



EXHIBITOR PROSPECTUS

SPINE ²⁰²⁴ SUMMIT

FEBRUARY 21-24, 2024

— *Las Vegas* —

NAVIGATING THE FUTURE

Embracing Technology
and Innovation to
Improve Patient Care

LAS VEGAS



The 40th Annual Meeting of the AANS/CNS Section on Disorders of the Spine and Peripheral Nerves

Dear Corporate Partner,

I am writing to extend an invitation on behalf of the AANS/ CNS Section on Disorders of the Spine and Peripheral Nerves for your participation in the highly anticipated 2024 Spine Summit. Scheduled to be held from February 21-24, 2024, at the prestigious Caesars Palace Las Vegas, this summit stands as the paramount educational event for spine and peripheral nerve surgeons as well as allied health professionals.



For our valued industry partners, the 2024 Spine Summit presents an unparalleled opportunity to connect with a highly engaged target audience of nearly 1,000 surgeons and allied health professionals who are actively seeking the latest advancements in spine and peripheral nerve surgery. Throughout the event, ranging from daily beverage breaks in the Exhibit Hall to the captivating opening session and beyond, exhibitors will have numerous occasions to interact and network with key decision makers from institutions and practices across the United States and beyond. It is an ideal platform for showcasing your products and services to a diverse audience.

Moreover, as this summit attracts numerous residents and fellows, your participation offers an invaluable chance to establish connections with these emerging professionals who will shape future trends and drive technological advances in the field. By reserving your booth space today, you ensure your company's prominent presence. We encourage you to apply early, as exhibit space tends to sell out swiftly. Additionally, to enhance your company's visibility to the 2024 Spine Summit registrants, we offer a wide range of sponsorship and branding opportunities. These opportunities are meticulously designed to showcase your products and services, align with your engagement goals, amplify your marketing message and elevate brand awareness both within and beyond the Exhibit Hall.

As industry partners, you play an indispensable role in driving innovation and propelling spine surgery and related disciplines forward. We wholeheartedly invite you to join us and contribute to the continued success of this remarkable meeting. We eagerly anticipate your presence in Las Vegas!

Warm Regards,

John O'Toole, MD, MS
Exhibit Chair

OVERVIEW

The AANS/CNS Section on Disorders of the Spine and Peripheral Nerves was created to foster the use of spinal neurosurgical methods for the treatment of diseases of the spinal neural elements, the peripheral nerves. The Section strives to advance spinal neurosurgery and related sciences, improve patient care, support meaningful basic and clinical research, provide leadership in undergraduate and graduate continuing education, and promote administrative facilities necessary to achieve these goals.

REACH DECISION MAKERS AT THE AANS/CNS SECTION ON DISORDERS OF THE SPINE AND PERIPHERAL NERVES.

Exhibiting at the 2024 Spine Summit is an excellent way to:

- ▶ Maintain and enhance business relationships with your valued customers
- ▶ Develop new relationships with leaders in the field of spinal neurosurgery and share how your products and services can elevate their practice.
- ▶ Increase your company's visibility with key decision-makers looking for the latest trends and developments in the field.
- ▶ Educate your company's target audience about products and services, while increasing brand awareness.

Traffic Generators for Exhibitors

Exhibits are an important part of the educational experience for attendees. To encourage participation, the Exhibit Hall is conveniently located adjacent to the Scientific Sessions. We also offer the following services and amenities to encourage traffic flow and help maximize exposure.

