



# NASS 25<sup>TH</sup> ANNUAL MEETING

# EXHIBITOR

# PROSPECTUS

PRIORITY POINT BOOTH ASSIGNMENT: APRIL 16



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## IMPORTANT DATES FOR THE NASS 25<sup>TH</sup> ANNUAL MEETING

- April 16:** Priority Point Assignment Application Deadline
- May 21:** Confirmation Packet Mailed
- June 25:** Exhibit Kit Available
- June 25:** Exhibit Space Cancellation (50% Penalty)
- After June 25:** Exhibit Space Cancellation (100% Penalty)
- August 6:** Giveaway Approval
- August 6:** Submission of Island Booth Design Deadline
- August 20:** Exhibitor Appointed Contractor Notification Due
- September 17:** Attendee Pre-registration List E-mailed to Exhibitors
- September 30:** Exhibitor Registration Deadline
- On Site:** Final Program Available at Registration
- November 12:** Final Registration Labels Mailed to Exhibitors

NASS is a multidisciplinary medical organization dedicated to fostering the highest quality, evidence-based and ethical spine care by promoting education, research and advocacy. NASS has more than 5,500 members from around the world.

On October 5-9, 2010, NASS will convene its 25th Annual Meeting, one of the largest multidisciplinary continuing medical education (CME) meetings for spine specialists in North America. The objective of this meeting is to present current research and data, promote discussion of new scientific developments and foster research and training in the field of spinal disorders.

This multidisciplinary conference is designed for orthopedic surgeons, neurosurgeons, physiatrists, pain specialists, neurologists, radiologists, physical therapists, rheumatologists, anesthesiologists, osteopathic physicians, researchers, nurse practitioners, chiropractors and other physicians and allied health professionals involved in spine care. Attendance at the Annual Meeting is open; membership is not required.

A technical exhibition will take place during the 25th Annual Meeting at the Orange County Convention Center. The purpose of the technical exhibition is to inform attendees about products and services relevant to the practice of spine care. Your participation provides a valuable educational service to our members and exposes your products to the largest niche of the multidisciplinary spine care market. **Space is limited and the hall always sells out, so register now!**

## ATTENDEE STATISTICS

### NASS MEMBER PROFILE (as of 01/10)

There are six categories of membership:

- Active (60%)—ABMS Board-certified MDs, DOs or PhDs residing in North America who devote 50% or more of their professional activity to the spine.
- Associate (7%)—Includes Board-eligible MDs, DOs as well as PhD candidates in the area of spine.
- Affiliate (8%)—Includes nurse practitioners, physician assistants, chiropractors, physical therapists, other allied health care professionals and individuals involved in spine research and development.
- Corresponding (7%)—MDs, DOs or PhDs who are not permanent residents of North America.
- In-Training (10%)—Residents or fellows who have an interest in spine.
- Emeritus (8%)—Active members who have been society members for at least five years and retired from the practice of medicine or have reached the age of 65.

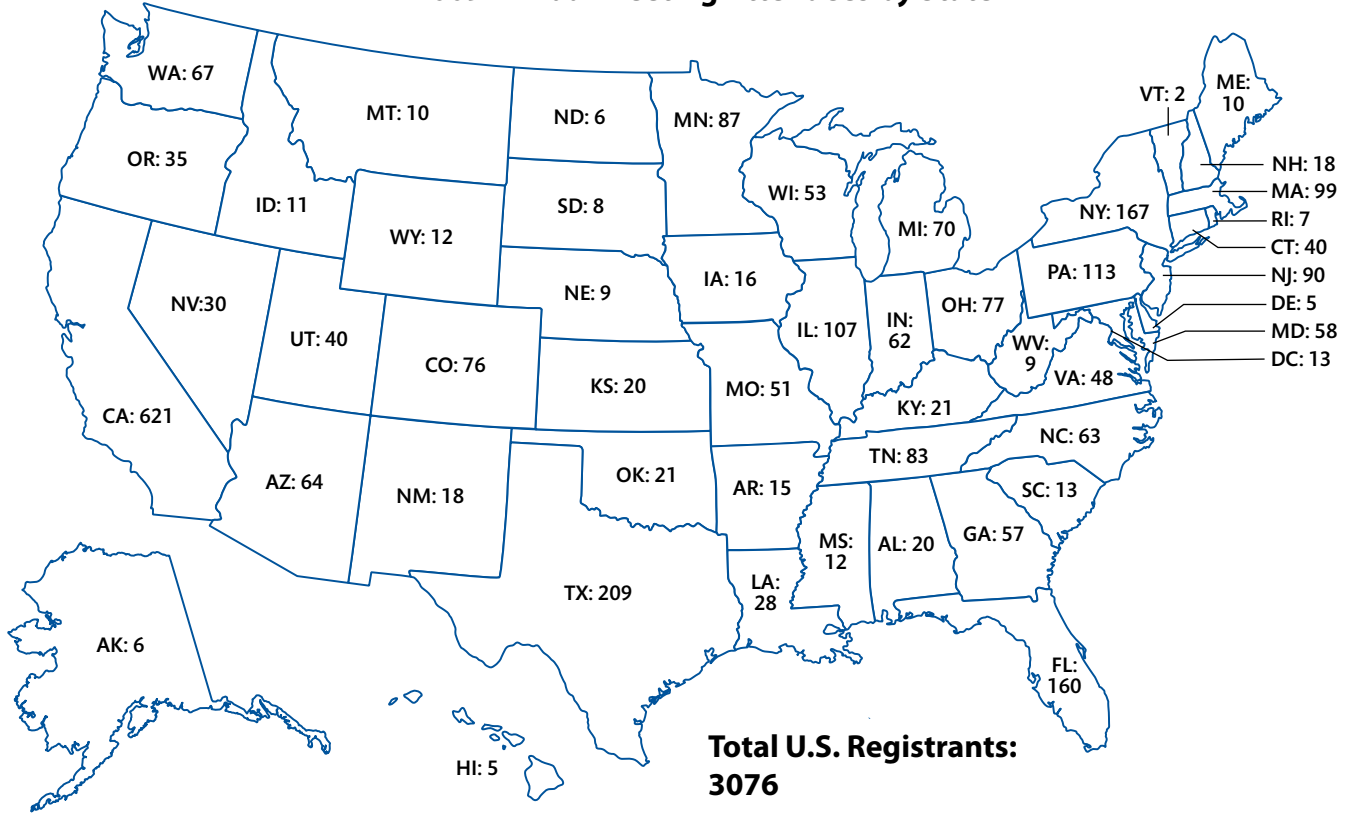
### SIX-YEAR ANNUAL MEETING ATTENDANCE

2009	San Francisco, CA	3,972
2008	Toronto, ON	3,705
2007	Austin, TX	3,850
2006	Seattle, WA	3,225
2005	Philadelphia, PA	2,943
2004	Chicago, IL	3,420

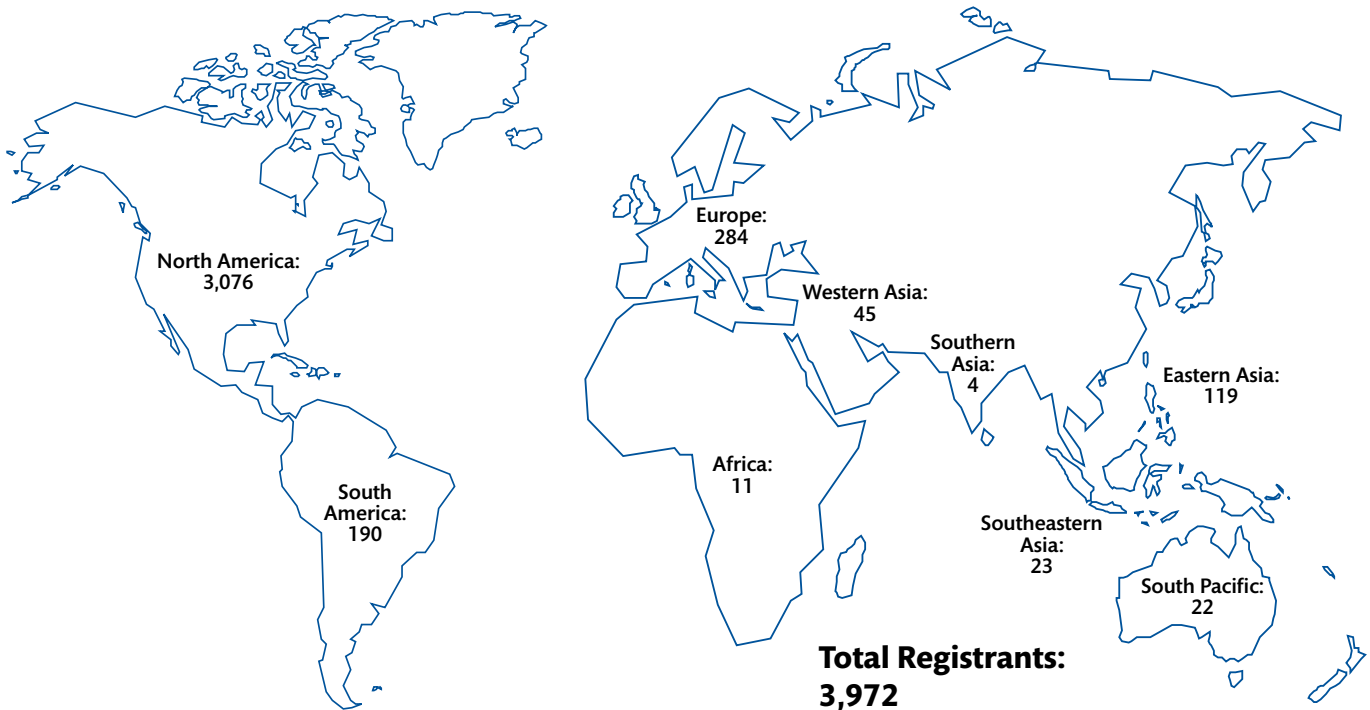
### 2009 ATTENDEES BY SPECIALTY

Anatomic/Clinical Pathology	4
Anesthesiology	10
Chiropractic Care	8
Coding Professional	31
Emergency Medicine	1
Family Practice/Internal Medicine	5
Medical Assistant	4
Musculoskeletal Oncology	1
Neuromusculoskeletal Medicine	2
Neurology	10
Neuropathology	6
Neuroradiology	6
Neurosurgery	622
Nurse	56
Nurse Practitioner	26
Office Staff	22
Orthopedic Surgery	1,510
Pain Management	45
Pediatrics	1
Physical Medicine and Rehabilitation	155
Physical/Occupational Therapy	11
Physician Assistant	154
Practice Administrator/Manager	21
Psychiatry/Psychology	5
Radiology	13
Research	170
Rheumatology	2
Sports Medicine	9
Surgical Assistant/Technician	12
Trauma Surgery	8

