



International Society for  
Technology in Arthroplasty



ISTA

34th International Congress  
New York 2023  
27-30 September

## Exhibitor Prospectus

The premier international meeting for orthopaedic surgeons, engineers, scientists and industry.

# The International Society for Technology in Arthroplasty

Welcome to the International Society for Technology in Arthroplasty (ISTA). ISTA is a non-profit organization dedicated to advancing the art and science of joint replacement around the world. It hosts an international forum where individuals from industry, academia and clinical practice come together to collaborate and exchange ideas in a different city of the world each year.

The 34th Congress will be held **September 27-30, 2023** at the **Sheraton Times Square Hotel**. The theme of this meeting is **"Innovation and Entrepreneurship"**. This year ISTA is also collaborating with two world-renowned orthopaedic centers: The **NYU Langone Orthopedic Hospital** and the **Hospital for Special Surgery**.

- Over 33 years, ISTA has become the premier forum for the exchange of ideas and innovations in joint replacement technologies by surgeons, engineers, marketing, and business experts. In New York, we expect to host 600 delegates from over 28 countries.
- The ISTA Annual Conference provides an opportunity for surgeons, engineers, and industry to engage in robust debate, which is essential for the future of arthroplasty.
- As a member of this vital community, we invite you to participate in this exciting event, by:
  - Submitting your own abstracts for the scientific sessions in our program.
  - Sponsoring the unique interactions between the leading innovators and researchers in the field of arthroplasty.

We encourage you to contact us to discuss your sponsorship of ISTA and we are open to your ideas on how ISTA can assist you in achieving a successful outcome.

*morteza meftah*

Morteza Meftah, MD

President and Co-Chair

[organizer@istaonline.org](mailto:organizer@istaonline.org)

