

2010



American Society of Spine Radiology *Annual Symposium*

Wynn LAS VEGAS

Las Vegas, Nevada

February 18 – 21, 2010

Exhibitor Prospectus



ABOUT THE SYMPOSIUM

The American Society of Spine Radiology 2010 Annual Symposium provides a forum for presentation and discussion of new and important developments in spine radiology. Keynote addresses and topically-organized focus sessions concentrate upon various aspects of diagnostic and interventional spine techniques. Nationally and internationally recognized experts will share their experience through didactic lectures, discussions, case-based reviews, and hands-on workshops. Scientific sessions will address the newest applications and techniques in spine imaging and intervention, while electronic posters and abstract sessions will present new and exciting investigations in spine research. Young investigators can submit their original work for consideration in the Mentor Award Program, or compete for awards for either the best scientific or electronic poster presentation.

Diagnostic Spine Sessions will highlight the latest in MR and CT imaging advances, stressing their practicality in everyday imaging as well as the potential for future clinical applications. **Interventional Spine Sessions** will be interspersed with hands-on workshops so that participants will have the opportunity to hone their spine interventional skills.

Breakfast & Learn and *Lunch & Learn* sessions will compliment the formal scientific program and will address specific technical advances in imaging and/or interventional procedures and products.

Companies interested in sponsoring a Hands-on Workshop should contact Dr. Gregory W. Petermann, ASSR President-Elect, at gregp@lava.net. These opportunities are limited and will be scheduled on a first-come, first served basis.

TARGET AUDIENCE

This CME activity is intended and designed to educate radiologists, neuroradiologists, musculoskeletal radiologists, interventional radiologists, spine surgeons, pain management and rehabilitation physicians, anesthesiologists, as well as fellows and residents-in-training in these specialties. Course material is also targeted at allied health professionals, including physician assistants and nurse practitioners, who specialize, or have particular interest, in conditions affecting the spine.



OPPORTUNITIES TO PARTICIPATE....

Because, as the premier meeting in spine radiology, the ASSR 2010 Annual Symposium is the perfect opportunity for you to showcase your company's products and services to an estimated attendance of over 300 radiologists, neuroradiologists, musculoskeletal radiologists, interventional radiologists, spine surgeons, pain management and rehabilitation physicians, and anesthesiologists.

Get more out of your ASSR 2010 Annual Symposium experience by increasing your company's exposure through the following sponsorship opportunities described below! In order to acknowledge sponsorships in the ASSR 2010 Annual Symposium registration/housing brochure, commitments must be received by September 30, 2009.

SPONSORSHIP OPPORTUNITIES

- **3 Breakfast & Learn Sessions** - (\$6,000 each)- These 30-minute non-CME accredited sessions will be held Friday, Saturday, and Sunday, February 19, 20, and 21, 2010 and will include continental breakfast. Sponsors select the topic and faculty, with approval from the ASSR.
- **3 Lunch & Learn Sessions** - (\$8,000 each)- These 60-minute non-CME accredited sessions will be held Thursday, Friday, and Saturday, February 18, 19, and 20, 2010 and will include box lunches. Sponsors select the topic and the faculty, with approval from the ASSR.
- **Welcome Reception** - (\$7,000)- Open to all registered attendees and registered guests, held the evening of Thursday, February 19, 2010 in the Technical Exhibit area.
- **Faculty Dinner** - (\$8,000)- Invited Faculty, their guests, the ASSR Executive Committee and their guests are invited to attend. The dinner will be held the evening of Friday, February 19, 2010 at a location yet to be determined within the Wynn Las Vegas. Sponsorship includes attendance at the dinner for up to 3 company representatives.
- **Closing Party** - (\$8,000)- Open to all registered attendees and registered guests, held the evening of Saturday, February 20, 2010 at a location yet to be determined.
- **4 Coffee/Refreshment Breaks** - (\$6,000) - Held on Thursday, Friday, Saturday, and Sunday, February 18, 19, 20 and 21, 2010 in the Technical Exhibit area.
- **Syllabus** - (\$4,000)- The syllabus is given onsite to all registered physician attendees.

BENEFITS OF SPONSORSHIP:

- Tabletop exhibit in Technical Exhibit Area
- Registration for the first three company representatives. The registration fee for additional representatives is \$400 per person.
- Acknowledgement in the Syllabus and on signage.
- One set of registrant mailing labels, upon request (sent approximately one month prior to Symposium).
Please Note: Registrant labels are to be used only for promoting involvement in the ASSR 2010 Annual Symposium. A sample of the mailing must be sent to the ASSR headquarters office for approval before labels will be sent.
- Printed list of registered attendees sent approximately one month after the Symposium.

