ISASS12

12TH ANNUAL CONFERENCE

ISASS - The International Society for the Advancement of Spine Surgery

MARCH 20 - 23, 2012 | BARCELONA, SPAIN
Dear Exhibitor Partner,

It gives me great pleasure to invite you to participate in the 2012 ISASS Annual Meeting, March 20 -23, 2012 in Barcelona Spain.

This will be our 12th Annual Meeting of ISASS - The International Society for the Advancement of Spine Surgery. It is the world’s premier Surgeons event.

The 2012 meeting will be attended by Surgeons and other healthcare professionals, affording you access to the highest quality leads. We invite you to share your knowledge and expertise with these surgeons and healthcare professionals.

ISASS is an international, scientific and educational society organized to discuss and assess existing strategies and innovative ideas in the clinical and basic sciences related to spine surgery to enhance patient care. Our members are surgeons, scientists, inventors and others dedicated to advancing major evolutionary steps in spine surgery.

ISASS considers you an essential and valued partner in the 2012 ISASS Annual Meeting. The technology and expertise of your company is an integral part of the Meeting’s value to our attendees. Surgeons from the United States and throughout the world have come to rely on your knowledge and proficiency to answer questions and provide hands-on product demonstrations.

The ISASS Annual Meeting is the primary opportunity to receive continuing medical education, learn about the latest products and services in spinal surgery and care.

Plan now to exhibit March 20 to 23, 2012 in Barcelona, Spain, Your participation as an exhibitor will offer you an exceptional three-day marketing opportunity! We look forward to seeing you at this important meeting.

**INTERACTIVE FLOOR PLAN LISTING**
Exhibiting companies receive a complimentary online booth listing as part of the Interactive Floor Plan. Attendees have access to all exhibiting company profiles and locations well in advance of the meeting to pre-plan their visits in the Exhibit Hall. Access is available round the clock!

**WHY EXHIBIT AT ISASS12?**
**RETURN ON INVESTMENT**
Meet face-to-face with the leaders in spinal surgery to increase the visibility of your company to be part of the future of spinal patient care!

**COMPETITIVE ADVANTAGE**
Don't be left out! Your participation at the ISASS Annual Scientific Meeting provides you the opportunity to spend quality time with physicians and get your message across more effectively and efficiently.
2012 Exhibit Information

INSTALLATION OF EXHIBITS
Exhibitor move in dates and hours:
Monday, March 19, 1:00 p.m. - 8:00 p.m.*
(TARGETED MOVE IN FOR 20x20 BOOTHS OR LARGER)
Tuesday, March 20, 8:00 a.m. - 3:00 p.m.*

EXHIBITOR REGISTRATION
Tuesday, March 20, 8:00 a.m. - 3:00 p.m.*

EXHIBIT DATES AND HOURS*
Tuesday, March 20, 5:00 p.m. - 7:00 p.m.*
*Opening Reception held in Exhibit Hall

Wednesday, March 21, 9:30 a.m. - 6:00 p.m.*
Thursday, March 22, 9:30 a.m. - 6:00 p.m.*
Friday, March 23, 9:30 a.m. - 2:00 p.m.*

DISMANTLING OF EXHIBITS
Friday, March 23, 2:00 p.m. - 10:00 p.m.*
Saturday, March 24, 8:00 a.m. - 12 noon*

Exhibits must be staffed at all times during exhibit hours.
As a courtesy to registrants and your fellow exhibitors,
the Society requires strict adherence to the opening and
closing hours.

Please note that times above are subject to change after the
Final Scientific Program has been published in December 2011.

Tentative Program Agenda(subject to change):

<table>
<thead>
<tr>
<th>Times</th>
<th>Tuesday March 20</th>
<th>Times</th>
<th>Wednesday March 21</th>
<th>Times</th>
<th>Thursday March 22</th>
<th>Times</th>
<th>Friday March 23</th>
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<tbody>
<tr>
<td>9:00am -10:30am</td>
<td>General Session</td>
<td>8:45am - 9:45am</td>
<td>General Session</td>
<td>8:00am - 1pm</td>
<td>Cadavar Lab</td>
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<tr>
<td>10:30am - 11:00am</td>
<td>Break on Exhibit Floor</td>
<td>10:30am - 11:00am</td>
<td>General Session</td>
<td>10:30am - 11:00am</td>
<td>Award's Ceremony</td>
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<tr>
<td>11:00am - 1:00pm</td>
<td>General Session</td>
<td>1:00pm - 2:30pm</td>
<td>Industry Workshops</td>
<td>11:00am - 1:00pm</td>
<td>General Session</td>
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<tr>
<td>2:30pm - 3:30pm</td>
<td>Breakouts in 3 rooms</td>
<td>2:30pm - 3:30pm</td>
<td>Breakouts in 2 rooms</td>
<td>1:00pm - 2:00pm</td>
<td>Lunch on Exhibit Floor</td>
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</tr>
<tr>
<td>3:30pm - 4:00pm</td>
<td>Break on Exhibit Floor</td>
<td>3:30pm - 4:00pm</td>
<td>Break on Exhibit Floor</td>
<td>2:00pm - 3:15pm</td>
<td>Breakouts in 2 rooms</td>
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<tr>
<td>4:00pm - 6:00pm</td>
<td>Breakouts in 2 rooms</td>
<td>4:00pm - 5:00pm</td>
<td>Oral Posters</td>
<td>3:15pm - 4:30pm</td>
<td>Breakouts in 2 rooms</td>
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<tr>
<td>5:00pm - 7:00pm</td>
<td>Opening Reception on Exhibit Floor</td>
<td>5:00pm - 6:00pm</td>
<td>World Cafe</td>
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<tr>
<td>6:00pm - 8:00pm</td>
<td>Gala Reception</td>
<td>8:00pm on</td>
<td>Networking Dinners/ Dine Around</td>
<td>8:00pm on</td>
<td>Networking Dinners/ Dine Around</td>
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EXHIBIT SPACE RATES (BASED ON USD)

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<td>$ 6,000</td>
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<td>$14,000</td>
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<td>$31,500</td>
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<tr>
<td>30 x 40</td>
<td>$42,000</td>
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</table>

Hospitality suites on the floor will be available for sale after October 2011.

