# EXHIBITOR OPPORTUNITIES

www.spine.org/am/exhibits

- **Exhibitor Prospectus**
  - Pages: 3-8

- **Exhibitor Business Suite Application**
  - Pages: 21

- **Exhibitor Meetings and Events**
  - Pages: 9-14

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  - Pages: 15-19

- **Advertising Opportunities**
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- **Exhibitor Rules and Regulations**
  - Pages: 40-47

See page 2 for an at-a-glance listing of opportunities, pricing and deadlines.
### Technical Exhibition Opportunities

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Page</th>
<th>Price Range</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booths</td>
<td>5</td>
<td>$39.50/sq. ft.</td>
<td>April 14</td>
</tr>
<tr>
<td>Exhibitor Business Suite: '10’ x '15’</td>
<td>5</td>
<td>$4,875</td>
<td>First Come/First Reserved</td>
</tr>
<tr>
<td>Exhibitor Business Suite: '10’ x '20’</td>
<td>5</td>
<td>$6,525</td>
<td>First Come/First Reserved</td>
</tr>
<tr>
<td>Surgical Innovation Lab Product Demonstrations</td>
<td>16</td>
<td>$8,000+</td>
<td>June 14</td>
</tr>
<tr>
<td>Surgical Innovation Lab Product Workshops</td>
<td>17</td>
<td>$14,000+</td>
<td>June 14</td>
</tr>
<tr>
<td>Solution Showcase Presentations</td>
<td>20</td>
<td>$5,000</td>
<td>July 24</td>
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### Convention Center Opportunities

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Page</th>
<th>Price Range</th>
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</tr>
</thead>
<tbody>
<tr>
<td>NASS CME Hands-On Courses: Educational Grants</td>
<td>15</td>
<td>Varies</td>
<td>Invitation Only</td>
</tr>
<tr>
<td>NASS Surgical Technique Cadaver Demos Support</td>
<td>18</td>
<td>Varies</td>
<td>Invitation Only</td>
</tr>
<tr>
<td>Digital Displays</td>
<td>28</td>
<td>$7,500</td>
<td>August 3</td>
</tr>
<tr>
<td>Digital Posters</td>
<td>28</td>
<td>$5,000</td>
<td>August 3</td>
</tr>
<tr>
<td>Learning Lounge</td>
<td>29</td>
<td>$50,000</td>
<td>August 3</td>
</tr>
<tr>
<td>Hanging Banners</td>
<td>30</td>
<td>$15,000–$25,000*</td>
<td>August 3</td>
</tr>
<tr>
<td>Escalator Clings</td>
<td>32</td>
<td>$15,000*</td>
<td>August 3</td>
</tr>
<tr>
<td>Column Wraps</td>
<td>33</td>
<td>$5,000–$7,500*</td>
<td>August 3</td>
</tr>
<tr>
<td>Wall Clings</td>
<td>34</td>
<td>$5,000–$7,500*</td>
<td>August 3</td>
</tr>
<tr>
<td>Footprints</td>
<td>35</td>
<td>$15,000*</td>
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<tr>
<td>Shuttle Bus Schedule Signs</td>
<td>35</td>
<td>$10,000</td>
<td>August 3</td>
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<tr>
<td>Complimentary Coat and Bag Check</td>
<td>35</td>
<td>$5,000</td>
<td>August 17</td>
</tr>
<tr>
<td>Resident, Fellow &amp; Program Director Pizza Lunch</td>
<td>36</td>
<td>$7,500</td>
<td>August 3</td>
</tr>
<tr>
<td>Beverage Stations</td>
<td>36</td>
<td>$30,000</td>
<td>August 3</td>
</tr>
</tbody>
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### Digital Advertising Opportunities

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Page</th>
<th>Price Range</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>Mobile App Splash Screen</td>
<td>24</td>
<td>$25,000</td>
<td>September 21</td>
</tr>
<tr>
<td>Mobile App Banner Ads</td>
<td>24</td>
<td>$7,500</td>
<td>September 21</td>
</tr>
<tr>
<td>Annual Meeting Home Page Banner Ads</td>
<td>25</td>
<td>$10,000–$15,000</td>
<td>May 18</td>
</tr>
<tr>
<td>Meeting e-Preview Banner Ads</td>
<td>26</td>
<td>$3,000–$5,000</td>
<td>June 30</td>
</tr>
<tr>
<td>Meeting e-Daily Banner Ads</td>
<td>26</td>
<td>3,000–$5,000</td>
<td>September 8</td>
</tr>
<tr>
<td>Annual Meeting Housing Confirmation Email</td>
<td>27</td>
<td>$10,000</td>
<td>April 6 for best exposure</td>
</tr>
</tbody>
</table>

### Print Advertising Opportunities

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Page</th>
<th>Price Range</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus Wraps</td>
<td>36</td>
<td>$15,000*</td>
<td>August 3</td>
</tr>
<tr>
<td>Hotel Key Cards</td>
<td>29</td>
<td>$30,000*</td>
<td>August 3</td>
</tr>
<tr>
<td>Pre-registration Attendee Mailing List</td>
<td>22</td>
<td>$525</td>
<td>September 9</td>
</tr>
<tr>
<td>Pocket Guide</td>
<td>37</td>
<td>$10,000*</td>
<td>August 3</td>
</tr>
<tr>
<td>Pocket Map</td>
<td>37</td>
<td>$8,000*</td>
<td>August 3</td>
</tr>
<tr>
<td>Tote Bag Inserts</td>
<td>37</td>
<td>$5,000*</td>
<td>August 17</td>
</tr>
<tr>
<td>Meeting Final Program Ads</td>
<td>38</td>
<td>$3,950–$5,100</td>
<td>August 24</td>
</tr>
<tr>
<td>Company Logo in Final Program</td>
<td>38</td>
<td>$500</td>
<td>August 24</td>
</tr>
<tr>
<td>SpineLine Ads</td>
<td>38</td>
<td>$3,075–$3,800</td>
<td>July 8</td>
</tr>
<tr>
<td>NASS Daily News Ads (3 issue run)</td>
<td>39</td>
<td>$4,950–$9,750</td>
<td>August 3</td>
</tr>
<tr>
<td>NASS Daily Belly Flap (3 issue run)</td>
<td>39</td>
<td>$12,000</td>
<td>August 3</td>
</tr>
</tbody>
</table>

* plus specimen, C-arm and expenses  * plus production cost and rigging as applicable
NASS is a multidisciplinary organization that advances quality spine care through education, research and advocacy. NASS has more than 8,000 members from around the world.

Join us at the NASS 2020 Annual Meeting to showcase your products and services to more than 3,200 spine care professionals!

The exhibit hall will feature 340 companies offering products and services related to the practice of spine care, surgical demonstrations and workshops, theaters, networking opportunities and more!

Click here to see the companies that reached the decision makers in the spine market by exhibiting at the NASS 2019 Annual Meeting.

www.spine.org/am/exhibits
Why exhibit?
At the spine industry’s most attended event, you can connect face-to-face with high-level, influential decision-makers exhibiting at and attending the NASS Annual Meeting.

→ Our attendees can help you expand your reach.

Solidify your home region or tap new international markets. Wherever your target audience is located, NASS brings together spine care leaders from around the globe! 65 countries were represented at the NASS 2019 Annual Meeting.

→ Find motivated buyers under one roof.

More than 10 physician specialties, all with a single focus. In an event so focused on spine care, every single participant is your target audience.

- 61% Orthopedic Surgery
- 28% Neurosurgery
- 5% PM&R/Physiatry
- 4% Physicians
- 2% Other

Many attendees of the NASS Annual Meeting are ready to make decisions and move on the technology they experience at the show.

→ Our attendees invest the time.

NASS Annual Meeting attendees devote time on the floor to learn, educate and network. 86% of attendees spent over two hours in the Technical Exhibition.

→ Our attendees are influencers.

74% influence purchasing decisions.

88% say that seeing a product or service at the Technical Exhibition influences decision making.

Technical Exhibition Highlights
- Morning and Afternoon Networking Breaks/Beverages
- Solution Showcase Theater
- Poster Grand Rounds
- Social Hours daily at 5:00 p.m.
Booth Information

ניירוט:

**Inline Booth**

- **10’ x 10’**
  - $3,950
  - 3 Complimentary Reps

- **10’ x 20’**
  - $7,800
  - 6 Complimentary Reps
  - $39.50 per square foot
  - $300 corner fee

**Island Booth**

- **20’ x 20’**
  - $17,800
  - 12 Complimentary Reps

- **20’ x 30’**
  - $25,700
  - 18 Complimentary Reps

- **20’ x 40’**
  - $33,600
  - 24 Complimentary Reps
  - $39.50 per square foot
  - Price includes $2,000 island fee.

Purchase includes:
- Pipe and drape backwall and side rails
- (3) complimentary rep registrations per 10’ x 10’ space (Additional badges are $575 each)
- (1) Final Program for each registered representative
- (1) Copy of the Proceedings for each 10’ x 10’ space
- (1) 7” x 44” one-line identification sign
- Access to non-ticketed educational sessions
- Access to the Welcome Reception

**Exhibitor Business Suite**  
*Sales begin June 2020*

- **10’ x 15’**
  - $4,875
  - 3 Complimentary Reps

Additional items needed may be ordered through the Service Kit by the exhibitor/organizer including, but not limited to: furniture, floral, catering, electricity and internet drops.

A limited number of 10’ x 20’ sized suites will be available for $6,525.

Purchase includes:
- 10’ X 15’ MIS Hardwall Structure
- (3) Complimentary Badges
- Carpet for Business Suite
- (1) Identification Sign
- Listing in the Final Program and Mobile App
- Construction Costs by the General Contractor
Marketing

Final Program
The physical program book provided to all attendees will include your 500 character company description. Companies will be listed alphabetically.

Pocket Guide
Reach attendees with a complimentary listing of your company and booth number in the pocket guide.

Buyers Guide for Spine
NASS’ year-round portal to search for products and services in spine. Exhibiting at the Annual Meeting gets you a complimentary listing, extending the reach of your exhibit space.

One Pre-registration Roster
Name, city, state will be provided via e-mail on September 10 to assist exhibitors with planning on site.

Mobile App
Every company gets one New Product Listing on the mobile app. NASS attendees are looking for the newest products and services in spine. Take advantage of this opportunity to list your new products and services.

Web and Mobile Listings
The best and most accurate way to search, NASS is driving attendees to use the Web to search for the best products and services.

Promotional Opportunities

Mailing List
The pre-registration list is available for purchase for your NASS approved mailing. NASS does not provide the phone/fax or email information for attendees. An order form for the list will be posted on the Annual Meeting website. The rental fee is $525.

