

# ISASS21

## 21<sup>ST</sup> ANNUAL CONFERENCE

INNOVATIVE TECHNOLOGIES, TECHNIQUES AND TIPS  
FROM AROUND THE WORLD

**MAY 13 – 15, 2021**

### PROGRAM CHAIRS:



ROBERT  
GUNZBURG, MD



SAFDAR  
KHAN, MD



PAUL  
PARK, MD



SHEERAZ  
QURESHI, MD

LOEWS MIAMI BEACH | MIAMI BEACH, FL

JOINTLY PROVIDED BY:





## Dear Exhibitor:

**Ready to Reconnect?** We are pleased to invite you to exhibit and support the ISASS Annual Conference which will be held May 13–15, 2021 at the Loews Miami Beach hotel in FL.

ISASS has entered a season of **new energy and focus** with a renewed emphasis on innovative spinal technologies and **international** participation.

### Why Attend ISASS?

- A robust program featuring an excellent array of faculty members from over **15 nations**.
- **More opportunities** for your company to advertise, participate and present your new techniques and technologies.
- New **Young Surgeon** opportunities.
- Fantastic **location** that is easily accessible.

We hope you join us in May.

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### KEY DATES



**March 8, 2021**  
All applications due



**March 24, 2021**  
Space assignments & service kits emailed



**April 21, 2021**  
Housing deadline

## We Heard You! How ISASS is changing to reflect past concerns:



**Accessibility** — The Exhibit Hall and General Session rooms are adjacent to each other to ensure attendees don't have to travel far to visit the exhibits.



**Ample time** — We have included extra break times, lunches and a Course Reception all hosted in the Exhibit Hall with no other agenda items happening simultaneously.



**Location** — The Loews Miami Beach is one of the best in Miami and the Miami International Airport is easily accessible from within the US and around the world.



Frank Phillips, MD

*"This year's ISASS Annual Conference is going back to its roots, with a focus on new technology and techniques, international views, and practical tips and tricks. I think it will be one of the most clinically relevant meetings, with engaging lectures, debates and case discussions, that I'll attend all year."*

*"The scientific program is very attractive and embraces all major spinal pathologies. The new congress setting promotes outstanding discussion between surgeons from all over the world. I also believe that the Loews' Hotel in Miami has an irresistible charm: therefore you cannot miss this great event!"*



Massimo Balsano, MD



Morgan Lorio, MD

*"ISASS represents the best in spine innovation, spine surgeon support and spine patient access."*



# CONFERENCE DETAILS

## Dates

Thursday, May 13 –  
Saturday, May 15, 2021

## Location

The Loews Miami Beach  
1601 Collins Ave.  
Miami Beach, FL 33139  
Phone: (305) 604-1601  
<https://www.loewshotels.com/miami-beach>

## Exhibit Location

Americana 3 & 4 Ballroom.

## Exhibit Dates & Hours

Thursday, May 13, 2021  
9:45 am – 6:00 pm

Friday, May 14, 2021  
9:45 am – 5:15 pm

Saturday, May 15, 2021  
9:45 am – 1:15 pm

## Exhibit Booth Installation

Wednesday, May 12  
6:00 pm – 10:00 pm – *note these hours may change slightly if we are able to get into the room earlier.*

Thursday, May 13  
6:00 – 9:00 am

## Exhibit Booth Dismantling

Saturday, May 15, 2021  
1:15 pm – 6:00 pm

## Exhibit Contractor

The Expo Group

## Contact

Christy Gill  
ISASS Conference Planning Office  
Tel: (630) 681-1040 ext. 302  
Fax: (630) 682-5811  
Email: [cgill@broad-water.com](mailto:cgill@broad-water.com)

## ACCME

ISASS recognizes that commercial support is an important element of educational meetings and adheres strictly to all ACCME directives and guidelines that govern commercial support of continuing medical education.

## Target Audience

With a worldwide membership, as well as attendees from a range of disciplines—including neuro, spine and orthopedic surgeons as well as physical therapists and physician's assistants and scientists and researchers—ISASS 2021 is the place to reach a diverse audience in a manageable space that allows for plenty of one-on-one conversations.