CONTACTS AT A GLANCE
Exhibit Sales and Partnerships
Heather Howard
ISASS, Director of Operations
Tele: + 630-995-9994 ext 802
(+ 001 Outside the US)
heather@isass.org

Facility
Palau De Congressos De Catalunya
Avda. Diagonal 661-671
08028 Barcelona - Spain

IMPORTANT DATES
PRIORITY POINT ASSIGNMENT BEGINS:
July 5, 2011*
EXHIBITOR REGISTRATION AND HOUSING OPENS:
August 1, 2011*
EXHIBIT SPACE CANCELLATION (50% PENALTY):
November 11, 2011*
EXHIBIT SPACE CANCELLATION (100% PENALTY):
December 9, 2011*
FINAL BOOTH PAYMENT DUE:
December 8, 2011*
DISCOUNTED SERVICES DEADLINE:
February 17, 2012*
EXHIBITOR REGISTRATION Closes:
March 2, 2012*

*dates subject to change

FAST FACTS

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<tr>
<td>30 x 40</td>
<td>$42,000</td>
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EXHIBIT SPACE RENTAL INCLUDES:

• Assigned exhibit booth space
• General perimeter security
• Complimentary listing on ISASS Web site
• Publication of company information in the ISASS Final Program
• Each exhibit company is entitled to one (1) congress bag and one (1) copy of the ISASS12 Final Program Book per 10’ x 10’ booth contracted
• Complimentary registration for badges based on booth size
• Access to general session, based on space availability
• Allocation of sleeping rooms through ISASS Housing Bureau
• Pre-Conference mailing list, upon request
• Post-Conference mailing list, upon request

EXHIBIT ELIGIBILITY

The Exhibition is an integral part of the scientific program and overall success of the Annual Meeting.

Space assignment is now based on a priority point system, which takes into account a company’s support in total dollar value during the previous calendar year, in the ways listed below. Support of ISASS is considered in assigning priority points. Here are the criteria we use:

• Booth(s) purchased
• Advertising
• Partnership(s)
• Room nights booked through the official housing bureau for the 2011 ISASS Conference will contribute to your priority points for the 2012 ISASS Conference.

Exhibitors who wish to avoid assignment of space adjacent to that of a particular competitor should so indicate on their application. All such requests will be given careful consideration.

ISASS reserves the right:

• To assign the next best substitute space when the requested space is not available.
• To modify the floor plan to accommodate space sales or to avoid conflicts.
• To adjust the floor plan, relocating exhibit booths as necessary after consultation with affected exhibitors.

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space to which they are allocated. Only those products and/or services that are manufactured or distributed by your company may be displayed in the Exhibit Hall.

PRIORITY POINT SPACE ASSIGNMENT

Exhibitors from last year will be contacted by ISASS in the order of their priority points they’ve already earned, beginning on July 5, 2011. All points are calculated based on activity between 2006 and 2011 and will be sent to the exhibiting company upon request.

SPACE ASSIGNMENT CONFIRMATION

Space assignment confirmations will be sent out once deposit is received.

EXHIBIT SPACE RENTAL:

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
<th>Includes</th>
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<tbody>
<tr>
<td>10 x 10</td>
<td>$ 6,000</td>
<td>three (3) complimentary badges</td>
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<tr>
<td>10 x 20</td>
<td>$ 9,000</td>
<td>five (5) complimentary badges</td>
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<tr>
<td>20 x 20</td>
<td>$14,000</td>
<td>seven (7) complimentary badges</td>
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<tr>
<td>20 x 30</td>
<td>$21,000</td>
<td>nine (9) complimentary badges</td>
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<tr>
<td>20 x 40</td>
<td>$28,000</td>
<td>eleven (11) complimentary badges</td>
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<tr>
<td>30 x 30</td>
<td>$31,500</td>
<td>thirteen (13) complimentary badges</td>
</tr>
<tr>
<td>30 x 40</td>
<td>$42,000</td>
<td>fifteen (15) complimentary badges</td>
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PARTNERSHIP OPPORTUNITIES

PLATINUM LEVEL  $50,000

This is your chance to be the highest level partner of the ISASS 2012 Annual Meeting.

Platinum Level includes:

- 40% off the cost of your booth space rate
- 25% off the cost of an industry workshop
- 10 complimentary badges for company staff
- 5 extra badges with your first additional advertising item
- Advertising space in Final Program (4-color full-page advertisement)
- Advertising display/link on the ISASS12 website until the end of the meeting
- Two (2) complimentary one-page insert congress bag
- Inclusion of logo in event signage
- Six (6) invitations to the gala reception on Wednesday evening
- Copy of our Active Membership list for two (2) uses
- Two (2) copies of the Pre-registration list and one (1) copy of the post-registration list

GOLD LEVEL  $35,000

This is your chance to be a high level event partner of the ISASS 2012 Annual Meeting.

