

## Experience OR Manager's Exhibit Hall, Your One-Stop Shop to Solutions for Your Perioperative Suite

OR Manager Conference invites exhibitors to the conference to help you support optimal outcomes for your surgical suite and patients. The exhibit hall is your one-stop shop for all the newest technology, equipment and materials for your perioperative suite – and you'll have a chance to see, feel and hear how each product works.

That's not all! Experts will be sharing best practices and case studies about how their products affected outcomes and benefitted similar facilities.



**Engage in product demonstrations** and test out new products for your surgical suite. New solutions and innovative approaches to patient care and operations are surfacing each year. **Stay ahead of the curve by learning about these products** and how they can benefit your facility from admission to discharge.



Earn additional contact hours through **exhibitor presented CE sessions** throughout Tuesday afternoon. These sessions offer **case studies and strategies that help you better understand the products** and the positive impact they will have on your organization. Oftentimes, the speaker is a clinician who will be able to share valuable insight and answer any questions.



The **Pitchers & Pitches** event in the exhibit hall allows you to hear from 5 companies at rapid-pace, saving you time on the exhibit hall floor. Attend these sessions to grab bites of information that will help you **determine if the vendor may be a good fit** for the needs of your facility, and follow up with the vendor at their booth after the pitch to answer further questions. Jot down your questions during the session for follow-up!



Answer your most pressing questions, experience first-hand the products your teams are using every day, and learn how products can integrate with one another. This will allow you to **bring back the information you need to make an effective pitch to your purchasing committee.**



**Build relationships that will benefit you for years to come** – Whether you have an immediate need for a product, or a future need, creating a partnership is key to a successful venture. From staff education to transparency on pricing, contracting and more, a strong relationship with your vendor representative will **create trust and open more opportunities for your facility in the future.**



Read on for tips from the Committee, questions to ask, and best practices for approaching the hall

## Advice from Committee Members and Speakers:

**Jessica Gruendler, DNP**, Senior Director of Nursing, Perioperative Services at Dignity Health:

*"There are clinicians employed at almost every vendor in the country who are ready and **willing to come in and talk to your organizations**, and even provide CEUs... The more we partner with them, and not treat them as an outsider coming into our operating room, the more information they'll give us ahead of time."*



**Beth Bozzelli, MBA, RN, CNOR, CSSM**, Vice President of Service Line, Surgical Services at LifePoint Health:

*"**Have a plan.** Work with your facility to think about your needs and strategy to **identify what [products] you need to look for.** Review the exhibit hall [vendors] – actually **map out who you need to see, and hit those first.** Do not start at the entrance of the hall – everyone does. Start in the back!"*



**Casey Orth-Nebitt, MSN, RN, CNOR**, Director of Surgery at Buena Vista Regional Medical Center:

*"**I would recommend thinking about a problem you are having that you would like to resolve, because there is probably a vendor with a solution!** Then, look at the vendor list to see what might be helpful. Some vendors have software solutions and many of the vendors have been in the industry a long time and go to a lot of different hospitals, so they may have solutions for problems you wouldn't come by naturally. I always find one new piece of technology that helps with efficiency that I get excited about."*



**Vikram Tiwari, PhD**, Associate Professor of Anesthesiology, Biomedical Informatics, Biostatistics and Senior Director, Surgical Analytics at Vanderbilt University Medical Center:

*"I tend to stop by vendors that have products/solutions that seem new and innovative. It is a great way to learn about newer technologies... **I go [in] with a 'listening mode' mindset. Vendors are the experts in their business and it's good to hear from them what other organizations that are similar to ours are doing.** It's a great learning opportunity and all vendors are happy to explain their products even if you are not directly responsible or directly a user of that product."*



## Questions to Ask

Not sure which questions are the right ones to ask? The OR Manager Conference Program Committee suggests asking exhibitors the following questions:

1. What problems do you solve?
2. Are you currently in any of our facilities? If so, where?
3. Could you give me an example of a successful application of your product or service?
4. How does your product or service impact outcomes?
5. What is your current footprint?



## Tips for Getting to Know the Exhibitors *Best practices for approaching the Hall*

**Speak with your team members about their needs ahead of the conference.** As you learn more about the exhibitors who will be in attendance ([Click here to explore the Exhibit Hall](#)), be sure to ask your team members what challenges they are facing that may be alleviated by new products. Keep this information top of mind when traveling the show floor to find the products that will benefit your team.

**Watch a demonstration!** The exhibitors have brought their products to show you how they work. Spend a few minutes listening to a product demonstration to learn a bit more about the products your teams are working with every day.

**Share your facility's sticking points.** Challenges you are facing can be alleviated by talking with the exhibitors. Having a better understanding of the issues that need to be addressed will help the exhibitors uncover the features of their products and services that will uniquely benefit you.

**Ask a question!** You're more likely to learn about the specific aspects of a product if you ask a simple question. For example: "Does this product integrate with systems/equipment I am currently using at my facility?" "Can you share how this product affected the outcomes of a facility similar to the size and scope of my own?" Simple questions like these can open the door to a more meaningful conversation.

**Conquer the floor with a colleague and approach the exhibitors with confidence.** It may feel overwhelming when first entering the exhibit hall amidst the fellow attendees and volume of vendors. However, this is *your* time – Make sure you take advantage of it to learn the information you need to make an effective purchasing decision and pitch to your leadership team. You are the expert on your facility, so share information with vendors and they'll help find your perfect product match.

**Keep an open mind and consider your future needs.** While not all vendors will be offering something you need right now, you will eventually have needs in the future. Finding the right-fit vendor is more than just what products and services they offer. Take advantage of this time to get to know the team, culture, and whether they will be a strong partner for you when the time comes. You'll have this information in your back pocket when you do have a need!

# Become an Exhibit Hall Pro



## Visit the Online Exhibit Hall Portal

Here, you'll find the Exhibit Hall map, exhibitor list, information about the exhibitors, what they'll be doing on site, as well as tools and resources to learn more about their products ahead of the conference.



## Make a Plan

Now that you've familiarized yourself with the Exhibit Hall, it's time to map out your plan of attack. Devise your route through the hall to ensure you hit all the stops most important to you. Mark down the exhibitors you haven't seen before and stop by to learn about their products, follow up with your current partners, and revisit booths as you think of additional questions to ask.



## Search by Product Category

Looking for something specific? You can easily sort by product category to find the exhibitors offering products and services most valuable to you.

Anesthesia	Fluid Management Systems	Devices	Scheduling
Asset Tracking/RFID	Furniture	OR Equipment Booms/Pendants	Smoke Evacuation Systems
Billing	Infection Control/Prevention	OR Tables	Sterile Processing Equipment
Capital Equipment	Instrumentation	Orthopedic Instruments	Surgical Lights
Career/Staffing/Recruitment	IT/Software/Hardware	Patient Safety	Surgical Tools
Cleaning/Sterilization	Laparoscopic Instruments	Positioning	Uniforms/PPE
Education	Monitors/Cameras/Video	Robotics	Wound Care Products



## Visit the OR Manager Lounge

The OR Manager Lounge is your hub for all things OR Manager! Pick up the latest issue, meet the editor, and feel free to use this space as a meeting place.



## Participate in Exhibit Hall Engagement Activities

The icing on top of learning about all the latest and greatest technologies, services, and products that will benefit your perioperative suite is the opportunity to win a prize for engaging with exhibitors! Look for more information leading up to the conference to learn how to get involved.

**START MAPPING YOUR PLAN TODAY!**

