

Annual Forum 21

OCTOBER 28–30, 2021 | THE COSMOPOLITAN | LAS VEGAS, NV

2021 ANNUAL FORUM DIRECTORS



Robert K.
Eastlack, MD, FAAOS



Brian
Kwon, MD



Bill
Taylor, MD



Luis
Tumialán, MD

October 28 | Optional Cadaveric Lab
October 28–30 | Scientific Program

JOINTLY PROVIDED BY:



EXHIBITOR PROSPECTUS

Dear Exhibitor:

We are looking forward to meeting in person for the SMISS Annual Forum '21 which will be held October 28–30, 2021 at The Cosmopolitan in Las Vegas, NV.

This year's Forum will feature:

- > New Exclusive Lab Opportunity
- > Young Surgeon Workshop and Dinners
- > Non-CME Tech Updates from the General Session Podium

Please review this Prospectus for more information on the items above. Reserve your booth space and sign up to support the Forum early as space will sell quickly.

Sincerely,

SMISS Program Chairmen

Robert K. Eastlack, MD, FAAOS

Brian Kwon, MD

William Taylor, MD

Luis Tumialán, MD

TABLE OF CONTENTS

- 3 Opportunities at-a-Glance
- 4 Faculty and 2020 Supporters
- 5 Forum-at-a-Glance
- 6 Forum Details
- 6 Exhibit Details
- 7 Exhibit Floor Plan
- 8 Non-CME Cadaveric Lab
- 9 Non-CME Presentation Opportunities
- 10 Advertising and Additional Opportunities
- 13 Corporate Support Recognition & Badges
- 14 Housing Details
- 15 Application
- 17 Rules and Regulations

Key Dates



Applications due



Booth assignments & service kits emailed



Housing deadline



Why Exhibit at SMISS?

- > **225+ MEDICAL ATTENDEES:**
Access 225+ medical attendees who include MISS in their practices.
- > **EXCEPTIONAL FACULTY:** The program features an outstanding mix of 40+ top faculty members.
- > **HANDS-ON OPPORTUNITIES:**
Connect with surgeons in cadaver labs, technology workshops, and at your exhibit booth.
- > **CUSTOMIZED OPTIONS:** SMISS provides a broad range of learning opportunities that cater to all stages of MIS surgeons' careers.

OPPORTUNITIES AT-A-GLANCE

Opportunity	Price	Details on
10 x 10 Exhibit Booth	\$6,750	6
MISS Techniques Lab: Half Day	\$14,000	8
Full Day	\$22,450	8
Endoscopic Techniques Lab: Full Day	\$22,450	8
NEW Exclusive Cadaveric Lab:		
Private room with one full-day station	\$25,000	8
Semi-private room with one full-day station	\$20,000	8
Semi-private room with two full-day stations	\$35,000	8
Private room with 3–5 full-day stations	\$60,000+	8
NON-CME PRESENTATION OPPORTUNITIES		
Technology Workshop with Breakfast	\$9,950	9
Young Surgeon New Technology Workshop with Lunch	\$12,500	9
Technology Update Presentation	\$6,500	9
ADVERTISING OPPORTUNITIES		
Mobile App	\$6,000	10
Exclusive Eblast <i>Note: Only 2 spots available</i>	\$4,950	10
Banner Ad on SMISS Website	\$3,500	10
Java Jackets for Refreshment Breaks	\$3,500	10
Banner Ad in Eblast	\$3,000	10
Forum Guide Ad: Full Page	\$3,000	10
Half Page	\$1,750	10
Social Media Video Spotlight	\$1,500	10
Social Media Post	\$750	10
ADDITIONAL OPPORTUNITIES		
Young Surgeon Networking Dinner	\$8,000	11
Hospitality / Meeting Room	\$6,000 / \$10,000	11
Online Program Book and Wi-Fi	\$5,950	11
Welcome Reception	\$5,950	11
Hotel Keycards	\$5,950	11
Meeting Bags	\$3,500	11
Badge Lanyards	\$3,500	11
General Support	\$1,000+	11
SMISS.ORG / SOCIETY OPPORTUNITIES		
SMISS Online Product Showcase		
Monthly: showcase up to 5 products	\$500	12
Quarterly: showcase up to 10 products	\$1,500	12
Annually: showcase unlimited products	\$5,500	12
Banner Ad in SMISS Monthly Newsletter	\$3,000 per month	12
Database Survey	\$3,000 per survey	12
Featured Surgical Techniques Video	\$5,000	12
Featured Surgical Case Study	\$4,000	12

