



# ISASS 20th Annual Conference

Exhibitor  
Prospectus

February 26-28, 2020  
San Juan, Puerto Rico  
Convention Center



# About ISASS and the Annual Conference

ISASS20 provides a global community with an independent venue to discuss and address the issues involved with all aspects of spine, from basic and clinical science in a variety of areas - including motion preservation, deformity, cervical and lumbar degeneration, MIS, biologics, robotics and navigation and other fundamental areas - to restore and improve motion and function of the spine.

With a worldwide membership, as well as attendees from a range of disciplines—neurosurgeons, and orthopedic surgeons, ISASS20 is the place to reach a select and diverse audience in a atmosphere that allows for meaningful one-on-one conversations.

What sets ISASS apart is its focus on innovation and the role that industry places in advancing spine science and surgery. The Annual Conference provides the space for sharing of research, the introduction of new products and techniques and discussions on how to keep patients with spine issues from being immobilized by pain.

### Key features of the ISASS20

- Interactive symposia
- Academic research
- Case studies, debates and discussions

### What ISASS attendees have to say:

"ISASS20 is a fantastic opportunity to network with colleagues across the world about the current state and future of spine surgery. Attendees at ISASS20 will learn about all aspects of spine surgery, including basic science research, clinical outcomes, deformity, complications, navigation, robotics, motion preservation, and new techniques in a relaxed, collegial environment. We have an exciting schedule of debates and symposia to enable attendees to hear directly from world experts."

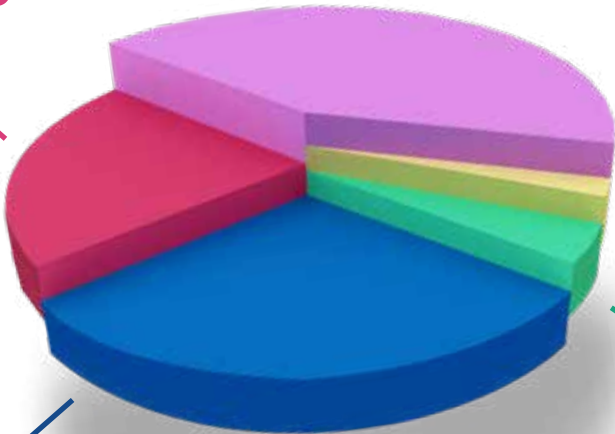
**Kris Radcliff, MD, ISASS20 co-chair**

### US to OUS Demographic Chart

70% US and 30% OUS

**Neurosurgery**

**Orthopedic**



**Spine**

**Scientist**

**Fellow Resident**

# Technical Exhibits

**BOOTH SPACE FEE: \$55 U.S. per square foot (minimum 10 ft. x 10 ft.)**

**Save 20%** \$40 U.S. per square foot for 10 ft. x 20 ft. (up to 10 ft. x 30 ft.)

**Save 30%** \$35 U.S. per square foot for 20 ft. x 20 ft. (or larger)

Assignment of exhibit space will be on a first-come, first-serve basis based upon receipt of exhibit applications, condition of contract to exhibit and full payment.

# Exhibitor Benefits

- 3 Exhibitor registrations per 100 square feet of exhibit space
- Access to general sessions
- Listing of company information in ISASS Conference Program
- Listing on ISASS show website
- Listing in conference app, with ability to provide downloadable handout
- 1 conference bag per 100 square feet of exhibit space
- 1 lead retrieval system (value \$315)
- List of attendee opt-ins by name and city/state.

# Terms of Payment

- Applications received before January 31, 2020, must include a 50 percent deposit for exhibit space
- Space must be paid in full by February 1, 2020. Space not fully paid by Feb. 2, 2020, may be reassigned or sold by ISASS without further obligation to provide any booth deposit refund.
- Applications received after January 31, 2020, must include full payment for exhibit space.
- No space will be assigned until all conditions are met.

# Cancellation Policy

- 50 percent of the total exhibit space rental will be retained for cancellation received before Feb. 10, 2020.
- 100 percent of the total exhibit space rental will be retained for cancellation received on or after Feb. 10, 2020.
- All cancellations or requests for reduction in exhibit space must be made in writing and emailed to [info@isass.org](mailto:info@isass.org).

# Exhibits 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 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.

Assignment of exhibit space will be on a first-come, first-serve basis based upon receipt of exhibit applications, Conditions of Contract to Exhibit and full payment.

Select a category to distinguish your level of commitment.

## Corporate Partnership Opportunities

We have revamped our Corporate Partner program based on feedback from past Industry Partners and exhibitors.

To determine opportunity level, your total commitment to ISASS will be combined, and the total amount contributed will be used to determine your 2020 Sponsorship Level.

	<b>Diamond</b> \$75,000+	<b>Platinum</b> \$50,000-\$74,999	<b>Gold</b> \$35,000-\$49,999	<b>Silver</b> \$20,000-\$34,999	<b>Bronze</b> \$12,000-\$19,999	<b>Copper</b> \$8,000-\$11,999
Additional exhibitor badge (over allotment)	15	10	8	5		
Full-page color advertisement in Annual Conference final program	1	1	1	1		
Conference bag inserts	2	2	1	1	1	
Invitations to Faculty Reception on Feb. 27, 2020	8	6	4	3	2	1
Presentation of a plaque and opportunity to address registrants at the Annual Meeting Opening Ceremony	X	X	X			
Presentation of a plaque at Annual Meeting Opening Ceremony				X	X	
Advertising Display/Link on the ISASS Annual Conference Website	X	X	X	X	X	X
Recognition in ISASS mobile app with link to your company website and logo	X	X	X	X	X	X
Recognition of sponsorship level at your booth	X	X	X	X	X	X
Verbal and sign recognition at the Annual Meeting, on all electronic communications about the event and with ribbons on the company name badges acknowledging your sponsor level	X	X	X	X	X	X

### Please note

Sponsorship does not guarantee exhibit space. Registration for exhibit space is separate and must be confirmed prior to the deadline.

# Corporate Sponsored Events

## Meeting Conduct Guidelines

ISASS asks each of its Corporate Sponsors to adhere to the following guidelines regarding participation in ISASS meetings, as a courtesy to the Society, its members and meeting delegates:

- No entertainment functions, meetings, courses or social functions involving surgeon delegates may be scheduled to conflict with educational or social programming. Internal corporate meetings involving supporter or affiliate organization staff only are exempt from this limitation. Entertainment and social functions must be in good taste and conform to the purpose of the meeting, as well as complying with all AdvaMed guidelines governing interaction with physicians.
- Exhibitors and supporters must obtain prior approval from ISASS at least 45 days prior to for all special activities (entertainment, social, educational, promotional, etc.) held in conjunction with the Annual Meeting. Neither the convention center nor the headquarter hotels will arrange for function space without having received written approval from ISASS.
- Announcements and invitations addressed to members of the medical profession concerning such industry events should clearly indicate the name of the corporate supporter and must in no manner imply directly or indirectly that the event is part of, endorsed by, or an official activity of ISASS.

**Announcements should not imply a product or company is endorsed by ISASS**



# Promotional and Marketing Opportunities

The partnership opportunities listed below allow the participating company to achieve the utmost exposure and recognition. Dollar amounts toward marketing and advertising will count toward total Corporate Partnership contribution. If you don't see something listed here that you would like to sponsor, please contact the ISASS office at [info@isass.org](mailto:info@isass.org) or by calling 630/375-1432.

## ■ Final Program Book Advertising

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

- **Inside Front Cover:** \$3,500
- **Back Outside Cover:** \$4,000
- **Inside Back Cover:** \$3,500
- **Full-Page/Four Color:** \$2,500

### Ad specs:

Trim size - 8.5"W x 11"H  
Add .125" bleed to all 4 sides of the trim size  
so final size with bleeds is 8.75"W x 11.25"H.  
(Keep live matter .5" from trim edge)

### File format:

CMYK colors, press-ready, high-res PDF  
All ads due by: **Nov 4, 2019**

## Mobile App ads: Opening Splash Pages \$3,000 (one sponsor)

20-second opening splash screen on mobile app.

