The NASS Evidence & Technology Summit is a unique winter spine meeting, providing both surgical and medical interventional perspectives on spine care. Expert faculty moderate this highly interactive meeting that provides spine specialists with a forum to discuss and debate new technologies, techniques and treatments as well as collaborate with peers on how best to improve patient outcomes.

The Spine Summit takes place in a smaller, relaxed resort setting that provides the perfect atmosphere to openly discuss today's most important and controversial issues in spine care.
Program Information

2020 Course Directors

Surgical Course Directors: John G. DeVine, MD; Patrick C. Hsieh, MD, MS; Brandon D. Lawrence, MD; Alpesh A. Patel, MD, FACS

Medical Course Directors: Scott Kreiner, MD; David R. O'Brien Jr., MD

2020 Topics

- Current State and Economic Impact of Allogeneic Cells as Fusion Adjuncts and Disc Regeneration
- Failed Back Syndrome: Is This Real?
- Treatment of Lumbar Spine Disorders with Percutaneous Techniques: Endoscopy, Intracaps & PRP
- Redefining the Hospital-Industry Relationship
- Advocacy Update 2020
- Overcoming Decision Making Biases in Spine Surgery
- The Current State of Infection Management in Spine Surgery
- Complications

Meeting Objectives

Upon completion of this conference, participants will gain strategies to:

- Review the specific pros, cons and scientific evidence regarding today’s newest cutting edge spinal technologies;
- Participate directly in open forum dialogues on critical spinal practice issues and scientific controversies with a panel of key experts in each area;
- Explain to patients the key indications and limitations of the newest and most fundamental spinal therapies available today through focused didactic and open debate formats;
- Evaluate the advantages and drawbacks of several new spinal technologies as they apply to cases commonly encountered in spinal surgical practice.

Floor Plan
Contact Information

Show Management Office
Cindy Tomala, Exhibits Manager
North American Spine Society
7075 Veterans Blvd.
Burr Ridge, IL 60527
Phone: 630-230-3667
Email: ctomala@spine.org

Facility and Hotel
Canyons Resort
4000 Canyons Resort Drive
Park City, UT 84098

Exhibit Schedule

Exhibit Installation
Wednesday, February 19
1:00–5:00 p.m.

Exhibitor Registration
Wednesday, February 19–Saturday, February 22

Technical Exhibit Show
Wednesday, February 19
5:00–7:30 p.m.

Thursday, February 20
6:30 a.m.–10:00 a.m.
4:00 p.m.–7:00 p.m.

Friday, February 21
6:30 a.m.–10:00 a.m.
4:00 p.m.–7:00 p.m.

Saturday, February 22
6:30 a.m.–10:00 a.m.

Dismantling of Exhibits
Saturday, February 22
10:00 a.m.–12:00 p.m.

Advertisements
For advertising opportunities, contact Jeff McCollian at jmcollian@spine.org.

Booths, Payment and Hall Logistics

Exhibit space is available in the form of 6’ tables. Booth space is $3,300 before January 10, 2020, and $3,500 after that date, if available. The purchase of a table includes the following:

- Complimentary registration for two representatives per table.
- One Final Program/Proceedings book for each company.
- A listing in the Final Program, provided the appropriate information is completed on the exhibit application and received by January 10, 2020.
- A pre-registration list that will be emailed approximately two weeks prior to the meeting to assist exhibitors in on-site planning.
- One complete set of mailing labels to be provided within one month after the completion of the meeting.

Additional exhibitor badges will be available at a fee of $300 each. All company representatives must register as exhibitors and show picture ID and proof of affiliation (business card, etc.) when registering.

Exhibitors are welcome to participate in the Welcome Reception on Thursday and the daily breakfasts, and are also welcome to attend the scientific sessions unless rooms are overcrowded.

Space Assignment

Tables will be assigned on a first-come, first-served basis. Show management reserves the right to refuse any exhibitor who does not meet the educational, scientific or practice needs of their members. Show management also reserves the right to suggest alternate space assignments if they determine it is in the best interest of the exhibit show.

