

# PROMOTIONAL OPPORTUNITIES

NORTH AMERICAN SPINE SOCIETY  
32<sup>ND</sup> ANNUAL MEETING

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Contact Jeff McCollian at [jmccollian@spine.org](mailto:jmccollian@spine.org) or 630-230-3654 for details.  
Company responsible for production costs and cost of labor to install/dismantle graphics.

**NASS2017**  
ORLANDO, FL | OCT. 25-28

● **MOBILE APP**

\$30,000

**Exclusive advertising opportunity on the splash screen of the NASS Annual Meeting mobile app.** Every time the mobile app is launched your message appears for three seconds on the splash screen. At the 2016 Annual Meeting the mobile app was downloaded by 2,300 attendees and received tens of thousands of views throughout the program. As the sole advertiser on the mobile app you will have a unique opportunity to connect with attendees. Advertisement can link to the advertiser's URL or eBooth profile.

**SPECIFICATIONS**

Image specs should be 480 x 40 pixels or 455 x 80 pixels; PNG or JPG format is acceptable (without transparency).

For all images, interlaced images are not accepted. Images must have OPAQUE backgrounds, not translucent.

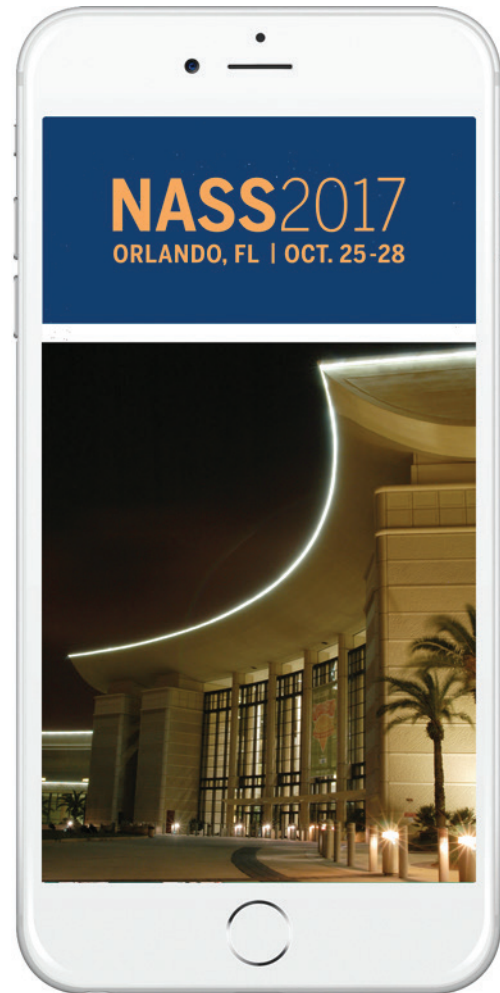
**ADDITIONAL RECOGNITION**

- Recognition in the Sept/Oct issue of *SpineLine*
- Recognition on monitors in general session room
- Recognition on signage in convention center
- Recognition in the Final Program

**DEADLINES**

**August 21:** Signed letter of agreement due

**September 1:** Materials due



## ● ANNUAL MEETING HOME PAGE \$10,000

Share your advertising message early with a wide audience by advertising on the NASS Annual Meeting home page—**nassannualmeeting.org**. Viewed thousands of times\* by meeting attendees the Annual Meeting homepage is a perfect venue to build attendee anticipation to visit your booth and raise your profile. Each banner ad will link to a designated URL. Ad will run on website from June 1 to October 31, 2017.

### Two advertising positions available:

- Leaderboard (top of home page): \$10,000 **SOLD**
- Integrated content ad (placed in the middle of the home page within content): \$10,000

\*In 2016 the website received 113,000+ page views from June 25 to October 31.

### SPECIFICATIONS

- Leaderboard: 728 x 90 pixels
- Integrated Content Ad: 1500 x 120 pixels/live area is 1100 x 120 pixels

### ADDITIONAL RECOGNITION

- Recognition in the Sept/Oct issue of *SpineLine*
- Recognition on monitors in general session room
- Recognition on signage in convention center
- Recognition in the Final Program

### DEADLINES

For optimum visibility, ads should be placed by late May.

