SMISS
Annual Forum 23

OCTOBER 5–7, 2023
THE BELLAGIO | LAS VEGAS, NV

PRESIDENT
Frank Phillips, MD

2023 ANNUAL FORUM DIRECTORS
Hyun Bae, MD
Brandon Carlson, MD, MPH
John Chi, MD, MPH
Elizabeth Yu, MD
THE SOCIETY FOR MINIMALLY INVASIVE SPINE SURGERY (SMISS) is the leading organization supporting the specialty of minimally invasive spine surgery.

Come to Las Vegas October 5–7 and connect face-to-face with surgeons from around the globe at the 2023 SMISS Annual Forum.

SMISS offers many opportunities to link attendee experiences to your brand and avenues to position your company as a thought leader. Support opportunities of all types and at all price points are available.

Don't miss out on this premier scientific and educational event and your opportunity to spotlight your products and services to the targeted audience of leaders in minimally invasive spine surgery.

**Reserve your booth space today!**

### KEY DATES

<table>
<thead>
<tr>
<th><strong>JULY</strong></th>
<th><strong>AUGUST</strong></th>
<th><strong>SEPTEMBER</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>18</td>
<td>4</td>
</tr>
</tbody>
</table>

- Applications Due
- Booth Assignments & Service Kits Emailed
- Housing Deadline
### Opportunities at-a-Glance

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Price</th>
<th>Details on</th>
</tr>
</thead>
<tbody>
<tr>
<td>10x10 Exhibit Spaces</td>
<td>$6,950</td>
<td>8</td>
</tr>
<tr>
<td>Hospitality Suites: One Day</td>
<td>$6,000</td>
<td>8</td>
</tr>
<tr>
<td>Two Days</td>
<td>$10,000</td>
<td>8</td>
</tr>
<tr>
<td><strong>Lab Opportunities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Innovative Technologies Lab Station or Endoscopic Techniques Lab Station</td>
<td>$22,450</td>
<td>8</td>
</tr>
<tr>
<td><strong>Workshop Opportunities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>EXCLUSIVE</strong> Young Surgeon Lunch Workshop</td>
<td>$12,950</td>
<td>8</td>
</tr>
<tr>
<td>Technology Workshop with Breakfast</td>
<td>$10,500</td>
<td>8</td>
</tr>
<tr>
<td><strong>Technology Update Opportunities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technology Update</td>
<td>$5,500</td>
<td>8</td>
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<tr>
<td><strong>Eblast Opportunities</strong></td>
<td></td>
<td></td>
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<tr>
<td>Database Survey</td>
<td>$5,000</td>
<td>8</td>
</tr>
<tr>
<td><strong>EXCLUSIVE</strong> Eblast to SMISS Database</td>
<td>$4,950</td>
<td>8</td>
</tr>
<tr>
<td>Banner Ad in Monthly SMISS Newsletter</td>
<td>$4,500</td>
<td>8</td>
</tr>
<tr>
<td><strong>EXCLUSIVE</strong> Eblast to SMISS Forum Registrants</td>
<td>$3,750</td>
<td>8</td>
</tr>
<tr>
<td>Banner Ad in Eblast to SMISS Forum Registrants</td>
<td>$3,000</td>
<td>8</td>
</tr>
<tr>
<td><strong>SMISS.org Opportunities</strong></td>
<td></td>
<td></td>
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<tr>
<td>Featured Surgical Techniques Video</td>
<td>$5,000</td>
<td>8</td>
</tr>
<tr>
<td>Featured Surgical Case Study</td>
<td>$4,000</td>
<td>8</td>
</tr>
<tr>
<td>Banner Ad on SMISS.ORG Website</td>
<td>$3,500</td>
<td>8</td>
</tr>
<tr>
<td><strong>SMISS Forum Guide Advertisments</strong></td>
<td></td>
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</tr>
<tr>
<td>Forum Guide Full Page Ad</td>
<td>$3,000</td>
<td>9</td>
</tr>
<tr>
<td>Forum Guide Half Page Ad</td>
<td>$1,750</td>
<td>9</td>
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<tr>
<td><strong>Social Media Opportunities</strong></td>
<td></td>
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<tr>
<td>Social Media Video Spotlight</td>
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<tr>
<td>Social Media Post</td>
<td>$950</td>
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<tr>
<td><strong>On-Site Marketing Opportunities</strong></td>
<td></td>
<td></td>
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<tr>
<td>Welcome Reception</td>
<td>$7,500</td>
<td>9</td>
</tr>
<tr>
<td>Wireless Internet Access</td>
<td>$5,950</td>
<td>9</td>
</tr>
<tr>
<td>Beverage Break</td>
<td>$5,000</td>
<td>9</td>
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<tr>
<td>Conference Bags</td>
<td>$3,950</td>
<td>9</td>
</tr>
<tr>
<td>Badge Lanyards</td>
<td>$3,950</td>
<td>9</td>
</tr>
<tr>
<td>Java Jackets or Napkins for Refreshment Breaks</td>
<td>$3,950</td>
<td>9</td>
</tr>
<tr>
<td>Notepads or Pens</td>
<td>$3,950</td>
<td>9</td>
</tr>
<tr>
<td>Lateral Access Surgery Pioneer Award</td>
<td>$3,500</td>
<td>9</td>
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<tr>
<td><strong>Young Surgeon Opportunities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Young Surgeon Dodgeball Tournament Event</td>
<td>$25,000</td>
<td>9</td>
</tr>
<tr>
<td>Resident, Fellow, and Young Surgeon Travel Grants</td>
<td>$2,500</td>
<td>9</td>
</tr>
<tr>
<td><strong>General Support</strong></td>
<td></td>
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<tr>
<td>General Annual Forum Corporate Support</td>
<td>$1,000 and up</td>
<td>9</td>
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<tr>
<td>SMISS Research Grant Support</td>
<td>$20,000</td>
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<tr>
<td>$15,000</td>
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<td>$10,000</td>
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<td>$5,000</td>
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### Why Exhibit at SMISS?

