



# NASS 2019 EXHIBITOR PROSPECTUS

[www.spine.org/am/exhibits](http://www.spine.org/am/exhibits)

PRIORITY POINT BOOTH  
ASSIGNMENT APPLICATION DEADLINE:

**APRIL 10, 2019**

**NASS2019**

CHICAGO, IL | SEPT. 25-28

MCCORMICK PLACE WEST CONVENTION CENTER

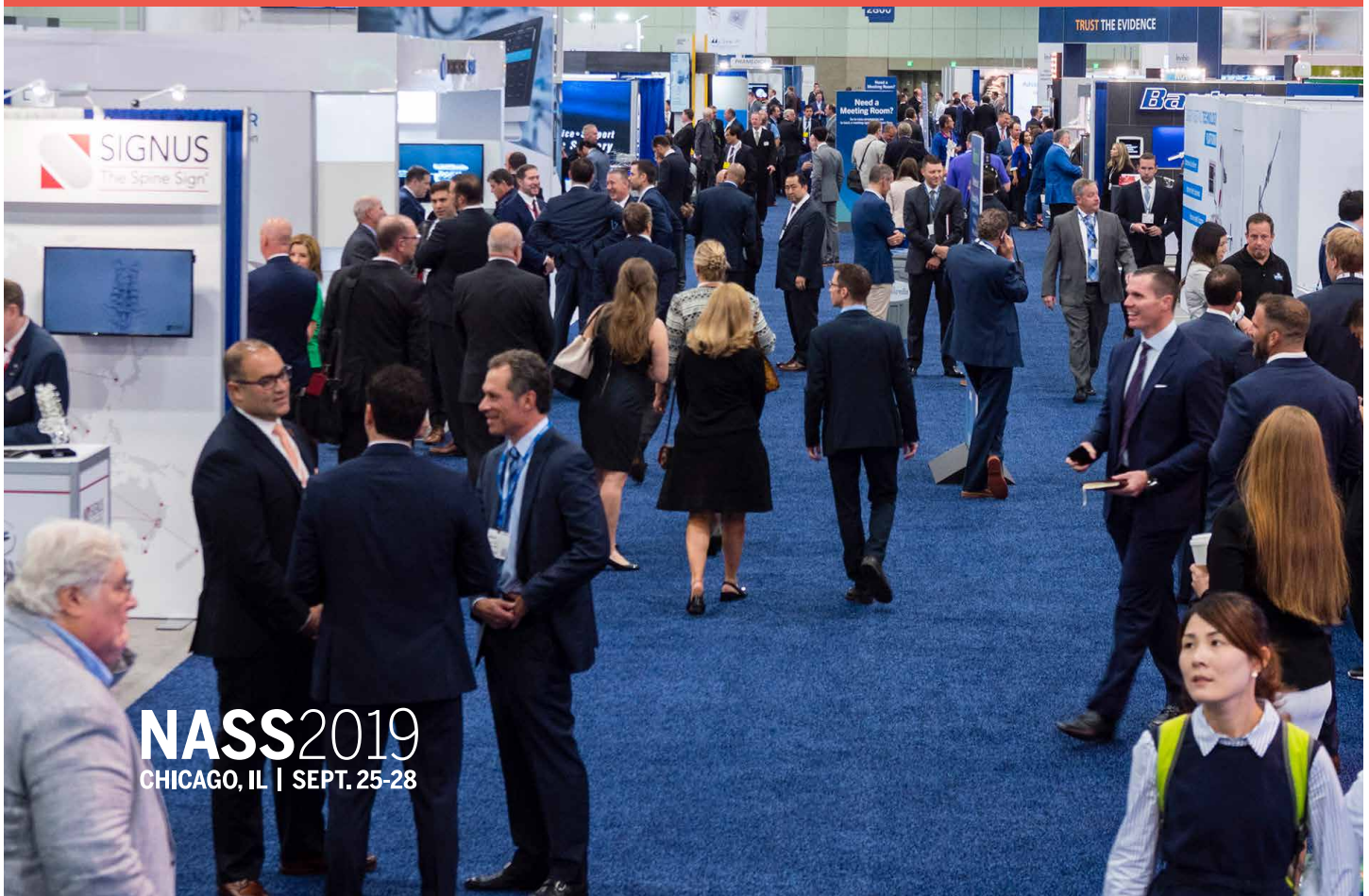
NASS is a multidisciplinary organization that advances quality spine care through education, research and advocacy. NASS has more than 8,000 members from around the world.

