



ISASS 2016

**16th Annual Conference
April 6-8, 2016 Bellagio
Las Vegas, NV USA**

BELLAGIO
LAS VEGAS

ISASS - The International Society for Advancement of Spine Surgery



2016 Exhibitor Prospectus

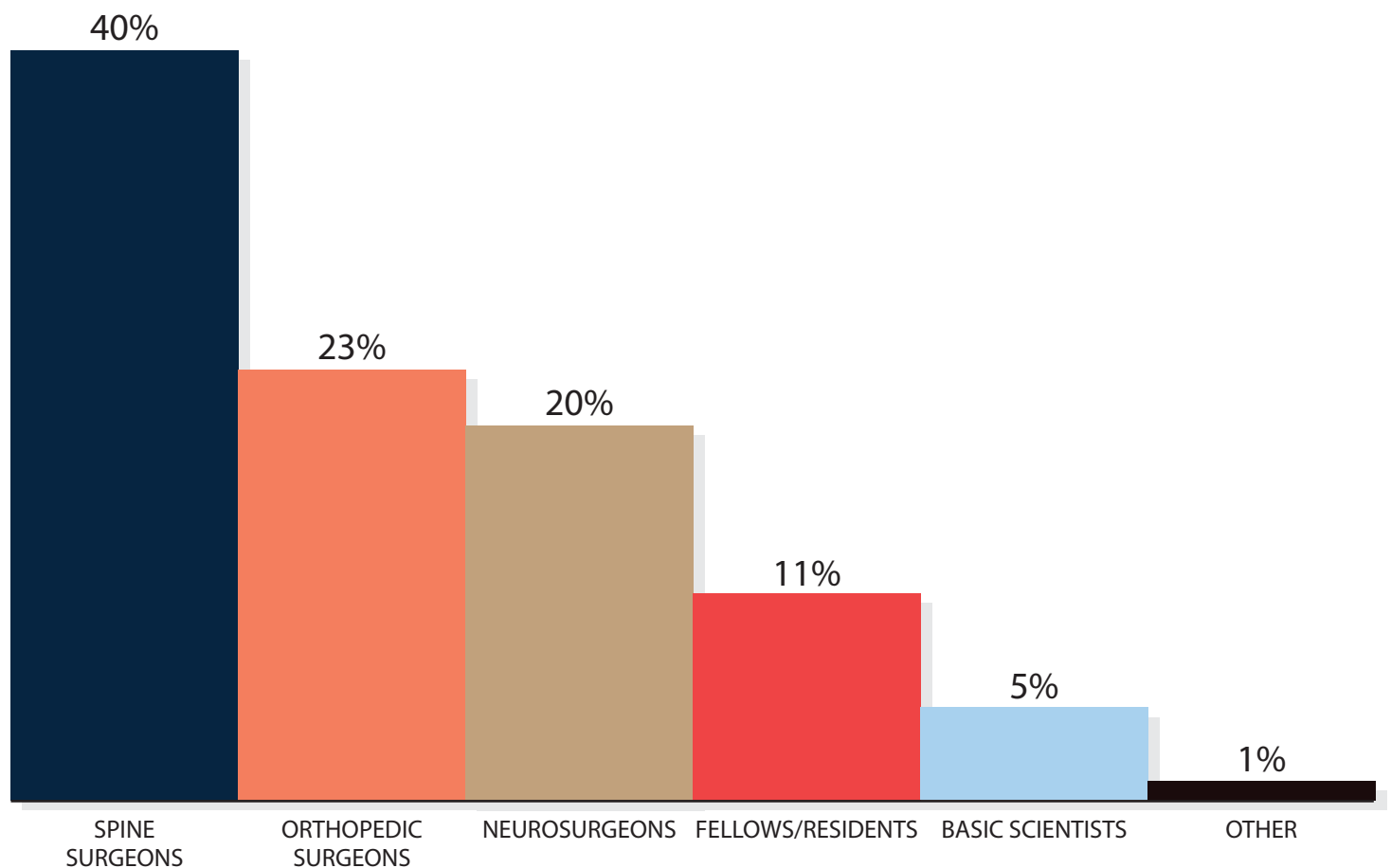
About ISASS and the Annual Conference

The International Society for the Advancement of Spine Surgery - a global scientific and educational society - was born from the trend in the spine industry to look at motion preservation as an alternative to fusion. ISASS' Annual Conference provides an independent venue to discuss and address 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.