Innovation Presentations

Each exhibiting company will be given five minutes to present on the company/product. This will be a non-CME presentation complete with a/v in the general session room. There will be five different sessions with four companies per session. Sessions will be selected on a first-come, first-served basis and may not be available to all companies due to a limited number of slots.

<table>
<thead>
<tr>
<th>Date</th>
<th>Presentation Times</th>
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<tbody>
<tr>
<td>Thursday, February 20</td>
<td>8:30–9:00 a.m. 5:30–6:00 p.m.</td>
</tr>
<tr>
<td>Friday, February 21</td>
<td>8:30–9:00 a.m. 5:30–6:00 p.m.</td>
</tr>
<tr>
<td>Saturday, February 22</td>
<td>9:00–9:30 a.m.</td>
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Questions?
Contact Cindy Tomala, Exhibits Manager, at 630-230-3667.
Application Instructions

To apply for a table, please complete the application form enclosed in this prospectus according to directions. A 100% deposit must accompany the application in the form of a credit card authorization or check drawn on a U.S. bank in U.S. funds. Any applications received without the deposit will not be processed until payment is received.

All companies wishing to exhibit at the 16th Annual Evidence + Technology Spine Summit must be in good financial standing with show management. Submission of an application is considered an agreement that companies will abide by the rules and conditions outlined in this prospectus.

As a courtesy to registrants, show management requires that all exhibit setup be completed prior to the opening of the exhibit hall. Booths must be staffed at all times.

Although the exhibition is primarily available as a source of information, sales may take place as long as they are done in a business-like manner and applicable sales tax rules are followed.

On-Site Meetings/Hospitality Suites

Contact Cindy Tomala, ctomala@spine.org or 630-230-3667, if you want to host a meeting or reserve a hospitality suite.

Cancellation

Cancellation of exhibit space must be made in writing on company letterhead. A refund, minus a 50% cancellation fee, will be given if the cancellation is received by January 10, 2020. Any company canceling after January 10 will pay a 100% penalty. Cancellation of the meeting will result in a full refund to all exhibitors, unless due to circumstances beyond NASS’ control, such as acts of God, labor disputes, terrorism, etc.

Housing

Hotel Information
Grand Summit Hotel at The Canyons Resort
4000 Canyons Resort Drive
Park City, UT 84098

Room Rates
Grand Summit Hotel Rooms $320/night
Sundial Hotel Rooms $305/night
Silverado Hotel Rooms $248/night

Rates do not include tax or the $30/night resort fee (Grand Summit) or $20/night resort fee (Sundial and Silverado).

The meeting will be held in the Grand Summit Lodge. The Sundial and Silverado are both a five-minute walk or a three-minute shuttle ride from the Grand Summit.

The resort fee includes:
• Self and valet parking in Grand Summit; covered self-parking in Silverado and Sundial
• Wireless internet available in the sleeping rooms, meeting space and public areas throughout the resort
• Newspaper (Monday–Friday)
• In-room coffee and tea
• Resort shuttle service within Canyons Resort Village
• Hourly scheduled shuttle service to Main Street
• Use of hotel/lodge fitness centers
• Access to Canyons Grand Summit Spa wet areas (steam and sauna)
• Pool access in all seasons

Reservations
Phone: 1-888-226-9667
Online: www.spine.org/etsshotel

When calling, please identify yourself as attending the 2020 Spine Summit. Hotel Cutoff is January 9, 2020. After that date, the discounted rate may not be available. Reserve your accommodations early, as hotel may sell out prior to cutoff date. Two-night deposit is due at booking; balance is due 30 days prior to arrival date.

Cancellation Policy

Any changes or cancellations to your booking must be made 30 days prior to your arrival date. Late arrivals, early departures, downgrade to room types, and no-shows are non-refundable 30 days prior to your arrival date. Please note that our check in time is at 4:00 p.m. and check out time is at 11:00 a.m.
Event Marketing
NASS is the sole provider of CME credit at the Annual Meeting between the hours of 7:30 a.m.–7:00 p.m. CME credit cannot be provided for presentations offered by exhibitors in the Exhibit Hall.