Benefits at the Gold Level includes:

- 25% off the cost of your booth space rate
- 20% off the cost of an industry workshop
- 8 complimentary badges for company staff
- 4 extra badges with your first additional advertising item
- Advertising space in Final Program (4-color full-page advertisement)
- Advertising display/link on the ISASS12 website until the end of the meeting
- (1) One complimentary one-page insert congress bag
- Inclusion of logo in event signage
- Four (4) invitations to the gala reception on Wednesday evening
- Copy of our Active Membership list for one (1) use
- Two (2) copies of the Pre-registration list and one (1) copy of the post-registration list

SILVER LEVEL  $20,000

This is your chance to be an event partner of the ISASS 2012 Annual Meeting.

Benefits at the Silver Level includes:

- 15% off the cost of your booth space rate
- 10% off the cost of an industry workshop
- 5 complimentary badges for company staff
- 3 extra badges with your first additional advertising item
- Advertising space in Final Program (4-color full-page advertisement)
- Advertising display/link on the ISASS12 website until the end of the meeting
- (1) One complimentary one-page insert congress bag
- Inclusion of logo in event signage
- Four (4) invitations to the gala reception on Wednesday evening
- Two copies of the pre-registration list and one (1) copy of the post-registration list
This is your chance to be an event partner of the ISASS 2012 Annual Meeting.

Benefits at the Bronze Level includes:

- 10% off the cost of your booth space rate
- Advertising display/link on the ISASS12 website until the end of the meeting
- (1) One complimentary one-page insert congress bag
- Inclusion of logo in event signage
- Two (2) invitations to the gala reception on Wednesday evening

Steel Partnership Level $5,000

This is your chance to be an event partner of the ISASS 2012 Annual Meeting.

Benefits at the Steel Level includes:

- 5% off the cost of your booth space rate
- Advertising display/link on the ISASS12 website until the end of the meeting
- (1) One complimentary one-page insert congress bag
- Inclusion of logo in event signage
- Two (2) invitations to the gala reception on Wednesday evening
Compliment your company’s marketing plan by increasing your visibility as an official ISASS partner or advertiser! Make sure conference attendees remember your company’s products and services before, during and after the conference.

ADVERTISING OPPORTUNITIES

Final Program Book

Four-color process advertisements can be placed in the Final Program Book which will be printed and distributed to all ISASS12 attendees. Premium positions are given on a first-come, first-serve basis.

Rates are as follows:

- Full Page: $3,500
- Half Page: $2,000

Advertisement Requirements

Preferred: high resolution flattened tiff files
Acceptable: ai or eps, pdf or psd files
(If supplied in these formats, we will need 300 dpi, all fonts must be supplied as well as appropriate color space)

Full Ad size: 8.5” x 11” with 1/8” bleed (all sides) and all printer marks provided
Half page Ad size: 8.5” wide by 5.5” high with 1/8” bleed on all sides and printer marks provided

Advertisement (final film) is due by:
Monday, January 2, 2012
please submit them to heather@isass.org

Conference at a Glance (Badge Insert)  
Price: $ 2,000

This is a badge insert that goes behind everyone’s badge. You will be front and center, in each attendee’s badge holder.

Benefits: The exclusive partner’s name will be published in the Final Program above our Conference At A Glance page, published on all badge inserts and signage in hall. Contributor receives up to 2 complimentary badges.

Charging Station  
Price: $2,500

Be the talk of the exhibit hall with a charging station that allows attendees to power up their cell phones, laptops and other electronic devices for free! This station is approximately 8 1/2 foot tall and allow multiple users to re-charge their devices. You will have the option of placing the station near your booth area or in the Town Square area of the Exhibit Hall.

What a great way to bring attendees to your booth. This mobile charging station also includes ad space for your company to promote your audience.

Device Demonstration Tables  
Price: $1,000

This is your chance to have a captive audience with the ISASS Surgeons.

Don’t miss the opportunity to showcase your device(s) directly to the surgeons attending the World Café. Each device company will be provided with a tabletop for hands on product display. Surgeons will visit each tabletop for a specific period of time and will then rotate to the following table.

Device companies will remain in the room for the remainder of the World Café meeting as your devices may be highlight during this session. The World Café will take place on Wednesday, March 21, 2012 between 5:00pm - 6:00pm

New Product Showcases  
Price: $1,000/each

Exhibiting companies will have the opportunity to display just-released products/services in a secured showcase. Attendees will have full view of the showcases as they enter the exhibit hall, general session and registration. The number of Product Showcases are limited. To reserve a product showcase contact Heather Howard at: heather@isass.org.

Social Event - Gala Reception  
Price: $5,000

Here is a chance to reach the decision makers in the spine industry in a private, invitation only environment. The Gala Reception takes place on Wednesday evening, March 21, 2012 and is by invitation only.

This is a great way to make an impact on your target audience. The exclusive partner’s name will be printed on the invitation. The partner will also receive complimentary invitations for their personal distribution. Details will be offered to those interested in partnering on this important event.
**Lanyards**

Price: $ 8,000*

All registered attendees will receive a name badge to identify them with a lanyard attached. Here is your opportunity to be in front of the entire audience of 2000 professionals every day of the conference. The EXCLUSIVE (lanyard) partner can choose the color and logo/text for the lanyard.

*plus production cost

**Meeting Bag**

Price $ 10,000*

This is your chance to repeatedly get your brand in front of the entire ISASS12 audience! Every delegate will receive a multi-purpose Meeting Bag, with your company’s name/logo prominently placed upon it. This is only available to one company so reserve now!

Meeting Bag will include the Final Program/Abstract Book, general information on Barcelona and other items/documents.

*plus production cost

**Recognition at Beverage Breaks**

Price: $ 2,000/per day*

Your company can be the exclusive partner for the beverage breaks which are scheduled in the exhibit hall in the mornings and afternoons to provide a break between sessions. Make the attendees remember your company as the one who “gave them a break!”