## 2009 Annual Meeting Attendees by State



## 2009 Annual Meeting International Attendees



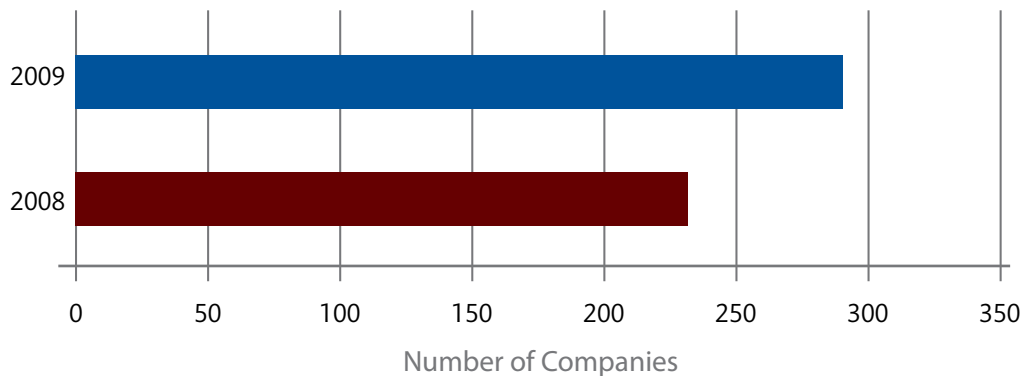
**97%** of attendees visit the Technical Exhibition.

**74%** of attendees have the ability to authorize, specify or recommend products and services for purchase.

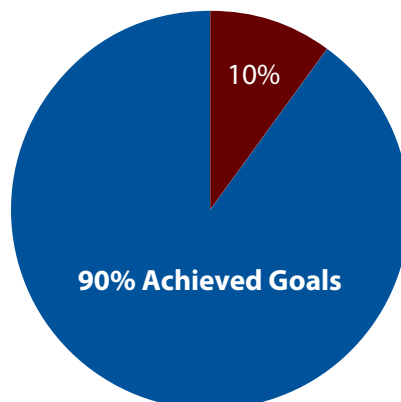
**82%** of attendees say that seeing a product or services at the Technical Exhibition is influential in decision making.

*Findings are based on a survey of the 24th NASS Annual Meeting attendees.*

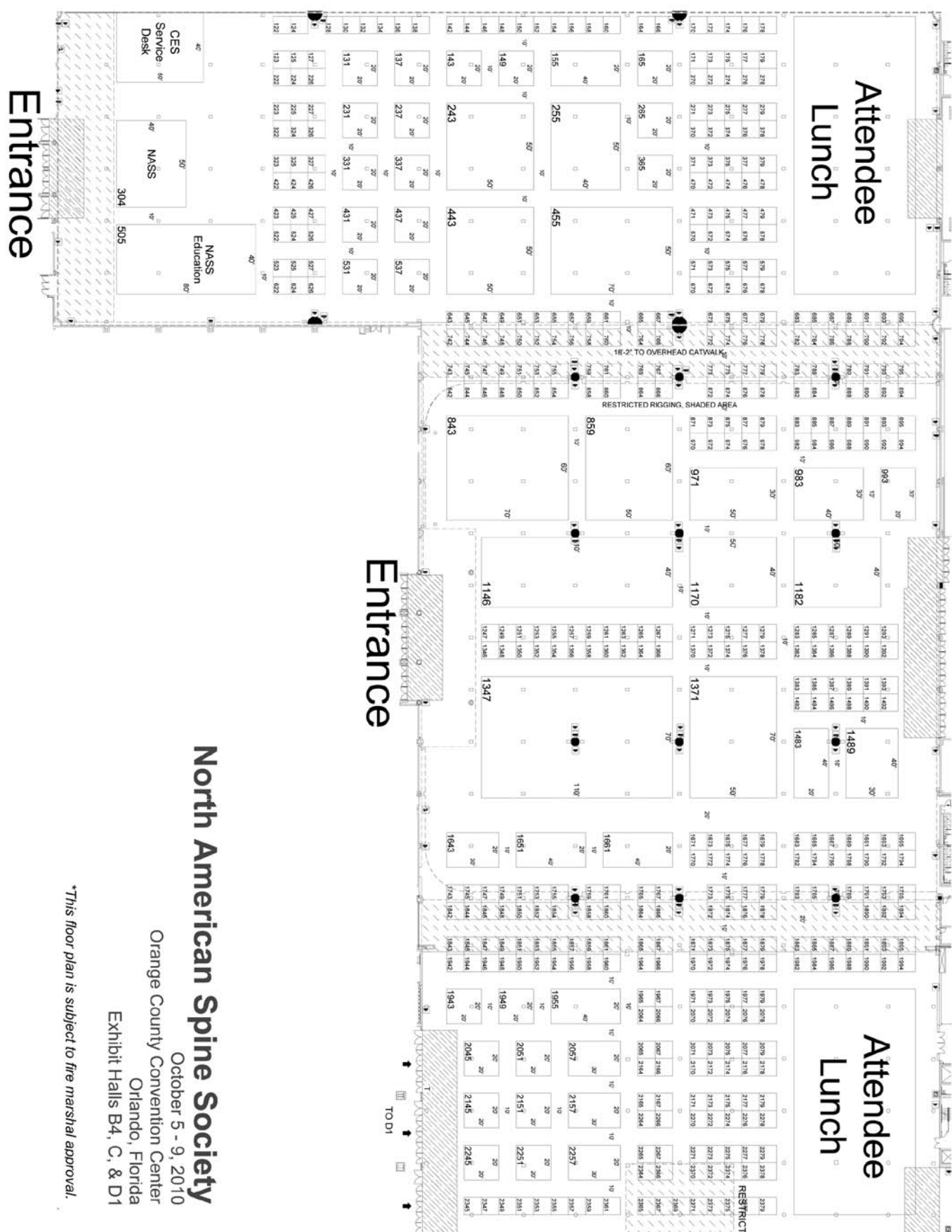
The 24th NASS Annual Meeting drew **60 more companies** than the previous year.



**90%** of exhibitor survey respondents **achieved their goals** for the NASS 24th Annual Meeting.



[Click here to view a larger version of the floor plan.](#)



**North American Spine Society**  
 October 5 - 9, 2010  
 Orange County Convention Center  
 Orlando, Florida  
 Exhibit Halls B4, C, & D1

*\*This floor plan is subject to fire marshal approval.*

## CONTACT INFORMATION

### Official Show Decorator

Champion Exposition Services

Phone: (800) 723-1123

Web site: [www.championexpo.com](http://www.championexpo.com)

### NASS Exhibits Manager

Richard W. Bacon, North American Spine Society

7075 Veterans Blvd., Burr Ridge, IL 60527

Phone: (630) 230-3662 Fax: (630) 230-3708

E-mail: [rbacon@spine.org](mailto:rbacon@spine.org)

## EXHIBIT SCHEDULE

### Exhibit Installation

Saturday–Tuesday, October 2-5, 2010

### Exhibitor Registration

Monday–Friday, October 4-8, 2010

### Technical Exhibit Show

Wednesday–Friday, October 6-8, 2010

Wednesday: 9:00 a.m.–5:00 p.m.

Thursday: 9:00 a.m.–5:00 p.m.

Friday: 9:00 a.m.–1:00 p.m.

### Dismantling of Exhibits

Friday, October 8, 2010, after 1:00 p.m.

## FACILITY

Orange County Convention Center (West Building)

9800 International Drive

Orlando, FL 32819

Phone: (407) 685-9800

Web site: [www.occc.net](http://www.occc.net)

## BOOTHS, PAYMENT AND HALL LOGISTICS

Exhibit space is available in 10' increments. In addition to the islands and booth sizes listed below, larger sizes are available; please call Richard W. Bacon for custom sizes.

*All Prices in USD*

### Inline space fees:

Size	Cost	Complimentary Registrations
10'x10' booth	\$3,650	3 Representatives
10'x20' booth	\$7,300	6 Representatives

Corner Fee: \$200

### Island space:

\$3,350 per 10x10; \$2,000 Island Fee

Size	Cost	Complimentary Registrations
20' x 20' island	\$15,400	12 Representatives
20' x 30' island	\$22,100	18 Representatives
20' x 40' island	\$28,800	24 Representatives

Additional Representatives: \$575 each

The purchase of exhibit space includes:

- Complimentary registration for three representatives per 10'x10' space.
- One Preliminary Program to be mailed to each exhibiting company.
- One Final Program for each registered representative.
- One copy of the Proceedings will be distributed to each company for each 10'x10' space (limit of five). Additional copies of the Proceedings may be purchased from NASS (while supplies last).
- A listing of all exhibiting companies, with company and product descriptions, will be included in the Final Program (provided the complete application and payment is received by August 6).
- One pre-registration list (name, city, state) will be mailed on September 17, to assist exhibitors with on-site planning.
- One complete set of registrant mailing labels will be sent by November 12 for one-time use only, and to be used within six months of receipt.
- One 7" x 44" one-line identification sign; the company registering for the booth space is the company name that will appear on the sign.
- Complimentary posting on the Virtual Trade Show site.