- ▶ Daily beverage breaks
- ▶ Lunch in the Exhibit Hall on Thursday and Friday
- ▶ "What's New" Sessions in the Exhibit Hall
- ▶ Booth Crawl





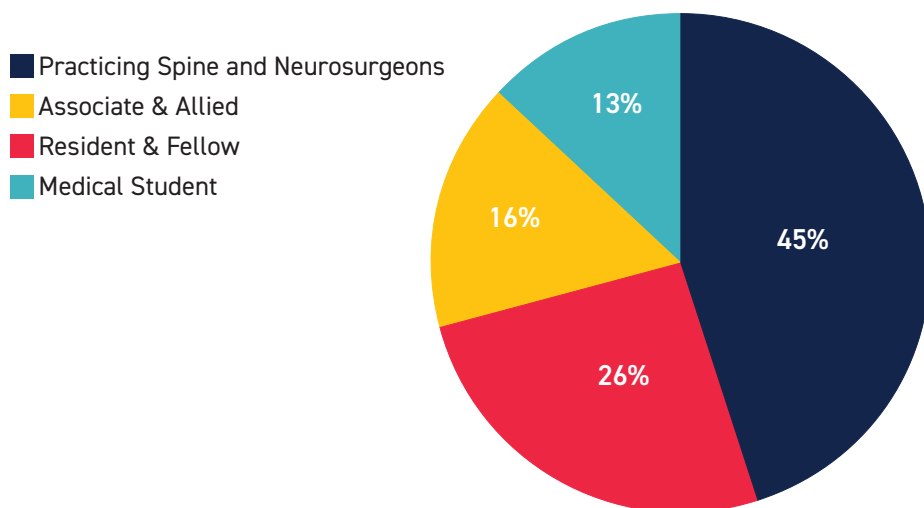
ATTENDEES

Our members care about Your Products. The members of the AANS/CNS Section on Disorders of the Spine and Peripheral Nerves are respected neurosurgeons and allied spine healthcare professionals from leading universities, hospitals, and private practices across the United States and around the world.

Our members are key decision makers and future leaders in the field of spine surgery. They will attend the 2024 Spine Summit seeking information on the latest products and services to improve their practice and quality of patient care.

2023 SPINE SUMMIT DEMOGRAPHICS BY CATEGORY

The total number of attendees at the 2023 Spine Summit was 964.



NEUROSURGEON

Neurosurgeons who have a special interest in disorders of the spine and peripheral nerves.

ORTHOPAEDIC SURGEON

Physicians with a specialization in spine surgery who are board certified by the ABOS but are not Fellows of the AANS or members of the CNS.

RESIDENT & FELLOW

Neurosurgical or spine residents currently enrolled in an accredited residency program and individuals completing a neurosurgical fellowship immediately following their residency.

ASSOCIATE & ALLIED

Adjunct physicians or scientists of other collateral or related fields who are active in the area of spinal disorders but are not members of the AANS or CNS. This category also includes neuroscience nurses, physician assistants and medical technologists with a background in spine and peripheral nerve disorders.

EXHIBITOR INFORMATION

EXHIBIT SPACE FEES

Each exhibit space is 10'x10' with a maximum of three (3) booths purchased.

- ▶ Linear: \$ 3,750
- ▶ Corner: \$ 4,000

Exhibitor rate increases after August 15, 2023

- ▶ Linear: \$ 3,900
- ▶ Corner: \$ 4,200

Email exhibitor applications to aans@conventusmedia.com.

REMIT PAYMENT TO:

AANS
7550 Eagle Way
Chicago, IL 60678-0075

EQUIPMENT

Each exhibit booth includes an eight-foot back drape, three-foot side rails and an identification sign. Electricity, AV, telephone, internet access, etc. will be at the expense of the exhibitor. This exhibit facility is carpeted.

EXHIBIT HALL ACCESS

Exhibitor personnel will be permitted on the exhibit floor two hours prior to opening and may remain 30 minutes after the daily closing of the Exhibit Hall, with the exception of February 23, 2024, when dismantling begins. All booth personnel meetings must be conducted within these hours and within the confines of your booth. Admittance is not permitted before or after the specified times.

All exhibitors are required to wear the official 2024 Spine Summit name badge at all times while in the Exhibit Hall.



SCIENTIFIC SESSION ACCESS

Exhibitors may attend daily Scientific Sessions free of charge, once all attending physicians have been seated. Exhibitors may **not** register for Special Courses and/or the Tips and Pearls for Advanced Practice Providers Seminar.

