

2009 Annual Meeting of the  
**Society for Minimally  
Invasive Spine Surgery**



October 9-12, 2009 | THEhotel & the MERIN Lab | Las Vegas, Nevada

# Exhibit Prospectus

Course Director:  
*William R. Taylor, MD*

Jointly Sponsored by:



Dear Exhibitor:

We are pleased to invite you to exhibit at and support the 2009 *Annual Meeting of the Society for Minimally Invasive Spine Surgery (SMISS)*. The meeting will be held October 9-12, 2009, at THEHotel and the Mandalay Bay Convention Center in Las Vegas, NV. SMISS is the “can’t miss” opportunity to showcase your company and its minimally invasive spine surgery products and techniques. This highly anticipated meeting features an expanded program of scientific sessions along with two days of cadaveric labs at the Medical Education Research Institute of Nevada (MERIN). We’ve made several important changes to improve your experience at the 2009 SMISS:

- We have re-structured the corporate support tiers to provide greater freedom of choice for our industry partners, while keeping costs at approximately the same level as last year. *See Page 17*
- We are offering new Technology Forums during the two days of scientific sessions, to include industry-supported presentations and hands-on sawbone demonstrations. *See Page 13*
- We will accommodate more surgeons in the hands-on cadaveric labs, which will include new opportunities for video presentation or animation display. *See Page 9*
- The exhibit fee will encompass 10’x10’ booth rental instead of table-top display, and we’ve expanded the event functions in the exhibit hall to ensure a high level of traffic. *See Page 5*

All of us at SMISS look forward to your participation in October. Reserve your booth space and sign up to support the program today!

Sincerely,

William R. Taylor, MD  
Course Director

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*Key Dates*

July 17, 2009  
 Exhibit and corporate support applications due.  
 Technology Forum support applications due.  
 Cadaver Lab support applications due.

August 3, 2009  
 Space assignments and service kits emailed.

September 14, 2009  
 Housing deadline.

## SMISS Board of Directors

Kevin Foley, MD

*President*

James Schwender, MD

*1st Vice President*

William Taylor, MD

*2009 Annual Program Chair*

*2nd Vice President*

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*Past-President*

Invited Faculty\*

Neel Anand, MD

Ali Araghi, MD

Hyun Bae, MD

Gun Choi, MD, PhD

Mark Dekutoski, MD

Isador Lieberman, MD, FRCS

Steve Ludwig, MD

Michael Mac Millan, MD

Jean-Pierre Mobasser, MD

Luiz Pimenta, MD

Raja Rampersaud, MD

John Regan, MD, FACS

William Blake Rodgers, MD

William Smith, MD

Ken Yonemura, MD

*\*Subject to change*

Annual Meeting Office

SMISS Annual Meeting Planning Office

c/o BroadWater

1737 S. Naperville Rd., Suite 106

Wheaton, IL 60189 USA

## Meeting Details

### Meeting Dates:

Cadaveric Labs - Friday, October 9 & Monday, October 12

Scientific Sessions - Saturday, October 10 & Sunday, October 11

### Locations:

Scientific Sessions and Exhibits:

Mandalay Bay Convention Center

3950 Las Vegas Boulevard South

Las Vegas, NV 89119

[www.mandalaybay.com](http://www.mandalaybay.com)

Cadaveric Labs:

Medical Education Research Institute of Nevada (MERIN)

874 American Pacific Drive, Suite 120

Henderson, NV 89014

### Exhibit Dates & Hours:

Saturday, October 10, 2009

6:45 am – 6:00 pm

Sunday, October 11, 2009

6:45 am – 2:00 pm

### Exhibit Booth Installation:

Friday, October 9, 2009

1:00 – 5:00 pm

### Exhibit Booth Dismantling:

Sunday, October 11, 2009

2:00 – 6:00 pm

### Exhibit Contractor:

GES Exposition Services

### Contact:

Christy Gill

SMISS Annual Meeting Planning Office

Tel: (630) 681-1040 ext. 311

Fax: (630) 682-5811

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

Website: [www.smiss.org](http://www.smiss.org)

## 2008 Exhibitors

Abbott Spine  
Alphatec Spine, Inc.  
Aspen Medical Products  
Bauerfeind USA  
Biomet Spine  
DePuy Spine  
DFine, Inc.  
Globus Medical, Inc.  
HydroCision, Inc.  
Interventional Spine, Inc.  
Invuity, Inc.  
Joimax, Inc.  
K2M, Inc.  
Lanx, Inc.  
Medtronic, Inc.  
Nutech Medical, Inc.  
NuVasive, Inc.  
Pioneer Surgical Technology  
SeaSpine, Inc.  
Society for Minimally Invasive Spine Surgery (SMISS)  
SpineFrontier  
Spine Wave  
Spineology, Inc.  
Stryker Spine  
Synthes Spine  
TranS1, Inc.  
Vertiflex, Inc.  
Vertos Medical, Inc.

