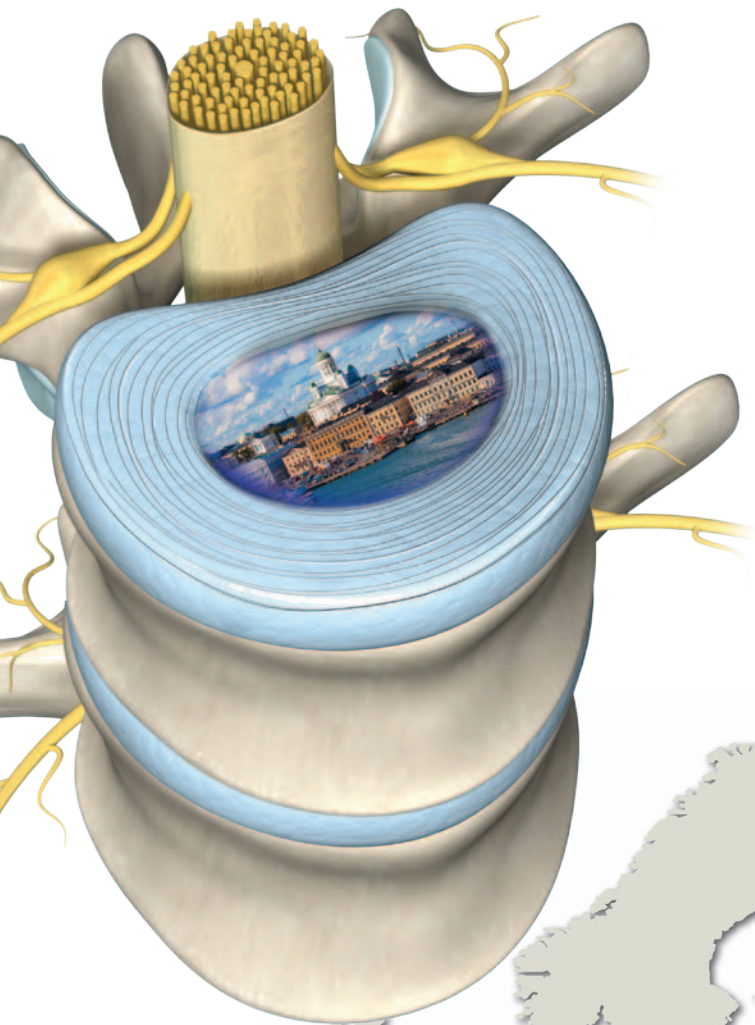


WORLD FORUM FOR SPINE RESEARCH 2012

The Intervertebral Disc— from Degeneration to Pain

Helsinki, Finland



Sponsorship & Exhibition Prospectus

Your guide to exhibition,
sponsorship and advertising
opportunities

Date: **June 18–21, 2012**

Venue: **Marina Congress Center**



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Welcome to the 3rd World Forum for Spine Research 2012

Welcome

This international meeting continues on the success of the second World Forum for Spine Research which was held in Montreal in 2010, and will bring together top experts in the field of the intervertebral disc to share their knowledge on the rapid advances in basic, translational and clinical research in this area through invited lectures, podium and poster presentations.

We have invited 30 top speakers from around the world to lecture at this event. They are chosen on the basis of their recent contribution to the field, and they represent the top 70% of all researchers on the intervertebral disc and back/neck pain.

We anticipate some 250–300 participants from around the world, following the meeting in Montreal, where we had participants ranging from clinicians to engineers and scientists from 40 different countries, making it a truly global multidisciplinary meeting!

For exhibitors and sponsors, this is a unique opportunity for you to support a top-end scientific meeting, and to be amongst the thought leaders in the area of intervertebral disc research and treatment of pain. The primary focus of this year's forum will be current understanding on various aspects of the intervertebral disc, from degeneration to pain and its treatments. It also offers an outstanding opportunity to present your products, services, and latest innovations to worldwide spine care specialists, researchers, and scientists.

So please take a few moments to read through this guide to see how you can be part of this indispensable event and help to shape its future.

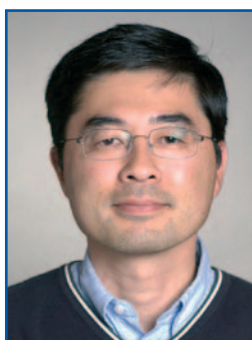
We look forward to welcoming you to the World Forum for Spine Research 2012.

Chairpersons



A handwritten signature in black ink, appearing to read 'Kenneth Cheung'.

Prof **Kenneth Cheung**
The University of
Hong Kong
Hong Kong



A handwritten signature in black ink, appearing to read 'Keita Ito'.

Prof **Keita Ito**
Eindhoven University
of Technology
Eindhoven
The Netherlands



A handwritten signature in black ink, appearing to read 'Teija Lund'.

Dr **Teija Lund**
ORTON Orthopaedic
Hospital
Helsinki
Finland

World Forum for Spine Research 2012 at a glance



Venue, Description, Advisory Board, Topics, and Organizer

Date

18–21 June, 2012

City

Helsinki, Finland

Venue

Marina Congress Center
Katajanokanlaituri 6,
00160 Helsinki
Finland
www.marinacongresscenter.com

Description

This is your opportunity to showcase your products and services

The 3rd World Forum for Spine Research takes place in June 2012 and will highlight the latest research and advances in spine clinical care as it pertains to the intervertebral disc and low back pain. This exclusive platform will play host to top researchers, clinicians and engineers as they present the latest ideas and innovations for the future—whether they are highly experienced or just starting out.

