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

Exhibitor Prospectus

istaonline.org
Welcome
From the ISTA 20/20 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 20/20 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 giants of orthopedic surgery, Dr. William H. Harris, MD, DSc, who founded the Harris Orthopaedics Laboratory at Massachusetts General Hospital, and pioneered important innovations in the field of orthopedics throughout his six-decade career.

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 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
ISTA 20/20 Symposium Chairs

Hani Haider, PhD  Kevin L. Garvin, MD

International Organizing Committee

Australia  William Walter, MD
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Taiwan  Jih-Yang Ko, MD
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ISTA Board of Directors

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President  Secretary General  Program Director  Chief Financial Officer

Matthew Teeter, PhD  Catherine Van Der Straeten, MD, PhD  A. Seth Greenwald, D.Phil. (Oxon)
First Past President  Second Past President

Simon Collins, PhD  Jonathan Jeffers, PhD  Jean Yves Lazennec, MD, PhD

Jean Yves Jenny, MD  Morteza Meftah, MD  Arun Mullaji, MD
General ISTA 20/20 Information

Official Title
33rd Annual Congress of the International Society for Technology in Arthroplasty

Congress Dates
Wednesday 23rd September to Saturday 26th September 2020

Exhibit Dates
Evening of Wednesday 23rd September to Lunchtime Saturday 26th September 2020

Congress Venue
Hyatt Regency Maui Resort and SPA, 200 Nohea Kai Dr, Lahaina, HI 96761, USA

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 20/20?

- 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 between 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.
- The President’s Welcome Reception will take place in the exhibit space & and the exhibitors are also encouraged to attend the 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 20/20 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

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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| Friday April 24<sup>th</sup> 2020 | **Abstract Submission Deadline**  
Exhibiting companies are encouraged to submit abstracts to be considered for presentation on the Scientific Program |
| Friday July 24<sup>th</sup> 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 14<sup>th</sup> 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 14<sup>th</sup> is US $810. |
| Friday August 28<sup>th</sup> 2020 | **Company Logo & Description Deadline**  
High resolution (300 DPI, CMYK) logo and 50 word company description must be received by this date. |
| Friday September 11<sup>th</sup> 2020 | **Representative Name Deadline**  
All representative names must be received by this date. |
| Wednesday September 23<sup>rd</sup> 2020 | **Booth Setup**  
8:00 am – 4:00 pm |
| Wednesday September 23<sup>rd</sup> 2020 | **President’s Welcome Reception in Exhibit Hall**  
6:00 pm |
| Saturday September 26<sup>th</sup> 2020 | **Booth Dismantling**  
12:15 pm – 5:00 pm |

*Booth locations will be allocated in the order that full payment is received within each exhibit level.*
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event Details</th>
<th>Location</th>
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<tbody>
<tr>
<td>Wednesday Sep. 23, 2020</td>
<td>8:00 am – 4:00 pm</td>
<td>Exhibit Setup</td>
<td>Exhibit Hall</td>
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<td>Evening</td>
<td>Welcome Reception</td>
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<td>Thursday Sep. 24, 2020</td>
<td>All day</td>
<td>Breakfast in Exhibit Hall</td>
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<td>Scientific Sessions</td>
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<td>Scientific Sessions</td>
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<td>Lunch in Exhibit Hall</td>
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<td>Friday Sep. 25, 2020</td>
<td>All day</td>
<td>Breakfast in Exhibit Hall</td>
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<td>Saturday Sep. 26, 2020</td>
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<td>Scientific Sessions</td>
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<td></td>
<td></td>
<td>Exhibit Dismantling (afternoon)</td>
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## Exhibit Levels

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<th>Diamond</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze*</th>
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<tr>
<td><strong>Booth Dimensions</strong></td>
<td>8' x 24'</td>
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<td>8' x 12'</td>
<td>8' x 10'</td>
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<td><strong>Booth Location</strong></td>
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<td>Name Badges (full access)</td>
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<tr>
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<tr>
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Price | US $50,000 | $30,000 | $20,000 | $15,000 | $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 |
| Amgen | De Soutter | LEXI Co | Renishaw |
| B. Braun Medical | DePuy Synthes | Lima Corporate | Schaeer 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 |
| 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
- 2018 – London, United Kingdom
- 2017 – Seoul, South Korea
- 2016 – Boston, USA
- 2015 – Vienna, Austria
- 2014 – Kyoto, Japan
- 2013 – Palm Beach, USA
- 2012 – Sydney, Australia
- 2011 – Bruges, Belgium
- 2010 – Dubai, UAE
- 2009 – Hawaii, USA
- 2008 – Seoul, South Korea
- 2007 – Paris, France
- 2006 – New York, USA
- 2005 – Kyoto, Japan
- 2004 – Rome, Italy
- 2003 – San Francisco, USA
- 2002 – Oxford, United Kingdom
- 2001 – Maui, USA
- 2000 – Berlin, Germany
- 1999 – Chicago, USA
- 1998 – Marseille, France
- 1997 – San Diego, USA
- 1996 – Amsterdam, Netherlands
- 1995 – Puerto Rico
- 1994 – Windsor, United Kingdom
- 1993 – Amelia Island, USA
- 1992 – Rome, Italy
- 1991 – San Francisco, USA
- 1990 – Nice, France
- 1989 – Chicago, USA
- 1988 – Düsseldorf, Germany
Tentative meeting space layout
## Additional Sponsorships

Maximize your presence at ISTA 20/20 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 $5,000 – Exclusive sponsorship**
- Wednesday 23rd September 2020
- Signage with company logo and acknowledgment at the entrance of the reception area.

#### Gala Dinner

- **US $10,000 – 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.

#### Young Investigator Travel Scholarship

- **US $3,000 – for each student sponsored**
- Wednesday 23rd September 2020
- Signage with company logo and acknowledgment at the entrance of the session area.
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

Company name

Address

City

State/Province

Postal Code

Country

Contact Person

Job Title

Phone

Email

Exhibit level

☐ 20/20 vision Sponsor US $50,000 Number of Diamond booths:

☐ Diamond US $30,000 Number of Diamond 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 $5,000

☐ Gala Dinner - US $10,000

☐ HAP Paul Award - US $5,000

☐ Young Investigator Award - US $3,000

☐ Young Investigator Round Table - US $5,000

☐ Young Investigator Travel Scholarship - US $3,000

☐ Program Book advert. inside front cover - US $2,000

☐ Program Book advert. inside page - US $1,000

☐ Program Book advert. 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 24th 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 29th June 2020 are subject to pay 50% of the total sponsorship. Cancellations on or after Tuesday 30th June 2020 are subject to pay 100% of the total sponsorship.

Payment method

☐ Bank Wire Total US $

☐ Check

☐ Credit Card (3% added to total)

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.