## 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 beginning and advanced spine surgeons, fellows, and residents.

## Meeting At-A-Glance

### Friday, October 9 (Optional)

Cadaveric Labs – *MERIN Laboratory*

6:45 am – 12:00 pm *and* 12:00 pm – 5:45 pm

### Saturday, October 10

*All events on Saturday and Sunday will take place at the Mandalay Bay Convention Center and THEhotel unless otherwise noted. The Saturday and Sunday didactic sessions will be CME-accredited. The cadaver labs on Monday and Friday and the Technology Forums are not CME-accredited.*

6:45 am – 7:30 am	Registration, Exhibits, e-Posters, and Breakfast
7:30 am – 9:55 am	Scientific Session #1 – Posterior MIS
9:55 am – 10:25 am	Refreshment Break and Exhibit Viewing
10:25 am – 12:00 pm	Scientific Session #2 – Lateral MIS
12:00 pm – 2:00 pm	Case Discussions with Lunch
2:10 pm – 3:30 pm	Scientific Session #3 – Trauma
3:40 pm – 4:40 pm	Technology Forums with Refreshments
4:40 pm – 6:00 pm	Course Reception with Exhibitors

### Sunday, October 11

6:45 am – 7:30 am	Registration, Exhibits, and e-Posters
7:30 am – 8:30 am	Technology Forums with Breakfast
8:40 am – 10:40 am	Scientific Session #4 – Tumor/Robotic
10:40 am – 11:10 am	Refreshment Break and Exhibit Viewing
11:10 am – 12:30 pm	Scientific Session #5 – Deformity
12:40 pm – 2:00 pm	Case Discussions with Lunch
2:00 pm	Adjourn

### Monday, October 12 (Optional)

Cadaveric Labs – *MERIN Laboratory*

6:45 am – 12:00 pm *and* 12:00 pm – 5:45 pm

### *Course Reception*

*The Course Reception will be held in the Exhibit Hall Saturday, October 10 from 4:40 – 6:00 pm and will feature a wide variety of upscale drinks, heavy hors d'oeuvres, and live entertainment.*

## Exhibit Information

Fees: \$5,000 per 10'x10' exhibit booth includes:

- One three-sided booth with black drape.
- 8' high back wall and 3' high side rails
- One 6' draped table
- Two contour chairs
- One wastebasket
- One exhibitor identification sign (7"x44")
- One power drop
- Two exhibitor registration badges for Annual Meeting only (no labs)
- Two copies of the Scientific Program Book
- Admissions to scientific sessions based on availability

*All corporate support opportunities, including support of cadaver labs and Technology Forums, are only available to registered SMISS Exhibitors.*

### Exhibit and Corporate Support Application Deadline

July 17, 2009

### Space Assignments and Exhibitor Service Kits Emailed

August 3, 2009

### Exhibit Location

All technical exhibits will be located in Islander CDEHI at the Mandalay Bay Convention Center. All sections of the ballroom are carpeted.

### Exhibit Hall Access

Exhibitor personnel will be permitted on the exhibit floor one half-hour prior to opening and may remain one half-hour after closing of the hall, with the exception of Friday, October 9, 2009, when set-up begins and Sunday, October 11, 2009, when dismantling begins.

### Exhibitor Packets

An Exhibitor Packet containing booth assignments and exhibitor services order forms will be e-mailed to the corporate contact person on August 3, 2009.

### Badge and Program Book Distribution

Badges will be distributed to booth personnel commencing with set-up on Friday, October 9, 2009, and throughout Saturday and Sunday at the Course Registration Desk located in the Islander Foyer. Exhibit fee includes two (2) complimentary Annual Meeting badges for company personnel. All registrations above the free allotment will be charged \$650 each before September 9, 2009 and \$750 each after September 9, 2009. Representatives without a badge will not be admitted to the exhibit hall. Badges are personal and non-transferable and must be worn in the exhibit area at all times. Attaching unapproved cards, ribbons, or other items to badges is not permitted. Replacements for lost or stolen badges may be purchased for \$750 each. Each exhibitor is entitled to two (2) copies of the Scientific Program book per booth contracted. The book(s) may be collected on-site at the Course Registration Desk only by a designated company representative.

## General Information

### Exhibit Shipping Details

All shipments must be sent through GES. They will begin accepting materials September 9, 2009 and will store them until move-in. *Please note receiving hours are from 8:00 am – 4:30 pm Monday - Friday.* All shipments must include the following information on the label:

Company Name

Booth #:

c/o SMISS

7000 Lindell Road

Las Vegas, NV 89118

(702) 515.5500

### Cadaver Lab Equipment Shipping Details

Equipment for the Cadaver Lab Sessions should be sent to:

MERIN

874 American Pacific Drive, Suite 120

Henderson, NV 89014

Attention: SMISS/Company Name

All deliveries should be scheduled as inside deliveries. If a pallet jack and/or a loading dock is required for the delivery, these must be scheduled in advance through MERIN. Please contact Amy Oddo at (702) 933-5627 ext. 202 or via email at [aoddo@merinv.org](mailto:aoddo@merinv.org).

