



2020

E X H I B I T O R

12TH ANNUAL

DETROIT SPORTS MEDICINE SYMPOSIUM

JULY 16-17, 2020 | PLYMOUTH, MI

P R O S P E C T U S



FROM THE SENIOR MANAGER, CORPORATE RELATIONS

Dear Prospective Course Supporter,

On behalf of the team at FORE and Course Director, **Stephen E. Lemos, MD, PhD**, we invite your company to exhibit at the **12th Annual Detroit Sports Medicine Symposium** which will take place July 16-17, 2020 at the Inn at St. John's in Plymouth, Michigan.

The Detroit Regional Sports Medicine Symposium is dedicated to a multiple-specialty, multi-faceted approach to the study, treatment, and prevention of sports related injuries. This sports medicine course will address the different treatment options for a variety of sports, lifestyles issues, and musculoskeletal injuries. This crosses the spectrum of medical specialties and subspecialties. The curriculum will cover all facets of care for athletes, spectators, and all who have lifestyle challenges.

The enclosed prospectus offers a wide variety of support packages and sponsorship opportunities designed to help you communicate your company's message to an engaged and captive audience of orthopaedic surgeons and healthcare professionals. Supporting this course is a valuable opportunity to your company as you will have ample time to interact with the attendees, share information and resources, and showcase your various product offerings. In addition, you will also be demonstrating your continued support for the orthopaedic community and commitment to medical education.

For further information, please visit the course website: <https://foreonline.org/event/detroit-sports-medicine-symposium/>

We look forward to seeing you in Plymouth, MI!

Sincerely,

Rachel Reuter

Rachel Reuter

Sr. Manager, Corporate Relations

Foundation for Orthopaedic Research & Education

COURSE FACULTY

COURSE DIRECTOR



STEPHEN E. LEMOS, MD, PhD
 President & Chair, Sports Medicine
 Director, Sports Medicine Center for
 Education & Research
 Program Director, Orthopaedic Surgery
 Sports Medicine Fellowship
 Detroit Medical Center
 Professor, Orthopaedic Surgery
 Wayne State University School of Medicine
 Team Physician, Detroit Tigers
 Detroit, MI

KEYNOTE SPEAKERS



DARREN L. JOHNSON, MD
 Lexington, KY



CLAUDE T. MOORMAN, III MD
 Durham, NC

INVITED FACULTY

WILLIAM "BRIAN" ACKER, MD
 Canton, MI

BRITTA ANDERSON, DO
 Warren, MI

KYLE J. ANDERSON, MD
 Southfield, MI

MAHER J. BAHU, MD
 Bloomfield, MI

ANDREW BERWICK, MD
 Detroit, MI

JAMES BICOS, MD
 Bingham Farms, MI

SHARIFF K. BISHAI, DO, MS, FAOAO
 St. Clair Shores, MI

J. ANTONIO BOUFFARD, MD
 Detroit, MI

JAMES E. CARPENTER, MD
 Ann Arbor, MI

ANTHONY COLUCCI, MD
 Detroit, MI

CHRISTOPHER COOKE, MD
 West Bloomfield, MI

JOSEPH H. GUETTLER, MD
 Royal Oak, MI

SADIQ HAQUE, DO
 Detroit, MI

JASON O. HOLCOMB, MD
 Wyandotte, MI

JON A. JACOBSON, MD
 Ann Arbor, MI

BRANDON S. KAKOS, MD
 Troy, MI

KUNAL KALRA, MD
 Detroit, MI

KEITH KENTER, MD
 Kalamazoo, MI

PATRICIA A. KOLOWICH, MD
 Detroit, MI

TERRY LOCK, MD
 Detroit, MI

LISA LOVSE, MD
 Alberta, CA

ALI Y. MAKKI, MD
 Dearborn, MI

JEFFEREY MICHAELSON, MD
 Novi, MI

BRUCE S. MILLER, MD
 Ann Arbor, MI

MARK PINTO, MD
 Chelsea, MI

DAVID PATERSON, MD
 Farmington Hills, MI

DOUGLAS PLAGENS, MD
 Warren, MI

LAURA RAMUS, PT, ATC
 Detroit, MI

DIANA R. SILAS, DO
 West Bloomfield, MI

KRISTY SMITH, MD
 Warren, MI

J. MICHAEL WIATER, MD
 Royal Oak, MI

EDWARD M. WOJTYS, MD
 Ann Arbor, MI

MICHAEL A. YUSAF, MD, FACS
 Auburn Hills, MI

AGENDA AT-A-GLANCE

*Subject to change, click [here](#) for most up-to-date agenda.