**Artwork due Nov. 4, 2019**

### Dimensions:

**Tablet Horizontal:** 2048w x 1536h

**Horizontal:** 1920w x 1080h

**Smartphone Vertical:** 1536w x 2048h

**Vertical:** 1080w x 1920h

Please provide either an Illustrator file, Photoshop file (including layers) or a packaged InDesign file.

## Mobile app ad: Full-width banner ad \$3,500 (two sponsors)

Ads displayed on home page directory, includes a link to website

**Artwork due: Nov. 4, 2019**

### Dimensions:

2000 x 400

Please provide either an Illustrator file, Photoshop file (including layers) or a packaged InDesign file.

Please also include HTML link.

## Mobile app: Half-width banner \$2,500 (two sponsors)

**Artwork due: Nov. 4, 2019**

### Dimensions:

1200 x 400

Please provide either an Illustrator file, Photoshop file (including layers) or a packaged InDesign file.

Please also include HTML link.

## Key Cards

**\$8,000 plus cost of order (one sponsor)**

Be top of mind as attendees prepare for their day at ISASS20 by branding their hotel keycard. Customized guest room hotel keys will bear the design of the sponsor on one side of the key. Design must be approved by ISASS in advance.

## Charging Station

**\$4,000 each**

Enable attendees to charge their smartphones, tablets and other devices without leaving the meeting area. These stations will surely draw attention and appreciation from attendees as you rescue them from the dreaded low-battery signal. Corporate supporter's company name will be displayed on each station.

## Lanyards

**\$5,000 plus cost of the order. (one sponsor)**

Lanyards are provided to all registrants along with their badges. Attendees are required to wear them at all times during the Annual Meeting. Printing on the lanyards will include ISASS20 Annual Meeting and sponsored by (supporter's company name). Sponsor is responsible for ordering, producing and shipping the lanyards. Design must be submitted to ISASS prior to Nov. 4 2019 for ISASS approval.

Promotional and marketing opportunities continued on next page.

## Pens

### **\$5,000 plus cost of the order (one sponsor)**

Pens printed with 2020 ISASS Annual Meeting, San Juan, Puerto Rico, sponsored by [company name]. Pens will be distributed at the registration desk. Industry logos are not allowed. Company is responsible for the production and shipment of pens to the meeting. Artwork must be approved by ISASS prior to Nov. 4, 2019.

## Bags

### **\$7,500 plus production costs (one sponsor)**

Help keep attendees organized by providing bags for the program and other materials. Bags will be handed out to attendees at registration. ISASS will handle ordering.

## Notepads

### **\$5,000 plus cost of the order (one sponsor)**

Notepads printed with 2020 ISASS Annual Meeting, San Juan, Puerto Rico, sponsored by [Company Name]. Notepads will be distributed at the registration desk. Industry logos are not allowed. Company is responsible for the production and shipment of notepads to the meeting. Artwork must be approved by ISASS by Nov. 4, 2019.

## Access to Wi-Fi

### **\$15,000 (one sponsor)**

Help attendees stay connected during the meeting by providing access for wireless-enabled devices in the General Session room at the Annual Meeting. The sponsor will be prominently acknowledged on signage in the registration area, and the access code can be branded.

## Floor Stickers

### **\$4,000 plus cost of stickers, for a dozen, sponsor chooses design and location of stickers. (one sponsor)**

Let attendees know where to find your booth with floor stickers laid out throughout the exhibit hall space. Artwork must be approved by ISASS by Nov. 4, 2019

## Front Lobby Window Clings or Signage

### **\$15,000 plus cost of signage**

Let attendees know where to find your booth from the moment they approach the Convention Center with signage in the front lobby windows.

## Railing Signage

### **\$8,000 plus cost of the signage (3 sponsors per location)**

Make a splash when attendees first walk in, with a railing sign, either on the ballroom level or mezzanine level.

## Coffee Tasting

### **\$1,500 (one sponsor)**

Provide attendees with an education on the various Puerto Rican coffee offerings during the Welcome Reception.

## Symposium Grant

### **\$10,000 (one sponsor)**

ISASS will be holding several symposia during ISASS20, on topics ranging from endoscopy to value-based care. To be involved in a non-CME portion of these symposia, please contact ISASS at info@isass.org or 630/375-1432.

## Social functions

### **Breakfast outside General Session**

#### **(Open to one sponsor per breakfast event) \$6,000**

A complimentary breakfast will be provided to attendees Wednesday, Thursday and Friday morning, outside General Session. Sponsor may provide napkins and/or coffee cup sleeves printed with the company name and logo to accompany breakfast. Sponsor will design, produce and ship napkin and/or sleeves to the meeting. Design must be approved by ISASS. A 22x28 sign placed next to the buffet will complete this offering.

### **Refreshment Breaks in the Exhibit Hall**

#### **(Open to one sponsor per break event) \$5,000**

Coffee cup sleeves and/or napkins offer an eye-catching vehicle for your message. Sleeves and/or napkins will be available in the Exhibit Hall during coffee breaks on Wednesday morning and afternoon, Thursday morning and afternoon and Friday morning. Sponsor will design, produce and ship sleeves and/or napkins to the meeting. Design must be approved by ISASS. A 22x28 sign placed in the Exhibit Hall will complete this offering.

### **Friday lunch (open to one sponsor) \$6,000**

A complimentary lunch is provided to attendees on Friday. Sponsor may provide napkins and/or coffee cup sleeves printed with the company name and logo to accompany lunch. Sponsor will design, produce and ship napkin and/or sleeves to the meeting. Design must be approved by ISASS. A 22x28 sign placed next to the buffet will complete this offering.

## Faculty Reception

### **\$20,000 (one sponsor)**

Held on the terrace of the Puerto Rico Convention Center, the Faculty Reception brings together the presenting attendees, to thank them for their contribution to the meeting and to the spine industry, with their research and expertise. Sponsor receives 8 tickets to the event (in addition to any they might receive for achieving a partnership-level sponsorship). Includes hanging banner in terrace area plus 5 window-area signs

## Rum Tasting

### **\$2,500 (one sponsor)**

Provide attendees with an education on the various Puerto Rican rum offerings during the Welcome Reception.

## Professional Headshot

### **\$3,000 (one sponsor)**

Help our attendees put their best professional foot forward by sponsoring a professional headshot booth on the Exhibit Hall Floor.

## Educational Grant for 2020 Annual Meeting

### **\$20,000 and up**

By providing an unrestricted educational grant in any amount, your company can help offset the cost of the Annual Meeting so that we can keep registration fees low for attendees. Support will be acknowledged in signage in the registration area, in the program, on the website and in the mobile app. Your grant will support A/V and any expenses associated with the CME programming. Does not support any food/beverage event.



# Industry Workshops

## ■ Industry Presentations with Lunch - \$7,500\*

Four spaces available each day. Industry Workshops will be held Wednesday, Feb. 26 and Thursday, Feb. 27 from noon-1:30 p.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. 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 ISASS20 website and the Final Program. Participating companies are also encouraged to promote their workshops at their booths.

A/V equipment, special room set-ups or staff are not included in initial price.

Sponsors agree to have title, description and faculty for workshop to ISASS by Nov. 4, 2019 for promotion. ISASS will provide RSVP mechanism and provide list of attendees to each company on Tues., Feb. 25, 2020.

## ■ Show floor theatre presentations 15 minutes, limit 4 each day - \$4,000

### 15 minutes, limit 4 each day

Provide attendees with a formal presentation about your product in a theatre on the show floor. Sponsors agree to have title of presentation to ISASS by Nov. 4, 2019 for promotional signage.