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.

The Annual Conference provides 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 spine surgery.

Demographic Chart



Technical Exhibits

Booth Space Fee:

\$50US per square foot (minimum 10ft.x 10ft.)

Save 20%

\$40US per square foot for 10ft.x 20ft. (up to 10ft. x 30ft.)

Save 30%

\$35US per square foot for 20ft. x 20ft. (or larger)

Exhibitor Benefits

- 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
- Listing of company information in ISASS Conference Program
- Listing on ISASS web site
- 1 Conference Bag including ISASS Conference Program per 100 square feet of exhibit space

Terms of Payment

- Applications received before December 4, 2015 must include a 50 percent deposit for exhibit space.
- Space must be paid in full by December 5, 2015. Space not fully paid by December 5, 2015 may be reassigned or sold by ISASS without further obligation to provide any booth deposit refund.
- Applications received after December 5, 2015 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 4, 2015.
- One hundred percent of the total exhibit space rental will be retained for cancellation received on or after December 5, 2015.
- All cancellations or requests for reduction in exhibit space must be made via email: to heather@isass.org.

Exhibit Eligibility

The Technical Exhibits are an integral part of the scientific program and overall success of the ISASS Annual Conference. Qualified exhibitors are limited to those companies whose products promote the awareness of products, technologies and services that are recognized and approved by ISASS as being in harmony 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 the contracted organization may be displayed in the ISASS Exhibit Hall.

Priority Points Criteria

Companies have the opportunity to maximize their priority point earnings through continued participation as an exhibitor at the Annual Conference and by taking advantage of opportunities through Workshops, Corporate Partnerships and Advertising.

The criteria listed below will be used to calculate priority points for the 2016 Annual Conference booth assignment process. 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.

Annual Conference Priority Points

Each year exhibited	50 points per year
Booth size in 2015	1 point for every 100 square feet
ISASS Housing Center usage in 2015	25 points

Additional Earning Opportunities

Platinum Partnership	20 points	Workshops	5 points
Gold Partnership	10 points	Advertising Opportunities	2 points for each \$1,000 spent
Silver Partnership	6 points		
Bronze Partnership	4 points		

Booth Assignment Process

Organizations submitting applications by **August 7, 2015** will be eligible to participate in the first round of booth selections based on priority points. Priority points are used as a guideline for booth placement based on the space an exhibitor has requested but does not guarantee a specific booth location.

Industry Partnership Opportunities

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

	Platinum Partner \$50,000US	Gold Partner \$35,000	Silver Partner \$20,000	Bronze Partner \$8,000
% Discount On Booth Space	30%	25%	15%	10%
% Discount On Industry Workshop	25%	20%	10%	
Additional Exhibitor Badges (Over Allotted)	10	8	5	
Full Page Color Advertisement In The Annual Conference Final Program	1	1	1	
Additional Exhibitor Badges With First Additional Sponsorship	5	4	3	
Conference Bag Inserts	2	1	1	1
Invitations To The Gala Reception On Wednesday Evening April 3	6	4	4	2
Advertising Display/Link on the ISASS Annual Conference Website Through The Last Day Of The Conference	1	1	1	1
Uses Of The Pre-Registration List	2	2	2	
Uses Of The Post-Registration List	1	1	1	
Uses Of The Active Membership List	1			
Logo On Conference Signage	1	1	1	1

Advertisement / Brand Placement Opportunities

Place your brand on specific activities, services or functions to increase your exposure at the Annual Conference.

Final Program Advertising

Attendees receive the Final Program at registration. Premium positions are on a first come first served basis.

Full Page/Four Color	\$2,000US
Half Page/Four Color	\$1,500US

International Journal of Spine Surgery Advertising

Each attendee will also receive a copy of the International Journal of Spine Surgery at registration. Premium placement options are available. The Journal differentiates from the Program by publishing evergreen articles for reference—attendees will remember you long after their great time in Las Vegas.

IJSS Advertising Full Page Ad	\$2,500US
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Badge Lanyards - \$2,500US

Lanyards and badge holders are among the most visible items at any conference. ISASS lanyards are printed with the sponsor's company logo and distributed at registration.