## SPACE ASSIGNMENT

Initial assignment of exhibit space will be in priority point order. Priority points are established entirely by past participation. In order to take part in the initial assignment, exhibitors will need to send in their applications and a FULL payment before April 16, 2010. Companies sending in their applications after April 16, 2010, or having no past participation, will be assigned on a first-come, first-served basis.

Priority points are awarded by past participation as follows:

- 1 point per 10'x10' booth rented during the 2009 Annual Meeting
- 1 point per consecutive year of participation (limit of 5)

Companies paying for booth space receive that year's priority points. Publishing companies receive points for each year the company pays for the booth space; otherwise, individual representatives receive points for each year they come to the meeting independently.

Late payment of exhibit fees will result in a deduction of five priority points.

Companies that have undergone name changes, mergers or acquisitions must notify NASS in writing, providing the company names, date of completion and which company's exhibit history they wish to use. These companies may elect to use the larger of the two exhibit histories, but may not combine histories. Points are nontransferable.

## APPLICATION INSTRUCTIONS

To apply for exhibit space, please complete the enclosed application form. Return the completed application, proof of exhibit history (if necessary), certificate of insurance, FDA status disclosure and payment in full to the address on the application form. All applications must be received by April 16, 2010, to be included in the initial assignment. Submission of an application does not guarantee space availability, nor does it guarantee size or location.

Payment must accompany the application in the form of a credit card authorization or check drawn on a U.S. bank in U.S. funds. Any applications received without payment will not be processed until payment is received.

Prime space is usually allocated to those companies with the highest exhibitor priority rating. Please make realistic choices from the spaces as they appear on the floor plan. If none of your selections are available, space will be assigned as near to preferences as possible.

All companies wishing to exhibit at the 25th Annual Meeting must be in good financial standing with NASS. Submission of an application is considered an agreement that companies will abide by the rules and conditions outlined in this prospectus and any others issued at any time by NASS. Submission of an application does not guarantee exhibit space. NASS reserves the right to refuse any exhibitor who does not meet the educational, scientific or practice needs of its members.

Please make checks payable to:  
North American Spine Society  
7075 Veterans Blvd.  
Burr Ridge, IL 60527

Federal Tax ID: 36-3382069

### Wire Transfer Information

Harris NA  
ABA# 071000288  
North American Spine Society Acct#361-608-3  
Swift Code: HATRUS44

### Receipt of Application

Within ten business days of submission of application and deposit to NASS the exhibitor contact will be sent an acknowledgement e-mail. This acknowledgement is a receipt of application and deposit not a guarantee of space, size or location.

## COMPANY AND PRODUCT DESCRIPTIONS

Company and product descriptions will now be submitted to NASS after the booth assignment process using our Virtual Tradeshow; this will enable exhibitors to enter the most current descriptions aiding your marketing efforts.

## GIVEAWAYS AND FOOD SAMPLES

Other than medical textbooks or anatomical models used for educational purposes, any such item should have a fair market value of less than \$100. A Company may not provide items that are capable of use by the Attendee (or his or her family members, office staff or friends) for noneducational or non-patient-related purposes, for example, a DVD player or MP3 player/iPod. A Company may not give Attendees any type of non-educational branded promotional items, even if the item is of minimal value and related to the Attendee's work or for the benefit of patients. Examples of non-educational branded promotional items include pens, notepads, mugs, and other items that have a Company's name, logo, or the name or logo of one of its products. Small catering items, coffee, candy etc. are approvable. Questionable giveaway items, accompanied by a sample of the giveaway that will not be returned, or an electronic image of the item, must be submitted by August 6, 2010. NASS will request the removal of unapproved items.

## ACCME STANDARDS

The North American Spine Society is accredited, with commendation, by the Accreditation Council for Continuing Medical Education to sponsor continuing medical education for physicians. As an activity sponsored by an accredited organization for continuing medical education, the NASS 25th Annual Meeting conforms to the AMA Ethical Opinion on Gifts to Physicians and the ACCME Standards for Commercial Support for CME.

## EXHIBITOR HOTEL ROOMS

Exhibitors are encouraged to obtain their sleeping rooms through the NASS's housing reservation service. NASS has contracted for over 3,500 rooms in Orlando for the 2010 Annual Meeting. The ratio of physician to exhibitor sleeping rooms is in proportion to the number of medical attendees to exhibitors who attended the 2009 Annual Meeting. Exhibitor rooms are for the purpose of housing exhibitor staff, and are not to be used to reserve sleeping rooms for medical attendees.

Hotels are now penalizing associations for not using all of the sleeping rooms contracted. In an effort to reduce this expense and ensure that rooms are used, we ask your cooperation in using the NASS housing service instead of booking direct with a hotel.

Exhibitors will be able to select their hotels rooms online in real time. A fax option will also be available. Detailed information including hotel listing with descriptions, rates and maps, will be sent to companies with specific instructions in April. A deposit will be required for each room reserved.

When booking through the NASS housing service, you will have housing support staff to assist you prior to your arrival as well as on-site staff to support you should you have any housing issue while at the meeting.

Contact Cindy Tomala at [ctomala@spine.org](mailto:ctomala@spine.org) with any housing questions.

## CANCELLATIONS/REDUCTIONS IN SPACE

Cancellation of exhibit space must be made in writing on company letterhead. A refund, minus a 50% cancellation fee, will be made if the cancellation is received by June 25, 2010. Any company canceling after June 25, 2010, will pay a 100% penalty fee of the cost of the booth assigned.

Cancellation of the convention by NASS will result in a full refund to all exhibitors unless due to circumstances beyond the Society's control such as acts of God, labor disputes, acts of war, acts of terrorism, etc.

Space reduction is considered canceling of space and will follow the deadlines set above. Reduction in space must be approved by NASS, may be denied and may result in relocation. Reduction charges are applied to the cost of the amount of space canceled.

4uDoctor  
Accel LAB Inc.  
Accutek Testing Laboratory  
ACIGI Relaxation/FUJIIRYOKI  
Active Diagnostics, Inc.  
Advanced Medical Technologies AG/  
SpineSource, Inc.  
Aesculap Implant Systems  
Allen Medical Systems  
Alliance Surgical Distributors  
AllMeds  
AlloSource  
Alphatec Spine, Inc.  
Amedica Corp.  
American Express OPEN  
Anspach Companies  
Anulex Technologies, Inc.  
ApaTech, Inc.  
Applied Spine Technologies, Inc.  
Arteriocyte Medical Systems, Inc.  
ArthroCare Spine  
Aspen Medical Products  
A-Spine Asia Co., Ltd.  
Automated Healthcare Solutions  
Avalign Technologies  
Averion International Corp.  
Backjack by BioSkin  
Bacterin International, Inc.  
Barney & Barney LLC  
Bauerfeind USA, Inc.  
Baxano, Inc.  
Baxter  
Baylis Medical  
Benvenue Medical Inc.  
Berkeley Advanced Biomaterials, Inc.  
Biocomposites, Inc.  
BioCure, Inc.  
Biomatlante  
Biomech—Paonan Biotech Co., Ltd.  
Biomet Spine  
Biospace Med  
Biotronic NeuroNetwork  
Blue Chip Surgical Center Partners  
BONESUPPORT AB  
Boston Scientific—Neuromodulation  
Bradshaw Medical, Inc.  
BrainLAB  
The Bremer Group Company  
Business Dynamics Limited  
Buxton BioMedical Inc  
C & A Tool Engineering, Inc.  
Captiva Spine  
CareFusion  
Carl Zeiss Meditec, Inc.  
Centinel Spine  
Ceremed, Inc.  
Choice Spine  
Citow Cervical Visualizer  
Clarus Medical, LLC  
Collagen Matrix, Inc.  
ContainMed, Inc.  
Cook Medical  
CoreWerks, Inc.  
Covidien Biosurgery  
CrossCurrent, Inc.  
curasan AG  
Custom Spine, Inc.  
Cybertech Medical  
Danco Anodizing  
DePuy Spine, A Johnson & Johnson  
Company  
Designs for Vision, Inc.  
DFine  
DiFusion Technologies  
Dio Medical Co., Ltd.  
Disc Motion Technologies  
DJO Incorporated  
Doctors Research Group, Inc.  
Dynamic Disc Designs Corp.  
Eden Spine LLC  
Elliquence LLC  
Elsevier, Inc.  
Elsevier/Saunders/Mosby  
Eminent Spine  
Empirical Testing Corp.  
Esaote  
Etex  
Ethicon Endo-Surgery  
Exactech, Inc.  
Exponent, Inc.  
Fehling Surgical Instruments Inc  
Flagship Surgical, LLC  
FzioMed, Inc.  
Gauthier Biomedical, Inc.  
Globus Medical Inc.  
GloStream, Inc.  
WL Gore & Associates Inc  
Graftys  
Greatbatch Medical, Inc.  
GS Medical Co., Ltd.  
gSource LLC  
Gulf Coast Billing  
Harvest Technologies Corp  
Hely & Weber  
HHW Technologies, Inc.  
Hoogland Spine Products GmbH  
HRA Research  
Human Touch, LLC  
HydroCision, Inc.  
icotec ag  
I-Flow Corporation  
IMDS  
Implant Funding Solutions  
Inion, Inc.  
Innovasis, Inc.  
Instron  
InTech Medical  
Integra  
Intelligent Implant Systems  
Interventional Spine, Inc.  
Intra-Op Monitoring Services  
Intrinsic Therapeutics, Inc.  
Invivio Biomaterial Solutions  
Invuity, Inc.  
ISTO Technologies, Inc.  
Jemo Spine  
Jewel Precision  
Joimax, Inc.  
Journal of Bone and Joint Surgery  
Karl Storz Endoscopy America  
Kasios  
Kimberly-Clark  
King Pharmaceuticals  
Kirwan Surgical Products Inc  
Koros USA, Inc.  
Kyungwon Medical Co., Ltd.  
Lanx, LLC  
LDR  
Leica Microsystems  
Life Instrument Corporation  
Life Spine  
LifeLink Tissue Bank  
LifeNet Health  
Linear Medical Solutions  
Lippincott, Williams & Wilkins  
Manufacturas Solco  
MAR-TEST Inc.  
MedCure, Inc.  
MedFinManager  
Medical Concepts  
Medical Products Resource  
Medicrea USA  
MEDSTRAT, Inc.  
Medtronic Spinal and Biologics  
Medyssey Co., Ltd.  
Mid America Learning  
MIH International M-Brace  
Millennium Research Group  
Minnesota Rubber & Plastics  
minSURG Corporation  
Mizuho OSI  
MTS Systems Corp.  
Musculoskeletal Transplant Foundation  
(MTF)  
Nada-Chair  
Nadia International, Inc.  
National Medical Solutions, LLC.  
Neuro Alert Monitoring Services