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



Faculty and 2020 Virtual Forum Supporters

SMISS Board of Directors

Need Anand, MD
Adam Kanter, MD
Jean-Pierre Mobasser, MD

Paul Park, MD
Frank Phillips, MD
Sheeraz Qureshi, MD, MBA

Stephen Ryu, MD
Juan Uribe, MD
Michael Wang, MD

Annual Forum Co-Chairmen

Robert K. Eastlack, MD, FAAOS
Brian Kwon, MD
William Taylor, MD
Luis Tumialán, MD

International Directors

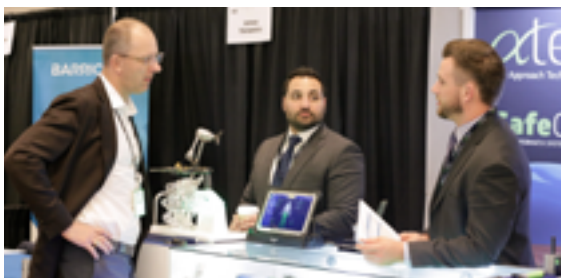
Jin-Sung Luke Kim, MD, PhD
Yoshihisa Kotani, MD, PhD

Invited Faculty

Rodrigo Amaral, MD
Hyun Bae, MD
Adam Bruggeman, MD
Victor Chang, MD
Peter Derman, MD
Vedat Deviren, MD
Rick Fessler, MD
Kevin Foley, MD
Jakub Godzik, MD
Matthew Gornet, MD
Jim Harrop, MD
Roger Härtl, MD
Christoph Hofstetter, MD
Serena Hu, MD
Richard Hynes, MD

Sravisht Iyer, MD
Larry Khoo, MD
Choll Kim, MD
Abhishek Kumar, MD
Ronald Lehman, Jr., MD
Isador Lieberman, MD
Hani Malone, MD
Cristiano Menezes, MD
Catherine Miller, MD
Issac Moss, MD
Gregory Mundis, Jr., MD
Fernando Nin, MD
David Okonkwo, MD
Luis Pimenta, MD
Kornelis Poelstra, MD

Kris Radcliff, MD
Alok Sharan, MD
Jian Shen, MD, PhD
Tyler Smith, MD
Jose Soriano, MD
Jeremy Steinberger, MD
Khoi Than, MD
Jay Turner, MD
Anand Veeravagu, MD
Peter Whang, MD
Chris Yeung, MD
Seong Yi, MD
James Yue, MD
Faculty subject to change



THANK YOU TO THE 2020 VIRTUAL FORUM SUPPORTERS



PLATINUM SUPPORTER

Medtronic



GOLD SUPPORTERS

DePuy
Globus Medical
NuVasive
Stryker Spine



SILVER SUPPORTER

Kuros Biosciences

GENERAL SUPPORTERS

Atec Spine
Atlas Spine
Elliquance
joimax
Orthofix
RiWOspine GmbH
SI-Bone
Spineology, Inc.
Zimmer Biomet



Forum-at-a-Glance

All events, excluding the Cadaveric Lab, will be held at The Cosmopolitan

THURSDAY, OCTOBER 28, 2021 (NON-CME)

7:30 am–4:00 pm	Optional Cadaveric Lab Pre-Courses (MIS Techniques, Endoscopic) <i>Held at the Medical Education Research Institute of Nevada (MERIN)</i>
2:00 pm–6:00 pm	Exhibitor Registration
2:00 pm–6:30 pm	Attendee Registration Open
5:00 pm–7:00 pm	SESSION 1: SOLAS Sponsored Session

