



ISTA 2010: Sponsor Prospectus

ISTA and the Orthopaedic Industry

The International Society for Technology in Arthroplasty (ISTA) is an organization devoted to advancing the art and science of joint replacement around the world. ISTA is both international and interdisciplinary in scope, with members from many nations. It provides a forum where individuals from industry, academic basic science, and clinical practice come together at an international symposium to collaborate and exchange ideas.

From its inception, ISTA has always made provision for and encouraged the participation of representatives of industry in its organizational structure and forums. Since advancing the state of art and science in arthroplasty depends as much upon the investments made by industrial enterprises as any other factor, their participation in forums such as ISTA is essential and benefits the entire arthroplasty community. Recognizing this, ISTA provides opportunities for industry participation that go beyond the traditional commercially-sponsored exhibitions. Representatives from orthopaedic manufacturers serve on ISTA's Board of Directors; scientific submissions by representatives of industry to the Annual Symposium are encouraged and considered on an equal basis with papers from academic institutions, and we have endeavored to provide opportunities for commercially-sponsored luncheon lecture sessions at our Annual Symposium where industry can share its own research experience with attendees.

544 people attended ISTA's 2008 meeting on the Big Island in Hawaii representing 22 countries. They presented 564 oral and poster presentations. The 2007 meeting Seoul, South Korea was equally successful with 541 attendees from 28 countries. 391 oral and poster presentations were presented at the Congress.

ISTA 2010

ISTA's 23rd Annual Congress will be held October 6-9, 2010 at the Intercontinental Hotel in Festival City in Dubai. 500 orthopaedic surgeons and orthopaedic researchers are expected to attend. The Congress will focus on "Arthroplasty Growth and it's Technology: Reaching the Developing World?" ISTA's meeting provides an excellent opportunity for members of the orthopaedic industry to make contact with the innovators and opinion leaders from various countries. The opportunities are as follows:

Sponsorship Opportunities

Diamond Level - \$60,000 US

Acknowledgement on Web site and ability to put link on ISTA's website for 3 months prior to and 3 months following the conference, logo in program/abstract book, literature in meeting materials, exhibit booth (20' l x 10' w), 1-30 minute sponsored lecture session, 2 tickets to the Gala Dinner with seating at the reserved tables, access to attendee contact information, 7 attendees.

Platinum Level - \$50,000 US

Acknowledgement on Web site, logo in program/abstract book, literature in meeting materials, exhibit booth (20' l x 10' w), 1-30 minute sponsored lecture session, access to attendee contact information, 2 tickets to the Gala Dinner with seating at the reserved tables, 5 attendees.

Gold Level - \$30,000 US

Acknowledgement on Web site, logo in program/abstract book, literature in meeting materials, exhibit booth (10' x 10'), 1 ticket to the Gala Dinner with seating at the reserved tables, 1-30 minute sponsored lecture session, access to attendee contact information, 3 attendees.

Silver Level - \$15,000 US

Acknowledgement on Web site, logo in program/abstract book, literature in meeting materials, exhibit booth (10' x 10'), access to attendee contact information, 2 attendees.

Titanium Level - \$7,500 US

Acknowledgement on Web site, exhibit booth (10'x10'), 1 attendee

"Hap" Paul Award Sponsor - \$5,000 US

Acknowledgement on Web site and in program/abstract book, access to attendee contact information.

Student Awards - \$6,000 US

3 awards - each award \$2,000 - (Biomechanics/Biomaterials/Molecular)

Recognition on Web site and in program/abstract book

Sponsored Luncheon Lecture - \$8,500 US

Sponsored lectures will be held in the General Session room. (must also be an exhibitor).

Exhibitor \$5,000 US Exhibitor booth (10'x 10') 1 attendee

Sponsored Luncheon Lecture Sessions

There will be four opportunities for sponsored luncheon lecture sessions for attendees. Two-20 minute exhibitor sponsored lecture sessions will be held on Thursday and Friday during lunch each day in the General Session Room. Exhibitors are free to present whatever information they find of most interest to

attendees. Exhibitors are responsible for arranging the speakers and paying their expenses, costs of any audio-visual equipment and personnel needed. Your support will be acknowledged in the lunch area. These sponsored lecture sessions will be announced on the website and in the final program with the title of the session, the names of speakers, titles of presentations, and the name of the sponsor.

Sponsored Delegates/Students

There are opportunities for companies to sponsor delegates/students to attend the Congress.

