

# **SMISS** Annual Forum **24**

**SEPTEMBER 5-7, 2024**  
THE BELLAGIO | LAS VEGAS, NV

*Innovate,  
Adapt,  
Evolve!*



**SEPTEMBER 5-7**  
Scientific Program

**SEPTEMBER 7**  
Optional Cadaveric Lab

**New  
Day!**

## **PRESIDENT**



Sheeraz  
Qureshi, MD, MBA

## **2024 ANNUAL FORUM DIRECTORS**



Sravisht  
Iyer, MD



Philip K.  
Louie, MD



Hani  
Malone, MD



Jeremy  
Steinberger, MD

JOINTLY PROVIDED BY:



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## THE SOCIETY FOR MINIMALLY INVASIVE SPINE SURGERY (SMISS)

is the leading organization supporting the specialty of minimally invasive spine surgery.

Join us in Las Vegas, September 5–7, and connect face-to-face with surgeons from around the globe at the 2024 SMISS Annual Forum.

SMISS offers many opportunities to link attendee experiences to your brand and avenues to position your company as a thought leader. Support opportunities of all types and at all price points are available.

Don't miss out on this premier scientific and educational event and your opportunity to spotlight your products and services to the targeted audience of leaders in minimally invasive spine surgery.

**Reserve your booth space today!**



## KEY DATES



Applications Due



Booth Assignments  
& Service Kits  
Emailed



Housing Deadline

# Opportunities at-a-Glance

## Why Exhibit at SMISS?



### 300+ MEDICAL ATTENDEES:

Access 300+ medical attendees who include MISS in their practices.



### EXCEPTIONAL FACULTY:

The program features an outstanding mix of 70+ top faculty members.



### HANDS-ON OPPORTUNITIES:

Connect with surgeons in cadaver labs, technology workshops, and at your exhibit booth.



### DEDICATED EXHIBIT

**TIME:** 4 hours of dedicated exhibit time will be provided during the welcome reception, morning and afternoon refreshment breaks, and lunches.

Opportunity	Price	Details on
10x10 Exhibit Spaces	\$6,950	8
Hospitality Suites: One Day	\$6,000	8
Two Days	\$10,000	8
<b>Lab Opportunities</b>		
MISS Techniques Lab Station or Endoscopic Techniques Lab Station	\$22,450	8
<b>Workshop Opportunities</b>		
<b>EXCLUSIVE</b> Young Surgeon Lunch Workshop	\$12,950	8
Technology Workshop with Breakfast	\$10,500	8
Women in Spine Surgery Breakfast	\$5,000	8
<b>Technology Update Opportunities</b>		
Technology Update	\$5,500	8
<b>Eblast Opportunities</b>		
Database Survey	\$5,000	8
<b>EXCLUSIVE</b> Eblast to SMISS Database	\$4,950	8
Banner Ad in Monthly SMISS Newsletter	\$4,500	8
<b>EXCLUSIVE</b> Eblast to SMISS Forum Registrants	\$3,750	8
Banner Ad in Eblast to SMISS Forum Registrants	\$3,000	8
<b>SMISS.org Opportunities</b>		
Featured Surgical Techniques Video	\$5,000	8
Featured Surgical Case Study	\$4,000	8
Banner Ad on SMISS.ORG Website	\$3,500	8
<b>SMISS Forum Guide Advertisements</b>		
Forum Guide Full Page Ad	\$3,000	9
Forum Guide Half Page Ad	\$1,750	9
<b>Social Media Opportunities</b>		
Social Media Video Spotlight	\$1,500	9
Social Media Post	\$950	9
<b>On-Site Marketing Opportunities</b>		
Welcome Reception	\$7,500	9
Wireless Internet Access	\$5,950	9
Beverage Break	\$5,000	9
Conference Bags	\$3,950	9
Badge Lanyards	\$3,950	9
Java Jackets or Napkins for Refreshment Breaks	\$3,950	9
Notepads or Pens	\$3,950	9
<b>Young Surgeon Opportunities</b>		
Young Surgeon Event	\$25,000 Exclusive / \$13,000 Joint	9
Resident, Fellow, and Young Surgeon Travel Grants	\$2,500 each	9
<b>General Support</b>		
General Annual Forum Corporate Support	\$1,000 and up	9
SMISS Research Grant Support	\$20,000	9
	\$15,000	9
	\$10,000	9
	\$5,000	9