## Program Directors

Robert Gunzburg, MD  
Safdar Khan, MD  
Paul Park, MD  
Sheeraz Qureshi, MD

## Invited Faculty

Todd Albert, MD  
Neel Anand, MD  
Ali Araghi, DO  
Hyun Bae, MD  
Massimo Balsano, MD  
Svante Berg, MD  
Rudolf Bertagnoli, MD  
Sig Berven, MD

Scott Blumenthal, MD  
Evalina Burger-Van der Walt, MD  
Joseph Butler, FRCS  
Dom Coric, MD  
Ashish Diwan, FRACS  
Rolando Garcia, MD  
Steve Garfin, MD  
Steve Glassman, MD  
Jeff Goldstein, MD  
Richard Guyer, MD  
Roger Härtl, MD  
Jonathan Hyde, MD  
Richard Hynes, MD  
Safdar Khan, MD  
Han Jo Kim, MD

Seok Woo Kim, MD  
Naresh Kumar, FRCS  
Brian Kwon, MD  
Virginie Lafage, PhD  
Khai Lam, FRCS  
Jean-Charles LeHuec, MD  
Morgan Lorio, MD  
Gregory Lutz, MD  
Carlotta Martini, MD  
Cristiano Menezes, MD  
Isaac Moss, MD  
Avelino Parajon, MD  
Choon Keun Park, MD  
Alpesh Patel, MD  
Frank Phillips, MD

Luiz Pimenta, MD  
Kris Radcliff, MD  
Harvinder Sandhu, MD  
Rick Sasso, MD  
Dan Sciubba, MD  
Chris Shaffrey, MD  
*Keynote*  
Michael Steinmetz, MD  
Marek Szpalski, MD  
Khoi Than, MD  
Michael Wang, MD  
Robert Watkins IV, MD  
Huilin Yang, MD, PhD  
James Yue, MD  
Jack Zigler, MD

# CONFERENCE AT-A-GLANCE

## THURSDAY, MAY 13

6:00 am	Registration Opens
7:00 am – 7:50 am	Technology Workshops* with Breakfast
8:00 am – 10:05 am	<b>Session I: Lumbar Spine: Controversies That Matter in Your OR</b>
9:45 am – 6:35 pm	<b>Exhibits Open</b>
10:05 am – 10:30 am	Refreshments and <b>Exhibit Viewing</b>
10:30 am – 12:30 pm	<b>Session 2: Free Papers</b>
12:30 pm – 1:15 pm	<b>Lunch with Exhibits</b>
1:15 pm – 2:45 pm	<b>Concurrent Sessions I &amp; II</b>
	<b>Option A:</b> Cervical Spine: Complications Avoidance and Management <b>Option B:</b> What's New and Exciting? Technologies Coming Your Way
2:45 pm – 3:05 pm	Refreshments and <b>Exhibit Viewing</b>
3:05 pm – 5:35 pm	<b>Session 3: Endoscopic Spine Surgery</b>
5:35 pm – 6:35 pm	<b>Reception with Exhibitors</b>

## FRIDAY, MAY 14

6:00 am	Registration Opens
7:00 am – 7:50 am	Technology Workshops* with Breakfast
8:00 am – 10:20 am	<b>Session 4: Motion Preservation</b>
9:45 am – 5:15 pm	<b>Exhibits Open</b>
10:20 am – 10:50 am	Refreshments and <b>Exhibit Viewing</b>
10:45 am – 12:30 pm	<b>Session 5: Free Papers</b>
12:30 pm – 1:15 pm	<b>Lunch with Exhibits</b>
1:15 pm – 2:45 pm	<b>Concurrent Sessions III &amp; IV</b>
	<b>Option A:</b> Lumbar Spine: Complications Avoidance and Management <b>Option B:</b> Publishing in Spine Surgery
2:45 pm – 3:15 pm	Refreshments and <b>Exhibit Viewing</b>
3:15 pm – 5:15 pm	<b>Session 6: Free Papers</b>
5:15 pm – 6:30 pm	Scientific Poster Presentation Session
6:45 pm – 7:30 pm	<b>Young Surgeon Reception followed by Corporate Dinners</b>

## SATURDAY, MAY 15

6:30 am	Registration Opens
7:00 am – 7:50 am	Technology / Biologics Workshops* with Breakfast
8:00 am – 10:20 am	<b>Session 7: Adult Deformity</b>
9:45 am – 1:15 pm	<b>Exhibits Open</b>
10:00 am – 10:25 am	Refreshments and <b>Exhibit Viewing</b>
10:45 am – 12:40 pm	<b>Session 8: Free Papers and Biologics</b>
12:40 pm – 1:15 pm	<b>Lunch with Exhibits</b>
1:10 pm – 4:35 pm	<b>Session 9: New Technology and the Impact on Your Practice</b>
4:35 pm	<b>Adjourn</b>

\*Workshops are **not** CME-accredited

## EXHIBIT INFORMATION

\$6,000 per 10 x 10 exhibit booth includes:

- One three-sided booth with black drape
- 8' high back wall and 3' high side rails
- (1) 6' draped table
- 2 chairs
- One wastebasket
- One exhibitor identification sign
- Two exhibitor registration badges
- Entry into the ISASS Giveaway
- Two copies of the Conference Guide

### Booth Assignments

All corporate support opportunities, including support of Non-CME Technology Workshops and all other support opportunities, are only available to registered ISASS Exhibitors. Booth are assigned based on overall Corporate Support and date application is received.