**LEADERBOARD**

**Experience NASS 2016**  
Experience a truly unique opportunity to share the latest information, innovative techniques and best practices with renowned spine care professionals from around the world. The Annual Meeting delivers dynamic and challenging educational programs, outstanding exhibitions and the chance to network and build relationships with celebrated spine professionals. Inspiration is guaranteed.

**The North American Spine Society is accredited by the Accreditation Council for Continuing Medical Education**

**NEW 2016 EXHIBITORS**

**341 EXHIBITORS** **3,322 ATTENDEES** **119 SESSIONS** **39,031 CUPS OF COFFEE**

**Presidential Guest Speaker, Dr. Michio Kaku**  
Renowned futurist and theoretical physicist Dr. Michio Kaku is one of the most widely recognized figures in science today. As an international authority in his areas—physics, quantum field theory, and predicting business and economic trends, Dr. Kaku will excite NASS 2016 attendees with a glimpse into our future.

**Boston**  
Boston offers a magnificent experience for conference attendees. Explore the city's rich array of dining, shopping, music, theater, sports, art and architecture.

**Attendee Registration**  
Attendee Registration will open in May.

REGISTRATION CATEGORY	UNITS JUL 25	UNITS SEPT 25	AFTER SEPT 25
Member Physician	\$895	\$895	\$895
Member Affiliated Healthcare	\$395	\$395	\$395
Member Emeritus	\$795	\$495	\$395
Member Resident/Fellow	\$150	\$250	\$300
Nonmember Physician	\$995	\$1195	\$1295
Nonmember Affiliated Healthcare*	\$495	\$745	\$845
Nonmember Resident/Fellow**	\$125	\$125	\$455
Commercial Business***	\$995	\$1195	\$1295
Guest****	\$275	\$275	\$375

**Can't Make It In Person?**  
Watch the Annual meeting as it happens LIVE and still get CME credit.  
This Live Stream includes abstract presentations, symposia, and electronic posters, give you the content and most complete Meeting experience without actually attending.  
Only \$274 for NASS Members.

**INTEGRATED CONTENT**

**International**  
We welcome all international attendees and look forward to your participation in this year's Annual Meeting. We would be honored to have you in attendance! For the past 2 decades our Annual Meeting has cultivated a strong international presence and with your involvement, this year will be no exception.  
Download a copy of the official invitation letter below and plan to apply early for your visa. Applications should be submitted at least 60 days prior to travel to the meeting.  
The official language of the Annual Meeting is English.

**Have a Question?**  
We want to make sure that your Annual Meeting registration process is a pleasant one, so if you have any trouble or a question, please email or call us at (833) 230-3654 or (866) 960-6277.

**North American Spine Society**  
The North American Spine Society is a global multidisciplinary medical society that advances education, research and advocacy to foster the highest quality, evidence-based and evidence-based spine care for patients.

**Attendees**  
Registration  
Abstracts  
Book orders  
Attendee Schedule

**Exhibitors**  
Exhibitor Rules  
Exhibitor Guide  
Exhibitor Kit  
Exhibitor Schedule



## ● EPREVIEWS AND EDAILIES

\$1,000/\$5,000

**Banner ads placed in the NASS ePreviews and eDailies.**

These communications are sent to more than 40,000 spine care professionals leading up to and during the Annual Meeting. An ePreview is sent in July, August and September promoting the meeting and one eDaily is sent Wednesday, Thursday and Friday of the meeting highlighting the day's events. Each banner ad will link to a designated URL.

**Three advertising positions available in each communication:**

- Vertical side skyscraper banner (one available): \$5,000 each communication; crosses multiple pages
- Rectangular banners (three available): \$1,000 each communication; home page only

## SPECIFICATIONS

- Vertical side skyscraper banner: 160 x 600 pixels
- Rectangular leaderboard banner: 160 x 100 pixels
- No animation allowed.

