clinical Operations Manager, Periop
Boston Children's Hospital
- OR Business Manager
Children's Hospital of The King's Daughters
- Perioperative Services Business Manager
Arkansas Children's Hospital

70% of the 2022 exhibitors **signed up** for the **2023 conference** while **at the event.**

Limited tabletop and sponsorship opportunities so reach out today

TABLETOP EXHIBIT

\$4,550 PER TABLETOP EXHIBITOR

TABLETOP EXHIBIT SPACE INCLUDES:

- One tabletop exhibit (includes 8'w x 6'd x 8'h space, one 6' table, carpeting, and 2 chairs)
- One complimentary registration*
- Exhibitor recognition in the mobile app
- Logo listed on the conference website
- Discounted registration code to share with clients
- 8' Pipe & drape is provided behind your booth. An 8'x8' backdrop or pull-up banners may be placed behind your tabletop

**Additional exhibit booth-only passes are available for \$250 each.*



"This was a perfect audience for our solution. The conversations were great and there was genuine interest from the attendees."

— 2022 Exhibitor



PLATINUM SPONSORSHIP

\$25,000

~~MONDAY, FEBRUARY 6~~
~~TUESDAY, FEBRUARY 7~~
~~TUESDAY, FEBRUARY 7~~
~~WEDNESDAY, FEBRUARY 8~~

~~LUNCHEON~~ **SOLD**
~~BREAKFAST~~ **SOLD**
~~LUNCHEON~~ **SOLD**
~~BREAKFAST~~ **SOLD**



RECOGNITION

- 45 minute presentation to the audience immediately following the meal function. Sponsor selects the topic and speaker.*
- Session attendee leads
- Four conference registrations
- Tabletop exhibit (includes one 6' tabletop, carpeting, and 2 chairs)
- Company identified as a Platinum Sponsor on prominent signage throughout the conference
- One pre- and post-show email blast to conference attendees

DIGITAL PROMOTIONS

- Platinum Sponsor recognition in the mobile app
- Prominent ad placement in the mobile app
- Company logo and description on the conference website

**Requires approval by conference management.*



GOLD SPONSORSHIP



MOBILE APP SPONSORSHIP \$15,000

Take control of the official Conference Mobile App & the analytical power behind it! Your company branding will be included in every aspect of the mobile app (log-in screen, banner ads, etc.) and the updates that deploy to all conference attendees.

You'll receive the contact details for everyone who clicks on your branded ads and/or visits your exhibitor listing.

WIFI SPONSORSHIP \$12,500

Keep attendees connected throughout the conference! Every attendee who connects to Wi-Fi in the conference area will see your message!

Customized network password chosen by the sponsor.

RECOGNITION

- Three conference registrations
- Tabletop exhibit (includes one 6' table, carpeting and 2 chairs)
- Company identified as Gold Sponsor on prominent signage throughout the conference.
- One pre- or post-conference email blast to registered attendees

DIGITAL PROMOTIONS

- Gold Sponsor recognition in the mobile app
- Banner placement in the mobile app
- Company logo and description on the conference website.

SILVER SPONSORSHIP



NETWORKING BREAKFAST SPONSORSHIP **\$10,000** MONDAY, FEBRUARY 6

Treat attendees to the most important meal of the day! Your company's branding will be everywhere at the breakfast – on napkins, cups, and signage in the exhibit hall.

OR MANAGER NIGHT OUT DINNER & TOUR SPONSORSHIP **\$10,000**

100+ OR Business Management Conference attendees will attend the much-anticipated Night Out festivities which begins with food and beverages at the Moon River Brewing Company and is followed by one of Savannah's most famous ghost tours. Expect your brand prominently displayed during the event.

~~HOTEL KEYCARD SPONSORSHIP~~ **SOLD**

Put your company's message in the hand of every conference attendee... literally! Your company's branding will be placed on the hotel keycard that everyone staying at the hotel will be using.

RECOGNITION

- Two conference registrations
- Tabletop exhibit (includes one 6' table, carpeting and 2 chairs)
- Company identified as Silver Sponsor on prominent signage throughout the conference.
- One pre-conference email blast to registered attendees

DIGITAL PROMOTIONS

- Silver Sponsor recognition in the mobile app
- Banner placement in the mobile app
- Company logo and description on the conference website.

BRONZE SPONSORSHIP



MID-MORNING COFFEE BREAK SPONSORSHIP \$7,500

Treat attendees to a cup of joe! Your company's branding will be on signage during the mid-morning coffee breaks. Provide a branded coffee mug to all conference attendees that they can take home with them!

AFTERNOON DESSERT & COFFEE BREAK SPONSORSHIP \$7,500

Everyone needs an afternoon pick me up and your company can be branded alongside the networking dessert and coffee in the exhibit hall!

REGISTRATION SPONSORSHIP **SOLD**

Your company logo will be included in the registration system as well as on all registration confirmation emails.

Your logo will also be prominently displayed on registration signage and printed on every badge & lanyard that attendees wear.

Add-On Opportunity (+\$2,500): Welcome attendees with champagne and your branded materials during exclusive registration hours. Includes an additional tabletop at registration during key hours for your branded materials.

RECOGNITION

- Two conference registrations
- Tabletop exhibit (includes one 6' table, carpeting and 2 chairs)
- Company identified as Bronze Sponsor on prominent signage throughout the conference.

DIGITAL PROMOTIONS

- Bronze Sponsor recognition in the mobile app
- Company logo and description on the conference website.