### Corporate Badges

Any additional badges above the allotted amount in your Corporate Package are \$750 each. Representatives without a badge will not be admitted to the exhibit hall. Badges are personal and non-transferable and must be worn in the exhibit area at all times. Attaching unapproved cards, ribbons, or other items to badges is not permitted.

## WORKSHOP OPPORTUNITIES\*

*Your company selects workshop faculty. ISASS will provide standard audio visual and food and beverages.*

### Technology Workshop with Breakfast — \$9,000

Present your new technique or technology during a 50-minute workshop with breakfast. Workshops are held Thursday, Friday and Saturday mornings.

### Biologics Workshop with Breakfast — \$4,000 co-support

Share the podium with other companies to present your Biologics product. Up to 4 companies can participate on Saturday morning and will have 12 minutes to present from the podium.

## TECHNOLOGY UPDATE OPPORTUNITIES\*

### At the Live Conference — \$6,500

Take advantage of stage time! Update the ISASS audience from the General Session stage with a 5-minute Technology Update Presentation. You select the speaker and topic. Time slots are limited so be sure to sign up quickly.

### On the ISASS Website — \$6,500

Submit your pre-recorded 5-minute video to be posted on the ISASS website for all to view. Video will be hosted on the site for 1 year after the conference.

### Featured in the June 2021 Webinar — \$6,500

Submit your pre-recorded 5-minute video to be presented during the ISASS June 2021 Webinar and posted on the ISASS website for 1 year after the conference.

*\*Workshops and Tech Updates are not CME-accredited.*

# ADVERTISING OPPORTUNITIES

## **EXCLUSIVE Eblast**

ISASS Contact List — \$4,000  
ISASS Conference Registrants — \$3,000  
*Pre and Post Course available*

## **Banner Ad in Eblast**

ISASS Contact List — \$3,500  
ISASS Conference Registrants — \$2,500

## **Conference Guide Full Page Ad — \$3,500**

Feature your product in a full page ad in the Conference Guide which will be distributed to all attendees.

## **Social Media Video Spotlight — \$1,500**

Provide a short video that ISASS will post via LinkedIn, Twitter, Facebook, and Instagram

## **Social Media Post — \$900**

Feature your company or product in one ISASS post via LinkedIn, Twitter, Instagram and Facebook.

## **Mobile App Opportunities**

### **EXCLUSIVE Splash Screen — \$4,000**

Grab attendees attention right when they launch the Mobile App. Your ad will appear for 3.5 seconds.

### **EXCLUSIVE Sticky Banner Ad — \$3,500**

The sticky banner displays on the main screen and attaches to the edge of the menu on the bottom of the screen and can link to a website.

### **Subpage Banner Ad — \$3,000**

Sub-page Banners are randomly rotating ads displayed on a specific page of the app, which can be linked to URLs.

### **Push Notification — \$1,500**

Use a text push notifications to call attention to a particular booth or conference event (workshop, tech update, etc).

# MARKETING OPPORTUNITIES

## **Branded Hotel Keycards — \$6,000**

Feature your logo or graphics on each hotel key card provided to our group.

## **Conference Bags — \$6,000**

Provide each attendee with a bag bearing your company logo. Company provides bags and must receive approval from ISASS.

## **Badge Lanyards — \$5,000**

Present each registrant with a badge lanyard bearing your company logo. Company provides lanyards and must receive approval from ISASS.

## **Notepads or Pens — \$5,000 each**

Supply each attendee with a notepad or pen bearing your logo. Items will be placed on the tables in the General Session room at the start of the conference. Company provides notepads/pens and must receive approval from ISASS.

## **Social Media Followers**



**Twitter**  
4,278 followers



**Instagram**  
200 followers



**LinkedIn**  
384 followers



**Facebook**  
921 followers

# YOUNG SURGEON OPPORTUNITIES

## **Young Surgeon Reception — Exclusive Support — \$12,000 or Co-supported — \$7,000 (2 companies)**

Support the Young Surgeon Reception on Friday evening from 6:30–7:30 pm. Interact with up to 40 Young Surgeons and ISASS Board Members over cocktails and hor d'oeuvres. Supporting company will be able to present on the topic of your choice (12 minutes for Exclusive support or 6 minutes per company (max of 2 companies).

## **Young Surgeon Dinner — \$8,000**

Host a minimum of 8 residents / fellows / early career surgeons for dinner. Company responsible for arranging and paying for dinner. ISASS will guarantee attendance.

# ADDITIONAL OPPORTUNITIES

## **Wireless Internet Access — \$8,000**

Help attendees stay connected during the meeting by providing access for wireless-enabled devices in the general session room and exhibit hall during the conference. The sponsor will be prominently acknowledged on signage in the registration area, on our website, and the **access code can be branded**.

## **Resident, Fellow, Young Surgeon Travel Grants — \$2,500**

Company provides grant(s) to support residents, fellows or young surgeons to attend the conference. Your company will be acknowledged in the Conference Guide and course announcements.