EXHIBIT ONLY

Companies not interested in any of the sponsorship opportunities can still benefit by reserving exhibit space in the Technical Exhibit area for a fee of \$4,000.

The Technical Exhibit area will be open Thursday, Friday, Saturday, and Sunday, February 18, 19, 20, and 21, 2010 beginning with continental breakfast and continuing through the end of each day's scientific program. Teardown may not begin until after the morning coffee break on Sunday, February 21, 2010.

BENEFITS OF EXHIBITING:

- Registration for the first three company representatives. The registration fee for additional representatives is \$400 per person.
- Acknowledgement in the Syllabus and on signage.
- Registered attendee list sent approximately one month after the Symposium.

UNRESTRICTED EDUCATIONAL GRANTS

Companies interested in providing an Unrestricted Educational Grant to help offset the general expenses of the Symposium should contact Dr. Gregory W. Petermann at 808/536-1702 or gregp@lava.net for further information.

NOT ABLE TO ATTEND?

Companies not able to attend can still be recognized as a corporate sponsor in all official onsite materials, including the Syllabus and signage, with a contribution of an unrestricted educational grant in the amount of at least \$500.

HANDS-ON WORKSHOPS (\$5,000)

If your company would be interested in sponsoring a Hands-On Workshop, please contact ASSR President-Elect, Dr. Gregory W. Petermann, at 808/536-1702 or gregp@lava.net for further information. These opportunities are limited, and will be scheduled on a first-come, first-served basis.

- Workshop attendees must be registered to attend the Symposium
- The Workshop fee is separate from other sponsorship fees
- Workshop sponsors are responsible for all costs associated with the Workshop
- ASSR is not responsible for Workshop content

IF YOU HAVE ANY QUESTIONS:

Elizabeth Trombetta, CMP

American Society of Spine Radiology

c/o Educational Symposia

5620 W Sligh Ave • Tampa, FL 33634

(813) 806-1018 Direct / (928) 832-1018 e-Fax

etrombetta@edusymp.com

Ken Cammarata, Business Manager

American Society of Spine Radiology

2210 Midwest Rd., Suite 207 • Oak Brook IL 60523-8205

(630) 574-0220 Ext. 226 Direct / (630)574-0661 Fax

kcammarata@asnr.org

UNOFFICIAL SOCIAL FUNCTIONS, PROMOTIONAL EVENTS

The American Society of Spine Radiology must approve all social functions, hospitality suites and promotional events not officially part of the ASSR 2010 Annual Symposium.

EXHIBIT SCHEDULE

(Schedule Subject To Change)

Wednesday, February 17, 2010

Exhibitor Registration and Set-up

2:00 PM to 5:00 PM

Thursday, February 18, 2010

Exhibits Open

7:00 AM to 1:00 PM

Friday, February 19, 2010

Exhibits Open

7:00 AM to 1:00 PM

Saturday, February 20, 2010

Exhibits Open

7:00 AM to 1:00 PM

Sunday, February 21, 2010

Exhibits Open

7:00 AM to 11:00 AM

Exhibit Tear Down

11:00 AM to 2:00 PM

EXHIBITOR REGISTRATION, SET-UP AND DISMANTLING

Each exhibitor must be registered. Exhibitor badges may be picked up at the ASSR registration desk. Exhibits must be set up by 5:00 PM Wednesday and removed by 2:00 PM Sunday.

EXHIBITOR/SPONSORSHIP APPLICATION

Companies responding with sponsorship commitments prior to September 30, 2009 will be acknowledged in the ASSR 2010 Annual Symposium brochure.

Company Name _____

Contact Name _____

Contact Phone _____ Contact Email _____

CREDIT CARD TYPE:    

Credit Card Number _____ Expiration Date _____

Name On Credit Card _____

Billing Address _____

City _____ State _____ Zip _____

- Exhibit Only Fee \$4,000 Exhibit Only Fee - Booksellers \$500
 Hands-On Workshop Fee - \$5,000

SPONSORSHIP OPPORTUNITIES (INCLUDES EXHIBIT)

- Breakfast & Learn Session - \$6,000 4 Coffee/Refreshment Breaks - \$6,000
 Lunch & Learn Session - \$8,000 Welcome Reception - \$7,000
 Faculty Dinner - \$8,000 Closing Party - \$8,000
 Syllabus - \$4,000

Support of one of the listed opportunities requires a Written Agreement of Commercial Support be completed and returned. The form will be forwarded upon receipt of this application.

