

The Premier Conference on OR Management

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# Managing Today's OR Suite

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The Walt Disney World  
Swan & Dolphin, Orlando

September 29 to  
October 1, 2010





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Dear Exhibitor:

Managing Today's OR Suite is the **premier conference** on OR management because the information presented is relevant and at the high-level that today's OR leaders demand.

Attendees at the 2009 Managing Today's OR Suite gave the conference high marks.

- Of those who evaluated the conference, 93% rated it as "excellent" or "very good," while the rest ranked it as "good."
- For 98%, the conference met expectations, 100% thought the content valuable, and 98% would recommend the conference to a colleague.
- Exhibits are highly regarded. Most (84%) say the exhibits are an integral part of the educational process at the conference, and 82% agree that the exchange with exhibitors helps with their purchasing decisions.

You won't want to miss this important conference. This is the only conference where all the attendees are high-level OR directors. Again this year, Managing Today's OR Suite is incorporating the **AORN Leadership Specialty Assembly** meeting. This means an increase in attendance with more than 850 OR directors expected.

In the **2009 OR Manager Salary/Career Survey**, 90% report that they influence the selection and purchase of OR supplies and equipment, while 82% influence the purchase of OR capital equipment. **You can't afford to miss these influential customers** who want to learn more about your products.

## Exhibit Schedule

### Tuesday, September 28

**Exhibit Setup**  
Noon - 6:00 pm

### Wednesday, September 29

**Exhibit Setup**  
8:00 am - 4:00 pm

6:00 - 8:00 pm  
**Welcoming Reception in Exhibit Hall**

### Thursday, September 30

**Exhibits Open**  
9:15 - 10:45 am  
**Midmorning Break**  
**CE Programs**

12:30 - 2:00 pm  
**Luncheon Dessert in Exhibit Hall**  
**CE Programs**

3:15 - 4:30 pm  
**Afternoon Break**  
**CE Programs**

**Dismantling**  
4:45 pm

*Schedule is subject to change. Exhibitors will be notified at that time.*

The conference will open with the keynote address on Wednesday, September 29, followed by a **two-hour Welcoming Reception in the exhibit hall**. This means additional quality time for exhibitors above and beyond the regular exhibit hours.

The Managing Today's OR Suite exhibit hours provide you with more effective interaction with attendees. Extended exhibit times during the Thursday midmorning break give you better traffic during this prime exhibit time. Also on Thursday, the luncheon dessert will bring attendees to the exhibit hall.

The conference will be at **The Walt Disney World Swan and Dolphin**. This popular location for conferences brings bonus attendance.

Plan now to join the 23rd annual **Managing Today's OR Suite** as an exhibitor. Select your preferred booths, complete the enclosed application, and send us your application and exhibit fee.

We look forward to working with you to make your exhibit an outstanding success.

Sincerely,

John R. Schmus  
Director of Marketing  
Anthony J. Jannetti, Inc.  
856-256-2315 • schmusj@ajj.com



# Rules and Regulations

## ASSIGNMENT OF SPACE:

All applications for space must be filed on the contract form enclosed. Please keep a copy for your records.

The primary consideration in the assignment of space to technical exhibitors shall be the best interest of the MTORS conference. OR Manager, Inc, may at its discretion accept or reject any application for space, and reserves the right to relocate or reassign exhibit booths at any time for the overall benefit of the meeting.

Space assignments will begin on or before April 2, 2010. Space will be assigned considering date request is received, availability of requested area, amount of space requested, special needs, and compatibility of exhibitors. MTORS will take into account your present and past involvement with MTORS in past meetings and/or advertising in *OR Manager*.

## TERMS OF PAYMENT AND CANCELLATIONS:

Applications should be accompanied by check or money order in the amount of 50% for each exhibit space made payable to OR Manager, Inc, and mailed to East Holly Avenue, Box 56, Pitman, NJ 08071-0056. The balance of payment shall be due upon receipt of confirmation. After June 4, 2010, the full booth fee is due with the exhibit application. Assignments not rejected in writing by the exhibitor within 14 days from the notification of space assignment will be considered accepted by the exhibitor and may, thereafter, be rejected or the contract cancelled only with the approval of the Exhibit Manager.