Advertising
See pages 23-37 for advertising opportunities or contact Jeff McCollian at jmccollian@spine.org for advertising details.

Additional Show Floor Activities

Surgical Innovation Lab
Host your own cadaveric product demonstration or training workshop right on the show floor. Two-hour surgical demonstrations are available throughout show hours or hold a surgical training workshop after the show floor closes. Contact Terry Zielinski at tzielinski@mobilesti.com for more information.

Red Theater
Host your own talk in the Red Theater on the show floor. Located in the learning place next to the attendee lunch, the theater is optimally placed for your presentation. Whether participating in our Solution Showcases during lunch, during show hours or even an after hours event, this area offers flexibility for your event. Contact Richard W. Bacon at rbacon@spine.org for more information.

Innovative Technology Presentation/Posters
Reviewed by the NASS Program Committee, the highest-graded abstracts will be chosen for podium presentation during one of three non-CME sessions. Plus you may prepare your own poster for the NASS 2020 mobile app.

The abstract site will open in mid-May after booth assignments and is offered to 2020 exhibiting companies only.

Business Suites
Spend more time with key customers and use the suite for important business meetings, staff strategy sessions, or a quiet spot for your team to follow-up with new leads. Conduct business on the show floor even if your product isn’t ready for display in a trade show booth. Located along the perimeter of the exhibit floor, a 10’ x 15’ rents for $4,875.
The Technical Exhibition 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 refuse space to any company who has failed to meet prior financial commitments to NASS, or whose products or services, in the opinion of NASS, do not meet the educational, scientific, or practice needs of NASS members. NASS reserves the right to limit the number of exhibitors in a given product or service category.

Schedule and Dates

2020 Exhibit Schedule

**Wednesday, October 7**
10:00 a.m.–6:00 p.m.

**Thursday, October 8**
9:30 a.m.–6:00 p.m.

**Friday, October 9**
10:00 a.m.–6:00 p.m.

2020 Exhibit Installation Dates

**Friday, October 2–Tuesday, October 6**
8:00 a.m.–5:00 p.m.

2020 Exhibit Dismantle Dates

**Friday, October 9**
6:00 p.m.–12:00 a.m.

**Saturday, October 10**
8:00 a.m.–5:00 p.m.

**Sunday, October 11**
8:00 a.m.–Noon

Important Dates

**April 14**
Exhibit Application Deadline*

**April 15**
Hotel Reservation Opens

**May 11-15**
Booth Selection**

**June**
Service Kit Available
Exhibitor Rep Registration Opens

**TBD**
Rooming Lists Due to onPeak

**August 14**
Two-story Island Booth Designs
Exhibit Appointed Contractor

**September 10**
Mailing List Form Due

* for priority assignment
** appointment times will be sent to companies who meet the April 14 deadline

Payment and Cancellation Dates

**Through April 14**
Full refund of fees paid

**April 15–May 30**
NASS retains 50% of exhibit space fee

**After May 30**
NASS retains 100% of exhibit space fee
Booth Selection and Information

**Space Application**

Exhibit space applications are accepted online at spine.org/am/exhibits. Completion of your online application includes agreeing to the NASS Exhibit Rules and Regulations.

The exhibit site will be live beginning January 2020 and the floorplan is subject to change pending fire marshal approval.

**Space Selection**

Booth space for the 2020 Annual Meeting will be assigned using a priority point system for those companies meeting the April 14, 2020 deadline. (Applications received after April 14 will be assigned in order of receipt.)

You will select your space the week of May 11, 2020, at a specific time using the online system. Appointment details will be provided to you in April.

More information:
Cindy Tomala, Sr. Exhibits Manager
630-230-3667
ctomala@spine.org

**Housing**

Housing for exhibiting companies will open on April 15, 2020.

Applications for booth space should be submitted prior to securing hotel rooms. NASS has partnered once again with onPeak as the Official Housing Provider for the meeting. Please be vigilant if you are contacted by any other company who claims to be the "Official Housing Provider” for the NASS Annual Meeting who can book rooms for you at supposedly significant discounts.

NASS and onPeak have contracted with select hotels in San Diego at discounted rates. You will be able to easily book and manage reservations for your group. onPeak will contact you directly with more details in April.

**Important Links and Information**

- [Rules and Regulations: p.38](#)
- [Apply for Space Now](#)
- [Floorplan](#) (subject to change)

**Technical Exhibition Contact and Information:**
Cindy Tomala, Sr. Exhibits Manager
630-230-3667
ctomala@spine.org

**Space Selection**
Booth space will be assigned via an online booth selection, which takes place May 11-15, 2020.

An email notifying you of your selection day and time, plus further instructions will be sent on April 24, 2020.
EXHIBITOR MEETINGS AND EVENTS

STEP 1:
Submit a meeting request form.

Exhibiting Companies:
Exclusive period runs until August 20
Non-Exhibiting Companies:
Apply after August 20

Hotels have been informed that space should not be held or contracted until approval has been granted by NASS.

STEP 2:
Your event is reviewed and approved by NASS in writing.

You will work directly with the venue of your choice to finalize all details including the assignment of event space. NASS will provide venue contact information in the approval letter.

Event Categories

- **Staff/Company Meeting**
  Attendance is limited to staff of the company (exhibit company, university or non-profit organization) holding the event. No 2020 Annual Meeting 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 no date or time restrictions; however these meetings require approval from NASS.

- **Educational/Symposium Event**
  An activity that includes formal presentations, speakers, workshop, consultant training, equipment demonstration or procedural instruction will be considered an educational event. The event may be sponsored by your company and run by a third party to educate attendees. CME may or may not be offered but CME accreditation will not be offered by NASS.

- **Focus Group/Market Research/Investigator**
  This type of event targets a specific group of attendees to obtain specific data or share data on clinical trials. These are closed, invitation only events. Participation is limited to less than 40 attendees.

- **Social Function**
  Receptions, dinners, and other events where there is no educational programming offered to attendees. If a social event is held in conjunction with an educational program, the event would be considered a Symposium.

- **Business Meeting**
  An event primarily focused on investors who are not medical professionals registered for the 2020 Annual Meeting. This type of meeting may be held in the morning, lunch or evening.

Dates and Times

<table>
<thead>
<tr>
<th><strong>TUESDAY, OCT. 6</strong></th>
<th><strong>WEDNESDAY, OCT. 7</strong></th>
<th><strong>THURSDAY, OCT. 8</strong></th>
<th><strong>FRIDAY, OCT. 9</strong></th>
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</thead>
<tbody>
<tr>
<td>All day*</td>
<td>6:00–7:15 a.m.</td>
<td>6:00 a.m.–6:15 p.m.</td>
<td>6:00–7:15 a.m.</td>
</tr>
<tr>
<td></td>
<td>6:00 p.m.–Evening</td>
<td>6:00 p.m.–Evening</td>
<td>6:00 p.m.–Evening</td>
</tr>
</tbody>
</table>

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

*A limited number of instructional courses (ticketed events) organized by NASS will be held during the day.
Off-site Meeting Venues

NASS Hotel Block

Sleeping rooms have been contracted at the following hotels as part of the NASS official group housing block for the meeting. NASS is not holding meeting space at any of the listed properties specifically for company use. Meeting space is subject to availability based on hotel demand and current occupancy factors. Please note that any hotel you wish to select will require that you receive NASS approval of your Meeting Space Request prior to reserving function space. NASS cannot guarantee that a company’s sleeping rooms will be assigned in the same hotel as the exhibitor meeting.

Events Held at Non-hotel Venues

A Meeting Space Application is required for events held at local venues such as restaurants and museums. NASS will review the event details to ensure the event does not conflict with the official NASS program and social functions.

San Diego Convention Center

Rent an Exhibitor Business Suite to host your meeting right on the show floor. For information on rental, see page 21. Meeting rooms are not available at the convention center.

Why does my company need to submit a meeting request form?

All industry sponsored meetings and events are reviewed to ensure that the events do not conflict with the NASS educational program offerings. The meeting requests are reviewed in the order received.
Regulations

It is the responsibility of the exhibiting company to ensure that all company personnel or third party agents involved in meeting arrangements are aware of and adhere to the meeting event regulations listed in this document and the NASS Exhibit Prospectus.

→ Invitation/Promotion Content

NASS must review and approve all promotional materials prior to printing and/or distribution posting. This includes announcements, invitations, including envelopes, advertising, websites, etc. NASS is not responsible for any costs incurred for changes that necessitate the reprinting of 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. Distributing unapproved invitations may result in the cancellation of the event.

Submit your promotional materials for review to Cindy Tomala at ctomala@spine.org. Please allow two days for processing.

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

The NASS name, logo or seal may not be used in a company’s promotional materials.

You may use the NASS2020 Exhibitor Logo.

There can be no implication in any promotional materials, on-site materials or after products, that they are presented in cooperation with NASS, or endorsed by NASS.

Exhibitors may use phrases on promotional materials such as:
- “Come see us at NASS2020, October 7-10, 2020”
- “NASS2020”
- “Visit us at NASS2020, Booth XXX”
- “BoothXXXX NASS2020”

In describing your events, you may not use phrases such as “presented during,” “presented in conjunction with,” “preceding,” or “prior to the NASS2020.”

You may use the terminology “while attending NASS2020.”

Always feel free to call and ask if you have alternate phrasing.

Educational event promotional materials must include the following statement on the front cover prominently and legibly: “This event is not part of the official program as planned by the NASS 2020 Annual Meeting Program Committee.”

→ Distribution of Approved Promotional Materials

Approved distribution methods for promotional materials:
- Advance mailings: A Mailing List Order Form will be posted at www.exhibitatinass.org
- Within the confines of the exhibitor’s booth

The following distribution methods are not allowed:
- People posing as “walking signs” in the hotels or at the convention center
- Distributing materials outside of the exhibitor’s booth, ie exhibit hall aisles, convention center or hotel lobbies, and restaurants
- Hotel door drops

→ Event Marketing

Advertising
Companies hosting an event may purchase ad space in the Final Program to promote their event. See page 36 for details or contact Jeff McCollian at 630-230-3654 or jmccollian@spine.org.

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 venue’s approval.

→ 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, audiovisual 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.
Regulations (continued)

Transportation for Exhibitor Functions
NASS shuttle buses cannot be used to transport attendees to or from exhibitor functions. To avoid confusion, exhibitor event shuttle buses may not use the NASS shuttle bus drop-off or pick-up areas at the convention center.

CME Activities
CME activities must be planned in accordance with ACCME Essential Areas and Elements Criteria and the Standards for Commercial Support of Continuing Medical Education established by the ACCME. NASS does not provide CME accreditation for industry sponsored events.

