

Sponsorship Prospectus

Your guide to exhibition, sponsorship and advertising opportunities.



BioSpine 4

BIOTECHNOLOGY FOR SPINAL SURGERY

Opening a new world in spine care

April 24th / 25th / 26th 2013

Vienna

LEARN—EXCHANGE—DO

www.biospine4.org



Dear BioSpine 4 Sponsors,

There has been considerable "hype" about the role of biologicals in spine and orthopedic surgery over the years—you may have heard statements like: "*the future is biologicals not metal*"; the promise and the reality have been quite different.

BioSpine 4 is not about replacing current day practice with biologicals, rather we want the meeting to discuss and outline how biologicals can supplement today's surgical practice.

Several biological techniques have successfully emerged from the bench to the patient. Surgeons now routinely use bone graft substitutes, transfer mesenchymal stem cells, and stabilize vertebral fractures with bone cements.

BioSpine 4 will demonstrate how researchers and spine surgeons can utilize the power of biological materials to supplement spine surgery. The meeting will be based on 6 defined topics, each topic will have a description of a typical clinical problem. The research papers presented will be based on solutions to the clinical problem.

As the organizing committee we are inviting companies who have a commitment to biologicals in spine surgery to support and sponsor this unique event. We believe this novel format provides a real disruptive change in the way biologicals are normal presented at congresses.

Join us for BioSpine 4, and of course the best Apfelstrudel in the heart of lovely Vienna!



Michael Ogon
MD, PhD

Chairperson



Claudia Eder
MD, PhD

Chairperson



Hansjörg Meisel
MD, PhD

Program Director



Contents

Important dates	3
Why BioSpine?	6
Why now?	6
What's new?	7
Why be a sponsor?	12
Main sponsor packages—pre-confirmation sheet.....	16
Exhibition space—pre-confirmation sheet.....	17
Further advertisement possibilities—pre-confirmation sheet	18

Important dates and facts

Sponsor package reservation date: <i>Limited number of spaces</i>	Starts: 1st September 2012 <i>First-come-first-serve</i>
Sponsorship payment:	50% on reservation Balance: 20th January 2013
Abstract submission:	Starts: 1st September 2012 Deadline: 30th November 2012
Early registration for participants:	15 January 2013
Registration fees:	<i>Two day registration fee</i> € 380 € 180 (students and residents) <i>One day registration fee</i> € 240 € 100 (students and residents)



Meeting at a glance

Theme	Biotechnology in spinal surgery
Date	Wednesday 24th April 2013* 14.00-17.30 Thursday 25th April 2013 09.00-17.30 Friday 26th April 2013 08.30-13.00
City	Vienna, Austria
Location	Austria Trend Hotel Savoyen Vienna Rennweg 16 Vienna, Austria
Meeting language	English
Target group	Spine surgeons, Orthopedic surgeons, Neurosurgeons, Researchers, Medical Device Companies.
Meeting description	BioSpine 4 creates a vehicle for dialogue and exchange. It will enable spine surgeons to see and understand how new research in the field of Biologics can have an immediate impact on their clinical practice.
Meeting website	www.biospine4.org
Contact person Biospine Secretariat	Ms Juliane Scholz Tel.: +49 (0) 162 172 1157 Email: juliane.scholz@biospine.org
Meeting organizer	MCI Deutschland GmbH MCI – Berlin Office Markgrafenstraße 56 10117 Berlin Tel.: +49 (0) 30 20 459 0 Fax: +49 (0) 30 20 459 50 Mrs. Vivien Lietze Tel.: +49 (0) 30 20 45 956 Email: biospine@mci-group.com



* Science pre-workshop for researchers



Exhibitor's move-in & move-out schedule	Move-in Wednesday, April 24, 2013 before 12.00
	Move-out Friday, April 26, 2013 after 14.00
Payment deadlines	A non-refundable 25% deposit is required immediately after receiving the receipt of the corresponding invoice. Full payment must be received by 12/31/2012.
Cancellation fee	10% of invoice amount – for cancellations up to 16 weeks prior to the exhibition / meeting
	25% of invoice amount – for cancellations thereafter and up to 13 weeks prior to the exhibition / meeting
	50% of invoice amount – for cancellation thereafter and up to 10 weeks prior to the exhibition / meeting
	100% of invoice amount - for cancellations thereafter.
Terms of payment	All booking requests will be accepted on a first-come-first-served basis. Booking will not be processed nor exhibition space guaranteed without the required 50% deposit at time of application.
	All payments to be settled with MCI by credit card (Visa or MasterCard) or telegraphic transfer
Accommodation	A number of designated hotels have been selected by the Congress organization. Please visit the website at www.biospine4.org for details and online booking.