# SMISS Leaders & 2023 Forum Supporters

## SMISS Board of Directors



Neel  
Anand, MD



Hyun  
Bae, MD



Isaac  
Moss, MD



Gregory  
Mundis, Jr., MD



Paul  
Park, MD



Frank  
Phillips, MD



Sheeraz  
Qureshi, MD, MBA



Stephen  
Ryu, MD



Michael  
Wang, MD

## Thank you to the 2023 Forum Supporters

Amplify Surgical

Adcura Spine

ATEC Spine

Augmedics

Biologica Technologies

Bioventus

Carlsmed

Cerapedics

DePuy Synthes

DuraStat, LLC

elligence

Eminent Spine, LLC

Expanding Innovations

Globus Medical

Innovasis

joimax

Kleiner Device Labs

Kuros Biosciences

Medtronic

Neo

NSK America

NuVasive

Orthofix / SeaSpine

OsteoCentric Technologies

Technologies

Pacira Biosciences

Providence Medical

Technology

SI-BONE

Spinal Elements

Spinal Simplicity

Spine Wave

Spineology

Stryker

Surgeons Capital Management

Surgical Theater

Viseon

ZimVie



# Forum at-a-Glance

All events, excluding the cadaveric lab, will be held at the Bellagio.

## THURSDAY | SEPTEMBER 5

3:00 PM–7:00 PM	Attendee & Exhibitor Registration
5:00 PM–7:00 PM	<b>SESSION 1:</b> Revisiting the MIS TLIF 20 Years Later

## FRIDAY | SEPTEMBER 6

7:00 AM–5:00 PM	Registration Open
7:30 AM–8:20 AM	Non-CME Technology Workshops with Breakfast
8:25 AM–10:15 AM	<b>SESSION 2:</b> Lateral + Deformity
10:00 AM	Exhibits Open
10:15 AM–10:45 AM	Refreshment Break with Exhibits
10:45 AM–12:15 PM	<b>SESSIONS 3 &amp; 4:</b> Concurrent Sessions—Free Papers
12:15 PM–1:05 PM	Lunch with Exhibits & Young Surgeon Luncheon
1:05 PM–2:30 PM	<b>SESSIONS 5 &amp; 6:</b> (Non-CME): Concurrent Sessions <b>Session 5:</b> What is the Future of Enabling Technology <b>Session 6:</b> Controversies in Motion Preservation
2:30 PM–3:00 PM	Refreshment Break with Exhibits
3:00 PM–4:35 PM	<b>SESSION 7:</b> Presidential Address, Awards, and Keynote Lecture
4:35 PM–5:40 PM	<b>SESSION 8:</b> Training the Next Generation of Spine Surgeons
5:45 PM–6:45 PM	Welcome Reception in Exhibit Hall
6:30 PM–9:00 PM	Young Surgeon Event

## SATURDAY | SEPTEMBER 7

7:30 AM–8:20 AM	Non-CME Technology Workshops with Breakfast
8:25 AM–10:35 AM	<b>SESSION 9:</b> (Non-CME) Endoscopy
10:00 AM	Exhibits Open
10:35 AM–11:05 AM	Refreshment Break with Exhibits
11:00 AM–12:15 PM	<b>SESSIONS 10 &amp; 11:</b> Concurrent Sessions—Free Papers
12:15 PM–12:35 PM	Lunch and Last Chance for Exhibit Viewing
12:35 PM–2:30 PM	<b>SESSION 12:</b> Complications, Fun Cases & Struggles
1:00 PM–7:30 PM	<b>New Day!</b> Optional Cadaveric Lab
2:30 PM	Adjourn

\*The cadaver workshops on Saturday, Technology Workshops, Young Surgeon Lunch, and the Technology Updates are not CME-accredited.

