2014 Exhibitor Prospectus

Join World Leaders In Spine Surgery
April 29 - May 2

14th Annual Conference in Miami, Florida, USA
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Working Globally To Advance Spine Surgery

Who We Are

Born from the trend in the spine industry to look at motion preservation as an alternative to fusion in the year 2000, The International Society for the Advancement of Spine Surgery (formerly SAS The Spine Arthroplasty Society) - is as a global, scientific and educational society. ISASS provides an independent venue to discuss and address the issues involved with all aspects of basic and clinical science of motion preservation, stabilization, innovative technologies, MIS procedures, biologics and other fundamental topics to restore and improve motion and function of the spine for surgeons, scientists, inventors and others. ISASS is dedicated to advancing major evolutionary steps in spine surgery.

What We Do

The field of spine surgery is evolving globally. With innovations originating on every continent, it is imperative that those committed to advancing spine surgery have a platform for discussion and education that encompasses the international community. With members from around the globe and chapters in China, India, Korea, Latin America, the Middle East, Taiwan and Turkey, ISASS is the society for forward-thinking spine surgeons with ideas, treatments, technologies, and scientific innovations from every corner of the world.

ISASS provides members with educational and professional development opportunities and publishes the International Journal of Spine Surgery.

The Long Term Direction of ISASS is to increase the voice of the spine surgeon in worldwide issues, improve the knowledge of all spine surgeons and improve the care of patients.

The Annual Conference

The ISASS Annual Conference is the premier opportunity to receive state-of-the-art continuing medical education and the perfect venue to learn about the latest products and services in spinal surgery and care. The educational elements of the meeting program are targeted to all spine surgery medical professionals and other professionals involved in spinal surgery.

The meeting is held over three days and includes concurrent sessions, general sessions, hands-on demonstrations and cadaver labs. The technical exhibition showcases the latest in spinal surgery equipment and services.
Meet Our Members

Professional Attendance Breakdown

An Audience with Buying Influence

In today’s economic climate, it’s more critical than ever to maximize your marketing dollars by getting your company’s products and services in front of an audience with buying influence.

- **65%** of registrants reveal attending the technical exhibits as very important in evaluating products and services.
- **43%** of registrants surveyed indicated they were the final decision maker when purchasing products and services.
- **41%** recommend products and services for a hospital, clinic or private practice.
- **16%** are responsible for specifying products and services.
Technical Exhibits

April 29 - May 2, 2014
Technical Exhibit Rates

<table>
<thead>
<tr>
<th>Booth Space Fee:</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50 US per square foot (minimum 10ft.x10ft.)</td>
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<table>
<thead>
<tr>
<th>Save 20%:</th>
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<tbody>
<tr>
<td>$40 US per square foot for 10ft.x20ft. (up to 10ft.x30ft.)</td>
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</table>

<table>
<thead>
<tr>
<th>Save 30%:</th>
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<tbody>
<tr>
<td>$35 US per square foot for 20ft.x20ft. (or larger)</td>
</tr>
</tbody>
</table>

Exhibitor Benefits

- Listing on ISASS web site
- Listing of company information in ISASS Conference Program
- 3 exhibitor registrations per 100 square feet of exhibit space
- Pre-conference mailing list, upon request
- Post-conference mailing list, upon request
- Access to general sessions
- 1 Conference Bag including ISASS Conference Program per 100 square feet of exhibit space

Terms of Payment

- Applications received before December 6, 2013, must include a 50 percent deposit for exhibit space.
- Space must be paid in full by December 6, 2013, Space not fully paid by December 6, 2013, may be reassigned or sold by ISASS without further obligation to provide any booth deposit refund.
- Applications received after December 6, 2013, must include full payment for exhibit space.
- No space will be assigned until all conditions are met.

Cancellation Policy

- Fifty percent of the total exhibit space rental will be retained for cancellation received before December 6, 2013.
- One hundred percent of the total exhibit space rental fee will be retained for cancellations received on or after December 6, 2013.
- All cancellations or requests for reduction in exhibit space must be made via email: to b.fett@isass.org.
Technical Exhibits

Booth Assignment Process
Companies submitting applications by July 12, 2013 will be eligible to participate in the first round of booth selections based on priority points. Annual Conference PARTNERS committed by July 12, 2013 will have the first right of space selection based on the level of partnership.

Priority points are used as a guideline and does not guarantee a booth location. ISASS reserves the right to relocate any exhibitor to benefit the integrity of the exhibit floor. ISASS does not guarantee that an exhibitor will not be placed next to a competitor.