Why BioSpine?

BioSpine is dedicated to advancing the creation of new networks, dialogue, and value of biologic therapies in the treatment of the spine.

Surgeons seek solutions to problems; biologics offers solutions, however, it is often difficult to understand the science and importantly how to apply the science when researchers present their detailed data in a science based approach. **BioSpine 4** aims to present cutting-edge research in a problem based learning approach, enabling researchers and scientists to act in concert opening a new world in spine care.

Eight years ago a group of surgeons led by Dr Hans Jörg Meisel decided to create **BioSpine**, as a biennial event to present innovation in biologics in a language that the surgeon can *understand, interpret, and apply* to his or her clinical practice!

The founding team created **BioSpine** as vehicle to enable surgeons and researchers who have a specific interest in **BIOTECHNOLOGY FOR SPINAL SURGERY**.

BioSpine was designed as a small, highly focused, and highly specialized congress dedicated to surgeons, researchers, and companies who are serious about advancing biologics.

The idea was to meet and discuss the controversies, the failures, but also the opportunities and possibilities to realize the dream of regenerating viable tissue instead of removing degenerative structures.

Why now?

After each **BioSpine** meeting the Advisory Board reviews what could be improved for the next meeting.

While **BioSpine 3** (Amsterdam, 2010) was genuinely regarded as a success, **BioSpine 4** will present cutting-edge science in a solution oriented approach arranged around a clinical case.

The organizing committee of **BioSpine 4** have designed the event to focus on biological solutions to some of today's clinical problems.

Essentially the meeting will focus on surgeons who want to know more about how to supplement his or her current operative practices by applying viable BIOTECHNOLOGIES.

BioSpine 4 aims to create a unique opportunity for surgeons, researchers, and medical device companies to openly interact in the language of the surgeon and their patients!

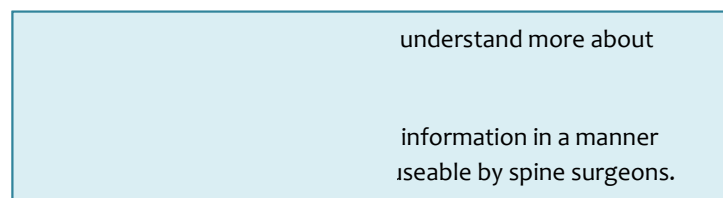


What's new?

For this CME accredited event we are essentially trying a completely new structure and meeting format...