## DEADLINES

**June 29, July 28, August 25:** ePreview signed letter of agreement due.

**June 30, August 1, August 31:** ePreview materials due

**September 25:** eDaily signed letter of agreement due.

**October 9:** eDaily materials due.

**NASS2015**  
nassannualmeeting.org

# DAILY NEWS

NORTH AMERICAN SPINE SOCIETY 30TH ANNUAL MEETING, OCT. 14-17, CHICAGO, IL

**Creativity and Innovation Expert Sir Ken Robinson is Presidential Guest Speaker**  
Posted date: August 21, 2015

This year's Presidential Guest Speaker, Sir Ken Robinson, has been called one of the world's "elite thinkers on creativity and innovation" and "top business thought leaders." Videos of his famous talks to the prestigious TED Conference are the most viewed in the history of the organization. [Read more](#)

**Global Experts to Gather for Motor Control and Low Back Pain Forum**  
Posted date: August 21, 2015

Held in conjunction with the Annual Meeting, a special daylong forum, "State-of-the-Art in Motor Control and Low Back Pain: International Clinical & Research Expert Forum," will offer attendees a "once in a lifetime" opportunity to hear from and interact with some of the leading international experts in motor control of the spine. [Read more](#)

**Special Sessions Feature "Best of the Best" Abstract Submissions**  
Posted date: August 21, 2015

The Scientific Program Committee received nearly 1,200 abstract and session proposal submissions for this year's Annual Meeting, with only the top papers making the cut for inclusion in the program. The 21 highest rated abstracts will be presented during three separate "Best Paper" sessions at NASS 2015. [Read more](#)

**Political Pundit Mark Halperin is Advocacy Symposium Guest Speaker**  
Posted date: August 21, 2015

The current state of the US health care system is at a crossroads and is increasingly becoming more difficult for physicians, medical providers and patients to navigate. Members of Congress and federal agencies are now relying heavily on medical societies and their members for expertise on a range of issues. [Read more](#)

**NASS 2015 Scientific Program Features Cutting-Edge Symposia**  
Posted date: August 21, 2015

This year's scientific program includes seven symposia covering a broad range of topics, including sport-related head and neck injuries, integrating emerging science into clinical practice and the role of the SI joint in spine conditions. Annual Meeting Program co-chair Michael D. Daubs, MD, takes a look at the symposia schedule for Thursday, Friday and Saturday, October 15-17. [Read more](#)

**NASS 2015**  
OCTOBER 14-17  
CHICAGO, IL

REGISTER BY  
AUGUST 25 AND  
SAVE \$100

LEARN  
COLLABORATE  
NETWORK

**OsteoPrecision**  
Orbital Delivery Devices  
Non-Sterile Device  
Now Available  
Booth 1604  
**Nordson**  
MEDICAL



NORTH AMERICAN  
SPINE SOCIETY  
[www.spine.org](http://www.spine.org)

BURR RIDGE, IL  
7075 Veterans Blvd.  
Burr Ridge, IL 60527  
Tel: (630) 230-3600

WASHINGTON, DC  
300 New Jersey Ave. NW  
Washington, DC 20001  
Tel: (630) 230-3671

## ● DIGITAL DISPLAY NETWORK

\$5,000 per advertisement

Capture attendees' attention with this eye-catching digital display opportunity. This network of four, large screen, high resolution display panels can promote your product or invite attendees to your booth. Three displays are strategically located near registration in the high traffic main concourse area and a fourth screen is in an adjoining lobby area. Each display is two panels high by five panels wide (approx. 4.5' h x 18' w). Overall resolution is 1920 x 432 pixels.

Your eight second ad is rotated within a 10 minute loop that is repeated throughout the day. Each eight second ad will receive six exposures per hour or 75 exposures per display, per day.

### SPECIFICATIONS

Visit <http://www.smartcitysigns.com/?eventid=2259> for complete details.

