



2020

E X H I B I T O R

23RD ANNUAL

SELBY SPINE CONFERENCE

JANUARY 29 – FEBURARY 1, 2020 | PARK CITY, UT

P R O S P E C T U S



FROM THE PROGRAM MANAGER

Dear Prospective Course Supporter,

On behalf of the Foundation for Orthopaedic Research & Education and the Selby Course Directors, we invite your company to exhibit at the **23rd Annual Selby Spine Conference**, which will take place **January 29 - February 1, 2020** in **Park City, Utah**.

This CME activity is designed for surgeons and non-operative clinicians with specific interest in disorders of the spine. Distinguished faculty will present the latest advances in the field including complex reconstruction, artificial disc replacement, use of biologics, spine biomechanics, management of complications, treatment modalities for osteoporosis, and emerging technologies.

The attached prospectus offers a wide variety of support packages designed to encourage opportunities to communicate your message to an eager and engaged audience. Supporting the course will allow you to provide orthopaedic surgeons with information and education about your products, while demonstrating both your support for the orthopaedic community and your commitment to educating healthcare professionals about spinal surgery.

For support & sponsorship opportunities, please contact me at hhoward@foreonline.org. For additional information on the course, please visit the course website: [https://foreonline.org/event/selby Spine/](https://foreonline.org/event/selby%20Spine/)

We look forward to seeing you in Park City.

Sincerely,

Heather Howard

Heather Howard
Senior Program Manager, CME
Foundation for Orthopaedic Research & Education
Email: hhoward@foreonline.org
Mobile: 813.210.7969

COURSE FACULTY

GUEST CHAIRS



THOMAS ERRICO, MD
Nicklaus Children's Hospital
Miami, FL



ERIC WOODARD, MD
New England Baptist Hospital
Boston, MA

COURSE DIRECTORS



JEAN-JACQUES ABITBOL, MD
North American Spine Society
San Diego, CA



PIERCE NUNLEY, MD
Spine Institute of Louisiana
Shreveport, LA



SIGURD BERVEN, MD, PhD
University of California
San Francisco, CA



JOHN SMALL, MD
Florida Orthopaedic Institute
Tampa, FL



RICHARD FESSLER, MD, PhD
Rush University Medical Center
Chicago, IL

INVITED FACULTY

AARON BUCKLAND, MD

NYU Langone
New York, NY

JEFF GOLDSTEIN, MD

NYU Langone
New York, NY

ROGER HARTL, MD

Center for Comprehensive Spine Care
New York, NY

DAVID POLLY, MD

University of Minnesota
Minneapolis, MN

RICK SASSO, MD

Indiana Spine Group
Carmel, IN

PAUL SLOSAR, MD

Spine Care Medical Group
San Francisco, CA

MICHAEL SMITH, MD

NYU Langone
New York, NY

JONATHAN STIEBER, MD

OrthoManhattan
New York, NY

STEVEN J. TRESSER, MD

Florida Orthopaedic Institute
Tampa, FL

CLIFF TRIBUS, MD

University of Wisconsin
Madison, WI

ANDREW UTTER, MD

Spine Institute of Louisiana
Shreveport, LA

MARC A. WEINSTEIN, MD

University of South Florida Morsani College of Medicine
Tampa, FL

AGENDA AT-A-GLANCE

*Subject to Change

WEDNESDAY, JANUARY 29, 2020

5:00 PM – 7:00 PM	Exhibitor Setup
7:00 PM – 9:00 PM	Welcome Reception

THURSDAY, JANUARY 30, 2020

6:00 AM – 7:00 AM	Registration/Check-In & Breakfast with Exhibitors
7:00 AM – 8:30 AM	General Session – Session I: Pain of Spinal Origin
8:30 AM – 8:50 AM	Non-CME Emerging Technology Presentations
8:50 AM – 10:00 AM	General Session – Session I: Pain of Spinal Origin <i>continued</i>
10:00 AM – 11:00 AM	Non-CME Surgeon Symposium
11:00 AM	Morning Session Adjourns
3:30 PM – 4:00 PM	Après Ski & Exhibits
4:00 PM – 5:30 PM	General Session – Session II: Update on Deformity
5:30 PM – 5:50 PM	Non-CME Emerging Technology Presentations
5:50 PM – 7:30 PM	General Session – Session II: Update on Deformity <i>continued</i>
7:30 PM	Adjourn for the Day