#### 225+ Medical Attendees:
Access 225+ medical attendees who include MISS in their practices.

#### Exceptional Faculty:
The program features an outstanding mix of 40+ top faculty members.

#### Hands-On Opportunities:
Connect with surgeons in cadaver labs, technology workshops, and at your exhibit booth.

#### Dedicated Exhibit Time:
3.75 hours of dedicated exhibit time will be provided during the welcome reception, morning and afternoon refreshment breaks, and lunches.

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- **Exceptional Faculty:** The program features an outstanding mix of 40+ top faculty members.
- **Hands-On Opportunities:** Connect with surgeons in cadaver labs, technology workshops, and at your exhibit booth.
- **Dedicated Exhibit Time:** 3.75 hours of dedicated exhibit time will be provided during the welcome reception, morning and afternoon refreshment breaks, and lunches.
SMISS Leaders & 2022 Forum Supporters

SMISS Board of Directors

Neel Anand, MD
Adam Kanter, MD
Isaac Moss, MDCM, MAsc, FRCSC
Gregory Mundis, Jr., MD
Paul Park, MD
Frank Phillips, MD
Sheeraz Qureshi, MD, MBA
Stephen Ryu, MD
Michael Wang, MD

Thank you to the 2022 Forum Supporters

Accelus
Adcura Spine
Amplify Surgical
ATEC Spine
Augmedics
Biedermann MoTech
Biologica Technologies
Bioventus
Bone Foam
Carlsmed, Inc.
Cerapedics
DePuy Synthes
DuraStat
eCential Robotics
Eminent Spine, LLC
Globus Medical
Innovasis
Joimax
Kuros Biosciences
Life Spine
Medacta USA
Medtronic
NovApproach Spine
NuVasive
Orthofix
Pacira Biosciences
Point Robotics MedTech Inc.
SeaSpine
SI-BONE
Spinal Elements
Spinal News International
Spinal Simplicity
Spine Wave
SpineGuard
Spineology
Stryker
Surgalign
Surgeons Capital Management
Tobra Medical
TrackX
Viseon
VUZE Medical
Xoran Technologies
ZimVie
## Forum at-a-Glance

All events, excluding the cadaveric lab, will be held at the Bellagio.

### THURSDAY | OCTOBER 5 (NON-CME)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 AM–4:00 PM</td>
<td>Optional Cadaveric Lab</td>
</tr>
<tr>
<td>2:00–6:30 PM</td>
<td>Attendee &amp; Exhibitor Registration</td>
</tr>
<tr>
<td>5:00–7:15 PM</td>
<td><strong>SESSION 1</strong>: Case GPT: Real Dilemmas Solved by Real Intelligence (Non-CME)</td>
</tr>
</tbody>
</table>

### FRIDAY | OCTOBER 6

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:45 AM–6:00 PM</td>
<td>Registration Open</td>
</tr>
<tr>
<td>7:30–8:20 AM</td>
<td>Non-CME Technology Workshops with Breakfast</td>
</tr>
<tr>
<td>8:25–10:25 AM</td>
<td><strong>SESSION 2</strong>: Lateral &amp; SOLAS Session</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>Exhibits Open</td>
</tr>
<tr>
<td>10:30–11:00 AM</td>
<td>Refreshment Break with Exhibits</td>
</tr>
<tr>
<td>11:00 AM–12:10 PM</td>
<td><strong>SESSIONS 3 &amp; 4</strong>: Concurrent Sessions—Free Papers</td>
</tr>
<tr>
<td>12:10–1:00 PM</td>
<td>Lunch with Exhibits</td>
</tr>
<tr>
<td></td>
<td>Young Surgeon Lunch</td>
</tr>
<tr>
<td>1:00–2:20 PM</td>
<td><strong>SESSIONS 5 &amp; 6</strong>: Concurrent Sessions</td>
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<td></td>
<td>Session 5: Motion Preservation—Flex Appeal</td>
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<tr>
<td></td>
<td>Session 6: Deformity</td>
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<tr>
<td>2:20–2:50 PM</td>
<td>Refreshment Break with Exhibits</td>
</tr>
<tr>
<td>2:50–3:35 PM</td>
<td><strong>SESSION 7</strong>: Presidential Address, Awards, &amp; Special Lecture</td>
</tr>
<tr>
<td>4:00–5:50 PM</td>
<td><strong>SESSION 8</strong>: Future of the Spine Metaverse: Navigation, Robotics, AR, and Emerging Technology (Non-CME)</td>
</tr>
<tr>
<td>6:00–7:00 PM</td>
<td>Welcome Reception in Exhibit Hall</td>
</tr>
<tr>
<td>7:30–9:30 PM</td>
<td>Young Surgeon Dodgeball Tournament</td>
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</tbody>
</table>

