

# EXHIBITOR PROSPECTUS

2012 **S**ociety for **P**rogress & **I**nnovation  
for the **N**ear **E**ast (**S.P.I.N.E.**)

5th Annual Hands-On Cadaveric Bio-skills Workshops  
&

The 5th Annual Symposium on Current Concepts in  
Orthopedics (Sports Injury, Joint Reconstruction, &  
Trauma), Spine, and Pain & Rehabilitation Medicine



Phoenicia Hotel  
Beirut, Lebanon  
June 27<sup>th</sup> – 30<sup>th</sup> 2012

Dear Supporter,

The Office of Continuing Medical Education at Boston University School of Medicine is working with S.P.I.N.E. (Society for Progress & Innovation for the Near East) on the upcoming 2012 S.P.I.N.E. Annual Conference, featuring the 5th Annual Hands-On Cadaveric Bioskills Workshops and the 5th Annual Symposium on Current Concepts in Orthopedics (Sports Injury, Joint Reconstruction, & Trauma), Spine, and Pain & Rehabilitation Medicine. The meeting will be taking place in Beirut, Lebanon from June 27<sup>th</sup>, 2012 through June 30<sup>th</sup>, 2012.

S.P.I.N.E. is an international society that offers an exceptional venue for gathering experts from all around the world in the area of spinal disorders, including orthopedic and neurosurgery, pain medicine and rehabilitation medicine.

S.P.I.N.E. and Boston University will be collaborating with numerous prestigious American, European, Asian and Middle Eastern societies and universities. The Scoliosis Research Society as well as The North American Spine Societies will again co-sponsor this meeting.

The congress will run a simultaneous/parallel four-day meeting for pain management and general orthopedics. There will also be general sessions with S.P.I.N.E. that will address common interest topics and multidisciplinary approach.

The four-day program will discuss basic and fundamental concepts in the treatment of most aspects of orthopedic and spine surgery, current controversies, and updates on emerging technologies. Additionally, the program will address the latest updates in pain management and chronic pain disorders with an emphasis on interventional approaches and neuromodulation. The general orthopedic meeting will discuss the latest updates on sport related injuries, early arthritis management options and Joint reconstruction, as well as the role of minimally invasive techniques and their applicability, among other topics.

Under the instruction of globally renowned faculty, the educational program will utilize lectures and hands-on workstations to present the most current controversies, emerging technology, and latest surgical techniques in the management of disc degeneration, aging spine conditions, traumatic injuries, adult and pediatric spine deformity, new orthopedic trends in managing sport-related and early arthritis problems, as well as acute and chronic pain management. The first day of the meeting will be dedicated to cadaveric workshops, during which participants will have the opportunity to participate in interactive and hands-on cadaveric dry labs and workshops.

Due to the unique international platform of this conference, as well as its breadth of provocative topics and in-depth debates, leading US, regional and international neurosurgeons, orthopedic spine surgeons, and pain management specialists will, once again, come together in Beirut to share their clinical and research expertise. These discussions will be led by world renowned surgeons including Drs. Chit Ranawat, Mark Spangehl, Javad Parvizi, Behrooz Akbarnia, Richard Assker, Hyun Bae, Stefano Boriani, Steve Cohen, Hilton Defino, Gilles Dubois, Henry Halm, Richard Gross, Andrew King, Salim Ghazi, Mark Glazebrook, Hamzaoglu, Michael Hasz, Salim Hayek, Michael Heggeness, Patric Hitchon, Kamal Ibrahim, Rick Fessler, Bassam Masri, Pier Mura, Dr Roger Hartl, Dan Plev, Del Schuttle, Tony Tomeh, Joel Vernois, Alastair Younger, and a host of “who’s who” in spine surgery. **More than 36 hands-on lab stations will be available to all attendees to build and perfect their surgical skills using the most cutting edge techniques. 36 non-CME, multi-vendor and company sponsored side Cadaver courses are available on first comes first served basis for both companies and attendees.**

The target audiences for this conference are orthopedic surgeons, spine specialists (orthopedic and neurosurgeons), pain management specialists, musculoskeletal neurologists and rehabilitation medicine specialists from the United States, the Middle East, Arabian Gulf, Asia, Europe and the Far East. Projected attendance is 450-500.

CME credits for physicians will be offered by Boston University School of Medicine.

This will be a unique opportunity and a truly unforgettable course for all participants. A preliminary program is attached for your review, or you may visit the conference website at [www.neareastspine.org](http://www.neareastspine.org) for more details.

If you are interested in exhibiting, please complete the attached reservation form. Please do not hesitate to contact us with any questions you may have.

Thank you for your consideration. We look forward to hearing from you.