## ■ Post-conference Hands-on Bioskills Sessions - \$13,000

### ■ 3 Hours ■ 4 Spots available

Put your product in the surgeon's hands during a Hands-On Bioskills session at the Puerto Rico Convention Center during ISASS20.

These hands-on workshops provide a unique opportunity for attendees to gain experience using your cutting-edge products. Each session provides a real world educational opportunity for attendees to get experience with your product, with the help of your expert consultant or experienced sales representative.

Sponsors agree to have title, description and faculty for workshop to ISASS by Nov. 4, 2019 for promotion. Company is responsible for an RSVP mechanism for attendees.

### Session Includes

- 4 Work Stations (adjustable, radiolucent 72" table)
- 1 Overhead Camera
- 1 Monitor
- 1 C Arm Plus Technician
- Didactic Presentation Area
- Sitting Area for 25
- (F & B optional, ordered at additional cost)
- Standard Lab Equipment
- Lighting
- General Hand Instruments
- PPE's, Scrubs, Lead Vests and collars
- Station Disposables
- Suction Unit
- Cautery/Bovie/Smoke Evacuator
- Washing/Decon Tolls and Disposal

### Session Times

Friday, Feb. 28, 2020  
3:30 - 6:30 p.m.

### Not Included in Fee

- Anatomical specimens, additional equipment or special order instruments
- Additional C Arms

## ■ Morning 2-hour Bioskills Sessions - \$10,000 (2 available each day, not hands-on)

These workshops provide a unique opportunity for attendees to see your cutting-edge products in action. Each session provides a "real world" educational opportunity for your expert consultant to share the latest information about your product, innovative technique or procedure.

Session Times	Session Includes	Not Included
<b>Wednesday - Friday</b> 6 a.m. - 8 a.m.	<ul style="list-style-type: none"><li>■ 1 Work Station (adjustable, radiolucent 72" table)</li><li>■ 1 Overhead Camera</li><li>■ 1 Monitor</li><li>■ 1 C Arm Plus Technician</li><li>■ Didactic Presentation Area</li><li>■ Sitting area for 25</li><li>■ (F &amp; B optional, ordered at additional cost)</li><li>■ Standard Lab Equipment</li><li>■ Lighting</li><li>■ General Hand Instruments</li><li>■ PPE's, Scrubs, Lead Vests and collars</li><li>■ Station Disposables</li><li>■ Suction Unit</li><li>■ Cautery/Bovie/Smoke Evacuator</li><li>■ Washing/Decon Tolls and Disposal</li></ul>	<ul style="list-style-type: none"><li>■ Anatomical specimen</li></ul>

# Bioskills Lab Request Form

ISASS is working with a third-party company to run its labs, and companies will do the ordering through them.

Exhibiting Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Country: \_\_\_\_\_

Address: \_\_\_\_\_

Zip: \_\_\_\_\_

City: \_\_\_\_\_

Email: \_\_\_\_\_

State: \_\_\_\_\_

Phone: \_\_\_\_\_

## ■ Morning 2-hour Bioskills Sessions

\$10,000 Single-Station Session, 2 spots available per time slot. (Choose time slot on page 14.)

Wednesday, Feb. 26, 2020	Thursday, Feb. 27, 2020	Friday, Feb. 28, 2020
6:00 a.m. - 8:00 a.m.	6:00 a.m. - 8:00 a.m.	6:00 a.m. - 8:00 a.m.

## ■ Post-conference Hands-on Bioskills Sessions

\$13,000 4 spots available Friday

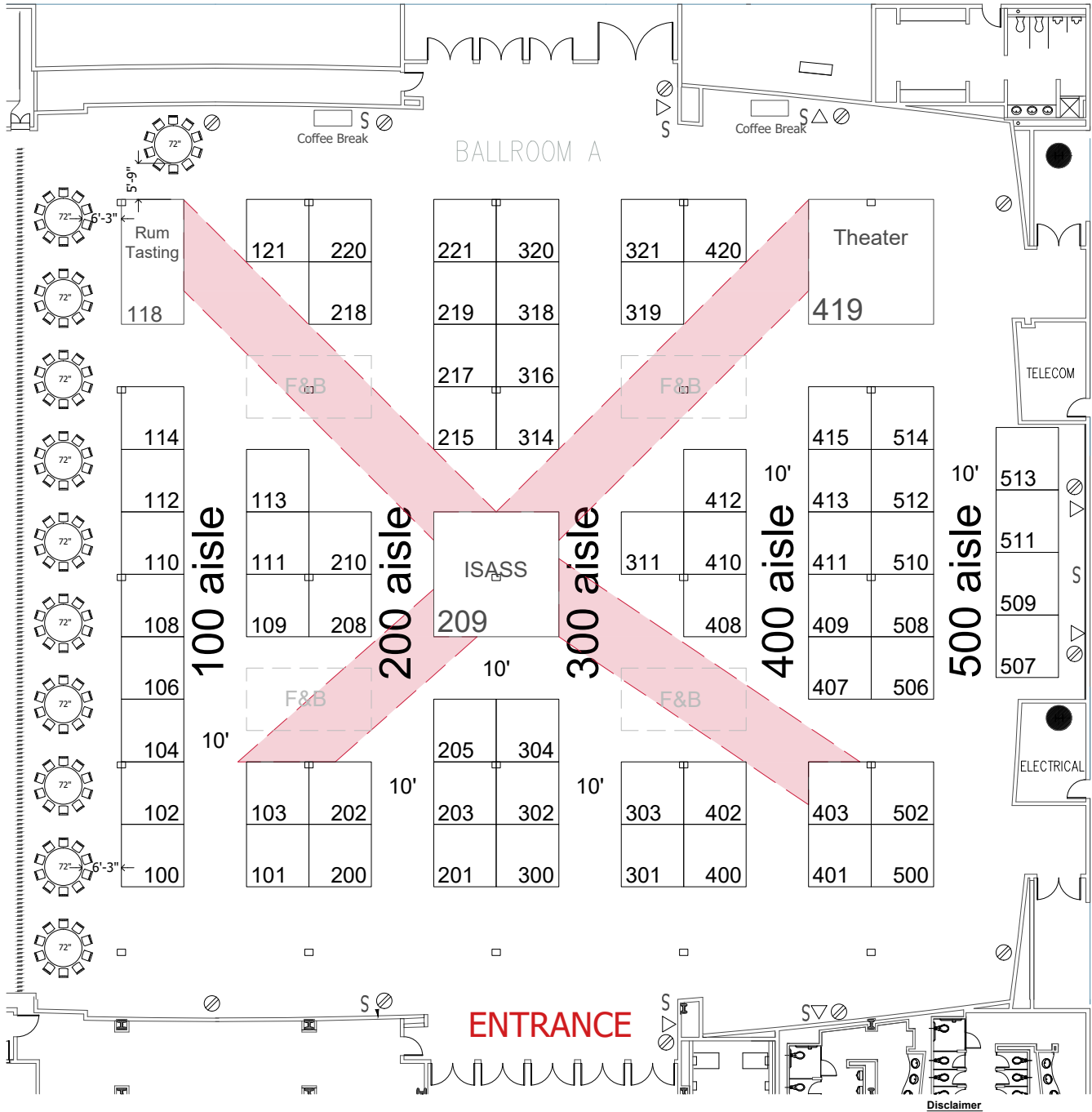
Friday, Feb. 28, 2020
3:30 p.m. - 6:30 p.m.

- One C Arm with Technician and lead is provided with each product demonstration per station as part of the fee.

**Confirmation and assignment of event dates and time slots are on a first deposit, first served basis, with receipt of signed work order and deposit required to reserve time slot.** Until confirmed, ISASS may continue to offer the specific date and time slots.  
**Advance notice cancellation fees:** Prior to Feb. 10, 50 percent returned. After Feb. 10, no refund.