FRIDAY, OCTOBER 29, 2021

6:45 am–6:00 pm	Registration Open
7:30 am–8:20 am	Non-CME Technology Workshops with Breakfast
8:30 am–10:30 am	SESSION 2: Minimally Invasive Management of the Complex Spine Patient
10:00 am–6:45 pm	Exhibits Open
10:30 am–11:00 am	Refreshment Break & Exhibit Viewing
11:00 am–12:30 pm	SESSION 3: Concurrent Sessions 3A&B: Free Papers 3C: Young Surgeons Forum
12:30 pm–1:20 pm	Lunch with Exhibits Young Surgeon Lunch
1:20 pm–3:00 pm	SESSION 4: Concurrent Sessions 4A: Imaging, Navigation, Robotics 4B: Postoperative Pain Control in Minimally Invasive Surgery
3:00 pm–3:30 pm	Refreshment Break with Exhibits
3:30 pm–5:45 pm	SESSION 5: General Session — Deformity
5:45 pm–6:45 pm	Welcome Reception in Exhibit Hall

SATURDAY, OCTOBER 30, 2021

7:30 am–8:20 am	Non-CME Technology Workshops with Breakfast
8:30 am–10:00 am	SESSION 6: Part 1: Endoscopic Surgery
9:30 am–12:45 pm	Exhibits Open
10:00 am–10:35 pm	SESSION 6: Part 2: MIS Case Debate
10:35 am–11:00 am	Refreshment Break & Exhibit Viewing
11:00 am–12:10 pm	SESSION 7: Concurrent Sessions 7A&B: Free Papers 7C: Young Surgeons Track
12:10 pm–12:45 pm	Lunch
12:45 pm–3:00 pm	SESSION 8: Ambulatory Surgical Centers
3:00 pm	Adjourn

**The cadaver workshops on Thursday, Technology Workshops, Young Surgeon Lunches, and the Technology Updates are not CME-accredited.*



Forum Details

DATES

Optional Cadaveric Lab—Thursday, October 28, 2021

Scientific Sessions—Friday, October 29, 2021 and

Saturday, October 30, 2021

LOCATIONS

Scientific Sessions and Exhibits:

The Cosmopolitan

3708 S. Las Vegas Blvd.

Las Vegas, NV 89109

cosmopolitanlasvegas.com

Optional Cadaveric Lab:

Platinum Training/ Medical Education & Research

Institute of Nevada (MERIN)

5831 W. Craig Road

Las Vegas, NV 89130

SMISS CONTACT

Carly Franzen

SMISS Forum Planning Office

Ph: 630-681-1040 ext. 302

Fax: 1-630-682-5811

Email: Cfranzen@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.



Applications due



Booth
assignments &
service kits emailed



Exhibit Details

EXHIBIT LOCATION

All technical exhibits will be located in the Gracia Ballroom at The Cosmopolitan.

EXHIBITOR REGISTRATION

Thursday, October 28, 2021 | 2:00 pm–6:00 pm

EXHIBIT DATES & HOURS

Friday, October 29, 2021 | 10:00 am–6:45 pm

Saturday, October 30, 2021 | 10:00 am–12:45 pm

EXHIBIT BOOTH INSTALLATION

Thursday, October 28 | 1:00 pm–6:00 pm

Friday, October 29 | 6:00 am–10:00 am

EXHIBIT BOOTH DISMANTLING

Saturday, October 30 | 12:45 pm–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
- One 6' draped table
- Two chairs
- One wastebasket
- One exhibitor identification sign
- Two exhibitor registration badges
- Two copies of the Forum Guide

BOOTH ASSIGNMENTS

Booths will be allocated on the following basis: number of booths requested, corporate support dollars contributed to the 2019 and 2020 Annual Forum, date of receipt of application, and space availability. SMISS reserves the right to change the exhibit floor plan if conflict arises.