Available days:
- Wednesday, April 23rd (am and pm)
- Thursday, April 24th (am and pm)
- Friday, April 25th (am and pm)

* per coffee break (six various time slots are available or option to purchase by day)

**Meeting Bag Insert**

Price: $ 1,000*

Take advantage of this low cost way to reach all Annual Meeting attendees, approximately 2,000. Inserts must be approved by the Society and received by March 2nd, 2012. The partnering company must provide the appropriate number of inserts.

*per insert item

**Keycards**

Price: $ 5,000

This is an opportunity to reach every meeting attendee and their guests with your message multiple times, every day of the event!

Key cards are for the conference hotel: Rey Juan Carlos

The attendees staying in this hotel will receive a magnetic hotel card with the name of the EXCLUSIVE partner on it.

**Town Square Presentation**

Price: $ 500/10 mins

This is an opportunity to reach every meeting attendee with your message in the Town Square, during coffee breaks! Take advantage of this low cost way to spread the word about what sets you apart from your competitors!

**Industry Workshops**

Industry Workshops are held on Wednesday through Thursday from 1:00 pm to 2:30 pm so that they do not conflict with other parts of the educational program.

**Content & Format:** These are 90-minute sessions in which the supporting company can present the latest spinal techniques, advancements and up-to-date technologies to ISASS attendees. Format may include powerpoint or video presentations, and/or hands-on workshops. The topic must be reviewed by ISASS to avoid conflicts with the ISASS Program. Only contracted exhibitors are eligible to apply.

**Expected Attendance:** Attendance will vary depending on the popularity of the Workshop’s topics and speakers.

ISASS will promote your workshop through our email blasts, website and the details will be placed in our Program Book.

We also encourage each supporting company to promote their workshops onsite at the conference via meeting bag inserts to all those attending the conference.

WE ENCOURAGE YOU TO SIGN UP TODAY!

PRIORITY WILL BE GIVEN TO PARTNERS!

<table>
<thead>
<tr>
<th>Rooms</th>
<th>Capacity (theater)</th>
<th>Costs per Session</th>
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</thead>
<tbody>
<tr>
<td>Room H1</td>
<td>100</td>
<td>$4,000</td>
</tr>
<tr>
<td>Room H2</td>
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</tr>
<tr>
<td>Room H3</td>
<td>100</td>
<td>$4,000</td>
</tr>
<tr>
<td>Room Sala A</td>
<td>75</td>
<td>$3,000</td>
</tr>
<tr>
<td>Room Sala B</td>
<td>50</td>
<td>$2,500</td>
</tr>
<tr>
<td>E1 &amp; E2 &amp; E3</td>
<td>75</td>
<td>$3,000</td>
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<tr>
<td>E4 &amp; E5 &amp; E6</td>
<td>75</td>
<td>$3,000</td>
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</tbody>
</table>

ALL REQUESTS WILL BE HONORED ON A FIRST-COME, FIRST-SERVE BASIS.

ALL FUNDS ARE NOTED IN U.S. DOLLARS.

*The H1, H2 and H3 rooms have space for hands-on workshops

*The room size in Theater style ALLOWS for a basic buffet in the room. Food and beverage will reduce the capacity of the rooms.

A 10% discount will be given on two or more sessions. This is not to be combined with the “Partnership” discount.

These sessions will be listed in all official ISASS12 program publications (i.e. Final Program and web site).

The following items are NOT included in the price:
1) Food and beverages served during the session.
2) Audio-visual equipment, special room setup, and staff.

Important Date: Monday, January 2, 2012

Deadline to receive breakout sessions information for inclusion in Final Program Book.

*plus production cost
An optional hands-on cadaver lab is an integral part of the ISASS Annual Meeting. The labs are an outstanding venue for surgeons to experience and gain practical knowledge of the latest surgical technologies and techniques.

Limited space is available for this CME-accredited, hands-on training session. We encourage you to sign up today!

**Cadaver Session Details**

**Expected Attendance:** 15–30 surgeons

**Format:** The Cadaver session will begin in the auditorium with faculty giving brief PowerPoint video and/or animation presentations of techniques that will be a part of the training at each company’s station.

Participants will then proceed to the lab, and will rotate through the stations. Each company will provide the appropriate implants/instrumentation for all rotations, based on content.

**Note:**
Companies may sign up for a maximum of 1 station and can be wait-listed for additional stations which may open up. There will be a total of 4-6 stations for this track.

**Fee Includes:**
- One Lab Station
- Specimen
- General instrumentation
- Lab supplies (aprons, scrubs, protective wear)
- Inclusion in ISASS promotion on website and registration e-blasts.

**Note:**
- Lab support fee does not cover honoraria or consulting payments to lab faculty;
- Companies may choose to provide consulting payments directly to chosen faculty according to their normal policy.

_Cadaver Lab Support opportunities are only available to registered ISASS Exhibitors_
Space Assignment Priority Points

First-round space assignments are based on a priority point system. Priority points are used as a guideline for space each exhibitor has requested and does not guarantee a booth location. Space assignments will be made in priority point order starting from the 2006 through 2010 annual meetings. Please note that ISASS reserves the right to reconfigure the floor plan and/or relocate any exhibit at any time.

All points are calculated based on activity of the previous year.

NOTE: Exhibitors that have either merged with, been purchased by or have purchased another company will receive the priority points of the company with the highest number of priority points.