### SATURDAY | OCTOBER 7

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30–8:20 AM</td>
<td>Non-CME Technology Workshops with Breakfast</td>
</tr>
<tr>
<td>8:25–10:30 AM</td>
<td><strong>SESSION 9</strong>: Endoscopy: Is this an Atmospheric River or a Moving Front that Will Turn Cold?</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>Exhibits Open</td>
</tr>
<tr>
<td>10:30–11:00 AM</td>
<td>Refreshment Break with Exhibits</td>
</tr>
<tr>
<td>11:00 AM–12:00 PM</td>
<td><strong>SESSIONS 10 &amp; 11</strong>: Concurrent Sessions—Rapid Fire Free Papers</td>
</tr>
<tr>
<td>12:00–12:20 PM</td>
<td>Lunch with Exhibits</td>
</tr>
<tr>
<td>12:20–1:55 PM</td>
<td><strong>SESSION 12</strong>: Wired, Tired and Expired—Getting On and Off the Bandwagon</td>
</tr>
<tr>
<td>2:00–2:35 PM</td>
<td><strong>SESSION 13</strong>: What Happens in Vegas, Stays In Vegas: Confessions from Cases We Regret</td>
</tr>
<tr>
<td>2:35 PM</td>
<td>Adjourn</td>
</tr>
</tbody>
</table>

*The cadaver workshops on Thursday, Technology Workshops, Young Surgeon Lunch, and the Technology Updates are not CME-accredited.*
Forum & Exhibit Details

Forum Details

DATES
Optional Cadaveric Lab: Thursday, October 5
Scientific Sessions: Thursday, October 5–Saturday, October 7.

LOCATIONS
Optional Cadaveric Lab:
MERIN (FIVE Labs)
4100 West Flamingo Road
Las Vegas, NV 89103

Scientific Sessions and Exhibits:
3600 S Las Vegas Blvd
Las Vegas, NV 89109
bellagio.mgmresorts.com

SMISS CONTACT
Carly Franzen
SMISS Annual Forum Planning Office
Ph: 630-681-1040 ext. 308
Email: cfranzen@broad-water.com

ACCME
The Society for Minimally Invasive Spine Surgery recognizes that commercial support is an important element of educational meetings and adheres strictly to all ACCME directives and guidelines that govern commercial support of continuing medical education.

TARGET AUDIENCE
This course is designed for spine surgeons, fellows, and residents.

Exhibit Details

EXHIBIT LOCATION
All exhibits will be located in Tower Ballroom 1, 2, 4, 6, and 7 in the Bellagio.

EXHIBIT REGISTRATION
Thursday, October 5th | 2:00 to 6:30 PM

EXHIBIT DATES & HOURS
Friday, October 6th | 10:00 AM to 7:00 PM
Saturday, October 7th | 10:00 AM to 12:20 PM

EXHIBIT BOOTH INSTALLATION
Thursday, October 5th | 1:00 PM to 6:00 PM
Friday, October 6th | 6:00 to 9:00 AM

EXHIBIT BOOTH DISMANTLING
Saturday, October 7th | 12:20 PM to 6:00 PM

BOOTH ASSIGNMENTS
Booths will be allocated on the following basis:
• Number of booths requested
• Corporate support dollars contributed to the 2022 and 2023 Annual Forum
• Date of receipt of application
• Space availability

SMISS reserves the right to change the exhibit floor plan if conflict arises. All corporate support opportunities are only available to registered SMISS Exhibitors.
Please note: Food & beverage stations will be rotated throughout the exhibit hall.
Support Opportunities

10x10 Exhibit Spaces
$6,950
- One three-sided booth with black drape
- 8’ high back wall and 3’ high side rails
- One 6’ draped table and two chairs
- One wastebasket
- Two exhibitor registration badges
- Two copies of the Forum Guide

Hospitality Suites
One Day: $6,000  |  Two Days: $10,000
(Half day subject to availability)
An exclusive 10x20 area in the exhibit hall for your company to use as needed.

Lab Opportunities
Present your company's latest technologies and techniques. Registrants will rotate through your station during 90-minute hands-on sessions. See more details on page 10.

INNOVATIVE TECHNOLOGIES LAB STATION OR
ENDOSCOPIC TECHNIQUES LAB STATION
$22,450

Workshop Opportunities*
Your company selects workshop faculty and content. SMISS will provide standard audio visual and food and beverages.