## Join us at the NASS 2019 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!



[www.spine.org/am/exhibits](http://www.spine.org/am/exhibits)





# WHY EXHIBIT?

At the industry's most attended event, you can connect with a massive group of high-level, influential decision-makers exhibiting and attending the NASS Annual Meeting.

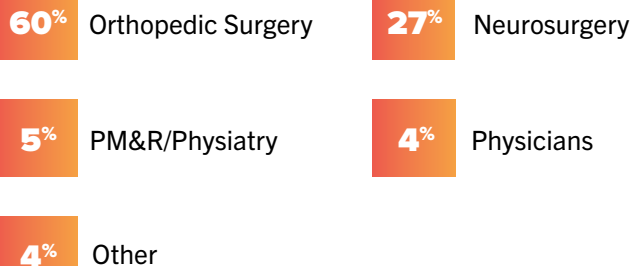
## OUR ATTENDEES CAN HELP YOU EXPAND YOUR REACH.

**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! 64 countries were represented at the NASS 2018 Annual Meeting.



## 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.



**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.

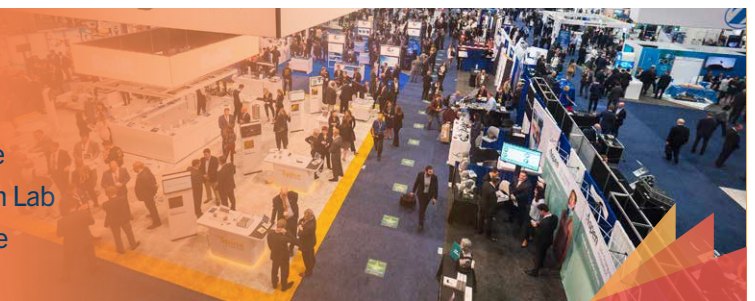
## NASS ATTENDEES

**74%** influence purchasing decisions.

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

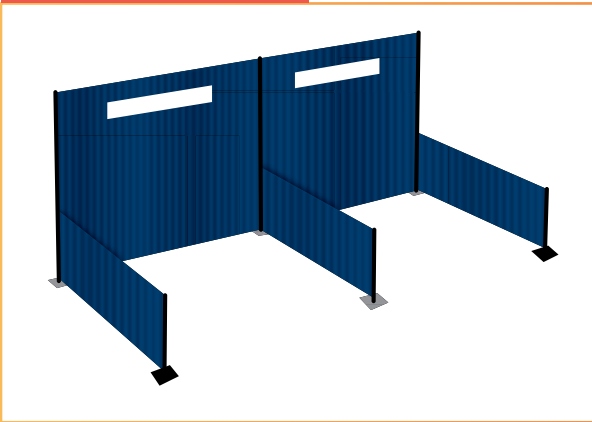
## TECHNICAL EXHIBITION HIGHLIGHTS

- Morning and Afternoon Networking Breaks
- Complimentary Attendee Lunch
- Solution Showcase
- Surgical Innovation Lab
- The Learning Place



# BOOTH INFORMATION

## INLINE BOOTH



**10' x 10'**  
\$3,850  
3 Complimentary Reps

**10' x 20'**  
\$7,700  
6 Complimentary Reps

\$38.50 per square foot  
\$300 corner fee

### Purchase includes:

Pipe and drape backwall and side rails

3 complimentary rep registrations per 10x10

Badges over the complimentary allotment are \$575 each

(1) Final Program for each registered representative

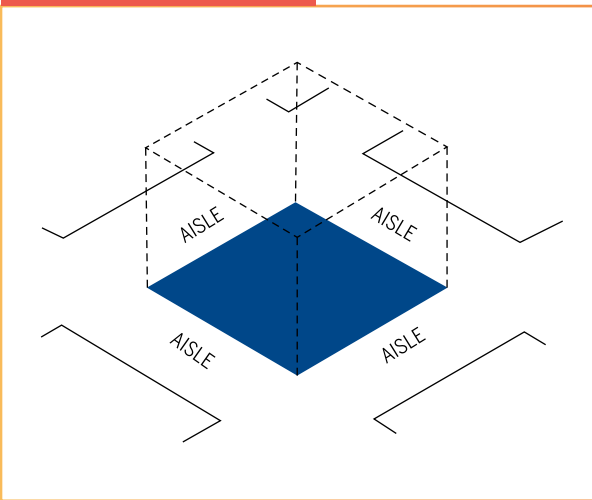
(1) Copy of the Proceedings for each 10x10 space

(1) 7"x44" one line identification sign

Access to non-ticketed educational sessions

Access to the Welcome Reception

## ISLAND BOOTH



**20' x 20'**  
\$17,400  
12 Complimentary Reps

**20' x 30'**  
\$25,100  
18 Complimentary Reps

**20' x 40'**  
\$32,800  
24 Complimentary Reps

\$38.50 per square foot  
Price includes \$2,000 island fee.  
Contact NASS for pricing for larger island booths.