Funding
In the event that a sponsor of an 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 that individuals must disclose to learners any relevant financial relationships.

Once the 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.

CME Event Violations
Presenting content that is commercially biased; unbalanced 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.

Meeting Event Violation Policy
To protect the integrity and the quality of company sponsored events and to ensure a successful outcome for all involved parties, NASS requires each 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 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.

Sponsored 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 meeting/event privileges.

Failure to abide by these regulations can result in other actions deemed appropriate by NASS.

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 meeting/event that it deems undesirable. In addition, infractions can also result in losing the privilege to participate in future meeting events held in conjunction with NASS’ Annual Meeting.
Regulations (continued)

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 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 may attend the industry sponsored events to audit compliance with these guidelines.

Contact Information
Cindy Tomala, Sr. Exhibits Manager
Phone: 630-230-3667
Email: ctomala@spine.org

Cancellation Policy
Once approved, NASS must be notified in writing of the event cancellation. Meeting venues may assess a cancellation fee.
Any exhibitor that plans to hold an event or function that will take place 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 as listed below:

**Date**
- Tuesday, October 6
- Wednesday–Thursday, October 7-8
- Friday, October 9
- Saturday, October 10

**Approved event times for industry functions**
- All Day
- 6:00–7:15 a.m. and 6:00 p.m.–Evening
- 6:00–7:15 a.m. and 6:00 p.m.–Evening
- 6:00–7:15 a.m. and 12:00–11:59 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: __________________________________________

Contact Name: ______________________________________

Address: ____________________________________________

City, State, ZIP: _____________________________________

Phone: ___________________________ Email: ______________________

**EVENT INFORMATION** (NASS does not promote or publish your event)

Title of Event: ______________________________________

Preferred Venue: 1. __________________________ 2. __________________________ 3. __________________________

Date: □ Tuesday, Oct. 6 □ Wednesday, Oct. 7 □ Thursday, Oct. 8 □ Friday, Oct. 9 □ Saturday, Oct. 10

Function Hours: Start Time: _______ End Time: _______ Expected Attendance: _______

Audience: □ Company Personnel □ Distributors □ Physicians □ Other: __________________________

Event Type: □ Staff Meeting □ Social Event □ Focus Group/Investigator/Market Research

Complete the following for **educational events** (events with formal presentations, speakers or product demonstrations)

Intended Audience: __________________________________________

Educational Function: □ Symposium □ Product Demonstration

Will CME credit be offered? □ Yes □ No

□ I accept the terms of the rules and regulations. Signature________________________

Written confirmation regarding approval will be sent to the individual listed above. Return completed form to: Cindy Tomala, ctomala@spine.org or NASS, 7075 Veterans Blvd., Burr Ridge, IL 60527 USA

NASS will provide venue contact information in the approval letter. Venues will confirm function space directly with applicant.
LAB OPPORTUNITIES

Invitation Only:
NASS CME Hands-On Courses: Educational Grants

Support NASS courses run by global key opinion leaders. Contact Colleen O’Brien at cobrien@spine.org for details.

Hands-on Course: Minimally Invasive Spine Surgery
Tuesday, October 6, 7:00 a.m.–12:00 p.m.

Hands-on Course: Spinal Deformity
Tuesday, October 6, 1:30–6:00 p.m.

Hands-on Course: Basic Fluoroscopic Guided Lumbar Spinal Injections
Friday, October 9, 7:00 a.m.–12:00 p.m.

Surgical Innovation Lab Demonstrations and Workshops *Details on pages 16-17*

Demonstrate your spine system to an audience or put it directly in their hands during a workshop.

Looking to do sales training before the floor opens? Time slots are available before, during and after show hours. Call to inquire.

Run your lab your way.

Invite all surgeons or just a select few; the Surgical Innovation Labs are designed for flexibility.

- 4 stations, with the option of up to 8
- Plenty of room for displays
- Project your demonstration to monitors within your lab
- You imagine it; we will strive to create it
Surgical Innovation Lab:  
Two-Hour Product Demonstration

Wednesday, October 7–Friday, October 9
8:00-10:00 a.m. | 11:00 a.m.–1:00 p.m. | 2:00-4:00 p.m.

The product demonstration session is an opportunity to showcase your spine system “in action” to attendees.

Your expert consultant can present both a didactic lesson and perform a procedure to an audience of surgeons over a two-hour period.

General Information:

Fee:
$8,000 plus specimen and expenses

CME:
No

Contact:
Terry Zielinski, exhibit@spine.org or 973-668-8405

Available time slots (3 per session):

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<td>11:00 a.m.–1:00 p.m.</td>
<td>11:00 a.m.–1:00 p.m.</td>
<td>11:00 a.m.–1:00 p.m.</td>
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<tr>
<td>2:00–4:00 p.m.</td>
<td>2:00–4:00 p.m.</td>
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Sessions Include:

- 1 station
- Didactic presentation area
- 1 HD camera
- 2 monitors
- Washing/decon tools and disposal
- One Standard c-arm. Specific model or capability requests possible for additional fees.

Standard Lab Equipment:

- Lighting
- General hand instruments
- PPEs, scrubs, lead vests and thyroid collars
- Station disposables
- Suction
- 1 cautery ("Bovie")/smoke evacuator

Anatomical specimen (discounted when ordered through STI), additional equipment or special order instruments can be rented through STI for surcharge.

Note:
This is a non-hands-on, anatomical specimen-based event for NASS conference attendees.
Surgical Innovation Lab: Three-Hour Product Workshop
Wednesday, October 7–Thursday, October 8
5:00–8:00 p.m.

Taking place after exhibit hours, this HANDS-ON event is a unique opportunity for NASS conference attendees to gain experience with your cutting-edge spine system.

A truly unique “real-world” educational opportunity for your expert consultant or experienced sales representatives to share the latest information about your product, innovative technique or procedure.

General Information:

Fee:
$14,000 plus specimen and expenses

CME:
No

Contact:
Terry Zielinski, exhibit@spine.org or 973-668-8405

Available time slots (3 per session):

- **Wednesday, October 7:** 5:00–8:00 p.m.
- **Thursday, October 8:** 5:00–8:00 p.m.

Sessions Include:

- 4 stations (Up to 8 may be added for surcharge, depending on procedure and equipment space requirements)
- Didactic presentation area
- Catering area (ordered through Centerplate for additional cost)
- Washing/decon tools and disposal
- 1 Standard c-arm. Specific c-arm models or capabilities available for additional fees.

Standard Lab Equipment:

- Lighting
- General hand instruments
- PPEs
- Station disposables
- 4 suction units
- 4 cautery ("Bovie")/smoke evacuators

Anatomical specimen (discounted when ordered through STI), additional equipment or special order instruments can be rented through STI for surcharge.
Invitation Only:
Surgical Technique Cadaver Demonstrations

Wednesday, Thursday and Friday, October 7-9

Surgical technique demonstrations will occur in the general session room featuring top surgeons providing an overview, demonstrating particular techniques and taking questions from the audience.

General Information:

Fee:
Varies; TBD educational grant

CME:
Yes

Contact:
Christina Wolf, cwolf@spine.org

Schedule:

- Wednesday, October 7:
  10:35 a.m.-12:00 p.m. and 3:35–5:05 p.m.
- Thursday, October 8:
  3:35–5:05 p.m.
- Friday, October 9:
  10:30 a.m.–12:00 p.m. and 3:00-5:05 p.m.
Exhibiting Company: ____________________________

Company Contact: _____________________________ Contact Phone: ________________________

Contact Email: _______________________________

Sponsor Event Description (brief outline of the product and/or procedure to be performed):


TWO-HOUR PRODUCT DEMONSTRATION SESSIONS

$8,000 /Single Station Session, 3 venues available per time slot

Wednesday, October 7  ☐ 8:00–10:00 a.m.  ☐ 11:00 a.m.–1:00 p.m.  ☐ 2:00–4:00 p.m.

Thursday, October 8: ☐ 8:00–10:00 a.m.  ☐ 11:00 a.m.–1:00 p.m.  ☐ 2:00–4:00 p.m.

Friday, October 9: ☐ 8:00–10:00 a.m.  ☐ 11:00 a.m.–1:00 p.m.

THREE-HOUR FOUR-STATION CADAVER WORKSHOP SESSIONS

$14,000 /Four-Station Cadaver Workshop, 3 venues available per day

Wednesday, October 7: ☐ 5:00–8:00 p.m.    Thursday, October 8: ☐ 5:00–8:00 p.m.

C-ARM REQUIREMENTS

Please indicate what type of c-arm is necessary for your procedure:

EVENT TISSUE SPECIMEN REQUIREMENTS

Note: Initial tissue specimen requests must be placed by August 15, 2020.
Reduction or cancellation of tissue specimen order may be done without penalty before September 21, 2020.

Tissue Specimen Type: ___________________________ Number of specimens: _________

☐ Eviscerated    ☐ Intact

Special tissue requirements (ie, CT scan, age, gender, BMI): ____________________________

ADDITIONAL EQUIPMENT REQUIREMENTS

Note: Final equipment requests must be placed by September 21, 2020.

☐ Extra C-arms: _______________  ☐ High Speed Power  ☐ Power Set

☐ Endoscopic Tower  ☐ Surgical Microscope  ☐ Audiovisual Equipment

☐ Ultrasound  ☐ Specimen Holder  ☐ Other Special Equipment: ___________________________

Confirmation and assignment of event date(s) and time slot(s) are on a "first deposit, first served" basis, with receipt of signed work order and deposit required to reserve time slot. Until confirmed, NASS and STI may continue to offer the specific dates and time slots to other potential sponsors.

Advance notice cancellation fees:
Prior to June 30: 50%
July 1-31: 75%
After July 31: 100%

Only exhibiting companies at NASS 2020 may use the Surgical Innovation Labs.
Please submit completed NASS 2020 Lab Request Form to exhibit@spine.org.
Expand Your Marketing Message

Discuss your products/services/research with spine care professionals in the Solution Showcase Theater located on the show floor. NASS offers food and beverage in the exhibit hall. Light refreshments are also provided for your Solution Showcase presentation. Available to 2020 contracted exhibitors.

Date

Wednesday, Oct. 7  Noon–12:20 p.m.  12:30–12:50 p.m.
Thursday, Oct. 8  Noon–12:20 p.m.  12:30–12:50 p.m.
Friday, Oct. 9  Noon–12:20 p.m.  12:30–12:50 p.m.  SOLD

Fees

20 minute sessions (plus 5 minutes for set-up): $5,000
Space is limited! Contact Cindy Tomala to reserve your time slot today at 630-230-3667 or ctomala@spine.org.