FRIDAY, JANUARY 31, 2020

6:00 AM – 7:00 AM	Registration/Check-In & Breakfast with Exhibitors
7:00 AM – 8:00 AM	General Session – Session III: Cervical Spine
8:00 AM – 8:20 AM	Non-CME Emerging Technology Presentations
8:20 AM – 9:30 AM	General Session – Session III: Cervical Spine <i>continued</i>
9:30 AM – 10:30 AM	Non-CME Surgeon Symposium
10:30 AM	Morning Session Adjourns
3:30 PM – 4:00 PM	Après Ski & Exhibits
4:00 PM – 5:50 PM	General Session – Session IV:
5:50 PM – 6:00 PM	Non-CME Emerging Technology Presentations
6:00 PM – 7:45 PM	General Session – Session IV: <i>continued</i>
7:45 PM	Adjourn for the Day

SATURDAY, FEBRUARY 1, 2020

6:00 AM – 7:00 AM	Registration/Check-In & Breakfast with Exhibitors
7:00 AM – 8:35 AM	General Session – Session V: Spinal Cord Injury
8:35 AM – 8:45 AM	Non-CME Emerging Technology Presentation
8:45 AM – 11:30 AM	General Session – Session V: Spinal Cord Injury <i>continued</i>
11:30 AM	Closing Remarks and Meeting Adjourn

EXHIBITOR REFERENCE GUIDE

VENUE

Grand Summit Hotel
4000 Canyons Resort Dr
Park City, Utah 84098

ACCOMMODATIONS

Grand Summit Hotel
4000 Canyons Resort Dr
Park City, Utah 84098
Reservation Phone: 1 (888)416-6195
Group Name: FORE - Selby Spine Conference
Group ID: CD0FORE

A limited block of rooms has been reserved at the Grand Summit Hotel at a special group rate starting at **\$349.00/night**, plus applicable tax and fees. Reservations specialists will be able to assist you through the reservations process. They can provide all the information for the different room types within Canyons Village and the special rates available for your group.

IMPORTANT DATES

Exhibitor Application Deadline	Friday, January 10, 2020
Exhibit Payment Deadline	Friday, January 10, 2020
Exhibitor Showkit Released	Monday, December 30, 2019
Exhibit Setup	Wednesday, January 29, 2020 5:00 PM – 7:00 PM
Exhibit Teardown	Saturday, February 1, 2020 After 10:00 AM

EXHIBITOR SHOWKIT & PRE-REGISTRATION LIST

Confirmed exhibitors will receive a comprehensive Exhibitor Showkit, along with the Pre-Registration List one month prior to the event. The Exhibitor Showkit will include shipping instructions, AV & electrical requests, and other pertinent course details.

EXHIBITOR BADGE POLICY

Each exhibiting company will receive an allotted number of complimentary badges based on the exhibit space purchased. There will be an additional fee for each badge produced over the complimentary allotment. All individuals representing an exhibiting company must register as an exhibitor and wear the appropriate badge. Your badge must always be worn in a visible location. Badges may not be given to other individuals. This policy applies to personnel staffing at the exhibit for the full duration of the course, as well as those who will be visiting for a short period of time.

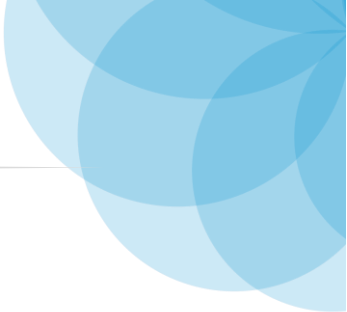
Exhibitors are responsible for registering themselves for their badge on the FORE website, ahead of the event. Exhibitors will receive complimentary codes for their allotted number of complimentary badges no later than 2 weeks prior to the meeting. For any issues, please contact Heather Howard.

PAYMENT TERMS

Payment in full for the contracted space must be forwarded with the Exhibitor Application at the end of this prospectus. The balance must be paid by Friday, January 10, 2020. An invoice will be sent as soon as the application is received.

Exhibits and advertising opportunities may be paid via the following:

- Credit Card
- Check
- Wire Transfer



EXHIBITOR REFERENCE GUIDE *continued*

CANCELLATIONS, FEES, & REFUNDS

- Cancellations received in writing by Monday, December 30, 2019 will be subject to a \$500 cancellation fee.
- There will be no refunds for cancellations requested after Monday, December 30, 2019.
- If 100% of agreed-upon fee is not received by Friday, January 10, 2020, the application is subject to a \$500 late fee and/or cancellation.