Sincerely,

**Tony Tannoury, MD**  
**S.P.I.N.E. President**  
**Boston University School of Medicine**

# Support Opportunities

## **Exhibit Level Opportunities**

All Exhibit Level Opportunities include the following benefits

- Banner over booth in exhibit hall
- Listing of company in preliminary and final programs
- Acknowledgement on congress website
- Acknowledgement of exhibit level in registration packet
- *Additional opportunities are available as outlined below*

## **Platinum Level Exhibitor (US \$60,000)**

- Two (2) cadaver stations with company products for one full day during Bioskills Workshop (non-CME) and two (2) invited faculty (subject to course director approval) in the wet lab
- Additional stations: \$7,500 per station per day; \$ 4,000 per half day
- Key Opinion Leaders as faculty (course directors' approval required) in the Bioskills Workshop (non-CME)
- Hotel Based Saw bone/ Dummies workshops, faculty provided (subject to course director approval)
- Ten (10) complimentary company staff registrations
- Ten (10) complimentary tickets to Awards Ceremony Dinner
- Company logo on front page of final printed logistics program (logos only, no product information may be included)
- Full page advertisement in final printed logistics program (logos only, no product information may be included)
- 15 x 12 exhibit booth in the exhibit area with one (1) table and two (2) chairs (booths permitted)

## **Gold Level Exhibitor (US \$ 50,000)**

- Two (2) stations with company products for one full day during Bioskills Workshop (non-CME)
- Additional stations: \$7,500 per station per day; \$4,000 per half day
- Hotel Based Saw bone/ Dummies workshops, faculty provided (subject to course director approval)
- Seven (7) complimentary company staff registrations
- Seven (7) complimentary tickets to Awards Ceremony Dinner
- Key Opinion Leaders as faculty (course director approval required) in the Bioskills Workshop (non-CME)
- Full page advertisement in final printed program
- 12 x 10 exhibit booth in the exhibit area with one (1) table and two (2) chairs (booths permitted)

## **Silver Level Exhibitor (US \$30,000)**

- One (1) station with company products for one full day during Bioskills Workshop (non-CME)
- Additional stations: \$7,500 per station per day; \$4,000 per half day
- Hotel Based Saw bone/ Dummies workshops, faculty provided (subject to course director approval)
- Key Opinion Leaders as faculty (course director approval required) in the Bioskills Workshop (non-CME)
- Three (3) complimentary company staff registrations
- Five (5) complimentary tickets to Awards Ceremony Dinner
- Full page advertisement in final printed logistics program
- 10 x 10 exhibit booth in the exhibit area with one (1) table and two (2) chairs (booths permitted)

## **Bronze Level Exhibitor (US \$20,000)**

- One (1) station with company products for the half day during Bioskills Workshop (non-CME)
- Additional stations: \$7,500 per station per day; \$5,000 per half day
- Hotel Based Saw bone/ Dummies workshops, faculty provided (subject to course director approval)
- Two (2) complimentary company staff registrations
- 10 x 10 exhibit booth in the exhibit area with one (1) table and two (2) chairs (booths permitted)

#### **Copper Level Exhibitor (US \$10,000)**

- Two (2) complimentary company staff registrations
- 10 x 10 exhibit book in the exhibit area with one (1) table and two (2) chairs (booths permitted)

#### **Hotel Based Workshops**

- With live models: US \$5,000 per day
- Saw bone/Dummies: US \$3,000 per day

#### **Awards Ceremony Dinner Sole Patron (US \$15,000) or partial (\$8,000)**

- Fifteen (15) complimentary tickets to Awards Ceremony Dinner
- Two (2) company promotional items distributed at Awards Dinner
- Full page advertisement in final printed logistics program
- Acknowledgement in final program and during event

#### **Welcome Reception Patron (US \$8,000)**

- Ten (10) complimentary tickets to Welcome Reception
- Two (2) company promotional items distributed at the reception

#### **Exhibition Space Only (US \$6,000)**

- 10 x 10 ft space in exhibition hall
- One (1) table with two (2) chairs (booths also permitted)
- Food and beverage during the event

#### **Faculty Dinner Patron (US \$6,000)**

#### **Coffee Break Patron (US \$2,500 each – 6 opportunities)**

#### **Vendor Roundtables (US \$5,000 per slot – 6 slots available)**

- One 90 minute slot in vendor roundtable session on congress pre-meeting day (June 27<sup>th</sup>)

#### **Program Advertisements**

- Outside Back Cover (US \$2,500)
- Inside Back Cover (US \$2,500)
- Inside Front Cover (US \$2,500)
- Inside Page (US \$2,000) (4 opportunities)

#### **Internet Cafe Patron**

- Promotion on the internet booths (US \$1,500)

### **In Kind Medical Equipment**

- Supporters may provide in-kind medical equipment to be used during Bioskills Workshops
- All shipping charges of equipment will be incurred by the company

### **Book Publishers Exhibit** (US \$2,500)

- Book Publishers may have an exhibit booth in the exhibit area

### **Unrestricted Educational Grant Support**

If your company would like to support the program with an unrestricted educational grant, please contact the Boston University School of Medicine Office of Continuing Medical Education at 617-638-4604 or [cgrimble@bu.edu](mailto:cgrimble@bu.edu).