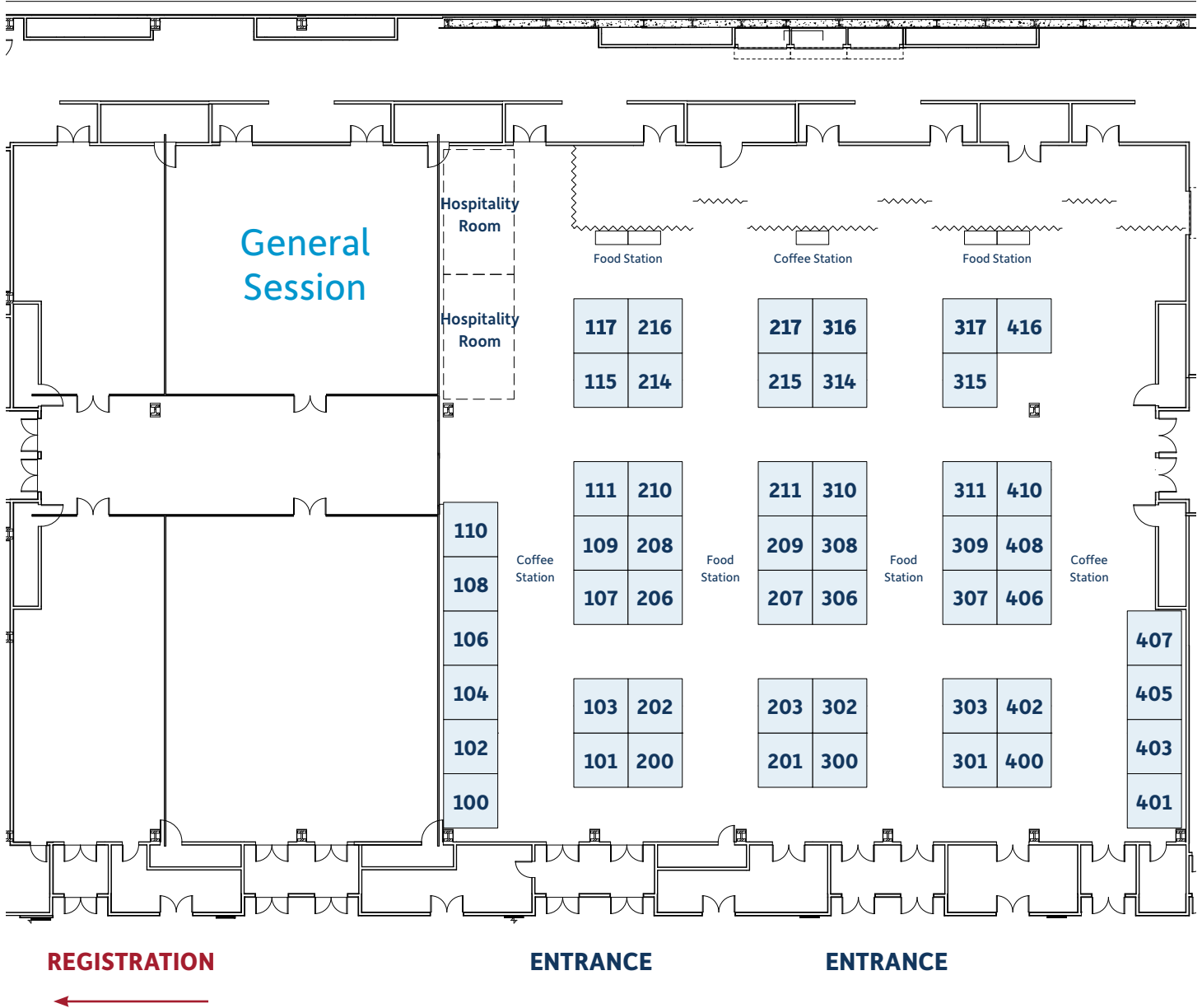
All corporate support opportunities are only available to registered SMISS Exhibitors.