FORE CME CONTACTS

<ul style="list-style-type: none"> • Program Manager • Exhibit & Grant Information • Industry/Vendor Registration 	<p>Heather Howard Senior Program Manager, CME</p>	<p>howard@foreonline.org (269) 929-4585</p>
<ul style="list-style-type: none"> • Invoicing & Payments 	<p>Amber Dunn Accounting Assistant</p>	<p>adunn@foreonline.org (574) 253-8261</p>



SPONSORSHIP OPPORTUNITIES

LIMITED SPACE AVAILABLE

- FORE meetings provide a forum for meaningful interaction between exhibitors and attendees:
 - Multiple breaks each day give exhibitors time to interact with attendees and faculty
 - Exhibitors have access to the General Session room and are encouraged to attend the didactic sessions
- Cost-effective promotional and advertising opportunities at the live meeting are customizable to your marketing objectives & budget
- All Exhibit Space includes a 6'ft Table and 2 Chairs
- Please note, Advertising Opportunities are only available to exhibiting companies.
- In addition to the items mentioned below, support also includes company name and support level recognition on meeting website, meeting app (if available), and support signage

SUPPORT PACKAGES	PLATINUM \$17,500	GOLD \$8,000	SILVER \$6,000
BENEFITS			
Exhibit Space	6' Table-Top	6' Table-Top	6' Table-Top
Complimentary Vendor Badges	2	2	2
Extra Vendor Badges	4	4	2
Promotional Take One	Included	Included	Included
Mobile App Push Notification	Included	Included	Included
Mobile App Splash Screen Ad	Included	-	-
Après Ski Sponsorship	Included	-	-
Tote Bags or Lanyards	Choose 1 First-Come, first-served	-	-

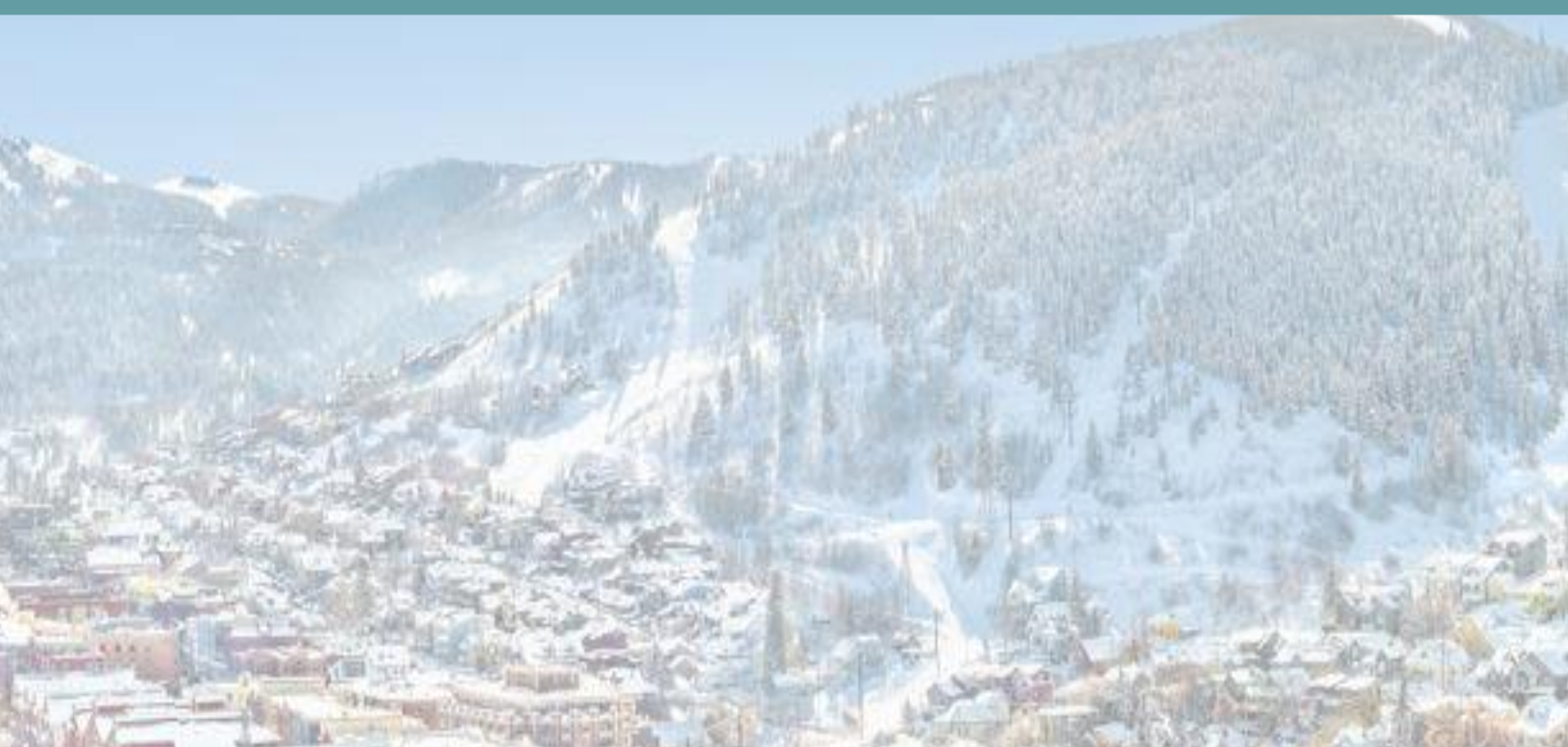
À LA CARTE		PRICING
EXHIBIT SPACE/TABLE-TOP		
6' Table-Top	<ul style="list-style-type: none"> • One 6' table, two chairs • Two complimentary vendor badges • Limited space available 	\$5,000
ADVERTISING OPPORTUNITIES		
One Hour Non-CME Surgeon Symposium	This non-CME time provides your company with the opportunity to format a program with your own speakers to specifically enhance your company's marketability. You will have one hour to discuss, demonstrate, or debate with program attendees about your preferred device or procedure. Each symposium will be attended by approximately 20 spine surgeons. Course organizers will provide refreshments.	\$20,000
Welcome Reception Sponsorship Exclusive: One Available	Sponsorship of a reception includes company name on company branded cocktail napkins and water cups. In addition to company name being displayed on-site, as reception sponsor. Sponsor is responsible for production and shipment of napkins and water cups to the hotel. Artwork must be approved by FORE prior to production. FORE is responsible with providing sponsor with the quantity required. One opportunity is available on first come, first serve basis.	\$10,000