Priority Points

Priority Points Criteria:

- Each year exhibited: 50 points
- Number of booths: 1 point per 100 sq feet
- Usage ISASS Housing: 20 points maximum
- Workshops: 5 points
- Partnership Levels:
  - 10 points - Platinum
  - 8 points - Gold
  - 6 points - Silver
  - 4 points - Bronze
- Corporate Partnerships: 2 points
Please accept this request for exhibit space at the ISASS 2012 Annual Conference being held March 20 - 23, 2012, at the Palau De Congressos de Catalunya. Please mail or fax a copy of this contract to: ISASS 1914 Springbranch Drive, Suite 101, Arlington, TX 76006 USA, Fax: 817 460-6200

1. Company name as it should appear in program materials - contact information listed below will be designated the official ISASS contact to receive all exhibitor related materials and communications:

Company Name:______________________________
Mailing Address: ________________________________
(Number, Street or Location)
City, State, postal code:__________________________
Country:______________________________________
Exhibit Contact Person:__________________________
Title:__________________________________________
Phone:________________________________________
Fax:___________________________________________
E-Mail:________________________________________
Website:_______________________________________

2. PARTNERSHIP OPPORTUNITIES

☐ Platinum Partnership Level - $50,000
☐ Gold Partnership Level - $35,000
☐ Silver Partnership Level - $20,000
☐ Bronze Partnership Level - $8,000
☐ Steel Partnership Level - $5,000

Section 2 Sub-Total $_____________________

3. ADVERTISING OPPORTUNITIES

Please check the appropriate boxes:

☐ Final Program Book
  ☐ Full Page Ad: $3,500
  ☐ Half Page Ad: $2,000

4. PARTNERSHIP CONTRIBUTIONS

SOCIAL EVENTS
☐ Gala Reception - $5,000

5. INDUSTRY WORKSHOPS

Please indicate your choice by checking the appropriate room and dates:

☐ Wednesday, March 21, 2012
☐ Thursday, March 22, 2012

Rooms | Capacity (theater) | Costs per Session
--- | --- | ---
Room H1 | 100 | $4,000
Room H2 | 100 | $4,000
Room H3 | 100 | $4,000
Room Sala A | 75 | $3,000
Room Sala B | 50 | $2,500
E1 & E2 & E3 | 75 | $3,000
E4 & E5 & E6 | 75 | $3,000

ALL REQUESTS WILL BE HONORED ON A FIRST-COME, FIRST-SERVE BASIS

ALL FUNDS ARE NOTED IN U.S. DOLLARS

Section 5 Sub-Total $_____________________

Keep a copy of this form for your records.
6. CADAVER LAB

☐ Friday, March 23rd  $25,000/ 1 lab station

7. BOOTH SPACES

Please indicate total booth space requested:

<table>
<thead>
<tr>
<th>Booths</th>
<th>Quantity</th>
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<td>10' x 10' ($6,000 USD)</td>
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<td>10' x 20' ($9,000 USD)</td>
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<td>20' x 20' ($14,000 USD)</td>
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<td>20' x 30' ($21,000 USD)</td>
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<tr>
<td>20' x 40' ($28,000 USD)</td>
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<td>30' x 30' ($31,500 USD)</td>
<td></td>
</tr>
<tr>
<td>30' x 40' ($42,000 USD)</td>
<td></td>
</tr>
</tbody>
</table>

Section 6 Sub-Total  $_____________________

8. Exhibit space is assigned by priority points - while we cannot guarantee booth preference, please list companies you prefer to be near and list companies you would prefer not to be near:

- Companies to be Near/Competitors to avoid
- Please indicate if this is the first time you have exhibited with us: yes_______ no_______
- Has your company merged or been purchased by another company in the last year?
  yes_______ no ________

Please note these conditions:

- We cannot guarantee we can meet your needs, but we have a better chance to do so if you advise us of those needs.
- Our priority point system is still in effect. However, we may be able to accommodate your special needs within the point system.
- Assignment near another exhibitor partner requires written confirmation from the partner.
- We cannot honor generic requests such as “by one of the large island exhibitors.”

Special Requirements, such as assignment near one of the Lounges or facing the Poster Area

___________________________________________________

Please indicate booth space number you are requesting:

________________________________________________________________________

9. PAYMENT INFORMATION

Payment for exhibit space must be made in U.S. funds drawn on a U.S. bank and should accompany this application - as follows:

50% of total booth costs are to be paid at time application is submitted to ISASS.

Payment of balance due must be paid in full by December 8, 2011

The preferred method of payment for all exhibitors is credit card; however, if you are an exhibitor and prefer to pay by wire transfer, here is the information you will need:

International Exhibitors: If paying by wire transfer, provide the following information to your sending financial institution: Bank Paribas Bordeaux: BNP PARIBAS - BORDEAUX C ROUGE; IBAN: FR76 3000 4003 2000 0104 9896 870, SWIFT (BIC): BNPAPRPPBOR; For credit to ISASS Account No. 3004 00320 0001049896870 (in EUR). (Note: Monies will be charged in EUR. Companies paying by wire transfer are responsible for all bank fees)

US/Canada Exhibitors: If paying by wire transfer, provide the following information to your sending financial institution: Bank of America: Routing/Transit # 026009593, SWIFT CODE BOFASNS3; Anderson Events Management/ISASS, 3000 Keller Springs Road, Suite 302, Carrollton, TX 75006; For credit to Anderson Event Management/ISASS Account No. 4880 0419 7324 (Note: companies paying by wire transfer are responsible for all bank fees)

Please indicate payment method by checking one:

☐ VISA
☐ MasterCard
☐ AMEX

Card Number: ____________________________

Expiration Date: ________________________ Security Code: ______________

Cardholder Name/Signature: ____________________________

TERMS OF BOOTH PAYMENT

Applications will not be processed nor space guaranteed without the required 50% deposit. Exhibitors will be invoiced for balance due after space assignment is made. Full payment must be received by December 8, 2011 or the space reserved may be cancelled. No space will be assigned until all conditions are met.

We fully understand that this form shall become a binding contract upon our acceptance of exhibit space and is subject to the terms, conditions, rules, and regulations located on the www.isass.org website.

