

The Easy Way to Meet OR Leaders



"It is quite frankly the most disruptive and results driven sales lead platform I have seen in the last 25 years."

Brent Amburn,
President, US Sales,
ICONN Orthopedics



DIRECT





Where OR leaders and
healthcare executives meet
to advance patient care.

A More Cost-Effective, Efficient Way to Start New Relationships

In 2025, your sales team will be able to meet and form relationships with OR Leaders with whom they never would have connected otherwise, efficiently, economically and professionally.

Every other month, team members can take scheduled, face-to-face private meetings with OR Leaders who meet your criteria via our proven, proprietary video platform. Choose your meeting length— 7, 11 or 15 minutes—and then discuss your value proposition, solicit feedback, and build relationships with surgical decisionmakers from around the country. Vendors who've used the platform say the meeting quality is far better than that achieved at trade shows. Buyers are undistracted and "lean in" to the conversations.

Some of the benefits of OR Direct:

-  Enables meaningful, relaxed, focused, in-depth discussions about your products with OR Leaders who are open to new ideas, but who are difficult or impossible to reach.
-  Offers much higher quality, much more economical and efficient meetings than traditional surgery trade shows.
-  Helps fill your new customer pipeline. By investing only 1-2 hours a day over a total of 12 days in 2025, a single member of your team can have substantial meetings with more than 100 potential new customers.
-  Offers a faster, more economical alternative to pricey market research tools like focus groups.

FAST FACTS



- Meetings take place over two days, from **7am to 9pm** Eastern each day.
- Select the best length for your presentation: 7, 11, or 15 minutes.
- Up to two individuals from your company may participate in each meeting.
- OR Leaders provide feedback on their interest level and time frame, and frequently provide their personal email or cell phone. We help you reconnect with them after the event.

2025
Event Dates

Feb. 27-28 • April 24-25 • June 26-27
August 14-15 • Oct. 9-10 • Dec. 4-5

2025 RATES

\$4,750 buys 20 seven-minute meetings, 15 eleven-minute meetings or 12 fifteen-minute meetings.

Payment in full 30 days prior to each reserved event.