

EXHIBITOR PROSPECTUS

SEPTEMBER 6–8, 2018

Caesars Palace | MERIN Lab
Las Vegas, NV

CHAIRMEN

- Gregory M. Mundis, Jr., MD
- Paul Park, MD
- Sheeraz Qureshi, MD, MBA

EXHIBIT COMMITTEE

- Clint Hill, MD
- Wellington Hsu, MD
- Bobby Kalantar, MD
- Han Jo Kim, MD
- Kris Radcliff, MD
- Mike Wang, MD

SEPTEMBER 6

Optional Cadaveric Labs

SEPTEMBER 7–8

Scientific Program



JOINTLY PROVIDED BY:

Dear Exhibitor:

Join us at the **SMISS Annual Forum '18** to be held **September 6–8, 2018** at Caesars Palace Hotel in **Las Vegas, NV**. This year's Forum will focus on Cases and Controversies in Minimally Invasive Spine Surgery.

NEW This Year

Check out these opportunities to enhance your exposure and increase interaction with attendees:



- ① **Technology Update Presentations during General Session**
 Your company will have 6 minutes to present from the General Session podium. Your choice of topic and speaker.



- ② **Young Surgeon Workshop**
 Gain access to 20+ senior residents, fellows, and young surgeons by supporting the Young Surgeon Workshop. You will have exclusive access in a private room for a 40-minute presentation on the topic of your choice. Lunch is included.



- ③ **Exclusive Eblast to SMISS Registrants**
 Contact all registered SMISS attendees via an email sent from the SMISS Forum Planning Office 10 days prior to the Forum. You provide the content and message.

All of us at SMISS look forward to your participation in September. Reserve your booth space and sign up to support the program today, as exhibit space will sell out!

Sincerely,

SMISS EXHIBITS COMMITTEE:

Clint Hill, MD

Wellington Hsu, MD

Bobby Kalantar, MD

Han Jo Kim, MD

Kris Radcliff, MD

Mike Wang, MD

SMISS is the premier educational event for surgeons who practice MISS techniques around the world.

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KEY DATES



Applications due



Booth assignments & service kits emailed



Housing deadline

Why Exhibit at SMISS?

- **RECORD ATTENDANCE:** Last year’s record-setting Forum with 235 medical attendees received superb reviews.
- **EXCEPTIONAL FACULTY:** The program features an outstanding mix of 50+ top faculty members.
- **HANDS-ON OPPORTUNITIES:** Connect with surgeons in cadaver labs, technology workshops, and interactive break-out sessions.
- **CUSTOMIZED OPTIONS:** Tailor your participation and message to MIS surgeons with a variety of specialized promotion options.

Corporate Opportunities

OPPORTUNITY	PRICE	DETAILS ON PAGE
10x10 Exhibit Booth	\$6,750	6
MISS Cadaver Labs: Half Day	\$14,000	8
Full Day	\$22,450	8
Endoscopic Cadaver Lab: Full Day	\$22,450	8

Presentation Opportunities

Hospitality / Meeting Room	\$13,500	10
Non-CME Technology Workshops	\$9,950	9
Young Surgeon Workshop	\$9,950	9
Meet-the-Experts Lunch Session	\$7,500	9
Technology Update Presentation	\$5,950	9

Advertising Opportunities

Exclusive Eblast	\$4,950	10
Banner Ad in Eblast	\$3,000	10
PDF Online	\$2,500	10

Additional Opportunities

Online Program Book and Wi-Fi	\$5,950	10
Welcome Reception	\$5,950	10
Meeting Bags	\$3,750	10
Hotel Keycards	\$3,750	10
Badge Lanyards	\$3,750	10
Resident, Fellow, Young Surgeon Travel Grant	\$2,500	10
General Support	\$1,000+	10

All of the above will count towards overall corporate support level.