Booth representatives may distribute Innovative Presentation promotions from within the confines of their assigned exhibit space. All materials (signs, flyers, web information) regarding the Innovative Presentation session must be approved in advance by NASS.

Distribution of approved materials is not approved in the exhibit hall aisles, in the Canyons Resort lobbies or public areas, or anywhere else in the Canyons Resort property such as hotel lobbies or restaurants.

Invitation/Promotion Content
Any and all announcements, invitations or solicitations, including envelopes, advertising, websites, etc. must receive NASS approval prior to distribution or posting. Be certain to factor this requirement into your timeline for preparing copy, reviewing proofs and printing materials. Also, to avoid potential delays or misunderstandings, be certain that all employees of the organizer and all agents are made aware of these policies.

Implied NASS Endorsement Prohibited/Use of NASS Name, Logo or Seal
Neither the meeting name nor NASS name, logo or seal may be used. Any exhibit sponsored events must be labeled to indicate that they are not planned, endorsed, hosted or sponsored by NASS. There can be no implication in any promotional materials, on-site materials or after products, that they are connected with the meeting, presented in cooperation with NASS, or endorsed by NASS. In describing your events, you may not use phrases such as “presented in conjunction with,” “preceding,” or “prior to” the meeting.

NASS Approval of Materials
Invitations and marketing materials must be submitted to NASS for approval by January 30, 2020. Please note: Do not print any pieces until you have received approval. NASS is not responsible for any costs incurred for changes that necessitate the reprinting of materials.

Marketing Guidelines
• Do NOT use the NASS logo or any reference to NASS in promotions for your event.
• Be sure to include on your promotions/invitations: “This is strictly a promotional event and is not approved for CME credit.”
• All invitations must be approved by NASS prior to printing.
• Mailing unapproved invitations may result in the cancellation of the event.

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

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

Presentations must be in compliance with the AMA’s Ethical Opinion on Gifts to Physicians from Industry, FDA Guidelines 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.

NASS reserves the right to restrict and/or dismiss at any time any exhibit that it deems undesirable. In addition, infractions can also result in losing the privilege to participate in future events held in conjunction with NASS’ Annual Meeting.
Exhibitor Rules and Regulations

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

1. Interpretation of Rules
Show management shall have full power in the interpretation and enforcement of rules and regulations governing the 16th Annual Evidence and Technology Spine Summit exhibitors. Issues and questions not covered by the regulations shall be subject to the final judgment and decision of show management. Show management 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 will be in writing, before or during the 16th Annual Evidence and Technology Spine Summit, and given to the authorized agent or representative of the exhibitor.

2. Purpose of Exhibits
The North American Spine Society, a nonprofit scientific and educational association, sponsors the 16th Annual Evidence and Technology Spine Summit. The purpose of the exhibits, an integral part of the 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 16th Annual Evidence and Technology Spine Summit.

3. Installation
Wednesday, February 19, 2020
1:00–5:00 p.m.

All exhibits must be erected by 5:00 p.m. on Wednesday, February 19, 2020. No trunks, cases or other packaging materials are to be left in the exhibit area after installation of the booth, nor may such materials be brought into the exhibit hall during open exhibit hours. Any space not claimed and occupied for which no special arrangements have been made in writing to show management prior to 6:30 a.m. on Thursday, February 14, shall revert to show management to be relet and occupied in any manner and for such purposes as show management may see fit.

4. Exhibit Hours
Wednesday, February 19
5:00–7:30 p.m.
Thursday, February 20
6:30 a.m.–10:00 a.m.
4:00 p.m.–7:00 p.m.
Friday, February 21
6:30 a.m.–10:00 a.m.
4:00 p.m.–7:00 p.m.
Saturday, February 22
6:30 a.m.–10:00 a.m.