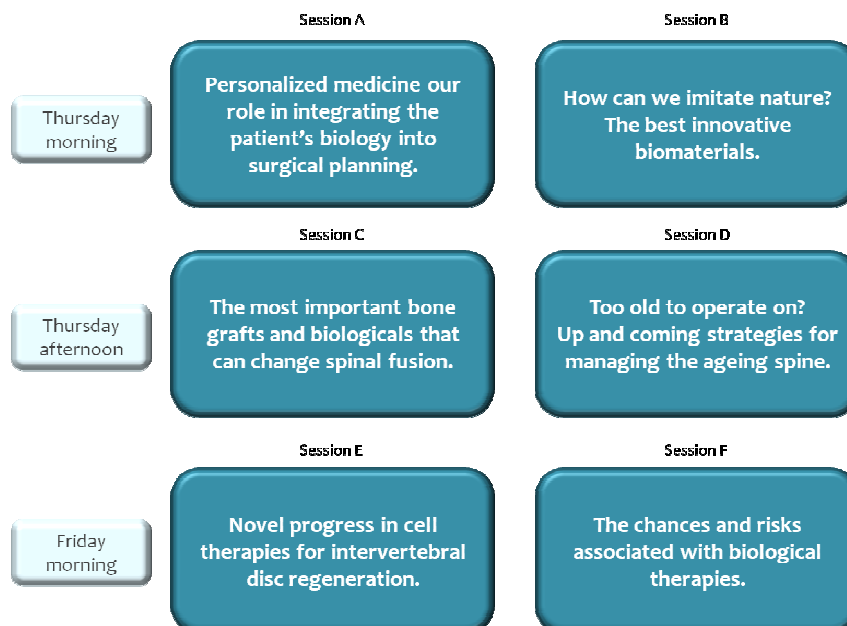
Meeting aims

- Present examples of clinical problems and understand their biological solutions.
- Create an understandable vocabulary to aid exchange between spine surgeons and researchers.
- Change the meeting paradigm: ensure research is directly translated to solve clinical problems
- Show to spine surgeons and researchers the medical device manufacturers committed to biologics.



Topic areas

The approach to topics is totally new, however, we are confident this new approach will improve the whole experience for participants, faculty, and sponsors at **BioSpine 4**:



Relevancy

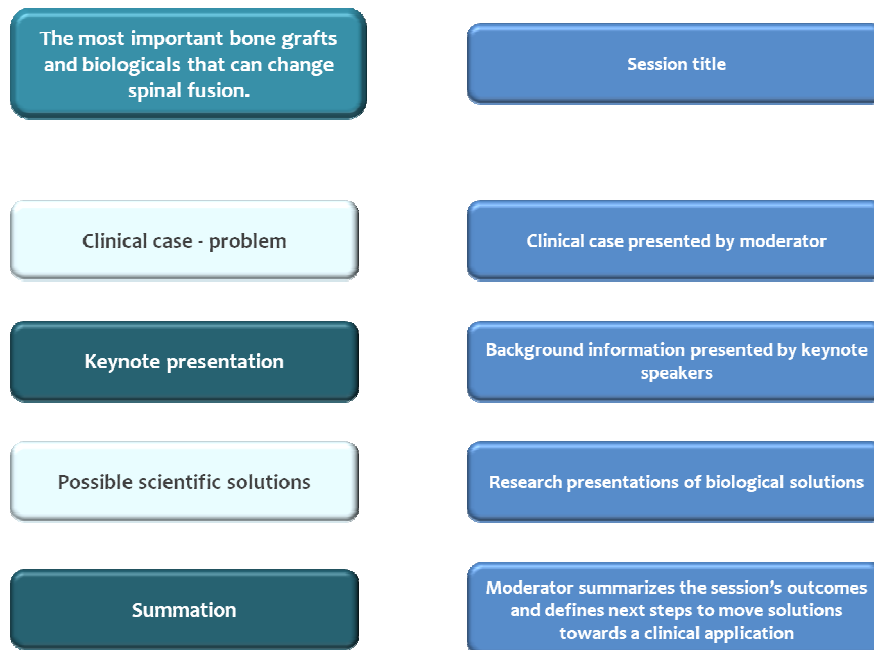
The organizing committee will ensure **BioSpine 4** remains relevant to clinical need by ensuring the "call for abstracts" clearly focuses on solutions for described clinical cases. The abstracts will therefore be targeted around real clinical cases.