EXHIBITOR SERVICE KIT

The Exhibitor Service Kit, including shipping instructions, on-site registration hours and various service order forms will be emailed to exhibiting companies in October 2023.

MEETING DATES

February 21-24, 2024

EXHIBIT HALL DATES AND HOURS

Thursday, February 22
9 am-4:30 pm

Friday, February 23
9 am-1:45 pm

LOCATION

Caesars Palace
3570 S. Las Vegas Blvd
Las Vegas, NV 89109

INSTALLATION

Wednesday, February 21, 2024
8 am-4 pm

LUNCH IN THE EXHIBIT HALL

Thursday, February 22, 2024
12:30-1:30 pm

Friday, February 23, 2024
12:30-1:30 pm

Lunch will be provided to exhibitors with meeting badges.

DISMANTLING

Friday, February 23, 2024
1:45-8 pm

Exhibitors are required to submit a request for approval for all meetings/events during the 2024 Spine Summit to Amanda Pezzuto, apezzuto@aans.org.

For up-to-date information on the 2024 Spine Summit, Scientific Program, visit DSPNSPINESUMMIT.ORG

REGISTRATION

Exhibitors may register two (2) exhibit booth personnel per contracted 10'x10' exhibit booth, free of charge. Each company is allowed to purchase two (2) additional badges per 10x10 for \$250 each. Badges will be distributed to booth personnel at Exhibitor Registration. Replacements for lost or stolen badges may be purchased for \$100 each on-site.

Only confirmed exhibitors may register for the meeting. Distributor or guest badges are not available. The non-member, non-physician category is open to scientists and researchers involved in neurosurgical research and/or product development. This category is not open

to representatives of non-exhibiting medical device manufacturers and distributors, pharmaceutical companies, or other organizations providing goods and services to the neurosurgical population.

No exceptions will be made. Representatives without a badge or with badges not prepared by the 2024 Spine Summit will not be admitted into the Exhibit Hall.

Badges are personal and non-transferable and must be worn in the exhibit area at all times. Attaching unapproved cards, ribbons, or other items to badges is not permitted.

HOUSING INFORMATION

A designated exhibitor housing block has been reserved at Caesars Palace. Housing and registration forms will be available in October.

OPENING RECEPTION

Wednesday, February 21, 2024 | Caesars Palace

Opening Reception is open to all registered exhibitors at no charge. Name badge will be required for entry.

NEUROSURGICAL ATTENDANCE

Section members, other neurosurgeons or allied medical professionals who are not considered full-time employees of the exhibiting company may not register as an exhibitor. Neurosurgeon employees may register as representatives of exhibiting companies but will not receive CME credit or an attendance certificate.

EXHIBITOR RULES AND REGULATIONS

Exhibitor Rules and Regulations were created for the best interest of the exhibitors, attendees, and the AANS/CNS Section on Disorders of the Spine & Peripheral Nerves 2024 Spine Summit. It is important for exhibitors to abide by these regulations. Failure to comply with any rule set forth may result in the denial of future participation. [Click here to view the Exhibitor Rules and Regulations.](#)

EXHIBIT HALL FLOOR PLAN

An updated floor plan, which includes a list of companies exhibiting, can be found [here](#).



