



Spring 2010

Dear Colleague,

The Office of Continuing Medical Education at Boston University School of Medicine is once again working with **S.P.I.N.E. (Society for Progress and Innovations for the Near East)** on its upcoming 3<sup>rd</sup> annual conference, *2010 Updates and Cadaveric Bioskills and Workshops*. 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.

**This year's meeting, the meeting will be endorsed by the Scoliosis Research Society, SAS, the international society for Spinal Cord Injuries along with many local and regional orthopedic, spine and pain management societies.**

We would like to invite your company to exhibit at this program. Please see the enclosed information for more details on support opportunities. This course hopes to build on the success of the two previous conferences and is designed to improve the comprehensive knowledge of surgeons and pain management specialists. This congress will fulfill a significant gap and unmet need in the medical education for physicians in the Middle East as this region lacks an educational venue for hands on cadaver workshops and in depth debates and discussions with key thought leaders in the areas of orthopedic, neurosurgery and pain management specialties.

This congress has become a true international event with mix of faculty and attendees from all over the globe. In 2009, the breakdown was as follows: Middle East and North Africa (48%), US (30%), Europe (15%) and Far East (7%).

The educational program features three specific tracks: Orthopedic, Spine and Pain Management. In addition to the specific tracks, the meeting begins and concludes with common lectures. The lecture portion of the meeting will be eligible for 15 category 1 credits offered by Boston University School of Medicine.

In addition to the lectures, a core component of the conference will be hands on workstations utilizing cadavers in all three tracks. More than 25 hands on lab stations will be available for attendees to build and perfect their surgical skills utilizing cutting edge technology. These sessions are not eligible for CME credit.

The primary target audience for this conference are 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, Asia, Europe and the Far East. Projected attendance is 350 people

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.neareastspine.org](http://www.neareastspine.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. Organizing Committee** (*alphabetical*)

Chairmen – Orthopedic - Firas Atallah, Raja Chaftari, Fernand Dagher, Chawki Kortbawi, Yasser Yaghi

Chairmen – Pain Medicine & Rehab - Maged El Ansari, Dwarkadas Baheti, Salim Hayek, A. K. Mehio

Chairmen – Spine - Chahine Assi, Youssef Comair, Imad Ahmed Hashim, Rashid Haydar

Chairmen – Workshops (*non-accredited session*) - Hammam Akbik, Hassan Serhan

## **Support Opportunities**

All Support Opportunities include the following benefits.

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

Additional opportunities are available as outlined below.

### **Platinum Level Support (US \$50,000)**

- Two (2) stations with company products for one full day during congress wet labs (and 2 invited faculty (course directors' approval required) in the wet lab
- Additional stations: \$5,000 per station per day, \$ 3000 per half day
- Ten (10) complimentary company staff registrations
- Fifteen (15) complimentary tickets to Awards Ceremony Dinner
- Company logo on front page of final printed logistics program
- Company brochures at event in event bag
- Full page advertisement in final printed logistics program (logos only, no product information may be included).
- 10 x 10 exhibit booth in the exhibit area with 1 table and 2 chairs (booths permitted)

### **Gold Level Support (US \$ 40,000)**

- One (1) station with company products for one full day during congress wet labs
- Additional stations: \$7500 per station per day, \$4000 per half day
- Seven(7) complimentary company staff registrations
- Twelve (12) complimentary tickets to Awards Ceremony Dinner
- One (1) speaker as faculty (course directors' approval required) in the wet lab (non CME)
- Full page advertisement in final printed program
- 10 x 10 exhibit booth in the exhibit area with 1 table and 2 chairs (booths permitted)

### **Silver Level Support (US \$25,000)**

- One (1) station with company products during congress wet labs
- Additional stations: \$7500 per station per day, \$4000 per half day
- Three (3) complimentary company staff registrations
- Five (5) complimentary tickets to Awards Ceremony Dinner
- Full page advertisement in final printed program
- 10 x 10 exhibit booth in the exhibit area with 1 table and 2 chairs (booths permitted)

### **Bronze Level Support (US \$15,000)**

- One (1) station with company products for the half day during congress workshops
- Additional stations: \$7500 per station per day, \$5000 per half day
- Two (2) complimentary company staff registrations
- 10 x 10 exhibit booth in the exhibit area with 1 table and 2 chairs (booths permitted)

**Donor Level Support (US \$8,000)**

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

**Awards Ceremony Dinner Support (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 program
- Acknowledgement in final program and during event.