**Please submit completed Bioskills request form to [info@isass.org](mailto:info@isass.org)**

# Exhibit Floorplan



## ISASS20 Annual Conference/Feb. 26-28, 2020 San Juan, Puerto Rico

To start the application process electronically, choose your booth space and sponsorships, go to [http://bit.ly/ISASS\\_exhibits](http://bit.ly/ISASS_exhibits). We encourage you to process your application electronically as the site will show you the most up-to-date booth space available.

### ■ 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: \_\_\_\_\_ Mailing Address: \_\_\_\_\_

Title: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ City: \_\_\_\_\_

Telephone: \_\_\_\_\_ State: \_\_\_\_\_

Website: \_\_\_\_\_ Country: \_\_\_\_\_

Email: \_\_\_\_\_ Zip: \_\_\_\_\_

### ■ Section 2: Products/Services to be Featured

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### ■ Section 3: Booth Space Rental Rates

\$55 per square foot - 10ft x10ft space

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

\$35US per square foot - 20 ft. x 20 ft.  
(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: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## ISASS20 Annual Conference/Feb. 26-28, 2020 San Juan, Puerto Rico

### ■ 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?

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YES  NO Has your company merged with, been purchased by or purchased another company that has exhibited before? Company Name:

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### ■ Section 6: Cancellation Policy

- 50 percent of the total exhibit space rental will be retained for cancellation received before February 10, 2020.
- 100 percent of the total exhibit space rental fee will be retained for cancellations received on or after February 10, 2020.
- All cancellation or requests for reduction in exhibit space must be made via email to [info@isass.org](mailto:info@isass.org).

### ■ Section 7: Acknowledgment

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 (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](http://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: \_\_\_\_\_



## ISASS20 Annual Conference/Feb. 26-28, 2020 San Juan, Puerto Rico

### ■ Section 8: Select Opportunity Below

#### ■ Advertising and Brand Placement Opportunities:

<input type="checkbox"/> <b>Final Program Advertising</b>	<input type="checkbox"/> <b>Wi-Fi</b>	\$15,000
<input type="checkbox"/> Inside front cover: \$3,500	<input type="checkbox"/> <b>Key Cards</b>	\$8,000 plus cost of order
<input type="checkbox"/> Inside back cover: \$3,500	<input type="checkbox"/> <b>Floor Stickers (Interior)</b>	\$4,000
<input type="checkbox"/> Back outside cover: \$4,000	<input type="checkbox"/> <b>Lanyards</b>	\$5,000 plus cost of the order
<input type="checkbox"/> Full-page/Four color: \$2,500	<input type="checkbox"/> <b>Charging Station</b>	\$4,000 each
<input type="checkbox"/> <b>Mobile app advertising:</b>	<input type="checkbox"/> <b>Pens</b>	\$5,000 plus cost of the order
<input type="checkbox"/> Opening splash page: \$3,000	<input type="checkbox"/> <b>Bags</b>	\$7,500 plus cost of the order
<input type="checkbox"/> Full-width banner ad: \$3,500	<input type="checkbox"/> <b>Notepads</b>	\$5,000 plus cost of the order
<input type="checkbox"/> Half-width banner ad: \$2,500	<input type="checkbox"/> <b>Front lobby window clings or signage</b>	\$15,000 plus cost of the order
	<input type="checkbox"/> <b>Railing signage</b>	\$8,000 plus cost of the order
	<input type="checkbox"/> <b>Professional headshot booth</b>	\$3,000

#### ■ Social functions Include:

<input type="checkbox"/> <b>Breakfast \$6,000 per day</b>	<input type="checkbox"/> <b>Refreshment breaks \$5,000</b>	<input type="checkbox"/> <b>Friday lunch \$6,000</b>
<input type="checkbox"/> Wednesday	<input type="checkbox"/> Wednesday <input type="checkbox"/> AM <input type="checkbox"/> PM	<input type="checkbox"/> <b>Faculty Reception \$20,000</b>
<input type="checkbox"/> Thursday	<input type="checkbox"/> Thursday <input type="checkbox"/> AM <input type="checkbox"/> PM	<input type="checkbox"/> <b>Coffee tasting \$1,500</b>
<input type="checkbox"/> Friday	<input type="checkbox"/> Friday <input type="checkbox"/> AM <input type="checkbox"/> PM	<input type="checkbox"/> <b>Rum tasting \$3,000</b>

#### ■ Educational offerings:

<input type="checkbox"/> <b>BioSkills Session \$10,000</b>	<input type="checkbox"/> <b>Post-conference Hands-on Bioskills session \$13,000</b>
<input type="checkbox"/> Wednesday <input type="checkbox"/> AM	<input type="checkbox"/> <b>Friday, 3 hours</b>
<input type="checkbox"/> Thursday <input type="checkbox"/> AM	3:30 p.m. - 6:30 p.m.
<input type="checkbox"/> Friday <input type="checkbox"/> AM	
<input type="checkbox"/> <b>Educational grant for 2020 Annual Meeting \$ _____</b> (please send paperwork or link to fill out application to info@isass.org)	<input type="checkbox"/> <b>Industry workshops with lunch \$7,500</b>
	<input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday
	<input type="checkbox"/> <b>Show floor theater presentations \$4,000</b>
	Wed. <input type="checkbox"/> AM / <input type="checkbox"/> PM    Thurs. <input type="checkbox"/> AM / <input type="checkbox"/> PM    Fri. <input type="checkbox"/> AM

**Total Support Amount: \$ \_\_\_\_\_**

## ISASS20 Annual Conference/Feb. 26-28, 2020 San Juan, Puerto Rico

### ■ 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 February 10, 2020	50% of the total booth fee due
After February 10, 2020	100% of the total booth fee due

#### ■ Online Payment Option

Due to PCI compliance rules, ISASS cannot accept credit cards via email. To pay by credit card, please fill out online application and an invoice will be sent.

American Express

Master Card

Visa

Card Number: \_\_\_\_\_

Name on Card: \_\_\_\_\_

CC Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

\_\_\_\_\_

Amount \$US: \_\_\_\_\_

Signature: \_\_\_\_\_

**Visit <https://www.globreg.com/isass19/exhibitorreg.jsp> to complete the selection process online.  
You will be invoiced an able to pay online.**

#### ■ Check Payment

If paying by check, please send application and Contract for Exhibit Space, along with check made payable to ISASS, to **ISASS, 9400 West Higgins Road, Rosemont, IL 60018**

#### ■ Wire Transfers

If paying by wire transfer, email application and contract for exhibit space to **info@isass.org**, and ISASS staff will provide you with the wire transfer information.

## Puerto Rico Convention Center 100 Bulevar Saint John, San Juan, PR 00907

### Exhibitor Registration

Exhibitors are allowed three complimentary exhibitor registrations per 10 ft x 10 ft exhibit space.

### Exhibitor Setup

**Tuesday, Feb. 25, 2020**  
8 a.m. – 6 p.m.

### Move-In Procedures

All exhibitors may gain admittance to the Exhibit Hall with their ISASS exhibitor badge. Installation and dismantle companies must procure special work badges. These work badges may be picked up at the loading dock area of the Exhibit Hall.

**All booths must be set up by 6 p.m. Tuesday, Feb. 25. No booths may be set up the morning of Wednesday, Feb. 26.**

### Exhibit Hall Hours

**Wednesday 9:30 a.m. - 6:30 p.m.**  
Break 10 - 10:30 a.m.  
Break 2:30 - 3 p.m.  
Welcome Reception 5 - 6:30 p.m.

**Thursday 10 a.m. - 5:30 p.m.**  
Break 10:15 - 11 a.m.  
Break 2:30 - 3 p.m.

**Friday 10 a.m. - noon**  
Break 10:30 - 11 a.m.

### Exhibitor Move-Out

**Friday, Feb. 28**  
12:00 p.m. – 8:00 p.m.

Exhibitors may begin to dismantle booths no earlier than 12 p.m. Friday, Feb. 28. All exhibits must be staffed and must remain intact until the official closing time.