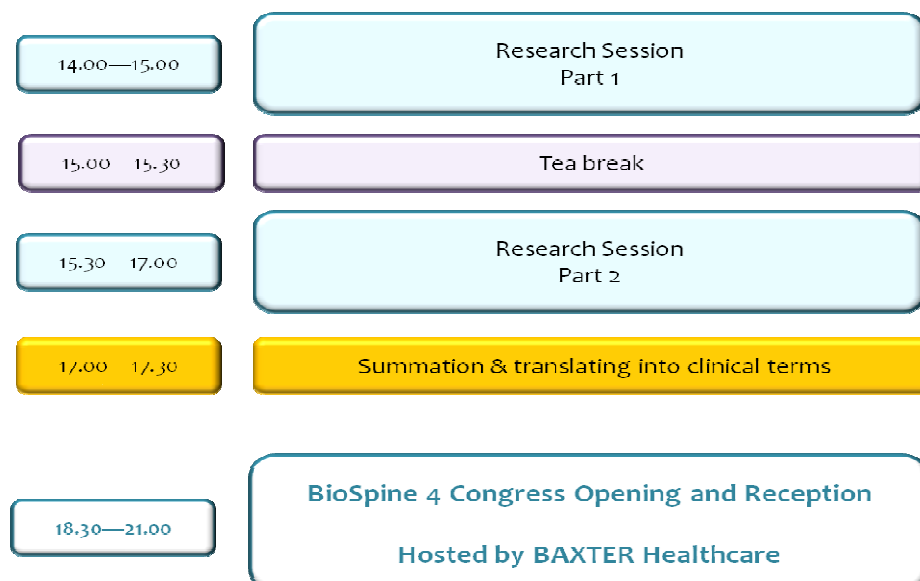
Learner-orientation

BioSpine 4 will be "*learner-oriented*"; to cover all the topic areas we will be running sessions in parallel, allowing participants to pick and choose which session is of most interest, so they can focus on what they need. This also helps us to keep the sessions more intimate as we try to avoid the traditional "podium" approach of other congresses.

Example: Session C



Wednesday April 24th





Thursday April 25th

07.45—08.45	Breakfast Roundtables	Breakfast Roundtables
09.00—10.30	Scientific Session A Part 1	Scientific Session B Part 1
10.30—11.00	Coffee break	
11.00—12.30	Scientific Session A Part 2	Scientific Session B Part 2
12.30—13.45	Lunch break + ICL Workshops	
14.00—15.30	Scientific Session C Part 1	Scientific Session D Part 1
15.30—16.00	Tea break	
16.00—17.00	Scientific Session C Part 2	Scientific Session D Part 2

Friday April 26th

08.30—10.00	Scientific Session E Part 1	Scientific Session F Part 1
10.00—10.30	Coffee break	
10.30—12.00	Scientific Session E Part 2	Scientific Session F Part 2
12.00—13.00	Summation and Learning Outcomes	



World-class faculty

To deliver these topic areas we have assembled Key Opinion Leaders who will be assigned responsibility to run their individual sessions —this is a first time for **BioSpine**, where the meeting will be run in such a surgeon-oriented fashion:

Title and Name	Brief facts	Country
Ufuk Aydinli MD, PhD	Orthopedics and Traumatology Spine Surgeon Uludag University Medical School in Bursa	Bursa, Turkey
Kenneth Cheung MD, PhD	Clinical Professor and Deputy Chief of Division Spine Surgery Dept. of Orthopedics and Traumatology, The University of Hong Kong	Hong Kong, China
Paul Ferdinand Heini MD, PhD	Orthopedics and Traumatology Column Spine Surgeon FMH Orthopaedic Surgery and Traumatology, Sonnenhof Orthopaedic Centre	Bern, Switzerland
Michele S. Marcolongo PhD P.E.	Professor, Senior Associate Vice Provost for Translational Research Drexel University	Philadelphia, USA
Ivan Martin PhD	World Leader Expert of Tissue Engineering and Regenerative Medicine Cellec Biotek AG	Basel, Switzerland
H. Michael Mayer MD, PhD	Medical Director and Chairman Orthopaedic Hospital Munich-Harlaching	Munich, Germany
Björn P. Meij DVM, PhD	Associate Professor in Orthopaedics and Neurosurgery Dept. of Clinical Sciences of Companion Animals, Faculty of Veterinary Medicine, Utrecht University	Utrecht, The Netherlands



Title and Name	Brief facts	Country
Heinz Redl MD, PhD	Director and Management Board Member Ludwig Boltzmann Institute for Experimental and Clinical Traumatology	Vienna, Austria
Daniel Riew MD, PhD	Professor of Orthopaedic Spine Surgery and Chief of Cervical Spine Surgery Department of Orthopedic Surgery, Washington University School of Medicine	Missouri, USA
Petr Suchomel MD, PhD	Member Advisory Board - Aesculap Academy and Chairman Neuro-Center Regional Hospital Neuro-Center Regional Hospital in Liberec	Liberec, Czech Republic
Peter Varga MD, PhD	President of the Hungarian Orthopedic and Spine Society and Director of Buda Health Center Buda Health Center, Budapest	Budapest, Hungary
Jeffrey Wang MD, PhD	Professor of Orthopaedics and Neurosurgery and Biomechanical Engineering, Executive Director UCLA Comprehensive Spine Center, Santa Monica	Santa Monica, USA
Hans Joachim Wilke MD, PhD	President of the Spine Society Europe and Professor of University of Ulm University of Ulm	Ulm, Germany



Why be a sponsor?

