



ICJR

CME

EXHIBITOR PROSPECTUS

8TH ANNUAL

SHOULDER COURSE

FEATURING

ADVANCED CONCEPTS[®]
IN SHOULDER SURGERY

ARIA RESORT & CASINO | LAS VEGAS, NV
NOVEMBER 14 – 16, 2019

www.icjr.net/2019shoulder





FROM THE COURSE CHAIRS

Dear Prospective Meeting Supporter,

The International Congress for Joint Reconstruction (ICJR) and the Foundation for Orthopaedic Research and Education (FORE) are collaborating on the 8th Annual Shoulder Course, which will feature Advanced Concepts® in Shoulder Surgery. This comprehensive meeting will cover Sports Medicine, Trauma, and Arthroplasty. The agenda has been updated to provide a more interactive learning experience than ever before for all attendees. Some of the highlights for this year's course include:

- A renowned faculty comprising thought leaders in all aspects of shoulder surgery
- Panel discussions, debates, and case-based presentations covering the latest techniques, technologies, controversies, and clinical outcomes
- A bioskills lab providing the opportunity for attendees to get hands-on experience with the latest innovative products

We invite you to take advantage of this great opportunity to showcase your company and products to our diverse group of attendees who are interested in learning about the latest innovations in shoulder surgery. The course will offer a wide variety of support packages, hands-on product training, and other opportunities to communicate your message to an eager and engaged audience.

We look forward to seeing you in Las Vegas!

Sincerely,

Raffy Mirzayan, MD
Course Chair

Joseph A. Abboud, MD
Course Chair

ABOUT ICJR

Founded in 2007, ICJR is a 501(c)(3) non-profit organization that provides quality educational experiences and content for the global orthopaedic surgery community. This is accomplished through live CME meetings and a website featuring surgical videos, articles, and news on joint replacement of the hip, knee, and shoulder.



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COURSE FACULTY

COURSE CHAIRS



RAFFY MIRZAYAN, MD
Kaiser Permanente
Baldwin Park, CA, USA



JOSEPH A. ABOUD, MD
Rothman Orthopaedic Institute
Philadelphia, PA

FACULTY

APRIL D. ARMSTRONG, MD
Penn State Health System
Hershey, PA

LARRY D. FIELD, MD
MS Sports Medicine
& Orthopaedic Center
Jackson, MS

EVAN L. FLATOW, MD
Mt. Sinai Health System
New York, NY

RACHEL M. FRANK, MD
University of Colorado School
of Medicine
Denver, CO

MARK A. FRANKLE, MD
Florida Orthopaedic Institute
Tampa, FL

GRANT E. GARRIGUES, MD, FAOA
Midwest Orthopaedics at Rush
Chicago, IL

LAWRENCE V. GULOTTA, MD
Hospital for Special Surgery
New York, NY

JOHN M. ITAMURA, MD
Kerlan-Jobe Institute, Cedars Sinai
Los Angeles, CA

SUMANT G. "BUTCH" KRISHNAN, MD
The Shoulder Center at
Baylor University Medical Center
Dallas, TX

MARK D. LAZARUS, MD
Rothman Orthopaedic Institute
Philadelphia, PA

EVAN S. LEDERMAN, MD
The Orthopedic Clinic Association, PC
Phoenix, AZ

WILLIAM N. LEVINE, MD
Columbia Orthopedics
New York, NY

GUIDO MARRA, MD
Northwestern Memorial Hospital
Chicago, IL

AUGUSTUS D. MAZZOCCA, MS, MD
UCONN Musculoskeletal Institute
Farmington, CT

EDWARD G. MCFARLAND, MD
Johns Hopkins University
Lutherville, MD

KEVIN D. PLANCHER, MD
Plancher Orthopaedics
& Sports Medicine
New York, NY

JOAQUIN SANCHEZ-SOTELO, MD, PHD
Mayo Clinic
Rochester, MN

FELIX H. "BUDDY" SAVOIE, III, MD
Tulane University School of Medicine
New Orleans, LA

PAUL M. SETHI, MD
Orthopaedic and Neurosurgery
Specialists
Greenwich, CT

JOHN W. SPERLING, MD, MBA
Mayo Clinic
Rochester, MN

ROBERT Z. TASHJIAN, MD
University of Utah School of Medicine
Salt Lake City, UT

THOMAS W. QUIN THROCKMORTON, MD
Campbell Clinic Orthopaedics
Germantown, TN

NIKHIL N. VERMA, MD
RUSH University Medical Center
Chicago, IL

JON J.P. WARNER, MD
Massachusetts General Hospital
Boston, MA

GERALD R. WILLIAMS, JR, MD
Rothman Orthopaedic Institute
Philadelphia, PA



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PRELIMINARY SCHEDULE OF EVENTS

THURSDAY, NOVEMBER 14, 2019

7:00 AM	REGISTRATION & BREAKFAST
8:00 AM	WELCOME AND INTRODUCTIONS
8:05 AM	INSTABILITY I
8:45 AM	TECHNICAL CORNER STEP-BY-STEP: TEACH ME THE WAYS, OH MASTERFUL ONE!
9:40 AM	BREAK
10:10 AM	55-YEAR-OLD WITH MASSIVE ROTATOR CUFF TEAR
11:35 AM	POINT/COUNTERPOINT DEBATES: SPORTS MADNESS

12:31 PM	LIVE SURGERY*
1:41 PM	INDUSTRY-SPONSORED LUNCHEON SYMPOSIUM*
2:56 PM	MID-CAREER EPIPHANY: SO YOU WANT TO START DOING SHOULDER ARTHROPLASTY...
3:28 PM	TOTAL SHOULDER ARTHROPLASTY I
4:35 PM	BREAK
5:05 PM	SPORTS AND ARTHROPLASTY BIOSKILLS LAB*
7:05 PM	WELCOME RECEPTION*

