



fore

AANA

ARTHROSCOPY ASSOCIATION
OF NORTH AMERICA

2019

E X H I B I T O R

2019

FORE/AANA WORLD SERIES OF LIVE SURGERY

SEPTEMBER 13-15, 2019 | CHICAGO, IL

P R O S P E C T U S



FROM THE SENIOR MANAGER, CORPORATE RELATIONS

Dear Prospective Course Supporter,

On behalf of FORE, AANA, and Course Directors, we invite your company to exhibit at the **2019 FORE/ANNA World Series of Surgery**, which will take place **September 13-15, 2019**, in **Chicago, IL**.

We are pleased to announce this year's course will be coordinated in partnership with the **Arthroscopy Association of North America (AANA)**. Both organizations are committed to the advancement of orthopaedic education and patient care. FORE and AANA will collaborate to bring an innovative experience for 2019 course participants.

This course has been designed to present knee, shoulder, elbow, hip and sports medicine ailments and the most advanced treatment options from nationally and internationally recognized orthopaedic surgeons. Live surgery broadcasts, case presentations and panel discussions will offer the participants the opportunity to interact with faculty and learn the most current solutions to these challenging problems.

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 your support for the orthopaedic community and commitment to educating healthcare professionals about each orthopaedic subspecialty.

For further information on the course, please visit: <https://foreonline.org/worldseries>

We look forward to seeing you in Chicago!

Sincerely,

Rachel Reuter

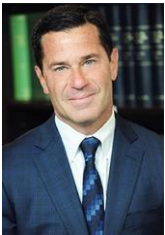
Rachel Reuter
Senior Manager, Corporate Relations
Foundation for Orthopaedic Research & Education
Email: rreuter@foreonline.org
Mobile: 512.777.8250

COURSE FACULTY

COURSE DIRECTORS



NIKHIL VERMA, MD
Professor
Department of Orthopaedic Surgery
Rush University Medical Center
Partner, Midwest Orthopaedics at Rush
Chicago, IL



BRIAN J. COLE, MD, MBA
Associate Chairman and Professor
Department of Orthopedics
Chairman, Department of Surgery
Rush OPH, Shoulder, Elbow and Knee Surgery
Section Head, Cartilage Restoration
Center at Rush
Midwest Orthopaedics at Rush
Chicago, IL



KEVIN E. WILK, PT, DPT, FAPTA
Associate Clinical Director
Champion Sports Medicine
Director, Rehabilitative Research
American Sports Medicine Institute
Birmingham, AL