Each session includes:

- Theater set up and seating for a maximum of 60 attendees
- Basic audiovisual set-up
- Informational signs in high-traffic areas
- Signage outside the Solution Showcase entrance
- Preregistration list for preshow mailings (Supporters must supply all session-related materials, printing and shipping, and any additional signs desired.)
- Company may use a lead retrieval system operated by company personnel to capture attendee information.

Applications will be reviewed on a first come, first served basis and will be accepted until session space is sold out. (Right of first refusal to 2019 participants until May 4, 2020.) Once assigned, NASS must be notified in writing of event cancellation. Any cancellations after July 24, 2020 will incur a 100% cancellation fee.

Company Information

Company Name ____________________________________________________________
Address ________________________________________________________________
City, State, ZIP, Country __________________________________________________
Phone ___________________________ Email ________________________________
Website ________________________________________________________________

Event Information

Title of Event ____________________________________________________________
Preferred day:  ☐ Wednesday  ☐ Thursday  ☐ Friday  SOLD
Preferred time:  ☐ Noon–12:20 p.m.  ☐ 12:30–12:50 p.m.  Written confirmation of session time will be provided by NASS.

Method of Payment ($5,000 per session)

☐ Check (payable to North American Spine Society)  Credit card:  ☐ MasterCard  ☐ Visa  ☐ AmEx
Card Number ___________________________ Expiration Date ________________________
Cardholder’s Name (print) _____________________________________________________
Signature: ____________________________________________________________________

Written confirmation regarding approval will be sent to the individual listed above. Return completed form to:
Cindy Tomala, NASS, 7075 Veterens Blvd., Burr Ridge, IL 60527
Phone: (630) 230-3667  Email: ctomala@spine.org
Exhibitor Business Suite Application

Exhibiting Company: ____________________________________________________________

Booth #: __________________________ Contact Person: ________________________________

Phone: ____________________________ Email: ________________________________________

Suite Size: □ 10' x 15' $4,875 □ 10' x 20' $6,525

Payment

□ Check (payable to North American Spine Society) Credit Card: □ MasterCard □ Visa □ AmEx

Card Number: ___________________________ Expiration Date: _________________________

Cardholder’s Name (print): _____________________________________________________

Signature: ____________________________

Send completed application and payment to:
Cindy Tomala, North American Spine Society
7075 Veterans Blvd., Burr Ridge, IL 60527
Fax: (630) 230-3767
Email: ctomala@spine.org

Address questions to:
Cindy Tomala
Email: ctomala@spine.org
Phone: (630) 230-3667

Custom-built suites are available on the show floor for rental by exhibiting companies. These suites can be utilized on the show floor during exhibit hours. Exhibit hours:

Wednesday, October 7 10:00 a.m.–6:00 p.m.
Thursday, October 8 9:30 a.m.–6:00 p.m.
Friday, October 9 10:00 a.m.–6:00 p.m.

These suites can accommodate activities such as:

• Staff or business meetings
• Private VIP demos
• Primary exhibit space, or
• A quiet area off the main show floor for lunch, etc.

Suites are available Wednesday, October 7 through Friday, October 9 for all three days, during exhibit hours. Suites are not available on a daily rental basis. Payment is nonrefundable after August 27, 2020.

All persons accessing the business suites must be registered for the meeting and badged appropriately. Physicians cannot access the suites prior to the opening of the hall.

Included in the price of suite rental is:

• Construction of suite by the general service contractor
• 8’ high SST hard wall with standard panels and locking door (no ceiling)
• Carpet
• Sign with company name
• Three complimentary staff badges

Additional items may be ordered through the Service Kit by the exhibitor/organizer to customize the interior space with furniture, audiovisual equipment, electricity and internet drops. Banners or graphics on the outside of the suite must be installed by Freeman. Custom graphics/panels can be ordered through Freeman. Catering may be ordered through Centerplate, the exclusive catering company at the San Diego Convention Center.

Suite assignments will be confirmed in July, 2020. Suite availability can not be guaranteed. The suite will be listed in the NASS Final Program under your company name. Company agrees to follow the rules and regulations regarding activities in the suite including the prohibition of bioskills demonstrations.

Included in the price of suite rental is:

• Construction of suite by the general service contractor
• 8’ high SST hard wall with standard panels and locking door (no ceiling)
• Carpet
• Sign with company name
• Three complimentary staff badges

Additional items may be ordered through the Service Kit by the exhibitor/organizer to customize the interior space with furniture, audiovisual equipment, electricity and internet drops. Banners or graphics on the outside of the suite must be installed by Freeman. Custom graphics/panels can be ordered through Freeman. Catering may be ordered through Centerplate, the exclusive catering company at the San Diego Convention Center.

Suite assignments will be confirmed in July, 2020. Suite availability can not be guaranteed. The suite will be listed in the NASS Final Program under your company name. Company agrees to follow the rules and regulations regarding activities in the suite including the prohibition of bioskills demonstrations.
Pique the curiosity of NASS attendees spurring traffic to your booth by ordering the pre-registration mailing list for the NASS 2020 Annual Meeting in San Diego!

Deadline
September 9, 2020 (list emailed on September 10)

Requirements
☐ Complete this form
☐ Provide a copy of the final proof of the mail piece (invitation, announcement, etc.)
☐ Provide a copy of the mailing envelope
☐ Submit with full payment—check or credit card

List Type and Cost: $525
Mailing list will be provided via email in an Excel format.

Email addresses are not provided.
The Renter agrees that the North American Spine Society (NASS) Annual Meeting Registrant Mailing List, and any part of, is the sole property of NASS. The Renter understands that all names and addresses are provided for a one-time use only. By signing below, the Renter guarantees that the names and addresses will not be copied, reused, sold, reproduced or used for anything other than the specified agreement or approved material. Attendees who opt-out or are affected by data privacy regulations will not be included in the list.

Name of Renter ____________________________
Company ____________________________________
Address ____________________________________
City ____________________________ State ________
Phone ____________________________
Email ____________________________
Signature __________________________________

Payment: ☐ Visa ☐ MasterCard ☐ AmEx ☐ Check
Credit card number ____________________________
Cardholder’s Name (print) ____________________________
Exp. Date ____________________________ CVV ________

Note: If you are only looking for a roster of attendees (name, city, state), that information will be provided to you on a complimentary basis on September 10.

Send this form with a sample of your mailing to Cindy Tomala.
Email: ctomala@spine.org  Fax: (630) 230–3767

WARNING: NASS is the only official provider of the NASS 2020 registration list. Other companies offering an official registration list for NASS 2020 do not have such a list and are not affiliated with the meeting in any way.

Invitation/Promotion Content Guidelines
NASS must review and approve all promotional materials prior to printing and/or distribution posting. This includes announcements, invitations, including envelopes, advertising, websites, etc. NASS is not responsible for any costs incurred for changes that necessitate the reprinting of 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. Distributing unapproved invitations may result in the cancellation of the event.

Implied NASS Endorsement—Prohibited/Use of NASS Name, Logo or Seal
The official NASS name, logo or seal may not be used in a company’s promotional materials:

You may use the NASS 2020 Exhibitor Logo:

Educational event promotional materials must include the following statement on the front cover prominently and legibly: “This event is not part of the official program as planned by the NASS 2020 Annual Meeting Program Committee.”
### ADVERTISING OPPORTUNITIES

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Contact Jeff McCollian at jmccollian@spine.org or 630-230-3654 for details.

Company responsible for production costs and cost of labor to install/dismantle graphics.
Mobile App Splash Screen
$25,000
Your advertisement appears as the splash screen of the Annual Meeting mobile app. Every time the mobile app launches your message appears for three seconds on the splash screen. This is a sole sponsorship opportunity to connect with attendees. The splash screen will link to your designated URL or e-Booth profile.

Specifications
Advertiser should submit scalable high-res or vector graphic.

Additional Recognition
• In the Sept/Oct issue of SpineLine
• On monitors in general session room
• On signage in convention center
• In the Final Program
Letter of Agreement (LOA) must be submitted by August 3 to receive.

Deadline
Signed LOA and ad materials due September 21.

Mobile App Statistics
The Annual Meeting mobile app was downloaded on average by 2,200 attendees and has an average of more than 223,300 total number of views.

Banner ads received over 6,000,000 impressions.*

*Data from 2019 mobile app usage.

Mobile App Banner Ads
$7,500
Mobile app advertising is a great way to reach attendees with interactive advertising. Your ad will show at the bottom of the slide-out menu and the default home icon (exhibitor listing). It will be on screen for four seconds and will link to your designated URL or e-Booth profile. Maximum of eight advertisements will rotate on screen. Different ads can be submitted for specific time periods.

Per ACCME regulations, advertisements cannot appear on pages containing educational content.

Specifications
• Limited to eight advertisers. Rotating.
• 455 x 80 pixels
• PNG Format (without transparency)
• No interlaced images. Images must have opaque backgrounds, not transparent.

Additional Recognition
• In the Sept/Oct issue of SpineLine
• On monitors in general session room
• On signage in convention center
• In the Final Program
Signed LOA must be submitted by July 22 to receive.

Deadline
Signed LOA and ad materials due September 21.
Annual Meeting Home Page

$15,000 and $10,000

Share your advertising message early with a wide audience with a banner ad on the NASS Annual Meeting home page—www.nassannualmeeting.org—viewed thousands of times* by meeting attendees and prospects. The Annual Meeting home page is a perfect venue to build attendee anticipation to visit your booth and raise your profile. Two banners are available. Each banner ad will link to a designated URL. Ad will run on the website from mid-May to end of meeting.

Two advertising positions available:
- Leaderboard (top of home page): $15,000
- Integrated content ad (placed in the middle of the home page within content): $10,000

Annual Meeting webpage received over 146,000 pageviews between May 14 and October 1, 2019.

Specifications
- Leaderboard ad: 728 x 90 pixels
- Integrated content ad: 1500 x 120 pixels. Live area is 1100 x 120 pixels.

Additional Recognition
- In the Sept/Oct issue of SpineLine
- On monitors in general session room
- On signage in convention center
- In the Final Program

Deadlines
For maximum exposure, signed LOA and ad materials should be submitted around May 18.
e-Previews and e-Dailies
$5,000 and $3,000

Banner ads are available in the e-Previews and e-Dailies. These communications sent to approximately 35,000 spine care professionals leading up to and during the Annual Meeting. The e-Previews sent in July, August and September promoting the meeting, and e-Dailies sent on Wednesday, Thursday and Friday of the meeting highlighting the day’s events. Each banner ad will link to a designated URL.

Three advertising positions are available in each communication:

- Leaderboard ad (one available): $5,000 each communication; home page only.
- Vertical side skyscraper ad (two available): $3,000 each communication; home page only.