*douglas padgett*

Douglas E. Padgett, MD

Co-Chair



Sheraton New York Times Square

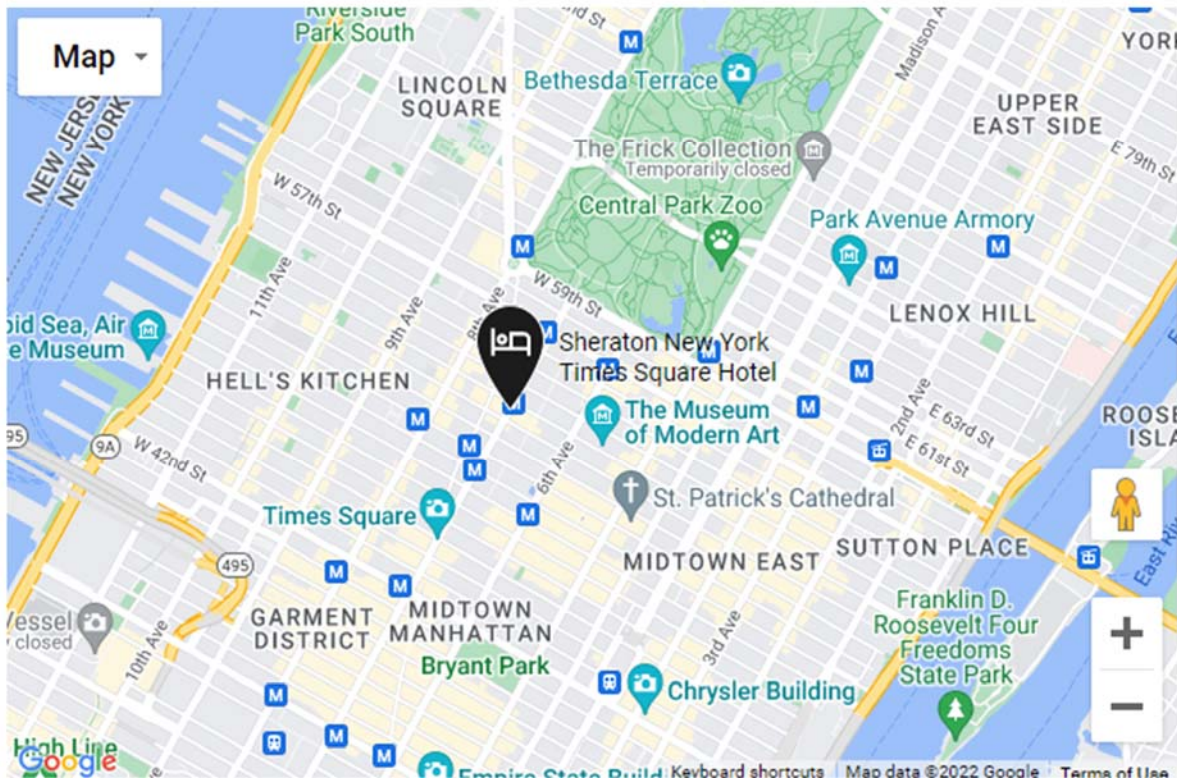
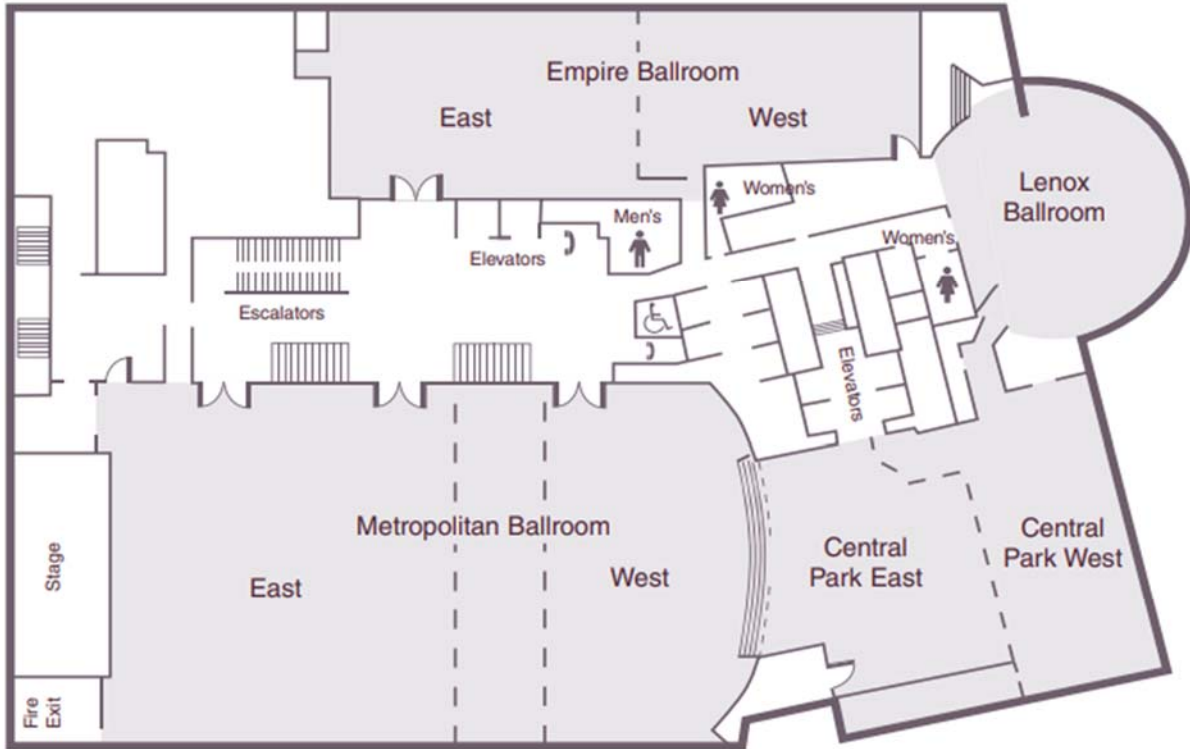


ISTA 2023 will be held at the epicenter of midtown Manhattan. Located just steps from the Theater District, Sheraton New York Times Square sits between Central Park and Times Square in Manhattan's Midtown business and entertainment district. Sheraton Times Square provides a **61,000 square feet conference venue** that is ideal for ISTA 2023, providing modern facilities for the scientific proceedings and commercial exhibits and abundant space for informal delegate interactions. Sheraton New York Times Square Hotel is just steps away from Broadway and Radio City Music Hall.