FRIDAY, NOVEMBER 15, 2019

7:00 AM	BREAKFAST
7:30 AM	INSTABILITY II MANAGING BONE LOSS
8:35 AM	LIVE SURGERY*
9:35 AM	CASE PRESENTATION: NOT YOUR AVERAGE INSTABILITY CASE
10:00 AM	LIVE SURGERY*
11:00 AM	BREAK
11:30 AM	ROTATOR CUFF SESSION II

12:45 PM	INDUSTRY-SPONSORED LUNCHEON SYMPOSIUM*
1:45 PM	THE BUSINESS OF SHOULDER SURGERY
2:20 PM	ARTHROSCOPIC AND OPEN BIOSKILLS LAB*
4:20 PM	CHANGE OUT OF SCRUBS
4:30 PM	BREAK
5:00 PM	THE WORST CASE OF MY CAREER
5:40 PM	INDUSTRY-SPONSORED SPOTLIGHT SYMPOSIUM/NETWORKING HAPPY HOUR*

SATURDAY, NOVEMBER 16, 2019

7:00 AM	BREAKFAST
8:00 AM	REVERSE TOTAL SHOULDER ARTHROPLASTY
8:45 AM	75-YEAR-OLD WITH OA: REVERSE OR ANATOMIC DEBATE
9:15 AM	CASE PANEL DISCUSSION: CHALLENGING PROBLEMS IN REVERSE SHOULDER ARTHROPLASTY
10:05 AM	BREAK
10:35 AM	FRACTURES AROUND THE SHOULDER: WHEN TO OPERATE AND WHAT TO DO

11:45 AM	LUNCHEON
1:00 PM	ARTHROPLASTY SESSION II
2:10 PM	TECHNICAL CORNER: HOW I DO IT
2:45 PM	BREAK
3:15 PM	POINT/COUNTERPOINT DEBATES
4:00 PM	RAPID FIRE SHOULDER CASES: PUTTING IT ALL TOGETHER
4:45 PM	ADJOURN



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SUPPORT OPPORTUNITIES

- ICJR meetings provide a forum for meaningful interaction between exhibitors and attendees:
 - All breakfasts, breaks, and the welcome reception take place in the Exhibit Hall
 - Multiple 30-minute breaks each day give exhibitors time to interact with attendees and faculty
 - Exhibitors have access to the General Session room and are encouraged to attend the didactic sessions
 - Bioskills labs allow attendees to receive hands-on experience with your featured products
- Cost-effective promotional and advertising opportunities at both the live meeting and on the ICJR website are customizable to your marketing objectives and budget
- Metrics provided for measurable sponsorships (live surgery views, symposium attendees, spotlight sessions, ICJR mobile app, etc.)
- Recognition of corporate support endures with the archived meeting content on the ICJR website
- In addition to the items mentioned in this prospectus, support also includes company name and support level recognition on meeting website, meeting app, and support signage

SUPPORT PACKAGES	DIAMOND \$50,000	PLATINUM \$25,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000
BENEFITS					
Exhibit Space	10' x 20'	10' x 20'	10' x 10'	10' x 10'	Tabletop
NEW! Premium Booth Location Choice (First-come, first-served)	Included	Included			
Industry Registration Badges	8	8	6	4	2
Bioskills Lab Sponsorship	2	2	1		
Live Surgery Sponsorship	1				
Welcome Packet Ad Insert 8.5" x 11"	Included	Included	Included	Included	Included
Support recognition on ICJR.net, onsite support posters, housekeeping slides, and mobile app	Included	Included	Included	Included	Included
Discounts on ancillary events and advertising	20%	15%	10%	5%	



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SUPPORT OPPORTUNITIES *continued*

À LA CARTE		Pricing
UPGRADES		
<p>NEW! Premium Booth Location Choice <small>(First-come, first-served)</small></p>	<p>Increase your company's visibility with the opportunity to select a premium booth location of your choice. Limited quantities available. Exhibit location spaces will be handled on a first-come, first-served basis. Premium booth locations ensure maximum interaction with course attendees. Premium booth pricing is in addition to the support package of choice. See page 18 for Exhibit Hall floor plan layout.</p>	\$2,500 each
<p>Add-on Registration Badges</p>	<p>Exhibitors may purchase additional registration badges allowing access to exhibits, all food functions, and all scientific sessions.</p>	\$500 each
ANCILLARY EVENTS		
<p>Bioskills Lab <small>(Not CME accredited)</small></p>	<p>Sponsor a bioskills lab. Sponsorship includes one pelvis-to-toe-tip specimen per station, general instrumentation (retractors, scalpels, mallets, sutures, forceps, rongeurs, etc.), power equipment, personal protective equipment (PPE), and cleaning of all instruments. Sponsor will need to provide product-specific instrumentation and personnel familiar with the instrumentation and technique. Sponsor will also be asked to suggest proctors for each station from the course faculty.</p> <p>Please note the bioskills labs are included with the surgeons' course registration fees. Each attendee will be assigned to a station to ensure that every station has an equal number of attendees.</p>	\$6,000 per station
<p>Live Surgery Broadcast Sponsorship <small>(Not CME accredited)</small></p>	<p>Sponsor a one-hour live surgery broadcast during the course. Companies must submit a description of the surgical procedure, products and/or technology to be used, and the name of the surgeon and institution/location. Sponsorships subject to approval by course chair and/or directors. Sponsorship of the live surgery broadcast includes:</p> <ul style="list-style-type: none"> • Coordination and full management by ICJR of schedule, planning, logistics, testing, and broadcast with the surgeon and hospital staff • All equipment and technicians required for the broadcast • Promotion on all media platforms of the live surgery to meeting attendees and ICJR members (13,000+) • Live broadcast to the meeting site • Live broadcast on ICJR.net, viewable by anyone worldwide • Copy of the surgery footage with moderator and/or moderating panel • Deliverable metrics (ex. viewers, open rates, click-through rates, etc.) at various time points pre-and-post course • Archive and enduring promotion of the surgery on ICJR.net 	\$30,000