### Housing Information

THEhotel at Mandalay Bay

3950 Las Vegas Boulevard South

Las Vegas, NV 89119

[www.mandalaybay.com](http://www.mandalaybay.com)

### Room Rate

THEhotel - \$229 per night, plus tax

Mandalay Bay - \$179 per night, plus tax

The scientific sessions will be held at the Mandalay Bay Convention Center in Las Vegas. A block of rooms have been reserved at THEhotel at Mandalay Bay. THEhotel at Mandalay Bay is a suite-only property, offering guests a haven of sophistication and service on par with the best boutique hotels in the world. A small number of hotel rooms are also available at Mandalay Bay for a reduced rate.

### Reservations Procedure

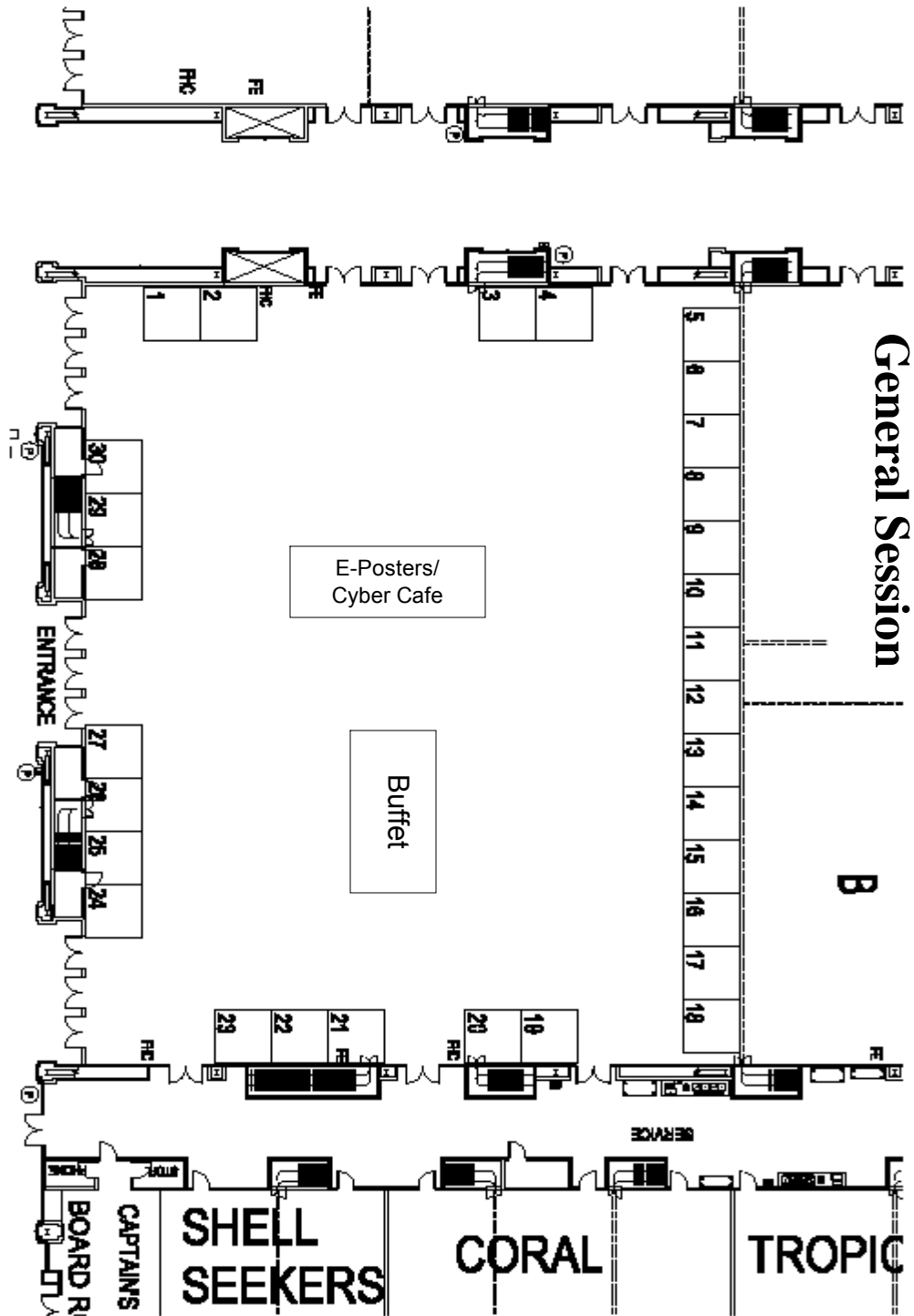
Make your reservation by September 14, 2009!

To make your reservation and receive these discounted rates, please call the Mandalay Bay/THEhotel reservations department and ask to book a room for the "XSMISS" meeting.