Should any contingency prevent holding of the Meetings or Exhibitions, the sponsoring group shall not be held liable for any expenses incurred by the exhibitor.

A charge of 50% per booth will be made on all cancellations made at any-time up to six weeks prior to meeting. Cancellations made after this date will be charged full space rental.

## EXHIBITOR SERVICES:

The following services will be provided to exhibitors at no additional charge:

- A standard identification sign showing exhibitor's name, city, and state
- Eight-foot high back wall and 42" high side rails of quality flame-retardant fabric
- Security service
- Daily cleaning of aisles in exhibit area
- Morning and afternoon refreshment breaks for conference attendees in exhibit hall
- Luncheon deessert served in exhibit hall Thursday

An exhibitor service kit containing literature and rates for all labor, services, electrical connections, furniture, and miscellaneous equipment will be provided to exhibitors by the official decorating contractor after assignment of space has been confirmed.

## INSTALLATION/ DISMANTLING/REMOVAL:

The exhibit hall will be available for installation of exhibits as indicated by the schedule enclosed. Cases and packing boxes will be delivered promptly to all booths. Exhibitors' cooperation will result in a speedier breakup of the show. All displays are to remain intact until the closing of the exhibit hall.

In some cases, the erection, assembly, dismantling, packaging, and unpacking of displays must be done by union labor. The handling, placing, or setting out of merchandise that is to be displayed does not require union labor and may be done by the exhibitor. Rules and regulations for each meeting will be contained within the decorator service packet sent upon confirmation.

## HOTEL ACCOMMODATIONS:

Walt Disney World Swan & Dolphin  
1500 Epcot Resorts Blvd  
Lake Buena Vista, FL 82830

**Rates:** Standard Rooms: Single/double occupancy \$209. State and local taxes: 12.5%.

**Reservations:** You may also make your reservations on-line at the OR Manager web site: [www.ormanager.com](http://www.ormanager.com). Go to the conference page, then the hotel reservation link.

## Managing Today's OR Suite to include AORN Leadership Specialty Assembly

For the third year, Managing Today's OR Suite will include the Association of periOperative Registered Nurses (AORN) Leadership Specialty Assembly meeting. Bringing these leaders to Managing Today's OR Suite will provide important synergy to the conference. We welcome the additional registrants from the AORN Leadership Specialty Assembly and the opportunity to collaborate with AORN.

## SHIPPING INSTRUCTIONS:

Managing Today's OR Suite (MTORS) has made arrangements on behalf of the exhibitors with the decorating/drayage firm to receive, store, and deliver exhibits directly to the exhibit area on set-up day. All shipments must be prepaid and consigned as instructed within the appropriate decorator service kit.

Exhibitors are encouraged to ship all displays early to insure arrival at least one week prior to installation date. All display material will be stored in the contractor's warehouse for a period of 30 days as part of the official drayage service.

## SECURITY AND LIABILITY:

Watchmen will be on duty when the hall is not in use. However, each exhibitor must make provision to safeguard his/her goods from the time they are placed in his booth until they are removed by him/her.

Space is leased with the understanding that Managing Today's OR Suite, Anthony J. Jannetti, Inc., and the official hotel will act for the exhibitor and his representatives only in the capacity of agent, and not as principal. Each party agrees to be responsible for his own property through insurance or self-insurance and shall hold harmless each of the other parties for any and all damage caused by theft and those perils normally covered by fire and extended coverage policy.

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save Managing Today's OR Suite, the official hotel, and Anthony J. Jannetti, Inc., and its employees and agents harmless against all claims, losses, and damages to person or property, governmental charges or fines, and attorneys' fees arising out of or caused by the sole negligence of the official hotel and its employees and agents.

In addition, exhibitor acknowledges that Managing Today's OR Suite and the official hotel do not maintain insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor.

## SPECIAL REGULATIONS:

**Subletting of Space** - The subletting or assignment of space is prohibited. Two or more firms may not exhibit in a single space unless special arrangements have been made with the Exhibit Manager.

**Installation** - Exhibits should be installed so they will not project beyond the space allotted or obstruct the view of, or interfere with, other exhibits.

**Fire Safety** - All structural work, such as extra shelving, standards, display racks, signs, spotlights, etc., must be approved, and all decorations, drapery, and other fabrics must be flame proofed before being used in decoration of any exhibit.