Show management requires all exhibits to remain open with at least one representative in the booth during the specified exhibit hours.

5. Exhibit Hall Access
Exhibitor personnel will be permitted on the exhibit floor one hour prior to opening and may remain one-half hour after the daily closing of the exhibit hall with the exception of Saturday, February 22, 2020, when dismantling begins.

6. Dismantling
Saturday, February 22
10:00 a.m.–12:00 p.m.

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

8. Eligibility to Exhibit
The exhibit hall 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. Show management reserves the right to determine the eligibility of all exhibit space applicants.

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

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

Signage for investigational or unapproved drugs or devices must be provided by exhibitors and must conform to the following requirements:
• Signage must be at least 18 pt. size and clearly legible.
• Text must be at least 18 pt. size and clearly legible.
• Signage must be placed near displayed drugs/devices and on any graphics depicting the item.
Exhibitor Rules and Regulations

10. Space Assignments
To be eligible for the early bird price for space, potential exhibitors must complete the application/contract and return it with the necessary 100% deposit prior to January 10, 2020. Applications/contracts received without the necessary deposit will be returned to the applicant.

11. Space Relocation
NASS reserves the right to relocate an exhibitor at any time with the understanding that if the exhibitor does not agree with such relocation to the extent that the exhibitor cannot participate in the 16th Annual Evidence and Technology Spine Summit, the deposit and/or full payment for exhibit space will be fully refunded.

NASS reserves the right to change the exhibit floor plan if conflicts arise regarding space requests or conditions that are beyond the control of NASS. NASS reserves the right to locate exhibitors demonstrating loud apparatus or conducting odor-producing activities in an area where the noise or aroma will not interfere with other exhibits.

12. Subletting of Space
The subletting, assignment or apportionment of the whole or any part of an exhibitor’s space by the exhibitor is prohibited. Exhibitors may not advertise or display goods in their exhibit other than those manufactured or sold by them in the regular course of business.

13. Booth Payments
A 100% deposit must accompany the exhibit application/contract. The application will not be processed nor space assigned without the required deposit.

14. Cancellations or Reduction in Space
Cancellation of exhibit space must be made in writing on company letterhead. A refund, minus a 50% cancellation fee, will be made if the cancellation is received by January 10, 2020. Any company canceling after January 10, 2020 will pay a 100% penalty.

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

15. Display Regulations
No pins, tacks, or adhesives of any kind may be attached to Canyons Resort structure including walls or columns. No nails or bracing wires used in erecting displays may be attached to the premises without the written consent of The Canyons.

16. 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. Oicloth, tarpaper, sisal paper, nylon, orlon and certain plastic materials that cannot be made flame retardant are prohibited.

17. Storage of Crates and Boxes
Storage is limited to the space under your table and your own hotel room. Please ship accordingly.

18. Shipping to Canyons Resort
Complete shipping information will be sent with your confirmation.

19. Exhibitor Personnel
Exhibiting companies may register up to two employees free of charge for each table booth space reserved. Additional registrants will be charged $300 each. All onsite registrants or replacement badges will be charged $300 each. Exhibitor’s badges are not to be issued to individuals who wish to gain admittance for the purpose of contacting other exhibitors.

20. Badge Distribution
Badges will be distributed to all company personnel onsite at the Registration Desk. Representatives without a badge will not be admitted to the exhibit hall. Badges are personal and non-transferable and must be worn in the exhibit area at all times.

21. Admission to Scientific Sessions
Exhibitors may attend the scientific sessions free of charge once all medical attendees have been seated.

22. Exhibit Conduct
Show management reserves the right to approve all exhibits and related activities. Show Management may require that an exhibit be curtailed if it does not meet the standards set forth herein.

23. Work Rules
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 at their own expense or risk removal from the exhibition without notice and without obligation on the part of show management for any refund.

24. Exhibitor Representative Conduct
Show management reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the Evidence and Technology Spine Summit.