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SUPPORT OPPORTUNITIES *continued*

À LA CARTE		Pricing
ANCILLARY EVENTS		
<p>Breakfast/ Luncheon Symposium (Not CME accredited)</p>	<p>Support a one-hour educational program for up to 50 participants. This breakfast or lunch meeting gives you an opportunity to offer targeted education on a specific area of therapeutic interest, craft your message, educate attendees on the benefits of your product, and offer hands-on experience with your product via sawbones and instrumentation demonstrations. ICJR will provide the meeting space, basic AV, food and beverages, recruitment and advertising assistance. Invitations, content, faculty coordination, honoraria, handouts, attendance, and evaluations, are the responsibility of the corporate sponsor. ICJR must approve topic and faculty.</p>	<p>\$10,000/ \$15,000</p>
<p>NEW! Spotlight Symposium Event (Not CME accredited) *Exclusive: One available</p>	<p>Support a one-hour educational program for up to 50 participants. This spotlight symposium event gives you an opportunity to offer targeted education on a specific area of therapeutic interest, craft your message, educate attendees on the benefits of your product, and offer hands-on experience with your product via sawbones and instrumentation demonstrations. ICJR will provide the meeting space, basic AV, food and beverages, recruitment and advertising assistance. Invitations, content, faculty coordination, honoraria, handouts, attendance, and evaluations, are the responsibility of the corporate sponsor. ICJR must approve topic and faculty. Contact ICJR for further information.</p>	<p>\$20,000</p>
<p>Technology Suite</p>	<p>Rent a meeting space of up to 2,000 square feet for the entire length of the course. Showcase a new technology, provide a demonstration for attendees, or hold a sawbones workshop. Attendance during the course agenda, including breaks, is limited to five attendees. Catering, basic AV, faculty coordination and honoraria, all logistics coordination, and related expenses and promotion are the responsibility of the sponsoring company.</p>	<p>\$7,500</p>
<p>Focus Group/ Advisory Board</p>	<p>Host a one-hour focus group/advisory board during non-official course hours for up to 15 people. Fee includes meeting space, basic AV (projector and screen), beverages, and recruitment assistance.</p>	<p>\$5,000</p>



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SUPPORT OPPORTUNITIES *continued*

À LA CARTE		Pricing
ADVERTISING		Exclusive & limited opportunities available on a first-come, first-served basis*
<p>NEW! ICJR Member and Faculty Green Room</p> <p>*Exclusive: One available</p>	<p>Located adjacent to the General Session room and Exhibit Hall, the ICJR Member and Faculty Green Room will provide faculty the opportunity to prepare presentations, relax in between sessions, and engage other course faculty — all in a quiet, private setting. ICJR members will also be able to have peer-to-peer interactions with faculty and other member attendees in the Green Room. ICJR is offering the following exclusive Green Room advertising opportunities to a single sponsor on a first-come, first-served basis:</p> <ul style="list-style-type: none"> • Branded Cups/Napkins (logo provided by sponsor, production of cups and napkins provided by ICJR) • Branded Mobile Device Charging Station (graphics provided by sponsor, specifications for graphics and charging station provided by ICJR) • Pull up graphics (provided by sponsor) • Banner ad on screen showing live feed from the General Session • Product showcase table that can accommodate sponsor's products, literature, etc. 	\$20,000
<p>NEW! Branded Lab Scrubs</p> <p>*Exclusive: One available</p>	<p>Amplify your company and/or brand with maximum exposure by sponsoring the lab scrubs. Lab scrubs will be worn by all course attendees and faculty during the 3-hour, non-CME time. Scrubs will be distributed only after a waiver is signed indicating the requirement for return post-lab. Sponsor will be responsible for providing electronic artwork based on specifications by ICJR. Artwork subject to ICJR approval. Contact ICJR for further information.</p>	\$6,500
<p>Welcome Reception Sponsorship</p> <p>*Exclusive: One available</p>	<p>Your company's recognition will include event signage, branded cocktail napkins, and branded cups. Sponsor is responsible for providing a black and white logo based on specifications provided by ICJR.</p>	\$5,000
<p>Faculty Dinner</p> <p>*Exclusive: One available</p>	<p>Your company's recognition will include event signage, branded cocktail napkins, and branded cups. Sponsor is responsible for providing a black and white logo based on specifications provided by ICJR.</p>	\$5,000



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SUPPORT OPPORTUNITIES *continued*

À LA CARTE		Pricing
ADVERTISING		Exclusive & limited opportunities available on a first-come, first-served basis*
Site-Specific Advertising	In partnership with ICJR, discover and create a unique advertising opportunity that is site specific to display your company logo or promotion. Sponsor to provide printed or digital advertisement(s) to event hotel specifications and will coordinate placement/installation with the hotel. Artwork subject to ICJR approval. Examples may include, but not limited to the following: clings, wraps, floor decals, gobo, reader boards, etc. in locations such as elevators, escalators, windows, columns, meeting foyer doors, etc. See page 19 for advertising opportunity examples.	\$3,500+
Wi-Fi *Exclusive: One available	Sponsor the Wi-Fi service for the meeting area. Sponsor's name will be used as the password for the complimentary Wi-Fi service provided to all course attendees. Additional advertising options include custom splash page, SSID or network name, login or password.	\$6,500
Electronic Reader Board Display *Exclusive: One available	The large LCD reader board is designed to communicate the daily agenda, special announcements, and industry advertisements. One-quarter of the display will be available for custom advertising and/or branding of sponsor's choice. The display will be placed in a highly trafficked central location in the meeting foyer area. Sponsor will be responsible for providing electronic artwork (subject to approval) based on specifications provided by ICJR.	\$3,500
NEW! Mobile App Ads Splash Screen *Exclusive: One available	This exclusive splash screen ad appears as the ICJR Meeting App loads. The splash screen brings a high level of attention to a company's message and brand awareness to participants of the meeting. Every attendee will have visibility of the Splash Page – a full-screen visual that appears for up to 5 seconds, free from distraction. Sponsor will be responsible for providing electronic artwork based on specifications by ICJR. Artwork subject to ICJR approval.	\$2,500
NEW! Mobile App Ads Splash Screen *Limited: Five available	Reinforce your products and branding through banner ads displayed on a loop at the top of the ICJR Meeting App. The measurable rotating banner ads will also link to content within the app or to outside URLs. Impressions and taps are tracked for measurable ROI. Sponsor will be responsible for providing electronic artwork based on specifications by ICJR. Artwork subject to ICJR approval.	\$1,500
NEW! Mobile App Ads Push Notifications	Engage meeting attendees with compelling content through push notifications to help raise visibility. Send two notifications directly to meeting attendees, via the ICJR Meeting App, at strategic scheduled times. Sponsor will be responsible for providing electronic content based on specifications by ICJR. Content subject to ICJR approval.	\$750
Mobile Device Charging Station	Mobile device charging station is designed as a high-top table, placed in the exhibit hall or meeting foyer area. High-top table offers space for advertising on the table base as well as the device shelf bays. The mobile device charging station will be placed in the ICJR Members & Faculty Green Room for exclusive advertising. Additional opportunities for sponsorship of a charging station is available for advertising as indicated above.	\$5,000