**Courtesy** - The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Interviews, demonstrations, distribution of literature, etc., must be made inside the exhibitor's booth. Canvassing outside the booth is forbidden.

**Advertising** - Advertising material or signs of exhibitors other than those who have engaged space are prohibited. Canvassing and solicitation of business or conferences are prohibited. The management will appreciate being informed of any infraction of this rule.

**Audio-Visuals** - Motion picture presentations must be so arranged that aisles are not blocked. Sound motion pictures

## Attract Attendees to Your Booth

CE sessions in the exhibit hall are popular. The response has been enthusiastic, with almost two-thirds of attendees asking for more educational opportunities. Here are some of their comments.

*"Good idea! Keep presenting short programs between breakout sessions."*

*"Well done. Thanks for the CEU."*

*"Thank you for your commitment to education."*

What do you need to do to offer educational programs? You will need to provide a 10 x 20 ft booth. You will need to submit your program to OR Manager, Inc, for awarding contact hours. See the enclosed information on pricing and application process.

For more information about appropriate educational programs, contact Judy Dahle, RN, MS, OR Manager Education Coordinator, at 1-877/877-4031 or e-mail her at [jdahle@ormanager.com](mailto:jdahle@ormanager.com).

must be presented in a sound-proof room or so remote that the neighboring exhibitors are not disturbed. (Motion picture projectors and all other apparatus must conform to the fire regulations of each hotel and respective city.) Exhibitors with noisy electrical devices, sound movies, or other exhibits or devices that may prove objectionable to other exhibitors because of noise, odor, or other disagreeable features, must agree to accept booth assignment that will abate reasonable objections to these annoyances.

**Conduct** - Unethical conduct or infraction of rules on the part of the exhibitor and/or his representatives will subject the exhibitor and/or his representatives to dismissal from the exhibit hall. In this event, it is agreed no refund shall be made by Managing Today's OR Suite, and no demand for redress will be made by exhibitor or his representatives. Disregard for any rule stated here is considered just reason for MTORS to prohibit an exhibitor from attending all future MTORS activities.

## REGISTRATION:

Advance registration will be provided to exhibitors. MTORS policy requires that all exhibitors will be required to register — a maximum of four free registrations per 10'x10' booth. Additional registrations for exhibit personnel are available for \$25.00. A special exhibitor registration area will be provided on-site.

Admission to the exhibit area will be by badge only.