Your company clearly has a serious commitment to **BIOTECHNOLOGIES IN SPINAL SURGERY** otherwise we apologize, we have sent this document to the wrong place.

Assuming you are the right person...

BioSpine 4 aims to present sponsoring companies an opportunity to be involved first hand in the one-on-one discussion between surgeons and surgeons, as well as surgeons and researchers as to what is feasible in biologics to apply to their clinical practice TODAY.

- Access a whole network of surgeons and researchers who have an interest in biologic solutions.
- Enable your researchers to update their biologic knowledge in a surgeon-oriented environment.
- Listen to the problems faced by surgeons using biologics—problems means opportunities.
- Understand the language needed to address surgeon communities using or trialing biologics
- Importantly show attendees and viewers you are a serious and trusted player in BIOTECHNOLOGY.

Still does not convince you? Let's try this:

- History shows between 180 to 250 participants will attend the different sessions at **BioSpine 4**.
- Given the new format we anticipate 80% of those attending to be surgeons.
- We know the attendees are clearly serious about new opportunities in biologics and have a need.
- We plan to web stream the event to 200 hospitals across the globe.
- We will offer remote registration¹, allowing hundreds of surgeons to watch the event from home.

Hopefully, you will agree, sponsoring BioSpine 4 means your company will be seen as serious player in the field of biologics and you will participate in discussing needs and solutions to today's problems. But there's more...

Participation in **BioSpine 4** starts at just €2'500 and we cap sponsors to a maximum €22'500. The anticipated reach will be 200 on site registrants and over 1'000 viewers of our live and recorded streamed materials.

Sponsors will therefore have an opportunity to present your products, ideas, and message to over 1'200 surgeons and scientists directly and via our web streaming.

To answer the question—why be a sponsor?

It's simple: if you want to target the right people and you want exceptional value for money!

¹ All registrants will be able to watch the recorded highlights of the proceedings for 12 months post the event.



Choose your package

BioSpine 4 will consist of 6 x 3 hour sessions—please see page 9.

BioSpine 4 is offering four great value packages and we uncover the exciting field of biologics.

Based on history and our exciting new event format we are aiming for >200 registered participants surgeons (80%) & researchers (20%) to attend, enjoy the live interaction, and networking at **BioSpine 4**.

Furthermore, we plan to release video recorded content streamed over our website to enable a wider audience exceeding 1'000 to view the **BioSpine 4** proceedings for 12 months after the event.

However, we take particular care of our sponsors, whose commitment to science make this all happen. Sponsors will be given special vouchers that they can personally issue to invite their customers or staff so they can participate "live"!





BioSpine 4 Packages	Mozart	Strauss	Schubert
Number of packages available	8	6	10
Registrant badges for all sessions	8	4	1
Exhibition space	12 m ²	6 m ²	-
Presented on BioSpine 4 website	Exclusive page	1 st on sponsor page	2 rd on sponsor page
Own microsite in BioSpine 4 website	YES	-	-
Presented in BioSpine 4 Scientific Program	Exclusive page	2 nd on sponsor page	3 rd on sponsor page
Full color advert in BioSpine 4 Scientific Program	2 x 1 page	1/2 page	1/4 page
Worldwide vouchers to access video streamed content	250	125	75
Presentation of company banner/products in video	600 mins	180 mins	90 mins
Breakfast workshop	YES	-	-
50" flat screen cycling name and biologic products	Every 5 min	Every 10 min	Every 15 min
Material in event bag	to be defined	to be defined	to be defined
The offer	€ 22'500	€ 9'000	€ 3'000