# Hotel Floor Map

811 7th Avenue 53rd Street, New York, NY



## Sponsorship Levels

### Gold sponsor: \$50,000

- **Premium exhibition space** measuring 25' x 8'. Set-up includes draped tables and chairs. Sponsor to provide their own exhibitor display.
- **Registration included for 6 delegates** with full access to scientific sessions.
- **Gala Dinner Awards** – Acknowledged as sponsor of one award presented at the Gala dinner. One award for the best scientific presentation is available for Gold sponsors, allocated on a first served basis. Sponsor will be acknowledged by the President and can come to the stage to present the award (sponsor will not make a speech).
- **Participate in a robotic symposium** with hands-on saw bone (to be arranged by the Gold sponsor).
- **Appropriate acknowledgement with logo** and appropriate information about sponsor (to be provided by sponsor) on the ISTA website.
- **Full page inside cover advertisement** in program book including company's logo.
- **Access to meeting attendee** information from ISTA.
- **Attendance at Friday night Gala Dinner** for 6 delegates at a premium table.
- **Premium space and lecture in ISTA@AAOS**, March 7<sup>th</sup>, 2023.
- **Acknowledgement and special thanks** for Gold sponsorships in program book.
- **Video Advertising on Monitors** in Exhibit space.
- **Print Ads/"gifts"** in Meeting Packet.

### Silver Sponsor: \$35,000

- **Prominent exhibition space** measuring 15' x 8' – Sponsor to choose preferred exhibition space (after allocation has been made to Gold Sponsors). Exhibitor set-up includes draped table and chairs. Sponsor to provide their own exhibitor display.
- **Registration included for 4 delegates** with full access to scientific sessions.
- **Gala Dinner Awards** – Acknowledged as sponsor of one award presented at the Gala dinner. One award for the best poster presentation is available for Silver sponsors, allocated on a first served basis. Sponsor will be acknowledged by the President and can come to stage to present the award (sponsor will not make a speech).
- **Appropriate acknowledgement with logo** and appropriate information about sponsor (to be provided by sponsor) on the ISTA website.
- **Half page inside cover advertisement** in program book including company's logo.
- **Access to meeting attendee** information from ISTA.
- **Attendance at Friday night Gala Dinner** for 4 delegates at a premium table.
- **Participation in ISTA@AAOS**, March 7<sup>th</sup>, 2023.
- **Acknowledgement and special thanks** for Silver sponsorships in program book.

### Bronze Sponsor: \$20,000

- **Exhibition space** measuring 10' x 8'. Exhibitor may request a particular space that will be accommodated as best as possible on a first served basis. Exhibitor set-up includes draped table and chairs. Sponsor to provide own exhibitor display.
- **Registration included for 2 delegates** with full access to scientific sessions.
- **Appropriate acknowledgement with logo** and appropriate information about sponsor (to be provided by sponsor) on the ISTA website.
- **Quarter page inside advertisement** in program book including company's logo.
- **Access to meeting attendee** information.
- **Attendance at Friday night Gala Dinner** for 2 delegates at a premium table.
- **Participation in ISTA@AAOS**, March 7<sup>th</sup>, 2023
- **Acknowledgement and special thanks** for Bronze sponsorships in program book.