## **General Annual Conference Corporate Support — \$1,000 and up**

Show your support for the ISASS Conference with a general support pledge of any amount of \$1,000 and up.



# CORPORATE SUPPORT RECOGNITION & BADGES

As a sign of appreciation for our corporate partners who support the ISASS Annual Conference, we are pleased to offer the following recognition and benefits:

<b>DIAMOND SUPPORTER</b> \$75,000 and above 	<ul style="list-style-type: none"><li>• ISASS Website Listing — with company logo and URL link for one year</li><li>• Full-page Ad in ISASS Conference Guide</li><li>• Full-page acknowledgement in ISASS Conference Guide</li><li>• Prominent recognition with logo on ISASS Annual Conference signage and course announcements</li><li>• Badge ribbons for Annual Conference corporate attendees indicating support level</li><li>• Recognition on ISASS Social Media sites</li><li>• Podium award presentation at the Annual Conference</li></ul>
<b>GOLD SUPPORTER</b> \$50,000 and above 	<ul style="list-style-type: none"><li>• ISASS Website Listing — with company logo and URL link for one year</li><li>• Half-page ad in ISASS Conference Guide</li><li>• Half-page acknowledgement in ISASS Conference Guide</li><li>• Prominent recognition on ISASS Annual Conference signage and course announcements</li><li>• Badge ribbons for Annual Conference corporate attendees indicating support level</li><li>• Verbal Recognition at the Annual Conference</li></ul>
<b>SILVER SUPPORTER</b> \$25,000 and above 	<ul style="list-style-type: none"><li>• ISASS Website Listing</li><li>• Acknowledgement in ISASS Conference Guide</li><li>• Recognition with logo on ISASS Annual Conference signage and course announcements</li><li>• Badge ribbons for Annual Conference corporate attendees indicating support level.</li><li>• Verbal Recognition at the Annual Conference</li></ul>
<b>BRONZE SUPPORTER</b> \$10,000 and above 	<ul style="list-style-type: none"><li>• ISASS Website Listing</li><li>• Acknowledgement in ISASS Conference Guide</li><li>• Recognition on ISASS Annual Conference Signage</li></ul>

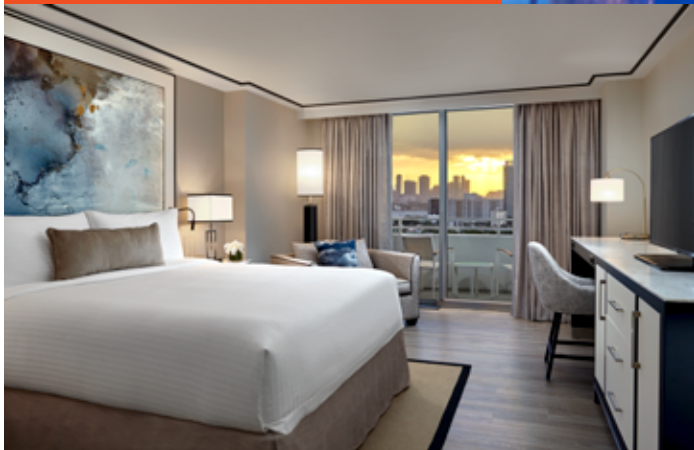
## Calculation of Support

The following count towards Total Support Level: Exhibit Fees, Technology Workshops and Updates, and grants supporting additional items as listed on pages 5–7. The following do NOT Count towards Total Support Level: Unrestricted educational grants, corporate registration fees and additional faculty travel grants.

# HOUSING DETAILS

## The Loews Miami Beach Hotel

1601 Collins Ave.  
Miami Beach, FL 33139  
<https://www.loewshotels.com/miami-beach>



### Room Rate

Single/Double —  
\$299 per night,  
plus a \$16 daily  
resort fee and taxes



### Reservations Procedure

Make your reservation by  
April 21st to receive the  
discounted rate!