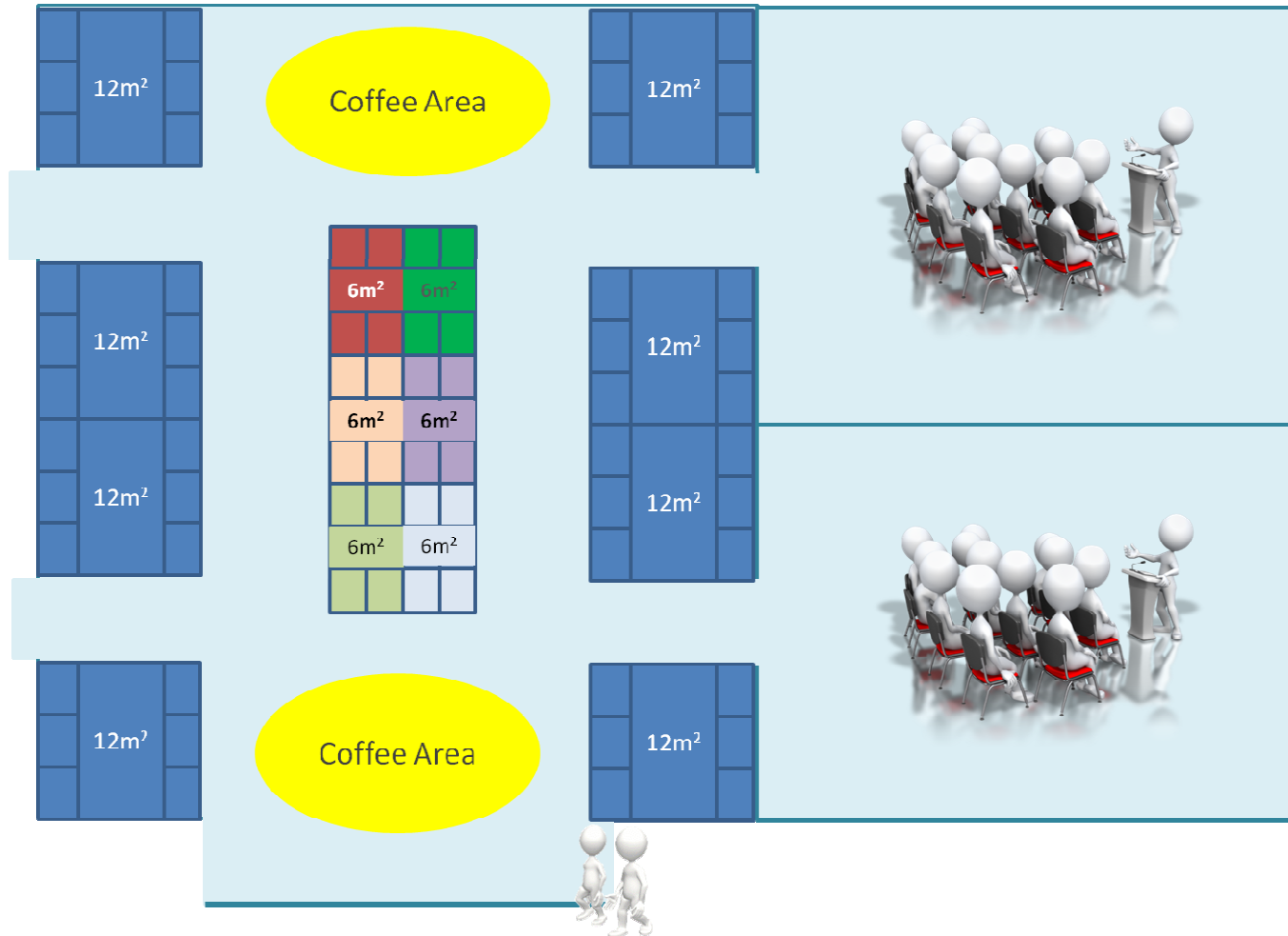
Example:

Companies can choose the Mozart package (sorry only 8 available—first come-first served); you will have the opportunity to demonstrate your commitment to the field of BIOTECHNOLOGY IN SPINAL SURGEY for over 18 hours onsite and a further 10 hours of videoed material.

We cater for the smaller companies too; you can choose our Schubert package, which will enable you to reach our expected audience for over 18 hours onsite and a further 1½ hours of streamed video.



Floor plan



Subject to modifications



Main sponsor packages—pre-confirmation sheet

Please scan and send back to juliane.scholz@biospine.org

We are booking the following main sponsor package:

Sponsorship	Price	Our choice ✓
Mozart Package	€ 22,500	
Strauss Jr. Package	€ 9,000	
Schubert Package	€ 3,000	
Breakfast Session (single)	€ 3,000	
Lunch Session (single)	€ 6,000	

All prices exclude Austrian VAT of currently 20%. A non-refundable 25% deposit is required immediately after receiving the receipt of the corresponding invoice. Full payment must be received by 12/31/2012.

