

CERVICAL SPINE RESEARCH SOCIETY

2021 Corporate Partnership Opportunities & Annual Meeting Exhibitor Prospectus

CERVICAL SPINE RESEARCH SOCIETY



FOUNDED 1973

www.csrs.org

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CERVICAL SPINE RESEARCH SOCIETY



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Our Mission

The Cervical Spine Research Society is a multidisciplinary organization that provides a forum for the exchange of ideas and promotes clinical and basic science research of the cervical spine. The organization values collegial interaction and strong scientific principles.

Our Vision

The Cervical Spine Research Society is the recognized authority on diseases of the cervical spine.

Leadership

President, John M. Rhee, MD
Immediate Past President, Rick C. Sasso, MD
Past President, Alexander Vaccaro, III, MD, PhD, MBA
Incoming President, James S. Harrop, MD
Vice-President, Michael D. Daubs, MD
Treasurer, Thomas E. Mroz, MD
Secretary, Alpesh A. Patel, MD

Samuel K. Cho, MD
Jeffrey D. Coe, MD
Michael C. Gerling, MD
Alexander J. Ghanayem, MD
Wellington K. Hsu, MD
Brandon D. Lawrence, MD
Steven C. Ludwig, MD
Timothy Moore, MD
Sheeraz A. Qureshi, MD, MBA
Gregory D. Schroeder, MD
Christopher I. Shaffrey, MD

Welcome Letter

Dear CSRS Corporate Partners,

First and foremost, on behalf of the CSRS, I would like to thank you for your continued support of the CSRS mission: to advance research and education on the cervical spine to the highest level. As you know, this mission has been propelled by your commitment to, and collaboration with, our Society over the years. Now, as we look to advance our society to even greater heights, I invite you to participate as a 2021 corporate partner.



While we celebrated the success of our first-ever virtual meeting in December of 2020, we certainly missed seeing familiar faces. This year's meeting will be in-person December 1-4, 2021 in Atlanta, GA. We've heard from many of you that the industry is changing, and we want to help you meet your new goals so that you may benefit as much as possible from our meeting. For example, after conversations with many of our corporate partners and listening to your priorities, CSRS decided to exclusively provide table-top exhibit booths in the exhibit hall this year. We heard that this will allow you to focus your planning, energy, and resources in engaging with the brightest and best of our membership, rather than on expensive booths which offer low yield. In addition we will change the dates/times of the exhibit hall to optimize high traffic meeting days. Furthermore, we are also offering other innovative new meeting sponsorship opportunities that we would love to discuss in further detail with you, including the sponsored lunchtime sessions that have been extremely successful over the past several years.

In addition to the Annual Meeting, however, CSRS is constantly looking for new ways to partner with our supporters. This year one of my major presidential initiatives is to expand the reach of CSRS, particularly to young surgeons and those outside of the USA. There is a tremendous need for quality cervical spine education both here and abroad, particularly in developing countries. One way we will do this is by providing online resources for surgeon education on our website. We consistently get requests for previous talks given at our meetings – there is tremendous demand worldwide for the knowledge disseminated at our meetings, and so, moving forward, we will offer recorded presentations on our website. The *CSRS Video Archive* will include talks given at an Instructional Course Lecture, Hands-On Surgical Techniques Course, and Annual Meeting Symposia/Debate from 2020 on. We invite you to join us in this unique educational outreach endeavor through a CSRS Video Archive sponsorship.

Last year, the CSRS also developed, but due to COVID had to postpone, our Inaugural *Hands-On Surgical Techniques Course*. Even in the midst of the pandemic, there was tremendous demand, with a large waiting list of participants. We are determined that the Course will move forward July 15-17, 2021 in Indianapolis. This course is intended for spine fellows or senior level residents who are interested in learning from experienced, world renowned, CSRS members, and who would like to strengthen their knowledge and skill base prior to embarking on a career in spinal surgery. They will apply for the course on a competitive basis, and, through your support, recipients will be able to attend the meeting completely free of charge. We are confident that this will be *the* definitive cervical spine cadaver course, and we hope that you will partner with us to educate our young and upcoming spine leaders through this hands-on course.

CSRS is proud of the relationships we have fostered with you over the years, and we hope that one or more of these new and ongoing opportunities align with the vision and goals of your company. We strongly believe that these initiatives will continue to advance the highest level of cervical spine education and research worldwide, but we need your continued partnership to make them happen. Please do not hesitate to reach out to me or our Executive Director, Denise Lemke at dlemke@csrs.org (414-918-9834) to discuss these opportunities further.

Sincerely,

John M. Rhee, MD
President, CSRS

Partnership Levels

Diamond Level (\$100,000+)

- Largest name recognition as Diamond Level supporter on the CSRS website throughout the year.
- Largest name recognition as Diamond Level supporter on Annual Meeting signage.
- Opportunity for staff to meet privately with CSRS Presidential Line.
- Two invitations to the President's reception at the Annual Meeting. **This benefit is exclusive to diamond level supporters.
- Two invitations for company representatives to meet with CSRS presidential line for an in-person meeting with other supporters during the Annual Meeting.
- First right of refusal for industry workshops and new sponsorship opportunities opportunities at the Annual Meeting.
- Earliest access to support opportunities (including booth space, workshops, etc.)
- Complimentary full-page ad in the Annual Meeting Program Book.
- Complimentary one-time use pre-registered and one-time use post annual meeting mailing list.

Platinum Level (\$75,000 - \$99,000)

- Recognition as Platinum Level supporter on the CSRS website throughout the year.
- Recognition as Platinum Level supporter on Annual Meeting signage.
- Two invitations for company representatives to meet with CSRS presidential line during the Annual Meeting.
- Complimentary half-page ad in the Annual Meeting Program Book.
- Complimentary one-time use pre-registered and one-time use post annual meeting mailing list.