### To make your reservation:

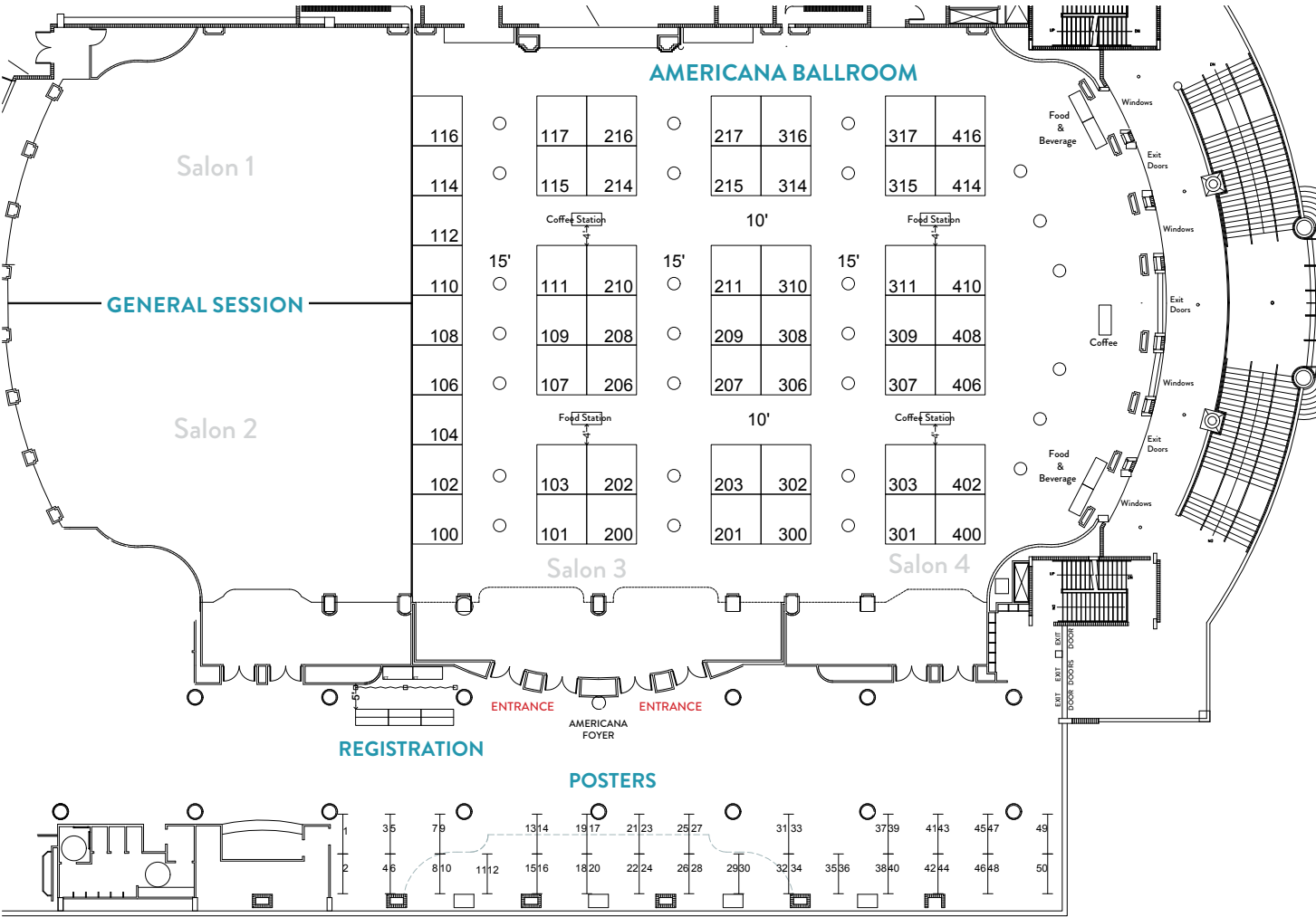
Call the Loews Miami Beach at 1-888-879-0462 and ask to book a room for the “ISASS” conference

Book online at <https://www.loewshotels.com/miami-beach/isass-miami-2021-meeting>

### ISASS would like to thank our 2020 supporters:

4Web Medical	Camber Spine	Joimax, Inc.	Spinal Elements
7D Surgical	Centinel Spine	Medtronic	Spine Frontier
Accurate Monitoring	Cerapedics	MiRus	Spineology Inc.
Aescuplap Implant	CoreLink	NovaBone Products LLC	Stryker
Aspen Medical	FH Orthopedics Group	Organogenesis	Vivex Biologics
Augmedics	Globus Medical	Orthofix	Xtant Medical
Axotlotl Biologix	Intrinsic Therapeutics	RTI Surgical	Zeiss
Benevenue Medical	Johnson & Johnson,	SI-BONE	Zimmer Biomet
Elliquence, LLC	DePuy Synthes	Simplify Medical	

# EXHIBIT FLOOR PLAN



# APPLICATION

COMPANY NAME

CONTACT NAME

CONTACT EMAIL ADDRESS

## BOOTH CHOICES

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

EXHIBIT BOOTH	
Quantity:	x \$6,000
TOTAL:	

WORKSHOP OPPORTUNITIES*	
<input type="radio"/> Technology Workshop with Breakfast	\$9,000
<input type="radio"/> Biologics Workshop with Breakfast	\$4,000 co-support
TECHNOLOGY UPDATE OPPORTUNITIES*	
<input type="radio"/> At the Live Conference	\$6,500
<input type="radio"/> On the ISASS Website	\$6,500
<input type="radio"/> Featured in the June 2021 Webinar	\$6,500