SUPPORT LEVELS

BENEFITS	VISIONARY \$200,000	AMBASSADOR \$100,000+	PARTNER \$50,000- 99,999	BENEFACTOR \$25,000- 49,999	SUPPORTER \$10,000- 24,999
ACKNOWLEDGEMENT					
Acknowledgement in general supporter signage at the 2024 Spine Summit (Meeting Space/ Exhibit Hall)	single individual sign (1)	Listed on Ambassador/ Partner sign	Listed on Ambassador/ Partner sign	Listed on Benefactor/ Supporter sign	Listed on Benefactor/ Supporter sign
Badge Ribbons at the 2024 Spine Summit with Support level	•	•	•	•	•
Inclusion in general corporate support slide on screens during Scientific Sessions	•	•	•	•	•
Podium recognition during the Debate Sessions Thursday and Friday afternoon	•	•	•		
Recognition plaque given during the Debates Session Thursday evening	•	•	•		
ADVERTISING					
Complimentary post-meeting attendee registration list	•	•	•	•	
Complimentary pre-meeting attendee registration list	•	•	•	•	
Logo acknowledgement in the 2024 Spine Summit Quick Planner	Dedicated full page with logo	Half-page: Logo with Ambassadors/ Partners	Half-page: Logo with Ambassadors/ Partners	Half-page: Logo with Benefactors/ Supporters	Half-page: Logo with Benefactors/ Supporters
Logo acknowledgement on the 2024 Spine Summit Mobile App	Rotating banner ad (1)	Listing in Sponsor Tab	Listing in Sponsor Tab	Listing in Sponsor Tab	Listing in Sponsor Tab
BRANDING					
Ability to purchase additional Exhibitor badges at (\$250) exhibitor rate	Up to 30	Up to 25	Up to 20	Up to 10	Up to 5
Acknowledgement on the 2024 Spine Summit website	Individual Banner Ad	Individual Banner Ad	Company Listing	Company Listing	Company Listing
Logo acknowledgement on the AANS/CNS Spine Section website	•	•	•	•	•
Recognition on banner ad in one (1) email communication	•	•	•	•	•
NETWORKING					
Hospitality Cabana at Opening Reception	•				
Invitation to Chair's Dinner held Thursday, February 22 during the 2024 Spine Summit	6 invitations	4 invitations	2 invitations		
Invitation to Past Chair's Dinner held Friday, February 23 during the 2024 Spine Summit	6 invitations	4 invitations	2 invitations		
Invitation to Young Spine Surgeons' Reception held Friday, February 23 during the 2024 Spine Summit	6 invitations	4 invitations	2 invitations	2 invitations	

ON-SITE SPONSORSHIP OPPORTUNITIES

Choose from these exciting corporate support opportunities or create your own customized package to meet your company's sales goals.

LUNCH AND LEARN \$30,000

Located near the Exhibit Hall and Scientific Sessions in an approximately 1,500-square-foot room, use attendees' lunch time to promote your new innovations and expertise on your products and services. This 45 minute lunch opportunity includes a private lecture room with basic A/V equipment and recognition of your support via on-site signage and the meeting's mobile app. Food and beverages will be provided by the 2024 Spine Summit.



BREAKFAST AND LEARN \$15,000

Use attendees' breakfast time to promote your new innovations and expertise on your products and services. This opportunity includes a private lecture room with basic A/V equipment and recognition of your support via on-site signage and the meeting's mobile app. Food and beverages will be provided by the 2024 Spine Summit.



HANDS-ON CADAVER SESSION (NON-CME) \$12,500/ONE CADAVER STATION FOR TWO HOURS

Are you looking to provide hands-on training with your technologies? This opportunity is for you to invite practicing neurosurgical attendees and includes the use of one station, general instrumentation and recognition of your support via on-site signage and the meeting's mobile app. The company sponsor is responsible for securing cadavers. Multiple stations and time slots may be purchased.

"WHAT'S NEW" SESSIONS (NON-CME)

\$5,000 FOR ONE 10-MINUTE SESSION

These special 10-minute sessions take place in the Exhibit Hall's Presentation Theater during Exhibit Hall hours and offer attendees a glimpse at the latest research, procedures, products, and services. The company sponsor is responsible for inviting a physician to present during an individual session (the topic must be approved by the Section). The Scientific Program Committee will have final approval of companies participating in "What's New" Sessions. This opportunity includes the use of presentation space, basic A/V equipment and recognition of your support via on-site signage and in the meeting's mobile app.

BEVERAGE BREAKS \$5,000/Break

Provide attendees with a pleasant break in their day. Sponsors may provide logo cups and napkins at their own expense. Support of this event includes recognition via on-site signage and the meeting's mobile app. Three (3) breaks are available.