Gold Level (\$50,000-\$74,999)

- Recognition as Gold Level supporter on the CSRS website throughout the year.
- Recognition as Gold Level supporter on Annual Meeting signage.
- Two invitations for company representatives to meet with CSRS presidential line during the Annual Meeting.
- Complimentary half-page ad in the Annual Meeting Program Book.
- Complimentary one-time use pre-registered and one-time use post meeting mailing list.

Silver Level (\$30,000 - \$49,000)

- Recognition as Silver Level supporter on the CSRS website throughout the year.
- Recognition as Silver Level supporter on Annual Meeting signage.
- Two invitations for company representatives to meet with CSRS presidential line during the Annual Meeting.
- Complimentary half-page ad in the Annual Meeting Program Book.
- Complimentary one-time use pre-registered and one-time use post annual meeting mailing list.

Bronze Level (\$15,000 - \$29,000)

- Recognition as Bronze Level supporter on the CSRS website throughout the year.
- Recognition as Bronze Level supporter on Annual Meeting signage.
- Invitation for one company representative to meet with CSRS presidential line during the Annual Meeting.
- Complimentary half-page ad in the Annual Meeting Program Book.
- Complimentary one-time use pre-registered and one-time use post meeting mailing list.

Support consists of any grant support, educational grants, advertising, industry workshops and purchased booth space.

The Cervical Spine Research Society gratefully acknowledges 2020 Corporate Supporters.

The continued success and increased impact of the Cervical Spine Research Society's research and education effort is dependent upon industry support.

Diamond Level (\$100,000+)

Medtronic

Silver Level (\$30,000-\$49,999)



Bronze Level (\$15,000-\$29,999)

stryker®

Named Research Grant

\$25,000 - \$50,000 (multiple opportunities available)

Help support the CSRS's commitment to high quality research by sponsoring a named research grant. In 2020, 33 Letters of Intent were received and a total of eight were funded across three grant categories. A named grant will help grow the number of research projects CSRS is able to fund in 2021. The grant will be listed on the CSRS website and in notifications of available and awarded grants. The grant recipient will be chosen by the CSRS Research Committee.

Registry Grant

\$85,000 (single opportunity available) First right of refusal will go to 2020 supporter.

Support for a years' expenses of the CSRS's research focused registry, which is an IRB-exempt protocol for capturing demographics, diagnosis (cervical radiculopathy or myelopathy with image capture), and procedure specifics along with patient-reported outcome collected over 5 years. This effort will include cervical arthroplasty, cervical fusion, and decompression for cervical radiculopathy and CSM cases. Expenses covered by this grant include database support and .4 FTE to manage the registry. The plan is to collect 1,000 cases over the first 3 years. The CSRS Registry is uniquely defined by its ability to capture relevant radiographic imaging into the database.

21st Century Development Grants

Budget: up to \$75,000 (Basic Science and/or Clinical Research)

Mission Statement: To fund the highest quality applications likely to make the greatest impact on cervical spine research.

Seed/Starter Grants

Budget: \$25,000

Mission Statement: To provide seed-starter funding for promising research for young investigators.

Resident/Fellow Grants

Budget: \$15,000

Mission Statement: To allow residents/fellows to pursue avenues of interest to prepare them for a lifelong research career.

Spinal Cord Research Grants

Budget: \$40,000 (Basic Science and/or Clinical Research)

Mission statement: To fund the highest quality research proposals to help understand, manage, and/or treat spinal cord injuries.

Research Committee

Wellington Hsu, MD, Chair

21st Century Grant Subcommittee

R. Alden Milam IV, MD, Sub-committee Chair
William Anderst, PhD
Scott D. Daffner, MD
Safdar N. Khan, MD
Brandon D. Lawrence, MD
Joon Yung Lee, MD

Seed Starter Grant Subcommittee

Jeffrey A. Goldstein, MD, Sub-committee Chair
Hyun W. Bae, MD
Pierce D. Nunley, MD
Peter G. Passias, MD

Resident Fellow Grant Subcommittee

Nitin N. Bhatia, MD, Sub-committee Chair
Jesse E. Bible, MD
Jonathan N. Grauer, MD
Frank M. Phillips, MD
Carlo Santaguida, MD, FRCSC
Michael P. Stauff, MD

Cervical Registry Subcommittee

Zoher Ghogawala, MD
Themistocles S. Protopsaltis, MD



CSRS Hands-on Surgical Techniques Course Grant

New Course
for CSRS

July 15-17, 2021
Indiana Spine Group, Medical Academic Center
Indianapolis, IN

\$25,000 (*multiple partnerships are available*)

Each company is guaranteed one lab station, but could have as many as two, depending upon the total number of companies represented.

Companies will provide equipment for each of their lab station(s).

Each company may send two company representatives to assist in the lab.

Companies may display information on Friday in the meeting area. Each company will receive one 6' table and one chair and eligible to send one marketing representative at no cost.

Up to two additional company representatives can register for a reduced rate and observe the entire program.

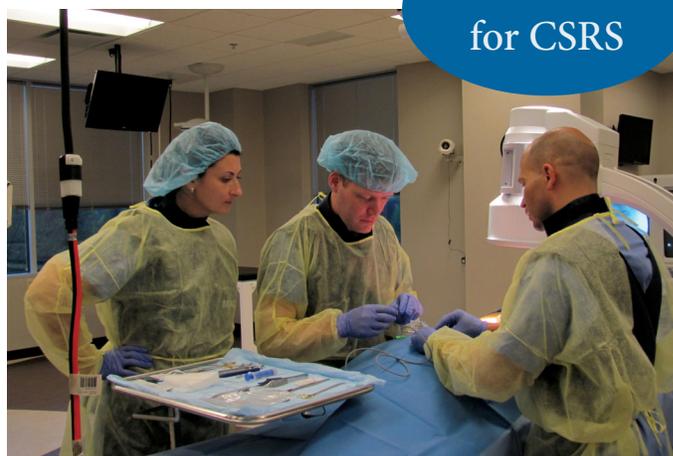
Target Audience

This course is intended for spine fellows and senior level residents who are interested in learning from experienced, world renowned, Cervical Spine Research Society (CSRS) members.