### **NO EXHIBITOR MAY TEAR DOWN A BOOTH PRIOR TO 12 p.m.**

Empty crates and cartons will be returned once the aisle carpet has been cleared. It will take several hours for empties to be returned. For safety reasons, exhibitors are not allowed access to the empty-freight area.

**All exhibitors must clear the Hall by 8 p.m. on Friday, Feb. 28.**

### Cancellations

**All cancellations must be made in writing to ISASS by February 10, 2019.**

A 50% deposit will be non-refundable. Cancellations received after February 4, 2019, obligates the exhibitor to full payment of the space or advertising fee; no refunds will be given after February 10, 2019.

### Additional Booth Requirements

**Booth spaces are not carpeted. ISASS requires that all exhibitors provide fire-retardant carpet/floor covering for their entire contracted booth space.**

Furniture and/or additional draping accessories, signs, electrical outlets, etc., are the responsibility of the exhibitor, and should be ordered and paid for in advance from The Expo Group.

### Official Service Contractor

**ISASS has selected The Expo Group as the official service contractor to provide your company with the following services and products:**

- audio/visual equipment
- furniture
- rental exhibits
- carpet
- labor
- security
- cleaning
- material handling
- signs
- electrical
- floral
- telecommunications

**All general questions regarding your booth space assignment, exposition operating procedures, service contractors, display rules and limitations, and exposition policies should be addressed to [info@isass.org](mailto:info@isass.org).**

### Exhibit Hall Logistics and Standard Booth Equipment

**The following items are included with yourspace rental fee.**

1. All inline booths come equipped with 8ft-high back drape and 3ft-high side rail drape.
2. A 7in x 44in booth identification sign with the exhibiting company's name and booth number will be provided for all inline booths.
3. Each company will receive three complimentary exhibitor badges for each 10ft x 10ft exhibit space allowing access to the Exhibit Hall only.

### Exhibit Hall Access

**All exhibitors must have an official ISASS exhibitor badge in order to gain access to the Exhibit Hall.**

**Exhibitors will be allowed access 1 hour prior to show opening each day. Please refer to entries on this page for information on Exhibitor Move-In and Move-Out.**

## Puerto Rico Convention Center 100 Bulevar Saint John, San Juan, PR 00907

### Exhibitors may not ship directly to the convention center.

- **Discount Deadline:** January 27, 2020
- Shipments will be accepted at the advance warehouse between January 27, 2020 through February 21, 2019.
- Materials arriving between February 10, 2020 – February 21, 2020 will be received at the warehouse with an additional surcharge.
- Warehouse hours are 9:00 a.m. - 3:00 p.m. Monday through Friday.
- Shipping labels are included in this service manual.

### Direct Shipment to San Juan, Puerto Rico Convention Center

**ATTENTION EXHIBITORS:** All exhibit material must be sent in advance to The Expo Group warehouse. Direct to show site shipments will not be accepted. Any materials shipped to the Puerto Rico Convention Center consigned to The Expo Group, you will be billed higher material handling charges by The Expo Group, and a 30% (\$50.00 minimum) surcharge. Exhibitors may also be billed an additional receiving charge by the Puerto Rico Convention Center for any items sent directly to the facility. Please Note: All items and materials that are brought into the facility may be subject to Material Handling Charges and are the responsibility of the Exhibitor. This also applies to items not ordered through the Official Show Vendors.

### Character and Acceptability of Exhibits

All exhibits shall serve the interests of the members of ISASS, and be

operated in a way that will not detract from other exhibits, the exhibition, or the Convention as a whole. **ISASS reserves the right to remove any exhibits or parts thereof that are believed to be injurious to the Association.**

### Construction, Installation, and Use of Exhibits and Exhibit Facilities

The regulations listed are presented to create and maintain an open atmosphere on the exhibit floor. Exhibits must conform to the space specified in the Exhibit Space Agreement and to all display rules as set forth by ISASS. Presentations or product demonstrations must be set into the booth back from the aisle to allow for chairs and standing room within the booth area to accommodate booth attendees.

**Any part of the exhibit that does not lend itself to an attractive appearance, such as unfinished sides or end panels, must be draped at the exhibitor's expense. ISASS reserves the right to determine whether draping must be provided.**

### Restrictions on Use of Space

No exhibitor shall sublet, assign, or share any part of the allocated exhibit space without the written consent of ISASS. Solicitations or demonstrations by exhibitors must be confined within the bounds of their own respective booths. Aisle space shall not be used for exhibit purposes, display, signs, solicitation, or distribution of promotional materials.

**Exhibit signs or displays are also prohibited in meeting facilities and guest rooms or hallways of the hotels, unless approved by**

**ISASS and the hotel in advance of the Convention.**

### Inline Booths

The minimum exhibit space is 10 ft x 10 ft. ISASS will provide the standard draped booth consisting of 10ft of 8ft-high back drape and 10ft of 3ft-high side drape.

**All display materials and equipment should be arranged so as not to obstruct the sight-lines of neighboring exhibitors. A maximum height of 8 ft is allowed in the back 5 ft of the booth space, with a 4 ft-height restriction placed on objects in the front 5ft of the booth. Equipment may exceed the 4 ft- height limit imposed on the front half of the booth, provided it does not exceed 8 ft in height and does not obstruct the view of adjacent booths. An island booth is a minimum of 400 sq. ft. with an aisle on all four sides.**

Island booths should be constructed to allow an open sightline enabling an attendee to view the surrounding exhibit area through the island booth.

**Walls or other barriers along the perimeter of the booth that prevent an open sightline to neighboring booths are prohibited. The height of an island booth may not exceed 16ft from the floor to the top of any structure, including hanging signs.**

Exhibitors with island booths must submit a floor plan for approval to the ISASS Exhibits Manager by January 27, 2020. These plans must include any hanging signs.

**Rules and regulations continued on next page.**

## Puerto Rico Convention Center 100 Bulevar Saint John, San Juan, PR 00907

### Noise and Sound

Any audio/visual equipment shall be operated within a booth only at a level that will not interfere with other exhibitors. **ISASS reserves the right to ask any exhibitor to lower the sound of audio/visual equipment in a booth.**

### Cleaning

All aisles will be cleaned daily. Trash produced as a result of an exhibitor emptying samples must be maintained within the booth area. Trash bins will be provided in the Exhibit Hall for convenience. **Trash MAY NOT be placed in the aisles or the floor area once the Exhibit Hall is opened on Wednesday, Feb. 26.**

### Use of ISASS Identity

The names, trademarks, service marks, and logos of ISASS may not be used in any advertising or publicity, or otherwise to indicate ISASS's sponsorship of or affiliation with any product or service, without ISASS's expressed written permission.

### Security

A security officer will be patrolling the Exhibit Area during the evening, night and early morning hours. However, we advise that you do not leave laptops or other electronic portable devices or valuable equipment at your booth. ISASS will not be responsible for lost or stolen items.

### Use of Company Data

Exhibiting Company data, filled out on the exhibitor registration form, will be maintained in the ISASS database until such time that the company should request that it be deleted. Please be advised that the data (contact person, phone number and email) will only be given to ISASS' official decorator for each meeting, solely for the purpose of sending information to the exhibitor regarding exhibit materials, material handling and storage. Data that is input for display on the mobile app will be available for attendees to view.

### Care of Building and Equipment

The exhibitor or his/her agent shall not damage or deface the walls, columns, or floors of the exhibit facilities, the booths, or the equipment or furniture rented in the booth.

When such damage appears, the exhibitor shall be liable to the owners of the property so damaged.

### Use of Copyrighted Music

Any exhibitors wishing to use copyrighted music must obtain their own license agreement through the proper licensing agent, e.g., ASCAP or BMI.