INVITED FACULTY

BERNARD R. BACH JR., MD
Chicago, IL

ANNE BIERMAN, PT, DPT
Nashville, TN

KEVIN F. BONNER, MD
Virginia Beach, VA

CHARLES BUSH-JOSEPH, MD
Chicago, IL

J. W. THOMAS BYRD, MD
Nashville, TN

JORGE CHAHLA, MD, PHD
Chicago, IL

MARK S. COHEN, MD
Chicago, IL

ALAN CURTIS, MD
Waltham, MA

JULIE DODDS, MD
East Lansing, MI

JOHN J. FERNANDEZ, MD
Chicago, IL

LARRY D. FIELD, MD
Jackson, MS

BRIAN FORSYTHE, MD
Chicago, IL

RACHEL M. FRANK, MD
Boulder, CO

MATTHEW GAUTHIER, PT, DPT
Chicago, IL

GRANT E. GARRIGUES, MD
Durham, NC

MARK H. GETELMAN, MD
Van Nuys, CA

TIMOTHY HEWETT, PHD
Rochester, MN

BRYAN T. KELLY, MD
New York, NY

JOHN D. KELLY, IV, MD
Philadelphia, PA

AARON J. KRYCH, MD
Rochester, MN

CHRISTIAN LATTERMANN, MD
Lexington, KY

PHIL MALLOY, PHD, PT
Chicago, IL

MOLLY MALLOY, PT
Chicago, IL

HAL MARTIN, DO
Dallas, TX

RICHARD C. MATHER III, MD
Durham, NC

AUGUSTUS MAZZOCCA, MD
Farmington, CT

THOMAS MCDEVITT, PT, DPT
Chicago, IL

LOUIS MCINTYRE, MD
Tarrytown, NY

GREGORY P. NICHOLSON, MD
Chicago, IL

RUSS PAINE, PT
Houston, TX

MATTHEW PROVENCHER, MD
Boston, MA

MICHAEL REINOLD, PT, DPT
Boston, MA

MICHAEL J. SALATA, MD
Cleveland, OH

DAN SCHLOSS, DPT
Chicago, IL

NICHOLAS SGAGLIONE, MD
Great Neck, NY

SETH L. SHERMAN, MD
Columbia, MO

LYNN SNYDER-MACKLER, PT, ATC
Newark, DE

KRYSTIN TAYLOR, DPT
Chicago, IL

SCOTT W. TRENHAILE, MD
Rockford, IL

BRIAN WATERMAN, MD
Winston-Salem, NC

ADAM B. YANKE, MD
Chicago, IL

AGENDA AT-A-GLANCE

**Subject to Change*

THURSDAY, SEPTEMBER 12, 2019

TBD Exhibitor Setup

FRIDAY, SEPTEMBER 13, 2019

| | |
|----------------------------|--|
| 6:00 AM – 7:00 AM | Registration & Breakfast with Exhibitors |
| 7:00 AM – 8:10 AM | Live Surgery Broadcast |
| 8:10 AM – 9:45 AM | General Session – Session I: Shoulder |
| 9:45 AM – 10:15 AM | Coffee Break with Exhibitors |
| 10:15 AM – 11:15 AM | Live Surgery Broadcast |
| 11:15 AM – 12:50 PM | General Session – Session II: Shoulder Continued |
| 12:50 PM – 2:00 PM | Lunch & Live Surgery Broadcast |
| 2:00 PM – 5:00 PM | General Session – Session III: Concurrent Physician/Therapy Tracks |
| 3:15 PM – 3:45 PM | Coffee Break with Exhibitors |
| 3:45 PM – 5:00 PM | Live Surgery Broadcast |
| 5:00 PM | Closing Remarks & Adjourn |
| 5:00 PM – 6:30 PM | Welcome Reception |

SATURDAY, SEPTEMBER 14, 2019

| | |
|----------------------------|---|
| 6:00 AM – 7:00 AM | Breakfast with Exhibitors |
| 7:00 AM – 8:00 AM | Live Surgery Broadcast |
| 8:00 AM – 9:45 AM | General Session – Session IV: TBD |
| 9:45 AM – 10:15 AM | Coffee Break with Exhibitors |
| 10:15 AM – 11:15 AM | Live Surgery Broadcast |
| 11:15 AM – 12:45 PM | General Session – Session V: ACL Injuries |
| 12:45 PM – 2:00 PM | Lunch & Live Surgery Broadcast |
| 2:00 PM – 2:30 PM | Coffee Break with Exhibitors |
| 2:30 PM – 5:15 PM | General Session – Session VI: Concurrent Physician/Therapy Tracks |
| 3:45 PM – 4:40 PM | Live Surgery Broadcast |
| 5:15 PM | Adjourn for the Day |

SUNDAY, SEPTEMBER 15, 2019

| | |
|---------------------------|---|
| 6:00 AM – 7:00 AM | Breakfast with Exhibitors |
| 7:00 AM – 9:30 AM | General Session - Session VII: Hip |
| 9:30 AM – 10:00 AM | Coffee Break with Exhibitors |
| 10:00 AM | Exhibit Dismantle |
| 10:00 AM – 11:00 AM | General Session – Session VIII: Hip Continued |
| 11:00 AM | Course Adjourns |

EXHIBITOR REFERENCE GUIDE

VENUE

The Mid-America Club
200 East Randolph Drive, 80th Floor
Chicago, Illinois
(312) 861-1100

ACCOMMODATIONS

Hyatt Regency Chicago
151 E Wacker Drive
Chicago, Illinois 60601
(312) 565-1234

A limited block of rooms has been reserved at the Hyatt Regency Chicago at a discounted rate starting at **\$289.00** per night, plus taxes and hotel fees. Guests can make reservations within your block by calling the hotel and mentioning **FORE** to receive the group rate, **before August 20, 2019**.

IMPORTANT DATES

| | |
|--------------------------------|---------------------------------------|
| Exhibitor Application Deadline | Friday, August 30, 2019 |
| Exhibit Payment Deadline | Monday, September 9, 2019 |
| Exhibitor Showkit Released | Tuesday, August 13, 2019 |
| Exhibit Setup | Thursday, September 12 Time TBD |
| Exhibit Teardown | Sunday, September 15, 2019 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.

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, September 9, 2019.