Course Highlights

The course will cover the latest advances and techniques of the cervical spine including:

- Understanding the intricate anatomy of the uncinate process, nerve roots, the vertebral artery, foramen and identify their relationship to each other
- Discuss surgical indications and complication management for cervical spine procedures
- Review and perform the following cervical spine procedures on cadaveric tissue:
 - Anterior and posterior surgical approaches including: laminotomy, foraminotomy, laminoplasty, laminectomy, and facetectomy
 - Fusion techniques including: occipital-cervical constructs, C1-2 fixation, subaxial screw and rod constructs
 - Anterior decompression techniques including: disectomy, foraminotomy, corpectomy
 - Anterior fusion techniques including: interbody and corpectomy grafting, as well as subaxial plate, odontoid fixation and cages
 - Transoral approach to dens resection



Program Committee

Rick C. Sasso, MD, Co-chair
Vincent C. Traynelis, MD, Co-chair
Christopher I. Shaffrey, MD
John M. Rhee, MD
Regis W. Haid, MD
Christopher P. Ames, MD

Schedule of Events (*subject to change*)

Thursday, July 15, 2021	
12:00pm	Introduction & Welcome
12:00pm-1:30pm	Lecture
1:30pm-2:30pm	Case Presentations
2:30pm-5:00pm	Lab
5:00pm-6:30pm	Welcome Reception
Friday, July 16, 2021	
8:00am-9:30am	Lecture
9:30am-11:30am	Lab
11:30am-12:00pm	Lunch
12:00pm-2:00pm	Lecture
2:00pm-4:00pm	Lab
4:00pm-5:30pm	Reception
5:30pm	Dinner on your own
Saturday, July 17, 2021	
8:00am-8:45am	Lecture
9:00am-9:45am	Case Presentations
10:00am-12:00pm	Lab
12:00pm	Adjourn

CSRS 26th Instructional Course & 49th Annual Meeting

December 1-4, 2021

Marriott Marquis, Atlanta, Georgia

The Instructional Course & Annual Meeting gathers leading orthopedic and neurosurgical physicians, residents, and fellows in an international forum. The meeting promotes high quality meaningful research, discussion, and exchange of ideas for the diagnosis and treatment of cervical spine injury and disease.

Scientific Meeting Objectives

- Present the results of current cervical spine research data
- Promote discussion of new developments and techniques
- Foster research concerning the diagnosis and treatment of cervical spine injury and disease

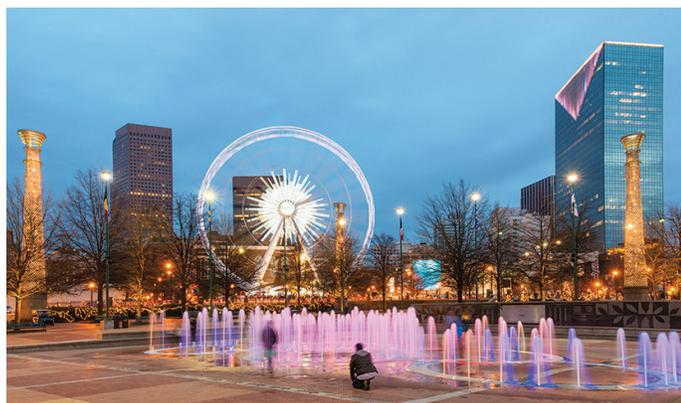
Meeting Highlights

- Scientific program focuses on innovative and new methods/techniques for spinal pathology beyond deformity and offers continuing medical education to attendees.
 - Four symposia from leading spine experts on relevant topics
 - Debates on hot topics in cervical spine
 - Selection of 80+ abstract presentations and 50 e-Posters
 - 2020 CSRS Research Grant Award Session
 - Partner sessions with CSRS-Europe and CSRS-Asia Pacific
- Networking opportunities with top spine professionals
- Commercial Exhibits from corporate partners
- Industry workshop lunches and consultation rooms by the world's leading spine companies



Schedule of Events *(subject to change)*

Wednesday, Dec. 1	
12:00pm-6:00pm	Exhibit Hall Set-Up
5:00pm-7:00pm	Instructional Course Scientific Program
7:00pm-8:00pm	Pre-conference Reception
Thursday, Dec. 2	
7:00am-11:35am	Annual Meeting Scientific Program
9:30am-6:30pm	Exhibit Hall Open
11:35am-1:05pm	Industry Lunch Workshops
1:05pm-5:04pm	Annual Meeting Scientific Program
5:04pm-6:30pm	Annual Meeting Welcome Reception
6:30pm-8:00pm	Industry Dinner
Friday, Dec. 3	
7:00am-12:10pm	Annual Meeting Scientific Program
9:30am-1:30pm	Exhibit Hall Open
1:30pm-4:00pm	Annual Meeting Scientific Program
6:30pm-8:00pm	Industry Dinner
Saturday, Dec. 4	
8:00am-1:00pm	Annual Meeting Scientific Program



2021 Annual Meeting Committee

Samuel K. Cho, MD, Co-Chair
 Steven C. Ludwig, MD, Co-Chair
 Alexander C. Ching
 Matthew W. Colman, MD
 Clinton J. Devin, MD
 Ben J. Garrido, MD
 Regis W. Haid, MD
 Craig A. Kuhns, MD
 Sergio A. Mendoza-Lattes, MD
 Justin W. Miller, MD
 Ahmad Nassr, MD
 Daniel K. Park, MD
 Jeffrey A. Rihn, MD
 Carlo Santaguida, MD, FRCSC
 Jason W. Savage, MD
 Arjun S. Sebastian, MD, MSc
 Brian W. Su, MD
 Barrett I. Woods, MD
 Elizabeth M. Yu, MD

