

OR BUSINESS MANAGEMENT CONFERENCE 2022

May 16-18, 2022

JW Marriott Hill Country Resort & Spa
San Antonio, Texas

SPONSOR & EXHIBITOR PROSPECTUS

PRESENTED BY:

ORManager 

www.orbusinessmanagementconference.com

 Access
Intelligence

JOIN US IN HILL COUNTRY!

Why OR Business Management Conference?

Join us for the premier conference focused on the business management of the surgical suite. In its 10th year, the OR Business Management Conference is designed to inform OR perioperative leaders (C-suite, administrators, directors, & business managers) about improved processes, new technologies, best practices for staffing, and ways to optimize efficiencies in surgical services. Hundreds of healthcare professionals attend because they are seeking the latest in perioperative products and services to streamline, improve, and solve everyday challenges they face.

Business leaders of the surgical suite attend the OR Business Management Conference every year to get the hands-on education and experience to take back to their organizations. One of the best conferences specialized for periop business managers and directors to receive continuing education credits, engage in networking with their community, and meet with vendors that have the potential to positively impact their organizations.

Join us in San Antonio this May!

The OR Manager Team

Agenda Tracks include:



DATA ANALYTICS



PERFORMANCE
IMPROVEMENT



SUPPLY
MANAGEMENT



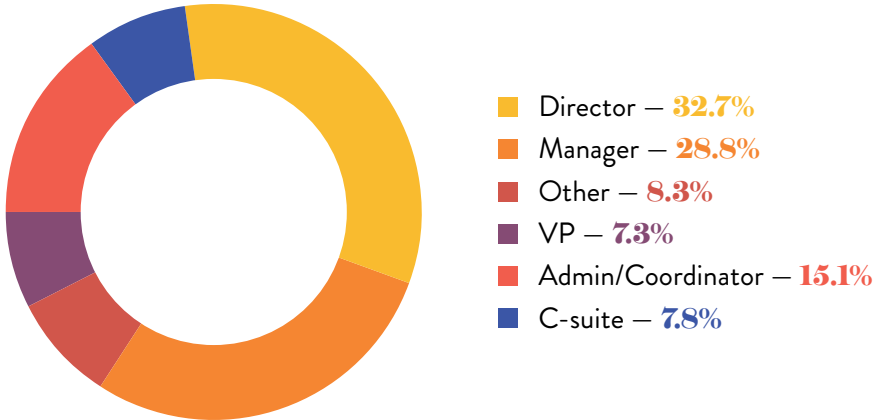
OPERATIONS



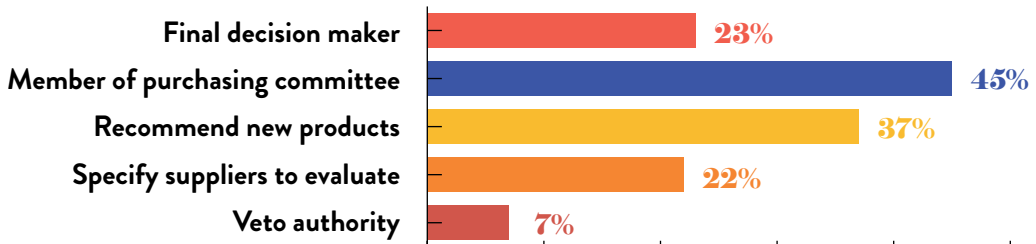
FINANCE

A Conference Built for Business Leaders...BY Business Leaders!

Attendee Title Breakdown



Purchasing Power



Top 5 Products Attendees Plan to Purchase Over the Next 12 Months

1. Capital Equipment
2. Instrumentation
3. IT/Software/Hardware
4. OR Tables
5. Surgical Tools

- 78% of attendees in management roles or above
- 46% of attendee are attending for the first time
- 200+ facilities represented

Who attends the OR Business Management Conference?

A Nationwide Community of Perioperative Business Leaders



What past attendees are saying

"I enjoy coming to OR Business Management Conference to learn about how my colleagues are tackling the problems we all face in the industry. Despite coming from different geographic locations and size hospitals, there seems to be common ground."

