



# International Society for Technology in Arthroplasty

33<sup>rd</sup> Annual Congress

## 20/20 vision

of the future of orthopaedic joint replacement

23–26 September, 2020

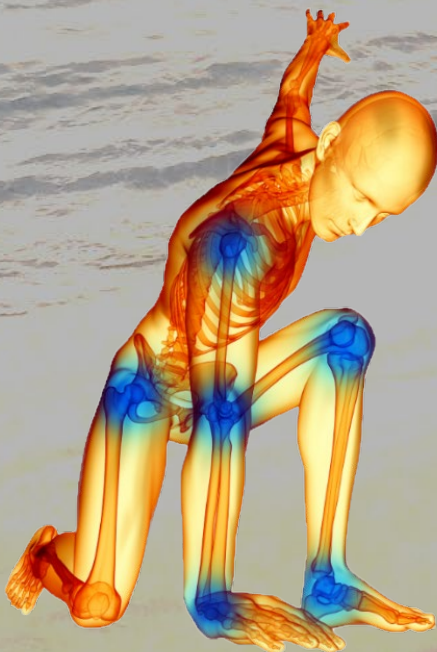
**Maui, Hawaii**

Hyatt Regency Maui  
Resort and SPA

200 Nohea Kai Dr,  
Lahaina, HI 96761, USA

*istaonline.org*

**Exhibitor  
Prospectus**



# Welcome

From the ISTA 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 33<sup>rd</sup> 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 orthopaedic 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
Belgium	Catherine Van Der Straeten, MD, PhD
Brazil	Lafayette Lage, MD
Canada	Matthew Teeter, PhD
China	Shiqing Feng, MD, PhD
Egypt	Mahmoud Hafez, MD
Germany	Philippe Kretzer, PhD
India	Arun Mullaji, MD
Japan	Shinro Takai, MD
	Hiromasa Miura, MD
Netherlands	Nico Verdonschot, PhD
South Korea	Sung-Jae Lee, PhD
United Arab Emirates	Samih Tarabichi, MD
Peru	Marcelo Lizarraga, MD
Thailand	Thanainit Chotanaphuti, MD
Taiwan	Jih-Yang Ko, MD
UK	Martin Browne, PhD
	Jonathan Jeffers, PhD
USA	Stefan Kreuzer, MD
	Peter Walker, PhD
	Richard Komistek, PhD
	Morteza Meftah, MD

## ISTA Board of Directors

**Hani Haider, PhD**  
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**Jonathan Jeffers, PhD**

**Jean Yves Lazenec, MD, PhD**

**Jean Yves Jenny, MD**

**Morteza Meftah, MD**

**Arun Mullaji, MD**

## General ISTA 20/20 Information

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

## 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

**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.*



<b>Wednesday Sep. 23, 2020</b>	8:00 am – 4:00 pm		Exhibit Setup
	Evening	Welcome Reception	Exhibits Open
<b>Thursday Sep. 24, 2020</b>	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	
<b>Friday Sep. 25, 2020</b>	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	
<b>Saturday Sep. 26, 2020</b>	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

	20/20 Vision Sponsor	Diamond	Gold	Silver	Bronze*	
Booth Dimensions	8' x 24'	8' x 18'	8' x 12'	8' x 10'	8' x 8'	
Booth Location	Top priority	1 <sup>st</sup> pick	2 <sup>nd</sup> pick	3 <sup>rd</sup> pick	4 <sup>th</sup> pick	
Name Badges (full access)	15	10	6	4	2	
Attendee List	✓	✓	✓	✓	✓	
Logo & company description on website & congress materials	✓	✓	✓	✓	✓	
Congress Bag Insert	✓	✓	✓	✓		
Gala Dinner Tickets	10	6	6	4	0	
Industry Lunch Symposium	✓					
Program Book advert. inside front cover	✓					
	<b>Price</b>	<b>US \$50,000</b>	<b>\$30,000</b>	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$10,000</b>

