



International Society for Technology in Arthroplasty

33rd Annual Congress

20/20 vision

of the future of orthopaedic joint replacement

23–26 September, 2020

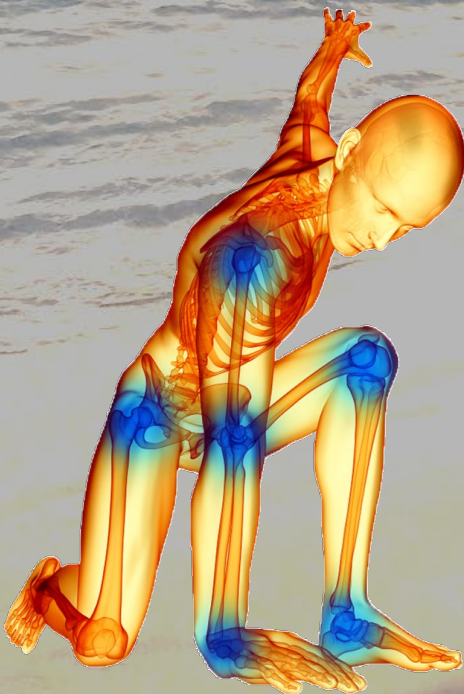
Maui, Hawaii

Hyatt Regency Maui
Resort and SPA

200 Nohea Kai Dr,
Lahaina, HI 96761, USA

istaonline.org

**Exhibitor
Prospectus**



Welcome

From the ISTA 2020 Maui Co-Chairmen



On behalf of the Board of Directors of the International Society for Technology in Arthroplasty, we are honored to invite you to participate in ISTA's 33rd Annual Congress on 23-26 September 2020 in Maui, Hawaii.

With a rich history of >30 years, ISTA is the forum for presentation and critique of innovations in joint replacement technologies by surgeons, engineers, marketing and business experts. ISTA has grown to annually host 600-700 delegates from around the world. We are committed to making the 2020 Maui congress larger. Interest in ISTA has been driven by the increasing appetite of surgeons and scientists for deeper discussion of leading edge technologies for joint replacement. The Hip Society and the Knee Society share this vision, and have partnered in our program this year. Arthroplasty technologies now extend beyond implant design, materials, surgical navigation, and robotics. The new frontier includes patient wearable devices to monitor activities before and after surgery, artificial intelligence for automated capture and mining of medical records and surgical outcomes, registry data, optimized OR and hospital throughput, and proactive management to match patient-surgeon expectations for higher patient satisfaction.

The ISTA 2020 theme is "20/20 vision into the future for responsible innovation in arthroplasty". This congress is a truly global orthopaedics event, drawing in the top surgical and scientific expertise from around the world. Surgeons, fellows, and residents interact with leading experts in science and engineering from academia and industry for genuine exploration, robust discussion, and debate. ISTA will present its Lifetime Achievement Award for 2020 to one of the giant trendsetters of orthopaedic surgery. The name will be announced soon.

As an exhibitor, you will have a unique opportunity to showcase your products to the elites of the world of orthopaedic practice, and feel the pulse, inspiration, innovation and aspirations of early-adopter and innovative surgeons and scientists. Far from being just another resort destination, Hawaii is a very convenient congress venue for many of our delegates from East Asia. We have negotiated economically attractive rates at the Hyatt Regency hotel in Maui, where we plan to do serious work with a target of >750 delegates from over 30 countries. The program will delve into new frontiers in the technologies of arthroplasty and the management of data and patient expectations and satisfaction.

The exhibit hall housing sponsor booths is centrally located so as to optimize contact with delegates as they traverse the space between scientific sessions and related activities. All breaks, breakfasts, and lunches will be served in the same exhibit space. Exhibiting companies are encouraged to participate in both the Scientific and Social Programs, and will have the opportunity to host sponsored lunch sessions with control of content and structure. ISTA is very much where the industrial exhibiting delegates combine product promotion with data presentation and learning. We also welcome your ideas to make this premier event even better.

We look forward to seeing you in Maui, Hawaii!