## International Faculty

Khalid Abbed, USA	Salim Ghazi, USA	Efstathios Papadopoulos, Cyprus
Joseph Abboud, USA	Mark Glazebrook, Canada	Javad Parvizi, USA
Ahmed Aglan, UK	Richard Gross, USA	Daniel Plev, UK
Behrooz Akbarnia, USA	Mahir Gulsen, Turkey	Michael Rimlawi, USA
Hammam Akbik , USA	Nameer Haider, USA	Bernard Sagherian, USA
Gulseren Akyuz, Turkey	Henry Halm, Germany	Charles Sansur, USA
John Asghar, USA	Moussa Hamadouche, France	Tolgay Santana, Turkey
Richard Assker, France	Yousif Hamati, USA	Del Schutte, USA
Hyun Bae, USA	Kojo Hamilton, USA	Hassan Serhan, USA
Gamal Baroud, Canada	Azmi Hamzaogul, Turkey	Emmett Shearer, USA
David Beverland, UK	Samer Hasan, USA	Daniel Shedid, USA
Stefano Boriani, Italy	Michael Hasz, USA	Mark Spangehl, USA
Ali Bydon, USA	Salim Hayek, USA	John Stark, USA
Y Sukru Calgar, Turkey	Michael Heggenness, USA	Jamal Taha, USA
John Chiu, USA	Patrick Hitchon, USA	Tony Tannoury, USA
Gun Choi, Korea	Kamal Ibrahim, USA	Chadi Tannoury, USA
Steven Cohen, USA	Ali Kalamchi, USA	Tony Tohmeh, USA
Fernad Dagher, USA	Andrew King , USA	Joel Vernois, UK
Helton Defino, Brazil	Michael langworthy, USA	Ron Von Jako, USA
Mehmet Demirhan, Turkey	Sang Ho Lee, USA	Tiem Wei, China
Gilles Dubois, France	Bassam Masri, Canada	Alastair Younger, Canada
Ahmed Elborna, USA	Hani Mhaidli, Spain	Willem Zeegers, Germany
Bassem Elhassan, USA	Pier Paolo Mura, Italy	Xifeng Zhang, China
Habib Ellamushi , UK	Antoun Nader, USA	Yue Zhou, China
Serdar Erdine, Turkey	Patrick Narchi, France	Mehmet Zileli, Turkey

Richard Fessler, USA

Ahmad Nassr , USA

### **Regional Session Chairs**

John Abdel Nour, Lebanon

Maged El Ansary, Egypt

Ghassan Kanazi, Lebanon

Nimat Adib, Syria

Mohammad El Hosban, Jordan

Khalil Kharrat, Lebanon

Salah al Bishawi, Jordan

Joseph El Khalil, Lebanon

Antoine Nachanakian, Lebanon

Abdulrazzaq Al Obeid, Lebanon

George El Rassi, Lebanon

Jalal Najjar, Syria

Maen Al Zaim, Syria

Mohamed El Tamawy, Egypt

Alexandre Nehme, Lebanon

Marie Claire Antakly, Lebanon

Shehab Eldine, Egypt

Chawki Nohra, Lebanon

Firas Atallah, Lebanon

Yousry Elhawary, Egypt

Nabil Okais, Lebanon

Omar Baddoura, Lebanon

Ryad Fakih, Lebanon

Ahmed Roshdy, Egypt

Mohamad Badra, Lebanon

Ismat Ghanem, Lebanon

Ghassan Skaff, Lebanon

Saleh Baeesa, Saudi

Rachid Haidar, Lebanon

Assaad Taha, Lebanon

Raja Chaftari, Lebanon

Thamer Hamdan, Iraq

Yasser Yaghi, Lebanon

Youssef Daher, Lebanon

Magdy Iskander, Egypt

Nadim Efeiche, Lebanon

Omran Janbak, Jordan



## **Rules and Regulations**

### **1. Meeting Schedule**

The congress takes place in Beirut, Lebanon.

The CME portion of the conference will commence on Thursday June 28<sup>th</sup> at approximately 11:00 AM and adjourns on Saturday, June 30<sup>th</sup> at 4:30 PM. The final detailed schedule will be available in early 2012. During that period, neither exhibitors nor their agents may conduct or sponsor any educational, marketing, or media activities directed toward conference meeting registrants other than as part of the conference scientific program or as specifically authorized (written) by Conference Organizers.