ADVERTISING OPPORTUNITIES	
<input type="radio"/> <b>EXCLUSIVE Eblast</b>	
<input type="checkbox"/> ISASS Contact List	\$4,000
<input type="checkbox"/> ISASS Conference Registrants	\$3,000
<input type="checkbox"/> Pre Course or <input type="checkbox"/> Post Course	
<input type="radio"/> <b>Banner Ad in Eblast</b>	
<input type="checkbox"/> ISASS Contact List	\$3,500
<input type="checkbox"/> ISASS Conference Registrants	\$3,000
<input type="radio"/> <b>Conference Guide Full Page Ad</b>	\$3,500
<input type="radio"/> <b>Social Media Video Spotlight</b>	\$1,500
<input type="radio"/> <b>Social Media Post</b>	\$900

ADVERTISING OPPORTUNITIES <i>(continued)</i>	
<input type="radio"/> <b>Mobile App Opportunities</b>	
<input type="checkbox"/> <b>EXCLUSIVE</b> Splash Screen	\$4,000
<input type="checkbox"/> <b>EXCLUSIVE</b> Sticky Banner Ad	\$3,500
<input type="checkbox"/> Subpage Banner Ad	\$3,000
<input type="checkbox"/> Push Notification	\$1,500

MARKETING OPPORTUNITIES	
<input type="radio"/> <b>Branded Hotel Keycards</b>	\$6,000
<input type="radio"/> <b>Conference Bags</b>	\$6,000
<input type="radio"/> <b>Badge Lanyards</b>	\$5,000
<input type="radio"/> <b>Notepads or <input type="radio"/> Pens</b>	\$5,000 each

YOUNG SURGEON OPPORTUNITIES	
<input type="radio"/> <b>Young Surgeon Reception</b>	
<input type="checkbox"/> <b>EXCLUSIVE</b> Support	\$12,000
<input type="checkbox"/> Co-supported	\$7,000 (2 companies)
<input type="radio"/> <b>Young Surgeon Dinner</b>	\$8,000

NETWORKING OPPORTUNITIES	
<input type="radio"/> <b>Wireless Internet Access</b>	\$8,000
<input type="radio"/> <b>Resident, Fellow, Young Surgeon Travel Grants</b>	\$2,500
<input type="radio"/> <b>General Annual Conference Corporate Support</b>	\$1,000 and up

<b>TOTAL:</b>
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## COMPANY DETAILS

COMPANY NAME *(exactly as it should appear in course materials)*

WEBSITE

ADDRESS

CITY

STATE

ZIP

TELEPHONE

FAX

# APPLICATION

## BILLING INFORMATION

For your convenience, wire transfers in USD currency can be made:

- Within the US: Chase Bank, ABA #021000021
- Outside the US: Chase Bank, SWIFT #CHAUS33

☐ Credit card\* ☐ AMEX ☐ VISA ☐ MASTERCARD ☐ DISCOVER

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CREDIT CARD NUMBER

---

EXPIRATION DATE

SECURITY CODE

---

NAME (exactly as it appears on card)

---

SIGNATURE (I agree to pay according to the credit card issuer agreement)

\*A 3% processing fee will be applied to all credit card payments.

## WE AGREE

Payment in full is due by March 8, 2021, in order for booth space to be assigned.

Checks must be made payable to:  
ISASS

301 S. County Farm Rd.; Suite L  
Wheaton, IL 60187

All provisions of the Rules and Regulations and General Information, as hereby published, shall be a part of this contract.

Application Deadline is March 8, 2021.

We hereby apply, subject to the terms of the ISASS printed Rules and Regulations, for exhibit space for our occupancy.

## FAX

Please retain a copy of this contract for your files and fax this application with the appropriate payment information by March 8, 2021 to: Fax (630) 682-5811

## EMAIL

Email your applications to Christy Gill at [cgill@broad-water.com](mailto:cgill@broad-water.com)

## CANCELLATION POLICY

Request for cancellation must be made in writing. Written cancellations received on or before April 1, 2021 will receive a refund, less an administrative fee (25% of your total support).

Cancellations received after April 1, 2021, will forfeit the entire cost.



# RULES AND REGULATIONS

## INTERPRETATION OF RULES

The following Rule and Regulations are part of the contract between the exhibitor and ISASS. All matters not covered in these Rule and Regulations shall be referred to ISASS for adjudication and the decision of ISASS shall be final. These Rules and Regulations may be amended at any time by ISASS and all the amendments made shall be binding upon the exhibitor equally with these Rules and Regulations, and shall become a part thereof, providing the exhibitor is notified of the amendments. Notice may be verbal or in writing before or during the ISASS Annual Conference and may be given at any authorized agent or representative of the exhibitor.