2021 Instructional Course Committee

Brian K. Kwon, MD, PhD, FRCSC, Co-Chair
 Neill M. Wright, MD, Co-Chair
 Paul M. Arnold, MD, FAANS, FACS
 Ivan Cheng, MD
 Charles H. Crawford, III, MD
 Michael C. Gerling, MD
 Brian K. Kwon, MD, PhD, FRCSC
 Sang Hun Lee, MD
 Thomas E. Mroz, MD
 Themistocles S. Protopsaltis, MD
 Jefferson Wilson, MD

2021 Development Committee

Alexander J. Ghanayem, MD, Chair
 Christopher P. Ames, MD
 Jens R. Chapman, MD
 Andrew C. Hecht, MD
 Kristen E. Radcliff, MD
 W. Ryan Spiker, MD
 Eric Truumees, MD

Future Annual Meetings



2022
 50th Annual Meeting
 San Diego, CA



2023
 51st Annual Meeting
 Las Vegas, NV

Meeting History

Annual Meeting & Instructional Course Attendance

Meeting Attendance Report		
Meeting Year	Instructional Course	Annual Meeting
2020	312	560
2019	117	686
2018	163	550
2017	183	545
2016	150	469
2015	174	534

Meeting attendance excludes industry representatives.

Educational Grant Support

CSRS Education Video Archive Grant

\$10,000 (open to multiple supporters)

Partner with CSRS for our launch of the CSRS Video Archive, an initiative to expand the reach of CSRS, with a searchable web-archive of CSRS recorded talks given at an Instructional Course Lecture, Hands-On Surgical Techniques Course, and Annual Meeting Symposia post 2020 on the CSRS Website. Your company will be acknowledged on the video archive landing page.

Educational Grant for 2021 Instructional Course and Annual Meeting

\$20,000 and up (multiple opportunities available)

By providing an unrestricted educational grant in any amount, your company can help offset the cost of the Annual Meeting so we can keep registration fees low for attendees. Supporters will be acknowledged on signage in the registration area and in the Program Book. Your grant will support AV and program expenses associated with CME programming. Does not support any food/beverage event.

Coffee Break

\$5,000 per daily break (open to multiple supporters)

Be recognized as a supporter of one of the daily breaks on Thursday, Friday or Saturday. Your company will be acknowledged by signage in the break area and recognized in printed materials.

Annual Meeting Welcome Reception

\$15,000 (open to multiple supporters)

On the evening of Thursday, December 2nd, meeting attendees will meet to enjoy drinks, appetizers and reconnect with colleagues. Supporters will be recognized in the printed materials and on-site signage.

Annual Meeting Lunch

\$15,000 (open to multiple supporters)

Lunch will be available for meeting attendees on Friday, December 3rd. Help to underwrite this lunch and be recognized in printed materials and on-site signage.

Wi-Fi Access

\$15,000 (open to one supporter)

Help attendees stay connected during the meeting by providing access for wireless-enabled devices in the general session room during the Instructional Course and Annual Meeting. The wi-fi login splash page will be branded with your sponsor logo, and sponsor name will be prominently acknowledged on signage as well as in the Program Book.



Marketing/Advertising Opportunities

Marketing/Advertising opportunities are open to CSRS 2021 Exhibitors only.

Ads in the Printed Program Book

\$2,500-\$4,000

Include your full color ad in this 6" x 9" booklet which includes meeting schedule and activities, company supporters, and exhibit information.

Full-page Ad - Back outside cover - \$4,000

Full-page Ad - Front inside cover - \$4,000

Full-page Ad - Back inside cover - \$3,000

Full-page Ad - One-page interior - \$2,500

(open to multiple supporters)

Half-page Ad - \$1,250

(open to multiple supporters)

Artwork specifications: Final trim size is 6" x 9". Ads should be supplied at 100% as a high resolution CMYK PDF of at least 300 dpi with all fonts and images embedded. Ensure that bleeds are included and clearly shown with bleed and crop marks. Please add a bleed of 0.125" (3mm) to all sides of the final trim size. Background photos and graphics can bleed but we recommend to keep all type at least 0.5" (12mm) from the trim edge. Artwork must be submitted to CSRS by Oct. 15, 2021.

Pre-meeting Email Banner Ad

\$2,500

Space for up to 2 static banner ads on the pre-meeting email sent to CSRS database twice in November leading up to the Annual Meeting (dates subject to change.). Supporter will choose which date they prefer for ad placement. Banner logos should be 468 x 60 jpeg. Artwork must be submitted to CSRS by Oct. 15, 2021.

Daily Email Banner Ad

\$7,000

Space for up to 2 static banner ads on the daily meeting email Nov. 29-Dec. 4 sent to all registered meeting participants. Banner logos should be 468 x 60 jpeg. Artwork must be submitted to CSRS by Oct. 15, 2021.

Room Drops

\$10+/room

Reach meeting attendees with a customizable room drop package. Contact lgrovessausser@csrs.org for additional information.

Mailing Lists

\$1,000 One-time Use, Pre-registered Mailing List

Promote your exhibit booth, industry workshop, etc. to pre-registered meeting attendees via a one-time use mailing list. The list will be sent on Nov. 8th. Exhibitor is required to submit piece to CSRS for approval prior to sending to attendee list.

\$1,000 One-time Use, Post Meeting Mailing List

Follow-up with attendees to thank them for visiting your booth with this one-time use mailing list. The list will be sent on Jan. 5th. Exhibitor is required to submit piece to CSRS for approval prior to sending to attendee list.

Exhibit Support

\$3,000 per Tabletop Exhibit
(limit of one 10x10 tabletop per company)

New this year: CSRS will offer only tabletop booths in the exhibit hall. This should allow you to focus your team's planning and energy on preparing for face-to-face contact with the brightest and best of our membership. In addition we changed the dates/times of the exhibit hall to include the high traffic times and meeting days so you can make the best of your time in the hall.

An evening reception, lunch and breaks will be served in the hall to encourage attendee/industry interaction.

Exhibits will be located in the Atrium Ballroom BC at the Atlanta Marriott Marquis.