WEDNESDAY, JULY 15, 2020

12:00 PM – 5:00 PM	Exhibitor Setup
7:00 PM – 10:00 PM	Faculty Dinner

THURSDAY, JULY 16, 2020

7:00 AM	Check-In/Registration & Breakfast with Exhibitors
8:00 AM	Course Welcome & General Session
9:55 AM – 10:10 AM	Coffee Break with Exhibitors
10:10 AM	General Session
11:45 AM – 12:40 PM	Lunch with Exhibitors *Sponsorship Opportunity
12:40 PM	General Session
2:25 PM – 2:40 PM	Coffee Break with Exhibitors
2:40 PM	General Session
4:15 PM	Adjourn for the Day
4:15 PM – 5:30 PM	Welcome Reception

FRIDAY, JULY 17, 2020

7:00 AM	Check-In & Breakfast with Exhibitors
8:00 AM	General Session
10:00 AM – 10:15 AM	Coffee Break with Exhibitors
10:15 AM	General Session
10:30 AM	Exhibit Dismantle
12:30 PM	Closing Remarks and Meeting Adjourn

EXHIBITOR REFERENCE GUIDE

VENUE

THE INN AT ST. JOHN'S
 44045 Five Mile Road
 Plymouth, MI 48170
 (734) 414-0600

ACCOMMODATIONS

A limited block of rooms has been reserved at The Inn at St. John's at a discounted rate starting at **\$169.00** per night, plus taxes and hotel fees. Guests can make reservations within your block by either phoning the hotel at **734-414-0600**. To receive the group rate, mention "**Detroit Regions Sports Medicine Symposium**" and book by **Wednesday, July 1, 2020**.

IMPORTANT DATES

Hotel Room Block Deadline	Wednesday, July 1, 2020
Exhibitor Application Deadline	Thursday, July 2, 2020
Exhibit Payment Deadline	Monday, July 13, 2020
Exhibitor Showkit Released	Tuesday, June 16, 2020
Exhibit Setup	Wednesday, July 15, 2020 12:00 PM to 5:00 PM
Exhibit Teardown	Friday, July 17, 2020 10:30 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 Rachel Reuter.

EXHIBITOR REFERENCE GUIDE *continued*

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 Monday, July 13, 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

CANCELLATIONS, FEES, & REFUNDS

- Cancellations received in writing by Thursday, July 2, 2020, will be subject to a \$500 cancellation fee.
- There will be no refunds for cancellations requested after Thursday, July 2, 2020.
- If 100% of agreed-upon fee is not received by Monday, July 13, 2020, the application is subject to a \$500 late fee and/or cancellation.

FORE CME CONTACTS

• Exhibit & Grant Information	Rachel Reuter	rreuter@foreonline.org	(512) 777-8250
• Industry/Vendor Registration	Sr. Manager, Corporate Relations		
• Program Manager	Michelle Paradise Program Manager	mparadise@foreonline.org	(813) 541-3067
• Invoicing & Payments	Christine Garner Accounting Assistant	cgarner@foreonline.org	(813) 903-6960



SPONSORSHIP OPPORTUNITIES

- 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
- 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 \$25,000+	GOLD \$10,500	SILVER \$5,500	BRONZE \$4,200
PACKAGE BENEFITS				
Exhibit Space	10' x 20'	10' x 10'	10' x 10'	6' Table-Top
Complimentary Vendor Badges	8	6	4	2
Promotional Take One	Included	Included	Included	Included
Tickets to Faculty Dinner	6	4	4	2
Banner Ad on Meeting App	Included	Included	-	-
Premium Booth Location (First-Come, First-Served)	Included	Included	-	-
Welcome Reception Sponsorship (Exclusive: One Available)	Included	-	-	-
Lanyards or Tote Bags (Choice of One)	Included	-	-	-