## BOOTH ASSIGNMENTS

Booths will be allocated on the following basis: number of booths requested, corporate support dollars contributed to the 2021 Conference, date of receipt of application, and space availability. ISASS reserves the right to change the exhibit floor plan if conflict arises regarding space requests or conditions that are beyond ISASS's control. ISASS reserves the right to locate exhibitors demonstrating loud apparatus, conducting odor-producing activities or containing other disagreeable features in the area where the noise or aroma will not interfere with other exhibits. Show management (ISASS Conference Planning Office) reserves the right to determine at what point sound, odor, etc. interferes with others and must be discontinued. Exhibitors with such equipment must agree to accept space assignments, which will abate reasonable objections to these annoyances.

## BOOTH CONDUCT

ISASS reserves the right to approve all exhibits and activities related thereto. ISASS may require that an exhibit be curtailed if it does not meet the standards set forth herein, if it reflects against the character of the Annual Conference or if it exceeds the bounds of good taste as interpreted by show management. An exhibitor of questionable exhibit or activity relating thereto must submit a description of the exhibit or activity with the exhibit application approval. Inspection of the exhibit area will be made during installation hours. An effort will be made to advise exhibitors of any deviation from the rules at that time. Exhibitors must make all corrections requested by show management at their own expense or risk removal from the exhibition without notice and without obligation on the part of the ISASS for any refund whatsoever. ISASS reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the Annual Conference. Exhibit personnel may not enter another exhibitor's booth without obtaining permission. Lingering in the aisles surrounding another exhibitor's booth for the purpose of obtaining product information or distracting other booth personnel is strictly prohibited and may be cause for expulsion. An exhibit booth may not be photographed or videotaped without the permission of the legitimate occupants of that booth. ISASS does not in any manner endorse any of the products or services related to the exhibits, which have been accepted for display during the Annual Conference. Exhibitors may not sell any food or beverage on the exhibit floor. Distribution of any literature outside of an exhibitor's own space is prohibited. No procedures may be performed on any live tissue on the exhibit floor.

## BOOTH CONSTRUCTION AND ARRANGEMENT

All parts of displays must be finished so as to present an attractive appearance when viewed from the aisles or from adjoining exhibits. Two-story booths are not permitted. Signage may not be higher than 8 feet. Booths must maintain a 50% see through to avoid excessively blocking the view of other exhibits. Exhibits may not exceed 8 feet along the back panel, and side panels may not rise above 3 feet 6 inches for more than 3 feet.

## CHILDREN

Children under 18 years of age will NOT be permitted to enter the exhibit area at any time during the conference, including the installation and dismantling of exhibits.

## CONTESTS, RAFFLES, AND DRAWINGS

Contests, raffles, and drawings are not permitted at the 2017 ISASS Annual Conference.

## DEMONSTRATION AND LIABILITY

Exhibitions, demonstrations or distribution of promotional materials by the exhibitor must be confined within the bounds of the exhibitor's assigned exhibit space and shall not interfere with aisle space. If the premises of the facility are defaced or destroyed by the exhibitor, its agent, or representatives, the exhibitor will be liable to the facility for such an amount as shall be deemed necessary for restoration to the previous condition. No representative of The Loews Miami Beach Hotel has been or is authorized to make any representation, which varies from the express terms of this contract, though the contract may be supplemented in writing. In any legal action or arbitration or other proceeding brought on account of a breach of any provision of this Agreement, the prevailing party shall be awarded its attorney's fees and other cost incurred in such action or proceeding, in addition to any other relief to which it may be entitled. Any modifications or changes to this Agreement must be made in writing, and signed by both parties hereto.

## DISTRIBUTION OF PRINTED MATERIALS AND CANVASSING BY INDUSTRY

Canvassing in any part of the facilities used by ISASS (The Loews Miami Beach Hotel) is strictly forbidden and anyone doing so will be asked to leave the conference. Distribution of advertising or printed material by the exhibitor outside the exhibitor's allotted space will not be permitted unless the distribution or advertising is organized by ISASS. These rules begin at 6:00 am on Thursday, May 13 through 6:00 pm on Saturday, May 15.

## FIRE REGULATIONS

All material used in the exhibit must be flame proofed and fire resistant in order to conform to local fire ordinances and in accordance with the regulations established by The Loews Miami Beach Hotel.

## FIRST RIGHT OF REFUSAL

Platinum and Diamond corporate supporters of the 2021 ISASS Annual Conference will have first right of refusal for priority booth placement. All other applications will be processed on a first come, first served basis.