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SUPPORT OPPORTUNITIES *continued*

À LA CARTE		Pricing
ADVERTISING		Exclusive & limited opportunities available on a first-come, first-served basis*
Branded Hotel Room Keycards <small>*Exclusive: One available</small>	Hotel room keycards customized with your company logo. Cards will be distributed to hotel guests at check-in and used to access hotel rooms throughout their stay. Sponsor will be responsible for providing keycard artwork based on specifications provided by ICJR.	\$4,000
Name Badge Lanyards <small>*Exclusive: One available</small>	All attendees will be given a branded lanyard for their name badge upon registration. Sponsor will be responsible for providing the branded lanyards, with artwork subject to ICJR approval.	\$3,500
Branded Cups and Napkins <small>*Exclusive: One available</small>	All coffee cups, water cups, and napkins for daily coffee breaks imprinted with your company logo. Does not include welcome reception cups or napkins. Sponsor is responsible for providing logo based on specifications provided by ICJR.	\$3,500
Notebooks <small>*Exclusive: One available</small>	Have your logo imprinted on notebooks that will be available for all attendees. This is an item that attendees are certain to use at the conference. Sponsor is responsible for providing logo based on specifications provided by ICJR.	\$2,500
Room Drop	Have your symposium/workshop promotion or selected advertising included in one nightly room drop. One piece is allowed per room drop; maximum size is 8.5" x 11". Production and shipping of designated piece is the responsibility of the sponsor. Artwork subject to ICJR approval.	\$3,500
Welcome Packet Ad Insert	One-piece; maximum size is 8.5" x 11". Production and shipping are the responsibility of the sponsor. Artwork subject to ICJR approval.	\$2,500



QUICK EXHIBIT REFERENCE

VENUE

Didactic Sessions, Bioskills Lab, and Accommodations:

Aria Resort & Casino
 3730 S. Las Vegas Boulevard
 Las Vegas, NV 89158

Phone: +1 (702) 590-7111

You must refer to **ICJR 2019 Shoulder Course** to get the discounted rate.

A limited number of "Deluxe" rooms are available for a discounted rate of \$219 per night for Wednesday and Thursday nights, and \$249 per night for Friday and Saturday nights, subject to applicable state and local taxes, as well as a standard resort fee of \$39.00 plus tax per suite, per night. The group rate is guaranteed for reservations made on or before **Monday, October 14, 2019** or until the room block sells out. For hotel reservations canceled after the housing deadline, ICJR reserves the right to invoice your staff or company the room rate plus tax if attrition is charged back to ICJR. Confirmed exhibitors will receive a comprehensive Exhibitor Show Kit one month before the event.

ACCOMMODATIONS

Please refer to the travel page of the meeting website at www.icjr.net/2019shoulder for information related to hotel reservations.

IMPORTANT DATES

HOUSING CLOSES	Monday, October 14, 2019
Exhibitor Application/Payment Deadline	Monday, October 14, 2019
Exhibit Setup	Wednesday, November 13, 2019
Exhibit Dismantle	Saturday, November 16, 2019

SPACE ASSIGNMENT

Application deadline for exhibitors is Monday, October 14, 2019. Applications received after Monday, October 14, 2019 will be accepted on a space-available basis. Companies will be assigned space at that time, in the order in which applications with payment are received. ICJR has the right to alter the floor plan at any time.

PLEASE NOTE: EXHIBIT SPACE/BOOTHS ARE NOT ASSIGNED PRIOR TO THE COURSE UNLESS SPONSOR COMPANY SELECTS PREMIUM BOOTH LOCATION OPPORTUNITY. SEE PAGE 6 FOR FURTHER DETAILS.

PAYMENT TERMS

Payment in full for the contracted space must be forwarded with the Sponsor and Exhibitor Application at the end of this prospectus. The balance must be paid by Monday, October 14, 2019.

CANCELLATIONS & REFUNDS

- Cancellations received in writing by Monday, October 14, 2019, will be subject to a 25% administrative fee.
- There will be no refunds for cancellations requested after Monday, October 14, 2019.
- If 100% of agreed-upon fee is not received by Monday, October 14, 2019, the application is subject to cancellation.



EXHIBITOR INFORMATION

INFRINGEMENT

Interviews, demonstrations, and the distribution of literature must be made within the exhibitor's assigned area. Canvassing or distributing advertising materials outside the exhibitor's own space will not be permitted.