*Connect with 225+ surgeons
from around the world*



Exhibit Floor Plan

GRACIA BALLROOM



\$6,750 PER 10 X 10 EXHIBIT BOOTH INCLUDES:

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



Non-CME Cadaveric Lab

CHOOSE A TRACK: MISS TECHNIQUES OR ENDOSCOPIC TECHNIQUES

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

MISS Techniques Lab	Endoscopic Techniques Lab	NEW Exclusive Cadaveric Lab
Present your company's latest MISS technologies and techniques. Registrants will select four different workstations to rotate through during 90-minute hands-on sessions. 12–16 total attendees will come through your station over the course of the day.	This session will feature in-depth lectures from your invited faculty followed by hands-on rotations. 10–15 total attendees will come through your station over the course of the day.	Run a custom lab of your own design during the SMISS meeting! Limited slots available.
Full Day Fee: \$22,450 Half Day: \$14,000 <i>(subject to availability)</i>	Full Day Fee: \$22,450	Private room with one full-day station: \$25,000 Semi-private room with one full-day station: \$20,000 Or with two full-day stations: \$35,000 Private room with 3–5 full-day stations: \$60,000+ <i>contact SMISS to discuss</i>
Time: 7:30 am–4:00 pm	Time: 7:30 am–3:00 pm	Time: 7:30 am–4:00 pm

REQUIREMENTS

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

Fee includes:

- One cadaver (torso and cephalus) for the day (assume full day sponsorship)
- General instrumentation
- One C-arm with tech per station
- Laboratory supplies—aprons, scrubs, radiation vests
- One registration to the SMISS Annual Forum '21 for the company's chosen workshop faculty

Not included in fees:

- Travel and accommodation of company's selected faculty



Applications due



Lab Topics and
Faculty Due

NEW EXCLUSIVE CADAVERIC LAB POLICIES

- Company is invited to design structure of their lab and must confirm it with SMISS at least six weeks in advance. For an optimal experience, keep station limited to a maximum of four participants, one faculty, one company rep per station at any one time.
- Exclusive lab support is counted toward each company's total support recognition level and is acknowledged on signage at the event.
- Company is responsible for inviting and confirming faculty and surgeon participants for their lab. (SMISS will provide registration list). No registration fees will be charged to participants of exclusive labs. Lists of participants must be provided to SMISS 1–2 weeks in advance.
- Exclusive labs will run concurrently with the MISS Techniques and Endoscopic Techniques labs.
- SMISS does not guarantee surgeon participation at exclusive labs.

Not included in fees:

- Travel and accommodation of company's selected faculty



Non-CME Presentation Opportunities*

TECHNOLOGY WORKSHOPS WITH BREAKFAST

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

EXCLUSIVE YOUNG SURGEON NEW TECHNOLOGY 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.

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	Meeting room, basic audio visual, and promotion in SMISS course materials.	Friday or Saturday with Breakfast	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
Young Surgeon New Technology Lunch	\$12,500	Meeting room, basic audio visual, and promotion in SMISS course materials.	Friday Lunch	20+ senior residents, fellows, and surgeons up to 3 years into practice	Company selects topic, format, and speaker
Technology Update Presentations	\$6,500	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.	Thursday or Friday	All SMISS attendees that are in attendance during the General Session	Company selects topic and speaker

* Presentation opportunities are only available to registered SMISS exhibitors.

For further information on these opportunities, please contact SMISS.



Advertising and Additional Opportunities

ADVERTISING OPPORTUNITIES



Mobile App **\$6,000**

Enhance SMISS attendee's experience by sponsoring the mobile app. Attendees will be able to view the program, exhibit details and more at the live event. Your company will be recognized on the homepage of the app.



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.



Ad in Forum Guide **Full page \$3,000 / Half Page \$1,750**

Advertise your product or technology in a full or half page ad in the Forum Guide.



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

Provide a short video that SMISS will promote via LinkedIn, Twitter, Facebook, and Instagram.



Social Media Post **\$750**

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



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

Reach SMISS attendees ten days prior to the Forum via an exclusive eblast. You provide the content and SMISS will send on your behalf. *Note: Only 2 spots available*



Banner Ad on SMISS Website **\$3,500**

Display our banner ad on the SMISS website for one month.