Faculty and 2017 Supporters

SMISS Board of Directors

Greg Anderson, MD
 Kevin Foley, MD
 Roger Härtl, MD
 Larry Khoo, MD
 Isador Lieberman, MD
 Jean-Pierre Mobasser, MD
 Frank Phillips, MD
 William Taylor, MD
 Juan Uribe, MD

Annual Forum Co-Chairmen

Gregory Mundis Jr., MD
 Paul Park, MD
 Sheeraz Qureshi, MD, MBA

International Directors

Rodrigo Amaral, MD
 Pedro Berjano, MD
 Jin-Sung Kim, MD

Invited Faculty

Neil Anand, MD
 Nomaan Ashraf, MD
 Hyun Bae, MD
 Sig Berven, MD
 Victor Chang, MD
 Domagoj Coric, MD
 Robert Eastlack, MD
 Sonia Eden, MD
 Rick Fessler, MD

Christopher Hofstetter, MD
 Adam Kanter, MD
 Han Jo Kim, MD
 Abhishek Kumar, MD
 Ron Lehman, MD
 Daniel Lu, MD
 Steven McAnany, MD
 Isaac Moss, MD
 Praveen Mummaneni, MD
 Pierce Nunley, MD
 David Okonkwo, MD
 Mark Oppenlander, MD
 Gregory Polston, MD
 Kris Radcliff, MD

Zac Ray, MD
 Jeff Roh, MD
 Stephen Ryu, MD
 Raj Sethi, MD
 Kern Singh, MD
 William Smith, MD
 Ellen Soffin, MD
 Blake Staub, MD
 Khoi Than, MD
 Cheerag Upadhyaya, MD
 Michael Wang, MD
 Peter Whang, MD
 James Yue, MD

*Faculty Subject to Change


SMISS thanks Forum '17 Supporters:
Platinum Supporter

Medtronic

Gold Supporter

DePuy

Silver Supporters

joimax, Inc.
 K2M, Inc.
 NuVasive
 Zimmer Biomet

Bronze Supporters

Globus Medical
 Life Spine Inc.
 Synaptive Medical

General Supporters

Alphatec Spine
 Benvenue Medical, Inc.
 Integrity Implants
 Innovasis
 Karl Storz Endoscopy America

Mazor Robotics
 Misonix
 Orthofix
 Paradigm Spine
 Prosidyan
 Providence Medical
 Technology
 RTI Surgical
 SeaSpine
 SI-Bone
 Solco Bio Medical Co. LTD

Spinal Simplicity
 Spinal Elements
 Spineology
 Spine Wave
 Stryker
 Surgeons Capital
 Management
 Titan Spine
 Vertera Spine
 Zyga

Forum-at-a-Glance

**Cadaver labs reach capacity
with wait lists each year**

THURSDAY, SEPTEMBER 6 (Non-CME)

8:00 am–4:00 pm **Optional Cadaveric Lab*** *The Optional Cadaveric Lab will be held at Medical Education Research Institute of Nevada (MERIN)*

FRIDAY, SEPTEMBER 7 *All events on Friday and Saturday will take place at Caesars Palace.*

6:45 am–6:00 pm Registration Open

7:30 am–8:20 am Technology Workshops* with Breakfast

8:30 am–10:35 am **Session 1:** Spinal Deformity

10:00 am–6:20 pm Exhibits Open

10:35 am–11:00 am Refreshment Break & Exhibit Viewing

11:05 am–12:35 pm **Session 2:** Concurrent Free Paper Sessions and Young Surgeon Session

12:35 pm–1:25 pm Lunch; Exhibit Viewing; Meet-the-Experts*; Young Surgeons Workshop*

1:25 pm–3:00 pm **Session 3:** Simultaneous Sessions
Option A: Cervical Spine and Cervical Arthroplasty
Option B: Robotics, Navigation, Image Guidance

3:00 pm–3:25 pm Refreshment Break & Exhibit Viewing

3:25 pm–3:45 pm **Session 4:** Technology Updates—Non-CME Session

3:45 pm–5:20 pm **Session 5:** Ambulatory Spine Surgery / Multimodal Analgesia Techniques

5:20 pm–6:20 pm Welcome Reception with Exhibitors

SATURDAY, SEPTEMBER 8

6:45 am–4:15 pm Registration Open

7:45 am–8:35 am Technology Workshops* with Breakfast

8:40 am–10:30 am **Session 6:** Degenerative Spine

10:00 am–1:05 pm Exhibits Open

10:30 am–10:55 am Refreshment Break & Exhibit Viewing

10:55 am–12:25 pm **Session 7:** Concurrent Free Paper Sessions

12:22 pm–1:05 pm Lunch; Exhibit Viewing & Meet-the-Experts*

1:05 pm Exhibit Teardown

1:05 pm–1:30 pm **Session 8:** Technology Updates—Non-CME Session

1:30 pm–3:15 pm **Session 9:** New Technology / Interbody Implant Surface Technologies / Fusion Options

3:15 pm–4:10 pm **Session 10:** Complications—Avoidance and Management

*The cadaver workshops on Thursday, Technology Forums, Meet-the-Experts, Young Surgeon Workshop, and the Technology Update Presentations are not CME-accredited.