BRAND RECOGNITION OPPORTUNITIES

BREAKOUT SESSION SPONSORSHIP

\$3,500

Show that your company is a thought leader! Sponsor a session and welcome guests with one piece of literature during a chosen breakout session. You will receive a complete list of contact information for those who attend that session.*

LUGGAGE TAG SPONSORSHIP

\$3,000

Your logo will be emblazoned onto tags, which will hang from each attendee's bag and will be used long after the conference has ended.

CONFERENCE BAG

\$3,000

Be one of the first names attendees see at OR Business Management Conference! Become the official bag sponsor and have your brand in the hands of every attendee as soon as they arrive.**

BREAKOUT SESSION LITERATURE DROP

\$2,000

Align your branding with content of your choice with a breakout session literature drop. This includes distribution of one piece of company literature on each seat during the chosen breakout session.*

PRE- OR POST-CONFERENCE EMAIL BLAST

\$2,200

Send out a targeted marketing email message to pre-registered attendees before the conference, or a follow up message to all attendees following the conference!

AD IN THE PROGRAM GUIDE

\$1,850 FULL/\$900 HALF-PAGE

Upgrade your package to include a full- or half-page ad in the official program guide! This is every attendee's go-to-resource onsite. Jam packed with important session information, networking times, company descriptions, and more, this guide is referenced many times throughout the conference.

WEBSITE BANNER AD

\$1,500

Thousands visit the OR Business Management Conference website prior to the conference to gather information. Be one of the first images they see when they arrive on the site, and direct them to a URL of your choice!

CONFERENCE BAG INSERT

\$1,200

Promote your organization's products and services with an insert in the official OR Business Management Conference bag, which is provided to all attendees at registration. Drive traffic to your exhibit!

MOBILE APP ALERT

\$475

Communicate directly with attendees onsite through a mobile app alert. Encourage attendees to visit your exhibit to win a free prize, or tell them more about what you can do for them.

LEAD RETREIVAL UNIT

\$395

Capture all new sales leads you earn at the show by utilizing a contactless lead capture unit while onsite! You'll automatically receive your prospects contact information allowing for easy follow-up after the event.

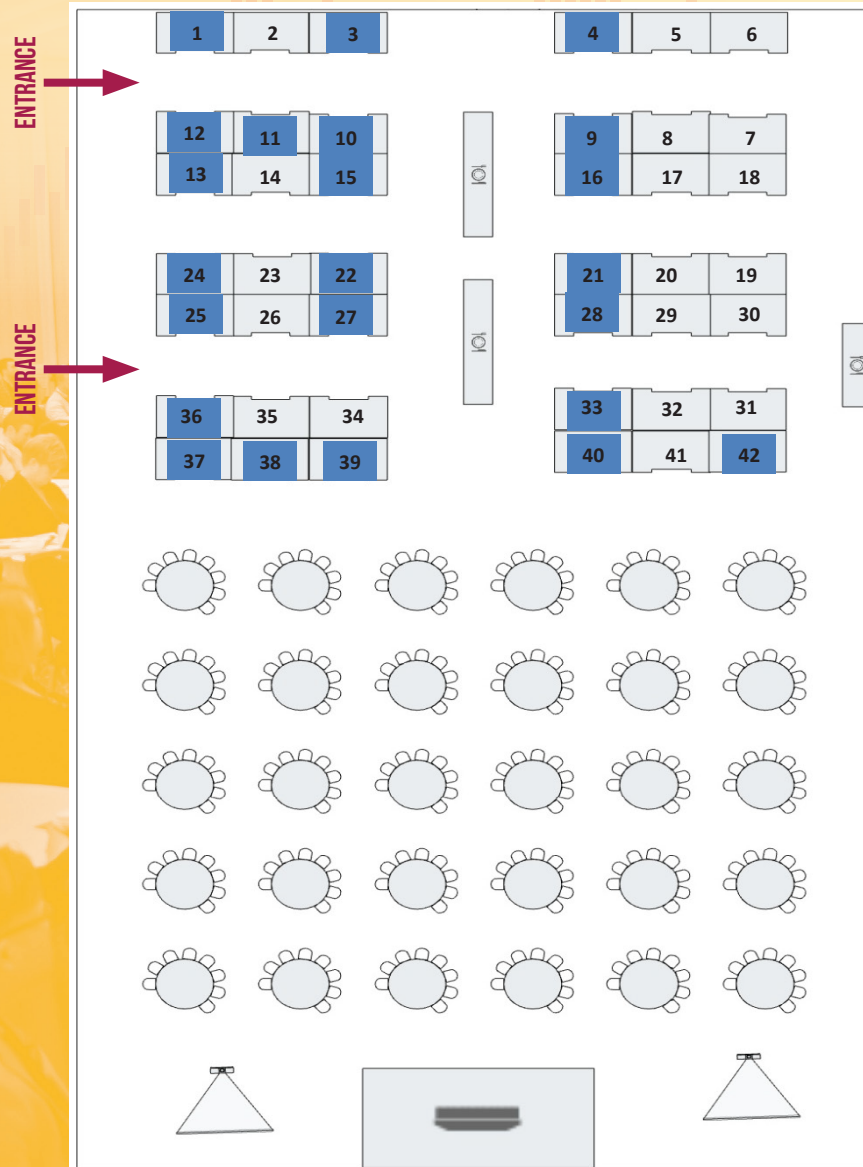
**Session must be selected in advance and pre-approved.*

***Conference bag supplied by vendor with advance approval by OR Business Management Conference.*

Have another idea? We're happy to customize a sponsorship that is just right for you. Contact Nancy Iannotta at niannotta@accessintel.com or 203-899-8429.

FLOOR PLAN

 SOLD



CONTACT:

Nancy Iannotta,
Sales Representative at
niannotta@accessintel.com
or 203-899-8429.