Reservations: (877) 632-9001 or book online at [resweb.passkey.com/go/xsmis](http://resweb.passkey.com/go/xsmis).

Corporate attendees must provide the reservations with the following code: XSMISSB.

Exhibit Floor Plan  
MANDALAY BAY – ISLANDER BALLROOM CDEHI



# Application for Exhibit Space

Deadline for Submission: July 17, 2009

## We Agree

1. Payment in full by July 17, 2009, must accompany this application. The cost of each single 10'x10' booth space is: \$5,000. Checks must be made payable to: Society for Minimally Invasive Spine Surgery. A 3% processing fee will be added to all credit card payments of \$5,000 or above.

2. All provisions of the Rules and Regulations and General Information, as hereby published, shall be a part of this contract. Application Deadline is July 17, 2009. We hereby apply, subject to terms of the SMISS printed Rules and Regulations, for exhibit space for our occupancy.

## Mail

PLEASE RETAIN A COPY OF THIS CONTRACT FOR YOUR FILES and return this original application with the appropriate payment information by July 17, 2009, to:  
SMISS Annual Meeting Planning Office  
c/o BroadWater  
1737 S. Naperville Rd., Suite 106  
Wheaton, IL 60189 USA

## Fax

If paying by credit card, you may fax this form to: (630) 682-5811.

## Cancellation Policy

Request for cancellation of exhibit space must be made in writing. Written cancellations received on or before July 31, 2009, will receive a full refund, less a \$500 administrative fee. Cancellations received after August 3, 2009, will forfeit the entire cost of the booth.

## FOR OFFICE USE ONLY:

Payment Amount Received \_\_\_\_\_

Check # \_\_\_\_\_ Date Received \_\_\_\_\_

Booth Assigned \_\_\_\_\_

Number of Booths Requested: \_\_\_\_\_

Booth Choices 1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

Competitors we *do not* wish to be near  
1. \_\_\_\_\_  
2. \_\_\_\_\_

Companies we would like to be near  
1. \_\_\_\_\_  
2. \_\_\_\_\_

*Space assignment is at the sole discretion of the SMISS Annual Meeting Planning Office.*

## Company Details

Company Name *(exactly as it should appear in course materials)* \_\_\_\_\_

Website \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

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

Contact e-mail Address \_\_\_\_\_

## Billing Information

/ 
  
 Credit Card Number (Visa / MC / Amex) Expiration Date

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 of \$5,000 or above.

Check *(made payable to Society for Minimally Invasive Spine Surgery)*  
 Check Number \_\_\_\_\_

## Cadaver Lab Support

*Optional Hands-on Cadaver Labs at the MERIN Laboratories are an integral part of the SMISS Annual Meeting. They are an outstanding venue for surgeons to experience and gain practical knowledge of the latest MISS technologies and techniques. Cadaver Labs provide hands-on training for surgeons in the safe and efficacious use of various companies' MISS techniques and are not CME-accredited. With space limited to only a few companies in each session, we encourage you to sign up today!*

### Cadaver Sessions 1 and 2: Friday, October 9 - AM & PM Sessions

Fee: \$35,000 for 1 lab station in both AM and PM sessions. Limit of 5 stations and 5 companies in each session.

Expected Attendance: 20-25 surgeons in AM rotation; 20-25 surgeons in PM rotation.

Format: Session will begin in the auditorium with PowerPoint video and/or animation presentations of techniques made by faculty showing the techniques that will be at each of the company stations in the lab. Participants will then go to the lab, and during a 3 hour session will rotate to 3 of the 5 stations (rotations will be pre-selected). The same session format will be repeated in the afternoon with a different set of surgeons.

Content: Each company selects the specific MISS techniques to be shown at their station(s), and provides appropriate implants / instrumentation for all rotations.

Fee Includes: 1 cadaver with torso and cephalus (to be used for both am & pm sessions); general instrumentation; 1 C-Arm per station; lab supplies (aprons, scrubs); travel and logistical arrangements for 1 US faculty member to teach at the station (see page 10 for details); 1 optional company table, for additional sawbone display and teaching if desired, during breaks and lunch; inclusion in SMISS promotion on website and registration e-blasts. Companies can purchase an additional cadaver for the pm sessions at cost (approximately \$4,000 per specimen, including disposal and shipping), if required (this is recommended if you are concerned that the 3 rotations of the lab in the morning will "consume" the anatomy necessary for the afternoon rotations).

### Cadaver Session 3: Monday, October 12 - AM Computer Navigation in Spine Surgery

Fee: \$25,000 for 1 lab station. Limit of 4 stations and 4 companies in session.

Expected Attendance: 20-25 surgeons

Format: Session will begin with presentations in the auditorium regarding techniques and capabilities of each computer navigation system that will be available in the lab. Participants will then move to the lab and during 3 hours will rotate through all 4 stations, with each station showing a minimum of how to insert a percutaneous pedicle screw in the thoracic and/or lumbar spine using computer navigation.

