

OR Business Management Conference

FEBRUARY 6 – 8, 2024

EXHIBIT DATES: FEBRUARY 6-7, 2024

RENAISSANCE GLENDALE HOTEL AND SPA

PHOENIX, ARIZONA

SPONSOR & EXHIBITOR PROSPECTUS

PRESENTED BY: **OR Manager**

www.orbusinessmanagementconference.com

WE'RE HEADING WEST!

OR Business Management Conference is the *only* industry event focused exclusively on the business leaders and perioperative professionals who want to maximize efficiencies, identify revenue opportunities and increase profitability of the surgical suite.

They're looking for **your solutions** to their day-to-day challenges and beyond.

Attendees want to solve challenges in these areas:

- Staffing
- OR Efficiency
- Financial Management
- Data Analytics
- Compliance
- Supply Management

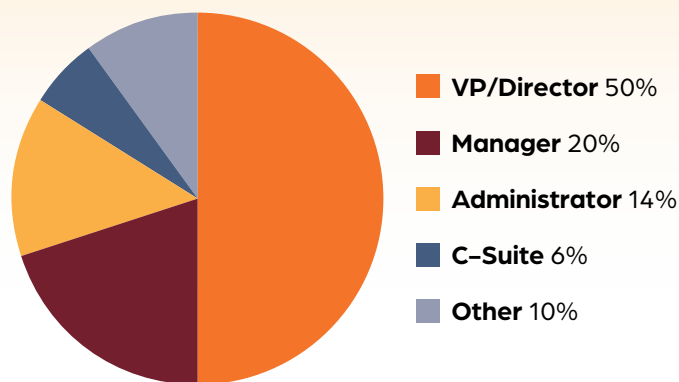
Facilities in Attendance:

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

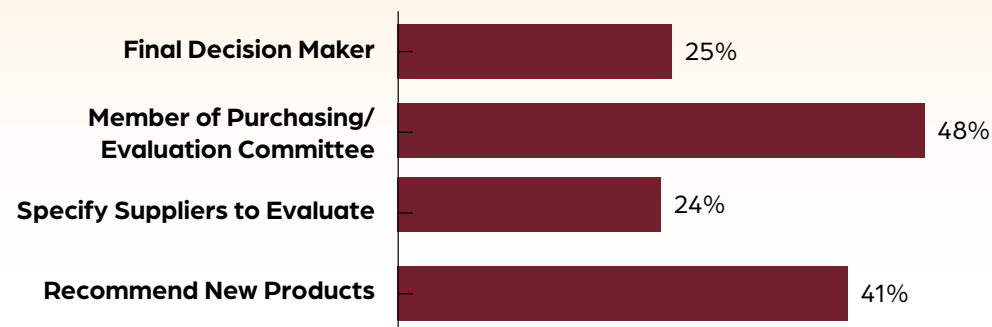


MEET THE BUSINESS LEADERS WHO HAVE THE POWER TO INFLUENCE AND MAKE DECISIONS

Attendee Title Breakdown



Purchasing Power



Top 5 Products Attendees Plan to Purchase in the next 12 months

1. Capital Equipment
2. Instrumentation/Surgical Tools/OR Tables
3. Cleaning/Sterilization/Sterile Processing Equipment
4. Career/Staffing/Recruitment
5. Technology (AI/Robotics, Asset Tracking, IT/Software, Monitors/Cameras, Scheduling)



CONNECT WITH A GLOBAL COMMUNITY OF PERIOPERATIVE BUSINESS LEADERS



Academic Hospital

- Ambulatory Surgical Nursing Director, Cleveland Clinic
- Executive Director Perioperative and Procedural Services, Hospital of the University of Pennsylvania
- Director, Houston Methodist Hospital
- Business Analyst, Massachusetts General Hospital
- AVP Perioperative Services, Memorial Hermann Texas Medical Center
- Director of Nursing, Mount Sinai
- Director of Operations- Surgical Services, Northwestern Medicine
- Assistant Director Business Operations, NYU Langone Health

Community Hospital

- Director of Surgical Services, AdventHealth
- President, Bellin Health Partners
- Director Periop Services, Ascension
- Director of Surgical Services, Cancer Treatment Centers of America
- Vice President Patient Services, CNO, Colquitt Regional Medical Center
- Business Operations Manager, Northside Hospital
- Medical Director, Reid Outpatient Surgery & Endoscopy

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
- Director, Scottish Rite for Children
- Senior OR Business Manager, The Hospital for Sick Children

Ambulatory Surgery Center

- ASC Nurse Manager, Parkland Health
- Director, Periop Services, RWJ University Hospital Somerset
- Executive Director, Allied Physicians Surgery Center
- Executive Director, ProHealth Aligned, LLC
- Director of Nursing, Deer Valley Surgical and Endoscopy Center
- Operations Integration Specialist, Intermountain Health
- Manager, Surgery Scheduling, M.D. Anderson Cancer Center
- Physician, Owner, Plastic + Reconstructive Surgery Center
- Patient Care Manager, Stanford Health Care