Java Jackets for Refreshment Breaks **\$3,500**

Display your company logo on the java jackets available during refreshment breaks. Company is responsible for providing the jackets.

Continued on next page



Advertising and Additional Opportunities *Continued*

ADDITIONAL OPPORTUNITIES



Young Surgeon Networking Dinner **\$8,000**

Host a minimum of eight residents, fellows, or early career surgeons for dinner. Company responsible for arranging and paying for dinner. SMISS will guarantee attendance.



Hospitality / Meeting Room **\$6,000 one day or** **\$10,000 for both days**

An exclusive area for your company to meet with surgeons, provide training, or use as needed on Friday and Saturday during the Forum. This area will be in the Exhibit Hall and includes a 20 x 20 space that you can customize to your preference.



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, November 1 from 5:15–6:15 pm. Your company will be acknowledged in course materials, on signage at the reception, and course announcements.



Hotel Key Cards **\$5,950**

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



Meeting Bags **\$3,500**

Present attendees with a registration bag bearing your company logo. Company responsible for producing bags.



Badge Lanyards **\$3,500**

Present attendees with a badge lanyard bearing your company name or logo. Company responsible for producing lanyards.



General Support **\$1,000+**

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

Continued on next page



Advertising and Additional Opportunities *Continued*

SMISS.ORG / SOCIETY OPPORTUNITIES



SMISS Online Product Showcase

The SMISS Online Product Showcase is the perfect way to highlight your company's products, innovations, and services. Help your target audience find your newest and best products and gain visibility with potential buyers. The SMISS Online Product Showcase features product descriptions, videos, brochures and photos along with your company info and contact information. You may select monthly, quarterly, or annual subscriptions to help promote your products.

Monthly: \$500—showcase up to 5 products

Quarterly: \$1,500—showcase up to 10 products

Annually: \$5,500—showcase unlimited products



Database Survey

\$3,000 per survey

Need surgeon input? SMISS will send a survey on your company's behalf to a database of more than 8,000 and will provide survey results no more than 30 days after survey is sent. 2 surveys available. Limit of 10 questions per survey.



Featured Surgical Techniques Video

\$5,000

Highlight your surgical technique video in the Surgical Video Library for one year. SMISS will promote your video in one month's SMISS Newsletter which reaches over 8,000 surgeons.



Banner Ad in SMISS Monthly Newsletter

\$3,000 per month

Reach over 8,000 recipients per month.
(1) advertiser per month. Ad will be linked to URL of advertisers choosing.



Featured Surgical Case Study

\$4,000

Highlight your case study in the SMISS case Library for one year. SMISS will promote your case study in one month's SMISS Newsletter which reaches over 8,000 surgeons.



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:

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	●				
Reception with Board Members	●				
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	●	●
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



Housing Details

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

Reservations Procedure



Make your reservation by:
October 6, 2021

Call

702-698-7575 or 855-453-0005 daily between 5:00 am–11:00 pm PT
Reference group code: SSMS21

Book online at:

book.passkey.com/go/SSMS21



Location

The Cosmopolitan
3708 Las Vegas Blvd South
Las Vegas, NV 89109

Room Rate

King or Double Queen room —
\$265/night
(+tax & \$45 daily resort fee)





Application



COMPANY NAME

CONTACT

EMAIL

Applications due

Exhibit Booth Qty _____ x \$6,750 Total _____

BOOTH CHOICES

1. _____

2. _____

3. _____

WE AGREE

Payment in full is due by August 30, 2021 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

Overview of Corporate Opportunities

<input type="checkbox"/> MISS Cadaver Lab—Full Day	\$22,450
<input type="checkbox"/> Endoscopic Lab—Full Day	\$22,450
<input type="checkbox"/> MISS Cadaver Lab—Half Day	\$14,000
<input type="checkbox"/> NEW Exclusive Cadaveric Lab	
<input type="radio"/> Private room with 1 full-day station:	\$25,000
<input type="radio"/> Semi-private room with 1 full-day station:	\$20,000
<input type="radio"/> 2 full-day stations: \$35,000:	\$35,000
<input type="radio"/> Private room with 3-5 full-day stations:	\$60,000+
contact SMISS to discuss	