EXCLUSIVE YOUNG SURGEON
LUNCH WORKSHOP
$12,950
Work with the young surgeon committee to develop the topic of the workshop. You'll present for ten minutes to up to 40 young surgeons during lunch on Friday.

TECHNOLOGY WORKSHOP WITH BREAKFAST
$10,500
A 50-minute workshop on Friday or Saturday morning when up to two other workshops may be being held.

Technology Update Opportunities*

TECHNOLOGY UPDATE
$5,500
Present a 6-minute Technology Update during one of the following sessions:
- Case GPT: Real Dilemmas Solved by Real Intelligence

*Workshops and Technology Updates are not CME-accredited.

Eblast Opportunities

DATABASE SURVEY
$5,000
SMISS will send a survey on your company’s behalf and will provide survey results no more than 30 days after survey is sent. Limit of 10 questions per survey.

EXCLUSIVE EBLAST TO SMISS DATABASE
$4,950

BANNER AD IN MONTHLY SMISS NEWSLETTER
$4,500

EXCLUSIVE EBLAST TO SMISS FORUM REGISTRANTS
$3,750

BANNER AD IN EBLAST TO SMISS FORUM REGISTRANTS
$3,000

SMISS.org Opportunities

FEATURED SURGICAL TECHNIQUES VIDEO
$5,000
Highlight your surgical technique video in the SMISS Surgical Video Library for one year.

FEATURED SURGICAL CASE STUDY
$4,000
Your surgical case study will stay on in the SMISS Case Library for one year.

BANNER AD ON SMISS.ORG WEBSITE
$3,500
Your ad will be displayed for one month.
Support Opportunities (continued)

SMISS Forum Guide Advertisements

FORUM GUIDE FULL PAGE AD
$3,000

FORUM GUIDE HALF PAGE AD
$1,750

Social Media Opportunities

SOCIAL MEDIA VIDEO SPOTLIGHT
$1,500

SOCIAL MEDIA POST
$950

On-Site Marketing Opportunities

WELCOME RECEPTION
$7,500
Company may have one 6 ft table in the foyer outside of the exhibit hall and may also bring a maximum of two pop-up banners to display outside of the exhibit hall during the reception. Your company will be acknowledged in the Forum Guide, on signage at the reception, in the app, and in course announcements.

WIRELESS INTERNET ACCESS
$5,950
Provide access for wireless-enabled devices in the general session room and exhibit hall during the conference. Your company will be prominently acknowledged on signage in the registration area, and in the Forum Guide.

BEVERAGE BREAK
$5,000
Provide a craft beer assortment and light refreshments during the Case GPT: Real Dilemmas Solved by Real Intelligence Session or the Future of the Spine Metaverse: Navigation, Robotics, AR, and Emerging Technology Session. Your company will be acknowledged in course materials, on signage, and in the Forum Guide.

CONFERENCE BAGS**
$3,950

BADGE LANYARDS**
$3,950

JAVA JACKETS OR NAPKINS FOR REFRESHMENT BREAKS**
$3,950

NOTEPADS OR PENS**
$3,950

LATERAL ACCESS SURGERY PIONEER AWARD**
$3,500
Company may nominate and present an award to a recipient of their choosing during session #7 on Friday. Company will receive 5-10 minutes at the podium to present the award.

**Company is responsible for producing and shipping items. The design must receive approval from SMISS.

Young Surgeon Opportunities

YOUNG SURGEON EVENT
Exclusive: $25,000  |  Joint: $13,000
Support the Young Surgeon Dodgeball Tournament on Friday evening. Your company will be acknowledged in the Forum Guide and on signage at the event and your company representatives are encouraged to attend.

RESIDENT, FELLOW, AND YOUNG SURGEON TRAVEL GRANTS
$2,500 each
Company provides grant(s) to support residents, fellows, or young surgeons to attend the conference. Your company will be acknowledged in the Forum Guide and course announcements. Forum Guide, on signage at the reception, and in course announcements.

General Support

GENERAL ANNUAL FORUM CORPORATE SUPPORT
$1,000 and up
Show your support for the SMISS Conference with a general support pledge of any amount of $1,000 and up. Your company will be acknowledged in the Forum Guide, and in the app.

SMISS RESEARCH GRANT SUPPORT
EXCLUSIVE $20,000/$10,000/$15,000/$5,000
SMISS will fund up to three physician-initiated research studies in minimally invasive spine surgery. Participants will have 2 years to complete their research and will be required to provide updates at the Annual Forum each fall until research is complete. The 2023 winners and supporters will be acknowledged on the SMISS.org website and from the podium.
Non-CME Cadaveric Lab

Choose a track: Innovative Technologies or Endoscopic Techniques

Give attendees the opportunity to test your systems in the OR—where it counts! Surgeons rotate between stations for hands-on experience with new technologies.