Priority Points Criteria
Priority points will be calculated based on activities starting in 2006. Exhibitors that have merged with, been purchased by or have purchased another company will receive the priority points of the company with the highest number of points.

<table>
<thead>
<tr>
<th>Priority Points Criteria</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each year exhibited</td>
<td>50 pts</td>
</tr>
<tr>
<td>Square feet of booth</td>
<td></td>
</tr>
<tr>
<td>space</td>
<td>1 pt. per 100 sq.ft.</td>
</tr>
<tr>
<td>ISASS Housing center</td>
<td>20 pts</td>
</tr>
<tr>
<td>usage</td>
<td></td>
</tr>
<tr>
<td>Workshops</td>
<td>5 pts</td>
</tr>
<tr>
<td>Corporate Partnerships</td>
<td>2 pts</td>
</tr>
<tr>
<td>Advertising/Marketing</td>
<td>2 pts for each $1,000 spent</td>
</tr>
<tr>
<td>Platinum Partnership</td>
<td>10 pts</td>
</tr>
<tr>
<td>Gold Partnership</td>
<td>8 pts</td>
</tr>
<tr>
<td>Silver Partnership</td>
<td>6 pts</td>
</tr>
<tr>
<td>Bronze Partnership</td>
<td>4 pts</td>
</tr>
<tr>
<td>Steel Partnership</td>
<td>2 pts</td>
</tr>
</tbody>
</table>

Exhibit Eligibility
The Exhibition is an integral part of the scientific program and overall success of the ISASS Annual Conference. Qualified exhibitors are limited to those whose exhibits promote the awareness of products, technologies and services that are recognized and approved by ISASS as being in harmony with and supportive of the objectives of the society. ISASS has the sole right to determine the final eligibility/qualification of any firm, organization, agency or product for inclusion in the Exhibit Hall. Rules of ISASS shall, in all instances, be final with regard to allowed use of exhibit space.

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 ISASS Exhibit Hall. Two or more companies may share a booth space only on the condition that the number of 10ft by 10ft booths is equal or greater than the number of companies sharing the booth space. The company submitting the Application and Contract for Exhibit Space will be the exhibitor on record and promoted on the website, in the Final Program and in other show related materials.

Continued from page 4
Partnership Opportunities

Support ISASS’s scientific program with an Annual Conference Partnership. Select a category to distinguish your level of commitment.

<table>
<thead>
<tr>
<th>PARTNER LEVELS</th>
<th>INCLUDE</th>
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<tbody>
<tr>
<td><strong>Platinum</strong></td>
<td>$50,000</td>
</tr>
<tr>
<td><strong>Gold</strong></td>
<td>$35,000</td>
</tr>
<tr>
<td><strong>Silver</strong></td>
<td>$20,000</td>
</tr>
<tr>
<td><strong>Bronze</strong></td>
<td>$8,000</td>
</tr>
<tr>
<td><strong>Steel</strong></td>
<td>$3,000</td>
</tr>
</tbody>
</table>
Advertising/Brand Placement Opportunities

Don’t miss out on the opportunity to target ISASS attendees by taking advantage of advertising and branding opportunities at the Annual Conference.

Final Program Advertising
Each attendee will receive a Final Program at registration. Premium positions are available on a first come first served basis.

- Full page four color: $3,500 US
- Half page four color: $2,000 US

Conference Bag - $5,500 US*
Every delegate will receive a multi-purpose Conference Bag with your company’s name/logo prominently displayed. This is a “take home” with long term branding! This is an EXCLUSIVE offer.

Hotel Keycards - $5,000 US*
Customized hotel room keys are distributed to attendees staying in the ISASS hotel. The EXCLUSIVE advertiser will have the opportunity to work with ISASS to personalize the key card design, offering incredible exposure.

Badge Lanyards - $2,500 US*
All registered attendees will receive a name badge and lanyard offering incredible exposure throughout the Conference. This EXCLUSIVE opportunity will allow your company to chose the color/logo/text for the lanyard.

ISASS14 Mobile Conference App - $1,250
Increase your presence and connect with more prospects on the ISASS14 Mobile Conference App. With a Premium Exhibitor Listing on the ISASS14 Mobile App, your target audience will have one-touch access to your promotional information. Anyone can download the ISASS14 Mobile Conference App and refer to the Conference Mobile App before, during and after the Conference to view Conference Program information, Exhibitor information and Conference updates.

Conference Bag Insert - $1,000 US
Inserts will be placed in each Conference Bag along with the Final Program. Inserts must be approved by ISASS.