Conference Bag - \$5,500US

A visible promotion and a take home reminder, all professional attendees receive bags on-site containing conference materials. The ISASS Annual Conference logo and your company logo are printed on the bag.

Hotel Key Cards - \$5,000US

The Annual Conference will be held in the Manchester Grand Hyatt. The first impression on check in at the hotel is a room key personalized with your branding.

Aisles Signs - \$3,000US

Your logo branded on the directional aisle signs placed on the floor of each aisle in the exhibit hall.

Floor Decals - \$3,000US

Directional floor decals with your brand leading attendees through the meeting area. Tell attendees where your booth is or simply display your logo.

Conference Bag Inserts - \$1,000US

Inserts may be flyers, pamphlets or brochures. You provide the materials and ISASS will include them in the Conference Bags. All inserts must be approved by ISASS.

Industry Workshops/ Cadaver Lab Stations

Industry Workshops with Lunch - \$6,700US or \$11,000US based on room capacity*

Only 8 space available each day! ISASS Partners will be given first priority!

Industry Workshops will be held Wednesday, April 6 and Thursday, April 7, from 12:00p.m. – 1:30p.m. and do not conflict with the scientific sessions.

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 a hands-on workshop. The topic must be reviewed by ISASS to avoid any conflict with an ISASS scientific session.

Food and beverage service is included in the cost of the Industry Workshop.

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

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

Audio/visual equipment, special room set ups or staff are not included.

Cadaver Lab Stations - \$10,000US

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

Companies may sign up for one (1) station. A wait list will be held for any stations that may open up.

Only 6 labs available! Fee includes: One lab station/specimen/general instrumentation/inclusion in ISASS promotions on website and registration emails, along with 3 complimentary passes.

Format: The cadaver lab will be held on Saturday, April 9. Participants will rotate through each station. Each participating company will provide the appropriate implants/instruments for all rotations based on content. Cadaver lab sponsors and ISAAS will work together to choose the appropriate faculty for lecture and lab. Presentation content and lab details will be worked out by sponsors and faculty and must be approved by ISAAS.

Application & Contract For Exhibit Space

ISASS16 Annual Conference/April 5-7, 2016/Bellagio Hotel, Las Vegas, NV, USA

Companies submitting applications by **August 7, 2015** will be eligible to participate in the first round of booth selections based on priority points. Annual Conference PARTNERS committed by August 7, 2015 will have first right of space selection based on the level of partnership.

SECTION 1: Contact Information

The contact listed in this section will be designated as the official 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: _____

(This company name will also be used for the Final Program, booth signage, website and other related materials.)

Contact: _____ Title: _____

Telephone: _____ Cell Phone: _____

Email: _____ Website: _____

Mailing Address: _____

City: _____ State: _____ Country: _____ Zip: _____

SECTION 2: Products/Services to be Featured

SECTION 3: Exhibit Space Rental Rates

Booth Space Fee:

- \$50 per square foot – 10ft x10ft space
- \$40 per square foot – 10ft x 20ft up to 10ft x 30ft
- \$35 per square foot – 20ft x 20ft or larger

Requested booth size: _____ ft x _____ ft

Total Booth Fee: _____ \$US

SECTION 4: Exhibit Space Location

List companies that you would prefer to:

BE Near: _____

NOT BE Near: _____

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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: Cancellation Policy

- 50 percent of the total exhibit space rental will be retained for cancellation-received before December 4, 2015.
- 100 percent of the total exhibit space rental fee will be retained for cancellations received on or after December 5, 2015.
- All cancellation or requests for reduction in exhibit space must be made via email to heather@isass.org.

SECTION 7: 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 Conference.

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 the Exhibiting company and ISASS enforceable in accordance with its terms.