Applicant’s authorized signature: ____________________________

Title: ____________________________ Date: ____________________________

Please mail or fax a copy of this contract to: ISASS, 1914 Springbranch Drive, Suite 101, Arlington, TX 76006, USA, Fax: 817-460-6200

Keep a copy of this form for your records.
Any exhibitor planning on holding an event or function that will take place outside of their assigned exhibit space during the ISASS Annual Meeting must secure approval from ISASS. Any exhibitor who does not request approval from ISASS for an outside function will result in a reduction of priority points for their company.

**THIS EXCLUDES INDUSTRY WORKSHOPS WHICH ARE TO BE FILLED OUT ON THE EXHIBIT SPACE APPLICATION FORM.**

Activities that include ISASS Annual Meeting attendees cannot be scheduled during ISASS scientific programming hours. Any exhibitor who schedules a function during these hours will result in a reduction of priority points for their company.

Functions may only be scheduled during the following times:

<table>
<thead>
<tr>
<th>Date</th>
<th>Times Exhibitor Functions Permitted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, March 19, 2012</td>
<td>Anytime</td>
</tr>
<tr>
<td>Tuesday, March 20, 2012</td>
<td>Before 9am or After 7pm</td>
</tr>
<tr>
<td>Wednesday, March 21, 2012</td>
<td>Before 8am or After 8pm</td>
</tr>
<tr>
<td>Thursday, March 22, 2012</td>
<td>Before 8am or After 8pm</td>
</tr>
<tr>
<td>Friday, March 23, 2012</td>
<td>Before 8am or After 4pm</td>
</tr>
</tbody>
</table>

**LIST ALL MEETINGS, EDUCATIONAL AND SOCIAL FUNCTIONS THAT YOUR COMPANY IS PLANNING DURING THE ABOVE DATES.**

Complete one form per function; duplicate this form as often as needed.

Title of Event/VENUE: __________________________________________________________

*For events booked on your own, indicate Location/Date/Time: __________________________________________________________

Day and Date: ___________________________ Expected Attendance: _______________________

Function: □ Sales Meeting □ Business Meeting □ Cadaver Lab □ Breakfast □ Lunch □ Dinner □ Reception

Audience: □ Physicians □ Company Personnel only □ Distributors □ Other _________________________

Room Set Up: □ Conference □ Hollow Sq □ Reception □ Rounds □ Classroom □ Theater □ U-Shape

Room Size: List factors affecting room size, such as rear screen projection, staging, other, (describe): _________________________

Function Hours: *List actual event start/end times:* Start time: ___________ End Time: ___________

Set-up Time: *List the actual hours that set-up will take place (also list any 24hr holds):* _______________________

Food Service: List all meals and breaks offered in this room, and include food and beverage estimates: _______________________

Company Name: ________________________________________________________________

Contact Name: ________________________________________________________________

Address: _________________________________________________________________

City, State, Zip: ______________________________________________________________

Phone: __________________ Fax: __________________ Email: ___________________

Written confirmation regarding approval and/or assigned meeting space will be sent to the individual listed above by 3 business days after submittance. **Return completed form to:** Heather Howard, ISASS, 1914 Springbranch Drive, Suite 101, Arlington, TX 76006, Fax: 817.460.6200, Direct: 630-995-9994 x 802, heather@isass.org

For ISASS use only  Approval: □ Yes □ No  By: __________________ Date: ________________

Keep a copy of this form for your records.
GENERAL INFORMATION

TERMS OF PAYMENT

- Applications will not be processed nor space guaranteed without the required 50% deposit at the time application is submitted.
- Exhibitors will be invoiced for balance due after space assignment is made.
- Full payment must be received no later than December 8, 2011.
- No space will be assigned until all conditions are met.

CANCELLATION

50% of the total exhibit space or partnership contribution will be retained for cancellations received on or after December 9, 2011. 100% of the total exhibit space rental fee or partnership contribution will be due for cancellations received on or after December 8, 2011.

All cancellations must be made in writing to ISASS, Attn: Heather Howard, Director of Operations. Email to: heather@isass.org or fax to: 1.817.891.8000
Refunds will be based upon the above schedule, according to the postmark or faxed date of refund request.

WAITLIST

Companies that submit applications after all exhibit space is sold will receive notification that they have been placed on the wait list. As exhibit space becomes available, companies will be notified of space availability. If exhibit space is not assigned, ISASS will issue a full refund of any fees paid.

BOOTH RELOCATION AND SPACE LIMITATIONS

ISASS does not plan to relocate booths. In those rare occasions when this does occur, exhibitors will be notified with an explanation of the reason for the relocation. If the reassigned space is not acceptable, exhibitors may notify the Society within 10 days from the date of relocation to cancel their booth space and receive a full refund.

The Society reserves the right to place reasonable limitations on the number of booths to be rented to any exhibitor. The limitation will be determined by the relation of total applications to the number of booths available on the floor plan. The Society reserves the right to allocate space on any other basis it deems appropriate.

ELECTRONIC BADGES AND LEAD RETRIEVAL

The ISASS uses electronically encoded badges for lead retrieval. These badges have the registrant’s name and contact information plus selected demographic information electronically encoded on the badge. An electronic inquiry retrieval system must be used to access the information. Please note that the only information included on the badges is the information provided on the attendees registration form. Details and rental rates will be included in the Exhibitor Service Manual or visit the Exhibitor Service Center on-site.

ChirpE Info

Please note that we have the capability now to use smart phone technology to download the exhibit floor plan and booth information to our attendees.

EXHIBIT HALL ACTIVITIES

These activities will be promoted to our medical attendees before and during the meeting. Our goal is to provide ISASS attendees with additional time in the exhibit hall to meet face-to-face with exhibitors.