Forum Details

Dates

Optional Cadaveric Lab—Thursday, September 6, 2018

Scientific Sessions—Friday, September 7, 2018 and Saturday, September 8, 2018

Locations

Scientific Sessions and Exhibits:

Caesars Palace

3570 Las Vegas Blvd.
Las Vegas, NV 89109
www.caesarspalace.com

Optional Cadaveric Lab:

Medical Education & Research Institute of Nevada (MERIN)

5831 W. Craig Road
Las Vegas, NV 89130

SMISS Contact

Christy Gill

SMISS Forum Planning Office
Ph: 630-681-1040 ext. 302
Fax: 630-682-5811
Email: cgill@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, and residents.

Exhibit Details

Exhibit Location

All technical exhibits will be located in the Roman Ballroom at Caesars Palace.

**Connect with 250+ surgeons
from around the world**

Exhibit Dates & Hours

Friday, September 7, 2018 | 10:00 am–6:20 pm

Saturday, September 8, 2018 | 10:00 am–1:05 pm

Exhibit Booth Installation

Thursday, September 6, 2018 | 1:00–7:00 pm and

Friday, September 7, 2018 | 6:00–9:00 am

Exhibit Booth Dismantling

Saturday, September 8, 2018 | 1:05–5:00 pm

\$6,750 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
- Two copies of the Forum Guide

Note: Two-story booths are not permitted. Signage and exhibits may not be higher than 8 feet along the back panel. Booths must maintain a 50% see through to avoid excessively blocking the view of other exhibits.

Booth Assignments

Booths will be allocated on the following basis: number of booths requested, corporate support dollars contributed to the 2017 and 2018 Annual Forum, date of receipt of application, and space availability. SMISS reserves the right to change the exhibit floor plan if conflict arises.

All corporate support opportunities, including cadaver labs, workshops, Meet-the-Experts, Technology Update Presentations, and all other support opportunities, are only available to registered SMISS Exhibitors.