CANCELLATIONS & REFUNDS

- Cancellations received in writing by Tuesday, August 13, 2019 will be subject to a \$500 cancellation fee.
- There will be no refunds for cancellations requested after Tuesday, August 13, 2019.
- If 100% of agreed-upon fee is not received by Monday, September 9, 2019, 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 | | | |
| • Program Manager | Michelle Paradise | mparadise@foreonline.org | (813) 541-3067 |
| • Invoicing & Payments | Amber Dunn | adunn@foreonline.org | (574) 253-8261 |

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 Spaces include 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 | DIAMOND \$45,000 | PLATINUM \$15,000 | GOLD \$10,000 | SILVER \$7,000 | BRONZE \$5,200 |
|--|---------------------|----------------------|------------------|-------------------|-------------------|
| BENEFITS | | | | | |
| Exhibit Space | 10'x20' | 10'x20' | 10'x10' | 10'x10' | 6' Table-Top |
| Complimentary Vendor Badges | 8 | 8 | 6 | 4 | 2 |
| Promotional Take One | Included | Included | Included | Included | Included |
| Lanyards or Tote Bag, or Room Door Drop (Choose 1, First come, first served) | 1 | 1 | 1 | - | - |
| Mobile App Banner Ad | 1 | 1 | - | - | - |
| Live Surgery Broadcast | 1 | - | - | - | - |

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PRICING

EXHIBIT SPACE

| | | |
|---------------------|--|---------|
| 10'x20' | <ul style="list-style-type: none"> • 10'x 20' space • One 6' table, two chairs • Four complimentary vendor badges | \$8,250 |
| 10'x10' | <ul style="list-style-type: none"> • 10'x 10' space • One 6' table, two chairs • Two complimentary vendor badges | \$5,800 |
| 6' Table Top | <ul style="list-style-type: none"> • One 6' table, two chairs • Two complimentary vendor badges | \$3,800 |

ADVERTISING OPPORTUNITIES

| | | |
|-------------------------------|--|---------------------------|
| Live Surgery Broadcast | <p>Sponsor a live surgery broadcast during the course. Companies must submit a description of the surgical procedure, products to be used, and the name of the surgeon. Sponsorships subject to approval by course chair and/or directors. Sponsorship of the live surgery broadcast includes:</p> <ul style="list-style-type: none"> • Coordination of schedule, planning, logistics, testing, and broadcast with the surgeon and hospital staff • All equipment and technicians required for the broadcast • Promotion of the live surgery to meeting attendees • Copy of the surgery footage, both raw & edited | Please Call for More Info |
|-------------------------------|--|---------------------------|

SPONSORSHIP OPPORTUNITIES *continued*

| À LA CARTE | | Pricing |
|--|---|----------|
| ADVERTISING OPPORTUNITIES | | |
| <p>Non-CME Lunch Symposium Exclusive: One Available</p> | <p>This non-CME activity provides your company with the opportunity to format a program utilizing your own speakers to specifically enhance your company's marketability. You will have 30 minutes to discuss, demonstrate, or debate with program attendees. Attendees will be notified that this is optional and not for CME credit Course organizers will provide lunch.</p> | \$10,000 |
| <p>Welcome Reception Sponsorship Exclusive: One Available</p> | <p>Exclusive sponsorship of the reception includes company-branded cocktail napkins, water cups, and signage. Sponsor will be given the opportunity to address the audience with the Course Director for introductions and welcoming remarks.</p> | \$8,000 |
| <p>Wi-Fi Exclusive: One Available</p> | <p>This sponsorship provides free Wi-Fi services to all conference attendees in the meeting space. Company can create a customizable network name and/or password for the Wi-Fi network, based on meeting space requirements.</p> | \$5,500 |
| <p>Branded Coffee Cups, Water 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> | \$3,000 |
| <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. 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. One opportunity is available on a first-come, first-serve basis.</p> | \$3,000 |
| <p>Pull Up Banners</p> | <p>Includes two pop-up banners, no larger than 33" x 80" which can be placed in the main lobby and upstairs in the Florida Ballroom pre-function space. Pull-up banners Cannot be placed near the registration desk. Production and shipping are the responsibility of the sponsor. Must be approved by FORE.</p> | \$2,500 |
| <p>Room Door Drop</p> | <p>Have a selected piece of advertising included in one nightly room drop to hotel guests attending the conference. 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> | \$2,500 |
| <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>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. One opportunity is available on a first-come, first-serve basis. Artwork must be submitted to FORE in advance for approval.</p> | \$2,500 |
| <p>Lanyards Exclusive: One Available</p> | <p>All meeting attendees will have the option of a badge lanyard with your company logo at registration. Company is responsible with providing lanyards two weeks in advance of the first day of the course. One opportunity is available on a first-come, first-serve basis.</p> | \$2,500 |

SPONSORSHIP OPPORTUNITIES *continued*

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Pricing

ADVERTISING OPPORTUNITIES

New!
Mobile App Splash Screen Ad
 Exclusive: One Available

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.