# Forum & Exhibit Details

## Forum Details

### DATES

**New Day! Optional Cadaveric Lab:** Saturday, September 7

**Scientific Sessions:** Thursday, September 5—  
Saturday, September 7

### LOCATIONS

#### Optional Cadaveric Lab:

MERIN (FIVE Labs)  
4100 West Flamingo Road  
Las Vegas, NV 89103

#### Scientific Sessions and Exhibits:

3600 S Las Vegas Blvd  
Las Vegas, NV 89109  
[bellagio.mgmresorts.com](http://bellagio.mgmresorts.com)



### SMISS CONTACT

#### Christina Bessette

SMISS Annual Forum Planning Office

Ph: 630-681-1040 ext. 305

Email: [cbessette@broad-water.com](mailto:cbessette@broad-water.com)

### ACCME

The Society for Minimally Invasive Spine Surgery 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

This course is designed for spine surgeons, fellows, residents, and advanced practice providers.

## Exhibit Details

### EXHIBIT LOCATION

All exhibits will be located in Tower Ballroom 4–8 in the Bellagio.

### EXHIBIT REGISTRATION

Thursday, September 5th | 1:00 to 6:30 PM

### EXHIBIT DATES & HOURS

Friday, September 6th | 10:00 AM to 6:45 PM

Saturday, September 7th | 10:00 AM to 12:35 PM

### EXHIBIT BOOTH INSTALLATION

Thursday, September 5th | 1:00 PM to 6:00 PM

Friday, September 6th | 6:00 to 9:00 AM

### EXHIBIT BOOTH DISMANTLING

Saturday, September 7th | 12:35 PM to 6:00 PM

### BOOTH ASSIGNMENTS

Booths will be allocated on the following basis:

- Number of booths requested
- Corporate support dollars contributed to the 2023 and 2024 Annual Forum
- Date of receipt of application
- Space availability

SMISS reserves the right to change the exhibit floor plan if conflict arises. All corporate support opportunities are only available to registered SMISS Exhibitors.



Applications Due



Booth Assignments  
& Service Kits  
Emailed



# Support Opportunities

## 10x10 Exhibit Spaces

\$6,950

- One three-sided booth with black drape
- 8' high back wall and 3' high side rails
- One 6' draped table and two chairs
- One wastebasket
- Two exhibitor registration badges
- Two copies of the Forum Guide

## Hospitality Suites

One Day: \$6,000 | Two Days: \$10,000

An exclusive 10x20 area in the exhibit hall for your company to use as needed.

## Lab Opportunities

Present your company's latest technologies and techniques. Registrants will rotate through your station during 60-90 minute hands-on sessions. See more details on page 10.



**MISS LAB STATION OR ENDOSCOPIC TECHNIQUES LAB STATION**  
\$22,450

## Workshop Opportunities\*

Your company selects workshop faculty and content. SMISS will provide standard audio visual services and food and beverages.



**EXCLUSIVE YOUNG SURGEON LUNCH WORKSHOP**  
\$12,950

Present for ten minutes to up to 40 young surgeons during lunch on Friday followed by a surgeon-led panel discussion.



**TECHNOLOGY WORKSHOP WITH BREAKFAST**  
\$10,500

A 50-minute workshop on Friday or Saturday morning when up to two other workshops may be being held.



**WOMEN IN SPINE SURGERY BREAKFAST WORKSHOP**

Host a 50-minute workshop on Friday morning.

## Technology Update Opportunities\*



**TECHNOLOGY UPDATE**  
\$5,500

Present a 6-minute Technology Update during General Session 9: Endoscopy or during one of the current sessions: Controversies in Motion Preservation or What is the Future of Enabling Technologies.

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

## Eblast Opportunities



**DATABASE SURVEY**  
\$5,000

SMISS will send a survey on your company's behalf and will provide survey results no more than 30 days after survey is sent. Limit of 10 questions per survey.



**EXCLUSIVE EBLAST TO SMISS DATABASE OF 10,000+ SURGEONS BOTH INTERNATIONAL AND DOMESTIC**  
\$4,950



**BANNER AD IN MONTHLY SMISS NEWSLETTER**  
\$4,500



**EXCLUSIVE EBLAST TO SMISS FORUM REGISTRANTS**  
\$3,750



**BANNER AD IN EBLAST TO SMISS FORUM REGISTRANTS**  
\$3,000

Your ad will be linked in the eblast for one month.

## SMISS.org Opportunities



**FEATURED SURGICAL TECHNIQUES VIDEO**  
\$5,000

Highlight your surgical technique video in the SMISS Surgical Video Library for one year.