Content: Each company must provide a computer navigation system and a percutaneous pedicle screw system for their station for each rotation. Companies may also provide additional implants and instrumentation (such as iliac screws and placement tubes) to be demonstrated during rotations if time allows.

Fee Includes: 1 cadaver with torso and cephalus; general instrumentation; 1 3-D C-Arm (such as Siemens Orbic Iso-c System); access to 1 image acquisition system (such as Siemens Orbic Iso-c System); lab supplies (aprons, scrubs); travel and logistical arrangements for 1 US faculty member to teach at the station (see page 10 for details); inclusion in SMISS promotion on website and registration e-blasts.

#### Session 4: Monday, October 12 - PM Session

Fee: \$18,000 for 1 lab station. Limit of 5 stations and 5 companies in each session.

Expected Attendance: 20-25 surgeons

Format: Session will begin in the auditorium with PowerPoint video and / or animation presentations of techniques made by faculty showing the techniques that will be at each of the company stations in the lab. Participants will then go to the lab, and during a 3 hour session will rotate to 3 of the 5 stations (rotations will be pre-selected).

Content: Each company selects the specific MISS techniques shown at their station, and provides appropriate implants / instrumentation for all rotations.

Fee Includes: 1 cadaver with torso and cephalus; general instrumentation; 1 C-Arm; lab supplies (aprons, scrubs); travel and logistical arrangements for 1 US faculty member to teach at the station (see below for details); inclusion in SMISS promotion on website and registration e-blasts.

#### Faculty Selection and Arrangements

- For each grant supporting a station in Sessions 1 and 2, Session 3, and Session 4, corporate supporters select 1 faculty to teach their technique at their station(s).
- All faculty invitations are approved by SMISS, and all correspondence and travel arrangements are handled by SMISS Meeting Planning Office.
- Lab support fee covers arrangements for 1 US faculty member, including coach class travel, up to two nights' hotel, Annual Meeting badge, and reimbursement of reasonable expenses.
- Additional fees will apply if extra faculty or non-US faculty are selected.
- Lab support fee does *not* cover honoraria or consulting payments to lab faculty; companies may choose to provide consulting payments directly to chosen faculty according to their normal policy.

#### Corporate Attendance – Cadaver Lab Supporters

Complimentary Lab & Annual Meeting badges will be provided for corporate personnel per cadaver lab support as follows:

- 4 badges per station for Friday AM/PM Session Support
- 2 badges per station for Monday AM Computer Navigation Session Support
- 2 badges per station for Monday PM Session Support

Lab and Annual Meeting badges include: attendance at all meal functions on lab days; admittance to auditorium and dry lab areas at MERIN; admittance to Annual Meeting scientific sessions, meals, and exhibit hall.

*Cadaver Lab Support opportunities are only available to registered SMISS Exhibitors.*

Cadaver Lab Schedule

Friday, October 9 AM & PM Sessions

*MISS Cadaver Session 1*

7:00 am	Breakfast & Dry Lab Viewing
7:30 am	Technique presentations in auditorium. Faculty representing each station will present a 15-minute PowerPoint and/or surgical video of the MISS techniques to be shown at their station in the lab.
8:45 am	Walk to Labs
9:00 am	Cadaver Labs. Participants will choose 3 of 5 rotation options, with each rotation lasting 60 minutes.
12:00 pm	Lunch and Optional Sawbone Display Viewing

*MISS Cadaver Session 2*

12:00 pm	Lunch & Optional Sawbone Display Viewing Shuttles Back to Hotel PM Group Arrives for Lunch & Optional Sawbone Display Viewing
1:15 pm	Technique presentations in auditorium. Faculty representing each station will present a 15-minute PowerPoint and/or surgical video of the MISS techniques to be shown at their station in the lab.
2:30 pm	Walk to Labs
2:45 pm	Cadaver Labs. Participants will choose 3 of 5 rotation options, with each rotation lasting 60 minutes.
5:45 pm	Adjourn

Monday, October 12 AM Session

*Cadaver Session 3 - Computer Navigation in Spine Surgery*

7:00 am	Breakfast
7:30 am	Technique presentations in auditorium. Faculty representing each station will present a 15-minute overview of the computer navigation systems to be shown in the cadaver lab.
8:30 am	Walk to Labs
8:45 am	Cadaver Labs. Participants will rotate through each of 4 navigation stations, with each rotation lasting 45 minutes.
11:45 am	Lunch & Shuttles Back to Hotel

Monday, October 12 PM Session

*Cadaver Session 4*

12:30 pm	PM Group Arrives for Lunch
1:15 pm	Technique presentations in auditorium. Faculty representing each station will present a 15-minute PowerPoint and/or surgical video of the MISS techniques to be shown at their station in the lab.
2:30 pm	Walk to Labs
2:45 pm	Cadaver Labs. Participants will choose 3 of 5 rotation options, with each rotation lasting 60 minutes.
5:45 pm	Adjourn

# Cadaver Lab Support Application

Deadline for Submission: July 17, 2009

## We Agree

Payment in full by July 17, 2009, must accompany this application. Checks must be made payable to: Society for Minimally Invasive Spine Surgery. Note: A 3% processing fee will be added to all credit card payments of \$5,000 and above.