### ADDITIONAL RECOGNITION

- Recognition in the Sept/Oct issue of *SpineLine*
- Recognition on monitors in general session room
- Recognition on signage in convention center
- Recognition in the Final Program

### DEADLINES

**August 21:** Signed letter of agreement due

**September 1:** Materials due



● **MINI BILLBOARDS**\$6,500 **SOLD**

Have your message really stand out by placing your advertisement on these free-standing, large display signs strategically placed in the main concourse. Attendees will be able to see your message coming and going on these dual-sided "mini billboards" as they walk the main concourse between their hotel, registration and the exhibit hall.

*Production costs additional*

**SPECIFICATIONS**

6' w x 8' h

Double sided

**ADDITIONAL RECOGNITION**

- Recognition in the Sept/Oct issue of *SpineLine*
- Recognition on monitors in general session room
- Recognition on signage in convention center
- Recognition in the Final Program

**DEADLINES**

**August 21:** Signed letter of agreement due

**September 1:** Materials due

● **MAIN LOBBY BANNER**\$25,000 **SOLD**

This banner has incredible placement above the main lobby that services the General Session Room, ancillary session rooms and the main entrance to the exhibit hall. At 8 ft. x 20 ft. this banner will be seen by attendees. Banner can be placed in conjunction with column frames.

*Production and installation costs additional*

**SPECIFICATIONS**

8' h x 20' w

**ADDITIONAL RECOGNITION**

- Recognition in the Sept/Oct issue of *SpineLine*
- Recognition on monitors in general session room
- Recognition on signage in convention center
- Recognition in the Final Program

**DEADLINES**

**August 21:** Signed letter of agreement due

**September 1:** Materials due





## ● SKYBRIDGE ESCALATOR CLING

\$12,000 **SOLD**

This OCCC escalator services mainly guests utilizing the skywalk connecting the Hyatt Hotel across the street to the OCCC. Connecting the second floor skybridge foot traffic to the first floor concourse, this escalator also is visible to attendees walking the main concourse.

*Production and installation costs additional*

### SPECIFICATIONS

Details available upon request.

### ADDITIONAL RECOGNITION

- Recognition in the Sept/Oct issue of *SpineLine*
- Recognition on monitors in general session room
- Recognition on signage in convention center
- Recognition in the Final Program

### DEADLINES

**August 21:** Signed letter of agreement due

**September 1:** Materials due



## ● SKYBRIDGE ESCALATOR BANNER

\$6,000 **SOLD**

Complement your escalator cling with a supporting banner visible to all attendees as they use the escalator to access the Hyatt skywalk.

*Production and installation costs additional*

### SPECIFICATIONS

18' w x 8' h

### ADDITIONAL RECOGNITION

- Recognition in the Sept/Oct issue of *SpineLine*
- Recognition on monitors in general session room
- Recognition on signage in convention center
- Recognition in the Final Program

### DEADLINES

**August 21:** Signed letter of agreement due

**September 1:** Materials due



## ● COLUMN FRAMES

\$6,500 **SOLD**

Column frames are a unique and eye-catching way to convey your message. With four sides available to work with, you will capture your audience's attention coming and going. Columns are located in the main lobby of the OCCC right outside the General Session room, ancillary session rooms and the main entrance to the exhibit hall.

*Production and installation costs additional*

### SPECIFICATIONS

Each column frame has four panels. Each panel measures 38 1/8" w x 87 1/8" h.

### ADDITIONAL RECOGNITION

- Recognition in the Sept/Oct issue of *SpineLine*
- Recognition on monitors in general session room
- Recognition on signage in convention center
- Recognition in the Final Program

### DEADLINES

**August 21:** Signed letter of agreement due

**September 1:** Materials due





## ● ROSEN CENTRE HOTEL SKYWALK ADVERTISING

The Rosen Centre is one of the hotels adjacent to the OCCC. It's skywalk connects to the convention center and is utilized by attendees staying at the Rosen Centre. NASS has reserved a block of 525 rooms there for meeting attendees.