Exhibit Contractor

EXPO Convention Contractors

Exhibitor Sales & Service Department at 305.751.1234
Email: info@expocci.com

EXHIBIT DATES AND DEADLINES



Application
Deadline



Booth Assignments and
Service Kits Emailed

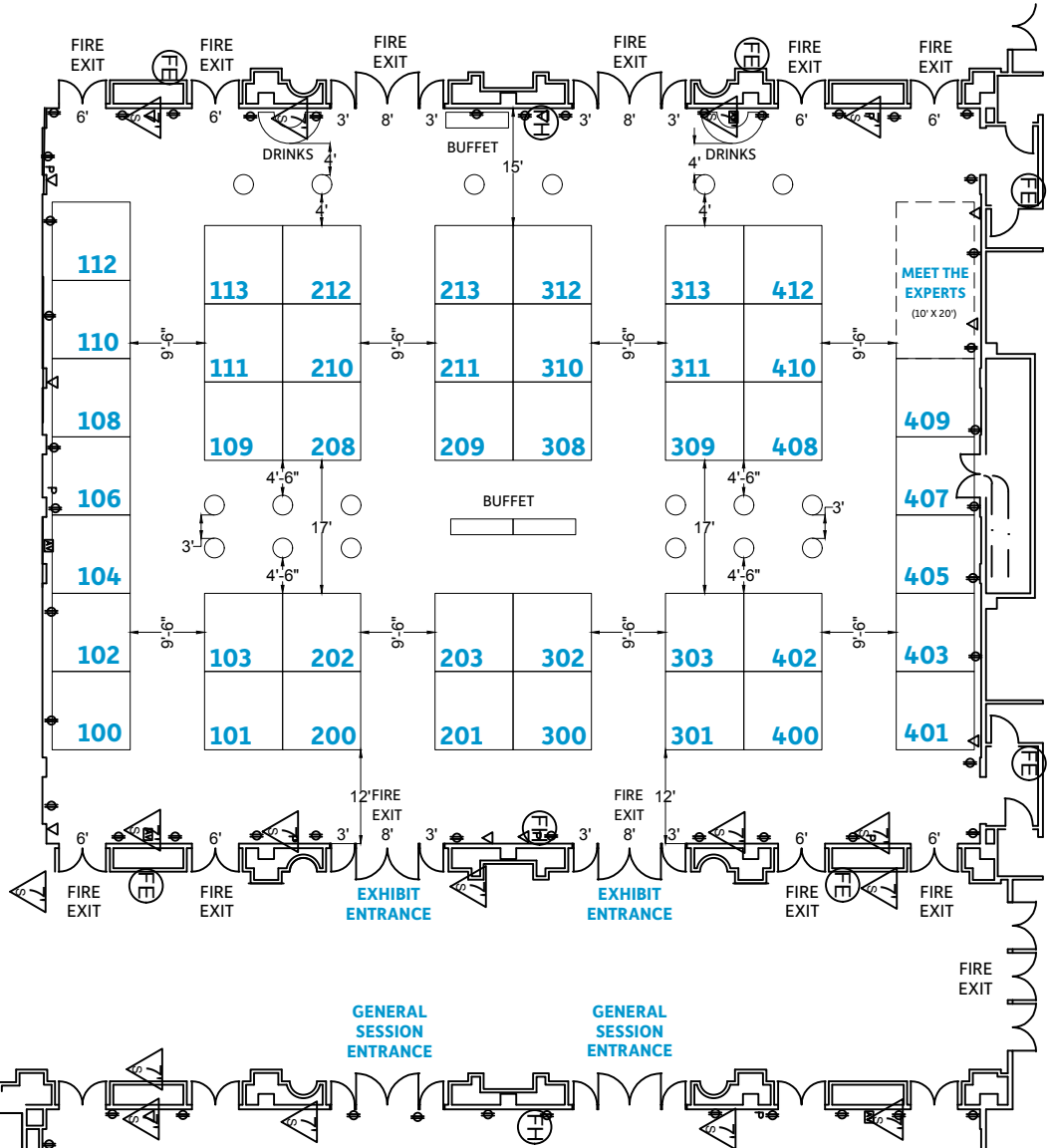
Exhibit Floor Plan

Roman Ballroom

\$6,750 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
- Two copies of the Forum Guide

Note: Two-story booths are not permitted. Signage and exhibits may not be higher than 8 feet along the back panel. Booths must maintain a 50% see through to avoid excessively blocking the view of other exhibits.



REGISTRATION

Cadaveric Lab*

Choose a track: MISS Techniques or Endoscopic Techniques

This optional non-CME cadaver lab always sells out. Surgeons rotate between stations for hands-on experience with new technologies.

MISS Techniques Lab	Endoscopic Techniques Lab
Present your company's latest MISS technologies and techniques. Registrants will select 4 different workstations to rotate through during 90-minute hands-on sessions. There will be a maximum of 5 surgeons per station.	This session will feature in-depth lectures followed by hands-on rotations.
Attendance: Up to 20 surgeons at your station; 40 overall	Attendance: Up to 12 surgeons at your station
# of Stations: Up to 10	# of Stations: Up to 3
Time: 8:00 am–4:00 pm	Time: 8:00 am–3:00 pm
Location: Medical Education Research Institute of Nevada (MERIN)	Location: Medical Education Research Institute of Nevada (MERIN)

*Cadaver labs are not CME-accredited.

Requirements

Companies choose technique(s) to demonstrate and faculty and provide all appropriate instrumentation and implants.

Workstation Fees (\$22,450 Full Day; \$14,000 Half Day)

Sponsor a full or half day station for the MISS Techniques Lab or a full day station for the Endoscopic Techniques Lab. The full day stations are \$22,450. The half day stations are \$14,000 and are subject to availability.

The workstation fee includes:

- One cadaver (torso and cephalus) for the four sessions (assume full day sponsorship)
- General instrumentation
- One C-arm per station
- Laboratory supplies—aprons, scrubs, radiation vests
- One registration to the SMISS Annual Forum '18 for the company's chosen workshop faculty

Not included in fees:

- Travel and accommodation of company's selected faculty

Application Deadline: June 25, 2018
Lab Topics and Faculty Due: July 18, 2018

Non-CME Presentation Opportunities*

Technology Workshops with Breakfast

Technology workshops are 50-minute sessions in which companies present their latest MISS techniques and technologies.