**FEATURED SURGICAL CASE STUDY**  
\$4,000

Your surgical case study will stay on in the SMISS Case Library for one year.



**BANNER AD ON SMISS.ORG WEBSITE**  
\$3,500

Your ad will be displayed on the homepage for one month.



# Support Opportunities *(continued)*

## SMISS Forum Guide Advertisements



**FORUM GUIDE FULL PAGE AD**  
\$3,000



**FORUM GUIDE HALF PAGE AD**  
\$1,750

## Social Media Opportunities



**SOCIAL MEDIA VIDEO SPOTLIGHT**  
\$1,500



**SOCIAL MEDIA POST**  
\$950

## On-Site Marketing Opportunities



**WELCOME RECEPTION**  
\$7,500

Company may have one 6ft. table in the foyer outside of the exhibit hall and may also bring a maximum of two pop-up banners to display outside of the exhibit hall during the reception. Your company will be acknowledged in the Forum Guide, on signage at the reception, in the app, and in course announcements.



**WIRELESS INTERNET ACCESS**  
\$5,950

Provide access for wireless-enabled devices in the general session room and exhibit hall during the conference. Your company will be prominently acknowledged on signage in the registration area, and in the Forum Guide.



**BEVERAGE BREAK**  
\$5,000

Provide a craft beer assortment and light refreshments during the opening session on Thursday, *Revisiting the MIS TLIF 20 Years Later* session. Your company will be acknowledged in course materials, on signage, and in the Forum Guide.



**CONFERENCE BAGS\*\***  
\$3,950



**BADGE LANYARDS**  
\$3,950



**JAVA JACKETS OR NAPKINS FOR REFRESHMENT BREAKS\*\***  
\$3,950



**NOTEPADS OR PENS\*\***  
\$3,950

*\*\*Company is responsible for producing and shipping items. The design must receive approval from SMISS.*

## Young Surgeon Opportunities



**YOUNG SURGEON EVENT**  
Exclusive: \$25,000 | Joint: \$13,000

Host a dinner or event on Friday night to engage young spine surgeons onsite. All early career surgeons registered for the Annual Forum will be invited to attend. Young surgeon grant recipients' attendance will be required.



**RESIDENT, FELLOW, AND YOUNG SURGEON TRAVEL GRANTS**  
\$2,500 each

Company provides grant(s) to support residents, fellows, or young surgeons to attend the conference or the cadaveric lab. Your company will be acknowledged in the Forum Guide and course announcements. Forum Guide, on signage at the reception, and in course announcements.

## General Support



**GENERAL ANNUAL FORUM CORPORATE SUPPORT**  
\$1,000 and up

Show your support for the SMISS Annual Forum with a general support pledge of any amount of \$1,000 and up. Your company will be acknowledged in the Forum Guide, and in the app.



**SMISS RESEARCH GRANT SUPPORT**  
**EXCLUSIVE** \$20,000/\$10,000/\$15,000/\$5,000

SMISS will fund up to three physician-initiated research studies in minimally invasive spine surgery. Participants will have 2 years to complete their research and will be required to provide updates at the Annual Forum each fall until research is complete. The 2024 winners and supporters will be acknowledged on the SMISS.org website and from the podium.

# Non-CME Cadaveric Lab



Saturday, September 7

## Choose a track: MISS or Endoscopic Techniques

Provide motivated attendees with the opportunity to test your systems in the OR—where it counts! You select the technique, invite the faculty for your station, and provide the appropriate instrumentation, implants, and/or equipment not outlined below. **NEW THIS YEAR!** Continue the conversation with attendees at a Lab Happy Hour immediately following the day’s rotations.

MISS Lab	Endoscopic Techniques Lab
Your chosen faculty leads four 60-minute rotations of hands-on instruction with small groups of attendees. 15–20 attendees will participate at your station over the course of the day.	Your chosen faculty presents a short introductory lecture and leads three 90-minute rotation of hands-on instruction with small groups of attendees. 15–18 attendees will participate at your station over the course of the day.
<b>Fee:</b> \$22,450	<b>Fee:</b> \$22,450
<b>Time:</b> 1:00 PM–7:30 PM	<b>Time:</b> 1:00 PM–7:30 PM

\* Lab times are subject to change.

