

SURGICAL MARKET RESEARCH

at Congress 2010

Hosted by



AORN Congress Exhibitors, find out what nursing professionals want from your products and services!

AORN Works is offering an exclusive opportunity to reach perioperative professionals from throughout the U.S. in one venue. Target the specialties you want to reach and receive immediate feedback by conducting surveys, focus groups, or other types of market research.

Schedule: *(open to all attendees)*

Tuesday, March 16th, 2010

6:30 am – 7:30 am

6:45 pm – 7:45 pm

Fee Includes:

- ✕ Room configured to your specifications.
- ✕ Complimentary iced tea, lemonade and cookies for your attendees.
- ✕ Complimentary list of pre-registered Congress attendees (approximately 5,000 names). This list is for one-time use only, to recruit nurses for your market research event. The list will be available January 26, 2010. You must submit a sample of promotional material to AORN Works.
- ✕ Promotion of market research in Congress publications and the AORN website in the Congress page(s). Individual companies are responsible for their own marketing to attendees.



SPACE is limited! RESERVE your space NOW.

Rooms will be allocated on a first come first served basis.

Complete this form and submit to AORN Works along with full payment.

Confirmation with room assignments and AV information will be sent in December 2009.

Company: _____ Booth number: _____

Contact: _____ Title: _____

Mailing address: _____

City/State/Zip: _____

Phone number: _____ Fax number: _____

Contact number at Congress: _____ Email: _____

1. Meeting date/time: March 16th

6:30 am - 7:30 am 6:45 pm - 7:45 pm Expected attendance: _____

2. Seating style:

Classroom Theatre Conference U-shape Banquet rounds Other: _____

3. Type of market research activity to be conducted:

Questionnaire Demonstration of Product(s) with Questionnaire Panel Discussion
 Focus group Invitation Only Activity (Provide detail): _____ Other: _____

4. Size of room required: _____

5. Market Research fee is \$4000

Check enclosed payable to AORN Works

Charge: Visa MasterCard American Express Discover

Name on card: _____

Card number: _____ Expiration date: _____

Signature: _____

6. Return to:

AORN Works
Attn: Vicki Faas
2170 South Parker Road, Suite 300
Denver, CO 80231
Phone: 800.755.2676 x266
Fax: 303.338.4888
Email: vfaas@aorn.org

7. Cancellation Policy:

<u>Cancellation Date</u>	<u>Cancellation Fee</u>
Before 12/1/09	20% of fee
12/1/09 - 12/31/09	40% of fee
1/1/10 - 2/15/10	50% of fee
After 2/15/10	100% of fee