



The Society for Progress & Innovation for the Near East (S.P.I.N.E.)

Learn Without Limits, Teach Without Bias

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Founder & President, S.P.I.N.E.
President: 2011 Annual meeting
Boston University School of Medicine
(Boston, MA, USA)

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President: 2011 Annual meeting
Lebanese University School of Medicine
(Beirut, Lebanon)

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Co-Founder & Treasurer, S.P.I.N.E.
Conference Chair: Bioskills Workshop
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2011 Scientific Committee:

Harry L. Shufflebarger, MD

Conference Chair: Spine Program
Miami Children's Hospital
University of Miami School of Medicine
(Miami, FL, USA)

Bassam Masri, MD

Conference Chair: Orthopedic Program
University of British Columbia
(Vancouver, BC, Canada)

Samer S. Hasan, MD, PhD

Conference Co-Chair: Orthopedic Program
Cincinnati Sports Medicine & Orthopedic Center
(Cincinnati, OH, USA)

Richard Rauck, MD

Conference Chair: Pain Program
Wake Forest University
(Winston-Salem, NC, USA)

Salim Hayek, MD

Conference Co-Chair: Pain Program
Case Western Reserve University
(Cleveland, OH, USA)

Abdel Kader Mehio, MD

Conference Co-Chair: Pain Program
Boston University
(Boston, MA, USA)

Gülseren Derya Akyüz, MD

Conference Co-Chair: Rehabilitation Program
Marmara University School of Medicine
(Istanbul, Turkey)

Hamam Akbik, MD, FIPP

Conference Co-Chair: Bioskills
University of Cincinnati College of Medicine
(Cincinnati, OH, USA)

Spring 2011

Re: Exhibitor Prospectus

Dear Colleague,

We are writing you regarding opportunities to exhibit and/or sponsor a cadaver workshop at the 4th annual S.P.I.N.E. Conference June 22-25th, 2011. The Conference feature Hands-On Cadaveric Bioskills Workshops and concurrent symposiums on Concepts in Orthopedics (Sports Injury, Joint Reconstruction, & Trauma), Spine, and Pain & Rehabilitation Medicine.

First started in 2008, S.P.I.N.E. is registered not for profit organization in MA, USA, serving health care professionals who treat people with pain and disability caused by orthopedic and neurological disorders through education, information, advocacy and support.

Our mission is to improve the quality of life for people with pain by raising public awareness, providing practical information, promoting research, advocating removing barriers and increasing patient access to effective pain management.

This year, the meeting will be supported by the North American Spine Society (NASS), Scoliosis Research Society (SRS), The International Society for Advancement of Spinal Surgeries (SAS), Lebanese University, The Syrian Association for the Study of Pain, the Turkish society for Rehab medicine, the Mediterranean forum for Rehabilitation medicine among many other regional orthopedic, spine and pain management societies.

This congress aimed to build on its successes over the past three years, doubling it's attendance yearly, and is designed to improve the comprehensive knowledge of surgeons and pain management specialists with the ultimate goal to improve the quality of life for patients with orthopedic and neurological disorders. This congress will fulfill a significant gap and unmet need in the medical education and training for physicians with its hands on cadaver workshops, in depth debates and case discussions with the key opinion leaders in the world.

This congress has become a true international event with a mix of faculty and attendees from all over the globe. In 2010, 388 attendees from 41 different countries attended with great feedback. The breakdown of attendees was as follows:

- Middle East and North Africa (48%)
- US (30%)
- Europe (15%)
- Far East (7%)



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The educational program features three specific tracks: Orthopedic, Spine and Pain Medicine. In addition to the specific tracks, the meeting begins and concludes with common lectures. The lecture portion of the meeting will be eligible for category 1 credits offered by Boston University School of Medicine.

Due to feedback from previous years, we have added a limited number of in depth roundtable discussions that will address different health care problems, such as osteoporosis, antithrombotic therapies, arthritis, and other orthopedic, pain/rehab medicine, and spine pathologies. These roundtables would be supported by relevant industry that will have a chance to meet and greet the specialists in the field during these events. Please check the program agenda for more details and support options.

In addition to the didactics, a core component of the conference will be One-on-One hands on workshops utilizing cadavers in all three specialty tracks. More than 75 hands-on lab stations will be available for attendees to build and perfect their surgical skills utilizing cutting edge technology.