Each exhibit space will be equipped with one draped table. Electricity, audiovisual, telephone, internet access, etc. will be at the expense of the exhibitor. This exhibit hall is carpeted. Exhibits cannot exceed 8 ft. in height. Exhibit installations not in compliance with the above specifications will not be allowed.

Two complimentary meeting registrations are included if names and emails are supplied by Oct. 15, 2021.

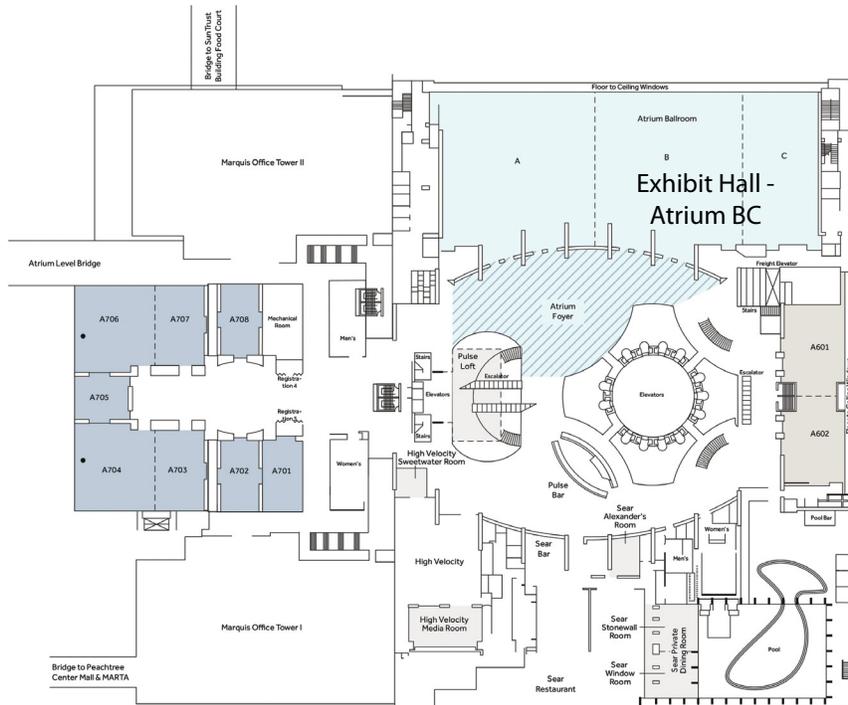
Companies that submit company or product description by Oct. 15 will be included in the Final Program Book. All descriptions should be in sentence form and no longer than 50 words. Descriptions longer than this will be edited for length.

New Exhibit Hall Days/Times *(times subject to change)*

Wednesday, December 1st	
12:00pm-6:00pm	Exhibit Installation
Thursday, December 2nd	
9:30am-6:35pm	Exhibit Hall Open
9:36am-10:06am	Morning Break
3:10pm-3:40pm	Afternoon Break
5:04pm-6:30pm	Welcome Reception
Friday, December 3rd	
9:30am-1:30pm	Exhibit Hall Open
9:41am-10:11am	Morning Break
12:10pm-1:30pm	Attendee Lunch Break in Exhibit Hall
1:30pm-5:00pm	Exhibit Dismantle
*Annual Meeting ends at 1pm on Saturday, Dec. 4.	

Eligibility to Exhibit

The Exhibit Hall is designed for the display, demonstration and sale of products and services related to the practice and advancement of cervical spine care and the professional education and support of the members of CSRS. CSRS reserves the right to determine the eligibility of all exhibit space applicants.



Exhibition Rules & Regulations

Tabletop Assignment

Assignment of exhibit space will be allocated based upon sponsorship level of the prior year, after that they will be allocated on a first-come, first-serve basis based upon receipt of exhibit application and receipt of full payment. Exhibitors may not let, sublet, share, or transfer the exhibit privilege or space in whole or in part without the express written consent of CSRS. Exhibitors may not exhibit, or permit to be exhibited in their space, any merchandise or advertising materials which are not part of their own product line.

Exhibit Hall Access

Exhibitor personnel will be permitted on the exhibit floor for 30 minutes prior to opening and may remain 30 minutes after the daily closing of the exhibit hall. All booth personnel meetings must be conducted within these hours and within the confines of your booth. Admittance other than at the above specified times is not permitted.

Registration and Badge Fees

Each exhibit space comes with two complimentary registrations when the information is submitted by Oct. 15, 2021. Any complimentary registrations must go through the CSRS executive office by Oct. 15, 2021. After that date, any additional representatives will register online for the industry non-member rate online. Any name changes will incur a \$100 change fee once they are submitted to the executive office. All representatives must register and display the official exhibitor's badge at all times for admission to and while in the Exhibit Hall and Meeting area.

Freight and Drayage

The Marriott Marquis will not accept exhibit freight. GES is the official 2021 show service provider. A GES service kit, emailed in October, will provide detailed freight, ordering, and set-up information.

Security

Exhibitors must make provisions for the safeguarding of goods, material, equipment and displays at all times. Security will be provided for the exhibit area after hours, but the CSRS, the hotel, and the service contractors do not guarantee or protect exhibitors against loss or damage of any kind.

Product/Service Descriptions

Product or service descriptions are a required part of the application process. The description will appear with the company name in the final program. All descriptions should be in sentence form, typed and no longer than 50 words. Descriptions longer than this will be edited for length. Descriptions for the final program will be accepted until Oct. 15, 2021.

Restriction of Exhibits

CSRS reserves the right to restrict or prohibit exhibits that are deemed unacceptable for any reason. This may include people, items, conduct, printed materials, or anything that may be objectionable to the exhibition. If such restriction occurs, CSRS will not be liable for any refunds, rentals or exhibit expenses. The decision of CSRS regarding exhibit applications is final.

Insurance

Each exhibitor is responsible for maintaining insurance against injury to person or damage to or loss of property in such amounts as the exhibitor shall deem adequate. Insurance protection will not be afforded to the exhibitor by CSRS or the hotel.