## Requirements

You select the faculty and technique for your station and provide all appropriate instrumentation, implants, and equipment not outlined below.

### Fee includes:

- Standard C-arm with technician
- One cadaveric specimen
- Laboratory supplies—lead aprons, scrubs, PPE
- General instrumentation (scalpels, sutures)
- Complimentary Annual Forum registration for your chosen faculty
- Food & beverage on lab day
- Optional shuttle transportation on lab day

### Not included in fees:

- Travel and accommodation of company’s selected faculty
- Any specialized equipment or additional specimens

Note that any requested equipment or additional specimens will be provided at cost if available.



Applications Due



Technique, Faculty, Equipment Requests Due

**LAB SET-UP**  
 Friday, September 6: 2:00 PM–5:00 PM  
 Saturday, September 7: 6:00 AM–12:30 PM



# Corporate Support Recognition

SMISS recognizes the importance of partnership with industry to advance education and research. As a sign of our appreciation, we will offer the following recognition and benefits:

## Calculation of Support

All support items count towards calculation of level except corporate registration fees.

\$150K	\$100K	\$75K	\$25K	\$15K
				
Diamond	Platinum	Gold	Silver	Bronze

Benefit	Support Level				
Year-Round					
Year-round recognition on the SMISS website and in the SMISS monthly e-newsletter	●	●	●		
SMISS level supporter specific logo for use in company materials	●	●	●		
Sponsor-created e-blast, sent by SMISS on behalf of supporter, to SMISS database	2	1			
Earlier access to support opportunities	●	●			
Sponsor-created video hosted on the sponsored content section of the SMISS website	2	1			
Sponsor-created case studies hosted in the SMISS Case Study Library on the SMISS website	3	2			
Partnership announced via SMISS e-blast and social media	●	●			
Fifteen question sponsor-created survey sent to SMISS membership	●				
Annual Forum					
Meeting with the SMISS Board of Directors during the Annual Forum	●				
Acknowledgement in attendee confirmation email	●				
Full page advertisement in Forum Guide	Inside Cover	●			
Social Media Recognition via SMISS's Facebook, Twitter and LinkedIn accounts	●	●	●		
Verbal recognition at podium in General Session	●	●	●		
SMISS Annual Forum website listing	With logo and link to company website	With logo	●	●	●
Acknowledgement in Forum Guide	Full-page	Half-page	●	●	●
Recognition on signage	With logo	With logo	With logo	●	●
Recognition in Forum mobile app	With logo	With logo	With logo	●	●
Badge ribbon indicating level	●	●	●	●	●
Additional complimentary exhibit badges (over allotted)	10	8	6	4	2
Right of first refusal for stations at the SMISS Annual Forum Cadaver Lab	●	●			
First choice of exhibit booth space at SMISS Annual Forum	●				

For additional SMISS support opportunities aside from the Annual Forum, please contact Nancy Henkel at [nhenkel@broad-water.com](mailto:nhenkel@broad-water.com)

# Housing Details

A block of rooms has been reserved at a special rate for SMISS attendees and exhibitors at The Bellagio.



## RESERVATIONS PROCEDURE

Make your reservations by:  
**August 2nd, 2024**

Or call toll-free: 888-987-6667



## LOCATION

**The Bellagio** | 3600 S Las Vegas Blvd | Las Vegas, NV 89109



## ROOM RATES

Wednesday, September 4th and Thursday,  
September 5th

Resort Room: \$189  
(+taxes and daily resort fee)

*The discounted rates may not be available after August 2nd or if our room block sells out. Please reserve your room early to ensure availability.*

Friday, September 6th and Saturday, September 7th

Resort Room: \$359  
(+taxes and daily resort fee)



# Application

COMPANY NAME (EXACTLY AS IT SHOULD APPEAR IN COURSE MATERIALS)

CONTACT NAME

CONTACT EMAIL ADDRESS

## BOOTH PREFERENCES:

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



Applications Due

Space assignment is at the sole discretion of the SMISS planning office.

