



NASS 25TH ANNUAL MEETING SATELLITE EVENT OPPORTUNITIES

WANT TO HOST YOUR OWN ACTIVITY AT THE NASS ANNUAL MEETING?

Obtain more exposure and more leads at the NASS Annual Meeting—host a satellite event. It is hard to ignore the benefits of sponsoring your own event at this premier conference. NASS attendees are incomparable; unlike most other medical societies, they are entirely devoted to your products focus, spine care. Hosting an event offers your company the opportunity to market to your target demographic after-hours. It allows you the opportunity to not only get the lead, but establish and solidify that relationship before you leave Orlando. This once-a-year event has become the premier opportunity for spine care practitioners throughout the world to come together to network, learn and share new ideas. If you have never tapped in to the wealth of knowledge or buying power of this unique group, now is the time to consider your role as a part of this extraordinary conference.

Any exhibitors planning to hold an event that will take place outside of their assigned exhibit booth space during the NASS Annual Meeting must obtain approval from NASS.

EVENT CATEGORIES

There are five categories of events: Staff Meeting, Educational (CME or non-CME) Symposia, Social Event, Focus Group and Business Meeting.

Staff Meeting

Attendance is limited to staff of the company (exhibit company, university or non-profit organization) holding the event. No NASS 2010 attendees may attend unless the individual is an employee of the company holding the event or sits on the Board of said company. There are not date or time restrictions; however these meetings require approval from NASS.

Educational (CME or non-CME) Symposia

An activity that includes formal presentations, speakers, equipment demonstration or procedural instructions will be considered an educational event. The event may be sponsored by your company and run by a third party to educate attendees, presumably, about your product.

Focus Group

This type of events targets a specific group of attendees to obtain specific data. Participation is limited to less than 50 attendees.

Promotional/Social Event

Any social event where there is no educational programming for attendees that is held by a company. Examples of these events are: receptions, suites, etc. No spouses of physician attendees may attend in compliance with the AdvaMed guidelines.

Business Meeting

An event primarily focused on investors. This meeting may be held in the morning, lunch or evening slots.

DATES AND TIMES

Exhibitor functions are permitted at the following times:

Monday, October 4

All Day

Tuesday, October 5

5:00 p.m.–Evening

Wednesday, October 6

6:00–7:15 a.m.

6:15 p.m.–Evening

Thursday, October 7

6:00–7:15 a.m.

6:00 p.m.–Evening

Friday, October 8

6:00–7:15 a.m.

5:15 p.m.–Evening

Saturday, October 9

6:00–7:15 a.m.

After 1:00 p.m.

Do not begin registration or travel to the event earlier than the designated times.

APPLICATION PROCESS

Applications for events are reviewed on a first-come, first-served basis. Priority is given to exhibiting companies until August 1, at which time applications from non-exhibiting companies will be considered. Hotels have been informed that space should not be held or contracted until approval has been granted by NASS.

IMPORTANT: Approval by NASS does not guarantee space at your desired property. Meeting space is not available at the Orange County Convention Center. NASS does not guarantee that an exhibitor's sleeping rooms will be assigned in the same hotel as the exhibitor function.

NASS CONTRACTED VENUES

The following hotels are considered NASS Contracted Venues for the 25th Annual Meeting in Orlando:

Hilton Orlando
Peabody Orlando
Rosen Centre
Westin Imagine
Rosen Plaza
Embassy Suites—International Drive
Homewood Suites International
Hampton Inn Convention Center
Hyatt Place

EVENTS HELD AT OTHER VENUES

Application submission is still required for events held at venues other than those listed above to ensure the event does not conflict with NASS scientific events and social functions. Failure to submit an application for consideration will lead to penalties outlined in the violations section. When alternative sites are selected, scheduling of events must still follow the guidelines within this policy.

CANCELLATION POLICY

Once approved, NASS must be notified in writing of the event cancellation deadline. Hotels or other meeting venues may assess a cancellation fee.

EVENT MARKETING

Advertising

Companies hosting an event may purchase ad space in the Final Program to promote their event. Contact Calvin Trout at (630) 654-9124 for rates and availability.

Exhibit Activity

Booth representatives may distribute invitations, tickets, etc. from within the confines of their assigned exhibit space. All materials (signs, flyers, web information) regarding the Satellite Event must be approved in advance by NASS.

Signage

One 22" x 28" sign (provided by the exhibiting company) may be posted at the meeting room entrance where the event is being held, with the hotel's approval. The signage must be approved by NASS.