*Production and installation costs additional*

### Skywalk Entrance (\$10,000) **SOLD**

Create a unique branding opportunity by placing your advertisement on the seven glass panels surrounding the hotel entrance to the skywalk.

#### SPECIFICATIONS

Each panel surrounding entrance doors is 59 1/8" w x 40 1/8" h.

### Skywalk Header Banners and Railing Banners (\$10,000) **SOLD**

Stay in the forefront of attendees minds by branding the Rosen Centre skybridge with your product or booth.

#### SPECIFICATIONS

Headers are 91 3/4" w x 13 3/8" h. (Four total)

Inside facing banners are 130" w x 38" h. (Two total)

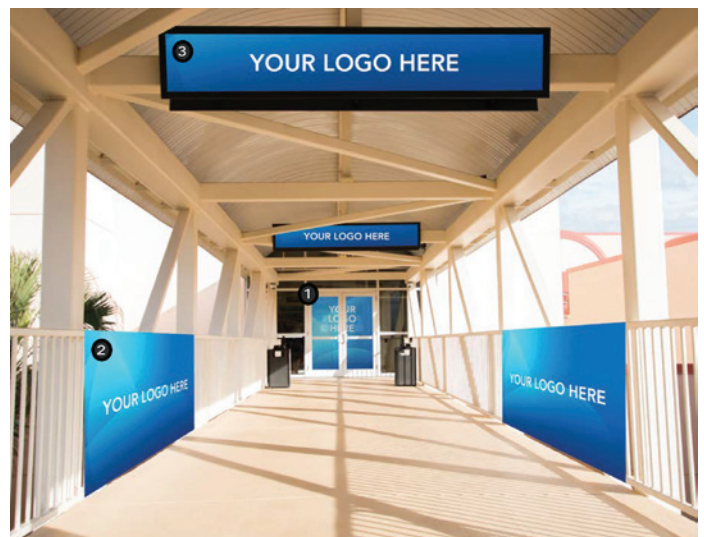
#### ADDITIONAL RECOGNITION

- Recognition in the Sept/Oct issue of *SpineLine*
- Recognition on monitors in general session room
- Recognition on signage in convention center
- Recognition in the Final Program

#### DEADLINES

**August 21:** Signed letter of agreement due

**September 1:** Materials due



## ● RESIDENT, FELLOW AND PROGRAM DIRECTOR RECEPTION

\$7,500 **SOLD**

Join residents, fellows and program directors in a casual environment. The reception is a great way to interact as well as enjoy beer, wine and hors d'oeuvres with residents, fellows and program directors. You'll receive recognition on reception signage. Two company representatives may attend the reception.

### ADDITIONAL RECOGNITION

- Recognition in the Sept/Oct issue of *SpineLine*
- Recognition on monitors in general session room
- Recognition on signage in convention center
- Recognition in the Final Program

### DEADLINES

**August 21:** Signed letter of agreement due

## ● WELCOME RECEPTION FOOD STATIONS

\$15,000

Highlight your presence at the Welcome Reception on Tuesday night of the meeting by having your logo on napkins, tent cards and signage at a food station. An easel sign with your company logo and two tent cards at the food station are supplied. Company supplies napkins.

### ADDITIONAL RECOGNITION

- Recognition in the Sept/Oct issue of *SpineLine*
- Recognition on monitors in general session room
- Recognition on a banner in convention center
- Recognition in the Final Program

### DEADLINES

**August 21:** Signed letter of agreement due

**September 1:** Materials due

## ● 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 will be held outside of the general session rooms. Two signs with your company logo are supplied along with two tent cards placed on each beverage station. Company supplies napkins.

### ADDITIONAL RECOGNITION

- Recognition in the Sept/Oct issue of *SpineLine*
- Recognition on monitors in general session room
- Recognition on a banner in convention center
- Recognition in the Final Program

### DEADLINES

**August 21:** Signed letter of agreement due

**September 1:** Materials due

## ● CHARGING STATIONS

\$6,000

Brand a charging station kiosk with your logo where attendees can charge multiple devices at the same time.