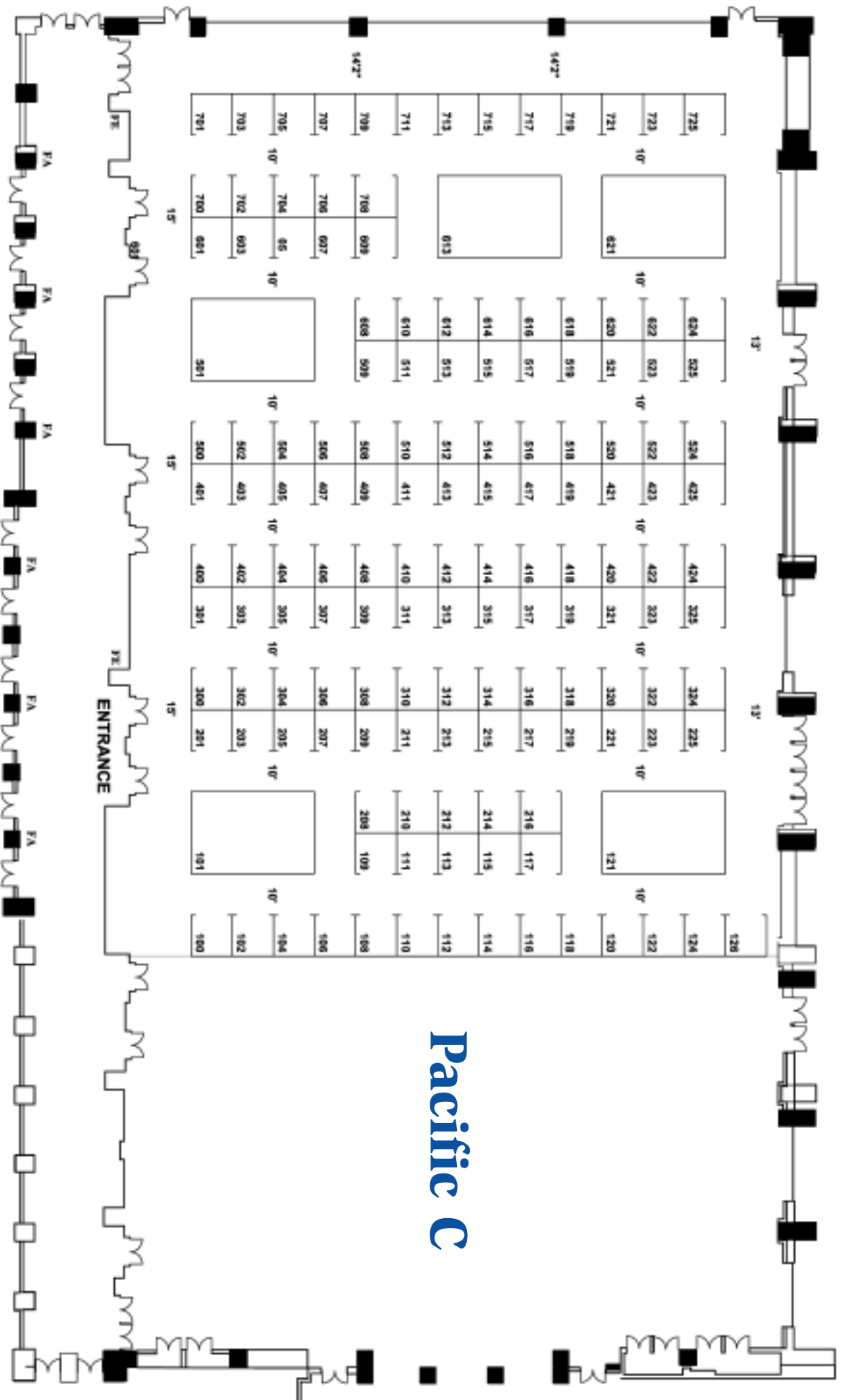
Communications with reference to exhibits at MTORS conference should be addressed to:

John R. Schmus, Exhibit Manager  
Managing Today's OR Suite  
c/o Anthony J. Jannetti, Inc.

East Holly Avenue/Box 56, Pitman, NJ 08071-0056

856-256-2315 • Fax: 856-589-7463 • email: [schmusj@ajj.com](mailto:schmusj@ajj.com)

Exhibitors who wish to attend the educational sessions need to register separately for the conference. The brochure and registration form are available at [www.ormanager.com](http://www.ormanager.com) or can be obtained by calling 800/442-9918.



# Pacific C

# Pacific Ballroom

## A&B

10' x 10' Booths: \$2,500.00

Island Space: \$27.00 per square foot

CEILING HEIGHT: 25' 8"



*The Eleventh  
Annual*

## **OR Business Management Conference**

**May 12-14, 2010**

### **Hyatt Regency San Francisco**

This eleventh annual conference attracts a diverse audience concerned with the financial management of the OR—OR directors, business managers, materials managers, hospital purchasing agents, IT personnel, and others. The focus is on providing information to help OR personnel manage their costs and bottom line.

### **Exhibit Opportunities**

Tabletop exhibits will be available to a limited number of exhibitors. The OR Business Management conference will also have sponsorship opportunities available. For more information on exhibiting and sponsorships, please call John R. Schmus at 856-256-2315 or email [schmusj@ajj.com](mailto:schmusj@ajj.com).

## **ORManager.com**

### **Websites:**

#### **OR Manager hosts three websites:**

**ormanager.com:** Now you can reach OR decision makers online at [ormanager.com](http://ormanager.com). This is where OR decision makers find late breaking news and favorite articles. You can promote your career opportunities on this site.

**ordesignandconstruction.com:** With hot tips and solid advice on new construction or renovation, this website is the only resource for OR-specific building information.

**orbenchmarks.com:** An important resource on benchmarking.

### **Take advantage of these website opportunities today!**

#### **Virtual Exhibit Hall**

OR directors also have access to the program and registration for the **Managing Today's OR Suite** conference at [ormanager.com](http://ormanager.com). A virtual exhibit hall includes exhibitors with company name, URL address, company/product description, and booth location.