We hereby accept the General Terms and Conditions.

Company name

Company address

Contact person

email

Telephone/mobile no.

VAT no.

City / date

**Legally binding signature
and stamp**



Exhibition space—pre-confirmation sheet

Please scan and send back to juliane.scholz@biospine.org

We are booking legally binding the exhibition space. The price will be: € 390.00 per m²:

Booth	Space	Size	Price
Renting space	Min 6m ²	_____ x €390	€ _____
Type of booth stand	<div><input type="checkbox"/> In-line booth (1 Side open)<input type="checkbox"/> Corner booth (2 sides open)</div> <div><input type="checkbox"/> Head booth (3 sides open)<input type="checkbox"/> Peninsula booth (4 sides open)</div>		
Stand construction			
<input type="checkbox"/> Booth construction	<input type="checkbox"/> Display-Wall	<input type="checkbox"/> Roll-up System	<input type="checkbox"/> Others

All prices exclude Austrian VAT of currently 20%. A non-refundable 25% deposit is required immediately after receiving the receipt of the corresponding invoice. Full payment must be received by 12/31/2012.

We hereby accept the General Terms and Conditions.

Company name

Company address

Contact person

email

Telephone/mobile no.

VAT no.

City / date

**Legally binding signature
and stamp**



Further advertisement possibilities—pre-confirmation sheet

Please scan and send back to juliane.scholz@biospine.org

We are booking the following advertisement possibility:

Sponsorship	Price	Our choice ✓
Pads and Pens (350)	€ 1,000	
Lanyards and Name Badges (350)	€ 1,500	
Congress Bag insert	€ 750	
Brochure Display (100)	€ 250	
Company Logo	€ 1,000	
Company Banner	€ 1,500	
E-Mailing	€ 1,000	

All prices exclude Austrian VAT of currently 20%. A non-refundable 25% deposit is required immediately after receiving the receipt of the corresponding invoice. Full payment must be received by 12/31/2012.

We hereby accept the General Terms and Conditions.

Company name

Company address

Contact person

email

Telephone/mobile no.

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City / date

**Legally binding signature
and stamp**



Glossary

Item	Description
Pads and Pens (350)	Offer branded pads and pens to the participants — your pens will be put into each and every congress bag.
Lanyards and Name Badges (350)	Present your company logo on the lanyards used for the name badges—sponsoring the lanyards delivers subtle visibility during and even post show (all photos of people).
Congress Bag insert	Put your personalized product information, a flyer of your company, an invitation to your booth or lunch session or breakfast session into every congress bag.
Brochure Display (á 100)	Put your brochures (á 100) on the desk next to the registration counter—casual pick up.
Company Logo	Present your company logo as a banner on the congress website, which will be linked to your company website.
Company Banner	Present your company with a banner on the congress website, which will be linked to your company website.
E-Mailing	Inform the pre-registered participants via HTML Email for example where they will find you onsite, invite them to your booth, send them certain product information they can discuss with you onsite (email will be send ca. 3 weeks before the congress).

Specials

Wednesday evening reception	Sponsored reception for all participants and faculty — drinks and hors d'oeuvres. Opportunity for sponsoring company to present itself and biologic products.
Thursday evening reception	Sponsored reception for all participants and faculty — drinks and hors d'oeuvres. Opportunity for sponsoring company to present itself and biologic products.
Prizes	Your company may want to support different prizes for winning performers during BioSpine 4 .
Educational Grant	BioSpine 4 welcomes committed sponsors who are willing to provide an unconditional educational grant to support the BioSpine concept—we would be happy to discuss options for grant awards.
Meeting Room	Companies wanting to rent private meeting rooms within the BioSpine 4 conference area are welcome to do so—we can create customized offers upon request.

Sold

If interested in any of these exclusive options please contact **Juliane Scholz** to discuss details.

Thank you &
see you there!

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10719 Berlin, Germany

juliane.scholz@biospine.org
www.biospine4.org