10x10 Exhibit Spaces	
Quantity:	x \$6,950 = Total: \$
Hospitality Suites	
<input type="checkbox"/> Hospitality Suite <i>Please select preferred day:</i>	
○ One day: ○ Friday or ○ Saturday	\$6,000
○ Both days: (Friday and Saturday)	\$10,000
Lab Opportunities	
<input type="checkbox"/> MISS Techniques Lab Station	\$22,450
<input type="checkbox"/> Endoscopic Techniques Lab Station	\$22,450
Workshop Opportunities	
<input type="checkbox"/> <b>EXCLUSIVE</b> Young Surgeon Lunch Workshop	\$12,950
<input type="checkbox"/> Technology Workshop with Breakfast <i>Please select preferred day:</i>	
○ Friday or ○ Saturday	\$10,500
<input type="checkbox"/> Women in Spine Surgery Breakfast	\$5,000
Technology Update Opportunities	
<input type="checkbox"/> Technology Update	\$5,500
○ Concurrent Session 5: What is the Future of Enabling Technologies	
○ Concurrent Session 6: Controversies in Motion Preservation	
○ General Session 9: Endoscopy	
Eblast Opportunities	
<input type="checkbox"/> Database Survey	\$5,000
<input type="checkbox"/> <b>EXCLUSIVE</b> Eblast <i>Please indicate preferred option:</i>	
○ to SMISS Database	\$4,950
○ to SMISS Forum Registrants	\$3,750
○ Pre-Course or ○ Post-Course	
<input type="checkbox"/> Banner Ad in Eblast <i>Please indicate preferred option:</i>	
○ Banner in Monthly SMISS Newsletter	\$4,500
○ Banner in Eblast to SMISS Forum Registrants	\$3,000
SMISS.org Opportunities	
<input type="checkbox"/> Featured Surgical Techniques Video	\$5,000
<input type="checkbox"/> Featured Surgical Case Study	\$4,000
<input type="checkbox"/> Banner Ad on SMISS.ORG Website	\$3,500

SMISS Forum Guide Advertisements	
<input type="checkbox"/> Forum Guide Full Page Ad	
○ Full-page	\$3,000
○ Half-page	\$1,750
Social Media Opportunities	
<input type="checkbox"/> Social Media Video Spotlight	\$1,500
<input type="checkbox"/> Social Media Post	\$950
On-Site Marketing Opportunities	
<input type="checkbox"/> Welcome Reception	\$7,500
<input type="checkbox"/> Wireless Internet Access	\$5,950
<input type="checkbox"/> Beverage Break	\$5,000
General Session 1: Revisiting the MIS TLIF 20 Years Later	
<input type="checkbox"/> Conference Bags	\$3,950
<input type="checkbox"/> Badge Lanyards	\$3,950
<input type="checkbox"/> Java Jackets or <input type="checkbox"/> Napkins for Refreshment Breaks	\$3,950 each
<input type="checkbox"/> Notepads or <input type="checkbox"/> Pens	\$3,950 each
Young Surgeon Opportunities	
<input type="checkbox"/> Young Surgeon Event	
○ Exclusive or	\$25,000
○ Joint	\$13,000
<input type="checkbox"/> Resident, Fellow, and Young Surgeon Travel Grants	\$2,500 each
General Support	
<input type="checkbox"/> General Annual Forum Corporate Support	\$1,000 and up
<input type="checkbox"/> SMISS Research Grant Support <i>Please indicate level:</i>	
○ \$5,000 ○ \$10,000 ○ \$15,000 ○ <b>EXCLUSIVE</b> \$20,000	
<b>TOTAL:</b>	

Application continued on next page

# Application *(continued)*

## Company Details

COMPANY NAME (EXACTLY AS IT SHOULD APPEAR IN COURSE MATERIALS)

WEBSITE

ADDRESS

CITY

STATE

ZIP

TELEPHONE (EXACTLY AS IT SHOULD APPEAR IN COURSE MATERIALS)

FAX

CONTACT NAME

CONTACT E-MAIL ADDRESS

## Billing Information

### WIRE TRANSFER

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

CREDIT CARD NUMBER (VISA / MC / AMEX/DISCOVER)

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 added to all credit card payments.*

### CHECK made payable to:

Society for Minimally Invasive Spine Surgery  
111 W. Wesley Street, Suite 2  
Wheaton, IL 60187)

Check Number .....