NeuroAssociates, LLC.  
The NeuroMatrix Group  
NeuroTherm  
Nexgen Spine, Inc.  
NovaBone Products, L.L.C.  
Novid Surgical, LLC  
Nucleus Medical Art  
Nutech Medical, Inc.  
NuVasive, Inc.  
Olsen Medical, Inc.  
Omni-Tract Surgical  
Optec USA, Inc  
OR Specific  
Orchid Orthopedic Solutions  
Ortho Development Corporation  
Orthofix, Inc.  
Orthomerica Products Inc.  
Orthoplastics Ltd.  
Orthovita, Inc  
Osprey Biomedical Corp.  
Osseon Therapeutics, Inc.  
Ossur Americas  
Osteotech, Inc.  
PainDX, Inc.  
PAK Manufacturing, Inc.  
PARADIGM BioDevices, Inc.  
Paradigm Spine  
Paragon Medical  
Partners in Continuing Medical  
Education  
PD-Rx Pharmaceuticals, Inc.  
Performance Grafts, Inc.  
Physician Owned Surgery Centers  
Physicians RXNetwork  
PhysIOM  
Pioneer Surgical Technology  
Plasma Surgical, Inc.  
PMT Corporation  
Precision Medical Technologies, Inc.  
Prescott's Inc  
Priority Consult  
Protech Ledged Eyewear  
Quality Medical Publishing Inc  
Ranier Technology, Ltd.  
Regent Surgical Health  
Regulatory & Clinical Research Institute,  
Inc.  
Replication Medical, Inc.  
Rhausler, Inc.  
Richard Wolf Medical Instruments  
Rochester Medical Implants  
RRY Publications LLC  
RSB Spine  
S14 Implants  
Salient Surgical Technologies  
Sawbones  
Scient'x  
SeaSpine, Inc.  
Showa Ika  
SI-Bone Inc.  
Siemens Medical Solutions USA, Inc.  
Signus Medical, LLC  
Sintea Biotech  
SLACK Incorporated  
SmArtSpine SARL  
Smith & Nephew Biologics & Spine  
Solvay Advanced Polymers  
Soteira, Inc.  
Spinal Elements, Inc.  
Spinal Integration, LLC  
Spinal Kinetics  
Spinal Simplicity, LLC  
SpinalMotion, Inc.  
Spine Smith, LP  
Spine Surgical Innovation  
Spine Wave  
Spineart  
SpineFrontier Inc.  
SpineGuard, Inc.  
SpineMark Corporation  
SpineMatrix, Inc.  
SpineMED - CERT Health Sciences  
SpineNet, LLC.  
Spineology Inc.  
SpineOne  
SpineUniverse  
SpineView Inc.  
Spinevision  
SpineWorks, LLC  
Spinus, LLC.  
Spire Biomedical, Inc.  
Stryker  
Surgitel/General Scientific  
SurgiTrace, LLC  
Symmetry Medical Inc.  
Syndicom SpineConnect  
Synergetics Inc.  
Synthes Spine  
Tae Yeon Medical Co., Ltd.  
TBI/Tissue Banks International  
TeDan Surgical Innovations, LLC  
Teknimed  
Teleflex Medical OEM  
Thieme Publishers  
Thompson Surgical Instruments Inc.  
Thorburn Geiger  
Titan Spine  
Trans1 Inc.  
Trimedyne Inc  
Trinity Orthopedics  
US Spine  
UCSF/SFGH Orthopaedic Trauma  
Institute  
Ulrich Medical USA, Inc.  
Vertebral Technologies  
Verticor, Ltd.  
VertiFlex  
Vexim SAS  
VG Innovations, LLC  
Vidacare Corporation  
VisionTree Software, Inc.  
VQ OrthoCare  
WebOps  
Welcom Relief, Inc.  
X-Spine Systems, Inc.  
Ziehm Imaging, Inc.  
Zimmer Spine

## MARKETING OPPORTUNITIES

The 25th Annual Meeting offers many opportunities for companies to maximize their outreach to the spine specialists gathering in Orlando. Exhibitors can increase their visibility by supporting courses, events or advertising opportunities that enhance the value and experience of the meeting for the spine specialist and keep your company's name in the frontline of this unique and growing market. A full menu of sponsorship opportunities and their related recognition programs is being developed and will be posted to [www.spine.org](http://www.spine.org).

### Virtual Tradeshow

Start gathering leads and building traffic with larger descriptions, invitations to events, and product brochures as attendees plan their visit to the show with our Virtual Tradeshow. Keep an eye out for further information in your confirmation packet or contact Richard W. Bacon at [rbacon@spine.org](mailto:rbacon@spine.org).

For information about these opportunities, please contact Jeff McCollian, by phone at (630) 230-3600 or by e-mail at [jmccollian@spine.org](mailto:jmccollian@spine.org).

### Print Advertising

Reach over 3,500 spine care professionals! Advertising opportunities are available in NASS' 25th Annual Meeting Final Program. Plus, take advantage of year-round exposure with advertisements in *SpineLine* and *The Spine Journal*. For more information on rates and availability, please contact Calvin Trout by phone at (630) 654-9124, or by e-mail at [calvindtrout@consultant.com](mailto:calvindtrout@consultant.com).

### Satellite Events

Whether you want to hold a focus group, your own CME course, a reception, staff meeting or to meet with investors the NASS Satellite Event Guide is the first resource to planning. The Satellite Event Guide will be posted at [www.nassannualmeeting.org](http://www.nassannualmeeting.org) in early Spring. Remember that you cannot book space until you get approval from NASS for your event.

### Exhibitor Conference Suites

A limited number of Exhibitor Conference Suites will be placed on the exhibit floor for use during the exhibit hours. These 10' x 15' custom built suites can be used for your staff meetings, business meetings or as a quiet area off of the main trade show floor for lunch. Placement and rental fee will be available in early June.

### Research Grants and Awards

NASS members are dedicated to research and recognize and appreciate industry support of NASS' research funding vehicles. Call Jeff McCollian today at (630) 230-3600 to make sure your company receives maximum public recognition for its support of the Spine Research Foundation and the Annual Research Fund.

All exhibitors must adhere to the following rules and regulations and other rules and regulations that may be promulgated by the North American Spine Society (NASS), all of which are incorporated by reference as part of all exhibit space rental agreements.

## GENERAL MEETING RULES

### 1. Interpretation of Rules

NASS shall have full power in the interpretation and enforcement of rules and regulations governing exhibitors. Issues and questions not covered by the regulations shall be subject to the final judgment and decision of NASS. NASS may amend these rules and regulations at any time, and the amendments so made shall be binding upon the exhibitor equally with these rules and regulations, and shall become a part thereof, providing the exhibitor is notified of the amendments. Notice may be verbal or in writing, before or during the 25th Annual Meeting, and may be given to any authorized agent or representative of the exhibitor.

### 2. Purpose of Exhibits

The North American Spine Society, a nonprofit scientific and educational association, sponsors the NASS Annual Meeting. The purpose of the exhibits, an integral part of the Society's educational activity, is to complement the professional meetings and clinical sessions by enabling registrants to evaluate the latest developments in equipment, supplies and services that are relevant to spine care. NASS does not in any manner endorse any of the products or services related to the exhibits that have been accepted for display and sale during the Annual Meeting.

### 3. Installation

**Exhibit Installation: Exhibit Installation: Saturday–Tuesday, October 2-5, 2010**

All exhibits must be erected by 8:00 a.m. on Wednesday, October 6, 2010. No trunks, cases or other packaging materials are to be left in the exhibit area after installation of the booth, nor may such materials be brought into the

exhibit hall during open exhibit hours. Any space not claimed and occupied for which no special arrangements have been made in writing to NASS prior to 5:00 p.m. on Tuesday, October 5, 2010, shall revert to NASS to be re-let and occupied in any manner and for such purposes as NASS may see fit.

### 4. Exhibit Hours

Wednesday, October 6  
9:00 a.m.–5:00 p.m.