Technologies that will be featured during the workshops include but not limited to:

- Sport Medicine arthroscopic techniques: Shoulder and Knee
- Joint reconstruction latest techniques featuring different available technologies
- Spine advances in Percutaneous screw placement, Disc replacement, decompression techniques, dynamic fixations, spinal spacers among others
- Spinal Injections techniques, Pain management, Spinal Cord stimulators
- Regional and perioperative blocks
- Musculoskeletal ultrasounds
- Ultrasound guided blocks
- Etc.....

This year, we're very proud to introduce and graduate our first class of our exciting youth program. Please visit our website for more information: www.neareastspine.org and click on the "Youth program". This year, we expect 180 residents and fellows representing 30 different universities from all around the world.



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The primary target audience for this congress is general orthopedic surgeons, joint and sport injury surgeons, spine surgeons (orthopedic and neurosurgeons), pain management specialists, musculoskeletal neurologists and rehabilitation medicine specialists from the United States, the Middle East, Arabian Gulf, North Africa, Asia, Europe and the Far East. Projected attendance is 500-600 physicians

This will be a unique opportunity and truly unforgettable congress for all participants. You can visit the conference website at www.neareastspine.org for more details.

If you would like to exhibit or sponsor a cadaveric hands-on workshop, please complete the attached reservation form. Please do not hesitate to contact us with any questions you may have.

Thank you for your consideration. We look forward to hearing from you.



Exhibit Level Opportunities

All Exhibit Level Opportunities include the following benefits.

- Banner over booth in exhibit hall
- Listing of company in preliminary and final programs
- Acknowledgement on congress website
- Acknowledgement of exhibit level in registration packet

Additional opportunities are available as outlined below.

Platinum Level Exhibitor (US \$60,000)

- Two (2) cadaver stations with company products for one full day during Bioskills Workshop (non-CME) (and 2 invited faculty, subject to course directors' approval) in the wet lab (Additional stations: \$5,000 per station per day, \$ 3000 per half day)
- Key Opinion Leaders as faculty (course directors' approval required) in the Bioskills Workshop (non CME)
- Hotel Based Saw bone/ Dummies workshops, faculty provided (subject to course director approval)
- Ten (10) complimentary company staff registrations
- Ten (10) complimentary tickets to Awards Ceremony Dinner
- Company logo on front page of final printed logistics program (logos only, no product information may be included).
- Full page advertisement in final printed logistics program (logos only, no product information may be included).
- 15 x 12 exhibit booth in the exhibit area with 1 table and 2 chairs (booths permitted)

Gold Level Exhibitor (US \$ 50,000)

- One (1) station with company products for one full day during Bioskills Workshop (non-CME)
- One (1) station with company products for the half day during Bioskills Workshop (non-CME)
- Additional stations: \$7500 per station per day, \$4000 per half day
- Hotel Based Saw bone/ Dummies workshops, faculty provided (subject to course director approval)
- Seven(7) complimentary company staff registrations
- Seven (7) complimentary tickets to Awards Ceremony Dinner
- Key Opinion Leaders as faculty (course directors' approval required) in the Bioskills Workshop (non CME)
- Full page advertisement in final printed program
- 12 x 10 exhibit booth in the exhibit area with 1 table and 2 chairs (booths permitted)

Silver Level Exhibitor (US \$30,000)

- One (1) station with company products for one full day during Bioskills Workshop (non-CME)
- Additional stations: \$7500 per station per day, \$4000 per half day
- Hotel Based Saw bone/ Dummies workshops, faculty provided (subject to course director approval)
- Key Opinion Leaders as faculty (course directors' approval required) in the Bioskills Workshop (non CME)
- Three (3) complimentary company staff registrations
- Five (5) complimentary tickets to Awards Ceremony Dinner
- Full page advertisement in final printed logistics program
- 10 x 10 exhibit booth in the exhibit area with 1 table and 2 chairs (booths permitted)



Bronze Level Exhibitor (US \$20,000)

- One (1) station with company products for the half day during Bioskills Workshop (non-CME)
- Additional stations: \$7500 per station per day, \$5000 per half day
- Hotel Based Saw bone/ Dummies workshops, faculty provided (subject to course director approval)
- Two (2) complimentary company staff registrations
- 10 x 10 exhibit booth in the exhibit area with 1 table and 2 chairs (booths permitted)

Copper Level Exhibitor (US \$10,000)

- Two (2) complimentary company staff registrations
- 10 x 10 exhibit booth in the exhibit area with 1 table and 2 chairs (booths permitted)

Hotel Based Workshops

- with live models: US \$5000 per day
- Saw bone/Dummies: US \$3000 per day

Awards Ceremony Dinner Patron (US \$15,000)

- 15 complimentary tickets to Awards Ceremony Dinner
- 2 company promotional item(s) distributed at Awards Dinner
- Full page advertisement in final printed logistics program
- Acknowledgement in final program and during event.