CONDUCT OF EXHIBITS

Contests, drawings, and lotteries must be pre-approved by ICJR. No bags or containers for collection of literature or materials are to be distributed by exhibitors. This applies to any envelope, folder or portfolio, box, etc., that provides carrying space for literature or materials. Electrical or other mechanical apparatus must be muffled so the noise does not interfere with other exhibitors. The character of the exhibits is subject to the approval of ICJR.

ICJR reserves the right to refuse applications that do not meet standards required or expected, as well as the right to curtail exhibits or parts of exhibits that conflict with the character of the conference. This applies to displays, literature, advertising, conduct of persons, etc.

SECURITY

The exhibit area will be secure during non-business hours; however, the safekeeping of the exhibitor's property shall remain the responsibility of the exhibitor. ICJR will not assume responsibility for any losses sustained by the exhibitor.

FIRE PROTECTION

All material used in the exhibit area must be flameproof or fire-resistant conforming to the local fire ordinances and in accordance with regulations established by the local fire department. Crepe paper or corrugated paper, flameproof or otherwise, will not be permitted. Paper is not to be used in crating merchandise. Display racks, signs, spotlights, and special equipment must be approved before use. All displays are subject to inspection by the Fire Prevention Bureau.

Any exhibits or parts thereof found not to be flameproof or fire-resistant and do not conform to the local fire ordinances and regulations, will be dismantled. All aisles and exits must be kept clear at all times. Fire stations and fire extinguisher equipment are not to be covered or obstructed.

EXHIBIT PERSONNEL

All participants affiliated with exhibits must be registered as exhibitors or as conference attendees. Each person will be issued an exhibitor's badge and must be employed by the exhibitor or have a direct business affiliation.

SPECIAL NEEDS

Please contact us at info@icjr.net or +1-760-942-7859 if you have a disability that will require special accommodations.

PROTECTION OF ARIA RESORT & CASINO

Exhibitors will be held liable for any damage caused to the Aria Resort & Casino property, and no material or matter of any kind shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts or portions of the Aria Resort & Casino or its furnishings. Whatever may be necessary to properly protect the building, equipment, or furniture will be installed at the expense of the exhibitor.



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RULES & REGULATIONS

SIGN AND RETURN WITH YOUR APPLICATION, SIGNIFYING THAT YOU HAVE READ AND AGREE TO THESE RULES AND REGULATIONS.

THE 8TH ANNUAL ICJR SHOULDER COURSE AND ITS AUTHORIZED REPRESENTATIVES ARE HEREINAFTER REFERRED TO AS "SHOW MANAGEMENT."

1. PAYMENT AND REFUNDS:

APPLICATIONS SUBMITTED MUST BE ACCOMPANIED BY 100% OF THE TOTAL COMMITMENT DUE OR PAYMENT BY CHECK MUST BE MADE NO LATER THAN MONDAY, OCTOBER 14, 2019. APPLICATIONS SUBMITTED AFTER MONDAY, OCTOBER 14, 2019, MUST BE ACCOMPANIED BY PAYMENT IN FULL AND WILL BE ACCEPTED ON A SPACE-AVAILABLE BASIS. APPLICATIONS RECEIVED WITHOUT PAYMENT WILL NOT BE PROCESSED, NOR WILL SPACE ASSIGNMENTS BE MADE. IF SHOW MANAGEMENT RECEIVES A WRITTEN REQUEST FOR CANCELLATION OF SPACE ON OR BEFORE MONDAY, OCTOBER 14, 2019, IT WILL BE SUBJECT TO A 25% ADMINISTRATIVE FEE. IF SHOW MANAGEMENT RECEIVES A WRITTEN REQUEST FOR CANCELLATION OF SPACE AFTER MONDAY, OCTOBER 14, 2019, NO REFUNDS WILL BE ISSUED. IT IS EXPRESSLY AGREED BY THE EXHIBITOR THAT IN THE EVENT EXHIBITOR FAILS TO PAY THE SPACE RENTAL AT THE TIMES SPECIFIED, OR FAILS TO COMPLY WITH ANY OTHER PROVISIONS CONTAINED IN THESE RULES AND REGULATIONS CONCERNING USE OF EXHIBIT SPACE, SHOW MANAGEMENT SHALL HAVE THE RIGHT TO TAKE POSSESSION OF SAID SPACE AND LEASE SAME, OR ANY PART THEREOF, TO SUCH PARTIES AND UPON SUCH TERMS AND CONDITIONS AS IT MAY DEEM PROPER. IN THE EVENT OF A DEFAULT BY THE EXHIBITOR, AS SET FORTH IN THE PREVIOUS SENTENCE, THE EXHIBITOR SHALL FORFEIT AS LIQUIDATED DAMAGE, AMOUNT PAID, REGARDLESS OF WHETHER OR NOT THE SHOW MANAGEMENT ENTERS INTO A FURTHER LEASE FOR THE SPACE INVOLVED.

2. SPACE RENTAL AND ASSIGNMENT OF LOCATION:

SHOW MANAGEMENT RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXPOSITION.

3. USE OF SPACE, SUBLETTING OF SPACE:

NO EXHIBITOR SHALL ASSIGN, SUBLET, OR SHARE THE SPACE ALLOTTED WITH ANOTHER BUSINESS OR FIRM UNLESS APPROVAL HAS BEEN OBTAINED IN WRITING FROM SHOW MANAGEMENT. EXHIBITORS ARE NOT PERMITTED TO FEATURE NAMES OR ADVERTISEMENTS OF NON-EXHIBITING MANUFACTURERS, DISTRIBUTORS, OR AGENTS IN THE EXHIBITOR'S DISPLAY, PARENT OR SUBSIDIARY COMPANIES EXCEPTED. EXHIBITORS MUST SHOW ONLY GOODS MANUFACTURED OR DEALT BY THEM IN THE REGULAR COURSE OF BUSINESS. SHOULD AN ARTICLE OF A NON-EXHIBITING FIRM BE REQUIRED FOR OPERATION OR DEMONSTRATION IN AN EXHIBITOR'S DISPLAY, IDENTIFICATION OF SUCH ARTICLE SHALL BE LIMITED TO THE USUAL AND REGULAR NAMEPLATE, IMPRINT, OR TRADEMARK UNDER WHICH SAME IS SOLD IN THE GENERAL COURSE OF BUSINESS. NO FIRM OR ORGANIZATION NOT ASSIGNED EXHIBIT SPACE WILL BE PERMITTED TO SOLICIT BUSINESS WITHIN THE EXHIBIT AREAS.