Check should be made payable to the ASSR and mailed to: Elizabeth Trombetta, CMP
c/o Educational Symposia, 5620 West Sligh Avenue, Tampa, FL 33634-4490

Companies contributing educational grants of at least \$4,000 (\$500 for booksellers) are entitled to a tabletop display in the exhibit area. A standard 6-foot draped and skirted table, 2 chairs and wastebasket will be provided. Registration fee is waived for the first three company representatives with a contribution of at least \$4,000. Registration fee for additional representatives is \$400 each. Upon receipt of this application an Exhibitor Information Form will be sent to you with hotel contact information, electrical service request, and shipping instructions.

INDEMNITY AND HOLD HARMLESS AGREEMENT

It is hereby agreed that said company listed above will exhibit at the ASSR 2010 Annual Symposium for the duration of the meeting. It is further agreed that said company shall Indemnify, Defend and Hold Harmless the ASSR's and Educational Symposia's servants and employees from any and all lawsuits, damages and claims arising out of injury or damages to displays, equipment and other property brought upon the hotel premises for said meeting.

Name (please type or print) _____ Title _____

Authorized Signature _____ Date _____

ASSR TAX ID# 91-1996464

RULES AND REGULATIONS

Arrangements of Exhibits

Exhibits should not project beyond the space allotted. No interference with the light or space of other exhibitors will be permitted. Exhibitor is responsible for damage to property (see Responsibility Agreement Form). No signs or other articles shall be posted, nailed or otherwise attached to any of the pillars, walls, doors, etc. in such manner as to deface or destroy them. No attachments shall be made to the floors by nails, screws, or any other device. All space is leased subject to these restrictions.

Display Requirements and Restrictions

American Society of Spine Radiology retains the right to deny the exhibition of inappropriate items and products. Please contact the Exhibits Manager with any questions.

Irregular Canvassing and Distribution of Advertising Matter
Solicitation of business except by exhibiting firms is prohibited. Exhibitors are urged to report to the ASSR registration desk any violations of this rule. Canvassing by exhibitors outside of their booths is also forbidden. No circulars or advertising matter of any description shall be distributed except from the exhibitor's booth.

Subletting of Space

No subletting of space will be permitted. Each firm represented in the exhibit must sign the Exhibit Application and Responsibility Agreement Form. Any person or firm subletting space, as well as the one purchasing space, will be subject to eviction. No refunds will be made.

Uncontrollable Eventualities

American Society of Spine Radiology will take all reasonable precautions against damage or loss by fire, water, storm, theft, strike, or any other emergencies of that nature but does not guarantee or insure the exhibitor against loss by reason thereof (see Responsibility Agreement Form).

RESPONSIBILITY AGREEMENT FORM

Please read the following statements thoroughly and sign below. Exhibit Space cannot be assigned unless this form contains an authorized signature.

The exhibitor assumes all responsibility for any and all loss, theft or damage to exhibitor's displays, equipment and other property while at Wynn Las Vegas, and hereby waives any claim or demand it may have against Wynn Las Vegas or its affiliates, the American Society of Spine Radiology and Educational Symposia arising from such loss, theft or damage. In addition, the exhibitor agrees to defend

indemnify and hold harmless the American Society of Spine Radiology, Educational Symposia and Wynn Las Vegas and their respective parent, subsidiary and other related or affiliated companies from and against any liabilities, obligations, claims, damages, suits, costs and expenses, including, without limitation, attorney's fees and costs, arising from or in connection with the exhibitor's occupancy and use of the exhibition premises or any part thereof or any negligent act, error or omission of the exhibitor or its employees subcontractors or agents.

We/I have read and agree to abide by all requirements, restrictions and obligations set forth in the ASSR 2010 Annual Symposium Exhibitor Information, the policies governing exhibitors, those on this application, and those which may be set forth in the future in connection with the ASSR 2010 Annual Symposium. We / I further acknowledge that the American Society of Spine Radiology reserves the right to reject, at its discretion, any application to exhibit.