CONDUCT OF MEETINGS

Events must be contained within the room assigned and all costs associated, to include but not limited to meeting space rental, room resets, audio visual and food and beverage, are the responsibility of the host company. Registration outside of the meeting room is limited to no more than two tables.

INVITATION/PROMOTION CONTENT

Any and all announcements, invitations or solicitations, including envelopes, advertising, Web sites, etc. must receive NASS approval prior to distribution or posting. Be certain to factor this requirement into your timeline for preparing copy, reviewing proofs and printing materials. Also, to avoid potential delays or misunderstandings, be certain that all employees of the CME Provider, Sponsor, Commercial Supporter, Activity Organizer and all agents are made aware of these policies.

Implied NASS Endorsement Prohibited/Use of NASS Name, Logo or Seal

Neither the Annual Meeting name nor NASS name, logo or seal may be used.

Any exhibit sponsored events must be labeled "satellite" to indicate that they are not planned, endorsed, hosted or sponsored by NASS. There can be no implication in any promotional materials, on-site materials or after products that they are connected with the NASS 25th Annual Meeting, presented in cooperation with NASS, or endorsed by NASS. In describing your events, you may not use phrases such as "presented during," "presented in conjunction with," "preceding," or "prior to" the NASS 25th Annual Meeting.

NASS Approval of Materials

Invitations and marketing materials must be submitted to NASS for approval by **September 3, 2010**.

Please note: Do not print any pieces until you have received approval. NASS is not responsible for any costs incurred for changes that necessitate the reprinting of materials.

MARKETING GUIDELINES

- Do NOT use the NASS logo or any reference to NASS in promotions for your event.
- Depending on the type of event, be sure to include phrases on your promotions/invitations:
 - » "This is strictly a research focus group/promotional event/business meeting and is not approved for CME credit."
 - » "Continuing Medical Education (CME) credit for this event is not offered by NASS."
 - » "This symposium is not part of the official program as planned by the NASS Annual Meeting Program Committee."
 - » "This is strictly a promotional event and is not approved for CME credit."
- All invitations must be approved by NASS prior to printing.
- Acknowledgment of all commercial support must be on front cover.
- Include registration procedures for your event— instructions to potential attendees.
- Do NOT book space at a venue without first getting approval from NASS. NASS will not be responsible for cancellation fees for unapproved meetings.
- Mailing unapproved invitations may result in the cancellation of the event.

You will be contacted in writing regarding the outcome of the proposal. Information on approved satellite activities will be forwarded to the hotel/ meeting venue. Once approved, any revisions to the event's content, faculty, format and sponsors, must be communicated to NASS in writing. In the event that final approval is not granted for your event, NASS will not be responsible for canceling any arrangements that may have been made in connection with the event. In addition, NASS will not be responsible for any costs incurred for the event.

CME EVENT GUIDELINES

Any CME activities must be planned in accordance with ACCME Essentials and Standards. NASS requires that all CME symposia also be in compliance with the Standards for Commercial Support of Continuing Medical Education established by the ACCME.

Funding

In the event that a sponsor of a satellite event receives outside funding, the sponsor must have a Letter of Agreement with any granting (supporting) company, acknowledge support received from industry, and disclose CME faculty and sponsor relationships of potential participants with the manufacturers of any commercial products discussed in an educational session. ACCME Standards require written disclosure on conference materials, such as promotional pieces, and in the syllabus as well as at the beginning of each session.

Once the satellite event has been approved, the CME provider and the commercial supporter(s) may not change. If the CME provider or the commercial supporter changes from what was approved on the application, approval of the event may be withdrawn and relevant fees forfeited by the applicant

Investigational or Unlabeled Use Discussions

As established by the ACCME Standards for Commercial Support for Continuing Medical Education, when an unlabeled use of a commercial product or an investigational use not yet approved for any purpose is discussed during an educational activity, the accredited sponsor must require the speaker to disclose that the product is not labeled for the use under discussion or that the product is still investigational. This disclosure should be given verbally during the event and in writing on syllabus materials.

CME Event Violations

Presenting content that is commercially biased; imbalanced or scientifically unsound, failure to make appropriate disclosures or maintain appropriate independence from the promotional goals/activities of commercial supporter(s), or other infractions of similar nature would be considered violations.

Following notification of violation from NASS, the provider must send letters to the organizer, supporter(s) and speaker(s) of the activity outlining the infractions and penalties and emphasizing the importance of presenting unbiased, balanced and scientifically

sound content with full disclosures and appropriate independence from the promotional goals and activities of commercial supporter(s).

