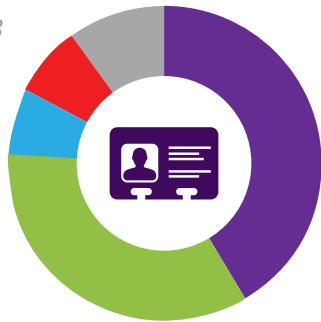


REASON 1: OUR AUDIENCE

QUALIFIED DECISION MAKERS

Over 85% of attendees are involved with the purchase decision making process at their facilities. It is as simple as the name; OR managers attend the OR Manager Conference. Decision makers from across the country attend the Conference to learn, to network, and, most importantly, **to buy.**

2018

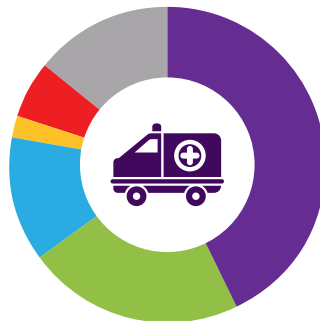


JOB TITLE

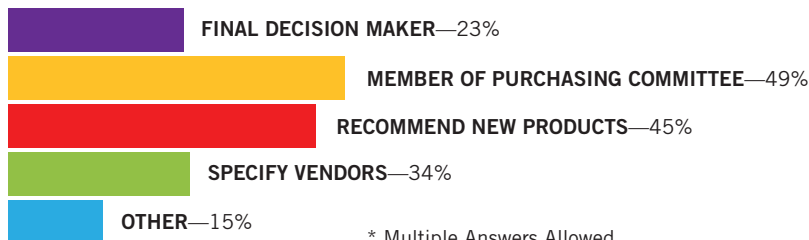
- MANAGER—45%
- DIRECTOR—31%
- EXECUTIVE/C-SUITE—9%
- ADMIN SPECIALIST—11%
- OTHER—4%

JOB FACILITY

- COMMUNITY HOSPITAL—44%
- ACADEMIC HOSPITAL—17%
- AMBULATORY SURGERY CENTER—17%
- TERTIARY HOSPITAL—5%
- CHILDREN'S HOSPITAL—4%
- OTHER—13%



ROLE IN PURCHASING DECISION*



* Multiple Answers Allowed



OVER 77% OF ATTENDEES SPENT MORE THAN 3 HOURS ON OUR EXHIBIT HALL FLOOR INTERACTING WITH EXHIBITORS AND NEARLY 98% SPEND OVER 1 HOUR ON THE EXHIBIT HALL FLOOR.

38% ARE COMPARING PRODUCTS ON THE FLOOR

58% PLAN TO PURCHASE A PRODUCT FOR THEIR FACILITY IN THE NEXT 12 MONTHS

34% ATTEND JUST TO LEARN ABOUT THE LATEST EQUIPMENT FOR THE OR

56% ATTEND TO VISIT WITH A SPECIFIC VENDOR/ITEM OR TO PURCHASE A SPECIFIC PRODUCT

5% COME SPECIFICALLY TO PURCHASE A PRODUCT



*"It doesn't matter what facility you are from, critical access, large facility, or ASC, all of the information relates to you! **Amazing Conference!**"*

—OR Manager Conference Attendee



MEET THE TYPICAL PERIOPERATIVE LEADER

Meet the typical OR Manager Conference and PACU Manager Summit attendees. We collect demographic data throughout the registration process and while onsite in order to build the four main profiles that you will meet while exhibiting with us in New Orleans, LA.

The information below is taken from the aggregate of our entire audience base and represents the perioperative leaders that will be meeting you at your booth.