4. EXHIBITOR'S AUTHORIZED REPRESENTATIVE:

EACH EXHIBITOR MUST NAME ONE PERSON TO BE ITS REPRESENTATIVE IN CONNECTION WITH INSTALLATION, OPERATION, AND REMOVAL OF THE FIRM'S EXHIBIT. SUCH REPRESENTATIVE SHALL BE AUTHORIZED TO ENTER INTO SUCH SERVICE CONTRACTS AS MAY BE NECESSARY AND FOR WHICH THE EXHIBITOR SHALL BE RESPONSIBLE. THE EXHIBITOR SHALL ASSUME RESPONSIBILITY FOR SUCH REPRESENTATIVE BEING IN ATTENDANCE THROUGHOUT ALL EXPOSITION PERIODS. THIS REPRESENTATIVE SHALL BE RESPONSIBLE FOR KEEPING THE EXHIBIT NEAT, MANNED, AND ORDERLY AT ALL TIMES.

5. INSTALLATION AND REMOVAL:

SHOW MANAGEMENT RESERVES THE RIGHT TO FIX THE TIME FOR THE INSTALLATION OF THE EXHIBIT PRIOR TO THE SHOW OPENING AND FOR ITS REMOVAL AFTER THE CONCLUSION OF THE SHOW. INSTALLATION OF ALL EXHIBITS MUST BE FULLY COMPLETED BY THE OPENING TIME OF THE EXPOSITION. ANY SPACE NOT CLAIMED AND OCCUPIED THREE HOURS BEFORE OPENING MAY BE RESOLD OR REASSIGNED WITHOUT REFUND. NO EXHIBITOR WILL BE ALLOWED TO DISMANTLE OR REPACK ANY PART OF ITS EXHIBIT UNTIL AFTER THE CLOSING OF THE SHOW.

6. OPERATION OF DISPLAYS:

SHOW MANAGEMENT RESERVES THE RIGHT TO RESTRICT THE OPERATION OF, OR EVICT COMPLETELY, ANY EXHIBIT THAT, IN ITS SOLE OPINION, DETRACTS FROM THE GENERAL CHARACTER OF THE EXPOSITION AS A WHOLE. THIS INCLUDES, BUT IS NOT LIMITED TO, AN EXHIBIT THAT, BECAUSE OF NOISE, FLASHING LIGHTS, METHOD OF OPERATION, DISPLAY OF UNSUITABLE MATERIAL, IS DETERMINED BY SHOW MANAGEMENT TO BE OBJECTIONABLE TO THE SUCCESSFUL CONDUCT OF THE EXPOSITION AS A WHOLE. ALL DEMONSTRATIONS OR OTHER PROMOTIONAL ACTIVITIES MUST BE CONFINED TO THE LIMITS OF THE EXHIBIT SPACE. SUFFICIENT SPACE MUST BE PROVIDED WITHIN THE EXHIBIT SPACE FOR THE COMFORT AND SAFETY OF PERSONS WATCHING DEMONSTRATIONS AND OTHER PROMOTIONAL ACTIVITIES. EACH EXHIBITOR IS RESPONSIBLE FOR KEEPING THE AISLES NEAR ITS EXHIBIT SPACE FREE OF CONGESTION CAUSED BY DEMONSTRATIONS OR OTHER PROMOTIONS. DIRECT SALES: NO RETAIL SALES ARE PERMITTED WITHIN THE EXHIBIT AREA AT ANY TIME, BUT ORDERS MAY BE TAKEN FOR FUTURE DELIVERY. CONTESTS, DRAWINGS, AND LOTTERIES: ALL UNUSUAL PROMOTIONAL ACTIVITIES MUST BE APPROVED IN WRITING BY SHOW MANAGEMENT NO LATER THAN 60 DAYS PRIOR TO THE OPENING OF THE EXPOSITION. LITERATURE DISTRIBUTION: ALL DEMONSTRATIONS OR OTHER ACTIVITIES MUST BE CONFINED TO THE LIMITS OF THE EXHIBITOR'S SPACE. DISTRIBUTION OF CIRCULARS MAY BE MADE ONLY WITHIN THE SPACE ASSIGNED TO THE EXHIBITOR DISTRIBUTING SUCH MATERIALS. NO ADVERTISING CIRCULARS, CATALOGS, FOLDERS, OR DEVICES SHALL BE DISTRIBUTED BY EXHIBITORS IN THE AISLES, CONFERENCE ROOMS, REGISTRATION AREAS, LOUNGES, OR GROUNDS OF THE HOST FACILITY. TRADE PUBLISHERS ARE PROHIBITED FROM SOLICITING ADVERTISING DURING THE SHOW. TRADE PUBLICATIONS MAY BE DISTRIBUTED FROM THEIR EXHIBIT, BUT AUTOMATIC DISTRIBUTION IS



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RULES & REGULATIONS *continued*

PROHIBITED. EXHIBITS THAT INCLUDE THE OPERATION OF MUSICAL INSTRUMENTS, RADIOS, SOUND PROJECTION EQUIPMENT, PUBLIC ADDRESS SYSTEMS, OR ANY NOISEMAKING MACHINES MUST BE CONDUCTED OR ARRANGED SO THAT THE NOISE RESULTING FROM THE DEMONSTRATION WILL NOT ANNOY OR DISTURB ADJACENT EXHIBITORS AND THEIR PATRONS, NOR CAUSE THE AISLES TO BE BLOCKED. OPERATORS OF NOISEMAKING EXHIBITS MUST SECURE APPROVAL OF OPERATING METHODS BEFORE THE EXHIBIT OPENS.