**Half Day Cadaver Labs subject to availability.*

Presentation Opportunities

<input type="checkbox"/> Young Surgeon New Technology Workshop with Lunch on Friday	\$12,500
<input type="checkbox"/> Non-CME Technology Workshop	\$9,950
<input type="radio"/> Friday <input type="radio"/> Saturday	
<input type="checkbox"/> Technology Update Presentation	\$6,500
<input type="radio"/> Friday <input type="radio"/> Saturday	

Advertising Opportunities

<input type="checkbox"/> Mobile App	\$6,000
<input type="checkbox"/> Exclusive Eblast	\$4,950
<input type="checkbox"/> Banner Ad on SMISS Website	\$3,500
<input type="checkbox"/> Java Jackets for Refreshment Breaks	\$3,500
<input type="checkbox"/> Banner Ad in Eblast	\$3,000
<input type="checkbox"/> Ad in Forum Guide	
<input type="radio"/> Full page:	\$3,000
<input type="radio"/> Half page:	\$1,750

Advertising Opportunities *continued*

<input type="checkbox"/> Social Media Video Spotlight	\$1,500
<input type="checkbox"/> Social Media Post	\$750

Additional Opportunities

<input type="checkbox"/> Young Surgeon Networking Dinner	\$8,000
<input type="checkbox"/> Hospitality/Meeting Room	
<input type="radio"/> One day:	\$6,000
<input type="radio"/> Both days:	\$10,000
<input type="checkbox"/> Online Program Book and Wi-Fi	\$5,950
<input type="checkbox"/> Welcome Reception	\$5,950
<input type="checkbox"/> Hotel Keycards	\$5,950
<input type="checkbox"/> Meeting Bags	\$3,500
<input type="checkbox"/> Badge Lanyards	\$3,500
<input type="checkbox"/> General Support <i>Please indicate amount here</i>	_____

SMISS.org / Society Opportunities

<input type="checkbox"/> SMISS Online Product Showcase	
<input type="radio"/> Monthly: showcase up to 5 products	\$500
<input type="radio"/> Quarterly: showcase up to 10 products	\$1,500
<input type="radio"/> Annually: showcase unlimited products	\$5,500
<input type="checkbox"/> Banner Ad in SMISS Monthly Newsletter	\$3,000
<input type="checkbox"/> Database Survey	\$3,000
<input type="checkbox"/> Featured Surgical Techniques Video	\$5,000
<input type="checkbox"/> Featured Surgical Case Study	\$4,000

TOTAL

\$

Application continued on next page



Application *(continued)*

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

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

Application Deadline is August 13, 2021.

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 **July 30, 2021** to 1-630-682-5811

EMAIL

Email your applications to Carly Franzen at Cfranz@broad-water.com

CANCELLATION POLICY

Request for cancellation must be made in writing. Written cancellations received on or before August 30, 2021, will receive a refund, less an administrative fee of \$500.

Cancellations received after August 30, 2021 will forfeit the entire cost.

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



Rules and 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 2021 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 2019 and 2020 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 2021 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 Cosmopolitan 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 Cosmopolitan & 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, October 28 through 6:00 pm on Saturday, October 30.

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 Cosmopolitan.

FIRST RIGHT OF REFUSAL

Platinum corporate supporters of the 2020 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 Cosmopolitan, 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 Cosmopolitan 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 Cosmopolitan 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 Cosmopolitan 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 The Cosmopolitan 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 Cosmopolitan 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 Cosmopolitan, 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 October 29, 2020 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:

Carly Franzen 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 October 28–30, 2021. 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 Cosmopolitan 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 31, 2021, will receive a full refund, less a \$500 administrative fee. Cancellations received after August 31, 2021 will forfeit the entire cost of the booth.

SECURITY

SMISS will coordinate with The Cosmopolitan to make sure the Exhibit Hall is locked beginning Thursday, October 28–Saturday, October 30. Neither SMISS, BroadWater, nor The Cosmopolitan 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.