SPONSORSHIP OPPORTUNITIES *continued*

<p>Non-CME Emerging Technology Presentation</p>	<p>This non-CME industry update will award your company with a high exposure opportunity during the course program. During this time, your company will take the podium to discuss industry updates. There are two 10-minute sessions offered within each session of the agenda (10 opportunities total). Available to exhibiting companies only.</p>	<p>\$7,500</p>
<p>Après Ski Sponsorship</p>	<p>Two opportunities available to sponsor the 30-minute Après Ski, as attendees return for the afternoon session.</p>	<p>\$5,000</p>
<p>À LA CARTE</p>		<p>Pricing</p>
<p>ADVERTISING OPPORTUNITIES</p>		
<p>Wi-Fi Exclusive: One Available</p>	<p>Become the official internet sponsor of the course. This sponsorship provides free Wi-Fi service to all conference attendees in the meeting space. One opportunity is available on first-come, first-serve basis.</p>	<p>\$3,000</p>
<p>Branded Hotel Room Keycards Exclusive: One Available</p>	<p>All meeting attendees staying at the hotel will receive a room keycard with your company logo at registration. Sponsor is responsible for keycard production and shipment to the hotel. Keycard artwork must be approved by FORE prior to production. FORE is responsible for providing sponsor with the quantity required. One opportunity is available on a first-come, first-serve basis.</p>	<p>\$3,000</p>
<p>Young Surgeon: Resident & Fellow Scholarship</p>	<p>Sponsor the course registration and travel expenses of Residents, Fellows, and young surgeons, with less than five years into their orthopaedic practice.</p>	<p>\$2,500</p>
<p>Lanyards Exclusive: One Available</p>	<p>All meeting attendees will have the option of a badge lanyard with your company logo at registration. Sponsor is responsible for production and shipment to the course venue. One opportunity is available on a first-come, first-serve basis.</p>	<p>\$2,500</p>
<p>Tote Bags Exclusive: One Available</p>	<p>Provide meeting attendees with a tote bag with your company logo to carry their materials throughout the conference. Sponsor is responsible for production and shipment to the course venue. One opportunity is available on a first-come, first-serve basis. Artwork must be submitted to FORE in advance for approval.</p>	<p>\$2,500</p>
<p>Room Door Drop</p>	<p>Have your symposium/workshop promotion or selected advertising included in one nightly room drop. One piece allowed per room drop; maximum size is 8.5" x 11". Production and shipping of designated piece is the responsibility of the sponsor. Artwork must be submitted to FORE in advance for approval.</p>	<p>\$2,500</p>
<p>New! Mobile App Splash Screen Ad Exclusive: One Available</p>	<p>This exclusive splash screen ad appears as the FORE Meeting App loads. The splash screen brings a high level of attention to a company's message and brand awareness to participants of the meeting. Every attendee will have visibility of the Splash Page – a full-screen visual that appears for up to 5 seconds, free from distraction. Sponsor will be responsible for providing electronic artwork based on specifications by FORE. Artwork must be submitted to FORE in advance for approval.</p>	<p>\$2,000</p>
<p>Promotional Take One</p>	<p>One-piece, maximum size is 8.5" X 11". Production and shipping are the responsibility of the sponsor. Artwork must be submitted to FORE in advance for approval.</p>	<p>\$2,000</p>