Specifications

- Leaderboard banner: 600 x 90 pixels
- Vertical side skyscraper banner: 160 x 600
- File sizes no larger than 50kb
- No animation allowed.

Deadlines

- e-Preview: Signed LOA and ad materials due June 30, July 31 and August 31.
- e-Daily: Signed LOA due September 8; ad materials due September 21.
Annual Meeting Housing Confirmation Email

$10,000

Your display advertisement is included on emails sent to all attendees who secure housing for the Annual Meeting through the official NASS housing coordinator, onPeak. After an attendee registers for the Annual Meeting he/she is able to reserve his/her hotel room(s) through onPeak. After this process the attendee is sent an official hotel confirmation reservation email that will prominently display your advertisement with URL link and animation capability. Ad is included in individual and group confirmation emails throughout the Annual Meeting’s hotel booking experience. Registration opens April 14, 2020.

Specifications
Advertiser will need to submit two different size ads, one for individual confirmation emails and one for group confirmation emails.

Individual Confirmation Emails Ad Dimensions:
• 680 pixels (w) by max. 100 pixels (h)
• Acceptable Files Types: GIF, JPEG
• Max File Weight: 40k
• Animation/Looping Restrictions: Max Animation Time 15 seconds or 3 loops, whichever is shorter (all animation, including loops, must stop at 15 seconds)
• Audio: no sound

Group Confirmation Emails Ad Dimensions:
• 250 pixels (w) by max. 300 pixels (h)
• Acceptable Files Types: GIF, JPEG
• Max File Weight: 40k
• Animation/Looping Restrictions: Max Animation Time 15 seconds or 3 loops, whichever is shorter (all animation, including loops, must stop at 15 seconds)
• Audio: no sound

NASS/onPeak is not responsible for any animation display issues due to the limitations of html email and email clients.

Additional Recognition
• In the Sept/Oct issue of SpineLine
• On monitors in general session room
• On signage in convention center
• In the Final Program

Deadlines
• Ad is inserted at any time but for fullest exposure, materials should be submitted by April 6, 2020.
NASS 2020 ADVERTISING OPPORTUNITIES

Digital Displays
$7,500 per ad on two screens

Capture attendees’ attention with this eye-catching digital display opportunity. These two large, high-resolution display screens will feature your product or invite attendees to your booth. Your ad will appear on both screens. Screens are centrally located in B Lobby, near registration and the Technical Exhibit Hall entrance. Your ten-second ad will rotate within a 3:20 loop that runs throughout the day. Each ten-second ad will receive approximately 20 exposures per hour/per display. Ads will run Wednesday, Thursday and Friday. The screens are located in the B Lobby, center concourse and above Technical Exhibition Hall Entrance in the B Lobby.

Specifications

Lobby B1 Video Wall Specifications:
• 27’ W x 3.5’ H screen size, double-sided
• 3mm pixel pitch, HD Direct View LED
• JPEG and PNG still file formats
• MPEG-4 and H.264 video file formats
• 3120 x 406 resolution

Hall B1 Entryway Marquee Specifications
• 45’ W x 4’ H screen size, single-sided
• 3mm pixel pitch, HD Direct View LED
• JPEG and PNG still file formats
• MPEG-4 and H.264 video file formats
• 5520 x 540 resolution

Additional Recognition
• In the Sept/Oct issue of SpineLine
• On monitors in general session room
• On signage in convention center
• In the Final Program

Deadlines
• Signed LOA due August 3 (to receive additional recognition)
• Ad materials due September 1

Digital Posters
$5,000 per ad on three screens

These dynamic, attention-grabbing displays are a great way to highlight your product and drive traffic to your booth. Three of these mobile, digital posters will be located on the second level of the convention center near the session rooms. Your ad will appear on all three screens. Your ten-second ad rotates within a 3:20 loop run throughout the day. Each ten-second ad will receive approximately 20 exposures per hour/per display. Ads will run Wednesday, Thursday and Friday.

Specifications

• 4’ W x 6.5’ H screen size, single-sided
• 2.5mm pixel pitch, HD Direct View LED
• JPEG and PNG still file format
• MPEG-4 and H.264 video file format
• 452 x 756 resolution

Deadlines
• Signed LOA due September 11
• Ad materials due September 11
Learning Lounge: A Place for Discussion, Debate and Drinks

$50,000 (Exclusive Sponsorship)

The NASS attendee lounge is a proven high-profile, high-traffic area for attendees to sit, relax, meet and chat.

This exclusive sponsorship has several engagement opportunities within the Learning Lounge to draw even more traffic. Events such as daily happy hour, speakers, presentations and “animal encounters” will draw attendees to the area and expose them to your message.

RECOGNITION

- Branded table tops (Twenty-five 36” rounds scattered throughout lounge)
- Six floor decals (18” square)
- Graphics on corner knee walls

Additional Recognition

- In the Sept/Oct issue of SpineLine
- On monitors in general session room
- On signage in convention center
- In the Final Program

Deadlines

- Signed LOA due August 3 (to receive additional recognition)
- Ad materials due September 1

Hotel Key Cards

$30,000

Your advertising message is handed directly to attendees upon check-in and reinforced each instance they access their room. This is a unique, not-to-be-missed advertising opportunity.

Key cards distributed at the five hotels with the largest NASS housing block*:
- Manchester Grand Hyatt
- Marriott Marquis & Marina
- Hilton San Diego
- Omni San Diego
- Hard Rock San Diego

*Other hotels from the NASS block may be added for the cost of the hotel advertising fee.

Specifications

Sponsor can design and produce key cards following hotel and NASS specifications for the five hotels with the largest NASS housing blocks.

Additional Recognition

- In the Sept/Oct issue of SpineLine
- On monitors in general session room
- On signage in convention center
- In the Final Program

Deadlines

- Signed LOA due August 3
- Ad materials due August 17
**Banners**

$15,000 to $25,000

All banners are located in prominent positions throughout the San Diego Convention Center. These large, highly visible banners are great to announce your new product launch or drive traffic to your booth. Large surface area allows for a wide range of creative options.

Decorator fees for production, installation and removal of banners, column wraps, escalators and stairs are not included in the advertising fee and will incur additional costs. For an estimate contact Jeff McCollian.

**Locations**

All banners are located in the Exhibit Hall Lobby on the Ground Level.

**Section 1:**
- Banner ABL B1:
  Single-Sided, 51' W x 6' H, $25,000
- Banner ABL B2:
  Single-Sided, 51' W x 6' H, $25,000
- Banner AL B2:
  Single-Sided, 51' W x 6' H, $25,000
- Banner AL B5:
  Double-Sided, 18' W x 8' H, $25,000
- Banner B1L B11:
  Single-Sided, 25' W x 6' H, $20,000
- Banner B1L B13:
  Single-Sided, 24' W x 6' H, $20,000
- Banner B1L B4:
  Double-Sided, 18' W x 8' H, $25,000
- Banner B1L B6:
  Single-Sided, 51' W x 6' H, $25,000
- Banner B1L B8:
  Double-Sided, 18' W x 8' H, $25,000
- Banner B1L B9:
  Single-Sided, 25' W x 6' H, $20,000
- Banner B2L B16 (elevator):
  Single Sided, 7'-6” W x 49’ H, $35,000

**Section 2:**
- Banner B2L B17:
  Single-Sided, 38’ W x 6’ H, $20,000
- Banner B2L B18:
  Single-Sided, 38’ W x 6’ H, $20,000
- Banner CL B10:
  Single Sided, 51’ W x 6’ H, $20,000
- Banner CL B11:
  Single-Sided, 51’ W x 6’ H, $20,000
- Banner CL B2:
  Single-Sided, 25’ W x 6’ H, $10,000

**Section 3:**
- Banner CL B4:
  Single-Sided, 25’ W x 6’ H, $10,000
- Banner CL B7:
  Single-Sided, 51’ W x 6’ H, $15,000
- Banner CL B9:
  Double-Sided, 18’ W x 8’ H, $15,000

**Additional Recognition**

- In the Sept/Oct issue of SpineLine
- On monitors in general session room
- On signage in convention center
- In the Final Program

*Note: All banners are eligible for additional recognition.*

**Deadlines**

- Signed LOA due August 3 (to receive additional recognition)
- Ad materials due September 1
NASS 2020 ADVERTISING OPPORTUNITIES

AL B5

AL B2

B2L B18

CL B13

B1L B9

B1L B11

18’W x 8’H

38’W x 6’H

51’W x 6’H

25’W x 6’H

7’-6”W x 49’H
Escalator Clings
$15,000 each
Catch the eye of attendees as they ride the escalators to and from the session rooms and Technical Exhibition.

Escalator Set B1L ED1 AB Left
Exhibit Hall Lobby, Ground Level, Section 1
Double-Sided, (2) 905.5” W x 26” H

Escalator Set B1L ED1 CD Right
Exhibit Hall Lobby, Ground Level, Section 1
Double-Sided, (2) 905.5” W x 26” H

Escalator Set CL ED1 AB Left
Exhibit Hall Lobby, Ground Level, Section 2
Double-Sided, (2) 905.5” W x 26” H

Escalator Set CL ED1 CD Right
Exhibit Hall Lobby, Ground Level, Section 2
Double-Sided, (2) 905.5” W x 26” H

Decorator fees for production, installation and removal of banners, column wraps, escalators and stairs are not included in the advertising fee and will incur additional costs. For an estimate contact Jeff McCollian.

Additional Recognition
- In the Sept/Oct issue of SpineLine
- On monitors in general session room
- On signage in convention center
- In the Final Program

Deadlines
- Signed LOA due August 3 (to receive additional recognition)
- Ad materials due September 1
Column Wraps

$5,000 to $7,500

Column wraps and wall clings are a great, cost-effective way to promote your booth location and highlight products.

Upper Level, Ballroom 6 Lobby:
- Column Wrap ULBS CW2, Section 12:
  Wrap Around, 153” W x 137” H, $7,500
- Column Wrap ULBS CW3, Section 12:
  Wrap Around, 153” W x 137” H, $7,500
- Column Wrap ULBS CW4, Section 12:
  Wrap Around, 153” W x 137” H, $7,500
- Column Wrap ULCS CW3, Section 12:
  Wrap Around, 153” W x 137” H, $7,500
- Column Wrap ULCS CW4, Section 12:
  Wrap Around, 153” W x 137” H, $7,500

Exhibit Hall Lobby, Ground Level:
- Column Wrap AL CW1, Section 1:
  Single-Sided, 271” W x 96” H, $7,500
- Column Wrap CL CW1, Section 2:
  Single-Sided, 271” W x 96” H, $7,500
- Column Wrap CL CW5, Section 3:
  Single-Sided, 271” W x 96” H, $7,500
- Column Wrap DL CW1, Section 3:
  Single-Sided, 115” W x 96” H, $5,000
- Column Wrap DL CW2, Section 3:
  Single-Sided, 316” W x 96” H, $7,500
- Column Wrap DL CW5, Section 3:
  Single-Sided, 115” W x 96” H, $5,000

Decorator fees for production, installation and removal of banners, column wraps, escalators and stairs are not included in the advertising fee and will incur additional costs. For an estimate contact Jeff McCollian.