Liability & Indemnification

The exhibitor will be fully responsible for any claims, liabilities, losses, damages, or expenses, including attorney's fees, relating to or arising out of any loss of injury to, or damage to any person or property of the exhibitor or any other property where such injury, loss or damage is incident to, arises out of or is in any way connected with the exhibitor's participation in the exhibition. The exhibitor shall protect, indemnify, hold harmless, and defend CSRS, its officers, directors, agents or servants, and employees from and against any and all such claims, liabilities, losses, damages, and expenses, including attorneys' fees, provided that the foregoing shall not apply to injury, loss, or damage caused by or resulting from the negligence or willful misconduct of CSRS, its officers, directors, agents, or employees.

Insurance Covering Hotel

Exhibitors are required to list the following additional insured on their certificate of Insurance: Atlanta Marriott Marquis, Marriott International, and Black Diamond, BGWB14.

Exhibitor and third-party representatives shall be responsible for damage to their own property while on the premises. Hotel shall not be liable for any damage to such property. If property is insured, exhibitor and third-party representatives hereby waive subrogation against hotel and shall have their insurers agree to such waiver.

Exhibition Rules & Regulations

Cancellation Fee

Cancellations prior to October 15, 2021 will receive a refund, less a 25% administrative fee. **No refunds after October 15, 2021.**

Meeting Cancellation

Should any situation arise beyond the control of the CSRS to prevent the opening of the Instructional Course, the Annual Meeting, or the exhibit portion thereof, CSRS is not liable for any expenses or losses incurred by the exhibitor, except cost of the exhibit fee.

Interpretation & Application of Rules & Regulations

Show management reserves the right to: (a) reject for any reason, without explanation, any exhibit application submitted for the CSRS Annual Meeting & Instructional Course; (b) reject, prohibit, restrict, or otherwise require modification of any exhibit for any reason; and (c) evict or bar any exhibitor whose exhibit, materials, or conduct is objectionable to show management for any reason. Violation of any regulations on the part of the exhibitor, its employees or agents shall void the right to occupy space, and such exhibitor will forfeit to CSRS all monies which may have been paid. Upon evidence of violation, management may re-enter and take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages which management may incur thereby.

General Information

Meeting Conduct Guidelines

No entertainment functions, meetings, courses or social functions may be scheduled to conflict with CSRS meeting program hours, activity hours or social events from Wednesday, December 1st at 6:00am through Saturday, December 4th at 1:00pm

Exhibitors and supporters must obtain prior approval from CSRS for all special activities (entertainment, educational, social, promotional, etc.) held in conjunction with the CSRS Instructional Course and Annual Meeting.

Announcements and invitations addressed to members of the medical profession concerning such industry events should clearly indicate the name of the corporate supporter and must in no manner imply directly or indirectly that the event is part of, endorsed by, or an official activity of CSRS.

Attendee lists provided by CSRS to Corporate Partners are intended for a one-time, meeting-related use only. All announcements and invitations addressed to CSRS meeting delegates must be pre-approved by CSRS. Violations will result in a one-year ban from receiving any type of mailing list.

Affiliate Function Space

Exhibitors and Partners must obtain prior approval by CSRS for all special activities (entertainment, educational, social, promotional, etc.) for the period beginning November 29-December 4, 2021 at 2:00pm.

Use of CSRS Logo

The use of the name and logo of the Cervical Spine Research Society and the branding for the Instructional Course & Annual Meeting may not be used in company signs or advertising for any promotions.

Industry Workshops and Consultation Rooms

Industry Lunch Workshops \$10,000

This is your opportunity to showcase products, demonstrate techniques, or present research to a captive audience. Concurrent workshop opportunities will be offered Thursday, Dec. 2nd from 11:35am-1:05pm. *Time subject to change.*

CSRS will provide a standard set-up for the workshop including:

- Private workshop room set-up with classroom seating for 40* and head table for two. Any changes to this set-up must be communicated to CSRS staff by October 15, 2021.
- AV package consisting of LCD projector, screen, and podium with microphone. Any additional AV must be ordered directly through the in-house AV provider at company expense. Companies should plan to bring their own laptops with presentations preloaded.
- Box lunch for 40* attendees.
- Room Sign
- Listing in the final program

Purchase of Industry Lunch Workshop gains two additional complimentary meeting registrations if names are submitted by Oct. 15, 2021. Companies will be allowed to set-up their rooms one hour prior to the start of the workshop session and have thirty minutes following the session to remove their materials.

Promotion

CSRS will print workshop title and company name in CSRS Annual Meeting Program Book (deadline Oct. 15, 2021). Company may provide fliers to CSRS staff on-site by 8am Wednesday morning that staff will place on an information/ meetings table visible to delegates. Workshops may be promoted in items such as an ad in the Program Book, promotional email, etc. Please contact the CSRS staff for more ideas and costs. Industry workshop supporters are also welcome to promote their workshops through your own contacts and distribution channels. Please keep in mind, however, that distribution of materials onsite is restricted to your company's exhibit space. Fliers and signage may NOT be placed outside of session rooms or any other parts of the venue. **First selection priority will be given to the 2020 supporters based upon level of support.**

Consultation Rooms \$10,000

Must purchase an Industry Workshop to be eligible for a consultation room.

New this year, a limited number of consultation rooms are available Wednesday afternoon-Saturday morning to add-on to your workshop room. Consultation rooms may be used for industry staff strategy and planning meetings and/or private consultation meetings with delegates during the Annual Meeting and Instructional Course. Rooms will be converted to the company's Industry Lunch Workshop space by the hotel, then changed back to the standard room set during non-workshop times.

CSRS will provide a standard set-up for the workshop including:

- Private hollow-square room set-up. Any changes to this set-up must be communicated to CSRS staff by October 15, 2021.
- Room sign
- Listing in the final program
- Additional items, including catering, electricity, A/V, wired internet and room set changes, will be available to order through the CSRS staff.