7. SOCIAL ACTIVITIES:

EXHIBITOR AGREES TO WITHHOLD SPONSORING HOSPITALITY SUITES/ ROOMS OR OTHER FUNCTIONS DURING OFFICIAL SHOW ACTIVITIES, INCLUDING EXHIBIT HOURS, SOCIAL FUNCTIONS, EDUCATIONAL SEMINARS, AND ANY OTHER RELATED ACTIVITY SCHEDULED BY SHOW MANAGEMENT.

8. LIABILITY AND INSURANCE:

ALL PROPERTY OF THE EXHIBITOR REMAINS UNDER ITS CUSTODY AND CONTROL IN TRANSIT TO AND FROM THE EXHIBIT HALL AND WHILE IT IS IN THE CONFINES OF THE EXHIBIT HALL. NEITHER SHOW MANAGEMENT, ITS SERVICE CONTRACTORS, THE MANAGEMENT OF THE EXHIBIT HALL, NOR ANY OF THE OFFICERS, STAFF MEMBERS, OR DIRECTORS OF ANY OF THE SAME ARE RESPONSIBLE FOR THE SAFETY OF THE PROPERTY OF EXHIBITORS FROM THEFT, DAMAGE BY FIRE, ACCIDENT, VANDALISM, OR OTHER CAUSES, AND THE EXHIBITOR EXPRESSLY WAIVES AND RELEASES ANY CLAIM OR DEMAND IT MAY HAVE AGAINST ANY OF THEM BY REASON OF ANY DAMAGE TO OR LOSS OF ANY PROPERTY OF THE EXHIBITOR. IT IS RECOMMENDED THAT EXHIBITORS OBTAIN ADEQUATE INSURANCE COVERAGE, AT THEIR OWN EXPENSE, FOR PROPERTY LOSS OR DAMAGE AND LIABILITY FOR PERSONAL INJURY.

9. INDEMNIFICATION:

EXHIBITOR AGREES THAT IT WILL INDEMNIFY AND HOLD AND SAVE SHOW MANAGEMENT WHOLE AND HARMLESS OF, FROM, AND AGAINST ALL CLAIMS, DEMANDS, ACTIONS, DAMAGES, LOSS, COST, LIABILITIES, EXPENSES, AND JUDGMENTS RECOVERED FROM OR ASSERTED AGAINST SHOW MANAGEMENT ON ACCOUNT OF INJURY OR DAMAGE TO PERSON OR PROPERTY TO THE EXTENT THAT ANY SUCH DAMAGE OR INJURY MAY BE INCIDENT TO, ARISE OUT OF, OR BE CAUSED, EITHER PROXIMATELY OR REMOTELY, WHOLLY OR IN PART, BY AN ACT, OMISSION, NEGLIGENCE, OR MISCONDUCT ON THE PART OF EXHIBITOR OR ANY OF ITS AGENTS, SERVANTS, EMPLOYEES, CONTRACTORS, PATRONS, GUESTS, LICENSEES, OR INVITEES OR OF ANY OTHER PERSON ENTERING UPON THE PREMISES LEASED HEREUNDER WITH THE EXPRESS OR IMPLIED INVITATION OR PERMISSION OF EXHIBITOR, OR WHEN ANY SUCH INJURY OR DAMAGE IS THE RESULT, PROXIMATE OR REMOTE, OF THE VIOLATION BY EXHIBITOR OR ANY OF ITS AGENTS, SERVANTS, EMPLOYEES, CONTRACTORS, PATRONS, GUESTS, LICENSEES, OR INVITEES OF ANY LAW, ORDINANCE, OR GOVERNMENTAL ORDER OF ANY KIND, OR WHEN ANY SUCH INJURY OR DAMAGE MAY IN ANY OTHER WAY ARISE FROM OR OUT OF THE OCCUPANCY OR USE BY EXHIBITOR, ITS AGENTS, SERVANTS, EMPLOYEES, CONTRACTORS, PATRONS, GUESTS, LICENSEES, OR INVITEES OF THE PREMISES LEASED HEREUNDER. SUCH

INDEMNIFICATION OF SHOW MANAGEMENT BY EXHIBITOR SHALL BE EFFECTIVE UNLESS SUCH DAMAGE OR INJURY MAY RESULT FROM THE SOLE NEGLIGENCE, GROSS NEGLIGENCE, OR WILLFUL MISCONDUCT OF SHOW MANAGEMENT. EXHIBITOR COVENANTS AND AGREES THAT IN CASE SHOW MANAGEMENT SHALL BE MADE A PARTY TO ANY LITIGATION COMMENCED BY OR AGAINST EXHIBITOR OR RELATING TO THIS LEASE OR THE PREMISES LEASED HEREUNDER, THEN EXHIBITOR SHALL AND WILL PAY ALL COSTS AND EXPENSES, INCLUDING REASONABLE ATTORNEY'S FEES AND COURT COSTS, INCURRED BY OR IMPOSED UPON SHOW MANAGEMENT BY VIRTUE OF ANY SUCH LITIGATION. PROPERTY DAMAGE: NEITHER SHOW MANAGEMENT NOR EXHIBITOR SHALL BE RESPONSIBLE FOR ANY LOSS OF OR DAMAGE TO PROPERTY OF THE OTHER PARTY HERETO, INCLUDING, BUT NOT LIMITED TO, LOSS OR DAMAGE OCCASIONED BY THEFT, FIRE, SMOKE, ACTS OF GOD, PUBLIC ENEMY, RIOT, CIVIL COMMOTION, OR OTHER INSURABLE CASUALTY, AND SHOW MANAGEMENT AND EXHIBITOR EXPRESSLY WAIVE ANY CLAIM FOR LIABILITY AGAINST THE OTHER PARTY HERETO WITH RESPECT TO ANY SUCH LOSS OR DAMAGE. ACCORDINGLY, IT SHALL BE THE RESPONSIBILITY OF SHOW MANAGEMENT AND EXHIBITOR, RESPECTIVELY, TO SECURE ITS OWN INSURANCE OR OTHERWISE PROTECT ITSELF AND ITS PROPERTY AGAINST SUCH LOSS OR DAMAGE.