25. Interfering with Fellow Exhibitors
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.

26. Live Tissue
No procedures may be performed on any live tissue on the exhibit floor.

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

28. Surgical Lasers
Laser equipment may be operated only if the laser is contained within a safety shield.
29. Music
Exhibitors must receive relevant licenses from ASCAP and BMI if they plan to present live or prerecorded music at any time during the duration of the meeting.

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

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

32. 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 giveaway that will not be returned, or an item that has a Company’s name, logo, or the name or logo of one of its Medical Technologies. Small catering items, coffee, candy etc. are approved. 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 January 30, 2020. NASS will request the removal of unapproved items.

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

34. Security
Show management will lock the exhibit hall at the close of business each day following with the delivery of exhibits to the exhibit hall through 6:00 p.m. on February 22, 2020. Neither show management nor Canyons Resort will be held responsible for any loss or damage to the exhibitors’ property. Exhibitors must take precautions to protect their property against pilferage.

35. Insurance and Liability
Exhibitors shall be fully responsible for any claims, liabilities, losses, damages or expenses of whatever kind and nature relating to or arising from an injury to any person, or loss of or damage to property where such injury, loss or damage is incident to, arises out of, or is in any way connected with the exhibitor’s participation in the exhibition. Exhibitors shall protect, indemnify, hold harmless and defend NASS, its officers, directors, agents, members and employees against all such claims, liabilities, losses, damages and expenses, including reasonable attorney’s fees and cost of litigation, provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence of NASS, its officers, directors, agents or employees.

36. Satellite Events
Any exhibitor wishing to host meetings, social events or a hospitality suite during the course of the 16th Annual Evidence and Technology Spine Summit must request permission. Please send an e-mail to Cindy Tomala ctomala@spine.org with the date, time and format.

37. Use of the NASS Logo
Use of the NASS name or logo is expressly prohibited, except with written permission. Use of the meeting name or promotion of attendance at the meeting or of particular papers within the conference is not allowed. Use of NASS name or logo in booth literature is not allowed.
100% deposit must accompany all forms. Completed forms with credit card payment can be emailed to ctomala@spine.org. If paying by check, mail form to: NASS, 7075 Veterans Blvd., Burr Ridge, IL 60527. (Tax ID# 36-3382069)

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

Company Name

Address

City, State, ZIP, Country

Phone          Fax          Website

**Fees**

**Early bird rate (by January 10, 2020):** $3,300 per table       **After January 10:** $3,500 per table

Total fees: __________________

We prefer not to be placed next to or across from any of the following companies: (NASS will do its best to accommodate requests; however, no guarantee will be made)

__________________________

**Method of Payment**

☐ Check (made out to North American Spine Society)       Credit card: ☐ MasterCard ☐ Visa ☐ AmEx

Card Number_________________________ Expiration Date_____________________

Signature_____________________________ Name on Card (print)_____________________

**Agreement**

Signature and submission of this application is considered agreement by the applying company and its representatives to abide by the conditions outlined in this prospectus. This includes receipt of approval from NASS for any giveaways or events to be held by the applicant at the 16th Annual Evidence and Technology Spine Summit. The signer of this application shall be the sole contact between NASS and applicant company. NASS, its general contractor, convention center and/or exhibition hall shall not be responsible for any loss, damage or injury that may occur to the exhibitor’s employees (public or other) or property from any cause whatsoever, prior, during or subsequent to the period covered by the exhibit contract and, the exhibiting company, on signing the application expressly releases NASS, its employees, its general contractor and/or the exhibition hall from and agrees to indemnify same against any and all claims for such loss, damage or injury. The contact below hereby opts in to all NASS e-mails of the duration of the meeting planning process. The exhibiting company agrees to defend and indemnify NASS, its employees, its general contractor and/or the exhibition hall from all claims and suits for damages of all kinds brought against them arising out of any act or failure to act on the part of the exhibiting company and its employees arising out of the display or the performance of its products.

Company Contact Signature

Print Name

Title_____________________________ Email_____________________________