



**OR Business**  
Management  
Conference®

**February 9–12, 2025**

**SPONSOR & EXHIBITOR**

**PROSPECTUS**

[www.orbusinessmanagementconference.com](http://www.orbusinessmanagementconference.com)

# CONNECT, LEARN & SUCCEED WITH OR BUSINESS LEADERS

Gain access to a highly focused audience of business leaders and perioperative professionals actively seeking products and solutions to optimize their surgical suite operations. Connect with decision-makers who are eager to address day-to-day challenges and drive long-term success.

Engage with industry leaders, thought influencers, and potential clients in a collaborative setting conducive to building lasting relationships. Leverage the intimate conference setting to expand your network, foster partnerships, and explore new business opportunities.

## Attendees want to solve challenges in these areas:

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

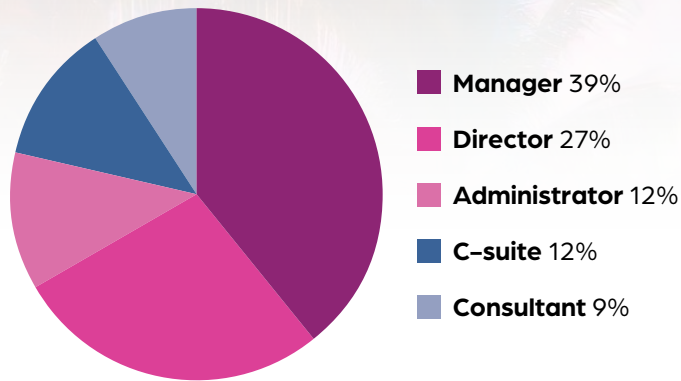
## Facilities in Attendance:

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

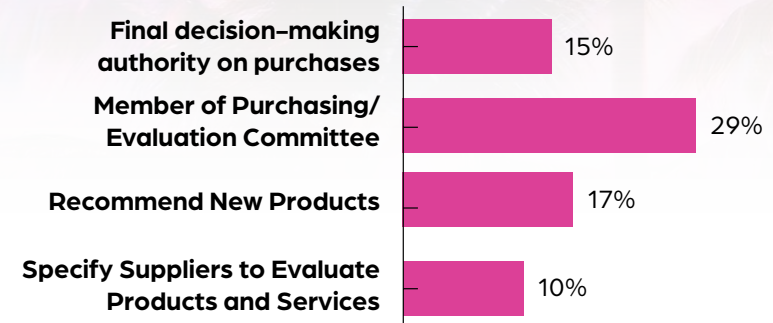


# MEET THE BUSINESS LEADERS WHO HAVE THE POWER TO INFLUENCE AND MAKE DECISIONS

## 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. Technology Equipment & IT/Software
5. Anesthesia Products



# NETWORK & COLLABORATE WITH A COMMUNITY OF PERIOPERATIVE BUSINESS LEADERS

## Feedback from 2024 Attendees

### What they are looking for:

- New equipment management resources
- Project management tools that can apply to healthcare
- Vendor value analysis experts
- SPD and Infection Prevention resources
- Wellness resources



## We make it easy for you to connect!

**99%** of attendees said the ease of meeting exhibitors was either good or excellent.

**90%** of attendees rated the tabletops at ORBMC as good or excellent

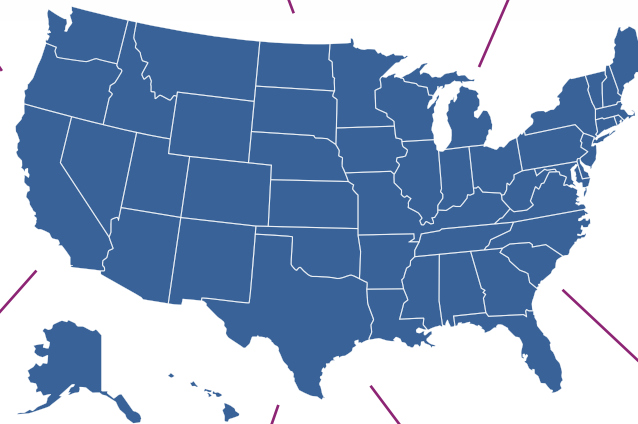
**68%** of attendees came to learn about new products/innovation or to meet with suppliers/vendors

## Academic Hospital

- Business Manager, Barnes Jewish Hospital
- Director of Business Operations, Perioperative Services, Brigham & Women's Hospital
- Executive Director, Perioperative Services & Healthcare Systems Engineering, Massachusetts General Hospital
- Operations Manager, Mayo Clinic
- Chief Nurse Executive, UCLA Health

## Community Hospital

- OR Director, Advent Health
- Director of Surgical Services, HCA Healthcare
- Business Operations Manager, MedStar Health
- Director of Perioperative Services, Northwestern Medicine
- Director of Orthopedic Services, Wray Hospital



## Children's Hospital

- Director, Perioperative Services, Children's Hospital Los Angeles
- Director, Perioperative Business Operations & SPD, Nemours Children's Hospital
- Director, Business Operations, Phoenix Children's Hospital
- Director of Procedural Care - Surgical Services, Ann & Robert H. Lurie Children's Hospital of Chicago