Company Name: _____

Authorized Signature: _____

Please Print Name: _____

Title: _____ Date: _____

Please return this form, along with the Exhibitor Application and credit card information (if applicable), by fax or (928) 832-1018 or email to etrombeta@edusymp.com

ACCOMMODATIONS

The \$2.7 Billion Wynn Las Vegas Resort, a luxury hotel and casino, brings elegance, style and uniqueness to the Las Vegas Strip. It is a concept of Stephen Wynn who is also responsible for the development of Bellagio, The Mirage and Treasure Island resorts. Exclusive to Resort guests and located on the Resort property is the Wynn Country Club, an 18-hole par 70 championship golf course designed by Tom Fazio and Steve Wynn. Each hole is a unique environment unto itself with 11 holes encountering water and the 18th hole highlighted by a breathtaking 35-foot waterfall that backs the final green. Shopping options include retail boutiques featuring world renowned brands such as Brioni, Cartier, Chanel, Dior, Ferrari, Graff, Jo Malone, John-Paul Gaultier, Judith Leiber, Louis Vuitton, Manolo Blahnik and Oscar de la Renta. The Fashion Show Mall is easily accessible from the Resort by a connecting bridge and features over 250 specialty and department stores. A full-service spa, salon and fitness center is a world-class setup with advanced cardiovascular equipment, 45 treatment rooms, a full service beauty salon and private men's barber salon. Over a dozen restaurants offer a variety of distinctive dining options and are home to many celebrity chefs. The resort also includes nightclubs, lounges and multiple pools surrounded by sculptured gardens. Franco Dragone presents his latest theatrical creation titled Le Reve in the 2,100 seat theatre-in-the round where the furthest seat from the stage is only 42 feet.

Spacious rooms average 640 sq. ft. with ceiling to floor windows, providing views of the property's private mountain and lake or the golf course. There is a seating area with couch and ottoman, dining table and chairs, a flat screen, high-definition television, cordless phone, fax and high speed Internet access. Bathrooms include a LCD television, his and her sinks, a soaking tub and glass shower.



Make your reservation as soon as possible as our room block may sell out prior to the cut-off date of January 18, 2010. After this date, reservations will be accepted at the discretion of the hotel, on a space and rate available basis.

Remember to identify yourself as a registrant of the ASSR 2010 Annual Symposium in order to qualify for the special discounted group room rate.

ACCOMMODATIONS

Call for Reservations: (866) 770-7555

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Wynn Las Vegas • Las Vegas, NV • February 18 - 21, 2010

SPECIAL DISCOUNTED GROUP ROOM RATE:

Single/Double Occupancy
\$219.00 Per Night

CHECK PREFERENCES:

- Smoking King Bed
 Non-Smoking 2 Queen Beds

Reservations must be made before January 18, 2010. Group room rates may be available three (3) days prior and after meeting, subject to availability and confirmation by the hotel. Please note that these rates do not reflect the current Clark County room tax of 12% per room per night. Each additional person in room is \$35.00 per night. **Deposit:** Credit cards will be charged first night of room and tax charges per room at time of reservation. **Cancellations:** All cancellations, arrival and departure date changes must be made 48 hours or more prior to scheduled arrival date/time to avoid penalties. Early departure fee is \$75. Check-in time is 3:00 p.m.; Check-out time is 11:00 a.m.





Name _____

Mailing Address _____

City _____ State _____ Zip _____

Daytime Phone _____ Fax _____

Date of Arrival _____ Time of Arrival _____ Date of Departure _____ Time of Departure _____

I prefer to pay with the following credit card the amount of first night's stay, plus tax:    

Card Number _____ Expiration Date _____

Authorization Signature _____

(Your signature is your authorization to charge this credit card)

After January 18, 2010, request for room reservations will be on a space/rate available basis. Rates are based on single/double occupancy. To reserve your room using a credit card, you may call the hotel directly at 1-866-770-7555. Or, you may complete the form and mail with your credit card information to: Wynn Las Vegas, 3131 Las Vegas Blvd., South, Las Vegas, NV 89109. Mark envelope "Attention Reservations". **IF YOU MAIL YOUR RESERVATION, MAKE SURE TO CALL THE HOTEL FOR YOUR CONFIRMATION NUMBER.** Credit cards will be charged first night of room and tax charges per room at time of reservation. Remember to identify yourself as a registrant of the "ASSR 2010 Annual Symposium" February 18 - 21, 2010 in order to qualify for the special discounted group room rates. Guests who confirm reservations with a credit card will have 48 hours prior to arrival (local hotel time) in which to cancel a reservation without penalty. The deposit is refundable if cancelled prior to this time. Any guest who fails to cancel a reservation 48 hours in advance or is a "no show" will be charged. Call Professional Travel (official travel agency) at (800) 237-7230 (toll-free, U.S. & Canada) or (813) 806-1050 (direct) if you have any questions or problems making your hotel reservations or prefer alternate accommodations. Please photocopy this form for additional registrants.



SAVE THE DATE

ASSR 2011 Annual Symposium

February 23 – 26, 2011

Wednesday - Saturday

Sheraton Waikiki Resort

Honolulu, Hawaii



www.TheASSR.org