Make sure the Conference attendees remember your company before, during and after they meet in Miami.
Demos/Workshops/Lab Opportunities

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

Space is limited for these CME-accredited hands-on training sessions. Companies may sign up for a maximum of one (1) station. A wait list will be held for any additional stations that may open up. There only be a maximum of six cadaver labs.

**Cadaver Lab Station**
$25,000 each (only 6 available)

**Expected attendance per session:** 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 session at each company’s session.

Participants will then proceed to the lab, rotating through each station. Each participating company will provide the appropriate implants/instrumentation for all rotations, based on content.

**Fee includes:**
- One lab station
- Specimen
- General instrumentation
- Inclusion in ISASS promotion on website and registration e-blast

_Cadaver 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._

_There are only 6 available lab stations for these CME-accredited hands-on training sessions. Sign up now!_
Demos/Workshops/Lab Opportunities

Industry Workshops - $4,000 each

Industry Workshops are held on Wednesday, April 30 and Thursday, May 1, from 12:00p.m. to 1:30pm and do not conflict with the scientific sessions. Only 7 spaces are available each day. Priority will be given to ISASS Partners!

46% of registrants surveyed indicated that attending the Industry Workshops was a very important part of the Annual Conference!

CONTENT & FORMAT: Each company has 90 minutes to present the latest spinal techniques 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 scientific sessions.

ISASS will promote the Industry Workshops through pre-conference email blasts, the ISASS website and the Final Program. Participating companies are also encourage to promote their workshops by taking advantage of the Conference Bag Inserts.

A 10% discount will be offered for companies hosting two or more workshops. This is not to be combined with the Partner discount.

Device Demo Tables - $1,000

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 table for hands-on product displays. Surgeons will visit each table for a specific period of time and then rotate to the following table.

Device companies will remain in the area for the remainder of the World Café meeting, as your device may be highlighted during this session.

The World Café will take place on Wednesday, April 30.

DEADLINE FOR INCLUSION IN THE FINAL PROGRAM:

December 10, 2013

Contacts:

Barbara Fett  Exhibit and Sponsorship Sales
b.fett@ISASS.org
+1-972-751-1922

Heather Howard  Vice President of Operations
heather@ISASS.org
214-923-0412

Items not included in the fee:

- Food and beverage service during the session
- Audio/visual equip., special room set ups or staff.
Application & Contract for Exhibit Space

14th ISASS Annual Meeting
April 29 - May 2, 2014
Loews Miami Beach Hotel

SECTION 1: Contact Information

The contact listed in this section will be designated as the official ISASS contact to receive all exhibit-related materials and communications. Contact information for your listing on the ISASS website can be provided online after your application has been approved.

Company Name on Contract:
_____________________________________________

Company Name (for Final Program, booth signage, website and other show related materials):
_____________________________________________

_____________________________________________

Contact:______________________________________
Title:_________________________________________
Telephone:_____________ Fax:_______________
Email:_______________________________________
Website:____________________________________
Address:_____________________________________
City:_________________________ State:_________
Country:______________________ Zip:___________

SECTION 2: Products/Services to be Featured

_____________________________________________

_____________________________________________

SECTION 3: Exhibit Space Rental Rates

□ Requested Booth Size (min. 10 ft. x 10 ft.) _______ft. x _______ft.
□ Booth Space Fee: $50 per sq. ft.
□ 10 ft. x 20 ft. (up to 10 ft. x 30 ft.) SAVE 20%: $40 per sq. ft.
□ 20 ft. x 20 ft. (or larger) SAVE 30%: $35 per sq. ft.

TOTAL BOOTH FEE:
$____________________________________________

* Registration for exhibitor booth personnel includes (3) registrations for each 100 square feet of exhibit space. Additional exhibitor registrations are available for purchase.

SECTION 4: Exhibit Space location

Companies submitting applications by July 12, 2013 will be eligible to participate in the first round of booth selections based on priority points. Annual Meeting PARTNERS committed by July 12, 2013 will have first right of space selection based on the level of partnership.

LIST COMPANIES THAT YOU WOULD PREFER TO
BE NEAR: ________________________________
NOT BE NEAR: ______________________________

SECTION 5: Previous Participation

□ Yes □ No Has your company exhibited in the past?
□ Yes □ No If yes, was it under a different name?
What name was used?
□ Yes □ No Has your company merged with, been purchased by or purchased another company that has exhibited before?
Company Name:
SECTION 6: Payment Information

Payment in U.S. funds drawn on a U.S. bank must accompany this application. All credit cards are processed in U.S. dollars. The exhibitor is responsible to the general service contractor, or any other show related vendors or companies, for additional related expenses.