<table>
<thead>
<tr>
<th>Innovative Technologies Lab</th>
<th>Endoscopic Techniques Lab</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your chosen faculty leads several 90-minute hands-on rotations</td>
<td>Your chosen faculty leads several 90-minute hands-on rotations</td>
</tr>
<tr>
<td>for attendees. 15–20 surgeons will come through your station over</td>
<td>for attendees. 15–20 surgeons will come through your station over</td>
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<tr>
<td>the course of the day.</td>
<td>the course of the day.</td>
</tr>
<tr>
<td>Fee: $22,450</td>
<td>Fee: $22,450</td>
</tr>
<tr>
<td>Time: 7:30 AM–4:00 PM</td>
<td>Time: 7:30 AM–4:00 PM</td>
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</tbody>
</table>

*Lab times are subject to change.

Requirements

You select the faculty and technique for your station and provide all appropriate instrumentation, implants, and equipment not outlined below.

**Fee includes:**

- One cadaver (torso and cephalus)
- General instrumentation (scalpels, sutures)
- One standard C-arm with tech per station*
- Laboratory supplies—aprons, scrubs, radiation vests
- One registration to the SMISS Annual Forum ’23 for the company’s chosen faculty

**Not included in fees:**

- Travel and accommodation of company’s selected faculty
- Any specialized equipment or additional specimens

*Contact us for information about 3D-imaging capabilities or special equipment.

Applications Due

<table>
<thead>
<tr>
<th>JULY</th>
<th>AUGUST</th>
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<tr>
<td>25</td>
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Lab Topics and Faculty Due

Applications Due

<table>
<thead>
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<tbody>
<tr>
<td>25</td>
<td>15</td>
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</table>
SMISS recognizes the importance of partnership with industry to advance education and research. As a sign of our appreciation, we will offer the following recognition and benefits:

### Calculation of Support

All support items count towards calculation of level except corporate registration fees.

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Support Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year-Round Recognition on the SMISS website and in the SMISS monthly e-newsletter</td>
<td>$150K Diamond, $100K Platinum, $75K Gold, $25K Silver, $15K Bronze</td>
</tr>
<tr>
<td>SMISS level supporter specific logo for use in company materials</td>
<td></td>
</tr>
<tr>
<td>Sponsor-created e-blast, sent by SMISS on behalf of supporter, to SMISS database</td>
<td>2 $150K, 1 Platinum</td>
</tr>
<tr>
<td>Earlier access to support opportunities</td>
<td></td>
</tr>
<tr>
<td>Sponsor-created video hosted on the sponsored content section of the SMISS website</td>
<td>2 $150K, 1 Platinum</td>
</tr>
<tr>
<td>Sponsor-created case studies hosted in the SMISS Case Study Library on the SMISS website</td>
<td>3 $150K, 2 Platinum</td>
</tr>
<tr>
<td>Partnership announced via SMISS e-blast and social media</td>
<td></td>
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<tr>
<td>Fifteen question sponsor-created survey sent to SMISS membership</td>
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### Annual Forum

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Support Level</th>
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<tbody>
<tr>
<td>Meeting with the SMISS Board of Directors during the Annual Forum</td>
<td></td>
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<tr>
<td>Acknowledgement in attendee confirmation email</td>
<td></td>
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<tr>
<td>Full page advertisement in Forum Guide</td>
<td>Inside Cover</td>
</tr>
<tr>
<td>Social Media Recognition via SMISS's Facebook, Twitter and LinkedIn accounts</td>
<td></td>
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<tr>
<td>Verbal recognition at podium in General Session</td>
<td></td>
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<tr>
<td>SMISS Annual Forum website listing with logo and link to company website</td>
<td></td>
</tr>
<tr>
<td>Acknowledgement in Forum Guide</td>
<td>Full-page</td>
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<tr>
<td>Recognition on signage with logo</td>
<td></td>
</tr>
<tr>
<td>Recognition in Forum mobile app with logo</td>
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<tr>
<td>Badge ribbon indicating level</td>
<td></td>
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<tr>
<td>Additional complimentary exhibit badges (over allotted)</td>
<td>10 $150K, 8 Platinum, 6 Gold, 4 Silver, 2 Bronze</td>
</tr>
<tr>
<td>Right of first refusal for stations at the SMISS Annual Forum Cadaver Lab</td>
<td></td>
</tr>
<tr>
<td>First choice of exhibit booth space at SMISS Annual Forum</td>
<td></td>
</tr>
</tbody>
</table>

For additional SMISS support opportunities aside from the Annual Forum, please contact Nancy Henkel at nhenkel@broad-water.com
Housing Details

A block of rooms has been reserved at a special rate for SMISS attendees and exhibitors at The Bellagio.

LOCATION
The Bellagio
3600 S Las Vegas Blvd
Las Vegas, NV 89109

RESERVATIONS PROCEDURE
Make your reservations by:
September 4th, 2023
Book online at:
hits://book.passkey.com/go/SSM10923BE
Or call toll-free:
888-987-6667

ROOM RATES
Wednesday, October 4th and Thursday, October 5th
Resort Room: $239
(+taxes and daily resort fee)

Friday, October 6th and Saturday, October 7th
Resort Room: $279
(+taxes and daily resort fee)

The discounted rates may not be available after September 4th or if our room block sells out. Please reserve your room early to ensure availability.
Application

<table>
<thead>
<tr>
<th>COMPANY NAME (EXACTLY AS IT SHOULD APPEAR IN COURSE MATERIALS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONTACT NAME</td>
</tr>
</tbody>
</table>

**BOOTH PREFERENCES:**

1. 
2. 
3. 