An additional two complimentary registrations will be given to companies who purchase a consultation room if names are submitted by October 15, 2021.

Consultation Room Rules and Regulations:

- Consultation rooms are not to be used as extension of exhibit space or to host affiliate events during 2021 Annual Meeting and Instructional Course
- Equipment is only permitted in the consultation rooms with prior permission from CSRS. (For example, a surgeon consultation regarding a specific product/equipment, would be an approved use of equipment in the consultation rooms).
- Consultation rooms are not to be promoted to the general attendance, but are for invitation only meetings with individual or small groups of delegates
- No additional signage, other than the official CSRS directional and room signage, may be placed by companies outside of the consultation rooms.

**Number may change to accommodate social distancing requirements at the time of the meeting.*

Industry Dinner

Industry Dinner \$20,000

One opportunity is available each evening, Thursday or Friday. First right of refusal will be given to 2020 supporters.

Industry supporter has the opportunity to showcase products, demonstrate techniques, or present research.

CSRS will highlight one industry supporter event each evening the following ways:

- Company name listed as hosting the event in online preliminary program if received by June 1, 2021.
- One pre-meeting email blast sent by CSRS to all registered attendees will be sent in the beginning of November.
- Company name and title will be included in the Annual Meeting Program Book given to all attendees at the meeting if received by Oct. 15, 2021.
- Company is responsible for securing reception/dinner location as well as all logistics. (CSRS will connect you with hotel liaison for booking any rooms or restaurants at The Marriott Marquis.)

- Company may use their pre-registered attendee list to promote their event.
- Four complimentary meeting registrations are included

Promotion

CSRS will print dinner title and company name in CSRS Annual Meeting Program Book (deadline Oct. 15, 2021). Company may provide fliers to CSRS staff on-site by 8am Wednesday morning that staff will place on an information/meetings table visible to delegates. Dinners may be promoted in items such as an ad in the Program Book, promotional emails, etc. Please contact the CSRS staff for more ideas and costs. Dinner supporters are also welcome to promote their event through your own contacts and distribution channels. Please keep in mind, however, that distribution of materials on-site is restricted to your company's exhibit space. Fliers and signage may NOT be placed outside of session rooms or any other parts of the venue.



Grant Partnership Reservation Form

The following company wishes to express interest in the support for the Cervical Spine Research Society events and/or activities indicated below. It is understood that this form is NOT an agreement for support, but rather an expression of interest to be followed, as necessary, by a formal grant request from CSRS to the granting company. Upon approval of the grant request, CSRS will be informed in writing and it is understood that grants will be used to support the educational goals of this activity.

Please type or print clearly.

Company Contact Name: _____
 Company Name: _____
 Address: _____
 City/State: _____
 Country: _____ ZIP/Postal Code: _____
 Phone: _____ Fax: _____
 Email: _____

Grant Partnership Opportunities

Annual Meeting and Instructional Course	
<input type="checkbox"/> Coffee Break – AM Thursday	\$5,000
<input type="checkbox"/> Coffee Break – PM Thursday	\$5,000
<input type="checkbox"/> Coffee Break – AM Friday	\$5,000
<input type="checkbox"/> Coffee Break – PM Friday	\$5,000
<input type="checkbox"/> Coffee Break – AM Saturday	\$5,000
<input type="checkbox"/> Welcome Reception – Thursday evening	\$15,000
<input type="checkbox"/> Friday Annual Meeting Lunch	\$15,000
<input type="checkbox"/> Wi-Fi Access	\$15,000
<input type="checkbox"/> CSRS Education Video Archive Grant	\$10,000
<input type="checkbox"/> Educational Grant	\$_____
Research	
<input type="checkbox"/> Named Research Grant	\$_____
<input type="checkbox"/> Registry Grant	\$85,000
Hands-on Surgical Techniques Course	
<input type="checkbox"/> Educational Grant	\$25,000
TOTAL GRANT SUPPORT INTEREST	\$_____

Please retain a copy of this contract for your files and return this original application to:

Cervical Spine Research Society
 Lindsey Groves Sausser, Meetings & Membership Manager
 555 E. Wells Street, Suite 1100
 Milwaukee, WI 53202
 Phone: +1-414-918-9834
 Fax: +1-414-276-3349
 Email: lgrovessausser@csrs.org

2021 Instructional Course and Annual Meeting

Marketing Contact Details

Contact listed below will receive all advertising related correspondence, including invoices, deadline reminders, etc.

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Company Details _____

Company Name: _____

Address: _____

City/State: _____

Country: _____ ZIP/Postal Code: _____

Advertising/Marketing	
<input type="checkbox"/> Full-page Ad - Back outside cover	\$4,000
<input type="checkbox"/> Full-page Ad - Front inside cover	\$4,000
<input type="checkbox"/> Full-page Ad - Back inside cover	\$3,000
<input type="checkbox"/> Full-page Ad - interior	\$2,500
<input type="checkbox"/> Half-page Ad - interior	\$1,250
<input type="checkbox"/> Pre-Meeting Email Banner Ad	\$2,500
<input type="checkbox"/> Daily Email Banner Ad	\$7,000
<input type="checkbox"/> Room Drops	\$ _____
<input type="checkbox"/> One-time use pre-registered mailing list*	\$1,000
<input type="checkbox"/> One-time use post meeting mailing list*	\$1,000
TOTAL ADVERTISING/MARKETING	\$ _____

*Note: Meeting sponsors will receive a complimentary pre and post meeting one-time use list.

Full-page Ad specifications: Final trim size is 6" x 9". Ensure that bleeds are included and clearly shown with bleed and crop marks. Please add a bleed of 0.125" (3mm) to all sides of the final trim size. Background photos and graphics can bleed but we recommend to keep all type at least 0.5" (12mm) from the trim edge.
Half-page Ad specifications: 4.5" x 4"
 Ads should be supplied at 100% as a high resolution CMYK PDF of at least 300 dpi with all fonts and images embedded. Artwork must be submitted to CSRS by Oct. 15, 2021.