Deadlines
- Signed LOA due August 3 (to receive additional recognition)
- Ad materials due September 1
Wall Clings
$5,000 to $7,500

Exhibit Hall Lobby, Ground Level:
- Wall Decal AL WD1:
  Section 1, Single-Sided, 142” W x 113” H, $5,000
- Wall Decal AL WD4:
  Section 1, Single-Sided, 114.75” W x 174.5” H, $5,000
- Wall Decal AL WD5:
  Section 1, Single-Sided, 470.5” W x 164” H, $20,000
- Wall Decal B1L WD2:
  Section 1, Single-Sided, 112” W x 174.5” H, $5,000
- Wall Decal CL WD2:
  Section 2, Single-Sided, 470.5” W x 164” H, $15,000

Decorator fees for production, installation and removal of banners, column wraps, escalators and stairs are not included in the advertising fee and will incur additional costs. For an estimate contact Jeff McCollian.

Deadlines
- Signed LOA due August 3 (to receive additional recognition)
- Ad materials due September 1
Footprints
$15,000

Lead attendees directly to your booth with these easily noticed and impactful ads. Starting from the Technical Exhibition entrance to your booth, each 18” x 18” decal is an advertisement in itself.

Decorator fees for production, installation and removal are not included in the advertising fee and will incur additional costs. For an estimate contact Jeff McCollian.

Additional Recognition
- In the Sept/Oct issue of SpineLine
- On monitors in general session room
- On signage in convention center
- In the Final Program

Deadlines
- Signed LOA due August 3 (to receive additional recognition)
- Ad materials due September 1

Shuttle Bus Schedule Signs
$10,000

Increase your company’s visibility by being the sole advertiser on the highly visible shuttle bus schedule signs located at the shuttle bus drop-off/pick-up on Harbor Drive in front of the convention center.

Specifications
Imprinted area on shuttle sign is 3’ W x 2’ H.

Additional Recognition
- In the Sept/Oct issue of SpineLine
- On monitors in general session room
- On signage in convention center
- In the Final Program

Deadlines
- Signed LOA due August 3 (to receive additional recognition)
- Ad materials due September 1

Complimentary Coat and Bag Check
$5,000 (Exclusive sponsorship)

An opportunity to sponsor the complimentary coat and bag check at the convention center. Conveniently located outside Hall C, the check room will be open Wednesday through Saturday during meeting hours.

Recognition of sponsorship will be noted on signage outside bag check area and on directional signage throughout the convention center.

Deadlines
- Signed LOA due August 17
- Ad materials due September 1
Bus Wraps
$15,000
Meeting shuttle buses wrapped with your advertising message. Buses will run every 15 minutes during peak hours.

Additional Recognition
- In the Sept/Oct issue of SpineLine
- On monitors in general session room
- On signage in convention center
- In the Final Program

Deadlines
- Signed LOA due August 3 (to receive additional recognition)
- Ad materials due September 1

Resident, Fellow and Program Director Luncheon
$7,500
Join residents, fellows and program directors in a casual luncheon environment. The luncheon a great way to interact with residents, fellows and program directors while enjoying a pizza lunch.

You’ll receive recognition on luncheon signage and advertiser can provided branded napkins and cups. Two company representatives may attend the luncheon.

Additional Recognition
- In the Sept/Oct issue of SpineLine
- On monitors in general session room
- On signage in convention center
- In the Final Program

Deadlines
- Signed LOA due August 3

Beverage Stations
$30,000
Have your logo on signage, napkins and tent cards in our beverage stations during seven networking breaks. Attendees will enjoy complimentary beverages during morning and afternoon breaks. Breaks occur Wednesday morning and afternoon, Thursday morning and afternoon, and Friday morning in the Technical Exhibition. Friday afternoon and Saturday morning breaks are outside of the general session room. Two signs with your company logo supplied along with two tent cards placed at each beverage station. Company supplies napkins.

Additional Recognition
- In the Sept/Oct issue of SpineLine
- On monitors in general session room
- On signage in convention center
- In the Final Program

Deadlines
- Signed LOA due August 3 (to receive additional recognition)
- Ad materials due September 1
Pocket Guide
$10,000
This guide distributed to all attendees includes a Meeting-At-A-Glance schedule, exhibitor listing and Technical Exhibition floor plan. Your ad spread (two 4” x 7” panels) appears on the inside front cover and first page. NASS will manage printing and direct invoice company.

Additional Recognition
- In the Sept/Oct issue of SpineLine
- On monitors in general session room
- On signage in convention center
- In the Final Program

Deadlines
- Signed LOA due August 3 (to receive additional recognition)
- Ad materials due September 1

Pocket Map
$8,000
Distributed to all attendees, the map provides a city map highlighting San Diego hot spots on one side and floor plans to navigate the convention center on the other. Your ad message (2 1/2” x 5 1/2”) prominently appears on the back panel. NASS will manage printing and directly invoice company for printing costs.

Additional Recognition
- In the Sept/Oct issue of SpineLine
- On monitors in general session room
- On signage in convention center
- In the Final Program

Deadlines
- Signed LOA due August 3 (to receive additional recognition)
- Ad materials due September 1

Tote Bag Inserts
$5,000
Have your ad message in the tote bag that attendees acquire at registration. Your two-sided, 8 1/2” x 11” advertisement will help drive more traffic to your booth. Company supplies 3,500 inserts. Maximum of ten inserts available.

Deadlines
- Signed LOA due August 17
- Ad materials due September 1
Annual Meeting Final Program
See rates below
Distributed onsite, the Annual Meeting Final Program is the exclusive publication that includes the complete scientific program for the meeting. It also includes attendee resources, meeting-at-a-glance, exhibitor directory, guest speakers, event highlights, meeting room floor plans and shuttle service.

Rates
• Back Cover: $5,100
• Inside Covers (ICs): $4,600
• Opposite ICs: $4,600
• Opposite TOC: $4,600
• Full-page: $3,950

Ad rates based on four-color process. No agency discounts. Trim size, 8.5” x 11”; for bleed add .125” to all sides.

Deadlines
• Signed LOA due August 24
• Ad materials due September 1

Company Logo in Final Program
$500
Your exhibitor description will stand out in the Final Program by adding your logo. Enhancing your listing is a cost-effective way to gain more visibility.

Deadlines
• Signed LOA due August 24
• Ad materials due September 1

SpineLine
See rates below
SpineLine is the clinical and news magazine of the NASS. Each bimonthly issue examines current topics and delivers quality content on cutting-edge issues. Approximately 8,000 physicians, researchers, physician assistants, nurse practitioners and other spine specialists receive SpineLine.

Rates
For Sept/Oct Pre-show Issue with Onsite Bonus Distribution at Membership and Publication booths.
• Back Cover: $3,800
• Inside Covers: $3,550
• Opposite TOC: $3,550
• Full-page: $3,075

Trim size, 8.5” x 11”; for bleed add .125” to all sides.

Sept/Oct Issue Deadlines
• Signed LOA due July 8
• Ad materials due July 15

Two Issue Show Advertising Package
$6,300
Includes full-page, four-color ads in:
• Sept/Oct SpineLine show issue (2,750)
• Final Program (3,550)
Save 10% off the regular rates

Three Issue Show Advertising Package
$7,000
Includes full-page, four-color ads in:
• Sept/Oct SpineLine show issue (2,500)
• Final Program (3,150)
• Nov/Dec SpineLine post-show issue (1,360)
Nearly 20% off the regular rates
**NASS Daily News**

**See rates below**

The Daily is distributed to attendees walking into the convention center as well as available on racks placed throughout the center. The Daily showcases live coverage and current event information during the meeting.

- Drive traffic to your booth daily with your three-issue ad buy.
- Capture attendees’ attention through multiple advertising messages.
- Showcase a new product launch.

**NASS Daily News Rates (3 issues)**

- Back Cover (9.5” x 13”): $9,750
- Inside Front Cover (9.5” x 13”): $8,450
- Inside Back Cover (9.5” x 13”): $7,450
- Full Page (9.5” x 13”): $6,450
- Half Page (Horizontal 9.5” x 6.5”; Vertical 4.625” x 13”): $4,950

**Deadlines**

- Signed LOA due August 3 (to receive additional recognition)
- Ad materials due September 1

*Deadline dates are subject to change.*

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**NASS Daily Belly Flap**

**$12,000 (3 issues)**

Get your message front and center with a stitched belly flap on the front cover of the Daily. Your message will be the first the viewer sees. Advertiser to provide the printed belly flap; use 100# gloss text paper stock. Print on both sides to gain additional visibility.

**Deadlines**

- Signed LOA due August 3 (to receive additional recognition)
- Ad materials due September 1

*Deadline dates are subject to change.*

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**Covers and Full Page**

- 9.5” x 13”

**1/2 Page Horizontal**

- 9.5” x 6.5”

**1/2 Page Vertical**

- 4.625” x 13”

**Total size: 15.625” x 4”**

(5” flap around back + 10.5” front flap + .125” trim on the front)
General Meeting Rules

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.

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 2020 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 technical 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. Eligibility to Exhibit
The Technical Exhibition 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 refuse space to any company who has failed to meet prior financial commitments to NASS, or whose products or services, in the opinion of NASS, do not meet the educational, scientific, or practice needs of NASS members. NASS reserves the right to limit the number of exhibitors in a given product or service category.

4. Insurance and Liability—Certificate of Insurance Requirement
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 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.

A Certificate of Insurance is to be submitted to NASS by August 3. 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.

The COI should indicate the policy will be in effect over all installation and dismantling dates, October 2 through October 11, 2020.

The COI is necessary even if the exhibitor is using an Exhibit Appointed Contractor (EAC) to provide booth services. Guidelines for EAC insurance requirements will be included in the Exhibitor Service Kit.

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 part or all of the exhibition, permitting an exhibitor to occupy assigned space, and the exhibitor will be charged for 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.

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EXHIBITOR RULES AND REGULATIONS

5. Space Selection/Priority Points
The priority point application deadline is April 14, 2020. Applications for exhibit space must be submitted online. Include three preferred booth locations. Companies will not be limited to these booths and can change their booth preference (based on availability) at the time of the selection appointment.

Space is selected via an online booth assignment process. This will allow you to select your booth from those available in real time. Space selection will take place the week of May 11, 2020.