"I liked that sessions were realistic and shown that Periop areas have like issues. Each session was really great and we found solutions to many real-life situations back home to our facilities."

"I love the dynamic presentations combined with informative and motivating content truly set the stage for an enjoyable, productive and beneficial experience."

Exhibitor & Sponsorship Opportunities



EXHIBIT BOOTH REGISTRATION

\$4,550 per Tabletop Exhibitor

- ▶ **TABLETOP EXHIBIT SPACE INCLUDES:**
 - One tabletop exhibit (includes one 6' table and chairs)
 - One complimentary registration
 - Exhibitor recognition in the mobile app
 - Logo listed on the Conference website
 - Discounted registration code to share with clients

PLATINUM SPONSORSHIP

\$20,000

3 Available:

- ~~Monday, May 16 Luncheon~~ **SOLD**
- ~~Tuesday, May 17 Luncheon~~ **SOLD**
- ~~Wednesday, May 18 Breakfast~~ **SOLD**
- ▶ **RECOGNITION:**
 - Opening remarks and literature drop
 - Session attendee leads
 - Four registrations
 - Tabletop exhibit (includes one 6' table and chairs)
 - Company identified as a Platinum Sponsor on prominent signage throughout 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
- ▶ **ADD-ON PRESENTATION OPPORTUNITY:** **+\$5,000**
 - Select the topic and speaker of your choice for the luncheon presentation (i.e. sponsoring company provides speaker & presentation) — requires approval of Conference Management.

Sponsorship Opportunities



GOLD SPONSORSHIP

\$15,000

3 Available:

- ~~Mobile App Sponsorship~~ **SOLD**
- **Headshot Sponsorship**
- ~~WiFi Sponsorship~~ **SOLD**

MOBILE APP SPONSORSHIP:

- 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.) & the promotions that deploy to all Conference attendees promoting the Mobile App.
- You'll receive the contact details for everyone who clicks on your branded ads and/or visits your exhibitor listing.

HEADSHOT SPONSORSHIP:

- A branded photography headshot station active during networking times in the Exhibit Hall that gives attendees a chance to shoot and receive a new headshot.
- You'll receive the contact details for every Conference attendee who gets a headshot.

WIFI SPONSORSHIP:

- Home screen/landing page directing users to URL/message of sponsor's choice.
- Customized network password that is chosen by sponsor.

► RECOGNITION:

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

► DIGITAL PROMOTIONS:

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

Sponsorship Opportunities



SILVER SPONSORSHIP

\$10,000

2 Available:

- ~~Hotel Keycard Sponsorship~~ **SOLD**
- ~~Breakfast Sponsorship~~ **SOLD**

HOTEL KEYCARD SPONSORSHIP:

- 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 in the hotel will be using.

BREAKFAST SPONSORSHIP:

- Treat attendees to the most important meal of the day. Your company's branding will be everywhere at the breakfast — on napkins, on cups, and in signage in the food area.

► RECOGNITION:

- Three registrations
- Tabletop exhibit (includes one 6' table and chairs)
- Identified as a Silver Sponsor on prominent signage throughout the conference
- One pre-event email blast to registered attendees

► DIGITAL PROMOTIONS:

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

Sponsorship Opportunities



BRONZE SPONSORSHIP

\$7,500

2 Available:

- ~~Registration Sponsorship~~ **SOLD**
- **Coffee Break Sponsorship**

REGISTRATION SPONSORSHIP:

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

COFFEE BREAK SPONSORSHIP:

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

▶ RECOGNITION:

- Two registrations
- Tabletop exhibit (includes one 6' table and chairs)
- Identified as a 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

Add-on Opportunities



SESSION LITERATURE DROP

\$2,000

- Align your brand with content of your choosing 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

\$2,100

- 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!

CONFERENCE BAG

\$3,000

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

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 booth!

AD IN THE PROGRAM GUIDE

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

- Upgrade your package to include a full-page ad or half page ad in the onsite 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.