Thursday, October 7  
9:00 a.m.–5:00 p.m.

Friday, October 8  
9:00 a.m.–1:00 p.m.

NASS requires all exhibits to remain open, with at least one representative in the booth, during the specified exhibit hours. Hours are subject to change.

### 5. Exhibit Hall Access

Exhibitor personnel will be permitted on the exhibit floor one hour prior to opening and may remain one-half hour after the daily closing of the exhibit hall with the exception of Friday, October 8, 2010, when dismantling begins.

### 6. Dismantling

Friday, October 8, 2010  
1:00 p.m.–Midnight

Saturday, October 9, 2010  
8:00 a.m.–5:00 p.m.

### 7. Sales and/or Solicitation of Orders

Sale of products and services is allowed on the exhibit floor provided such sales are conducted in a professional, business-like manner, in accordance with NASS guidelines, and the exhibitor complies with all state and local tax regulations. No signage or advertising of product pricing will be allowed. NASS reserves the right to restrict sales activities that it deems inappropriate or unprofessional.

### 8. Eligibility to Exhibit

The exhibit is designed for the display, demonstration and sale of products and services relating to the practice and advancement of the art and science

of spine care and the professional education and support of the members of NASS. NASS reserves the right to determine the eligibility of all exhibit space applicants.

### 9. FDA Disclosure

Displays or graphical depictions of drugs or devices declared investigational or unapproved by the Food and Drug Administration must contain only objective statements about the product and contain no claims regarding safety, effectiveness or reliability or comparative claims to other marketed products. These drugs/devices must be displayed solely for the purpose of obtaining investigators and be accompanied by directions for becoming an investigator and investigator responsibilities.

Drugs/devices will only be permitted when accompanied by appropriate signs that indicate the clearance status. Signs must be visible, near devices (clearly legible) and contain the following or a similar statement: "Caution: Investigational Device—Limited to Investigational Use." All exhibitors are advised to take heed of the FDA prohibition on promotion of cleared devices for unapproved uses. Exhibitors must have available at their booths documentation from the FDA stating approved uses of the drugs/devices displayed.

Signage for investigational or unapproved drugs or devices must be provided by exhibitors and must conform to the following requirements:

- Signage must be at least 8.5" x 5.5".
- Text must be at least 18 pt. size and clearly legible.
- Signage must be placed near displayed drugs/devices and on any graphics depicting the item.

Exhibitors will be required to submit, with their applications, a list of products they intend to display with each product's FDA status. Exhibitors may be required at any time to produce proof of claims, approval status, etc. At the Annual Meeting, the Industrial Relations committee will review all products on display in the exhibit hall for

conformance with FDA and NASS policy. Decisions of the review committee are final.

## 10. Space Assignments

To be included in the initial assignment of space, potential exhibitors must complete the application/contract and return it with the full payment prior to April 16, 2010. Applications/contracts received without the necessary payment will be returned to the applicant. Priority points are awarded by past participation based on booth size and the number of consecutive years of participation in the previous five NASS Annual Meetings. Booth assignments will be mailed on May 21, 2010.

Companies that have merged with, been purchased by, or have purchased another company may use the exhibit history from either company, whichever is more favorable, but not the combined history of both companies. Priority points are non-transferable and may not be used by parent or subsidiary companies. Submission of an application does not guarantee space availability, nor does it guarantee size or location. If none of your selections are available, space will be assigned as near to preferences as possible.

## 11. Space Relocation

NASS reserves the right to relocate an exhibitor at any time with the understanding that if the exhibitor does not agree with such relocation to the extent that the exhibitor cannot participate in the Annual Meeting, the deposit and/or full payment for exhibit space will be fully refunded. NASS reserves the right to change the exhibit floor plan if conflicts arise regarding space requests or conditions that are beyond the control of NASS. NASS reserves the right to locate exhibitors demonstrating loud apparatus or conducting odor producing activities in an area where the noise or aroma will not interfere with other exhibits.

## 12. Subletting of Space

The subletting, assignment or apportionment of the whole or any part of an exhibitor's space by the exhibitor is prohibited. Exhibitors may not advertise or display goods in their exhibit other than those manufactured or sold by them in the regular course of business. Should any subletting be found both the lessor and lessee shall be asked to vacate their space immediately, lose all priority points for that year and neither company shall be allowed to exhibit the following year.

## 13. Booth Payments

The total amount due must accompany the exhibit application/contract. The application will not be processed nor space assigned without the required payment.

## 14. Cancellations or Reductions in Space

Cancellation of exhibit space must be made in writing on company letterhead. A refund, minus a 50% cancellation fee, will be made if the cancellation is received by June 25, 2010. Any company canceling after June 25, 2010, will pay a 100% penalty. Canceling companies may not cede exhibition space to other companies; exhibit space is the property of NASS, is non-transferable and available space will be assigned according to the wait list process. All reductions in space require the approval of NASS and may result in space reassignment. Cancellation of space waives the privileges granted to exhibiting companies, i.e. registration lists, exhibitor badges, etc. The cancellation fee may not be used to defray the cost of new orders such as Commercial Business Interest badges or satellite events. Space reduction is considered a cancellation of space and will follow the rules and deadlines noted above.

Cancellation of the convention by NASS will result in a full refund to all exhibitors unless due to circumstances beyond the association's control such as acts of God, labor disputes, acts of war, acts of terrorism, etc. Space reduction is considered a cancellation of space and will follow the rules and deadlines noted above.

## 15. Wait List

In the event that NASS runs out of available for sale exhibition space, a wait list will be formed. The wait list will be operated on a first-come, first-served basis (based on time/date receipt of application) regardless of size requested, priority points, past participation, contributions or relationships to other companies.

As exhibit space becomes available, companies will be assigned to a 10' x 10' space regardless of size requested. If the size of the space is unacceptable the company will be taken off of the wait list and a full refund will be issued.

Companies may not sublet per rule 12; should any subletting be found both the lessor and lessee shall be asked to vacate their space immediately, lose all priority points for that year and neither company shall be allowed to exhibit the following year. Canceling companies may not cede exhibition space to other companies; exhibit space is the property of NASS, is non-transferable and will be assigned according to the wait list. In all cases, the decision of NASS shall be final and binding on all parties.

## 16. Security

NASS will provide uniformed security guard service in the exhibit hall beginning with the delivery of exhibits to the exhibit hall through Midnight on Saturday, October 7, 2010. Neither NASS nor the Orange County Convention Center will be held responsible for any loss or damage to the exhibitor's property. Exhibitors must take precautions to protect their property against pilferage.

## 17. Insurance and Liability

Exhibitors shall be fully responsible for any claims, liabilities, losses, damages or expenses of whatever kind and nature relating to or arising from an injury to any person, or loss of or damage to 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. Exhibitors shall protect, indemnify, hold harmless and defend NASS, its officers, directors,

agents, members and employees against all such claims, liabilities, losses, damages and expenses, including reasonable attorney's fees and cost of litigation, provided that the foregoing shall not apply to injury, loss, or damage caused by or resulting from the negligence of NASS, its officers, directors, agents or employees.

Exhibitors should maintain general public liability insurance against claims of personal injury, death or property damage incident to, arising out of, or in any way connected with their participation in the exhibition, in the amount of not less than one million dollars (\$1,000,000) for personal injury, death or property damage in any one occurrence. Such insurance should include coverage of the indemnification obligations of exhibitors under the policy and procedures and should cover NASS as an additionally named insured. Each exhibit company is responsible for obtaining, for its protection and at its expense, such property insurance for its exhibit and display materials as the exhibitor deems appropriate. Any policy providing such property insurance must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against NASS, its officers, directors, agents, members or employees. The exhibitor further waives any claim against the North American Spine Society and its agents, employees, representatives, successors and assigns, arising out of the oral or written publication of any statement made in connection with the Annual Meeting by anyone not an employee of NASS concerning the exhibitor or their exhibit. If any part of the exhibit hall is destroyed or damaged, preventing NASS from permitting an exhibitor to occupy assigned space during part or all of the exhibition, or in the event occupation of assigned space during part or all of the exhibition is prevented by strikes, Acts of God, national emergency or other causes beyond the control of NASS, exhibitors will be charged for space during the period it was or could have been occupied; and exhibitors hereby waive

any claims against NASS, its directors, officers, agents, members or employees for losses or damages that may arise in consequence of such inability to occupy assigned space, its sole claim against NASS being a refund of rent paid for the period it was prevented from using the space. Certificate of insurance is to be submitted with your booth application.

### 18. Children

No children under 18 years of age will be permitted to enter the exhibit hall during the installation or dismantling of exhibits.

### 19. Program Proceedings Distribution

The designated on-site company representative is entitled to one (1) copy of the Program Proceedings per 10' x 10' booth contracted, up to a maximum of five books. The Program Proceedings may be collected at the NASS Resource Center.

## DISPLAY REGULATIONS

### 20. Official Service Contractors

NASS will designate official service contractors to provide all services to exhibitors other than supervision. These official contractors will be listed in the Exhibitor Services Kit. Decorating, drayage, rigging, cleaning, catering, electrical and plumbing must be provided by the designated official contractors. The General Contractor is Champion Exposition Services.

### 21. Exhibitor Appointed Contractors

Exhibitors who plan to use a service contractor other than the official service contractors must notify NASS in writing on or before August 20, 2010, with the company name, address, telephone number, name of supervisor scheduled to be in attendance at the Annual Meeting and a statement that such contractor will comply with all rules and regulations of the show. Independent contractors must perform all services in a timely and professional manner, in accordance with the Annual Meeting's established deadlines, not engage in solicitation of business on the exhibit floor for present or future conventions, provide a Certificate of Insurance to

NASS no later than August 20, 2010, and register all employees and temporary help at the Exhibitor Registration Desk.