## Ambulatory Surgery Center

- Director of Ambulatory Surgery Center, Baptist Health South Florida
- CEO, Brightside Surgical
- Program Manager, NYU Langone Health
- Administrator, Ravine Way Surgery Center
- CEO, Total Surgery Center

# TABLETOP EXHIBIT

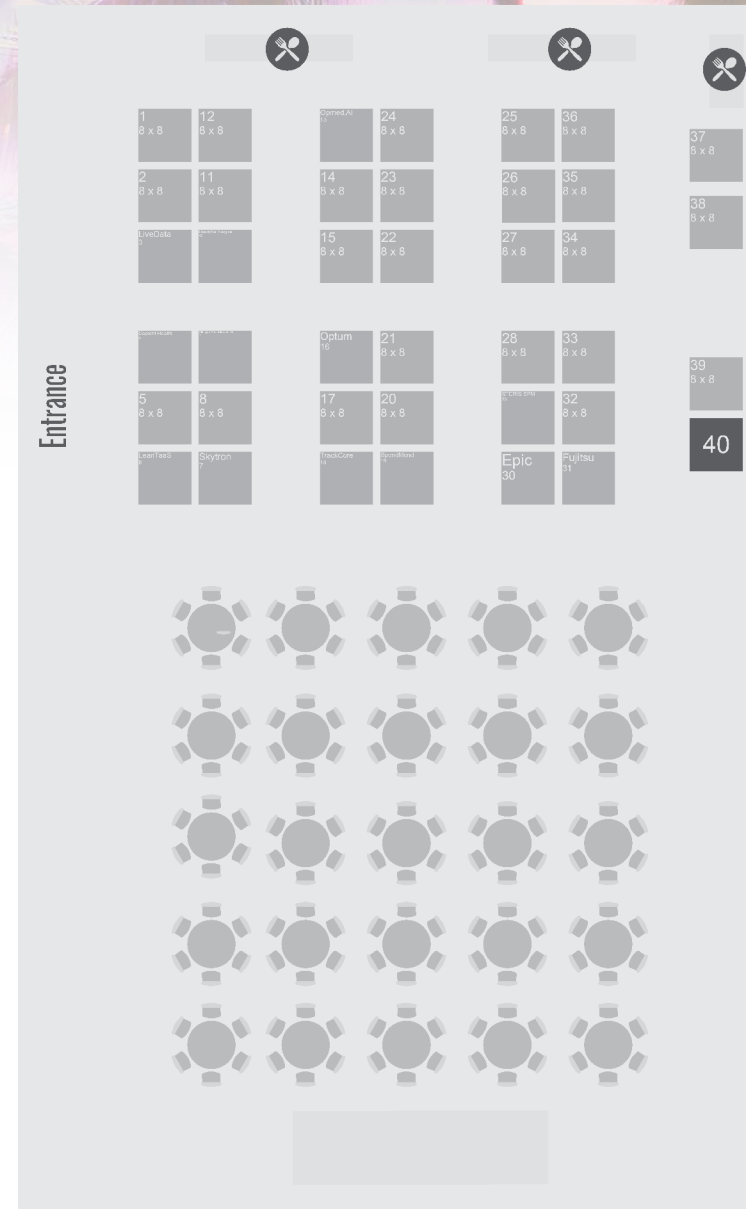
**\$4,650 PER TABLETOP EXHIBITOR**

## TABLETOP SPACE INCLUDES:

- One tabletop (includes 8'w x 6'd x 8'h space, one 6' table, carpeting, and 2 chairs)
- One complimentary registration\*
- 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 tabletop passes are available for \$300 each.*

# FLOOR PLAN



# PLATINUM SPONSORSHIP

\$25,000

Monday, February 10

Tuesday, February 11

Tuesday, February 11

Wednesday, February 12

Luncheon

Breakfast

Luncheon

Breakfast



## 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 (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



## WIFI & APP SPONSORSHIP **\$12,500**

Be seen by all event attendees as the exclusive technology sponsor of the wifi and mobile app. Sponsor will receive prominent branding and advertising as app allows.

## 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 (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: MONDAY, FEBRUARY 10 \$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 (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



## NETWORKING 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!

## REGISTRATION SPONSORSHIP \$7,500

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.

## 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.

## RECOGNITION

- Two conference registrations
- Tabletop (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



## ORBMC OFF THE CLOCK

(Exclusive Sponsorship)

**\$12,500**

Off the Clock is meant for attendees and exhibitors to unwind, relax and have some fun outside of the conference. As the exclusive sponsor you will receive brand recognition through pre-event promotion, onsite signage and more. Let's discuss how we can make this night your own.

## ORBMC OFF THE CLOCK

(Shared Sponsorship, max 3)

**\$6,000**

Sponsor part of our Off the Clock event to give attendees a memorable time while also boosting your brand awareness. Sponsorship opportunity available for up to three companies.

## 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

**\$2,200**

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

**\$1,900 FULL/\$950 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

**\$495**

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

**\$425**

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 April Bruffy, Account Executive at [abruffy@accessintel.com](mailto:abruffy@accessintel.com) or 203-899-8429.