### Photography Rights

ISASS reserves the right to capture any images of all Exhibit Hall booths and exhibitors on site. Images may be posted on the ISASS website and used in promotional pieces.

### Labor

Exhibitors shall employ only accredited labor personnel for all work in accordance with local labor regulations. Information regarding the local labor regulations will be provided online in the Exhibitor Service Manual.

### Fire and Safety Regulations

All local regulations will be strictly enforced, and the exhibitor assumes all responsibility for compliance with such regulations, as well as those of the National Board of Fire Underwriters Building Code. **All decorations and booth equipment must be fireproofed and electrical wiring must meet the safety requirements of the Fire Department of Puerto Rico.**

### Liability

Neither ISASS, Puerto Rico Convention Center, the official contractor, the employees, officers, agents, directors, or representatives are liable for any damages or loss that may occur to the exhibitor or to the exhibitor's employees or property from any cause whatsoever.

**Insurance and liability are the full and sole responsibility of the exhibitor.**

The exhibitor, upon signing this contract, agrees to indemnify and hold forever harmless the aforementioned for any and all liability and expense from personal injury, accident, or property damage from fire, theft, destructive causes, or loss arising out of, in, at, or in connection with the exhibitor's display.

### FDA Disclosure

Companies exhibiting devices that are not cleared by the FDA for a particular use in humans or are not commercially available in the U.S., may exhibit only when accompanied by the appropriate signage that indicates the device's FDA status. The company will provide the following signs that should be prominently displayed: This device is not cleared by the FDA for distribution in the U.S. This device is intended to be used in the U.S. as described on the product's label. The signs must be readily visible and placed near the devices and on any graphics or other materials depicting the device. In addition, the company must have a letter from the FDA describing the allowable use status of the product(s). Signage must be approved by the Academy. Exhibitors are cautioned about the current FDA policy prohibiting them from promoting cleared devices for unapproved uses.

# 10' x 10' Linear Booth

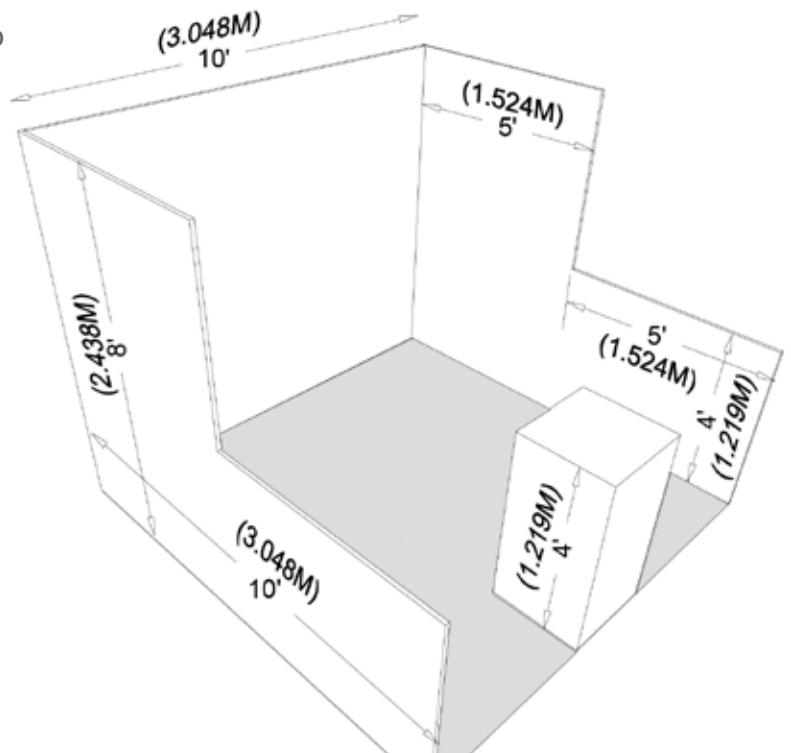
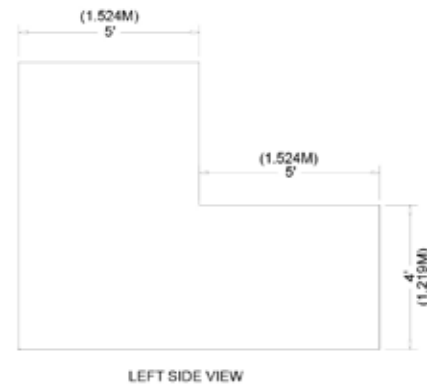
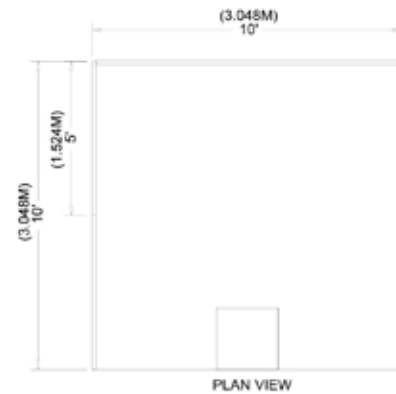
Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

## Dimensions

For purposes of consistency and ease of layout and/ or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified.

## Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. (See Line-of-Sight exception on page 8.) Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.



# Corner Booth

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Booths apply.