### 22. Exhibitor Service Manual

An Exhibitor Service Manual containing complete show information and order forms for all show services will be available to each exhibiting company on June 25, 2010. All forms should be completed and mailed in advance of the meeting to ensure adequate labor, equipment, etc. is available for a smooth setup. Forms will be included for the following services to be provided by the official service contractors: exhibitor registration, labor, material handling, electricity, furniture rental, signs, rental displays, utilities, photography service, audiovisual, telephone, florist and cleaning.

### 23. Standard Booths

All booths are 10'x10' or multiples thereof. Inline booths will be equipped with an 8' high back drape, 36" high side rails and a 7"x44" identification sign displaying the exhibitor's name and booth number.

### 24. Inline Booths

Inline booths must not exceed 8' in height unless located at the hall perimeter—such booths may be 12' in height. Any construction that extends above the 36" high side rail dividers shall not extend more than half the distance from the back wall of the exhibit nor will any display be allowed to limit or otherwise interfere with other exhibits.

### 25. Island or Free-form Booths

An island or free-form exhibit is an open area of exhibit space with aisles on all four sides. Island exhibits may occupy 100% of the rental space, but must maintain a 50% see-through effect on that portion of the booth up to 8' in height, so as not to obstruct booths located on any side of the island. Please note the height of the ceiling is variable; see floor plan for ceiling heights. Island booths may extend to 25' above the exhibit floor.

**Important:** A sketch of island booths must be submitted to NASS for design approval by August 6, 2010. If the design is not submitted and the construction is determined to be in violation of the above restrictions, NASS has the right to prohibit assembly of the booth, or to order disassembly when and if a violation becomes apparent.

## 26. End-cap or Peninsula Booths

End-cap booths (a 10' x 20' space spanning two aisles) or peninsula booths (a 20' x 20' booth or larger attached to an in-line row) are not permissible.

## 27. Booth Arrangement and Construction

All exhibits must be confined to the spatial limits of their respective booth(s) as indicated on the floor plan and all equipment, products or materials to be shown or demonstrated must be placed within the exhibitor's contracted exhibit space in order to ensure attendees viewing the exhibit will stand within the said space, not in the aisles. All exposed parts of displays must be finished so as to present an attractive appearance when viewed from the aisles or from adjoining exhibits. The exposed portions may be draped at the exhibitor's expense. All tables used in an exhibit space must be skirted. No pins, tacks or adhesives of any kind may be attached to the OCCC structure including walls or columns. No nails or bracing wires used in erecting displays may be attached to the premises without the written consent of the Orange County Convention Center.

## 28. Double-Decker Booths

Two-story booths must be 600 sq ft or larger. Island exhibits may occupy 100% of the rental space, but must maintain a 50% see-through effect on that portion of the booth up to 8' in height. Please note the height of the ceiling is variable. Island booths may extend to the height of 25' from the exhibit floor. You may file for a variance to go above 25', but approval is determined by the location of your space. See [pages 17-18](#) for detailed instructions.

**Important:** A sketch of island and peninsula booths must be submitted to NASS for design approval by August 6,

2010. If the design is not submitted and the construction is determined to be in violation of the above restrictions, NASS has the right to prohibit assembly of the booth, or to order disassembly when and if a violation becomes apparent.

For a link to the Multi-Story Booth application click here: [http://www.occc.net/pdf/Form\\_MultilevelBoothApplication.pdf](http://www.occc.net/pdf/Form_MultilevelBoothApplication.pdf).

## 29. Hanging Signs, Balloons and Banners

Hanging signs for island booths and some balloons are permitted subject to show management approval. Please consult the Exhibitor Service Kit for specific information. All light fixtures and trussing also must remain within the confines of the exhibit space.

## 30. Storage of Crates and Boxes

The official drayage contractor will handle and provide storage space for crates, boxes, skids and other material during the exhibition and return properly marked materials at completion of the exhibition. Wrapping materials, such as paper and excelsior, must be completely enclosed within the packing boxes. Materials not in accordance with these regulations will be disposed of. Storage of crates, boxes or any packing material behind the booth is prohibited.

## 31. Fire Regulations

All displays or exhibited materials must be fireproof to conform to all applicable federal, state and city fire safety regulations and laws. Combustible materials must be treated with an effective flame retardant material. Oilcloth, tarpaper, sisal paper, nylon, orlon and certain plastic materials that cannot be made flame retardant are prohibited. Firewatch personnel may be required for multilevel structures. Please consult [http://www.occc.net/pdf/Guide\\_FireRegs.pdf](http://www.occc.net/pdf/Guide_FireRegs.pdf) for more specific information.

## 32. Utilities

Complete information on utilities will be available in the Exhibitor Services Manual available to exhibiting companies on June 25, 2010.

## 33. Shipping to the Orange County Convention Center

Complete shipping information will be available in the Exhibitor Services Manual available to exhibiting companies on June 25, 2010.

## 34. Return Shipments

Advance arrangements for all return shipments must be made with the general contractor prior to the close of the show. Return bills of lading will be required for outbound shipments at the close of the meeting. If no carrier is indicated, the official drayage contractor will select the most convenient carrier available.

## 35. Service Desk

A general contractor service desk will be open at 8:00 a.m., Saturday, October 2, 2010. At the desk, exhibitors may verify, check and adjust their requirements for installation, furniture, equipment and other auxiliary services.

## 36. Labor

Labor may be ordered through the general contractor. Full instructions and all rates pertaining to labor will be included in the Exhibitor Services Manual available to exhibiting companies on June 25, 2010.

## 37. Work Rules

Please consult the Exhibitor Service Kit for specific information.

The exhibit hall will be inspected during installation hours and efforts will be made to advise exhibitors of any deviation from exhibit rules. Exhibitors must make all corrections requested by NASS at their own expense or risk removal from the exhibition without notice and without obligation on the part of NASS or any refund.

## 38. Curtain Graphics

Translucent graphic screens are considered to be sight obstructions and sight-blocks for line-of-sight issues. Therefore placement of such is subject to applicable hanging sign, two-story and inline booth regulations regarding use and placement.

Registration will be via an online system. The link to the online system will be sent with your confirmation packet on May 21, 2010. Personnel not registered by the September 30, 2010 deadline must register on site. Exhibiting companies may register up to three employees free of charge for each 10' x 10' booth space reserved. Additional registrants will be charged \$575.00 each. All on-site registrants or replacement badges will be charged \$575.00 each.

#### 40. Badge Distribution

Badges will be distributed on site from the exhibitor registration desk. Representatives without badges will not be admitted to the exhibit hall. Badges are personal and non-transferable and must be worn in the exhibit area at all times. Defacing badges by inserting business cards, photocopying or attaching ribbons or other items to badges is prohibited. Should a registered Exhibitor Representative be unable to attend the meeting, his/her badge fee may be transferred to another person. Only the Designated On-site Contact can authorize this transfer. Either the Designated On-site Contact would need to accompany the representative to the Exhibitor Registration counter to authorize this or the representative would need a signed letter from the exhibitor representative on company letterhead, noting both the representative who is being replaced and the representative who is taking his/her place.

All badges will be distributed on site. Representatives must collect their badges individually from the Exhibitor Registration Counter and present a business card and picture ID.

#### 41. Exhibitor Conduct

NASS reserves the right to approve all exhibits and related activities. NASS may require that an exhibit be curtailed if it does not meet the standards set forth herein.

#### 42. Admission to General and Scientific Sessions and Receptions

Exhibitors may attend the General and

Scientific Sessions free of charge once all attending doctors have been seated. THIS DOES NOT INCLUDE PREMEETING COURSES. Exhibitors are invited to attend the opening reception, held on Tuesday, October 5.

#### 43. Exhibitor Representative Conduct

NASS reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the Annual Meeting.

Exhibit personnel may NOT enter another exhibitor's booth without obtaining permission. Linger in the aisles surrounding another exhibitor's booth for the purpose of obtaining product information or distracting attendees is strictly prohibited.

#### 44. Unbadged Persons in the Exhibit Hall

Any persons found within the exhibit hall without their badges will be asked by security to provide picture ID. Those persons will then be asked to leave the hall. Persons unable to provide picture ID will be subject to arrest for trespassing. If that person is found to be a badged representative for an exhibiting company that company will be subject to the violations policy laid forth in the exhibitor prospectus. Companies are responsible for the behavior of their badged representatives whether they are independent representatives or company employees.

#### 45. Purchasing Badges for Doctors

Exhibiting companies may not purchase badges, provide airfare or hotel rooms to any US based physicians. The only exception is if those physicians are full-time employees of that company. Consultants are not considered full-time employees and must purchase their own badges, air fare and hotel rooms.

#### 46. Sounds/Odors

Show management reserves the right to determine at what point sound or odor interferes with others and must be discontinued.

#### 47. Laser Equipment

Laser equipment may be operated only if the laser is contained within a safety shield.

#### 48. Music

Exhibitors must receive relevant licenses from ASCAP and BMI if they plan to present live or prerecorded music at any time during the duration of the meeting.

#### 49. Smoking

No smoking is permitted within the exhibit hall at any time including installation, exhibit hours and dismantling.

#### 50. Defacing or Forgery of Exhibitor Badges

Defacing or forgery of exhibitor badges by representatives of a company will be considered a violation of show rules by the company and will be treated as a violation by that company.

#### 51. Photography

Only the official photographer may take photographs in the exhibit hall. Exhibitors taking photographs in the exhibit hall will have their film or data cards confiscated. Details about the official photographer will be included in the Exhibitor Services Manual.