Space assignment is at the sole discretion of the SMISS planning office.

### 10x10 Exhibit Spaces

Quantity: \( x $6,950 = \) Total: $

### Hospitality Suites

- **Hospitality Suite** Please select preferred day:
  - One day: Friday or Saturday $6,000
  - Both days: (Friday and Saturday) $10,000

### Lab Opportunities

- Innovative Technologies Lab Station $22,450
- Endoscopic Techniques Lab Station $22,450

### Workshop Opportunities

- **EXCLUSIVE** Young Surgeon Lunch Workshop $12,950
- Technology Workshop with Breakfast Please select preferred day:
  - Friday or Saturday $10,500

### Technology Update Opportunities

- Technology Update $5,500
  - Session #1: Case GPT: Real Dilemmas Solved by Real Intelligence

### Eblast Opportunities

- Database Survey $5,000
- **EXCLUSIVE** Eblast Please indicate preferred option:
  - to SMISS Database $4,950
  - to SMISS Forum Registrants $3,750
  - Pre-Course or Post-Course

- Banner Ad in Eblast Please indicate preferred option:
  - Banner in Monthly SMISS Newsletter $4,500
  - Banner in Eblast to SMISS Forum Registrants $3,000

### SMISS.org Opportunities

- Featured Surgical Techniques Video $5,000
- Featured Surgical Case Study $4,000
- Banner Ad on SMISS.ORG Website $3,500

### SMISS Forum Guide Advertisements

- **Forum Guide Full Page Ad**
  - Full-page $3,000
  - Half-page $1,750

### Social Media Opportunities

- **Social Media Video Spotlight** $1,500
- Social Media Post $950

### On-Site Marketing Opportunities

- Welcome Reception $7,500
- Wireless Internet Access $5,950
- Beverage Break $5,000
  - Session #1: Case GPT: Real Dilemmas Solved by Real Intelligence

- Conference Bags $3,950
- Badge Lanyards $3,950
- Java Jackets or Napkins for Refreshment Breaks $3,950 each
- Notepads or Pens $3,950 each
- Lateral Access Pioneer Award $3,500

### Young Surgeon Opportunities

- Young Surgeon Dodgeball Tournament
  - Exclusive or Joint $25,000
  - Resident, Fellow, and Young Surgeon Travel Grants $2,500 each

### General Support

- General Annual Forum Corporate Support $1,000 and up
- **SMISS Research Grant Support** Please indicate level:
  - $5,000
  - $10,000
  - $15,000
  - **EXCLUSIVE** $20,000

**TOTAL:**
Company Details

COMPANY NAME (EXACTLY AS IT SHOULD APPEAR IN COURSE MATERIALS)

WEBSITE

ADDRESS

CITY STATE ZIP

TELEPHONE (EXACTLY AS IT SHOULD APPEAR IN COURSE MATERIALS) FAX

CONTACT NAME

CONTACT E-MAIL ADDRESS

Billing Information

☐ WIRE TRANSFER
For your convenience, wire transfers in USD currency can be made:
- Within the US: Chase Bank, ABA #021000021
- Outside the US: Chase Bank, SWIFT #CHAU33

☐ CREDIT CARD

CREDIT CARD NUMBER (VISA / MC / AMEX/ DISCOVER)

EXPIRATION DATE SECURITY CODE

NAME (EXACTLY AS IT APPEARS ON CARD)

SIGNATURE (I AGREE TO PAY ACCORDING TO THE CREDIT CARD ISSUER AGREEMENT)

A 3% processing fee will be added to all credit card payments.

☐ CHECK made payable to:
Society for Minimally Invasive Spine Surgery
301 S. County Farm Rd., Suite L
Wheaton, IL 60187
Check Number ________________

Ways to Register

1 Email your applications to Carly Franzen at cfranzen@broad-water.com

2 Mail your application to:
Society for Minimally Invasive Spine Surgery
301 S. County Farm Road Suite L
Wheaton, IL 60187

We Agree

Payment in full is due by July 25, 2023, for booth space to be assigned.
All provisions of the Rules and Regulations and General Information, as hereby published, shall be a part of this contract.

Application Deadline is July 25, 2023.

We hereby apply, subject to the terms of the SMISS printed Rules and Regulations, for exhibit space for our occupancy.

Cancellation Policy

Request for cancellation must be made in writing. Written cancellations received on or before August 4, 2023, will receive a refund, less an administrative fee of $500. Cancellations received after August 4, 2023, will forfeit the entire cost.
Rules & Regulations

INTERPRETATION OF RULES
The following Rule and Regulations are part of the contract between the exhibitor and the Society for Minimally Invasive Spine Surgery (SMISS). All matters not covered in these Rule and Regulations shall be referred to SMISS for adjudication and the decision of SMISS shall be final. These Rules and Regulations may be amended at any time by SMISS, and all the amendments made shall be binding upon the exhibitor equally with these Rules and Regulations, and shall become a part thereof, providing the exhibitor is notified of the amendments. Notice may be verbal or in writing before or during the 2023 SMISS Annual Forum and may be given to any authorized agent or representative of the exhibitor.