- ISASS will host an opening reception to kick-off the ISASS12 Conference. All attendees are invited to attend. This takes place in the Exhibit Hall on Tuesday, March 20, 2012 from 5pm - 7pm
- Beverage Breaks in Exhibit Hall - Complimentary beverage breaks will be provided each afternoon during the breaks between scientific sessions.

EXHIBITS SCHEDULE

*times are tentative and subject to change

<table>
<thead>
<tr>
<th>Date</th>
<th>Exhibit Installation</th>
<th>Exhibit Hours</th>
<th>Dismantle of Exhibits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday 3/19</td>
<td>1 pm - 8pm*</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Tuesday 3/20</td>
<td>8 am - 3pm**</td>
<td>5pm - 7pm</td>
<td>---</td>
</tr>
<tr>
<td>Wednesday 3/21</td>
<td>---</td>
<td>9am - 6pm</td>
<td>---</td>
</tr>
<tr>
<td>Thursday 3/22</td>
<td>---</td>
<td>9:00 am - 6pm</td>
<td>---</td>
</tr>
<tr>
<td>Friday 3/23</td>
<td>---</td>
<td>9am - 2:00pm</td>
<td>1:30pm</td>
</tr>
<tr>
<td>Saturday 3/24</td>
<td>---</td>
<td>---</td>
<td>8am - noon</td>
</tr>
</tbody>
</table>

**Exhibit hall must be set for opening reception in exhibit hall at 3pm
*** Registration will remain open during opening reception

FINAL PROGRAM

The Final Program will include an alphabetical listing of exhibitors, company description and booth number.

Exhibitors must enter their company description by using the online exhibitor module once they receive their letter of confirmation and instructions to access the online module.

One Final Program per each 100 net square feet of exhibit space will be provided to each exhibiting company. The programs will be included in a congress bag, available at bag pick up in the Exhibitor Registration area, and will be released to one representative from each company. Final Programs are not available prior to the meeting. However, the Final Program information will be available on the ISASS website: www.isass.org for your convenience.
EXHIBITOR RULES AND REGULATIONS

THINGS YOU NEED TO KNOW

The rules and regulations contained herein are intended by the Conference Management Team to serve the best interests of the ISASS12 Scientific Sessions, the exhibitors, and the attendees, and to give notice to applicants and exhibitors of governing rules and regulations. All applicants, exhibitors and EAC’s are bound by the rules and regulations. The Conference Management Team shall have full authority to interpret or amend these rules, and its decision is final. Exhibitors agree to abide by any rules or regulations that may hereafter be adopted, which shall be as much a part as though originally incorporated. All issues not addressed herein are subject to the decision of the Conference Management Team. These rules and regulations have been formulated in the best interest of all exhibitors.

The exhibitor understands and agrees that the information contained in this prospectus and Conference Management Team Rules and Regulations are an integral and binding part of the Exhibit Space Contract, and that signing the exhibit space application/contract indicates understanding and agreement to comply with all policies, rules, regulations, terms and conditions in the prospectus, and any other Conference Management Team issued communication. These rules and regulations may be amended or changed at any time by the Conference Management Team, and all amendments and changes will be binding on all parties. Please read this prospectus carefully since policies and procedures may change from year to year.

MAINTENANCE OF EXHIBIT SPACE

• The exhibitor must, at its own expense, maintain and keep its exhibit area clean.
• Trash, produced as a result of exhibitor providing food and/or beverage services, must be maintained within the booth area and removed at the exhibitor’s own expense.
• Show badges must be worn at all times by exhibitor booth personnel in order to gain entry into the Exhibit Hall.
• Exhibitors may gain access to the Exhibit Hall with a valid show badge during the exhibit hours.

EXHIBITOR LIABILITY

The exhibitor shall be fully responsible for all claims, liabilities, losses, damages or expenses relating to or arising out of any injury to any person or any loss of or damage to any property where such injury, loss or damage is incident to, arises out of or in any way connected with the exhibitor’s participation in the ISASS technical exhibits program; and the exhibitor shall protect, indemnify, hold harmless and defend ISASS, its officers, directors, agents and employees from and against any and all such claims, liabilities, losses, damages and expenses (including costs of defending against such); provided that the foregoing shall not apply to any injury, loss or damage caused by or resulting from the negligence or willful misconduct of ISASS or one or more of its officers, directors, agents or employees. Exhibitor further waives any claim against ISASS, its officers, directors, agents or employees arising out of the oral or written publication or republication of any statement made in connection with the ISASS Annual Meeting by anyone who is not an employee of the Conference Management Team concerning the exhibitor or the exhibitor’s exhibit, products or services.

In case any part of the Exhibit Hall is destroyed or damaged so as to prevent ISASS from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in case occupancy of assigned space during any part of the whole of the exhibition period is prevented by strike, an act of God, a national emergency or other cause beyond the control of ISASS, then the exhibitor will be charged for exhibit space on a pro-rated basis only for the period during which ISASS, its directors, officers, agents or employees are liable for any loss or damage which may arise as a result of such unavailability of assigned exhibit space.

INSURANCE COVERAGE

Each exhibitor is responsible for maintaining such property and casualty insurance for its exhibit and display materials as the exhibitor shall deem adequate. Any policy providing such insurance must contain a waiver of any right of subrogation to any claims against ISASS, its officers, directors, agents or employees.