PAYMENT INFORMATION

Total Support \$ _____

- Check** – Make checks payable to Cervical Spine Research Society.
- Wire Transfer** – Please contact Lindsey Groves Sausser (lgrovessausser@csrs.org) for wire transfer information.
- Credit Card** – Please complete the information below: *CSRS charges a fee of 2.5% for credit card purchases over \$5,000.*

Card Type: VISA MasterCard American Express

Card Number: _____

Expiration Date: _____

Cardholder's Name: _____

Print Name/Title: _____

Date: _____

Please retain a copy of this contract for your files and return this original application with appropriate payment information to:

Cervical Spine Research Society
 Lindsey Groves Sausser, Meetings & Membership Manager
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 Milwaukee, WI 53202
 Phone: +1-414-918-9834
 Fax: +1-414-276-3349
 Email: lgrovessausser@csrs.org

Application for Exhibit Space

2021 Instructional Course and Annual Meeting

By completing and submitting the 2021 Instructional Course and Annual Meeting Application for Exhibit Space, we agree that: Payment in full by October 15, 2021 must accompany this application.

All provision of the Rules and Regulations and General Information, as hereby published, shall be a part of this contract.

Should we cancel this exhibit space reservation prior to October 15, 2021, we will receive a refund, less a 25% administrative fee. Should we cancel after October 15, 2021, we will forfeit the entire cost of the booth. We agree that all cancellations and refund requests be made in writing.

Signature: _____ Date: _____

Exhibit Contact Details Contact listed here will receive all exhibition-related correspondence, including invoices, exhibitor services kit, booth personnel registration, etc.

Contact Name: _____

Contact Telephone: _____ Contact Email: _____

Company Details (List all information below exactly as it should appear in on the website and in the program, including capititation and punctuation.)

Company Name: _____

Address: _____

City/State: _____ Country: _____ ZIP/Postal Code: _____

Phone: _____ Fax: _____

Website: _____

50 word company description is due to the CSRS office by Oct. 15, 2021 if you would like it included in the final program.

One (1) 10x10 tabletop booth requested \$3,000

Two complimentary meeting registrations are included if the information is supplied by Oct. 15, 2021. Any name changes will incur a \$100 change fee once they are submitted to the executive office.

Registrant Name: _____ Email: _____

Registrant Name: _____ Email: _____

Companies we do NOT wish to be near: _____

Companies we would like to be near: _____

PAYMENT INFORMATION

Total Support \$ _____

Check – Make checks payable to Cervical Spine Research Society.

Wire Transfer – Please contact Lindsey Groves Sausser (lgrovesausser@csrs.org) for wire transfer information.

Credit Card – Please complete the information below: *CSRS charges a fee of 2.5% for credit card purchases over \$5,000.*

Card Type: VISA MasterCard American Express

Card Number: _____

Expiration Date: _____

Cardholder's Name: _____

Print Name/Title: _____

Date: _____

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Milwaukee, WI 53202
Phone: +1-414-918-9834
Fax: +1-414-276-3349
Email: lgrovesausser@csrs.org

2021 Instructional Course and Annual Meeting

Industry Workshop \$10,000

Consultation Room \$10,000

Contact listed here will receive all Industry Workshop related correspondence, including invoices, logistical information, deadline reminders, etc.

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Industry Consultation Room Contact details (if different than above)

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Company Details

List all information below exactly as it should appear in on the website and in the program, including capitalization and punctuation.

Company Name: _____

Address: _____

City/State: _____

Country: _____ ZIP/Postal Code: _____

By completing and submitting the 2021 Annual Meeting Industry Workshop and Consultation Room Application, we agree that: Payment in full by October 15, 2021 must accompany this application. Checks must be payable to Cervical Spine Research Society. CSRS charges a fee of 2.5% for credit card purchases over \$5,000.

All provision of the Rules and Regulations and General Information, as hereby published, shall be a part of this contract.

Should we cancel this Industry Workshop reservation prior to October 15, 2021, we will receive a refund, less a 25% administrative fee. Should we cancel after October 15, 2021, we will forfeit the entire cost of the workshop. We agree that all cancellations and refund requests be made in writing.

Signature: _____ Date: _____

PAYMENT INFORMATION

Total Support \$ _____

Check – Make checks payable to Cervical Spine Research Society.

Wire Transfer – Please contact Lindsey Groves Sausser (lgrovessausser@csrs.org) for wire transfer information.

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Fax: +1-414-276-3349
Email: lgrovessausser@csrs.org

Industry Dinner Application

2021 Instructional Course and Annual Meeting

Industry Dinner \$20,000

Dinner Contact Details

Contact listed here will receive all Industry Dinner related correspondence, including invoices, logistical information, deadline reminders, etc.

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Company Details

List all information below exactly as it should appear in on the website and in the program, including capitalization and punctuation.

Company Name: _____

Address: _____

City/State: _____

Country: _____ ZIP/Postal Code: _____

Evening Preference *(please indicate preference 1-2)*

Thursday, December 2: Preference # _____

Friday, December 3: Preference # _____

By completing and submitting the 2021 Annual Meeting Industry Dinner Application, we agree that:

Payment in full by October 15, 2021 must accompany this application. Checks must be payable to Cervical Spine Research Society. CSRS charges a fee of 2.5% for credit card purchases over \$5,000.

All provision of the Rules and Regulations and General Information, as hereby published, shall be a part of this contract.

Should we cancel this Industry Dinner reservation prior to October 15, 2021, we will receive a refund, less a 25% administrative fee. Should we cancel after October 15, 2021, we will forfeit the entire cost of the dinner. We agree that all cancellations and refund requests be made in writing.

Signature: _____ Date: _____

PAYMENT INFORMATION

Total Support \$ _____

Check – Make checks payable to Cervical Spine Research Society.

Wire Transfer – Please contact Lindsey Groves Sausser (lgrovesausser@csrs.org) for wire transfer information.

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