### **2. Exhibit Space/Support Availability**

Completion of the Support/Exhibit application form and Letter of Agreement on a first-come, first-serve option will determine choices of exhibit hall location and type of support. Only one exhibiting company per booth will be authorized. Each individual company must have a separate booth. Subletting or sharing of space will not be permitted. Two or more companies may not exhibit in a single space. No exhibitor may assign, sublet or apportion his/her space to or with another business entity or individual. No exhibitor may show or demonstrate products or services other than those manufactured or handled in the normal course of business.

### **3. Exhibit Installation (Exhibit Hall)**

The exhibit area will be available for set up on Wednesday, June 27<sup>th</sup>. All exhibits must be completed by 8:00 a.m. on Thursday, June 28<sup>th</sup>, and all aisles must be cleared of exhibit materials and crates. The following will be provided to the exhibitor at no additional fee:

- Up to two (2) 4' or 6' tables and up to four (4) chairs per booth space (vendor to specify layout)
- All tables will be covered/draped to hotel standards

The individual vendors are responsible for contracting with the symposium drayage company at their own expense for:

- Transport of Exhibit materials to main exhibit area
- Any additional booth set-up

The individual vendors are responsible for providing (or separately contracting with AV Company or hotel) at their own expense all other additional equipment not specified above including:

- Video LCD projector
- All computer workstations
- Coordination with hotel to determine whether additional electrical power requirements will be needed

### **4. Attendee Information**

It is the policy of the Continuing Medical Education Department at the Boston University School of Medicine not to release attendees' names prior to the conference. At the conference, we will provide attendees with a list of all conference attendees, which will include their name, city, state, and zip code.

### **5. Payment Information**

Completion of the Exhibitor Letter of Agreement on a first-come, first-serve option will determine choices of exhibit hall location.

Checks should be made payable to: The Society for Progress & Innovation for the Near East

Checks should be mailed to:

8 David Drive

Andover, MA 01810

United States of America

Wire Transfers should be sent as follows:

- Name: Citizens Bank
- Location: Methuen, Massachusetts, USA
- Routing Number: 211070175
- Account Number: 1313986388

## **6. Conference Website/Contact**

For more information, please visit [www.neareastspine.org](http://www.neareastspine.org).

Nicole Paganelli

Administrator, Society for Progress & Innovations for the Near East (S.P.I.N.E.)

Email: [nicole.paganelli@neareastspine.org](mailto:nicole.paganelli@neareastspine.org)

**2012 Annual Conference featuring the 5th Annual Hands-On Cadaveric Bioskills Workshops  
And the 5th Annual Symposium on Current Concepts in Orthopedics (Sports Injury, Joint  
Reconstruction, & Trauma), Spine, and Pain & Rehabilitation Medicine**

Please fill out this application form indicating your company's selected level of support and fax or email the completed form to:

Nicole Paganelli

Administrator, Society for Progress & Innovations for the Near East (S.P.I.N.E.)

Email: nicole.paganelli@neareastspine.org

**Once the completed application is received, you will receive an Exhibitor Letter of Agreement to be completed.**

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<p align="center"><b>Company Information:</b></p> <p><i>Please type or print:</i></p>		
COMPANY NAME		
CONTACT		
MAILING ADDRESS		
CITY/STATE//ZIP		
PHONE	FAX	

EMAIL

Please check level of Support:

<input type="checkbox"/>	Platinum Level Support (US \$60,000)	<input type="checkbox"/>	Coffee Break Patron (US \$2,500)
<input type="checkbox"/>	Gold Level Support (US \$ 50,000)	<input type="checkbox"/>	Bag Insert (US \$1,500)
<input type="checkbox"/>	Silver Level Support (US \$30,000)	<input type="checkbox"/>	Program Advertisement Outside Back Cover (US \$2,500)
<input type="checkbox"/>	Bronze Level Support (US \$20,000)	<input type="checkbox"/>	Program Advertisement Inside Back Cover (US \$2,000)
<input type="checkbox"/>	Copper Level Support (US 10,000)	<input type="checkbox"/>	Program Advertisement Inside Front Cover (US \$2,000)
<input type="checkbox"/>	Donor Level Support (US \$10,000)	<input type="checkbox"/>	Program Advertisement Inside Page (US \$1,500)
<input type="checkbox"/>	Hotel Based Workshops(US 5,000 live model, 3,000 Saw bone)	<input type="checkbox"/>	In Kind Medical Equipment for Workshops
<input type="checkbox"/>	Award Ceremony Dinner (US \$15,000)	<input type="checkbox"/>	Unrestricted Educational Grant
<input type="checkbox"/>	Welcome Reception Support (\$8,000)	<input type="checkbox"/>	
<input type="checkbox"/>	Exhibition Space Only (\$6,000)	<input type="checkbox"/>	