THE AMBULATORY SURGERY LEADER



- » **Job Title:** Director of Nursing, Administrator
- » **Purchasing Power:** Member of Decision Making Committee
- » **Product Needs:** Capital Equipment, Instrumentation or Positioning Tools

- » Most likely an *OR Manager* Subscriber
- » **How can you reach them before and after the conference?**
Pre or Post Conference Email or Direct Mail

THE PERIOPERATIVE BUSINESS LEADER



- » **Job Title:** Business Manager or Supply Chain Manager
- » **Facility Type:** Academic Hospital or Community Hospital
- » **Purchasing Power:** Member of Decision Making Committee

- » **Product Needs:** IT/Electronic or Supplies
- » **How can you reach them before and after the conference?**
Word of Mouth and In-Person Marketing

THE OPERATING ROOM LEADER



- » **Job Title:** Manager, Director or VP Perioperative
- » **Facility Type:** Community or Academic Hospital
- » **Purchasing Power:** Final Decision Maker

- » **Product Needs:** Capital Equipment, IT/Electronic or Instrumentation
- » **How can you reach them before and after the conference?**
Email

THE POSTANESTHESIA CARE LEADER



- » **Job Title:** Manager of Recovery
- » **Facility Type:** Community or Academic Hospital, Outpatient Facility
- » **Purchasing Power:** Member of Purchasing Committee

- » **Product Needs:** Capital Equipment and Supplies
- » **How can you reach them before and after the conference?**
Word of Mouth, In-Person Marketing, Email and Direct Mail

WHO ATTENDS THE OR MANAGER CONFERENCE?



2018 ATTENDEES INCLUDE:

Director of Surgical Services | Advocate Good Samaritan Hospital
Director of quality Management and Regulatory Compliance | Allied Physicians Surgery Center
Administrator | Andrews Institute ASC
Director of Pre-Op/PACU | Arizona Spine & Joint Hospital
Director of Day Surgery PACU | Baptist Hospitals of Southeast Texas
Administrative Director | Barton Health
Manager, Roberts OR | Baylor Scott & White Medical Center
Clinical Operations Manager, Perioperative Services | Boston Children's Hospital
OR Manager | Camp Lowell Surgery Center
PACU Nurse Manager | Carson Tahoe Health
Senior Vice President | Cedars-Sinai Health System
PeriAnesthesia Nurse Manager | CHI St. Vincent Infirmary
Associate Chief Nursing Officer, Surgical Services and Senior Director, Surgical Nursing, Main Campus | Cleveland Clinic
RN/Back Office and ASC Supervisor | Creekside Surgery Center
Surgical Services Manager | Crystal Clinic Orthopaedica Center
Manager, PACU | Dignity Health
OR Manager | East Alabama Medical Center
VP of Surgical Services | HCA
Clinical Manager | Henry Ford Hospital
Associate Chief Nursing Officer | Hospital of the University of Pennsylvania
Director of Perioperative Services | Houston Methodist
Clinical Director | Inova Fairfax Medical Center
Surgical Services Director | Intermountain Healthcare
Sr. Director of Perioperative Services | Johns Hopkins Hospital
Director, Surgical and Interventional Services | Kaiser Permanente
CVOR/OR Manager | Lexington Medical Center
VP Patient Care Services | Maine Medical Center



Director, Operations Planning and Environment of Care | Massachusetts General Hospital
Nurse Administrator | Mayo Clinic
PACU Supervisor | McAllen Medical Center
OR Manager | Metro OAM Surgery Center
Manager, Perioperative and Procedural Services | Monroe Carell Jr. Children's Hospital at Vanderbilt
ASC Unit Coordinator | Mount Desert Island Hospital
OR Nurse Manager | National Institutes of Health
Director of Surgical Services | Norton Children's Hospital
Manager PACU/Ops | Ocean Spring Hospital/Singing River Health System
PACU Nurse Educator | Overlook Medical Center
OR Business Manager | Regions Hospital
Manager of Operating Room and SPD | Skagit Valley Hospital
Surgical Services Manager | Slocum Orthopedics ASC
PACU Charge Nurse | St. Joseph Medical Center
Head of Charge Nurse Team | Stanford University Medical Center
Preoperative PACU Charge Nurse | Texas Health Surgery Center Craig Ranch
ACU/PACU/ENDO Manager | Texoma Medical Center
Director, Perioperative Services | Tristar Horizon Medical Center
OR Manager | UF Shands
Cardiothoracic Surgery Svc Specialist | University of Colorado Hospital
Clinical Manager PAT/Preop/PACU | University of Louisville Hospital
Business Operations Director | University of Utah
Vice President Patient Care/CNO | UPMC St. Margaret
Associate Operating Officer, Perioperative Services and Associate Nursing Officer, Surgery Patient Care | Vanderbilt University Medical Center
Admissions/Recovery Director | Wenatchee Valley Hospital/Confluence Health