The registration fees are: Delegate rate: \$600 US Student rate: \$300 US

For companies sponsoring:

10 or more delegates/students – we are offering a 5% discount on the registration fees

20 or more delegates/students – we are offering a 10% discount on the registration fees

50 or more delegates/students – we are offering a 15% discount on the registration fees

The company must purchase the registrations all at one time and provide ISTA with a list of attendees at least 45 days prior to the Congress.

Advertisement in the Program/Abstract Book

Advertisement opportunities are available in the final program/abstract book as follows:

A full-page ad on the front inside cover of the Proceedings Book (four color) \$3,000 US

A full page ad on the back cover of the Proceedings Book (four color) \$3,000 US

A full page ad on the inside back cover of the Proceedings Book (four color) \$2,000 US

A full page ad in the program/abstract book (black and white) \$1,000 US

Exhibit Space

Coffee breaks and the Reception will be held in the exhibitor/poster area which will provide optimal opportunity for interaction with attendees. All exhibitors will be acknowledged in the program/abstract book. Each exhibit space will have a 10'x10' exhibit area with a 6' draped table and two chairs.

Exhibitor representatives will be required to register for the meeting, unless the exhibitor's sponsorship level includes attendees, then the registration fee is included in the sponsorship fee. Exhibitor representatives will have full access to the scientific sessions and are encouraged to register for social functions.

Additional information on the Congress can be found at: www.istaonline.org

For questions, call the ISTA office at 916-454-9884 or send an e-mail to: ISTA@pacbell.net

**23rd Annual Symposium of the
International Society for Technology in Arthroplasty (ISTA)
October 6-9, 2010 --- Intercontinental Hotel Festival City - Dubai**

Application Form for Sponsorship/Exhibitor Space

Company Name:	_____
Contact Person:	_____
Title:	_____
E-Mail:	_____
Phone Number:	_____
Fax Number:	_____
Mailing Address:	_____

We would like to sponsor ISTA 2010:

Diamond \$60,000 US Names of Reps (maximum 7 persons): _____

Title of Sponsored Lecture: _____

Platinum: \$50,000 US Names of Reps (maximum 5 persons): _____

Title of Sponsored Lecture: _____

Gold: \$30,000 US Names of Reps (maximum 3 persons): _____

Title of Sponsored Lecture: _____

Silver: \$15,000 US Names of Reps (maximum 2 persons): _____

Titanium: \$7,500 US Names of Rep (maximum 1 person): _____
(Additional representatives are required to register for the symposium.)

"Hap" Paul Award: \$5,000 US

Student Awards (Biomechanics/Biomaterials/Molecular): \$6,000 US

Exhibition spaces and sponsored-lecture sessions can be reserved by applying the above Platinum, Gold, or Silver sponsorship, but if a company needs more exhibit space than specified above, they can apply for additional exhibit spaces. Companies who are not a sponsor can apply for exhibit space below.

Exhibition Space

We would like _____ exhibitor booth(s) of 10' x 10' \$5,000 US

Sponsored Luncheon Lecture

We would like to sponsor - 1 - 20 minute lecture - \$8,500 US (must also exhibit)

Title of Sponsored Lecture(s): _____

Sponsored Delegates/Students

We would like to sponsor _____ number of delegates/students Total: _____

Registration Fees: \$600 per delegate/\$300 per student less discounts noted below.

10 or more delegates/students -5% discount on the registration fees

20 or more delegates/students -10% discount on the registration fees

50 or more delegates/students -15% discount on the registration fees

Advertisement in the Program/Abstract Book

Industry who wish to place an advertisement in the program/abstract book, please indicate below:

- | | | |
|--------------------------|--|------------|
| <input type="checkbox"/> | A full page ad on the front inside of the Proceedings Book (four color) | \$3,000 US |
| <input type="checkbox"/> | A full page ad on the back cover of the Proceedings Book (four color) | \$3,000 US |
| <input type="checkbox"/> | A full page ad on the back inside cover of the Proceedings Book (four color) | \$2,000 US |
| <input type="checkbox"/> | A full page in the Proceedings Book (black and white) | \$1,000 US |
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Payment can be made by check or credit card.

Total Payment: \$ _____

AmEx/MC/VISA No. _____ Exp. Date _____

Name as it appears on card: _____

Make check payable to ISTA and mail to: ISTA, P.O. Box 6564, Auburn, CA 95604 **Federal Tax ID # 94-3273552**
Phone: 916-454-9884 Fax: 916-454-9882 E-Mail: ista@pacbell.net

For Bank Wires: International Society for Technology in Arthroplasty (ISTA)
Bank of America
2221 Douglas Ave., Roseville, CA 95661
Routing # 026009593
Account # 01207-09161
Swift # BOFAUS6S