NASS will not reinstate the provider, following its probationary period, until this condition has been met.

SATELLITE EVENT VIOLATION POLICY

To protect the integrity and the quality of satellite events and to ensure a successful outcome for all involved parties, NASS requires each satellite event provider to agree that they, their employees, speaker(s) (if applicable), activity organizers and commercial supporters will observe all applicable NASS, ACCME, AMA and AdvaMed Guidelines. NASS reserves the right, in its sole discretion, to restrict and/or dismiss at any time any event which it deems undesirable, in poor taste or offensive to attendees.

CME Symposia: CME provider and sponsor are held responsible for the event.

Promotional, Social Events or Focus Groups: The sponsor will be held responsible.

Business Meetings: The company and sponsor will be held responsible.

Satellite Events must be in compliance with the AMA's Ethical Opinion on Gifts to Physicians from Industry and AdvaMed. Although it is the responsibility of individual physicians to comply with this code, every effort should be made to ensure that attendees are not put in a situation that would be considered a violation of these guidelines.

Penalties for Violation of Policy

Any violation of the Rules and Regulations shall subject the sponsoring company to the following penalties determined by NASS:

- **First Violation:** Loss of the current year's priority points. Cancellation of event.
- **Second Violation:** Loss of one-half of the accrued points. Cancellation of event.
- **Third Violation:** Loss of the remainder of points. Removal from the show floor. Cancellation of event and one year suspension of exhibiting privileges.
- **Non-exhibiting companies:** Cancellation of event and one year suspension of satellite event 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. In addition, infractions can also result in losing the privilege to participate in future satellite events held in conjunction with NASS' Annual Meeting.

If a commercial supporter, activity organizer or speaker is involved in one or more events where infractions such as those described previously are cited and a trend is apparent, or if a single infraction is particularly offensive, NASS reserves the right, in its sole discretion, to restrict the commercial supporter(s), the activity organizer(s), or the speaker(s) from participating in future satellite events held in conjunction with NASS Annual Meetings. Upon completion of the post-event evaluation process, NASS will issue a written notice outlining all infractions and consequent penalties to the provider/sponsor, which is the entity ultimately held responsible for the event. Warnings and penalties from prior years may be taken into account. NASS reserves the right to terminate an event, at its discretion. In the event of such restriction or eviction, NASS will not be liable for any refunds or rentals or other program expenses.

On-Site Monitoring

Physician and staff monitors representing NASS will attend the satellite events to audit compliance with these guidelines.

CONTACT INFORMATION

Cindy Tomala

Phone: (630) 230-3667

E-mail: ctomala@spine.org



Exhibitor Meetings and Satellite Events

2010 Annual Meeting · Orlando, FL

Meeting Dates: October 5-9 · Exhibit Dates: October 6-8

Any exhibitor that plans to hold an event or function that will take place outside of their assigned exhibit space during the NASS Annual Meeting must secure approval from NASS. Activities that include NASS Annual Meeting attendees cannot be scheduled during NASS scientific programming hours and may only be scheduled during the following times:

Tuesday, October 5: After 5:00 p.m.

Wednesday–Friday, October 6-8: 6:00–7:15 a.m. / After 6:30 p.m.*

List all meetings, educational and social functions that your company is planning during the above dates. Complete one form per function; duplicate this form as often as needed.

Company Information

Company Name _____

Contact Name _____

Address _____

City, State, ZIP _____

Phone _____ Fax _____ E-mail _____

Event Information – Space is not available at the Convention Center.

Title of Event: _____

Location of event, if non-hotel venue: _____

Preferred Hotel Venue: 1 _____ 2 _____ 3 _____

Day and Date: _____ Expected Attendance: _____

Audience: Physicians Company Personnel only Distributors Other _____

Social Function: Sales Meeting Promotional Business Meeting Breakfast Lunch Dinner Reception

Anticipated food and beverage cost per participant: _____

Educational Event: No Yes

If yes, indicate intended audience: _____

Educational Function: Symposium Focus Group Product Demonstration

Will CME credit be offered? Yes No

Function Hours: List actual event start/end times. Start Time: _____ End Time: _____

Set-up Time: List the actual hours that set-up will take place (also list any 24 hour holds). _____

Food Service: List all meals and breaks offered for this event, and include food and beverage cost estimates. _____

Written confirmation regarding approval will be sent to the individual listed above. Return completed form to:

Cindy Tomala

NASS, 7075 Veterans Blvd., Burr Ridge, IL 60527

Phone: (630) 230-3667

Fax: (630) 230-3708

E-mail: ctomala@spine.org