NEW Exclusive Young Surgeon Workshop with Lunch

Give your company access to 20+ senior residents, fellows, and young surgeons. You will have a private room for a 40-minute presentation on the topic and speaker of your choice.

Meet-the-Experts Lunch Session

Held during lunch on Friday and Saturday, companies invite a surgeon of their choice to discuss/demonstrate any topic during the 20-minute session at a podium in the exhibit hall.

NEW Technology Update Presentation during General Session

Present a 6-minute Non-CME lecture to all attendees from the General Session podium. Company selects the technology update topic and faculty. Time slots are limited so be sure to sign up quickly.

Opportunity	Fee	Fee Includes	Choice of Session	Expected Attendance	Content & Format
Technology Workshops	\$9,950 per Technology Workshop	Meeting room, podium, microphone and sound system, LCD projector with screen, food and beverages, and promotion in SMISS course materials. Company responsible for inviting speaker and arranging travel.	Friday or Saturday: 7:30 am–8:20 am Breakfast provided	All SMISS attendees will be invited to choose from up to 4 concurrent Technology Workshops. Attendance will vary depending on the popularity of the topics and speakers.	Company selects topic, format, and speaker
NEW Young Surgeon Workshop	\$9,950 Exclusive Sponsorship	Meeting room, podium, microphone and sound system, LCD projector with screen, food and beverages, and promotion in SMISS course materials. Company responsible for inviting speaker and arranging travel.	Friday: 12:35–1:15 pm Boxed lunch provided	20+ senior residents, fellows, and surgeons up to 3 years into practice	Company selects topic, format, and speaker
Meet-the-Experts Lunch Session	\$7,500 per Session	20x20 designated area in the exhibit hall, podium, microphone and sound system, LCD projector with screen, theatre seating, and promotion in SMISS course materials. Company responsible for inviting speaker and arranging travel.	Friday: 12:40 pm–12:00 pm or 1:00–1:20 pm during lunch or Saturday: 12:30–12:50 pm during lunch	All SMISS attendees will be invited to attend the sessions during the lunch break. Attendance will vary depending on the popularity of the session topics and speakers.	Company selects topic, format, and speaker
NEW Technology Update Presentations	\$5,950	The speaker of your choice can present a 6-minute non-CME lecture on your technology from the General Session podium. Space is limited and will fill quickly. Company responsible for inviting speaker and arranging travel.	Friday or Saturday	All SMISS attendees that are in attendance during the General Session	Company selects topic and speaker

***All presentation opportunities are not CME accredited. Presentation opportunities are only available to registered SMISS exhibitors. For further information on these opportunities, please contact SMISS.**

Advertising and Additional Opportunities


ADVERTISING OPPORTUNITIES

NEW  **Exclusive Eblast to SMISS Registrants**
\$4,950

Reach SMISS attendees 10 days prior to the Forum via an exclusive eblast. You provide the content and SMISS will send on your behalf.

NEW  **Banner Ad in Eblast to SMISS Registrants**
\$3,000

Add a banner to an SMISS eblast that will be seen by all attendees. With only 2 of these opportunities available, be sure to sign up early.


 **Online PDF**
\$2,500

Give the participants more details about your company and technology by providing a PDF of up to 40 pages to link to your exhibitor listing in the online Program Book.


ADDITIONAL OPPORTUNITIES

 **Hospitality / Meeting Room**
\$13,500

An exclusive area for your company to meet with surgeons, provide training, or do as you wish for Friday and Saturday during the Forum. This area will be in the foyer and includes a 20x20 space that you can customize to your liking.

 **Online Program Book and Wi-Fi**
\$5,950

Each attendee gets access to the Online Program Book. Have your company featured on the homepage with a link to your website. Company will also be recognized in Wi-Fi instructions, on course signage, and in announcements.

 **Welcome Reception**
\$5,950


Support the Welcome Reception held in the Exhibit Hall on Friday, September 7th from 5:20–6:20 pm. Your company will be acknowledged in course materials, on signage at the reception, and course announcements.

 **Hotel Key Cards**
\$3,750

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

 **Meeting Bags**
\$3,750

Present attendees with a registration bag bearing your company logo.

 **Badge Lanyards**
\$3,750


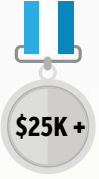

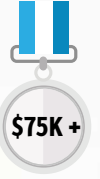
Present attendees with a badge lanyard bearing your company name or logo.