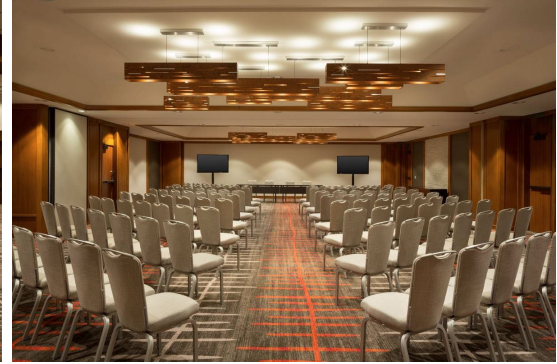
\*Small businesses and academic institutions are encouraged to contact us to discuss additional exhibit opportunities.

## ISTA 2016-2019 Industry Supporters

AMTI	Curexo	Kinamed, Inc.	Pharmbio
Amgen	De Soutter	LEXI Co	Renishaw
B. Braun Medical	DePuy Synthes	Lima Corporate	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 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 24<sup>th</sup> September or Friday 25<sup>th</sup> 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 23<sup>rd</sup> 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 23<sup>rd</sup> September 2020  
Signage with company logo and acknowledgment at the entrance of the reception area.

### Gala Dinner

**US \$10,000 – Exclusive sponsorship**

Friday 25<sup>th</sup> 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 23<sup>rd</sup> 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/](http://istaonline.org/exhibitor-application/)*

**International Society for Technology in Arthroplasty**

1246 P Street, Sacramento, CA 95814 USA | +1 916-432-3550 | [ista@istaonline.org](mailto:ista@istaonline.org)

# Exhibitor Application

International Society for Technology in Arthroplasty

ISTA 33<sup>rd</sup> Annual Congress  
Maui, Hawaii, USA  
23-26 September 2020

Company name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State/Province \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Contact Person \_\_\_\_\_

Job Title \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

## Exhibit level

- |   |             |                                 |
|---|-------------|---------------------------------|
| <input type="checkbox"/> 20/20 vision Sponsor | US \$50,000 | Number of Diamond booths: _____ |
| <input type="checkbox"/> Diamond              | US \$30,000 | Number of Diamond booths: _____ |
| <input type="checkbox"/> Gold                 | US \$20,000 | Number of Gold booths: _____    |
| <input type="checkbox"/> Silver               | US \$15,000 | Number of Silver booths: _____  |
| <input type="checkbox"/> Bronze               | US \$10,000 | Number of Bronze booths: _____  |

## Additional sponsorships

- |   |   |
|---|---|
| <input type="checkbox"/> Industry Lunch Symposium - US \$10,000             | <input type="checkbox"/> Program Book advert. inside front cover - US \$2,000 |
| <input type="checkbox"/> President's Welcome Reception - US \$5,000         | <input type="checkbox"/> Program Book advert. inside page - US \$1,000        |
| <input type="checkbox"/> Gala Dinner - US \$10,000                          | <input type="checkbox"/> Program Book advert. outside back cover - US \$2,000 |
| <input type="checkbox"/> HAP Paul Award - US \$5,000                        | <input type="checkbox"/> Congress Bag - US \$5,000                            |
| <input type="checkbox"/> Young Investigator Award - US \$3,000              | <input type="checkbox"/> Congress Bag Insert - US \$1,000                     |
| <input type="checkbox"/> Young Investigator Round Table - US \$5,000        |   |
| <input type="checkbox"/> Young Investigator Travel Scholarship - US \$3,000 |   |

## Terms & conditions

**Payment** A deposit payment of 50% of the total sponsorship should be made by Friday 26<sup>th</sup> 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 24<sup>th</sup> 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](mailto:organizer@istaonline.org). Cancellations on or before Monday 29<sup>th</sup> June 2020 are subject to pay 50% of the total sponsorship. Cancellations on or after Tuesday 30<sup>th</sup> 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](mailto:organizer@istaonline.org). An invoice for payment will then be sent to the email address noted in this application.