Each exhibitor must maintain general public liability insurance, in the amount of not less than $1 million for any one occurrence, against claims for personal injury, death or property damage connected in any way with the exhibitor’s participation in the exhibition. Such insurance must include coverage of the indemnification obligations of the exhibitor under the section Exhibit Hall Security of these rules and regulations and must cover ISASS as an additional named insured. In addition, the cancellation policy must provide coverage that cannot be cancelled or reduced without at least ten days prior written notice to ISASS. Upon request, by ISASS, the exhibitor shall provide ISASS with an original certificate of insurance evidencing the maintenance of liability insurance complying with all requirements of this paragraph.

EXHIBITOR APPOINTED CONTRACTOR COVERAGE

If an exhibitor has been approved to use a service contractor other than the Expo Group, the exhibitor must submit to the Expo Group, an original certificate of insurance certifying that the contractor maintains general public liability insurance, in an amount of not less than $1 million for any one occurrence against claims for personal injury, death or property damage and that such coverage may not be cancelled or reduced without at least ten days prior written notice to the Conference Management Team.

EXHIBIT HALL SECURITY

Each exhibitor is responsible for safeguarding its goods, materials, equipment and exhibits at all times. ISASS will provide perimeter security service during ISASS12’s occupation of the Exhibit Hall. Neither the Conference Management Team nor the security service will be responsible for any losses incurred by the exhibitor. Exhibitors may order private security service for their exhibit through the Expo Group.

BOOTH PRIVACY

Exhibit activities must be confined to the exhibitor’s contracted booth space. Exhibitors may not enter another exhibit without invitation. Violators will be penalized with expulsion of the violating person from the Exhibit Hall and possible reduction of priority points.

STAFFING OF EXHIBITS

Exhibit booths must be staffed during all exhibit hours. An exhibit company that has failed to set up or properly staff it’s booth during the exhibition will forfeit all exhibit rights for this annual meeting and it will result in a reduction of priority points.

DISMANTLE OF EXHIBITS

Exhibitors must begin dismantle Friday, March 23, 2012. Dismantle or removal of exhibit or materials before the official times for dismantling is prohibited. Should any company begin dismantling early in Barcelona, 25% of your accrued priority points will be
EXHIBITOR RULES AND REGULATIONS

ENTERTAINMENT
The use of music, dancers or mimes or other entertainment similar to this in nature is not permitted in the Exhibit Hall.

DISTRIBUTION OF FOOD
Food and beverage may be served in the booth if approved and ordered first through the official caterer. Distribution of food and/or drink other than approved catered orders and hard candy must first be approved by the Conference Management Team. For ISASS approval, please contact Melanie Mitchell at: melanie@isass.org

DISTRIBUTION OF GIVEAWAYS / DRAWINGS / RAFFLES
Small novelty items may be distributed to registrants. Items to be distributed or raffled must be approved by the Conference Management Team in advance and must be distributed in the confines of the exhibitor’s booth. The Conference Management Team reserves the right to remove any items deemed unacceptable from the show floor. Giveaways must comply with the AMA space guidelines for ethical gifts to physicians. For ISASS approval, please contact: Heather Howard at: heather@isass.org

DISTRIBUTION OF PRINTED MATERIALS
The distribution of printed materials is strictly limited to the exhibitor’s booth in the Exhibit Hall. This restriction also applies to placement of signs and/or distribution of materials in any official ISASS hotel.

ISASS LOGO USE
The name ISASS and the ISASS logo are registered trademarks of the ISASS. Use of the aforementioned in conjunction with advertisements, promotional materials, endorsements, statements, contests and/or awards of any kind without the expressed written consent of the Conference Management Team is prohibited. Violators may be subject to such civil and criminal penalties as provided by federal and state laws.

PHOTOGRAPHY
Recording equipment (audio, video, or photo) is prohibited in the exhibition area, industry workshops and/or educational sessions. The following rules apply:
Recording of any educational session or presentation is prohibited.

Sponsors of officially-sanctioned Industry Workshops may record their own workshop.
Audio, video, or photo recording of exhibits or products displayed in the exhibit hall is not permitted without the permission of appropriate authorized personnel of that exhibitor.
Exhibitors may photograph or video activity of their own products within their own exhibit parameters. Any live feed videos must be approved in advance by the Conference Management Team.

STANDARD BOOTHS
Booth space will be assigned in segments. The booths can not be divided. Total height of exhibits may not exceed heights of thirty (30) feet in height, from the floor to the top of any exhibitor structure. This includes but is not limited to hanging signs and/or lighting/theatrical truss. All display fixtures must be confined to that area of the exhibitor’s space. The intent of the height and depth restrictions is that each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of the exhibit.

Additional services (electrical connection, telephone, flowers, furniture, etc.) will be provided at an extra cost and will be proposed in a form in your Exhibitor Manual upon initial reservation. Electrical requirement, high-speed internet, accessories and any additional furniture other than noted are the responsibility of the exhibiting company.

Exhibitors sponsoring any type of private function are required to adhere to the following guidelines:
- The Conference Management Team MUST BE INFORMED of all planned social and hospitality functions by the exhibiting company completing a Request for Meeting Space and Social Function Form.
- Exhibitors are prohibited from hosting hospitality functions or satellite events during the official hours of the ISASS Annual Conference.
- Hospitality and social functions should be handled on an invitation only basis. Host companies must make it clear to their guests that the event is not an official ISASS function.

ISASS SOCIAL EVENT
Tuesday, March 20: Opening Reception 5:00 p.m. - 7:00 p.m. in the Exhibition Area

HOSPITALITY SUITES
Hospitality Suites may be available to companies who are exhibitors at ISASS12. Companies requesting a suite should do so through Melanie Mitchell of ISASS (melanie@isass.org) at the same time as accommodation requests are made. Upon approval by the Society, a confirmation will be sent.

EXHIBITOR MANUAL
Exhibitor manual will be available in January/February to order your needs for your booth and please keep in mind the discount deadline for such is February 17, 2012.