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
5% PM&R/Physiatry
2% Other

28% Neurosurgery
4% Physicians

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

60% plan to make a purchase based on what they saw at the Annual Meeting.

➢ 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

Inline Booth

- **10' x 10'**
  - $3,950
  - 3 Complimentary Reps
- **10' x 20'**
  - $7,900
  - 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 23-39 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.–1:30 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**
  1:30–10:00 p.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
- **August 14**
  Two-story Island Booth Designs
  Exhibit Appointed Contractor
- **September 3**
  Rooming Lists Due to onPeak
- **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

*Revised March 23, 2020*

- **Through May 8**
  Full refund of fees paid
- **May 9–June 30**
  NASS retains 50% of exhibit space fee
- **After June 30**
  NASS retains 100% of exhibit space fee
  (Option to apply to NASS 2021 booth 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.