SPONSORSHIP OPPORTUNITIES *continued*

À LA CARTE		Pricing
ADVERTISING OPPORTUNITIES		
<p>New! Mobile App Banner Ad Limited: 5 Available</p>	<p>Reinforce your products and branding through banner ads displayed on a loop at the top of the FORE Meeting App. The measurable rotating banner ads will also link to content within the app or to outside URLs. Impressions and taps are tracked for measurable ROI. Sponsor will be responsible for providing electronic artwork based on specifications by FORE. Artwork must be submitted to FORE in advance for approval.</p>	\$1,000
<p>New! Mobile App Push Notification</p>	<p>Engage meeting attendees with compelling content through push notifications to help boost customer loyalty and raise visibility. Send one notification directly to meeting attendees, via the FORE Meeting App, at a strategically scheduled time. Sponsor will be responsible for providing electronic content based on specifications by FORE. Maximum 140 characters. Content must be submitted to FORE in advance for approval.</p>	\$500
INDUSTRY REGISTRATION		
<p>Additional Vendor Badges</p>	<p>Allows access to Exhibit Hall & General Session. One badge per person.</p>	\$600 each



EXHIBITOR APPLICATION

Please complete Page 9 & 10 of this application and submit to hhoward@foreonline.org

100% of total support is due no later than Friday, January 10, 2020. If 100% of agreed-upon fee is not received by this date, the application is subject to a \$500 late fee and/or cancellation.

COMPANY		
CONTACT NAME	CONTACT TITLE	
EMAIL	PHONE NUMBER	
ADDRESS	CITY/STATE	POSTAL CODE
SIGNATURE	DATE	

PAYMENT METHOD

Select preferred payment method below. FORE will provide an invoice with detailed payment information.

<input type="checkbox"/>	Credit Card – Details will be sent via invoice
<input type="checkbox"/>	Check - A discount of 3% will be applied to amount due if paid in full by check within 30 days of invoice date Make payable to: Foundation for Orthopaedic Research & Education (FORE) Mail to: FORE CME Dept, 4115 W Spruce Street Suite 201, Tampa, FL 33607
<input type="checkbox"/>	Wire Transfer – Details will be sent via invoice

SUPPORT OPPORTUNITIES

SUPPORT PACKAGES

<input type="checkbox"/>	Platinum	\$17,500
<input type="checkbox"/>	Gold	\$8,000
<input type="checkbox"/>	Silver	\$6,000

À LA CARTE

EXHIBIT SPACE/TABLE-TOP

<input type="checkbox"/>	6' Table-Top	\$5,000
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ADVERTISING OPPORTUNITIES

<input type="checkbox"/>	One Hour Non-CME Surgeon Symposium	\$20,000
<input type="checkbox"/>	Welcome Reception Sponsorship	\$10,000
<input type="checkbox"/>	Non-CME Emerging technology Presentation	\$7,500
<input type="checkbox"/>	Après Ski	\$5,000
<input type="checkbox"/>	Wi-Fi	\$3,000
<input type="checkbox"/>	Branded Hotel Room Keycards	\$3,000
<input type="checkbox"/>	Young Surgeon: Resident & Fellow Scholarship	\$2,500
<input type="checkbox"/>	Lanyards	\$2,500

EXHIBITOR APPLICATION *continued*

ADVERTISING OPPORTUNITIES		
<input type="checkbox"/>	Tote Bags	\$2,500
<input type="checkbox"/>	Room Door Drop	\$2,500
<input type="checkbox"/>	Mobile App Splash Screen Ad	\$2,000
<input type="checkbox"/>	Promotional Take One	\$2,000
<input type="checkbox"/>	Mobile App Banner Ad	\$1,000
<input type="checkbox"/>	Mobile App Push Notification	\$500
INDUSTRY REGISTRATION		
<input type="checkbox"/>	Additional Vendor Badges QTY _____	\$600 each

CANCELLATIONS, REFUNDS, & LATE FEES

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