À LA CARTE

PRICING

EXHIBIT SPACE

10' x 20'	Includes 10' x 20' exhibit space and two (4) complimentary badges.	\$7,000
10' x 10'	Includes 10' x 10' exhibit space and two (2) complimentary badges.	\$4,500

CME-ACCREDITED EDUCATIONAL OPPORTUNITY

Sawbones Workshops

Sponsor a sawbones workshop. Companies must submit a description of the surgical procedure and products to be used. Sponsorships subject to approval by course chair and/or directors. Sponsor will need to provide product-specific instrumentation, personnel familiar with the instrumentation and technique, sawbones and all necessary equipment needed such as holders and clamps, power equipment and general instruments.

ADVERTISING & PROMOTIONAL OPPORTUNITIES

Non-CME Lunch Symposium	This non-CME time provides your company with the opportunity to format a program with speaker selection designed to specifically enhance your company's marketability. You will have 30 minutes to discuss, demonstrate or debate with program attendees on your preferred device or procedure. Attendees will be notified that this is optional and not for CME credit. Course organizers will provide breakfast/lunch.	\$8,000
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SPONSORSHIP OPPORTUNITIES *continued*

À LA CARTE		Pricing
ADVERTISING & PROMOTIONAL OPPORTUNITIES		
<p>Non-CME Emerging Technology Presentation 5 Available</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. These presentations are 10-minute sessions offered within each session of the agenda.</p>	\$4,000
<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 served basis.</p>	\$3,500
<p>Branded Cups & Cocktail Napkins</p>	<p>Sponsor is responsible for production and shipment 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. Cups and napkins will be used during meals & breaks.</p>	\$3,100
<p>Promotional Take-One</p>	<p>One-piece, maximum size is 8.5" X 11". Production and shipping are the responsibility of the sponsor. Must be approved by FORE.</p>	\$2,500
<p>Keycards Exclusive: One Available</p>	<p>All meeting attendees will receive a room keycard with your company logo at registration. Company 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.</p>	\$2,500
<p>Premium Booth Location Choice First-Come, First Served</p>	<p>Increase your company's visibility with the opportunity to select a premium booth location of your choice. Limited quantities available. Exhibit location spaces will be handled on a first-come, first-served basis. Premium booth locations ensure maximum interaction with course attendees. Premium booth pricing is in addition to the support package of choice.</p>	\$2,000
<p>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 subject to FORE approval.</p>	\$2,000
<p>Notepads Exclusive: One Available</p>	<p>Have your logo imprinted on notepads that will be available for all attendees. This is an item that attendees are certain to use at the conference and take home. Sponsor is responsible for notepad production and shipment to the hotel. Artwork subject to FORE approval.</p>	\$2,000
<p>Door Drop</p>	<p>A promotional message of your choice will be delivered directly to course participants that are staying at the conference hotel. Production and shipping are the responsibility of the sponsor. Must be approved by FORE prior to production.</p>	\$1,500

SPONSORSHIP OPPORTUNITIES *continued*

À LA CARTE		Pricing
ADVERTISING & PROMOTIONAL OPPORTUNITIES		
<p>Tote Bags Exclusive: One Available</p>	<p>This is an item that attendees are certain to use at the conference and take home. Sponsor is responsible for tote bag production and shipment to the hotel. Artwork subject to FORE approval.</p>	\$1,500
<p>Lanyards Exclusive: One Available</p>	<p>All meeting attendees will receive a badge lanyard with your company logo at registration. Company is responsible for producing and providing lanyards two weeks in advance of the first day of the course. One opportunity is available on first come, first serve basis.</p>	\$1,500
<p>Mobile App Banner Ad</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 subject to FORE approval.</p>	\$1,000
<p>Mobile App Push Notifications</p>	<p>Engage meeting attendees with compelling content through push notifications to help boost customer loyalty and raise visibility. Send two notifications directly to meeting attendees, via the FORE Meeting App, at strategic scheduled times. Sponsor will be responsible for providing electronic content based on specifications by FORE. Content subject to FORE approval.</p>	\$750
INDUSTRY REGISTRATION		
<p>Additional Vendor Badges</p>	<p>Allows access to Exhibit Hall & General Session. One badge per person.</p>	\$400 each
FIRST TIME EXHIBITOR DISCOUNT		
<p>25% Off Total Support Spend</p>	<p>First-time exhibitors receive a 25% discount on their total support. For more information and to confirm your eligibility, please contact Rachel Reuter at (512) 777-8250, or at sponsorship@foreonline.org</p>	Based on Eligibility