### ADDITIONAL RECOGNITION

- Recognition in the Sept/Oct issue of *SpineLine*
- Recognition on monitors in general session room
- Recognition on a banner in convention center
- Recognition in the Final Program

### DEADLINES

**August 21:** Signed letter of agreement due

**September 1:** Materials due

## ● POCKET GUIDE

\$10,000 **SOLD**

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 inch panels) appears on the inside front cover and first page. NASS will manage printing and direct invoice company.

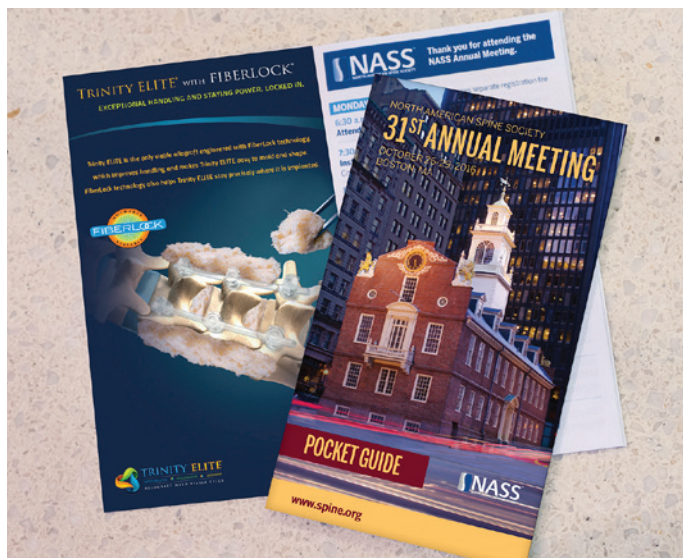
### ADDITIONAL RECOGNITION

- Recognition in the Sept/Oct issue of *SpineLine*
- Recognition on monitors in general session room
- Recognition on a banner in convention center
- Recognition in the Final Program

### DEADLINES

**August 21:** Signed letter of agreement due

**September 1:** Materials due



## ● POCKET MAP

\$8,000 **SOLD**

Distributed to all attendees, the map provides a city map highlighting Orlando hot spots on one side and floor plans to navigate the convention center on the other. Your ad message (2 ½ x 5 ½ inches) prominently appears on the back panel. NASS will manage printing and directly invoice company for printing costs.

### ADDITIONAL RECOGNITION

- Recognition in the Sept/Oct issue of *SpineLine*
- Recognition on monitors in general session room
- Recognition on a banner in convention center
- Recognition in the Final Program

### DEADLINES

**August 21:** Signed letter of agreement due

**September 1:** Materials due

## ● TOTE BAG INSERTS

\$5,000

Have your ad message in the tote bag that attendees acquire at registration. Your two-sided, 8½ x 11 inch advertisement will help drive more traffic to your booth. Company supplies 3,500 inserts. Maximum of ten inserts available.

### DEADLINES

**August 21:** Signed letter of agreement due

**September 1:** Materials due





## ● 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 information about the electronic posters, author index, 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