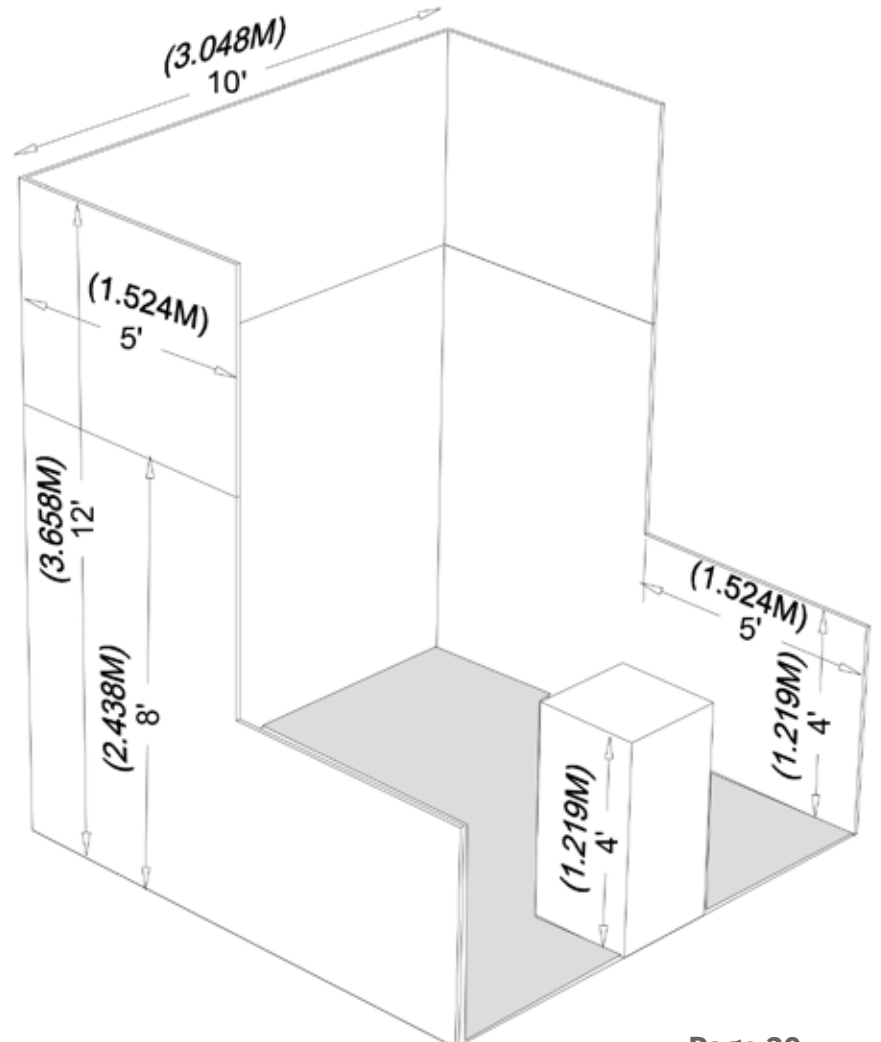
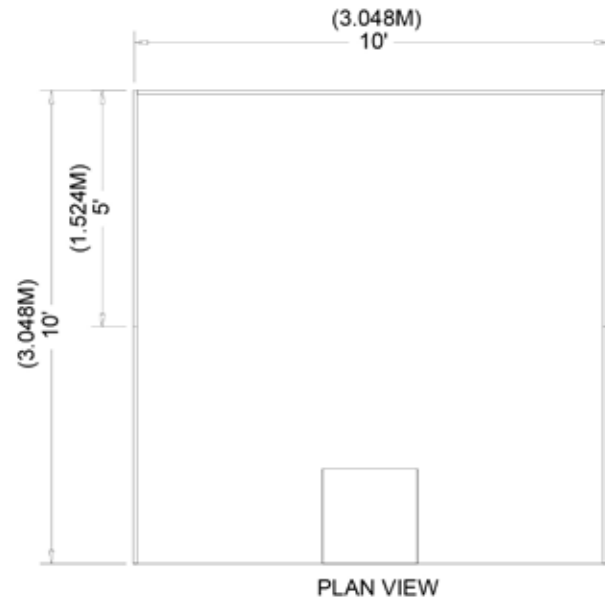
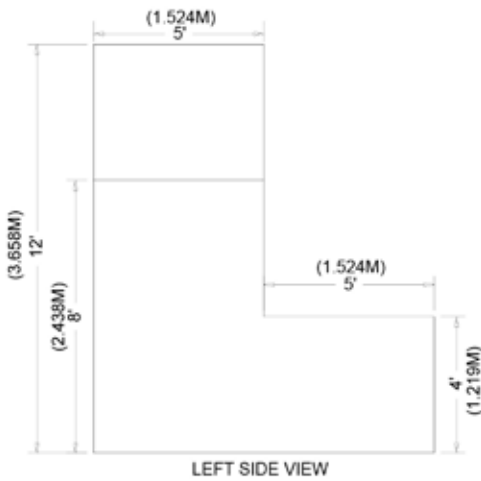
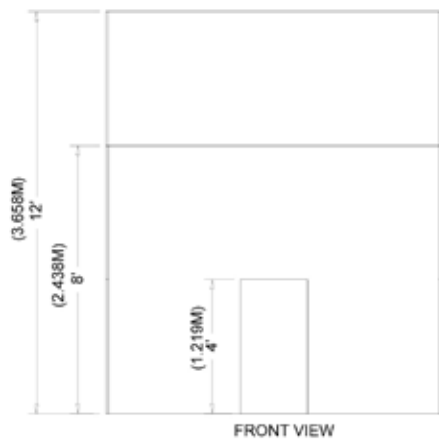


# Perimeter Booth

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

## Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12ft (3.66m).

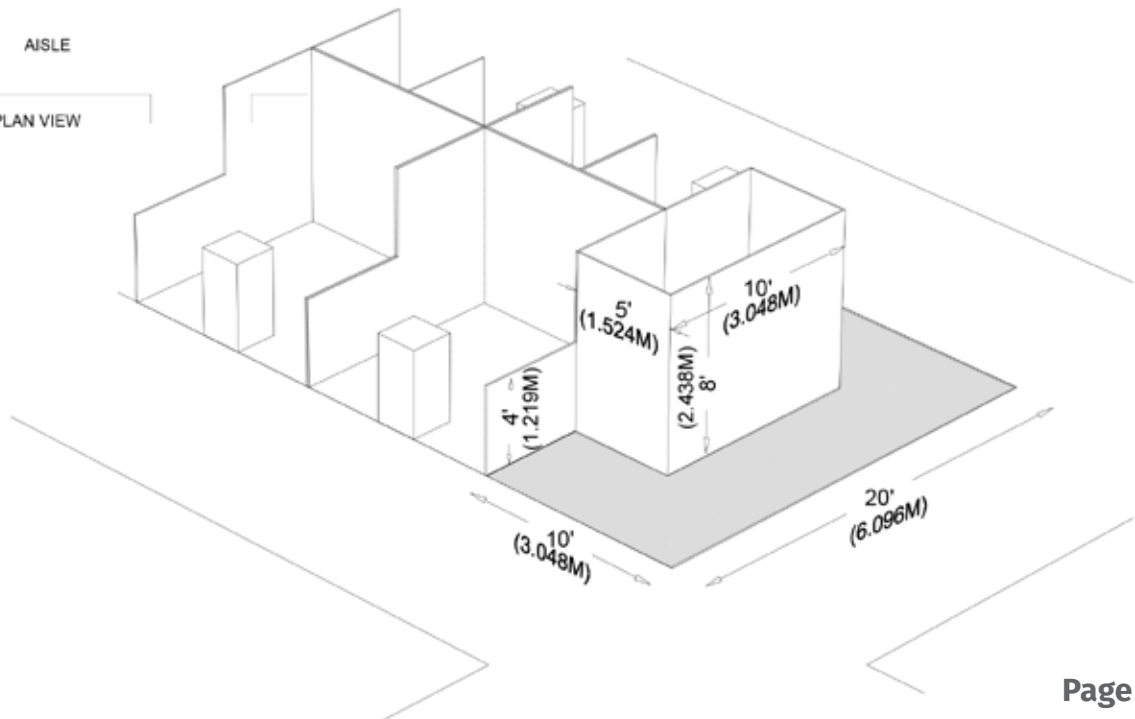
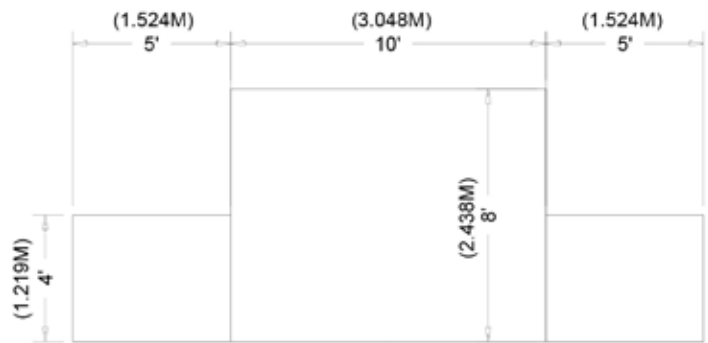
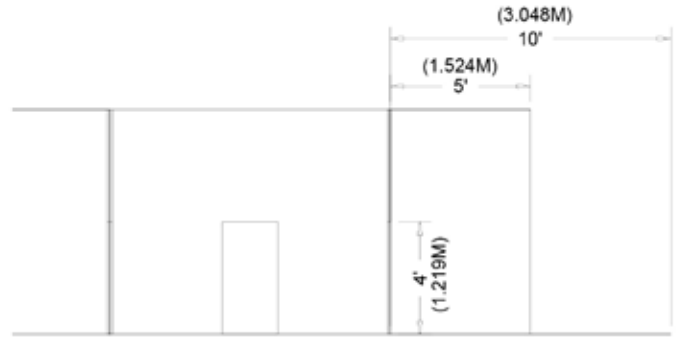


# End-cap Booth

An End-cap configuration is essentially an in-line (linear) booth placed in the position of a Peninsula or Split Island. For shows that have Line-of-Sight rules and not cubic content, this configuration must follow the dimensions below. For shows that have cubic content rules, the space may be used without restriction.