CREDIT CARD PAYMENT

Your signature authorizes your card to be charged for the total amount due according to the schedule above. ISASS reserves the right to charge the correct amount if different from the total listed. Cardholder is responsible for any changes in the exchange rate.

- American Express
- MasterCard
- Visa

Card Number: ____________________________________________
Exp. Date: ________________  CSC Code: ______________
Amount: $__________________________
Name on Card: ____________________________
Signature: ________________________________
Billing Address:
Street: ________________________________
City: ________________________________ State: ________
Country: ________________________________ Zip: ________

If paying by credit card please fax application and contract to 972.751.9722.

CHECK PAYMENT

Please mail original application and contract with check made payable to ISASS to

ISASS Exhibit Management
5931 W. Campus Circle Drive
Irving, TX 75063

WIRE TRANSFERS

Contact Barbara Fett at b.fett@isass.org

SECTION 7: Cancellation Penalties

<table>
<thead>
<tr>
<th>PLEASE INITIAL BELOW</th>
<th>Before December 10, 2013:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>50% of total space rental fee retained</td>
</tr>
<tr>
<td>After December 10, 2013:</td>
<td>100% of total space rental fee retained</td>
</tr>
<tr>
<td>All cancellations or requests for a reduction in exhibit space must be made in writing.</td>
<td></td>
</tr>
</tbody>
</table>

SECTION 8: Acknowledgement

As an authorized representative of the above stated Exhibitor, I have received and reviewed the Exhibitor Prospectus and the ISASS Exhibitor Rules, Regulations and Policies available online at www.isass.org (as existing on the date hereof and as the same may be amended or changed hereinafter referred to as “Exhibitor Prospectus and Rules”). Exhibitor agrees to comply with the Exhibitor Prospectus and Rules which are incorporated herein by reference and made part of this contract. In the event of any change in the Exhibitor Prospectus and Rules, the most up-to-date versions, available online at www.isass.org, will be controlling.

I agree and understand that the contact information provided on this Application and Contract for Exhibit Space will be shared with other organizations assisting in the production of the ISASS Annual Meeting.

The parties hereto agree that upon exhibitor’s authorized signature and ISASS’s acceptance and approval, this Application and Contract for Exhibit Space, together with the Exhibitor Prospectus and Rules, will constitute a legal and binding contract between exhibitor and ISASS enforceable in accordance with its terms.

Exhibitor Signature: ____________________________
Date: ____________________________
Printed Name: ____________________________
Telephone: ____________________________
ISASS Technical Exhibits
Yes my company is interested in supporting ISASS. We understand that we are entitled to all benefits associated with the category selected below:

Total Amount $______________________________

Company____________________________________

Address______________________________________

City___________________________________________

State___________________ Zip__________________

Country_______________________________________

Contact Person_______________________________

Title__________________________________________

Telephone____________________________________

Email_________________________________________

Please remit form to:

Barbara Fett  Exhibit and Sponsorship Sales
b.fett@ISASS.org
+1-972-751-1922
Exhibitor Meeting Space & Social Function Form 1

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.

---

**List all meetings, educational and social functions that your company is planning during the dates to the right.**

**Complete one form per function.**

**Duplicate this form as often as needed.**

---

**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, rear screen projection, staging, other, (describe):

- ________________
- ________________
- ________________

---

**Scheduled Function Times:**
- **Monday, April 28, 2014**
  - Anytime
- **Tuesday, April 29, 2014**
  - Before 9am or After 7pm
- **Wednesday, April 30, 2014**
  - Before 8am or After 8pm
- **Thursday, May 1, 2014**
  - Before 8am or After 8pm
- **Friday, May 2, 2014**
  - Before 8am or After 4pm
Exhibitor Meeting Space & Social Function Form 2

Function Hours: List actual event start/end times:

Start Time: ___________________ End Time: ________________

Set-up Time: List actual set-up hours and any 24hr holds:

___________________________________________________________________________________________________
______________________________________________________________________________________________________________________________________________________________________________________________________
___________________________________________________________________________________________________

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

___________________________________________________________________________________________________
___________________________________________________________________________________________________
___________________________________________________________________________________________________

Contact Information

Company Name___________________________________________
Contact Name___________________________________________
Address___________________________________________
City_________________________________________________________
State______________________ Zip_______________________
Telephone___________________________________________
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: 214-923-0412
Direct: 630-995-9994 x 802,
heather@isass.org

For ISASS use only

Approval: □ YES □ NO
BY: __________________________
Date: _________________________

Meeting & Social Function Form 2 of 2