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

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

Corporate Support Recognition & Badges

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:

				
Recognition and/or Benefit	Bronze	Silver	Gold	Platinum
Advertisement in Forum Guide				✓
Social Media Recognition via SMISS's Facebook, Twitter, and LinkedIn			✓	✓
Verbal Recognition at Podium in General Session			✓	✓
SMISS Website Listing		✓	With logo and link to website	With logo and link to website
Acknowledgement in Forum Guide	✓	✓	Half Page	Full Page
Recognition on Signage	✓	With logo	With logo	With logo
Badge Ribbon indicating Level	✓	✓	✓	✓
Additional Complimentary Exhibit Badges (over allotted)	+2	+3	+6	+8

Calculation of Support

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



Housing Details

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

Reservations Procedure

MAKE YOUR RESERVATION BY:
AUGUST 15, 2018

Call: 702-731-7110 or 800-634-6001
Refer to: Society for Minimally Invasive Spine Surgery

Book online at:
<https://aws.passkey.com/go/SCSM18>



Caesars Palace Hotel

3570 Las Vegas Blvd. South
Las Vegas, NV 89109
www.caesarspalace.com

Room Rate:
Single/Double—\$215 per night, plus a \$35 daily resort fee and tax



Application

.....
COMPANY NAME

..... CONTACT EMAIL

Exhibit Booth Qty x \$6,750 Total

- BOOTH CHOICES**
1.
 2.
 3.

Overview of Corporate Opportunities

<input type="checkbox"/> 10x10 Exhibit Booth	\$6,750
<input type="checkbox"/> Cadaver Lab—Full Day	\$22,450
<input type="checkbox"/> Cadaver Lab—Half Day*	\$14,000
<input type="checkbox"/> Endoscopic Cadaver Lab—Full Day	\$22,450

Presentation Opportunities

<input type="checkbox"/> Hospitality/Meeting Room	\$13,500
<input type="checkbox"/> Non-CME Technology Workshop <input type="radio"/> Friday <input type="radio"/> Saturday	\$9,950
<input type="checkbox"/> Young Surgeon Workshop	\$9,950
<input type="checkbox"/> Meet-the-Experts Session <input type="radio"/> Friday <input type="radio"/> Saturday	\$7,500
<input type="checkbox"/> Technology Update Presentation <input type="radio"/> Friday <input type="radio"/> Saturday	\$5,950

Company Details

(exactly as it should appear in course materials)

..... COMPANY NAME WEBSITE

..... ADDRESS

..... CITY STATE ZIP

..... TELEPHONE

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

..... CREDIT CARD NUMBER

..... EXPIRATION DATE (mm / yy) SECURITY CODE

..... NAME ON CARD

..... SIGNATURE

**A 3% convenience fee will be added to all credit card payments.

WE AGREE

Payment in full is due by August 1, 2018 for booth space to be assigned.

Checks must be made payable to:
Society for Minimally Invasive Spine Surgery
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 June 25, 2018.

We hereby apply, subject to the terms of the SMISS 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 **June 25, 2018** to (630) 682-5811

EMAIL

Email your applications to Christy Gill at **cgill@broad-water.com**

CANCELLATION POLICY

Request for cancellation must be made in writing. Written cancellations received on or before August 1, 2018, will receive a refund, less an administrative fee of \$500.

Cancellations received after August 1, 2018 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 the Society of 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 2018 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 2017 and 2018 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 2018 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 Caesars Palace 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 (Caesars Palace and 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 6 through 6:00 pm on Saturday, September 8.

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 Caesars Palace.

FIRST RIGHT OF REFUSAL

Platinum corporate supporters of the 2018 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, Caesars Palace, 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 Caesars Palace 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 Caesars Palace 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 Caesars Palace 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 SMISS Annual Forum and the use of Caesars Palace 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 Caesars Palace 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, Caesars Palace, 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 September 6, 2018 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:

Christy Gill c/o BroadWater
SMISS Forum 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 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 Thursday, September 6 through Saturday, September 8. 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 Caesars Palace 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, \$6,750 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 August 1, 2018, will receive a full refund, less a \$500 administrative fee. Cancellations received after August 1, 2018 will forfeit the entire cost of the booth.

SECURITY

SMISS will coordinate with Caesars Palace to make sure the Exhibit Hall is locked beginning Thursday, September 6–Saturday, September 8. Neither SMISS, BroadWater, nor Caesars Palace 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.