## Mail

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SMISS Annual Meeting Planning Office  
c/o BroadWater  
1737 S. Naperville Rd., Suite 106  
Wheaton, IL 60189 USA

## Fax

If paying by credit card, you may fax this form to: (630) 682-5811.

## Cancellation Policy

Request for cancellation of lab support must be made in writing. Written cancellations received on or before July 31, 2009, will receive a full refund, less a \$500 administrative fee. Cancellations received after August 3, 2009, will not receive a refund.

## FOR OFFICE USE ONLY:

\_\_\_\_\_   
Payment Amount Received

\_\_\_\_\_   
Check #                      Date Received

Friday, October 9 AM & PM Sessions  
\$35,000 for 1 lab station at both sessions

Technique	
Suggested Faculty	

Monday, October 12 AM Computer Navigation Session  
\$25,000 for 1 lab station

Technique	
Suggested Faculty	

Monday, October 12 PM Session  
\$18,000 for 1 lab station

Technique	
Suggested Faculty	

Billing Information

TOTAL COST \_\_\_\_\_

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

\_\_\_\_\_   
Telephone

\_\_\_\_\_   
e-mail

□□□□ □□□□ □□□□ □□□□

Credit Card Number (Visa / MC / Amex)

□□ / □□

Card 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 of \$5,000 and above.

Check (*made payable to Society for Minimally Invasive Spine Surgery*)  
Check Number \_\_\_\_\_

## Technology Forums – NEW!

*SMISS is launching a new program of Technology Forums, which will take place during the two days of didactic sessions at the Mandalay Bay Convention Center. Each Technology Forum is a one-hour session in which the supporting company can present the latest MISS techniques and technologies to SMISS attendees. Breakfast or refreshments are served with each Technology Forum. Technology Forums are not CME-accredited. With only 8 sessions available, we encourage you to sign up today!*

Fee: \$8,000 per Technology Forum.

Choice of Sessions:     Saturday, October 10 - 3:40 p.m. – 4:40 p.m. with refreshments  
                                  Sunday, October 11 – 7:30 a.m. – 8:30 a.m. with breakfast

Expected Attendance: All SMISS attendees will be invited to choose from up to four concurrent Technology Forums. Attendance will vary depending on the popularity of the Forum topics and speakers.

Content and Format: Each company selects the Forum topic and format, which may include PowerPoint or video presentations, and / or hands-on sawbone workshops.

Fee Includes: Meeting room, podium, microphone and sound system, LCD projector with screen, food and beverages, and promotion in SMISS course materials.

Faculty Selection and Arrangements:

- For each Technology Forum, corporate supporters may select faculty from among the existing Annual Meeting faculty (lab or didactic).
- Additional faculty not currently involved with SMISS may be invited, but corporate supporter must provide a travel grant to cover coach class travel, hotel, Annual Meeting badge, and reimbursement of reasonable expenses.
- All faculty invitations are approved by SMISS and all correspondence and travel arrangements handled by SMISS Meeting Planning Office.
- Technology Forum fee does *not* cover honoraria or consulting payments to Forum faculty; companies may choose to provide consulting payments directly to chosen faculty according to their normal policy.

### Corporate Attendance – Technology Forum Supporters

Each company will be provided with 1 additional complimentary Annual Meeting Badge for each Technology Forum supported.

*Technology Forum Support opportunities are only available to registered SMISS Exhibitors.*

# Technology Forum Support Application

Deadline for Submission: July 17, 2009

## We Agree

Payment in full by July 17, 2009, must accompany this application. The cost per Technology Forum is \$8,000. Checks must be made payable to:  
Society for Minimally Invasive Spine Surgery. A 3% processing fee will be added to all credit card payments of \$5,000 or above.

- Saturday, October 10 3:40 pm – 4:40 pm *refreshments*  
 Sunday, October 11 7:30 am – 8:30 am *breakfast*

Forum Title	
Suggested Faculty	

- Saturday, October 10 3:40 pm – 4:40 pm *refreshments*  
 Sunday, October 11 7:30 am – 8:30 am *breakfast*

Forum Title	
Suggested Faculty	

- Saturday, October 10 3:40 pm – 4:40 pm *refreshments*  
 Sunday, October 11 7:30 am – 8:30 am *breakfast*

Forum Title	
Suggested Faculty	

## Mail

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BroadWater  
SMISS Meeting Planning Office  
1737 S. Naperville Rd., Ste. 106  
Wheaton, IL 60189

## Fax

If paying by credit card, you may fax this form to: (630) 682-5811.