## **LIABILITY/HOLD HARMLESS AGREEMENT**

The exhibitor assumes all responsibility and liability for and agrees to protect, defend, indemnify, save and hold forever harmless ISASS, Official Service Contractor/Decorator, The Loews Miami Beach Hotel and their respective agents, servants, employees, representatives, successors, and assigns, from any and against all claims, demands, causes of action, damages, costs, and expenses, including attorneys' fees, for injury to person or damage to property, including theft, misappropriation, or loss of property, arising out of or in conjunction with the exhibitor's occupancy or use of the The Loews Miami Beach Hotel and its facilities, including but not limited to the installation, maintenance, and removal of the exhibit, and from and against any penalty, damages, or charges imposed for the violation of any law, ordinances, or regulations arising out of or in conjunction with the exhibitors occupancy or use of The Loews Miami Beach Hotel and its facilities, including but not limited to the installation, maintenance, and removal of the exhibit, and from and against any penalty, damages, or charges imposed for the violation of any law, ordinances, or regulations arising out of or in conjunction with the exhibitors occupancy or use of The Loews Miami Beach Hotel and its facilities, resulting from the negligent act or acts of its employee(s), or products. The exhibitor waives any and all claims it may have against any or all of the Official Service Contractor/Decorator and their respective agents, employees, representatives, successors, and assigns for injury and damage to persons or property, including theft, misappropriation, or loss of property, arising out of or in conjunction with the ISASS Annual Conference and the use of The Loews Miami Beach Hotel and its facilities, except as may arise solely from the gross negligence of one of the foregoing parties. The exhibitor further waives any claim against ISASS and its agents, employees, representatives, successors, and assigns, arising out of the oral or written publication of any statement made in connection with the ISASS Annual Conference by anyone not an employee of ISASS or BroadWater (the ISASS Conference Planning Office) concerning the exhibitor or his/her exhibit. In the event that The Loews Miami Beach Hotel or any portion thereof is destroyed or damaged by fire other calamity so as to prevent the use of the premises for the purposes and during the period of the exhibit or in the event the ISASS, The Loews Miami Beach Hotel , or Official Service Contractor/Decorator cannot use or occupy the premises because of strikes, acts of God, national emergency, or other causes beyond their control, the exhibitor's right to exhibit lease shall terminate and the exhibitor hereby waives any claim it may have against any of the foregoing parties by reason of such termination, except that if such event occurs prior to May 13, 2021 the opening day of the conference, ISASS shall refund the prepaid fee to the exhibitor.

## **HANDOUTS AND GIVEAWAYS**

Distribution of samples of products and souvenirs is permissible. Approval of samples and souvenirs must be obtained by the ISASS Conference Planning Office prior to the conference. Distribution of such products or souvenirs will be allowed, provided it is done in a dignified manner, does not create a nuisance, and causes no interference with adjoining exhibits. Unapproved items will be removed from the exhibit floor. For approval, send a sample of all giveaways and handouts to:

**Christy Gill c/o BroadWater**  
ISASS Conference Planning Office  
301 S. County Farm Rd.  
Suite L  
Wheaton, IL 60187 USA  
(Samples will not be returned)

## **INDUSTRY EVENTS**

No entertainment functions, meetings, courses, or social functions may be scheduled to conflict with ISASS Annual Conference program hours, activity hours, or exhibit hours. Entertainment and social functions must be in good taste and conform to the purpose of the conference. The ISASS Conference Planning Office should be notified in writing of any special activities (whether entertainment, educational, or promotional in nature) planned by an exhibiting company for the period beginning Thursday, May 13 through Saturday, May 15. Announcements and invitations addressed to members of the medical profession concerning such industry events should clearly indicate the name(s) of the corporate supporter and must in no manner imply directly or indirectly that the event is a part of, or an official activity of, ISASS, or the ISASS Annual Conference.

## **INSURANCE**

The exhibitor acknowledges that ISASS, BroadWater, THE EXPO GROUP, nor The Loews Miami Beach Hotel shall be obligated to maintain property, liability, or business interruption insurance covering the exhibitor. It is the sole responsibility of the exhibitor to obtain such insurance and the exhibitor must do so at his/her own expense.

## **PAYMENT**

Payment in full must accompany the exhibit application in order for space to be assigned. Submission of a contract does not guarantee booth assignment. A 3% processing fee will apply for credit card payments.

## **PURPOSE OF EXHIBIT**

The sole purpose for contracting exhibit space is to display and/or demonstrate equipment, supplies, and/or services.

## **REFUND FOR CANCELLATION**

Requests for cancellation of exhibit space must be made in writing. Written cancellations received on or before April 1, 2021, will receive a full refund, less a \$500 administrative fee. Cancellations received after April 1, 2021 will forfeit the entire cost of the booth.

## **SECURITY**

ISASS will coordinate with The Loews Miami Beach Hotel to make sure the Exhibit Hall is locked beginning Thursday, May 13 – Saturday, May 15. Neither ISASS, BroadWater, nor The Loews Miami Beach Hotel will be held responsible for any loss or damage to the exhibitor's property. Exhibitors must take precautions to protect their property against pilferage.

## **SUBLETTING OF SPACE**

The subletting, assignment, or apportionment of the whole or any part of an exhibitor's space by the exhibitor is prohibited. Exhibitors may not advertise or display goods in their exhibit other than those manufactured or sold by them in the regular course of their business. Exhibitors may not permit any other party to exhibit in their space any goods other than those manufactured or distributed by the contracting exhibitor.