Welcome Reception Patron (US \$8,000)

- 10 complimentary tickets to Welcome Reception
- 2 company promotional item(s) distributed at the reception

Faculty Dinner Patron (US \$6,000)

Coffee Break Patron (US \$4,000 each – 6 opportunities)

Exhibition Space Only (US \$6,000)

- 10 x 10 ft space in exhibition hall
- 1 table with 2 chairs (booths also permitted)
- Food, and beverage during the event

Vendor Roundtables (US \$5,000 per slot, 6 slots available)

- One 90 minute slot in vendor roundtable session on congress pre- meeting day (June 22nd)

Program Advertisements

- Outside Back Cover (US \$2500)
- Inside Back Cover (US \$2500)
- Inside Front Cover (US \$2500)
- Inside Page (US \$2000) (4 opportunities)

Internet Cafe Patron

- Promotion on the internet booths (US \$1500)



In Kind Medical Equipment

- Supporters may provide in-kind medical equipment to be used during Bioskills Workshops. All shipping charges of equipment will be incurred by the company.

Book Publishers Exhibit (US2500)

- Book Publishers may have an exhibit booth in the exhibit area.

Unrestricted Educational Grant Support

If your company would like to support the program with an unrestricted educational grant, please contact the Boston University School of Medicine Office of Continuing Medical Education at 617-638-4604 or cgrimble@bu.edu.



Rules and Regulations

1. Meeting Schedule

The congress takes place in Beirut, Lebanon.

The conference commences on Wednesday June 22nd at approximately 8:00 a.m. and adjourns on Sunday, June 25th at 5:30 p.m. The final detailed schedule will be available in later this spring. During that period, neither exhibitors nor their agents may conduct or sponsor any educational, marketing or media activities directed toward conference meeting registrants other than as part of the conference scientific program or as specifically authorized (written) by Conference Organizers.

2. Exhibit Space/Support Availability

Completion of the Support/Exhibit application form and Letter of Agreement on a first-come, first serve option will determine choices of exhibit hall location and type of support.

Only one exhibiting company per booth will be authorized. Each individual company must have a separate booth. Subletting or sharing of space will not be permitted. Two or more companies may not exhibit in a single space. No exhibitor may assign, sublet or apportion his/her space to or with another business entity or individual. No exhibitor may show or demonstrate products or services other than those manufactured or handled in the normal course of business.

2. Exhibit Installation (Exhibit Hall)

The exhibit area will be available for set up on Wednesday, June 22nd. All exhibits must be completed by 7:00 a.m., Thursday, June 23rd, and all aisles cleared of exhibit materials and crates.

The following will be provided to the exhibitor at no additional fee:

- Up to two (2) 4' or 6' Table and up to four (4) chairs per booth space (vendor to specify layout)
- All tables will be covered/draped to hotel standards

The individual vendors are responsible for contracting with the symposium drayage company at their own expense for:

- Transport of Exhibit materials to main exhibit area
- Any additional booth set-up

The individual vendors are responsible for providing (or separately contracting with AV Company or hotel) at their own expense:

- All other additional equipment not specified above including:
 - Video LCD projector
 - All computer workstations
 - Coordination with hotel to determine whether additional electrical power requirements will be needed



3. Exhibit Breakdown and Removal

Each exhibitor will complete arrangements for removal of its material in accordance with Hotel policies. Each exhibitor must arrange for freight transport at their own expense.

The exhibit area will close at the conclusion of the general session on Saturday, June 25th at approximately 4:30pm. All exhibit booth material must be packed on Saturday evening and be ready for outbound shipment the evening of Saturday, June 26th.