10. CARE OF BUILDING AND EQUIPMENT:

EXHIBITORS OR THEIR AGENTS SHALL NOT INJURE OR DEFACE ANY PART OF THE EXHIBIT BUILDING OR SHOW EQUIPMENT AND DÉCOR. WHEN SUCH DAMAGE APPEARS, THE EXHIBITOR IS LIABLE TO THE OWNER OF THE PROPERTY SO DAMAGED.

11. AMERICANS WITH DISABILITIES ACT:

EXHIBITORS ACKNOWLEDGE THEIR RESPONSIBILITIES UNDER THE AMERICANS WITH DISABILITIES ACT (HEREINAFTER "ACT") TO MAKE THEIR EXHIBITS ACCESSIBLE TO PERSONS WITH DISABILITIES. EXHIBITOR SHALL ALSO INDEMNIFY AND HOLD HARMLESS SHOW MANAGEMENT AND FACILITY AGAINST COST, EXPENSE, LIABILITY, OR DAMAGE THAT MAY BE INCIDENT TO, ARISE OUT OF, OR BE CAUSED BY EXHIBITOR'S FAILURE TO COMPLY WITH THE ACT.

12. OTHER REGULATIONS:

ANY AND ALL MATTERS NOT SPECIFICALLY COVERED BY THE PRECEDING RULES AND REGULATIONS SHALL BE SUBJECT SOLELY TO THE DECISION OF SHOW MANAGEMENT. SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREE TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.



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SUPPORTER & EXHIBITOR APPLICATION

Please complete and return this application no later than **MONDAY, OCTOBER 14, 2019** to gmoreno@icjr.net.

COMPANY _____

CONTACT NAME _____

ADDRESS _____

CITY/STATE _____ POSTAL CODE _____

TELEPHONE _____ E-MAIL _____

SIGNATURE _____

NOTE: By signing this prospectus, you agree to all terms and conditions outlined in this prospectus, including the rules and regulations on pages 14 and 15.

PAYMENT METHOD

Select preferred payment method below. ICJR will provide an invoice with detailed payment information.

Check

Make payable to: **International Congress for Joint Reconstruction**
Mail to: **ICJR, 4115 W Spruce St, Suite 201, Tampa, FL 33607**

Wire transfer

Credit card

After ICJR receives your application, you will be notified regarding approval of your request. 100% of total support is due no later than **MONDAY, OCTOBER 14, 2019**. If 100% of agreed-upon fee is not received by **MONDAY, OCTOBER 14, 2019**, the application is subject to cancellation.

SUPPORT PACKAGES/LEVELS		
<input type="checkbox"/>	Diamond	\$50,000
<input type="checkbox"/>	Platinum	\$25,000
<input type="checkbox"/>	Gold	\$15,000
<input type="checkbox"/>	Silver	\$10,000
<input type="checkbox"/>	Bronze	\$5,000
INDUSTRY REGISTRATIONS & PREMIUM BOOTH LOCATION		
<input type="checkbox"/>	Industry Registrations Include names, email, and phone numbers	Number of Registration Badges included in Sponsorship Level (See Page 5): _____ Number of ADD-ON Registration Badges _____ × \$500 ea = \$ _____ TOTAL QUANTITY of Registration Badges required: _____
<input type="checkbox"/>	Premium Booth Location Booth Number (See Page 19): _____	\$2,500

Application form continues on page 17



SUPPORTER & EXHIBITOR APPLICATION *continued*

ANCILLARY EVENTS		
<input type="checkbox"/>	Bioskills Lab Station Sponsorship	\$7,500 ea
<input type="checkbox"/>	Live Surgery Broadcast Sponsorship	\$30,000
<input type="checkbox"/>	Breakfast/Luncheon Symposium	\$10,000/\$15,000
<input type="checkbox"/>	Spotlight Symposium Event	\$20,000
<input type="checkbox"/>	Technology Suite	\$7,500
<input type="checkbox"/>	Focus Group/ Advisory Board	\$5,000
ADVERTISING		
<input type="checkbox"/>	ICJR Member and Faculty Green Room	\$20,000
<input type="checkbox"/>	Branded Lab Scrubs	\$6,500
<input type="checkbox"/>	Welcome Reception Sponsorship	\$5,000
<input type="checkbox"/>	Faculty Dinner	\$5,000
<input type="checkbox"/>	Site-Specific Advertising	\$3,500+
<input type="checkbox"/>	Wi-Fi	\$6,500
<input type="checkbox"/>	Electronic Reader Board Display	\$3,500
<input type="checkbox"/>	MOBILE APP ADS: Splash Screen	\$2,500
<input type="checkbox"/>	MOBILE APP ADS: Banners	\$1,500
<input type="checkbox"/>	MOBILE APP ADS: Push Notifications	\$750
<input type="checkbox"/>	Mobile Device Charging Station	\$5,000
<input type="checkbox"/>	Branded Hotel Room Keycards	\$4,000
<input type="checkbox"/>	Name Badge Lanyards	\$3,500
<input type="checkbox"/>	Branded Cups and Napkins	\$3,500
<input type="checkbox"/>	Notebooks	\$2,500
<input type="checkbox"/>	Room Drop	\$3,500
<input type="checkbox"/>	Welcome Packet Ad Insert	\$2,500



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EXHIBIT HALL FLOOR PLAN





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SITE-SPECIFIC ADVERTISING

MEETING ROOM SQUARES BRANDING



REGISTRATION DECK BRANDING