## Cancellation Policy

Request for cancellation of forum support must be made in writing. Written cancellations received on or before July 31, 2009, will receive a full refund, less a \$500 administrative fee. Cancellations received after August 3, 2009, will forfeit the entire support amount.

## FOR OFFICE USE ONLY:

Payment Amount Received \_\_\_\_\_

Check # \_\_\_\_\_ Date Received \_\_\_\_\_

## Billing Information

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

Telephone \_\_\_\_\_

e-mail \_\_\_\_\_

Total Number of Sponsored Forums \_\_\_\_\_ x \$8,000 each \$ \_\_\_\_\_  
Total Cost

Credit Card Number (Visa / MC / Amex)

/

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 of \$5,000 or above.

- Check (*made payable to Society for Minimally Invasive Spine Surgery*)  
 Check Number \_\_\_\_\_

## Additional Support Opportunities

### Program Book and Abstract CD - \$10,000

These valuable publications are distributed to each medical registrant at the meeting and are used as a reference tool following the meeting. Your company will be acknowledged in the final Program Book and on the label of each CD.

### Cyber Café and E-Poster Kiosks - \$8,000

A single exhibitor will have the opportunity to support the Cyber Café and E-Poster Kiosks. Surgeons will be able to view all e-Posters and have access to the internet to check e-mail from comfortable kiosks located in the Exhibit Hall. Corporate supporter's logo will be displayed as a screen saver on each computer.

### Online CME

Opportunities to support the video recording of specific sessions, for their presentation after the meeting on [www.spineCME.org](http://www.spineCME.org) are available. Please contact Jeremy Longhurst at [jlonghurst@broad-water.com](mailto:jlonghurst@broad-water.com) for more information.

### Meeting Bags or Badge Lanyards -\$5,000 each

An opportunity to present each Annual Meeting registrant with either a registration bag or badge lanyard bearing your company logo. Corporate supporter provides bags and lanyards, and must receive approval from SMISS.

### THEhotel Key Cards - \$5,000

This unique opportunity provides a way for your company to make an impression on each registrant at check-in! Corporate supporter is responsible for development of key card with vendor and cost of production. Artwork must be approved by SMISS prior to production.

### General Annual Meeting Corporate Support - \$1,000 and up

Show your support for the SMISS Annual Meeting with a general support pledge of any amount of \$1,000 and up. Attendees will recognize your generosity and support of the MISS field.



# Additional Support Application

Deadline for Submission: July 17, 2009

## We Agree

Payment in full by July 17, 2009, must accompany this application. Checks must be made payable to: Society for Minimally Invasive Spine Surgery. A 3% processing fee will be added to all credit card payments of \$5,000 and above.

## Mail

PLEASE RETAIN A COPY OF THIS CONTRACT FOR YOUR FILES and return this original application with the appropriate payment information by July 17, 2009 to:  
 BroadWater  
 SMISS Meeting Planning Office  
 1737 S. Naperville Rd., Ste. 106  
 Wheaton, IL 60189

## Fax

If paying by credit card, you may fax this form to: (630) 682-5811.

## Cancellation Policy

Request for cancellation of support must be made in writing. Written cancellations received on or before July 31, 2009, will receive a full refund, less a \$500 administrative fee. Cancellations received after August 3, 2009, will not receive a refund.

## FOR OFFICE USE ONLY:

Payment Amount Received \_\_\_\_\_  
 \_\_\_\_\_  
 Check #                      Date Received

- Program Book and Abstract CD                      \$10,000
- Cyber Café and E-poster Kiosks                      \$8,000
- Meeting Bags                      \$5,000
- Badge Lanyards                      \$5,000
- THEhotel Key Cards                      \$5,000
- General Annual Meeting Corporate Support                      Amount: \_\_\_\_\_

TOTAL: \_\_\_\_\_

## Billing Information

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

\_\_\_\_\_  
 Telephone

\_\_\_\_\_  
 e-mail

□□□□ □□□□ □□□□ □□□□  
 Credit Card Number (Visa / MC / Amex)

□□□□                      □□□  
 Card Expiration Date                      Security Code

\_\_\_\_\_  
 Name (exactly as it appears on card)

\_\_\_\_\_  
 Signature (I agree to pay according to the credit issuer agreement  
 A 3% processing fee will be added to all credit card payments of \$5,000 or above.

Check (made payable to Society for Minimally Invasive Spine Surgery)  
 Check Number \_\_\_\_\_

## Corporate Support Recognition and Badges

*The Society for Minimally Invasive Spine Surgery recognizes the importance of partnership with industry to advance education and research. As a sign of appreciation for our corporate partners who support the Annual Meeting, SMISS will offer the following recognition and benefits:*

### DIAMOND SUPPORTER - \$75,000 and above

- Prominent SMISS Website Listing – *in extra-large font with logo and direct link to supporter's homepage for one year*
- Seat on SMISS Industry Council – *to convene once a year with SMISS to discuss plans for upcoming SMISS Annual Meeting*
- Full-page acknowledgement in SMISS Annual Meeting program book.
- Prominent recognition with logo on SMISS Annual Meeting signage and course announcements.
- Badge ribbons for Annual Meeting corporate attendees indicating support level.
- Acknowledgement in one pre-meeting promotional e-blast to potential registrants.