Tertiary Hospital

- Chief Operating Officer, Wise Health System
- Associate Director Perioperative Services, The Ohio State University Wexner Medical Center
- Director of Perioperative Services, Houston Methodist Sugar Land Hospital
- Executive Regional Director Surgical Services, Horizon Health Network
- OR & Endoscopy Operations Manager, King Faisal Specialist Hospital & Research Centre
- Senior Director Patient Care, Perioperative, Long Island Jewish Medical Center
- AVP, Operations, Northwell Health
- OR Manager, UC Health

TABLETOP EXHIBIT

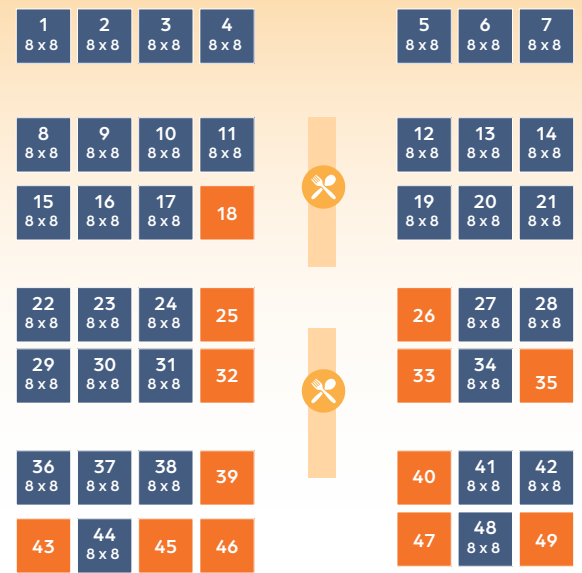
\$4,650 PER TABLETOP EXHIBITOR

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

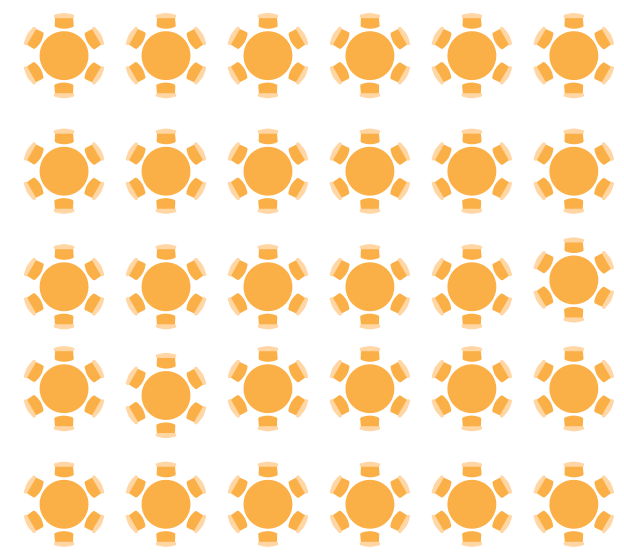
**Additional exhibit booth-only passes are available for \$300 each.*

FLOOR PLAN



Entrance

Entrance



PLATINUM SPONSORSHIP

\$25,000

~~Tuesday, February 6~~ — Luncheon
~~Wednesday, February 7~~ — Breakfast
~~Wednesday, February 7~~ — Luncheon
Thursday, February 8 — Breakfast

SOLD

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

- Sponsor recognition in the mobile app
- Banner ad placement in 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! Your company will be recognized as the premier sponsor of the mobile app. Sponsor will receive prominent branding and advertising as app allows.

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.

HEADSHOT SPONSORSHIP **\$12,500**

During the Welcome Reception, attendees can stop at the Headshot Station to get a fresh new business photo. Everyone is dressed up anyway so might as well make the most of it!

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

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

SILVER SPONSORSHIP

NETWORKING BREAKFAST SPONSORSHIP: TUESDAY, FEBRUARY 6 \$10,000

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.

HOTEL KEYCARD SPONSORSHIP \$10,000

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

- Sponsor recognition in the mobile app
- Banner ad placement in 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!

OR BUSINESS MANAGER'S NIGHT OUT **\$7,500**

Learn how your brand can be the marquee sponsor of the conference's official night out. In 2022 attendees went to a winery and in 2023 attendees were treated to a barbeque dinner and a haunted pub crawl around Savannah. We can't wait to see what's planned for 2024!

~~REGISTRATION SPONSORSHIP **\$7,500**~~

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

WELCOME RECEPTION

\$7,500

Be the host of the welcome reception on the first night of the conference. Treat attendees to cocktails, small bites and ample opportunity for networking and catching up with old colleagues. It's a great way to kick off the conference.



HOTEL ROOM DROP

\$4,500

Go beyond the conference rooms and distribute your company's information or a giveaway directly to attendee hotel rooms for a valuable connection.

SESSION LITERATURE DROP

\$2,000

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

** Session must be approved before distribution.*

PRE- OR POST-CONFERENCE EMAIL BLAST

\$2,100

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.

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 prospect's contact information allowing for easy follow-up after the event.



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.