Hani Haider, PhD

Kevin Garvin, MD

General Information

Official Title	33 rd Annual Congress of the International Society for Technology in Arthroplasty
Congress Dates	Wednesday 23 rd September to Saturday 26 th September 2020
Exhibit Dates	Evening of Wednesday 23 rd September to Lunchtime Saturday 26 th September 2020
Congress Venue	Hyatt Regency Maui Resort and SPA, 200 Nohea Kai Dr, Lahaina, HI 96761,
Exhibits Available	29 booths, in either single (8×8 ft), or larger configurations
Contact us	Att: Andrew Amundson ISTA Program Coordinator 1246 P Street, Sacramento CA 95814 USA Tel: +1 916 432 3550 Email: organizer@istaonline.org

Why exhibit at ISTA 2020?

- ISTA's Scientific Program features innovative concepts and the latest advances in joint replacement.
- ISTA's participants are the leading thinkers, researchers and influencers who shape the future of arthroplasty in both high-tech, high volume first-world markets and emerging markets with the greatest growth potential.
- ISTA 20/20 will focus on vision to the future of arthroplasty regarding novel and conventional technologies.
- Interact with over 700 technology-focused arthroplasty surgeons, trainees and researchers from over 30 countries.
- ISTA is where the early adopter and innovator surgeons and scientists first present their freshest ideas.
- Exhibits are located in high traffic area in the center of session rooms, creating an ideal environment for networking with current and prospective clients.
- 3 breakfasts, 5 breaks and 2 lunches will be served in the Exhibit Hall to facilitate interaction with attendees.
- ISTA is the premier event where exhibitors combine promoting products and learning
- Exhibitors are encouraged to participate in the Scientific Program by submitting abstracts for consideration.
- ISTA is where to first hear about your competitors innovations and how they are critiqued by the surgeon community.
- Exhibitors are encouraged to attend the President's Welcome Reception & Gala Dinner.
- In each of the last 10 years, ISTA had 600-700 presentations in a variety of stimulating and enjoyable formats from colleagues in over 40 countries. We fully expect ISTA 2020 to continue this success.
- ISTA values exhibitors as a central part of the Congress experience and limits the number of vendors to maximize visibility.

Dates & Deadlines

Friday May 1st 2020

Abstract Submission Deadline

Exhibiting companies are encouraged to submit abstracts to be considered for presentation on the Scientific Program

Friday July 24th 2020

Discounted Representative Registration Deadline

Representative name badges are included with exhibit booths. Additional name badges can be purchased for US \$695 on or before this date.

Booth Full Payment Deadline

Booth locations are allocated in the order full payments are received within each exhibit level. Exhibit space and additional sponsorships may be forfeited for resale if full payment is not received by this date.

Friday August 14th 2020

Representative Pre-Registration Deadline

Representative name badges are included with exhibit booths. Additional name badges can be purchased for US \$745 on or before this date. The fee for additional representative name badges purchased after August 30th is US \$810.

Friday August 28th 2020

Company Logo & Description Deadline

High resolution (300 DPI, CMYK) logo and 50 word company description must be received by this date.

Friday September 11th 2020

Representative Name Deadline

All representative names must be received by this date.

Wednesday September 23rd 2020

Booth Setup

8:00 am – 5:00 pm

Wednesday September 23rd 2020

Booth Ready for Welcome Reception

6:00 pm

Saturday September 26th 2020

Booth Dismantling

12:10 pm – 5:00 pm

**Booth locations will be allocated in the order that full payment is received within each exhibit level.*



Wednesday Sep. 23, 2020	8:00 am – 4:00 pm		Exhibit Setup
	Evening	Welcome Reception	Exhibits Open
Thursday Sep. 24, 2020	All day	Breakfast in Exhibit Hall	Exhibits Open
		Scientific Sessions	
		Break in Exhibit Hall	
		Scientific Sessions	
		Lunch in Exhibit Hall	
		Scientific Sessions	
		Break in Exhibit Hall	
		Scientific Sessions	
Friday Sep. 25, 2020	All day	Breakfast in Exhibit Hall	Exhibits Open
		Scientific Sessions	
		Break in Exhibit Hall	
		Scientific Sessions	
		Lunch in Exhibit Hall	
		Scientific Sessions	
		Break in Exhibit Hall	
		Scientific Sessions	
Saturday Sep. 26, 2020	Half day (finishing 12:15 pm)	Breakfast in Exhibit Hall	Exhibits Open
		Scientific Sessions	
		Break in Exhibit Hall	
		Scientific Sessions	
		Exhibit Dismantling (afternoon)	