Your appointment time, determined by priority points, will be sent to you via e-mail on April 24 with more detailed instructions on the process. For companies with the same number of priority points, the appointment time will be based on the date of receipt of the application. (Applications received after April 10 will be assigned as they are received after the initial booth assignment.)

Appointment times cannot be changed or rescheduled. If a company is unable to make the appointment, NASS will select the booth based on the locations listed on the application. If those booths are not available, NASS will assign the best available booth.

Priority Points
Priority points are awarded by past participation based on booth size at a rate of one point per 10’x10’ space and the number of consecutive years of participation in the previous five NASS Annual Meetings. 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 nontransferable and may not be used by parent or subsidiary companies. A loss of priority points can occur should a company violate the NASS rules as outlined in rule #67.

Submission of an application does not guarantee space availability, nor does it guarantee size or location.

6. Booth Payments
All exhibit space rents for $39.50 per net square foot. Premium fees apply to corner booths $300 and island booths $2000.

A 100% deposit must be received before the application can be processed and space assigned. Payments may be by credit card, by check or wire transfer. Credit card payments may be completed online during the application submission process. Check payment is requested for booth fees over $25,000. Checks payable to NASS in US Funds may be mailed to: NASS 2020 – Exhibits, North American Spine Society, 7075 Veterans Blvd., Burr Ridge, IL 60527.

Contact NASS exhibit staff or wire transfer or ACH payment details.

Check or wire transfers must be received within 10 days of application submission or reserved space will be released. The premium fee $300 for corner booth space will be invoiced in mid-May after the booth selection process. It does not have to be included at the time the Booth Application is submitted. No company will be allowed to take possession of booth space unless full payment for exhibit space is received.

7. 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, conducting odor producing activities, or engaging in any other activity NASS deems, in its sole discretion, to be a nuisance or distraction to others, to an area where the noise, aroma, or activity will not interfere with other exhibits.

8. 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.

9. Cancellations or Reductions in Space
Cancellation of exhibit space must be made to NASS in writing. Notify ctmola@spine.org. Full refund of fees paid through April 14, 2020. A refund, minus a 50% cancellation fee, will be made if the cancellation is received by May 30, 2020. Any company canceling after May 30, 2020, 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. Space reduction is considered a cancellation of space and will follow the rules and deadlines noted above. The number of complimentary badges will be modified to meet the revised booth size.

In the event that the 35th Annual Meeting is cancelled, shortened or moved because of circumstances beyond NASS’ control, including but not limited to acts of God, labor disputes, acts or threats of war, acts or threatened acts of terrorism, natural disaster, unavailability of the San Diego Convention Center, or any other event which would make it impractical for more than 25% of the registered attendees to attend, NASS reserves the right - in its sole discretion – to cancel its agreement with Exhibitor. In such an event, Exhibitor expressly waives any claims it may have against NASS, including, but not limited to, any damages for fees paid by the Exhibitor for exhibit space or other terms in connection with its exhibit space or other items in connection with its planned appearance at NASS 2020.

Companies may not sublet per rule 8; should any subletting be found both the lessor and lessee shall be asked to vacate their space immediately and lose all priority points for that 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.
10. Wait List
In the event that NASS runs out of available 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 of receipt of application, regardless of size requested, priority points, past participation, contributions or relationships to other companies.

11. Exhibit Hours
Wednesday, October 7
10:00 a.m.–6:00 p.m.

Thursday, October 8
9:30 a.m.–6:00 p.m.

Friday, October 9
10:00 a.m.–6:00 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. Any meetings in the exhibit hall with medical professionals or non-exhibitors can only be held during the official exhibit hours with properly badges individuals.

On show days, properly badged exhibitor personnel will be permitted onto the exhibit floor one hour before show opening and may remain one half hour after the daily closing of the exhibit hall.

12. Installation & Dismantle
The complete installation and dismantle schedule will be included in the Exhibitor Service Kit available June, 2020. Move in begins Friday, October 2 at 8:00 a.m. Note: 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 6, 2020, shall revert to NASS to be relet and occupied in any manner and for such purposes as NASS may see fit.

13. Exhibitor Personnel Registration
Registration will be via an online system. The link to the online system will be sent to you in June. Personnel not registered by the September 29, 2020 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. Exhibit badges should only be used for booth staff personnel.

14. Badge Distribution
Badges will be printed and distributed from the exhibitor registration area at the convention center. Representatives without badges will not be admitted to the exhibit hall. Badges are personal and nontransferable and must be worn in the exhibit area at all times. Defacing badges, 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 until Tuesday, October 6 at 4:00 p.m. Only the Designated Company Contact can authorize this transfer in person at the registration counter or in writing prior to the deadline.

15. 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.

16. Admission to General/Scientific Sessions and Receptions
Exhibitors may attend the General and Scientific Sessions held at the convention center free of charge once all attending doctors have been seated. This does not include the hands-on courses, or the after hours hands-on labs which require a separate registration payment.

17. Exhibitor Representative Conduct/Access to Other Booths
NASS reserves the right to expel or refuse admittance to any representative whose conduct is, in NASS’ sole 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. Lingering in the aisles surrounding another exhibitor’s booth for the purpose of obtaining product information or distracting attendees is strictly prohibited. NASS, its representative and employees, shall have free access to any exhibit at any time. Exhibitors and their representatives must also, at all times, conduct themselves in a manner to ensure a harassment-free experience for all that attend NASS’ event. Harassment includes offensive verbal comments related to gender, gender identity and expression, sexual orientation, disability, physical appearance, body size, race, national origin, religion, age, marital status, military status or any other status protected by law; deliberate intimidation; stalking; following; harassing photography or recording; sustained disruption of talks or other events; and inappropriate physical contact. Those asked to stop harassing behavior are expected to comply immediately.

18. Unbadged Persons in the Exhibit Hall/Use of Non-contracted Exhibit Space
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.

Any person, company, or organization not having contracted with NASS for booth space in the Exhibit Hall, will not be permitted to display or demonstrate any products, processes, services, or solicit orders in the NASS contracted convention facilities. Those found violating this rule will be escorted from the meeting.

19. Purchasing Badges for Doctors
Exhibiting companies may not purchase badges, provide airfare or hotel rooms to any US or International 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.

20. 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, businesslike manner, in accordance with NASS guidelines, and the exhibitor complies with all federal, state and local laws and tax regulations. The exhibitor is responsible for permit and paying sales tax. No signage or advertising of product pricing will be allowed. NASS reserves the right to restrict sales activities that it deems inappropriate or unprofessional.
EXHIBITOR RULES AND REGULATIONS

21. 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, contain no claims regarding safety, effectiveness or reliability or comparative claims to other marketed products. All products that are not FDA approved for a particular use in humans or which are not commercially available in the United States will be permitted to be displayed only when accompanied by appropriate signs that indicate the product’s FDA clearance status. Signs are to be provided by the exhibiting company and text must be at least 18 pt. size and clearly legible.

Signs must be visible, near devices (clearly legible) and contain the following or similar statement: This product is not cleared by the FDA for distribution in the United States. This product is intended to be used in the United States as described in the product's labeling. All exhibitors are advised to take heed of the FDA’s prohibition on promotion of cleared devices for unapproved uses. For more information, visit www.fda.gov or contact: FDA/CDRH/Office of Device Evaluation at (800) 638-2041 or (240) 276-3993 FDA Division of Drug Marketing at (301) 796-1200.

22. Security
NASS will provide uniformed security guard service in the exhibit hall beginning with the delivery of freight to the exhibit hall through completion of move-out on Sunday, October 11, 2020. Neither NASS nor the San Diego 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 theft, damage, or other hazards.

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

24. 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. Drayage, rigging, cleaning, catering, electrical and plumbing must be provided by the designated official contractors. The General Services Contractor is Freeman.

25. Exhibitor Appointed Contractors
Exhibitors who plan to use a service contractor other than the official service contractors must complete and return the Exhibitor Appointed Contractor Authorization “EAC” form to NASS by September 4, 2020, 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. The form will be available on the NASS website and in the Service Kit. 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 September 4, 2020.

The EAC also agrees to comply with the authorization and insurance requirements of the General Contractor, Freeman and the San Diego Convention Center. The San Diego Convention Center registers all EAC companies working in the facility on an annual basis. The registration is valid from July 1 each year and can be completed by visiting the SDCC online portal. EAC companies that are not registered will not be allowed to work in the convention center. More details will be included in the Exhibitor Service Manual.

Identification Badges and Wristbands
All Contractor, EAC and Service Provider personnel, including supervisors must possess and visibly display a photo ID issued either by the employer or the appropriate labor union. Failure to produce or display such identification will result in removal of such employee from the Facility. EAC employees must obtain a Temporary ESCA Badge from the SDC Security Department if they do not already wear an ESCA Photo ID badge.

Contractors, EACs and Service Providers will also be issue colored wristbands that are color-specific for move-in, event, and move-out periods. Information as to these colors will be provided to the Operator in advance of the first move-in day.

An Exhibitor Service Manual containing complete show information and order forms for all show services will be available to each exhibiting company in June 2020. All forms should be completed and submitted 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: labor, material handling, electricity, furniture rental, signs, rental displays, utilities, photography service, audiovisual, telephone, florist and professional cleaning.

Display Regulations

27. Standard Inline Booth Package
All booths are 10’ x 10’ or multiples thereof. Inline booths will be equipped with an 8’ high back drape, 36” high side rails and a 7” x 44” identification sign displaying the exhibitor’s name and booth number. Floor covering or carpet in mandatory and the responsibility of the exhibiting company.

28. Inline Booths
The backwall height of Inline booths must not exceed 8’ in height unless located along the hall perimeter—such booths may be 12’ in height. Display material must be arranged in such a manner as not to obstruct sight lines of neighboring exhibitors. The maximum side height of 8’ is allowed only 5’ forward from the back wall of the booth space, with a 4’ side height restriction imposed on all materials in the remaining space forward to the aisles. When three of more linear booths are used in combination as a single exhibit space, the 4’ side height restriction is applied only to that portion of exhibit space which is within 10’ of an adjoining booth. Hanging signs are not permitted above a linear booth. All lighted or electronic booth fixtures are required to be powered using electricity ordered through the in house electrical vendor.
29. Island Booths
An island 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 provide access to the booth from all four aisles. A 50% see-through effect on that portion of the booth from the floor up to 8’ in height is required so as not to totally obstruct booths located on any side of the island. There is a 25’ height limit. Conference rooms or office enclosures must be constructed of materials that provide at minimum partial see-through visibility or light penetration.

All lighted or electronic booth fixtures are required to be powered using electricity ordered through the in house electrical vendor.