## Dimensions

End-cap Booths are generally 10ft (3.05m) deep by 20ft (6.10m) wide. The maximum back wall height allowed is 8ft (2.44m) and the maximum back-wall width allowed is 10ft (3.05m) at the center of the back-wall with a maximum 5ft (1.52m) height on the two side aisles. Within 5' of the 2 side aisles, the maximum height for any display materials is 4'.

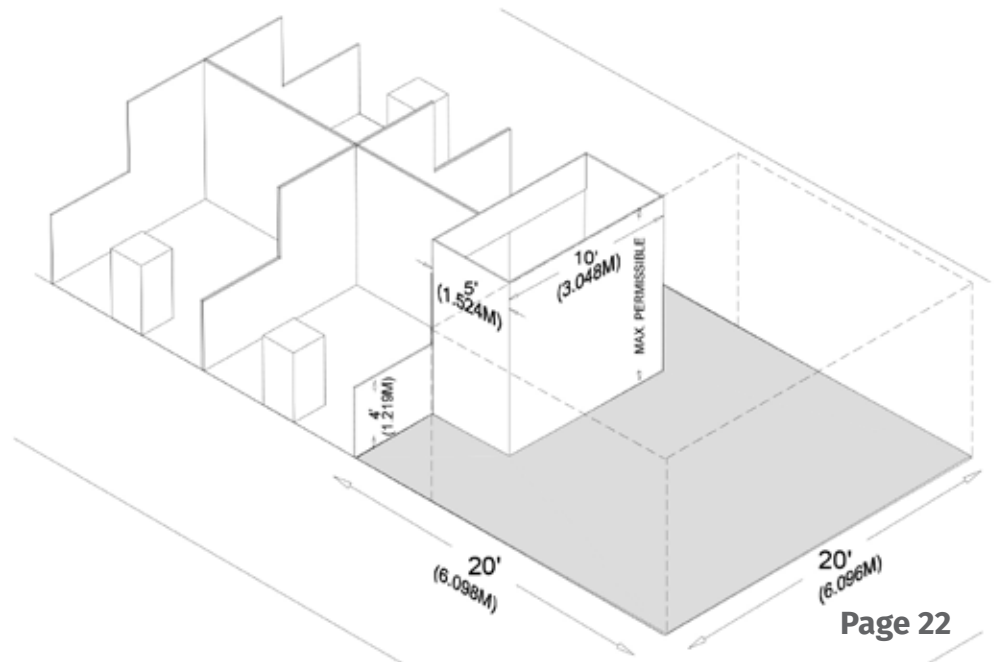
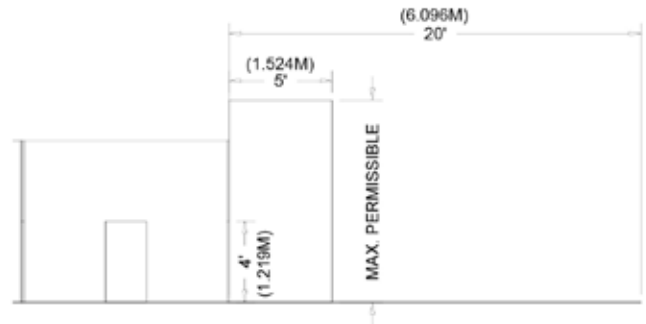
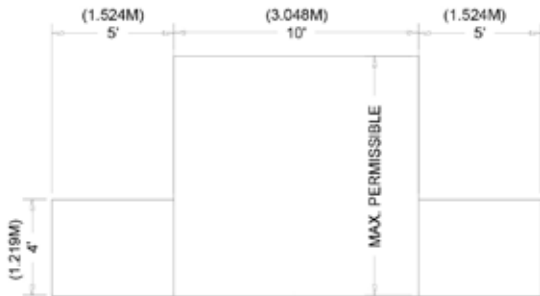
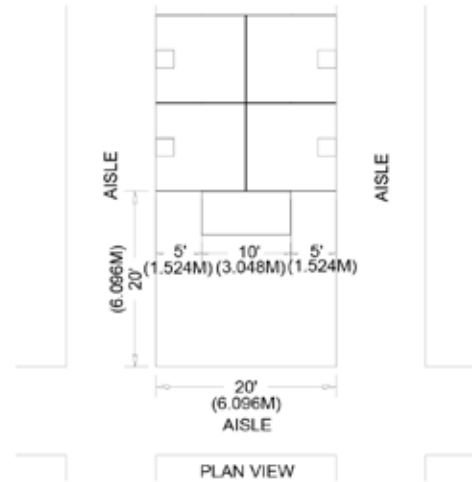


# Peninsula Booth

A Peninsula Booth is exposed to aisles on three sides, and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a “Split Island Booth.”

## Dimensions

A Peninsula Booth is usually 20ft by 20ft (6.10m by 6.10m) or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. (See Line-of-Sight exception on page 8.) A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back ten feet (10') (3.05m) from adjacent booths.



# 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 penalty, which could include refusal or termination of the exhibit. In the event of such restriction or eviction, ISASS will not be liable for any refunds on rentals or other exhibit-related expenses incurred. Please be sure that your promotional department or anyone else involved in the arrangements of your exhibit has a copy of these terms and conditions.



Monday, Feb. 24, 2020	Anytime
Tuesday, Feb. 25, 2020	Anytime
Wednesday, Feb. 26, 2020	Before 7 a.m. or after 6:40 p.m.
Thursday, Feb. 27, 2020	Before 7 a.m. or after 7 p.m.
Friday, Feb. 28, 2020	Before 7 a.m. or after 3 p.m.

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

Title of Event: \_\_\_\_\_

Day and Date: \_\_\_\_\_ Start Time: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_ End Time: \_\_\_\_\_

FOR EVENTS BOOKED ON YOUR OWN INDICATE - Location: \_\_\_\_\_

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Time: \_\_\_\_\_

## Contact Information:

Company Name: \_\_\_\_\_ Mailing Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Telephone: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Email: \_\_\_\_\_ Country: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Return Completed Form to:

**Nikki Golden, ISASS**  
9400 West Higgins Road  
Rosemont, IL 60018  
golden@isass.org

# ISASS 17 Exhibitors

<b>4WEB Medical</b>	<b>Kleiner Device Labs</b>
<b>7D Surgical</b>	<b>Life Spine Inc</b>
<b>Aesculap</b>	<b>Medtronic</b>
<b>Alevio Spine</b>	<b>Misonix Inc</b>
<b>Alphatec Spine Inc</b>	<b>Mobius Imaging</b>
<b>Amplify Surgical</b>	<b>NovaBone Products</b>
<b>Anchor Orthopedics</b>	<b>NuTech Spine</b>
<b>Augmedics</b>	<b>Organogenesis</b>
<b>AxioMed</b>	<b>Orthofix</b>
<b>BIOCOMPOSITES</b>	<b>Providence Medical Technology</b>
<b>Biologica Technologies</b>	<b>Relivant MedSystems Inc</b>
<b>Buxton Biomedical Inc</b>	<b>RIWOspine</b>
<b>Centinel Spine</b>	<b>RTI Surgical</b>
<b>Cerapedics</b>	<b>SeaSpine</b>
<b>Clariance Spine</b>	<b>SI-Bone</b>
<b>CoreLink</b>	<b>Simplify Medical</b>
<b>CTL Amedica</b>	<b>Southern Spine LLC</b>
<b>elligence LLC</b>	<b>Spinal Elements</b>
<b>FH Orthopedics Group</b>	<b>Spinal News International</b>
<b>Globus Medical</b>	<b>Spineology Inc</b>
<b>Innovasis</b>	<b>Spinewave</b>
<b>Intrinsic Therapeutics</b>	<b>Stryker</b>
<b>Invivio Biomaterial Solutions</b>	<b>SURGIVISIO</b>
<b>joimax Inc</b>	<b>Terumo BCT</b>
<b>K2M Inc</b>	<b>Zimmer Biomet</b>