\$2,500

New!
Mobile App Banner Ad
 Limited: Five Available

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.

\$1,500

New!
Mobile App Push Notification

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. Maximum 140 characters. Content subject to FORE approval.

\$750

INDUSTRY REGISTRATION

Additional Vendor Badges

Allows access to Exhibit Hall & General Session. One badge per person.

Exhibitor Badge Policy: 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.

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. Staff names should be submitted in writing to FORE at sponship@foreonline.org no later than 1 week prior to the course.

\$550 each

FIRST TIME EXHIBITOR DISCOUNT

25% Off Total Support Spend

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 rreuter@foreonline.org

Based on Eligibility

EXHIBITOR APPLICATION

Please complete Page 7 & 8 of this application and submit to reuter@foreonline.org

100% of total support is due no later than Monday, September 9, 2019. 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.

- Credit Card – Details will be sent via invoice
- 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
- Wire Transfer – Details will be sent via invoice

SUPPORT OPPORTUNITIES

SUPPORT PACKAGES

- | | | |
|--------------------------|----------|-----------|
| <input type="checkbox"/> | Platinum | \$15,000+ |
| <input type="checkbox"/> | Gold | \$10,000 |
| <input type="checkbox"/> | Silver | \$7,000 |
| <input type="checkbox"/> | Bronze | \$5,200 |

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EXHIBIT SPACE

- | | | |
|--------------------------|--------------|---------|
| <input type="checkbox"/> | 10'x20' | \$8,250 |
| <input type="checkbox"/> | 10'x10' | \$5,800 |
| <input type="checkbox"/> | 6' Table Top | \$3,800 |

INDUSTRY REGISTRATION

Number of Complimentary Vendor Badges included with sponsorship (Pg. 5) _____

Number of Additional Vendor Badges to be purchased _____ x **\$400 each** = \$ _____

Please register the first 2 Complimentary Vendor Badges below.

For additional badges, please submit the representative's name & email address to reuter@foreonline.org.

REPRESENTATIVE 1 NAME _____

REPRESENTATIVE 1 EMAIL _____

REPRESENTATIVE 2 EMAIL _____

REPRESENTATIVE 2 EMAIL _____

EXHIBITOR APPLICATION *continued*

ADVERTISING OPPORTUNITIES

| | | |
|--------------------------|---|---------------------------|
| <input type="checkbox"/> | Live Surgery Broadcast | Please Call for More Info |
| <input type="checkbox"/> | Non-CME Lunch Symposium | \$10,000 |
| <input type="checkbox"/> | Welcome Reception Sponsorship | \$8,000 |
| <input type="checkbox"/> | Wi-Fi | \$5,500 |
| <input type="checkbox"/> | Branded Coffee Cups, Water Cups, & Cocktail Napkins | \$3,000 |
| <input type="checkbox"/> | Branded Hotel Room Keycards | \$3,000 |
| <input type="checkbox"/> | Pull Up Banners | \$2,500 |
| <input type="checkbox"/> | Room Door Drop | \$2,500 |
| <input type="checkbox"/> | Promotional Take One | \$2,500 |
| <input type="checkbox"/> | Tote Bags | \$2,500 |
| <input type="checkbox"/> | Lanyards | \$2,500 |
| <input type="checkbox"/> | Mobile App Splash Screen Ad | \$2,500 |
| <input type="checkbox"/> | Mobile App Banner Ad | \$1,500 |
| <input type="checkbox"/> | Mobile App Push Notification | \$750 |

CANCELLATIONS, REFUNDS, & LATE FEES

- Cancellations received in writing by Tuesday, August 13, 2019 will be subject to a \$500 cancellation fee.
- There will be no refunds for cancellations requested after Tuesday, August 13, 2019.
- If 100% of agreed-upon fee is not received by Monday, September 9, 2019, the application is subject to a \$500 late fee and/or cancellation.