EXHIBITOR APPLICATION

Please complete Page 9-11 of this application and submit to sponsorship@foreonline.org
 100% of total support is due no later than Monday, July 13, 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 (HOW YOU WILL BE RECOGNIZED ON WEBSITE, ONSITE SIGNAGE, MOBILE APP, & OTHER PROMOTIONAL MATERIALS)		
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: PO Box 865876 Orlando, FL 32886-5876
<input type="checkbox"/>	Wire Transfer – Details will be sent via invoice

SUPPORT OPPORTUNITIES

SUPPORT PACKAGES

<input type="checkbox"/>	Platinum	\$25,000
<input type="checkbox"/>	Gold	\$10,500
<input type="checkbox"/>	Silver	\$5,500
<input type="checkbox"/>	Bronze	\$4,200

À LA CARTE

EXHIBIT SPACE

<input type="checkbox"/>	10' x 20'	\$7,000
<input type="checkbox"/>	10' x 10'	\$4,500

CME-ACCREDITED EDUCATIONAL OPPORTUNITY

<input type="checkbox"/>	Sawbones Workshops	Inquire for pricing
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ADVERTISING OPPORTUNITIES

<input type="checkbox"/>	Non-CME Lunch Symposium	\$8,000
<input type="checkbox"/>	Non-CME Emerging Technology Presentation	\$4,000
<input type="checkbox"/>	Wi-Fi	\$3,500

EXHIBITOR APPLICATION *continued*

ADVERTISING OPPORTUNITIES		
<input type="checkbox"/>	Branded Cups & Cocktail Napkins	\$3,100
<input type="checkbox"/>	Promotional Take-One	\$2,500
<input type="checkbox"/>	Keycards	\$2,500
<input type="checkbox"/>	Premium Booth Location Choice	\$2,000
<input type="checkbox"/>	Mobile App Splash Screen Ad	\$2,000
<input type="checkbox"/>	Notepads	\$2,000
<input type="checkbox"/>	Door Drop	\$1,500
<input type="checkbox"/>	Tote Bags	\$1,500
<input type="checkbox"/>	Lanyards	\$1,500
<input type="checkbox"/>	Mobile App Banner Ad	\$1,000
<input type="checkbox"/>	Mobile App Push Notifications	\$750
INDUSTRY REGISTRATION		
<input type="checkbox"/>	Additional Vendor Badges QTY _____	\$400 each

CANCELLATIONS, REFUNDS, & LATE FEES

- Cancellations received in writing by Thursday, July 2, 2020, will be subject to a \$500 cancellation fee.
- There will be no refunds for cancellations requested after Thursday, July 2, 2020.
- If 100% of agreed-upon fee is not received by Monday, July 13, 2020, the application is subject to a \$500 late fee and/or cancellation.

Continues on Page 11

CONFERENCE MOBILE APP INFORMATION

Please fill out the information below, and send the items needed for your recognition on the *CrowdCompass Attendee Hub* mobile app for this course. If you have any questions, please email sponsorship@foreonline.org.

RECOGNITION/DISPLAY INFO ON APP

COMPANY NAME

COMPANY DESCRIPTION (2,000 CHARACTER MAX)

COMPANY WEBSITE

COMPANY ADDRESS

COMPANY PHONE NUMBER

COMPANY EMAIL

COMPANY LINKEDIN URL

COMPANY FACEBOOK URL

COMPANY TWITTER URL

REQUIREMENTS

Company Logo

Along with this application, please attach a high-resolution logo you'd like to display on the mobile app. Acceptable Files: **JPG, PNG, PDF, or EPS**