Exhibit Levels

	Diamond	Gold	Silver	Bronze
Booth Dimensions	8' x 24'	8' x 16'	8' x 10'	8' x 8'
Booth Location	1st pick	2 nd pick	3 rd pick	4 th pick
Name Badges (full access)	10	6	4	2
Attendee List	yes	yes	yes	yes
Logo & company description on website & congress materials	yes	yes	yes	yes
Congress Bag Insert	yes	yes	yes	no
Gala Dinner Tickets	6	6	4	0
	Price US \$30,000	US \$20,000	US \$15,000	US \$10,000

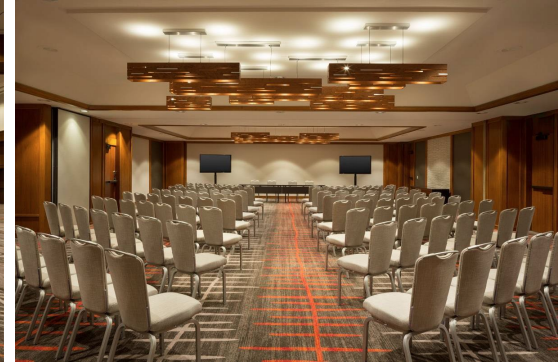
**Small businesses and academic institutions are encouraged to contact us to discuss additional exhibit opportunities.*

ISTA 2016-2019 Industry Supporters

AMTI	Curexo	Kinamed, Inc.	Pharmbio
Angen	De Soutter	LEXI Co	Renishaw
B. Braun Medical	DePuy Synthes	Lima Corporate	Schaerer Medical
Bayer Healthcare	DJO Global	Maastricht Instruments	Sintx
BodyCad	EOS Imaging Inc.	Materialise	SK Chemicals
Bone & Joint Journal	Exactech, Inc.	MatOrtho	Smith & Nephew
Brainlab	Green Cross Care	Medacta	Stryker
Ceramtec	Handok	MicroPort Orthopedics	Surginovi
Clev. Clin. Biorobotics Lab	Hip Society/Knee Soc.	MSD	Takeda Pharmaceutical
ConforMIS	HipXpert	MTS Systems	Think Surgical
Consensus IBM	Innomed, Inc.	OMNIlife	Total Joint Orthop.
Consensus Orthopedics,	Instron	OrthoSensor	Zimmer Biomet
Corentec	Intellijoint	Pacira	
Corin	Jointmedica	Pfizer	

Past ISTA Annual Congresses

2019 – Toronto, Canada	2008 – Seoul, South Korea	1997 – San Diego, USA
2018 – London, United Kingdom	2007 – Paris, France	1996 – Amsterdam, Netherlands
2017 – Seoul, South Korea	2006 – New York, USA	1995 – Puerto Rico
2016 – Boston, USA	2005 – Kyoto, Japan	1994 – Windsor, United Kingdom
2015 – Vienna, Austria	2004 – Rome, Italy	1993 – Amelia Island, USA
2014 – Kyoto, Japan	2003 – San Francisco, USA	1992 – Rome, Italy
2013 – Palm Beach, USA	2002 – Oxford, United Kingdom	1991 – San Francisco, USA
2012 – Sydney, Australia	2001 – Maui, USA	1990 – Nice, France
2011 – Bruges, Belgium	2000 – Berlin, Germany	1989 – Chicago, USA
2010 – Dubai, UAE	1999 – Chicago, USA	1988 – Düsseldorf, Germany
2009 – Hawaii, USA	1998 – Marseille, France	



Tentative meeting space layout





Additional Sponsorships

Maximize your presence at ISTA 2020 in Maui Hawaii with a variety of educational, promotional and social additions.

Industry Lunch Symposium

US \$10,000 – 4 available

1 hour of podium time during lunch Thursday 24th September or Friday 25th September for speaker(s) of company's choice, located in General Session room 1 or 2. Lunch stations will be placed in the room, and standard AV (technicians, projector, screen, microphones) is included.