BOOTH CRAWL \$5,000

Attendees will meet and greet exhibitors while enjoying complimentary beer, wine and non-alcoholic beverages as they visit participating booths to learn about your company's latest innovation. This is an exclusive sponsored event; only industry partners who support this event are allowed to staff their booth in the exhibit hall.

WINS RECEPTION \$5,000

Elevate your support of Women in Neurosurgery (WINS) by sponsoring their dedicated reception. This hour-long event is the perfect opportunity to network with WINS members and reconnect with colleagues. Your sponsorship will include on-site recognition and acknowledgement in the 2024 Spine Summit Quick Planner.



ADVERTISING OPPORTUNITIES

Choose from these unique options to create your own customized marketing package to meet your company's sales goals.

HOTEL KEY CARD \$20,000

Put your name and logo in the hand of every attendee who booked at Caesars Palace through the official Spine Summit hotel block. The sponsor designs the hotel keycard card.

BRANDING AT THE 2024 SPINE SUMMIT'S HEADQUARTER HOTEL \$10,000+

Highlight your company's presence by purchasing signage throughout the 2024 Spine Summit meeting space.

- ▶ Stairs leading to Exhibit Hall
- ▶ Hanging Banners
- ▶ Floor Clings

BADGE LANYARDS

\$10,000+ Production of Lanyards

Place your brand front and center with every 2024 Spine Summit attendee. Pricing options are available for AANS/CNS Section on Disorders of the Spine and Peripheral Nerves to handle production and expenses, or alternatively, for your company to produce and cover expenses of production.



REGISTRATION BAGS

\$10,000+ Production of Registration Bags

Put your company logo in the hand of every 2024 Spine Summit attendee. Your company selects and produces the bag of your choice and can insert up to one promotional/product literature piece per bag. The sponsor can select a bag subject to 2024 Spine Summit approval. Proof must be approved prior to production. The 2024 Spine Summit meeting logo must be present on the bag.



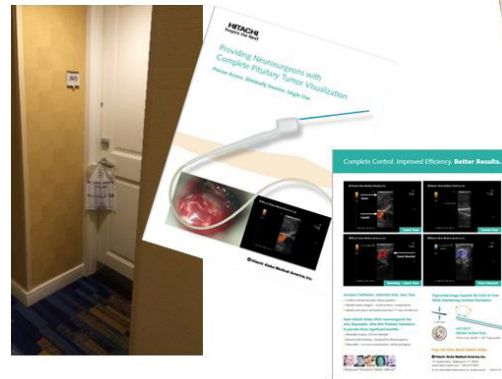
MEETING SUITE IN THE EXHIBIT HALL

\$8,500 Per 10'X10' Suite

If you are looking for a more private place to conduct your business outside of your exhibit booth, then a meeting suite is just what you need. Room sizes can be created in most configurations and are conveniently located in the back of the Exhibit Hall, so you and your customers can take care of business without having to travel far. Cost includes carpeted suite, listing on the Exhibit Hall map and signage with your company logo outside of the suite. (Furniture and electricity must be ordered through Freeman Décor and Encore AV at the expense of the company).

HOTEL DOOR-DROP BAG \$7,500

Place your logo and booth number on the bag delivered to all medical attendees at Caesars Palace Wednesday night. The sponsor responsible for producing and shipping the bags.



REGISTRATION BAG INSERT \$5,000

Provided to all attendees as they pick up their badges, this is the perfect opportunity to preview your product launches, in-booth demonstrations and other activities attendees will not want to miss. The maximum size of the piece is 8.5"x11", double-sided.

ADVERTISING OPPORTUNITIES

Cont'd

HOTEL DOOR-DROP INSERT \$4,000

Delivered to medical attendees staying at Caesars Palace Wednesday night. This is the perfect opportunity to preview your product launches, in-booth demonstrations and other activities attendees will not want to miss. The maximum size of the piece is 8.5"x11", double-sided.