**Welcome Reception Support (US \$7,000)**

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

**Faculty Dinner Support (US \$5,000)**

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

**Exhibition Space Only (US \$5,000)**

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

**Bag Insert (US \$1500)**

- Print information to be included in the conference bag. Company is to provide 350 copies of material to be included

**Program Advertisements**

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

**In Kind Medical Equipment**

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

**Unrestricted Educational Grant Support**

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

## **Rules and Regulations**

### **1. Meeting Schedule**

The Society for Progress and Innovations for the Near East (SPINE) Updates and Cadaveric Bioskills and Workshops will take place in Beirut, Lebanon.

The conference commences on Wednesday June 23<sup>rd</sup> at approximately 8:00 a.m. and adjourns on Sunday, June 26<sup>th</sup> 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 CME 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 23<sup>rd</sup>. All exhibits must be completed by 7:00 a.m., Thursday, June 24<sup>th</sup>, 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 26<sup>th</sup> 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 26<sup>th</sup>.

### **4. Continuing Medical Education Exhibitor Guidelines**

The conference is being sponsored by Boston University School of Medicine Continuing Medical Education Department. As this meeting is CME accredited, we 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 wet lab breakout 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 CME Letter of Agreement on a first-come, first serve option will determine choices of exhibit hall location.

Checks should be made payable to: Trustees of Boston University and mailed to:

Claire P. Grumble, CMP  
Boston University School of Medicine  
Office of Continuing Medical Education  
72 East Concord Street, A410  
Boston, MA 02118

If you would like to make a wire transfer, or pay by credit card, please contact Claire at 617-638-4604 or [cgrumble@bu.edu](mailto:cgrumble@bu.edu) The Tax ID Number is 04-2103547

## **7. Conference Website**

For more information, please visit [www.neareastspine.org](http://www.neareastspine.org)

**Society for Progress and Innovations for the Near East (SPINE)**  
**Updates and Cadaveric Bioskills and Workshops**  
**June 23rd - 26th, 2010 - Beirut, Lebanon**

Support & Exhibit Application Form

Application Deadline: April 12, 2010

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

Claire P. Grimble, CMP  
Office of Continuing Medical Education  
72 East Concord Street, A410  
Boston, MA 02118  
Fax: 617-638-4905  
Email: [cgrimble@bu.edu](mailto:cgrimble@bu.edu)  
Tel : 617-638-4605

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

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**Company Information :**

*Please type or print:*

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COMPANY NAME

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CONTACT

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MAILING ADDRESS

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CITY/STATE/ZIP

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PHONE

FAX

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EMAIL

Please check level of Support:

- |   |   |
|---|---|
| <input type="checkbox"/> Platinum Level Support (US \$50,000)         | <input type="checkbox"/> Bag Insert (US \$1,500)                              |
| <input type="checkbox"/> Gold Level Support (US \$ 40,000)            | <input type="checkbox"/> Program Advertisement Outside Back Cover (US \$2500) |
| <input type="checkbox"/> Silver Level Support (US \$25,000)           | <input type="checkbox"/> Program Advertisement Inside Back Cover (US \$2500)  |
| <input type="checkbox"/> Bronze Level Support (US \$15,000)           | <input type="checkbox"/> Program Advertisement Inside Front Cover (US \$2500) |
| <input type="checkbox"/> Donor Level Support (US \$8,000)             | <input type="checkbox"/> Program Advertisement Inside Page (US \$2000)        |
| <input type="checkbox"/> Awards Ceremony Dinner Support (US \$15,000) | <input type="checkbox"/> In Kind Medical Equipment for Workshops              |
| <input type="checkbox"/> Welcome Reception Support (\$7,000)          | <input type="checkbox"/> Unrestricted Educational Grant                       |
| <input type="checkbox"/> Exhibition Space Only (\$5,000)              | <input type="checkbox"/> Faculty Dinner (\$5,000)                             |
| <input type="checkbox"/> Coffee Break (\$4,000 each)                  |   |