BOOTH ASSIGNMENTS
Booths will be allocated on the following basis: number of booths requested, corporate support dollars contributed to the 2022 and 2023 Annual Forum, date of receipt of application, and space availability. SMISS reserves the right to change the exhibit floor plan if conflict arises regarding space requests or conditions that are beyond SMISS’s control. SMISS reserves the right to locate exhibitors demonstrating loud apparatus, conducting odor-producing activities, or containing other disagreeable features in the area where the noise or aroma will not interfere with other exhibitors. Show management (SMISS Forum Planning Office) reserves the right to determine at what point sound, odor, etc., interferes with others and must be discontinued. Exhibitors with such equipment must agree to accept space assignments, which will abate reasonable objections to these annoyances.

BOOTH CONDUCT
SMISS reserves the right to approve all exhibits and activities related thereto. SMISS may require that an exhibit be curtailed if it does not meet the standards set forth herein, if it reflects against the character of the Annual Forum or if it exceeds the bounds of good taste as interpreted by show management. An exhibitor of questionable exhibit or activity relating thereto must submit a description of the exhibit or activity with the exhibit application approval. Inspection of the exhibit area will be made during installation hours. An effort will be made to advise exhibitors of any deviation from the rules at that time. Exhibitors must make all corrections requested by show management at their own expense or risk removal from the exhibition without notice and without obligation on the part of the SMISS for any refund whatsoever. SMISS reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/ or spirit of the Annual Forum. Exhibit personnel may not enter another exhibitor’s booth without obtaining permission. Lingering in the aisles surrounding another exhibitor’s booth for the purpose of obtaining product information or distracting other booth personnel is strictly prohibited and may be cause for expulsion. An exhibit booth may not be photographed or videotaped without the permission of the legitimate occupants of that booth. SMISS does not in any manner endorse any of the products or services related to the exhibits, which have been accepted for display during the Annual Forum. Exhibitors may not sell any food or beverage on the exhibit floor. Distribution of any literature outside of an exhibitor’s own space is prohibited. No procedures may be performed on any live tissue on the exhibit floor.

BOOTH CONSTRUCTION AND ARRANGEMENT
All exposed parts of displays must be finished so as to present an attractive appearance when viewed from the aisles or from adjoining exhibits. If other exhibitors of the SMISS Forum object to any exposed portions of a display, the exposed portions will be draped or concealed by SMISS and billed to the exhibitor. Two-story booths are not permitted. Signage may not be higher than 8 feet. Booths must maintain a 50% see through to avoid excessively blocking the view of other exhibits. Exhibits may not exceed 8 feet along the back panel, and side panels may not rise above 3 feet 6 inches for more than 3 feet.

CHILDREN
Children under 18 years of age will NOT be permitted to enter the exhibit area at any time during the Forum, including the installation and dismantling of exhibits.

CONTESTS, RAFFLES, AND DRAWINGS
Individual exhibitor contests, raffles, and drawings are not permitted at the 2023 SMISS Annual Forum.

DEMONSTRATION AND LIABILITY
Exhibitions, demonstrations, or distribution of promotional materials by the exhibitor must be confined within the bounds of the exhibitor’s assigned exhibit space and shall not interfere with aisle space. If the premises of the facility are defaced or destroyed by the exhibitor, its agent, or representatives, the exhibitor will be liable to the facility for such an amount as shall be deemed necessary for restoration to the previous condition. No representative of The Bellagio has been or is authorized to make any representation, which varies from the express terms of this contract, though the contract may be supplemented in writing. In any legal action or arbitration or other proceeding brought on account of a breach of any provision of this Agreement, the prevailing party shall be awarded its attorney’s fees and other cost incurred in such action or proceeding, in addition to any other relief to which it may be entitled. Any modifications or changes to this Agreement must be made in writing, and signed by both parties hereto.

DISTIBUTION OF PRINTED MATERIALS AND CANVASSING BY INDUSTRY
Canvassing in any part of the facilities used by SMISS (The Bellagio & MERIN) is strictly forbidden and anyone doing so will be asked to leave the Forum. Distribution of advertising or printed material by the exhibitor outside the exhibitor’s allotted space will not be permitted unless the distribution or advertising is organized by SMISS. These rules begin at 6:00 AM on Thursday, October 5, 2023 through 6:00 PM on Saturday, October 7, 2023.

FIRE REGULATIONS
All material used in the exhibit must be flameproofed and fire resistant in order to conform to local fire ordinances and in accordance with the regulations established by The Bellagio.

FIRST RIGHT OF REFUSAL
Platinum corporate supporters of the 2023 SMISS Annual Forum will have first right of refusal for cadaver lab stations and priority booth placement. All other applications will be processed on a first come, first served basis.