Important: Booth rendering for island booths (single story and multi-story) must be submitted to the NASS Exhibit Manager for design approval by August 14, 2020. A form will be included in the Service Kit with details.

Drawings should include all display components including hanging signs, with their dimensions. 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. To avoid potential issue on site, a floor plan should be submitted for review.

In addition, you must meet the City of San Diego guidelines for two story booth and covered areas, including the design and use of:
1. Second levels
2. Staircases
3. Smoke detectors
4. Fire extinguishers
5. Fire retardancy
6. Certified approval by a structural engineer

Submission of stamped blueprints from a US licensed structural engineer for review by the San Diego Fire-Rescue Department is required at least 90 days before the show opens to allow sufficient time for any needed corrections.

For more information contact the Fire Prevention Bureau at 619-533-4400.

Additional Rules and Regulations apply to Multi-story and covered exhibits in Rule 33.

30. 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.

31. 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 convention center structure including walls or columns. No nails or bracing wires used in erecting displays may be attached to the premises. Exhibitors are responsible for compliance with the Americans with Disabilities Act of 1992 with regard to their booth space. More information regarding the ADA compliance can be found by contacting (800) 514-0301 or at www.usaj.gov/crt/ada/infoline.htm.

32. Multi-level Booths
Two-story booths will be permitted in exhibit space that is 600 sq. feet or larger. All guidelines that apply to island exhibits (see rule 30) also apply to multi-level booths including the height limit of 25’.

The convention center has extensive regulations regarding multi-story booths. Please go to www.sandiego.gov/fire/services/permits/events for more details.

Certain booths may require Fire Watch personnel, smoke detection devices, fire extinguishers, multiple exits, etc., as required by Fire Prevention Officials.

Forward this information to your Exhibitor Appointed Contractor (EAC) or other third party, if applicable.

Important: A booth rendering for multi-story island booths must be submitted to the NASS Exhibit Manager for design approval by August 14, 2020.

If you have questions regarding these guidelines, contact the Fire Prevention Bureau at 619-533-4400. Email: sdfdevents@sandiego.gov

33. Covered Exhibits
Any covered exhibits (tents, awnings, or canopies) requires review and approval of by the Fire Prevention authorities.

34. Rigging
Freeman is the exclusive rigging service provider for exhibitors. Companies requiring hanging of signs, lights, etc., must submit rigging plans to the General Service Contractor at least 60 days before move-in. Information will be available in the Service Kit.

35. Hanging Signs/ Banners, Truss Systems and Lighting
Hanging signs for island booths are permitted subject to show management approval. Certification of structural integrity and safety is required for any item weighing 500 lbs. or more. The Service Kit will have specific information.

The height limit is 25’.

All light fixtures and trussing also must remain within the confines of the exhibit space. Lighting that projects onto a neighboring exhibitor’s space or NASS aisle space, will not be allowed. Lighting that spins, rotates or other specialized effects must be submitted and approved by the NASS Exhibits Manager.

36. Balloons
Helium balloons are not permitted in the convention center.

37. 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. Storage of crates, boxes or any packing material behind the booth is prohibited.

38. 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. Documentation for flame resistance is required. Furniture shall have a tag for documentation and verification of California Bureau of Home Furnishings Technical Bulletin #117 and #133 for fire resistance.
39. Return Shipments and Abandoned Property
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.

Any property unclaimed after forty-eight (48) hours following the close of the show will be considered abandoned by NASS. NASS may take possession of it and treat it as our own or dispose of such property without liability. The Exhibitor shall be liable for any cost incurred, including, but not limited to, storage, if applicable, and disposal of the abandoned property.

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

41. 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. Exhibitors must comply with local labor jurisdictions and regulations.

42. NASS Inspection
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 for any refund.

43. 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.

44. Exhibitor Conduct
NASS reserves the right to approve in its sole discretion all exhibits and related activities. NASS may require that an exhibit activity be curtailed if it does not meet the standards set forth herein. Distribution of printed materials is limited to within the exhibitor's assigned booth space. Materials cannot be distributed in the aisles, lobby or registration areas of the convention center or hotels. See Rule 64.

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

46. Laser Equipment
Exhibitors demonstrating or displaying lasers must comply with all provisions of ANSI Z136.1. Any potentially dangerous laser beams must be enclosed or otherwise made inaccessible to spectators. All laser beams must terminate in a beam block sufficient for the wavelength and energy of the beam. Precautions must be taken to eliminate exposure to stray beams or spurious reflections.

47. Music
All ASCAP, BMI, SESAC or other copyright fees applicable to music or entertainment used as part of an exhibit are the sole responsibility of the exhibitor. The exhibitor must make required payment directly to the applicable copyright agency. Live music is prohibited in the exhibit hall.

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

49. Photography/Video
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.

Companies not ordering services through the official photographer, must obtain prior written approval for any photography, video or audio taping activities in the exhibit hall. Submit requests by September 4 for NASS review to ctomala@spine.org. Full time company employees may photograph/video their booth during non-exhibit hours when attendees are not in the exhibit hall.

50. 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 nonpatient-related purposes, for example, a tablet 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 14, 2020. NASS will require the removal of unapproved items.

Companies are allowed to distribute product samples from their booth during the meeting without approval from NASS.

51. Contests, Raffles, Etc.
Contests and raffles are permitted with prior approval from NASS. Requests must be submitted by August 14, 2020. 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 51 guidelines on gifts.
52. Catering
Centerplate is the official caterer for all food and beverage services within the convention center. All food and beverage items must be supplied and prepared by Centerplate. No alcohol or popcorn may be ordered or served in the Technical Exhibition, Surgical Innovation Labs or other exhibitor planned activity at the convention center. Information including order forms and menus will be included in the Service Kit.

53. Bioskills/Tissue
No procedures may be performed on any tissue on the exhibit floor, except within the Surgical Innovation Lab area. 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.

54. Promotion of NASS Speakers, Sessions, Posters
Companies may not engage in any activity to drive attendance to specific NASS-sponsored educational sessions. Promotion of any NASS 2020 CME educational sessions, e-posters, speakers, etc. before, during, or after the Annual Meeting by companies via mailers, advertisements, email or posters is against ACCME regulations, threatens NASS' accreditation status and may result in penalties not following the sequence outlined in the prospectus. This includes promotions featuring the name of the speakers, time and location of the presentation, name of the presentation, poster title or authors. By submitting an application to exhibit the exhibitor agrees to abide by the spirit of rule 54 and refrain from forms of marketing the NASS sponsored CME education in ways not specifically mentioned in this rule.

55. Booth Presentations—Non-CME Credit
Commercial/promotional presentations by physicians that are related to an exhibitor's products or services are allowed within booth spaces during exhibit hours. Companies may include the names of the physician presenters in promotional literature. NASS is the sole provider of CME credit at the Annual meeting between the hours of 7:15 a.m.–6:00 p.m. CME credit cannot be provided for presentations offered by exhibitors in the exhibit hall.

56. Noise, Sound Systems, Audiovisual
Do not point or angle any of your speakers into the aisle. Speakers must face into your booth and sound emitting from the booth space shall not exceed 85 decibels. Companies receiving notices from Show Management to reduce the noise level must immediately comply or be subject to having power to the sound system disconnected.

57. Industry Sponsored Meetings and 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 Industry Event Brochure that is available on the NASS website. NASS prohibits the schedule of companies sponsored events directed to meeting attendees, that conflict with the NASS scientific program and exhibit hall hours. Unapproved meetings conflicting with NASS educational activities will result in the loss of priority points.

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

59. Vehicles on Static Display
Vehicles and other motorized equipment that are brought into the facility must be approved by NASS. Vehicles that remain in the exhibit hall as a part of a display must have the battery cables disconnected. The gas tank must either be tapped shut or have a lockable gas cap and may contain no more than one-fourth (1/8) tank of fuel, whichever is less. The San Diego Fire Safety Manager will check compliance.

60. Drones/UAS/UAV
No use of any Unmanned Aircraft Systems (UAS) and/or Model Aircraft shall be permitted inside the Technical Exhibition.

61. Ground Based Robots/App Enabled Robots/Remote Controlled Ground Devices
Ground Based Robots/App Enabled Robots may be used within the confines of an exhibitor's rented space. They may not be used in the aisles of the exhibition or any other space within the convention center. All other rules and regulations regarding noise and conduct apply to its use.

62. 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 and provide proof that the entity is properly registered to make such solicitations with state and/ or local government agencies. Those organizations found to be soliciting on the show floor without having a prior specific written agreement will be asked to leave.

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

64. Marketing—Use of NASS Logo or Name
NASS must review and approve all promotional materials prior to printing and/or distribution posting. This includes announcements, invitations, including envelopes, advertising, websites, etc. NASS is not responsible for any costs incurred for changes that necessitate the reprinting of 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. Distributing unapproved invitations may result in the cancellation of the event.

Implied NASS Endorsement—Prohibited/Use of NASS Name, Logo or Seal
The official NASS name, logo or seal may not be used in a company's promotional materials:
EXHIBITOR RULES AND REGULATIONS

You may use the NASS 2020 Exhibitor Logo:

![NASS 2020 Exhibitor Logo](image)

There can be no implication in any promotional materials, on-site materials or after products, that they are presented in cooperation with NASS, or endorsed by NASS. Exhibitors may use phrases on promotional materials such as:

- “Come see us at NASS 2020, October 7-10, 2020”
- “NASS 2020”
- “Visit us at NASS 2020, Booth XXX”
- “BoothXXXX NASS 2020”

Always feel free to call and ask if you have alternate phrasing.

In describing your events, you may not use phrases such as “presented during,” “presented in conjunction with,” “preceding,” or “prior to the NASS 2020.” You may use the terminology “while attending NASS 2020.”

Educational event promotional materials must include the following statement on the front cover prominently and legibly: “This event is not part of the official program as planned by the NASS 2020 Annual Meeting Program Committee.”

65. Advertising at NASS Contracted Venues—Marketing-Free Areas

NASS considers the San Diego Convention Center facilities and the hotels within the NASS block to be industry neutral for the duration of NASS 2020. All marketing at the convention center 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 advertising opportunity or sponsorship. NASS considers the surrounding sidewalks and public fixtures to be contiguous with the Convention Center 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 65 and refrain from forms of marketing at the center and at NASS venues in ways not specifically mentioned in this rule.

66. Motorized Vehicles

Motorized Vehicles (electric or gas powered scooters, “hoverboards”, 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.

67. Gifts to NASS Staff

NASS prohibits any NASS employee from accepting gifts, gratuities or any other favors from parties doing business with NASS.

68. Violations

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

- 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, whenever possible. However, a different and/or 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—in its sole discretion—undesirable.