### PLATINUM SUPPORTER - \$45,000 and above

- Prominent SMISS Website Listing – *in large font with direct link to supporter's homepage for one year*
- Half-page acknowledgement in SMISS Annual Meeting program book.
- Prominent recognition on SMISS Annual Meeting signage and course announcements.
- Badge ribbons for Annual Meeting corporate attendees indicating support level.

### GOLD SUPPORTER - \$13,000 and above

- SMISS Website Listing – *in medium font, no link*
- Acknowledgement in SMISS Annual Meeting program book.
- Recognition with logo on SMISS Annual Meeting signage and course announcements.
- Badge ribbons for Annual Meeting corporate attendees indicating support level.

### SILVER SUPPORTER - \$5,000 and above

- SMISS Website Listing – *in standard font, no link*
- Acknowledgement in SMISS Annual Meeting program book.
- Recognition on SMISS Annual Meeting signage.

### Calculation of Support

The following count towards Total Support Level: Exhibit Fees, Cadaver Lab Station Fees, Technology Forum Fees, all unrestricted educational grants, along with grants supporting additional items as listed on page 15. The following do NOT count towards Total Support Level: Corporate Registration Fees and additional faculty travel grants.

## Rules and Regulations

### Interpretation of Rules

The following Rules 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 Rules 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 2009 SMISS Annual Meeting and may be given at any authorized agent or representative of the exhibitor.

### Booth Assignments

Booths will be allocated on the following basis: number of booths requested, corporate support dollars contributed to the 2008 and 2009 Annual Meeting, 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 Meeting 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 Meeting 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 Meeting. Exhibit personnel may not

### Booth Conduct Cont'd.

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 Meeting. 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 object to any exposed portions of a display, the exposed portions will be draped or concealed by the 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 meeting, including the installation and dismantling of exhibits.

### Contests, Raffles, and Drawings

Contests, raffles, and drawings are not permitted at the 2009 SMISS Annual meeting.

### 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 Mandalay Bay Convention Center 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

#### Demonstration and Liability Cont'd.

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 (THEhotel, Mandalay Bay and MERIN Lab) is strictly forbidden and anyone doing so will be asked to leave the meeting. 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 6:45 am on Friday, October 9 and through 5:45 pm on Monday, October 12.

#### 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 Mandalay Bay.

#### 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, Mandalay Bay Convention Center 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 Mandalay Bay Convention Center and its facilities, including but not limited to the installation, maintenance, and removal of the exhibit, and from and against any penalty, damages, or charges imposed for the violation of any law, ordinances, or regulations arising out of or in conjunction with the exhibitors occupancy or use of the Mandalay Bay Convention Center and its facilities, including but not limited to the installation, maintenance, and removal of the exhibit, and from and against any penalty, damages, or charges imposed for the violation of any law, ordinances, or regulations arising out of or in conjunction with the exhibitors occupancy or use of the Mandalay Bay Convention Center 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

#### Liability/Hold Harmless Agreement Cont'd.

out of or in conjunction with the SMISS Annual Meeting and the use of the Mandalay Bay Convention Center 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 Meeting Planning Office) concerning the exhibitor or his/her exhibit. In the event that the Mandalay Bay Convention Center or any portion thereof is destroyed or damaged by fire other calamity so as to prevent the use of the premises for the purposes and during the period of the exhibit or in the event the SMISS, the Mandalay Bay Convention Center, 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 10, 2009 the opening day of the meeting, 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 Meeting Planning Office prior to the meeting. 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  
SMISS Annual Meeting Planning Office  
c/o BroadWater  
1737 S. Naperville Rd., Suite 106  
Wheaton, IL 60189 USA  
(Samples will not be returned)

#### Industry Events

No entertainment functions, meetings, courses, or social functions may be scheduled to conflict with SMISS Annual Meeting program hours, activity hours, or exhibit hours. Entertainment and social functions must be in good taste and conform to the purpose of the meeting. The SMISS Meeting 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



Industry Events Cont'd beginning Friday, October 9, through Monday, October 12, 2009. 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 Meeting.

#### Insurance

The exhibitor acknowledges that none of the SMISS, BroadWater, a SpineUniverse company, Official Service Contractor/Decorator nor the Mandalay Bay Convention Center 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, \$5,000 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 of \$5,000 or above.

#### 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 3, 2009, will receive a full refund, less a \$500 administrative fee. Cancellations received after August 3, 2009, will forfeit the entire cost of the booth.

#### Security

SMISS will coordinate with the Mandalay Bay Convention Center to make sure the Exhibit Hall is locked beginning Friday, October 9 – Sunday, October 11. Neither SMISS, BroadWater – A SpineUniverse company, nor the Mandalay Bay Convention Center 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.