LEAD RETRIEVAL UNIT

\$395

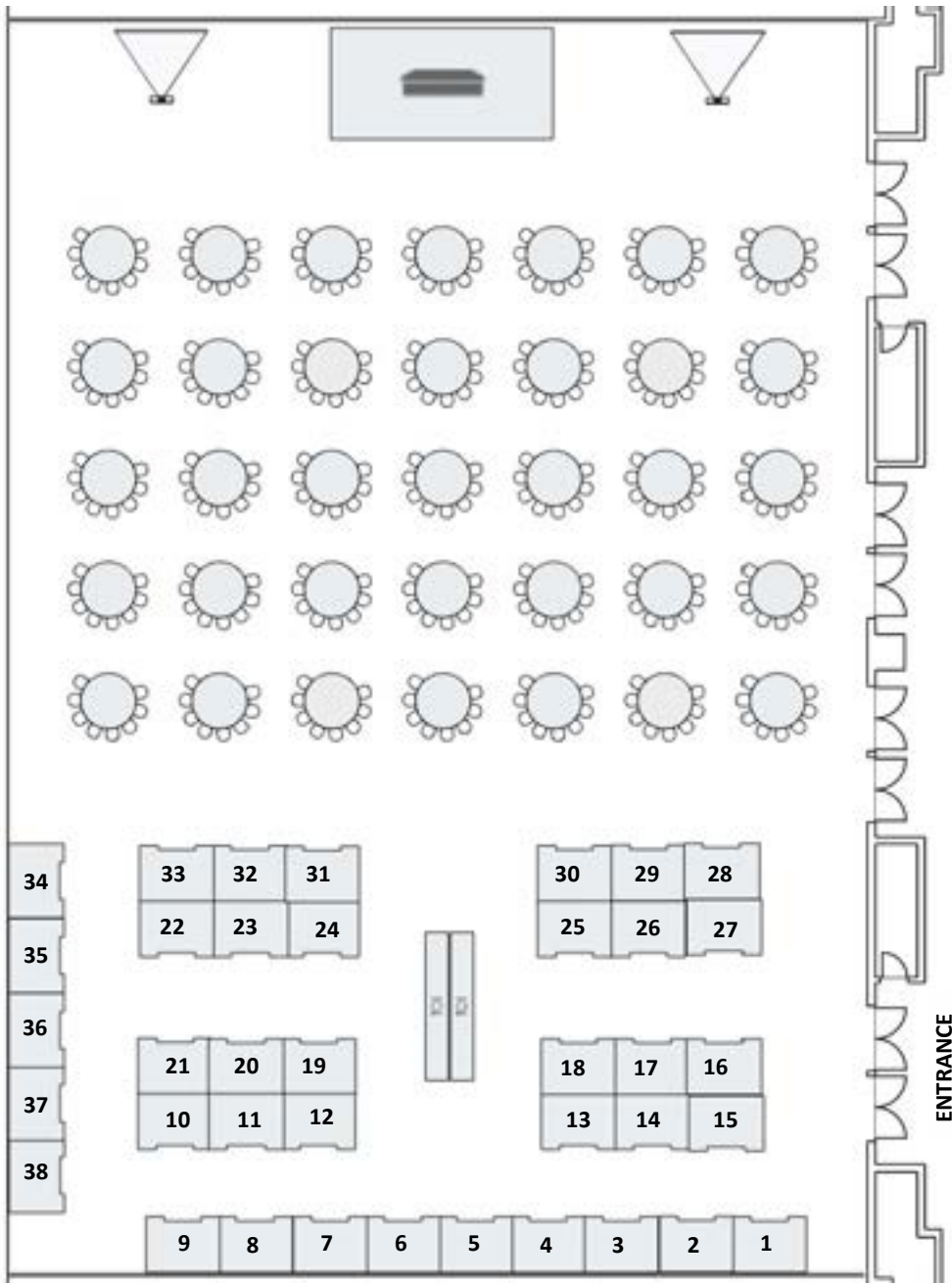
- Capture all new sales leads you earn at the show by utilizing a contactless lead capture unit while onsite! You'll automatically receive your prospects contact information allowing for easy follow-up after the show.

MOBILE APP ALERT

\$475

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

2022 Floor Plan



CONTACT NANCY IANNOTTA TO SECURE YOUR EXHIBIT SPACE!
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