Exhibitor Signature: _____ Date: _____

Printed Name: _____ Telephone: _____

Application & Contract For Exhibit Space

ISASS16 Annual Conference/April 5-7, 2016/Bellagio Hotel, Las Vegas, NV, USA

SECTION 8: Select Opportunity Below

Industry Partnership/Advertising/Brand Placement/Opportunities/Industry Workshops/Cadaver Labs

Partnerships:

<input type="checkbox"/> Platinum - \$50,000	<input type="checkbox"/> Gold - \$35,000
<input type="checkbox"/> Silver - \$20,000	<input type="checkbox"/> Bronze - \$8,000

Advertising and Brand Placement Opportunities:

<input type="checkbox"/> Final Program Advertising	
<input type="checkbox"/> Full Page/Four Color	\$2,000US
<input type="checkbox"/> Half Page/Four Color	\$1,500US
<input type="checkbox"/> IJSS Advertising Full Page Ad	\$2,500US
<input type="checkbox"/> Badge Lanyards	\$2,500US
<input type="checkbox"/> Conference Bag	\$5,000US
<input type="checkbox"/> Hotel Key Cards	\$5,000US
<input type="checkbox"/> Aisle Signs	\$3,000US
<input type="checkbox"/> Floor Decals	\$3,000US
<input type="checkbox"/> Conference Bag Inserts	\$1,000US

Industry Presentations

<input type="checkbox"/> Industry Workshops	
<input type="checkbox"/> Industry Workshop with Seating for 50pp	\$6,700US
<input type="checkbox"/> Industry Workshop with Seating for 100pp	\$11,000US
<input type="checkbox"/> Cadaver Lab Station	\$10,000US

Total Support Amount: _____ \$US

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SECTION 9: 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.

Payment Schedule

By December 4, 2015	50 percent of the total booth fee due
After December 5, 2015	100 percent of the total booth fee due

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: _____ CC Code: _____ Amount \$US: _____

Exp. Date: _____ Name on Card: _____ Signature: _____

Card Billing Address: _____

If paying by credit card, please fax application to: 972-751-9722

Check Payment

If paying by check please fax Application and Contract for Exhibit Space to 972-751-9722. Please mail the original application with check made payable to ISASS to: ISASS – 1914 Springbranch Drive – Arlington, TX – 76006

Wire Transfers

If paying by wire transfer please fax application and Contract for Exhibit Space to 972-751-9722. For bank information please contact Heather Howard at heather@isass.org.

Exhibitor Meeting Space and Social Function Request Form

Any exhibitor planning on holding an event or function that will take place outside of their assigned exhibit space during the ISASS Annual Conference must secure approval from ISASS. Activities that include ISASS Annual Conference attendees must request approval. Any outside function that is not approved by ISASS will result in a reduction of priority points for the hosting company.

Monday, April 4, 2016	Anytime
Tuesday, April 5, 2016	Anytime
Wednesday, April 6, 2016	Before 8am or After 8pm
Thursday, April 7, 2016	Before 8am or After 8pm
Friday, April 8, 2016	Before 8am or After 3pm

THIS EXCLUDED INDUSTRY WORKSHOPS – CADAVER LABS.

List all meetings, educational and social functions that your company is planning. Complete one form per function.

Function	Audience	Room Set-Up	Room Size
<input type="checkbox"/> Sales Meeting <input type="checkbox"/> Business Meeting <input type="checkbox"/> Cadaver Lab <input type="checkbox"/> Breakfast <input type="checkbox"/> Lunch <input type="checkbox"/> Dinner <input type="checkbox"/> Reception	<input type="checkbox"/> Physicians <input type="checkbox"/> Company <input type="checkbox"/> Personnel Only <input type="checkbox"/> Distributors <input type="checkbox"/> Other <input type="text"/> <input type="text"/>	<input type="checkbox"/> Conference <input type="checkbox"/> Hollow Square <input type="checkbox"/> Reception <input type="checkbox"/> Rounds <input type="checkbox"/> Classroom <input type="checkbox"/> Theater <input type="checkbox"/> U-Shape	List factors affecting room size, rear screen projection, staging, etc. <input type="text"/> <input type="text"/>

Title of Event: _____ Day and Date: _____

Expected Attendance: _____ Function Hours: Start time: _____ End time: _____

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

Contact Information:

Company Name: _____ Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Country: _____

Telephone: _____ Email: _____

Written confirmation regarding approval and/or assigned meeting space will be sent to the individual listed above within 3 business days after submittance to the contact listed on this form.

Return Completed Form to:

Heather Howard, ISASS
1914 Springbranch Drive, Ste 101
Arlington, TX 76006
Heather@isass.org