Young Investigator Round Table

US \$5,000 – Exclusive sponsorship

Wednesday 23rd September 2020
Signage with company logo and acknowledgment at the entrance of the session area.

Social Program

President's Welcome Reception

US \$3,000 – Exclusive sponsorship

Wednesday 23rd September 2020
Signage with company logo and acknowledgment at the entrance of the reception area.

Faculty Dinner

US \$5,000 – Exclusive sponsorship

Thursday 24th September 2020
Sponsorship of Dinner for approximately 70 Invited Faculty, Board Members and special guests.

Gala Dinner

US \$5,000 – Exclusive sponsorship

Friday 25th September 2020
Signage with company logo at the entrance of the Gala. Verbal acknowledgment during dinner.
4 tickets to the Dinner included.

Awards & Scholarships

HAP Paul Award *US \$5,000 – Exclusive sponsorship*
Acknowledgment on ISTA website, during the Gala Dinner award ceremony and in the printed Program Book.

Young Investigator Award *US \$3,000 – Exclusive sponsorship*
Acknowledgment on ISTA website, during the Gala Dinner award ceremony and in the printed Program Book.

Print advertisements

The Final Program is a complete description of all activities scheduled for the Congress including all session and presentation times and locations. It is the hand-held schedule that every meeting attendee, exhibitor and speaker references throughout the Congress. The Final Program will be available on the ISTA Congress website and will be included in an email announcement to over 15,000 email addresses. Approximately 750 printed copies will be distributed to registered attendees on site at the Congress.

Full Page Advertisement in Program Book Inside Front Cover (exclusive): *US \$2,000*
Inside Page: *US \$1,000*
Outside Back Cover (exclusive): *US \$2,000*

Congress Bag *US \$5,000 – Exclusive sponsorship*
Company logo included on Congress Bag containing the Program Book. Given to all Congress attendees during registration. Approximately 750 bags will be distributed.

Congress Bag Insert *US \$1,000 – 4 available*
Include company promotional literature in the Congress Bag (max size 8.5" x 11"). Approximately 750 bags will be distributed.



Apply to exhibit at istaonline.org/exhibitor-application/

International Society for Technology in Arthroplasty

1246 P Street, Sacramento, CA 95814 USA | +1 916-432-3550 | ista@istaonline.org

Exhibitor Application

International Society for Technology in Arthroplasty

ISTA 33rd Annual Congress

Maui, Hawaii

23-26 September 2020

Company name _____

Address _____

City _____

State/Province _____

Postal Code _____

Country _____

Contact Person _____

Job Title _____

Phone _____

Email _____

Exhibit level

- Diamond US \$30,000 Number of Gold booths: _____
- Gold US \$20,000 Number of Gold booths: _____
- Silver US \$15,000 Number of Silver booths: _____
- Bronze US \$10,000 Number of Bronze booths: _____

Additional sponsorships

- Industry Lunch Symposium - US \$10,000
- President's Welcome Reception - US \$3,000
- Faculty Dinner - US \$5,000
- Gala Dinner - US \$5,000
- HAP Paul Award - US \$5,000
- Young Investigator Award - US \$3,000
- Young Investigator Round Table - US \$5,000

Full Page Program Book Advertisement: Inside

- Inside Front Cover - US \$2,000
- Inside Page - US \$1,000
- Outside Back Cover - US \$2,000
- Congress Bag - US \$5,000
- Congress Bag Insert - US \$1,000

Terms & conditions

Payment A deposit payment of 50% of the total sponsorship should be made by Friday 26th June 2020. If not received by then, exhibit space and other sponsorship items may be forfeited for resale. The full sponsorship amount is due by Friday 31st July 2020. Booth locations will be allocated in the order that full payment is received within each exhibit level.

Cancellation Cancellations should be made in writing and emailed to organizer@istaonline.org. Cancellations on or before Monday 1st June 2020 are subject to pay 50% of the total sponsorship. Cancellations on or after Tuesday 2nd June 2020 are subject to pay 100% of the total sponsorship.

Payment method

- Bank Wire
- Check
- Credit Card (3% added to total)

Total US \$

Signature _____

Date _____

Print Name _____

Job title _____

Completed exhibitor applications should be emailed to organizer@istaonline.org. An invoice for payment will then be sent to the email address noted in this application.