LIABILITY/HOLD HARMLESS AGREEMENT
The exhibitor assumes all responsibility and liability for and agrees to protect, defend, indemnify, save, and hold forever harmless SMISS, Official Service Contractor/Decorator, The Bellagio, and its facilities, including but not limited to the installation, maintenance, and removal of the exhibit, and from and against any penalty, damages, or charges imposed for the violation of any law, ordinances, or regulations arising out of or in conjunction with the exhibitor’s occupancy or use of The Bellagio and its facilities, including but not limited to the installation, maintenance, and removal of the exhibit, and from and against any penalty, damages, or charges imposed for the violation of any law, ordinances, or regulations arising out of or in conjunction with the exhibitor’s occupancy...
or use of The Bellagio and its facilities, resulting from the negligent act or acts of its employee(s), or products. The exhibitor waives any and all claims it may have against any or all of the Official Service Contractor/Decorator and their respective agents, employees, representatives, successors, and assigns for injury and damage to persons or property, including theft, misappropriation, or loss of property, arising out of or in conjunction with the SMISS Annual Forum and the use of The Bellagio and its facilities, except as may arise solely from the gross negligence of one of the foregoing parties. The exhibitor further waives any claim against SMISS and its agents, employees, representatives, successors, and assigns, arising out of the oral or written publication of any statement made in connection with the SMISS Annual Meeting by anyone not an employee of SMISS or BroadWater (the SMISS Forum Planning Office) concerning the exhibitor or his/her exhibit. In the event that The Bellagio or any portion thereof is destroyed or damaged by fire or other calamity so as to prevent the use of the premises for the purposes and during the period of the exhibit or in the event SMISS, The Bellagio, or Official Service Contractor/Decorator cannot use or occupy the premises because of strikes, acts of God, national emergency, or other causes beyond their control, the exhibitor’s right to exhibit shall terminate and the exhibitor hereby waives any claim it may have against any of the foregoing parties by reason of such termination, except that if such event occurs prior to October 5, 2023, the opening day of the Forum, SMISS shall refund the prepaid fee to the exhibitor.

HANDOUTS AND GIVEAWAYS
Distribution of samples of products and souvenirs is permissible. Approval of samples and souvenirs must be obtained by the SMISS Forum Planning Office prior to the Forum. Distribution of such products or souvenirs will be allowed, provided it is done in a dignified manner, does not create a nuisance, and causes no interference with adjoining exhibits. Unapproved items will be removed from the exhibit floor. For approval, send a sample of all giveaways and handouts to:

Carly Franzen c/o BroadWater
SMISS Forum Planning Office
301 S. County Farm Rd.
Suite L
Wheaton, IL 60187 USA
(Samples will not be returned)

INDUSTRY EVENTS
No entertainment functions, meetings, courses, or social functions may be scheduled to conflict with SMISS Annual Forum program hours, activity hours, or exhibit hours. Entertainment and social functions must be in good taste and conform to the purpose of the Forum. The SMISS Forum Planning Office should be notified in writing of any special activities (whether entertainment, educational, or promotional in nature) planned by an exhibiting company for the period beginning October 5–October 7, 2023. Announcements and invitations addressed to members of the medical profession concerning such industry events should clearly indicate the name(s) of the corporate supporter and must in no manner imply directly or indirectly that the event is a part of, or an official activity of, SMISS, or the SMISS Annual Forum.

INSURANCE
The exhibitor acknowledges that SMISS, BroadWater, EXPO, nor The Bellagio shall be obligated to maintain property, liability, or business interruption insurance covering the exhibitor. It is the sole responsibility of the exhibitor to obtain such insurance and the exhibitor must do so at his/her own expense.

PAYMENT
Payment in full, $6,950 per 10 x 10 booth, must accompany the exhibit application in order for space to be assigned. Submission of a contract does not guarantee booth assignment. A 3% processing fee will apply for credit card payments.

PURPOSE OF EXHIBIT
The sole purpose for contracting exhibit space is to display and/or demonstrate equipment, supplies, and/or services.

REFUND FOR CANCELLATION
Requests for cancellation of exhibit space must be made in writing. Written cancellations received on or before August 4, 2023, will receive a full refund, less a $500 administrative fee. Cancellations received after August 4, 2023, will forfeit the entire cost of the booth.

SECURITY
SMISS will coordinate with The Bellagio to make sure the Exhibit Hall is locked beginning Thursday, October 5, 2023 through Saturday, October 7, 2023. Neither SMISS, BroadWater, nor The Bellagio will be held responsible for any loss or damage to the exhibitor’s property. Exhibitors must take precautions to protect their property against pilferage.

SUBLETTING OF SPACE
The subletting, assignment, or apportionment of the whole or any part of an exhibitor’s space by the exhibitor is prohibited. Exhibitors may not advertise or display goods in their exhibit other than those manufactured or sold by them in the regular course of their business. Exhibitors may not permit any other party to exhibit in their space any goods other than those manufactured or distributed by the contracting exhibitor.