#### 52. Handouts and Giveaways

Other than medical textbooks or anatomical models used for educational purposes, any such item should have a fair market value of less than \$100. A Company may not provide items that are capable of use by the Attendee (or his or her family members, office staff or friends) for noneducational or non-patient-related purposes, for example, a DVD player or MP3 player/iPod.

A Company may not give Attendees any type of non-educational branded promotional items, even if the item is of minimal value and related to the Health Care Professional's work or for the benefit of patients. Examples of non-educational

branded promotional items include pens, notepads, mugs, and other items that have a Company's name, logo, or the name or logo of one of its products. Small catering items, coffee, candy etc. are approvable. Requests for questionable giveaway items, accompanied by a sample of the giveaway that will not be returned, or an electronic image of the item, must be submitted by August 6, 2010. NASS will request the removal of unapproved items.

### **53. Contests, Raffles, Etc.**

Contests and raffles are permitted with prior approval from NASS. Requests must be submitted by August 6, 2010. The rules must be posted at the booth and include: eligibility, date and time of drawing, the words "no purchase necessary to enter," and how winners will be notified. NASS must be notified of the winners and when the prize was awarded. NASS reserves the right to restrict contests or raffles that it deems inappropriate or unprofessional. Prizes must comply with rule 52 guidelines on gifts.

### **54. Catering**

Exhibitors may not sell, serve or dispense any food or beverage on the exhibit floor unless approved in writing by NASS. Any exhibitor who would like to distribute food items must purchase these items from the caterer of the Orange County Convention Center. Contact the Orange County Convention Center Catering at [www.occc.net](http://www.occc.net).

### **55. Live Tissue**

No procedures may be performed on any live tissue on the exhibit floor. NASS includes both animal and human tissue in this prohibition. Any product demonstrations must be conducted on artificial models. Companies found in violation of this will be subject to a more severe penalty sequence than stated in the violations.

### **56. Promotion of NASS Speakers, Sessions, Posters**

Promotion of any NASS 25th Annual Meeting educational sessions, posters,

speakers, etc. before during or after the Annual Meeting by companies via mailers, e-mail, posters is against ACCME regulations, threatens NASS' excellent accreditation status and may result in penalties not following the sequence outlined in the prospectus. This includes promotions featuring the name of the speakers, times and locations of the presentation, name of the presentation, poster name or authors. By submitting an application to exhibit the exhibitor agrees to abide by the spirit of rule 56 and refrain from forms of marketing NASS education in ways not specifically mentioned in this rule.

### **57. Booth Presentations**

Exhibitors may hold presentations within their booth spaces anytime during exhibit hours. NASS does not allow the promotion of any physicians who are presenting (this includes e-posters) at the 25th Annual Meeting as such may be construed as a violation of ACCME regulations. Companies may promote the names of physicians not presenting at the Annual Meeting.

### **58. Satellite Events**

Any exhibitor wishing to hold meetings, social events or a hospitality suite during the course of the Annual Meeting must comply with the policies set forth in the Satellite Event Brochure that will be mailed to all exhibitors in the Exhibitor Confirmation Packet. Unapproved meetings conflicting with NASS educational activities jeopardize NASS' accreditation status and are strictly prohibited.

### **59. Animals**

Live animals, with the exception of service animals, are not allowed onto the show floor.

### **60. Not-For-Profit or Charitable Organization Fundraising**

NASS invites and welcomes the participation of other not-for-profit

(NFP) organizations and charitable organizations at its meetings. All fundraising activities for these organizations must be conducted within the confines of their exhibit spaces. Not-For-Profit or charitable organizations may solicit outside of their exhibit space only under the condition that they have specific written agreements from the North American Spine Society or the National Association of Spine Specialists benefiting both the NFP or charitable organization and NASS. Those organizations found to be soliciting on the show floor without having a prior specific written agreement will be asked to leave.

### **61. Market Research**

Any and all market research efforts are required to be conducted from within one's exhibit space. Soliciting the show floor or within the center is not permitted. **All personnel staffing these booths must be registered as exhibitor representatives.**

### **62. Gifts to NASS Staff**

In order to prevent the appearance of conflict of interest exhibitors should refrain from giving or offering personal gifts to NASS staff. Companies who make the offer of significant personal gifts (cash, vacations, etc.) to staff members on the condition of booth placement or movement off of the waiting list will immediately lose their eligibility to exhibit for the current year and for the subsequent meeting.

### **63. Advertising at NASS Contracted Venues**

NASS considers the Orange County Convention Center and the hotels within

the NASS block to be industry neutral for the duration of the NASS 25th Annual Meeting. All marketing at the OCCC and the hotels within the NASS block will take place within a company's contracted booth space or as specified by the terms of a defined NASS sponsorship. NASS considers the surrounding sidewalks and public fixtures to be contiguous with the OCCC and the hotels within the NASS block and therefore to be free from advertising. This includes but is not limited to: sidewalk advertisements, sandwich boards, Segways or carts bearing advertising, posters, "footprints" and pamphlet distributors. By submitting an application to exhibit the exhibitor agrees to abide by the spirit of rule 62 and refrain from forms of marketing at the center and at NASS venues in ways not specifically mentioned in this rule.

- First Violation: Loss of the current year's priority points.
- Second Violation: Loss of one-half of the accrued points.
- Third Violation: Loss of the remainder of points, removal from the show floor and one-year suspension of exhibiting privileges.

Disciplinary action will be progressive according to the above sequence. However, a more severe penalty may be levied at the discretion of NASS, without following the above sequence. NASS reserves the right to restrict and/or dismiss at any time any exhibit that it deems undesirable.

## 64. Motorized Vehicles

Motorized Vehicles (electric or gas powered scooters, Segways, etc) are not allowed on the showfloor. This does not apply to disabled persons using wheelchairs or a comparable conveyance nor does it apply to Cushman carts or the like during set-up or break down by labor.

## 65. Violations

Any violation of the Rules and Regulations shall subject the exhibiting company to the following penalties:

## GUIDELINES FOR MULTI-LEVEL AND COVERED EXHIBITS *Forward to Exhibitor Appointed Contractor (EAC), if Applicable*

### Definitions:

**COVERED** – To place something over or upon an exhibit or portion of an exhibit (e.g., roof, ceiling, tenting, lattice, fabric, plastic) to cover the ground level and/or support decorative structures. The upper portion of a “covered” exhibit is not occupiable.

**MULTI-LEVEL** – To construct a level or tier atop an exhibitor or portion of an exhibit, to be occupied by one (1) or more persons.

### A. Guidelines for Covered Exhibits With Less Than Three Hundred (300) Covered Square Feet

- 1) All materials used in the construction of covered exhibits and all decorative materials within the exhibit must be non-combustible or limited combustible (flame-retardant) materials. Certification of flame retardant treatment, along with samples of said materials, must be submitted, if requested by Orange County Fire Rescue Services Department. It is recommended certifications of flame retardant treatments be available at show site.  
Exhibitor must install a single station and battery operated smoke detector on the interior of each covered exhibit or structure regardless the square footage. The detector must sound an audible alarm and be installed per the manufacturer's instructions.
- 2) Exhibitor must provide at least one (1) 2-A, 10-BC portable, dry chemical fire extinguisher. Fire extinguisher(s) must be mounted in a visible location and be accessible at all times.

### B. Guidelines for Multi-level Exhibits (regardless the size) and Covered Exhibits With Larger Than Three Hundred (300) Covered Square Feet

Requests for construction of multi-level (regardless the size) or covered exhibits (larger than 300 square feet) must be reviewed by the Orange County Convention Center Event Services Division and Orange County Fire Rescue Services Department. To ensure success of your exhibit, please read and comply with the following guidelines:

- 1) Plans should be submitted before exhibit construction begins and must adhere to the following:
  - a. They must be scaled, signed and dated by a registered architect or engineer.
  - b. They must include the show name and dates.
  - c. They must include exhibitor's name and assigned booth number.
  - d. They must include directional information (i.e. indicate neighboring aisles and/or booth numbers).
  - e. They must indicate maximum exhibit height, within the booth. Height guidelines are established, per event, by show management. Refer to the Exhibitor's Manual for applicable guidelines.
- 2) Send two (2) copies of scaled, signed and dated blue prints (with front and side elevations), by a registered architect or engineer, to:  
Orange County Convention Center  
Attn: Event Services Division  
**Regular Mail:** PO Box 691509, Orlando, FL 32869  
**Overnight:** 9860 Universal Boulevard, Orlando, FL 32819

- 3) All materials used in the construction of multi-level and/or covered exhibits and all decorative materials within the exhibit must be non-combustible or limited combustible (flame-retardant) materials. If requested, certification of flame-retardant treatment, along with samples of said materials, must be submitted to Orange County Fire Rescue Services Department. It is recommended certifications of flame retardant treatments be available at show site.
- 4) The upper deck of multi-level exhibits, if larger than three hundred (300) square feet, shall meet the following requirements:
  - a. Upper level may not have a “cover” of any kind (e.g., roof, ceiling, tenting, lattice, fabric and plastic).
  - b. Exhibits with an enclosed room or occupied second story must post notice at the bottom of the stairway, indicating maximum permitted occupancy (or total permitted weight load of the second level).
  - c. If second level is to be occupied and greater than three hundred (300) square feet, two (2) stairways are required, remote from each other. If second level is to be occupied and less than three hundred (300) square feet, one (1) set of stairs is permitted. All stairs must be a minimum of three feet (3') in width, equipped with a handrail on at least one (1) side and constitute a “straight run” or be “squared off.” Spiral stairs or winders are not permitted.
  - d. Individual areas of upper decks or covered areas must be limited to dimensions that do not exceed one thousand (1,000) square feet.
  - e. If the upper deck, or covered area, is greater than one thousand (1,000) square feet, a clear fire break (unobstructed aisle), of not less than ten feet (10') must be provided on all four (4) sides of each one thousand (1,000) foot area. To avoid transfer of fire to another area, the firebreak (unobstructed aisle) shall not contain displays, furniture, or other materials.
  - f. The ten foot (10') clear space may be spanned by an overhead bridge or canopy which must not exceed four feet (4') in width. The bridge or canopy must be constructed of non-combustible materials.
  - g. Exhibitor must install a single station and battery operated smoke detector on the interior of each covered exhibit or structure regardless the square footage. The detector must sound an audible alarm and be installed per manufacturer's instructions
  - h. Exhibitor must provide a portable, dry chemical fire extinguisher for each level or each covered exhibit or structure. At least one (1) 2-A, 10-BC portable type fire extinguisher must be provided for each three hundred (300) square feet. Fire extinguishers must be mounted in a visible location, near exit doors, and be accessible at all times.