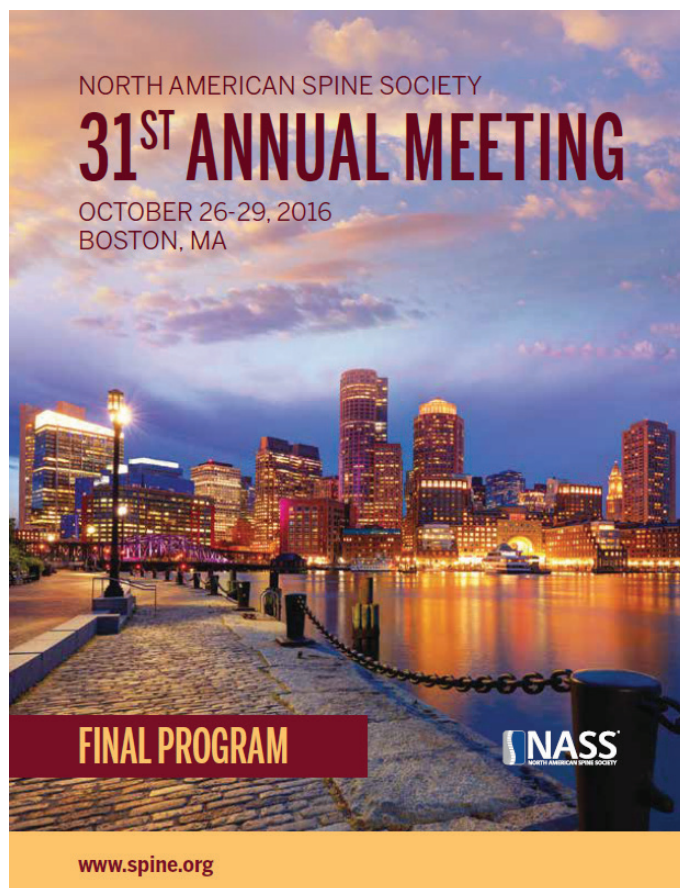
Ad rates are based on four-color process. (No agency discounts)

### DEADLINES

**September 8:** Reservation due

**September 22:** Materials due

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



## ● COMPANY LOGO IN FINAL PROGRAM

\$500

Make your exhibitor description stand out in the Final Program by adding your logo. Enhancing your listing is a cost-effective way to gain more visibility.

## ● SPINELINE

See rates below

*SpineLine* is the clinical and news magazine of the North American Spine Society. 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 September/October Pre-show Issue with Onsite Bonus Distribution at Membership/Publication booth.

Back Cover	\$3,800
Inside Covers (2)	\$3,550
Opposite TOC (2)	\$3,550
Full-page	\$3,075
Full-page B&W	\$2,300
Half-page	\$1,650
Half-page B&W	\$1,375
Classified Ad: Quarter-page B&W	\$ 525

### SEPT/OCT ISSUE DEADLINES

**August 11:** Reservation due

**August 25:** Materials due

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

## ● TWO SHOW ISSUE ADVERTISING PACKAGE

\$6,300

Includes full-page, four-color ads in:

- Sept/Oct *SpineLine* pre-show issue (\$2,750)
- Final Program (\$3,550)

Save 10% from regular rates

## ● THREE SHOW ISSUE ADVERTISING PACKAGE

\$7,000

Includes full-page, four-color ads in:

- Sept/Oct *SpineLine* pre-show issue (\$2,500)
- Final Program (\$3,150)
- Nov/Dec *SpineLine* post-show issue (\$1,350)

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

**August 28:** Reservation due

**September 5:** Materials due

**October 25-27:** Publication dates

*Deadline dates are subject to change.*

## ● NASS DAILY BELLY FLAP

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

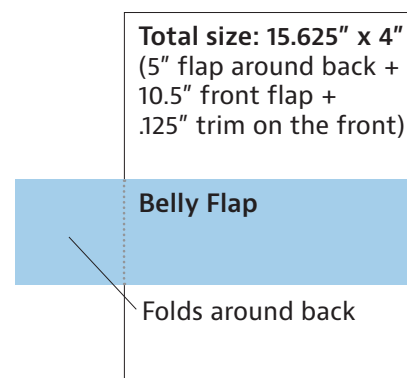
Get your message front and center with a stitched belly flap on the front cover of the Daily. Your message will be the first the viewer sees. Advertiser to provide the printed belly flap; use 100# gloss text paper stock. Print on both sides to gain additional visibility.

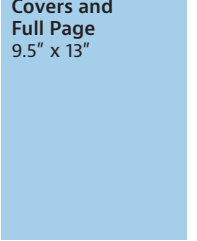


### DEADLINES

**August 28:** Reservation due

**September 5:** Materials due

*Deadline dates are subject to change.*



<b>Covers and Full Page</b> 9.5" x 13" 	<b>1/2 Page Horizontal</b> 9.5" x 6.5" 	<b>1/2 Page Vertical</b> 4.625" x 13" 
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