### Purchase includes:

10' X 15' MIS Hardwall Structure

(3) Complimentary Badges

Carpet for Business Suite

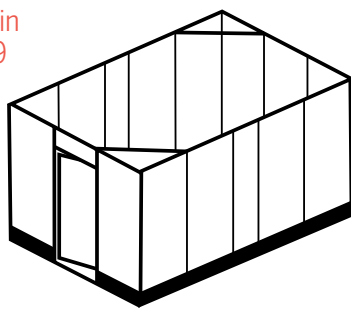
(1) Identification Sign

Listing in the Final Program and Mobile App

Construction Costs by the General Contractor

## EXHIBITOR BUSINESS SUITE

Sales begin  
June 2019



**10' x 15'**  
\$4,500  
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'x20' sized suites will be available for \$6,000.

# MARKETING

## NO-COST MARKETING

### FINAL PROGRAM

The physical program book provided to all attendees will include your 500 character company description. Companies will be listed alphabetically and by product category.

### 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 August 28 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 web site. The rental fee is \$525.

### ADVERTISING AND SPONSORSHIPS

Contact Jeff McCollian, [jmccollian@spine.org](mailto:jmccollian@spine.org), for advertising and sponsorship details.

## ADDITIONAL SHOWFLOOR 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; hold a surgical training workshop after the show floor closes. Contact Terry Zielinski at [tzielinski@mobilesti.com](mailto: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](mailto: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 post your own hardwall poster on the showfloor.

The abstract site will open in mid-May after booth assignments and is offered to 2019 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 10x15 rents for \$4,500.

# SCHEDULE AND DATES

## 2019 EXHIBIT DATES AND HOURS

### Wednesday, September 25

9:00 a.m.–5:00 p.m.

### Thursday, September 26

9:00 a.m.–5:00 p.m.

### Friday, September 27

9:00 a.m.–1:30 p.m.

## 2019 EXHIBIT INSTALLATION DATES

### Saturday, September 21–

### Tuesday, September 24

8:00 a.m. – 5:00 p.m.

## 2019 EXHIBIT DISMANTLE DATES

### Friday, September 27

1:30–10:00 p.m.

### Saturday, September 28

8:00 a.m.–5:00 p.m.

### Sunday, September 29

8:00 a.m.–Noon

## IMPORTANT DATES

### April 10

Exhibit Application Deadline\*

Hotel Reservation Opens

### May 6-10

Booth Selection\*\*

### June

Service Kit Available

Exhibitor Rep Registration Opens

### August 13

Rooming Lists Due to onPeak

### August 16

Two-story Island Booth Designs

Exhibit Appointed Contractor

### August 28

Mailing List Form Due

\* for priority assignment

\*\* appointment times will be sent to companies who meet the April 10 deadline

## 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.



# BOOTH SELECTION AND INFORMATION

## SPACE APPLICATION

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

The floorplan will be available beginning in February 2019 and is subject to change pending fire marshal approval.

## SPACE SELECTION

Booth space for the 2019 Annual Meeting will be assigned using a priority point system for those companies meeting the April 10, 2019 deadline. (Applications received after April 10 will be assigned in order of receipt.)

You will select your space the week of May 6-10, 2019, 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](mailto:ctomala@spine.org)

## HOUSING

**Housing for exhibiting companies will open on April 10, 2019.**

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 Chicago 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](#)

[Apply for Space Now](#)

[Floorplan](#) (subject to change)

## TECHNICAL EXHIBITION CONTACT AND INFORMATION:

Cindy Tomala, Sr. Exhibits Manager  
630-230-3667  
[ctomala@spine.org](mailto:ctomala@spine.org)

## SPACE SELECTION

Booth space will be assigned via an online booth selection, which takes place **May 6-10, 2019.**

An email notifying you of your selection day and time, plus further instructions will be sent on **April 23, 2019.**