## Ways to Register

- 1 **Email** your applications to Christina Bessette at [cbessette@broad-water.com](mailto:cbessette@broad-water.com)
- 2 **Mail** your application to:  
Society for Minimally Invasive Spine Surgery  
111 W. Wesley Street, Suite 2  
Wheaton, IL 60187

## We Agree

Payment in full is due by June 25, 2024, for booth space to be assigned.

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

**Application Deadline is June 25, 2024.**

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

## Cancellation Policy

Request for cancellation must be made in writing. Written cancellations received on or before July 5, 2024, will receive a refund, less an administrative fee of \$500. Cancellations received after July 5, 2024, will forfeit the entire cost.

# Rules & Regulations

## INTERPRETATION OF RULES

The following Rule and Regulations are part of the contract between the exhibitor and the Society for Minimally Invasive Spine Surgery (SMISS). All matters not covered in these Rule and Regulations shall be referred to SMISS for adjudication and the decision of SMISS shall be final. These Rules and Regulations may be amended at any time by SMISS, 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 2024 SMISS Annual Forum and may be given to 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 2023 and 2024 Annual Forum, date of receipt of application, and space availability. SMISS reserves the right to change the exhibit floor plan if conflict arises regarding space requests or conditions that are beyond SMISS's control. SMISS 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 (SMISS Forum 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

SMISS reserves the right to approve all exhibits and activities related thereto. SMISS 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 Forum 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 SMISS for any refund whatsoever. SMISS 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 Forum. 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. SMISS 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 Forum. 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 exposed parts of displays must be finished so as to present an attractive appearance when viewed from the aisles or from adjoining exhibits. If other exhibitors of the SMISS Forum object to any exposed portions of a display, the exposed portions will be draped or concealed by SMISS and billed to the exhibitor. 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 Forum, including the installation and dismantling of exhibits.

## CONTESTS, RAFFLES, AND DRAWINGS

Individual exhibitor contests, raffles, and drawings are not permitted at the 2024 SMISS Annual Forum.

## 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 Bellagio 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 SMISS (The Bellagio & MERIN) is strictly forbidden and anyone doing so will be asked to leave the Forum. 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 SMISS. These rules begin at 6:00 AM on Thursday, September 5, 2024 through 6:00 PM on Saturday, September 7, 2025.

## 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 Bellagio.

## FIRST RIGHT OF REFUSAL

Platinum corporate supporters of the 2024 SMISS Annual Forum will have first right of refusal for cadaver lab stations and 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 SMISS, Official Service Contractor/Decorator, The Bellagio, 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 Bellagio 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 exhibitor's occupancy or use of The Bellagio 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 exhibitor's occupancy or use of The Bellagio and its facilities, resulting from the negligent act or acts of its employee(s), or

# Rules & Regulations *(continued)*

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 SMISS Annual Forum and the use of The Bellagio 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 SMISS and its agents, employees, representatives, successors, and assigns, arising out of the oral or written publication of any statement made in connection with the SMISS Annual Meeting by anyone not an employee of SMISS or BroadWater (the SMISS Forum Planning Office) concerning the exhibitor or his/her exhibit. In the event that The Bellagio or any portion thereof is destroyed or damaged by fire or 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 SMISS, The Bellagio, 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 Thursday, September 5, 2024 the opening day of the Forum, SMISS 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 SMISS Forum Planning Office prior to the Forum. 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:

**Christina Bessette c/o BroadWater**  
**SMISS Forum Planning Office**  
**111 W. Wesley Street, Suite 2**  
**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 SMISS Annual Forum program hours, activity hours, or exhibit hours. Entertainment and social functions must be in good taste and conform to the purpose of the Forum. The SMISS Forum 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 September 5–September 7, 2024. 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, SMISS, or the SMISS Annual Forum.

## INSURANCE

The exhibitor acknowledges that SMISS, BroadWater, EXPO, nor The Bellagio 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, \$6,950 per 10 x 10 booth, 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 July 5, 2024, will receive a full refund, less a \$500 administrative fee. Cancellations received after July 5, 2024, will forfeit the entire cost of the booth.

## SECURITY

SMISS will coordinate with The Bellagio to make sure the Exhibit Hall is locked beginning Thursday, September 5, 2024 through Saturday, September 7, 2024. Neither SMISS, BroadWater, nor The Bellagio 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.