4. Exhibitor Guidelines

The Symposium portion of the conference is being sponsored by Boston University School of Medicine Continuing Medical Education Department. As this meeting is CME accredited, it must adhere to the Accreditation Council for Continuing Medical Education (ACCME) Commercial Support Standards. In the spirit of these standards as well as the PhRMA Code on Interactions with Health Care Professionals and the AdvaMed Code of Ethics Code on Interactions with Health Care Professionals, we have established the following exhibitor guidelines:

- The conference program is for scientific and educational purposes only and will not promote the company's products, directly or indirectly. During the wet lab breakout sessions *which are not CME accredited*, exhibitors are allowed to discuss their products.
- No promotional activities will be permitted in the same room or in the entranceway to the educational activity. No product advertisements will be permitted in the program room, registration area or the hotel lobby.
- Exhibitors may provide modest gifts to attendees but only if the gifts benefit patients or serve a genuine educational function. Other than a gift of medical textbooks or anatomical models used for educational purposes, a gift should have a fair market value of less than \$100.
- Gifts and promotional items may be given at the exhibitor area or the bioskills workshop sessions only. No promotional activities will be permitted at the registration desk.

More information on the ACCME, PhRMA Code on Interactions with Health Care Professionals and the AdvaMed Code of Ethics Code on Interactions with Health Care Professionals can be found at <http://www.acme-assn.org/>

Per the ACCME Commercial Support Standards, all exhibiting companies should sign the CME Letter of Agreement. Thank you for your cooperation.

5. Attendee Information

It is the policy of the Continuing Medical Education department at the Boston University School of Medicine not to release attendee's names prior to the conference. We will provide you with a list at the conference with the attendee's name, city, state and zip.



6. Payment Information

Completion of the Exhibitor Letter of Agreement on a first-come, first serve option will determine choices of exhibit hall location.

Checks should be made payable to: The Society for Progress & Innovation for the Near East and mailed to:

8 David Drive
Andover, MA 01810

Wire Transfers should be sent as follows:

- o Name: Citizens Bank
- o Location: Methuen, Massachusetts, USA
- o Routing Number: 211070175
- o Account Number: 1313986388

7. Conference Website/Contact

For more information, please visit www.neareastspine.org.

Michela Capobianco
Administrator, Society for Progress & Innovations for the Near East (S.P.I.N.E.)
Email: michela.capobianco@neareastspine.org
Mobile: +1 978 697 9246



Program Outline & Faculty

Please see our corresponding conference agenda document for the complete program outline and faculty list.



**2011 Annual Conference featuring the 4th Annual Hands-On Cadaveric Bioskills Workshops
and
The 4th Annual Symposium on Current Concepts in Orthopedics (Sports Injury, Joint Reconstruction, & Trauma),
Spine, and Pain & Rehabilitation Medicine**

Exhibit Application Form

Application Deadline: April 21, 2011

Please fill out this application form indicating your company's selected level of support and fax or email the completed form to:

Michela Capobianco
Administrator, Society for Progress & Innovations for the Near East (S.P.I.N.E.)
Email: michela.capobianco@neareastspine.org
Mobile: +1 978 697 9246

Once the completed application is received, you will receive an Exhibitor Letter of Agreement to be completed.

Company Information :

Please type or print:

COMPANY NAME

CONTACT

MAILING ADDRESS

CITY/STATE/ZIP

PHONE

FAX

EMAIL



Please check level of Exhibiting:

- | | | | |
|--------------------------|--------------------------------------|--------------------------|--|
| <input type="checkbox"/> | Platinum Level (US \$60,000) | <input type="checkbox"/> | Coffee Break (\$4,000 each) |
| <input type="checkbox"/> | Gold Level (US \$ 50,000) | <input type="checkbox"/> | Program Advertisement Outside Back Cover (US \$2500) |
| <input type="checkbox"/> | Silver Level (US \$30,000) | <input type="checkbox"/> | Program Advertisement Inside Back Cover (US \$2500) |
| <input type="checkbox"/> | Bronze Level (US \$20,000) | <input type="checkbox"/> | Program Advertisement Inside Front Cover (US \$2500) |
| <input type="checkbox"/> | Copper Level Support (US \$10,000) | <input type="checkbox"/> | Program Advertisement Inside Page (US \$2000) |
| <input type="checkbox"/> | Awards Ceremony Dinner (US \$15,000) | <input type="checkbox"/> | In Kind Medical Equipment for Workshops |
| <input type="checkbox"/> | Welcome Reception (\$8,000) | <input type="checkbox"/> | Unrestricted Educational Grant – Amount \$ _____ |
| <input type="checkbox"/> | Exhibition Space Only (\$6,000) | <input type="checkbox"/> | Faculty Dinner (\$5,000) |
| <input type="checkbox"/> | Vendor Roundtable (\$5,000) | <input type="checkbox"/> | Internet Café Patron (\$1,500) |