ATTENDEE REGISTRATION LIST

\$1,000 (Pre-Meeting) | \$1,000 (Post-Meeting) or \$1,500 for Both

Send attendees a special invitation to visit your booth, utilize the list to plan appropriate staff coverage and attendance or a post-meeting thank you. An attendee registration list is a one-time mailing and is available for purchase exclusively to 2024 Spine Summit exhibitors. Physical mailing addresses only, no emails.

- ▶ **Pre-meeting attendee list rental (\$1,000)**
List will be available beginning January 2024
- ▶ **Post-meeting attendee list rental (\$1,000)**
List will be available beginning March 2024



DIGITAL SPONSORSHIP OPPORTUNITIES

MOBILE APP SPLASH SCREEN—EXCLUSIVE

\$12,000

Put your company front and center when attendees open the meeting app. With this sponsorship, you will receive branding throughout the mobile app for attendees to view multiple times throughout their day.

SPONSORED CONTENT E-BLAST \$10,000

Our sponsored content e-blast offers a unique opportunity to promote your brand to registered 2024 Spine Summit attendees. The sponsor provides the finished HTML email content and will be sent out on your behalf. Limited opportunities are available.

MOBILE APP HOME SCREEN TILE

FULL WIDTH \$6,000 HALF-WIDTH \$3,000

Feature your company or products on the home screen, where your ad is slotted between speakers, sessions and events that attendees choose from each day of the meeting.

MOBILE APP STICKY BANNER AD \$4,000

Put your company front and center with the sticky banner, which displays on the main tiled screen and attaches to the bottom navigation. It remains stationary while scrolling on the main screen. Limited positions available.

DAILY DIGEST MEETING E-NEWSLETTER

\$2,500/Day


Your branded digital banner ad featured the daily rundown email all registered attendees wait for!

PRE-MEETING E-NEWSLETTER BANNER AD \$2,500

Our Pre-Meeting E-Newsletter Branded Banner Ad offers the perfect opportunity to showcase your brand to a highly engaged audience of professionals in a featured daily rundown communication to all registered attendees.



PARTNERSHIP OPPORTUNITIES

	Power of Networking Partner \$75,000	Neurosurgical Leadership Partner \$60,000	Neurosurgical Education Partner \$50,000	Resident Education Partner \$50,000	Future of Neurosurgery Partner \$50,000
	Place your company front and center as attendees develop relationships lasting a lifetime. This package associates your company with the meeting's top networking events.	Make an impression with today's leaders in spine and peripheral nerve surgery. This package associates your company with the meeting's most highly regarded presenter and helps you gain recognition with Section leadership.	Set your company apart as the education leader at the 2024 Spine Summit. This package provides exposure to all attendees and ties your name to the meeting's top educational resources and events.	Make an impression with the neurosurgical leaders of tomorrow. This package places your company front and center with resident and fellow members.	Help the Section lead the way in developing new approaches for educating neurosurgeons and treating patients by supporting these unique events.
Benefits					
Acknowledgement on signage	X	X	X	X	X
Acknowledgement placeard placed in booth	X	X	X	X	X
Acknowledgement in the Spine Summit Scientific Quick Planner and mobile app	X	X	X	X (app only)	X (app only)
Individual acknowledgement slide on screens in Scientific Sessions	X	X	X	X	X
Acknowledgement on Section website and in all general corporate support recognition materials	X	X	X	X	X
Logo napkins at Reception (provided by corporate supporter)	X				
Acknowledgement at Young Spine Surgeon Reception				X	
Networking					
Complimentary invites to Chair's Dinner on Thursday, February 22	2 Invites	6 Invites	2 Invites	2 Invites	2 Invites
Complimentary invites to Past Chair's Dinner on Friday, February 23	2 Invites	2 invites	2 Invites	2 Invites	
Complimentary invites to the Young Spine Surgeon's Reception on Friday, February 23	2 Invites	2 Invites		6 Invites	2 Invites

For further information on the latest opportunities and pricing, contact:
Amanda Pezzuto, Sales Inquires
apezzuto@aans.org or 617.529.2560