## Small Company / Startup\* Sponsorship Levels

### Full Participation: \$10,000

- **Exhibition space** measuring 6' x 8'. Exhibitor may request a particular space that will be accommodated as best as possible on a first served basis. Exhibitor set-up includes draped table and chairs. Sponsor to provide own exhibitor display.
- **Registration included for 2 delegates** with full access to ISTA sessions and symposiums.
- **Startup companies can present in Innovation Symposium\*\***. 10 min presentation of a non-confidential pitch deck.
- **Attendance at Friday night Gala Dinner** for 2 delegates.
- **Participation as an Exhibitor in ISTA@AAOS**, March 7<sup>th</sup>, 2023.
- **Logo on the ISTA website and in program book.**

### Introduction to ISTA (Early Startups\*): \$3,500

- **Exhibit space** (tabletop). Sponsor to provide their own display.
- **Registration for 1 delegate** with access **only** to the innovation day symposiums.
- **Logo in program book.**

\* A startup is defined by companies that have less than 10 employees or less than \$5M revenue annually.

\*\* Innovation symposiums involve angel/seed investors and venture capitals; providing opportunities for fundraising.

## Additional Sponsorship Opportunities

- Welcome Reception \_\_\_\_\_ \$20,000
- Gala Dinner \_\_\_\_\_ \$20,000
- Faculty Dinner \_\_\_\_\_ \$10,000
- Attendee Breakfasts (3 days) \_\_\_\_\_ \$5,000/day
- Refreshment Breaks (3 days) \_\_\_\_\_ \$5,000/day
- Industry Lunchtime Symposia (6 available) \_\_\_\_\_ \$10,000/each
- Charging Station Advertisement (2 available) \_\_\_\_\_ \$5,000/each
- Shark Tank Session \_\_\_\_\_ \$10,000
- Poster Session Reception \_\_\_\_\_ \$10,000
- Early Investigator Round Table \_\_\_\_\_ \$10,000
- Industry-sponsored Closed Research Meeting \_\_\_\_\_ \$5,000
- HAP Paul Award Sponsorship \_\_\_\_\_ \$5,000
- Banner Advertisement in the Event \_\_\_\_\_ \$5,000

## Additional Advertising Opportunities

- **Print Advertisement in Program Book**
  - *Full Page, Inside Cover*..... \$5,000
  - *Full Page, Inside Page*..... \$4,000
  - *Half Page, Inside Page*..... \$3,000
  - *Quarter Page, Inside Page*..... \$2,000



## **Highlights of the 2023 Annual Congress:**

### **Emphasis on innovation and entrepreneurship with symposia on:**

- Startup Journey
- Invention and Innovation Methods
- Fundraising and Venture Capital
- Protection of Intellectual Property
- Scaling and commercializing
- Exit strategies

### **Academic Sessions on Emerging Technologies:**

- Additive Manufacturing
- Smart Wearable Devices
- Machine Learning and Artificial Intelligence
- Augmented, Virtual, and Mixed Reality
- Managing and Integrating Patient Data
- Predictive Outcome Software Development
- Computer Vision and Modern Tracking

## **ISTA @ AAOS - Las Vegas, 7th March 2023**

- Late Afternoon session showcasing technologies which will be displayed by companies on the AAOS Exhibit floor.
- Lectures, Debates, Panels by Company Staff and Representatives.
- Food and drinks reception.

## TERMS & CONDITIONS

### TERMS OF REFERENCE

In these terms and conditions for exhibiting, the term “Exhibitor” shall include all employees, partnership, firm or individual to whom space has been allocated for the purpose of exhibition. The term “Organizer” shall mean “ISTA 2023 Local Organizing Committee.” The term “Exhibition” shall mean “The 34th Annual Congress of the International Society for Technology in Arthroplasty.”

### BOOTH ALLOCATION

The Organizer shall allocate the space in accordance with the nature of the exhibit or in the manner the Organizer deems fit. The Organizer shall reserve the right to change the space allocated to the Exhibitor at any time prior to the commencement of the build-up of the exhibition should the circumstances require changes. Such changes shall be at the discretion of the Organizer. The Exhibitor shall not claim for compensation as a result of the changes.

### APPLICATION AND PAYMENT PROCEDURES

Applications should be sent to Organizer along with payment. All payments must be made prior to the Congress.

### ACCREDITATION

Current Concepts Institute (CCI) is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

This activity has been approved for *AMA PRA Category 1 Credit™*.

