

EXHIBITOR PROSPECTUS

**2012 Spinal Progress & Innovation
for the Near East (S.P.I.N.E.)
Update and Bioskills Workshops**



**Phoenecia Hotel
Beirut, Lebanon
June 27th – 30th 2012**

Dear Supporter,

The Office of Continuing Medical Education at Boston University School of Medicine is working with S.P.I.N.E (Spinal Progress and Innovations for the Near East) on its upcoming 5th annual conference, *2012 Society for Progress and Innovation for the Near East (SPINE) Update and Bioskills Workshop*. SPINE is an international society that offers a great venue for gathering experts from all around the world in the area of spinal disorders including orthopedic and neurosurgery, pain medicine and rehabilitation medicine.

SPINE and Boston University will be collaborating with numerous and prestigious American, European, Asian and Middle Eastern societies and universities in organizing this 5th annual meeting taking place in Beirut, Lebanon on June 27th -30th 2012.

We would like to invite your company to exhibit and support the workshops at this program. Please see the enclosed information for more details on support opportunities.

Building on its 2008, 2009, 2010, and 2011 annual meeting successes, The S.P.I.N.E. (Society for Progress and Innovation for the Near East) in conjunction with Boston University will be holding the 5th annual meeting in Beirut, Lebanon June 27th -30th 2012. The Scoliosis Research Society as well as The North American Spine Societies will again co-sponsor this meeting. This congress will run a simultaneous/parallel 4 days meeting for pain management and general orthopedics with some combined sessions with the S.P.I.N.E as a whole for common interest topics and multidisciplinary approach.

The four days program will discuss the basic and fundamental concepts in the treatment of most aspects of orthopedic and spine surgery, controversies and updates on most emerging technologies. Additionally, it will discuss the latest updates in pain management and chronic pain disorders with an emphasis on interventional approaches and neuromodulation. The general orthopedic meeting will discuss the latest updates on sport related injuries, early arthritis management options and updates on Joint reconstructions, the role of minimally invasive techniques and their applicability among others.

Under the instruction of globally renowned faculty, the educational program utilizes lectures and hands-on workstations to present the most current controversies, emerging technology, and latest surgical techniques in the management of disc degeneration, aging spine conditions, traumatic injuries, adult and pediatric spine deformity, new trends in orthopedic in managing sport and early arthritis problems, acute and chronic pain management. The first day of the meeting will be dedicated to cadaveric workshops where the participants will have the chance to participate in an interactive hands-on cadaveric and dry labs and workshops.

Due to the unique international platform, provocative topics and in-depth debates, leading US, regional and international neurosurgeons and orthopedic spine surgeons as well as pain management specialists will, once again, come together in Beirut to share their clinical and research expertise. These discussions will be lead by world renowned surgeons including Drs. Shufflebarger, Akbarnia, Borgeat, Boachi, Dalury, Dubois, Einhorn, Ghazi, Hamzaoglu, Hayek, Heggeness, Hitchon, Kamal Ibrahim, Lenke, Fessler, Zileli, Masri, Newton, Rauck, Rothman, Schuttler, Tomeh, Tornetta, Wong, Yan Wang, and a host of who's who in spine surgery. **More than 36 hands-on lab stations will be available to all attendees in order to build and perfect their surgical skills in the most cutting edge techniques. 36 non-CME, multi-vendor company sponsored, side Cadaver courses are available on first come first served basis for both companies and attendees.**

The primary target audience for this conference are spine surgeons (orthopedic and neurosurgeons), pain management specialists, musculoskeletal neurologists and rehabilitation medicine specialists from the United States, the Middle East, Arabian Gulf, Asia, Europe and the Far East. Secondary target audiences include pain management. Projected attendance is 500-550.

CME credits for physicians will be offered by Boston University School of Medicine.

This will be a unique opportunity and truly unforgettable course for all participants. A preliminary program is attached for your review or you can visit the conference website at www.near eastspine.org for more details.

If you would like to exhibit, 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.

Sincerely,

S.P.I.N.E. President

Tony Tannoury, MD
Boston University School of Medicine
(Boston, MA, USA)

Support Opportunities

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 (3) 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: \$7,500 per station per day, \$ 4,000 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)

- Two (2) stations 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)
- 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 \$5,000 per day
- Saw bone/Dummies: US \$3,000 per day

Awards Ceremony Dinner Sole Patron (US \$15,000) or partial (\$8,000)

- 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

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

Faculty Dinner Patron (US \$6,000)

Coffee Break Patron (US \$2,500 each – 6 opportunities)

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

- One 90 minute slot in vendor roundtable session on congress pre- meeting day (June 27th)

Program Advertisements

- Outside Back Cover (US \$2,500)
- Inside Back Cover (US \$2,500)

- Inside Front Cover (US \$2,500)
- Inside Page (US \$2,000) (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 (US \$2,500)

- 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 CME portion of the conference will commence on Thursday June 28th at approximately 11:00 AM. and adjourns on Saturday, June 30th at 4:30 PM. The final detailed schedule will be available in early 2012. 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.

3. Exhibit Installation (Exhibit Hall)

The exhibit area will be available for set up on Wednesday, June 27th. All exhibits must be completed by 8:00 a.m., Thursday, June 28th, 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

4. 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.

5. 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:

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

6. 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: +1 508 259 1018

**2012 Annual Conference featuring the 4th Annual Hands-On Cadaveric Bioskills Workshops
And the 5th Annual Symposium on Current Concepts in Orthopedics (Sports Injury, Joint Reconstruction,
& Trauma), Spine, and Pain & Rehabilitation Medicine**

Exhibit Application Form

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: +1 508 259 1018

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

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Company Information:

Please type or print:

COMPANY NAME

CONTACT

MAILING ADDRESS

CITY/STATE/ZIP

PHONE

FAX

EMAIL

Please check level of Support:

- | | |
|---|--|
| <input type="checkbox"/> Platinum Level Support (US \$60,000) | <input type="checkbox"/> Coffee Break Patron (US \$2,500) |
| <input type="checkbox"/> Gold Level Support (US \$ 50,000) | <input type="checkbox"/> Bag Insert (US \$1,500) |
| <input type="checkbox"/> Silver Level Support (US \$30,000) | <input type="checkbox"/> Program Advertisement Outside Back Cover (US \$2,500) |
| <input type="checkbox"/> Bronze Level Support (US \$20,000) | <input type="checkbox"/> Program Advertisement Inside Back Cover (US \$2,000) |
| <input type="checkbox"/> Copper Level Support (US 10,000) | <input type="checkbox"/> Program Advertisement Inside Front Cover (US \$2,000) |
| <input type="checkbox"/> Donor Level Support (US \$10,000) | <input type="checkbox"/> Program Advertisement Inside Page (US \$1,500) |
| <input type="checkbox"/> Hotel Based Workshops(US 5,000 live model, 3,000 Saw bone) | <input type="checkbox"/> In Kind Medical Equipment for Workshops |
| <input type="checkbox"/> Award Ceremony Dinner (US \$15,000) | <input type="checkbox"/> Unrestricted Educational Grant |
| <input type="checkbox"/> Welcome Reception Support (\$8,000) | |
| <input type="checkbox"/> Exhibition Space Only (\$6,000) | |