### C. Required Fire Watch Personnel

Orange County Fire Rescue Services Department requires fire watch personnel for:

- ALL multi-level exhibits (regardless of the square footage) and
- All other covered exhibits exceeding three hundred (300) square feet.

## Guidelines for Multi-Level and Covered Exhibits (continued)

he following guidelines apply:

The exhibitor is required to order fire watch personnel through Orange County Convention Center, Event Services no less than two (2) weeks before the show moves in. Fire watch is required:

- a. For ALL multi-level exhibits (regardless of the square footage) and all other covered exhibits exceeding three hundred (300) square feet.
- b. On all show days
- c. Beginning one half (1/2) hour prior to show opening and ending one half (1/2) hour following show closing. Fire watch personnel are charged at the prevailing rate.
- d. To place order, contact: Orange County Convention Center, Event Services Phone: (407) 685-9882 Fax: (407) 685-9866

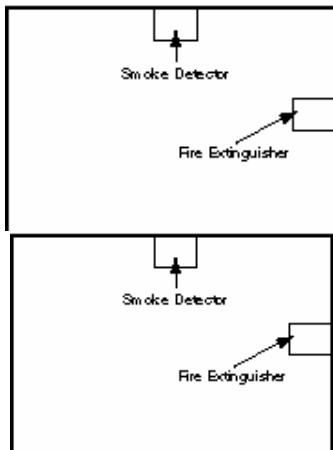
### D. Alternative to Fire Watch Personnel (Automatic Extinguishing System)

This alternative to fire watch personnel applies to the first level of exhibits with an occupiable second level, regardless the size and/or single-story covered exhibits where the covered area exceeds three hundred (300) square feet.

- 1) Automatic sprinkler systems must be designed in accordance with N.F.P.A. 13 1991 Edition.
- 2) These systems may be connected to the Convention Center's existing standpipe system and in some cases, the domestic water supply. Connections to water systems must be made by the Orange County Convention Center.
- 3) Extinguishing system designs must be part of the original plan submissions. Orange County Fire Rescue Services Department requires permitting and testing.
- 4) Exhibits or structures protected by an automatic extinguishing system must have flow alarm, audible and visual, within that area. This alarm is to be a local type, sounding in the vicinity of the exhibit or structure.
- 5) Exhibitor must install at least one (1) single station, battery operated smoke detector on the interior of each covered exhibit or structure regardless the square footage. The detector must have an audible alarm and be installed per the manufacturer's instructions.
- 6) Exhibitor must provide a portable, dry chemical fire extinguisher for each level or each covered exhibit or structure. At least one (1) 2-A, 10-BC portable type fire extinguisher must be provided for each three hundred (300) square feet. Fire extinguishers must be mounted in a visible location, near exit doors, and be accessible at all times.

If you have questions regarding these guidelines, please contact:  
 Event Services  
 Orange County Convention Center  
 Phone: (407) 685-9882  
 Fax: (407) 685-9866

If you have questions regarding Fire Code, please contact:  
 Orange County Fire Rescue Services Department  
 Phone: (407) 685-9811  
 Fax : (407) 685-9866



#### Covered Exhibits

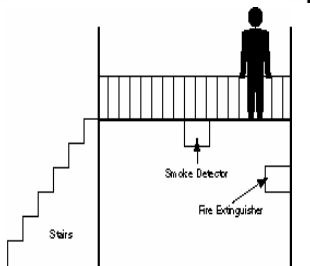
299 sq. ft. or less

- Firewatch or Extinguishing System Not Required
- All Booths to be Constructed as Required by Applicable Codes and Standards

#### Covered Booth, Tent and Theatre

300 sq. ft. to 1,000 sq. ft. - maximum allowed

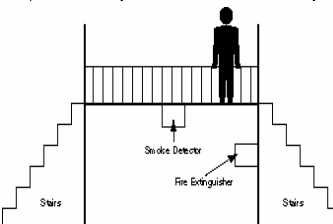
- Firewatch or Extinguishing System Required
- All Booths to be Constructed as Required by Applicable Codes and Standards



#### Multi-Level Exhibits

299 sq. ft. or less

- Firewatch or Extinguishing System Required
- Minimum 1 Stair Required
- All Booths to be Constructed as Required by Applicable Codes and Standards



#### Multi-Level Exhibits

300 sq. ft. to 900 sq. ft. - maximum allowed

- Firewatch or Extinguishing System Required
- Minimum 2 Stairs Required
- All Booths to be Constructed as Required by Applicable Codes and Standards



# EXHIBITOR APPLICATION

## North American Spine Society 25th Annual Meeting

October 5-9, 2010 · Orange County Convention Center, Orlando, FL

Exhibit Dates: October 6-8, 2010

Priority Point Application Deadline: April 16, 2010

**Full payment must accompany all forms.** Completed forms with credit card payment can be faxed to (630) 230-3708. If paying by check, mail form to: NASS, 7075 Veterans Blvd., Burr Ridge, IL 60527. (Tax ID# 36-3382069) Don't forget to complete the FDA disclosure information form.

### Company Information (as it will appear on signage, in Final Program, etc.)

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP, Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Web Site \_\_\_\_\_

### Booth Selection

Booth Selections: 1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_ 4th Choice \_\_\_\_\_

Inline Space: 10' x 10': \$3,650 10' x 20': \$7,300 Corner fee: \$200  Prefer Corner

Island Space (\$3,350 per 10' x 10' plus \$2,000 island fee) 20' x 20': \$15,400 20' x 30': \$22,100 20' x 40': \$28,800

**Please call Richard W. Bacon at (630) 230-3662 for pricing and availability of larger booths.**

Total Fees (in US Dollars) \_\_\_\_\_ Size \_\_\_\_\_

We prefer not to be placed near any of the following companies: \_\_\_\_\_

*(NASS will do its best to accommodate requests; however, no guarantee as to this aspect of placement will be made.)*

### Method of Payment

Check (made out to North American Spine Society)  Credit card: \_\_\_\_\_ MC \_\_\_ Visa \_\_\_ AmEx

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on Card (print) \_\_\_\_\_ Signature \_\_\_\_\_

### Agreement

*Signature and submission of this application is considered agreement by the applying company and its representatives to abide by the conditions outlined in this prospectus. This includes receipt of approval from NASS for any giveaways or events to be held by the applicant at the NASS Annual Meeting. The signer of this application shall be the sole contact between NASS and applicant company. NASS, its general contractor, convention center and/or exhibition hall shall not be responsible for any loss, damage or injury that may occur to the exhibitor's employees (public or other) or property from any cause whatsoever, prior, during or subsequent to the period covered by the exhibit contract and, the exhibiting company, on signing the application expressly releases NASS, its employees, its general contractor and/or the exhibition hall from and agrees to indemnify same against any and all claims for such loss, damage or injury. The exhibiting company agrees to defend and indemnify NASS, its employees, its general contractor and/or the exhibition hall from all claims and suits for damages of all kinds brought against them arising out of any act or failure to act on the part of the exhibiting company and its employees arising out of the display or the performance of its products.*

Company Contact Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Title \_\_\_\_\_ E-mail \_\_\_\_\_

Displays or graphical depictions of drugs or devices declared investigational or unapproved by the Food and Drug Administration must contain only objective statements about the product, contain no claims regarding safety, effectiveness or reliability or comparative claims to other marketed products. These drugs/devices must be displayed solely for the purpose of obtaining investigators and be accompanied by directions for becoming an investigator and investigator responsibilities. Drugs/devices will only be permitted when accompanied by appropriate signs that indicate the clearance status. Signs must be visible, near devices (clearly legible) and contain the following or similar statement: "Caution-Investigational Device-Limited to Investigational Use." All exhibitors are advised to take heed of the FDA prohibition on promotion of cleared devices for unapproved uses.

Signage for investigational or unapproved drugs or devices must be provided by exhibitors and must conform to the following requirements:

- Signage must be at least 8.5"x5.5".
- Text must be at least 18 pt. size and clearly legible.
- Signage must be placed near displayed drugs/devices and on any graphics depicting the item.

Exhibitors must have available at their booths documentation from the FDA stating the approved uses of the drugs or devices displayed.

**FDA Review by NASS**

Exhibitors will be required to submit, with their application, a list of products they intend to display with each product's FDA status. Exhibitors may be required at any time to produce proof of claims, approval status, etc. At the Annual Meeting, a NASS committee will review all products on display in exhibit hall for conformance with FDA and NASS policy. Decisions of the review committee are final.

Please list below the products/services you intend to display at the NASS Annual Meeting and the FDA status of each:

Drug/Device/Service	Approved	Investigational	Not Approved	N/A
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Signature \_\_\_\_\_ Date \_\_\_\_\_

Print name clearly \_\_\_\_\_

Company \_\_\_\_\_