Exhibitor agrees to abide by ACCME Standards for Integrity and Independence in Accredited Continuing Education, Standard 5: Manage Ancillary Activities Offered in Conjunction with Accredited Continuing Education, as stated at [www.accme.org/standards](http://www.accme.org/standards).

All Commercial Support associated with this activity will be given with the full acknowledgement of CCI and Organizer. No other payment shall be given to CCI, the Organizer, activity director, planning committee members, presenters, or authors, or any others involved with the supported activity.

### CANCELLATION

Cancellation will only be accepted under unavoidable circumstances. In the case of changing exhibits or canceling the exhibition, exhibitors should inform the Organizer in writing. Charge for cancellation received prior to April 30, 2023 is 50% of total participation fee. And refunds for cancellation received after May 1, 2023 will not be accepted.

### INSTALLATION AND REMOVAL

The installation and removal of the exhibits and booths must be completed by the date and time designated by the Organizer. Exhibitors shall indemnify the Organizer against any loss which may be caused by delay or damage to the Hotel caused by the exhibitor or their agents.

### INSURANCE, SECURITY AND SAFETY

Exhibitors are required to subscribe to all risks insurance policy on all equipment and products during the Exhibition as well as during set-up and take-down. The Organizer shall not be held responsible for any loss, theft, or damage to any articles belonging to the Exhibitor.

Exhibitors are liable for any damage caused by their representatives. Materials used in stand and display construction must be properly fireproof in accordance with the local fire and safety regulations. The Organizer shall reserve the right to limit any constructions or demonstrations that pose as potential safety hazards.

### USE OF EXHIBIT SPACE

Exhibitors are bound to exhibit the announced products and to man the stands with competent personnel during the open hours of the Exhibition. Activities of the Exhibitor shall be confined within limits of the Exhibitor’s booth. The exhibit will be consistent with the theme of the exhibition and the Organizer reserves the right to restrict.

### RESTRICTION ON SELLING

It is agreed that the sole purpose for contracting exhibit space to display and/or demonstrate equipment, supplies and/or services. Cash sales within the confines of the exhibit space are prohibited.

### LIABILITY

It is mutually agreed that the Organizer shall not be liable to the Exhibitors for any damage to and/or loss of the Exhibitor’s property, or for injuries to persons resulting from any cause. All claims for any such loss, damage, or injury, are expressly waived by the Exhibitors.

### BREACH OF CONTRACT AND WITHDRAWAL BY EXHIBITOR

In the event that the Exhibitor refuses to use all or part of the space allocated or the Exhibitor defaults on the payment, the Organizer shall have the right to terminate the contract forth with. In addition, the stand charges shall not be refunded. If the Exhibitor withdraws from participation without the Organizer’s approval, the already paid money by the Exhibitor shall not be refunded.

### CHANGES

The Organizer reserves the right to change the venue and duration of the Exhibition if exceptional circumstances demand such changes. In the event of a change of venue and/or date, or cancellation of the Exhibition, the Exhibitor shall not be entitled to any claim for compensation in connection with the booking for participation.

### SUPPLEMENTARY

When necessary, the Organizer shall have the right to issue supplementary regulations in addition to those in the TERMS AND CONDITIONS. Those regulations and instructions shall be binding on the Exhibitors.

### ARBITRATION OF DISPUTES

In the event any dispute, difference, or question shall arise between the parties to these TERMS AND CONDITIONS, it is hereby agreed that it shall be resolved through arbitration.

**Organizing committee:**

- Morteza Meftah, MD USA, ISTA 2023 President & Co-Chair
- Douglas E. Padgett, MD USA, ISTA 2023 Co-Chair
- Scott Banks, PhD USA
- A. Seth Greenwald, DPhil (Oxon) USA
- Jonathan Jeffers, PhD UK
- Philip Noble, PhD USA
- Richard Van Arkel, PhD UK
- Catherine Van Der Straeten, MD, PhD Belgium
- Nico Verdonschot, PhD Netherlands
- Peter S. Walker, PhD USA



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