As a sponsor and/or exhibitor, the World Forum for Spine Research will provide you with a unique opportunity to support a top-end scientific meeting, and to showcase your products and services to a precisely targeted audience of skilled, knowledgeable delegates with considerable budget responsibilities. In addition, you and your colleagues would be able to interact with some of the world leaders on intervertebral disc research, and be provided with an in depth understanding of this area, including the newest trends in research and possible future clinical applications.

Advisory Board

Gunnar Andersson, USA
Cody Bunger, Denmark
Germán Ochoa, Colombia
S. Rajasekaran, India
Björn Rydevik, Sweden
Dietrich Schlenzka, Finland
Barend van Royen, Netherlands
Luiz Vialle, Brazil
Jeffrey Wang, USA

Topics covered

- Back pain and its treatments
- Diagnosis and diagnostic tools
- Mechanisms of disc degeneration
- Motion preservation: prosthetic/hybrid/biological

Organizer

AOSpine is the spine specialty within the AO Foundation. The organization places great emphasis on the importance of education and research and continues to develop new portfolios of academic offerings.

Our vision is to deliver the knowledge, experience, and evidence to improve patient care, patient outcomes, and ensure cost effective spine surgery.

At a glance

Important dates, contacts, and payment details

Exhibition dates:

Monday, 18 June–Thursday, 21 June, 2012

Exhibition hours: (during scientific program hours)

Monday, 18 June, 17:30–19:00
Tuesday, 19 June, 08:00–15:00
Wednesday, 20 June, 08:00–18:00
Thursday, 21 June, 08:00–11:00

Exhibitor and participant registration times:

Monday, 18 June, 07:30–18:30
Tuesday, 19 June, 07:45–15:00
Wednesday, 20 June, 08:00–18:00
Thursday, 21 June, 08:00–11:00

Exhibitor move in/move out dates:

In Monday, 18 June, 08:00–15:00
Out Thursday, 21 June, 11:00–18:00

Booking deadlines:

Exhibition/sponsorship **16 April 2012**
Final program advertising **16 April 2012**

Payment deadlines:

Exhibition/sponsorship **30 April 2012**
(deposit of 50% on booking)
For advertising bookings the full payment will be required at the time of application

Contacts:

World Forum for Spine Research AOSpine International Congress Manager

Claudia Spinatsch
WFSR2012@aospine.org
Tel: **+41 44 200 24 25**
Fax: **+41 44 200 24 12**

Official exhibition contractor

WS-Expo Group Oy
Sari Kallio
Hannuksenpelto 1
02270 Espoo, Finland
Tel: **+358 9 6844 5322**
Fax: **+358 9 6820 833**
sari.kallio@wsexpogroup.fi

Official shipping contractor

Suomen Messulogistiikka Oy
Erkki Koski
Aleksis Kiven katu 17
00510 Helsinki, Finland
Tel: **+358 10 309 6600**
Fax: **+358 10 309 6611**
info@smlog.fi



Methods of payment:

Credit card

Visa, MasterCard, American Express

Invoice

Please contact the Congress Manager to arrange an invoice.

Bank transfer

Bank details

CREDIT SUISSE,
CH-7270 Davos Platz,
Switzerland

Account No: 918467-41

Clearing No: 4835

IBAN: CH10 0483 5091 8467 4100 0

SWIFT: CRESCHZZ

AOSpine International
Stettbachstrasse 6
CH-8600 Dübendorf

Terms of payment:

All booking requests will be accepted on a first come, first served basis. Bookings will not be processed nor exhibition space or sponsorship guaranteed without the required 50% deposit at the time of application.

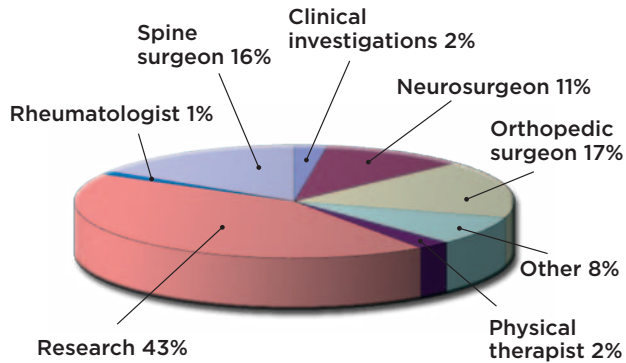
Visit our website at www.spineresearchforum.org

World Forum for Spine Research 2012

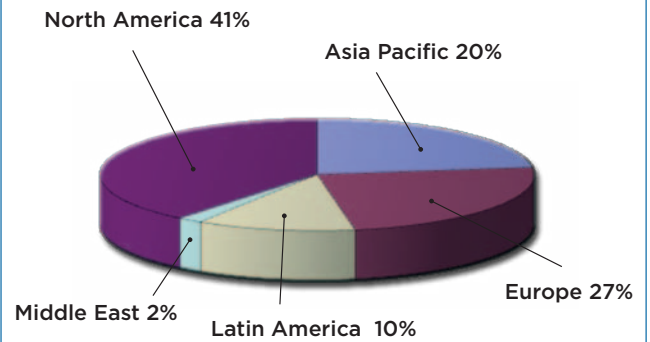
2010 facts and figures

WFSR 2010—200 participants from 40 countries

Participants specialty representation

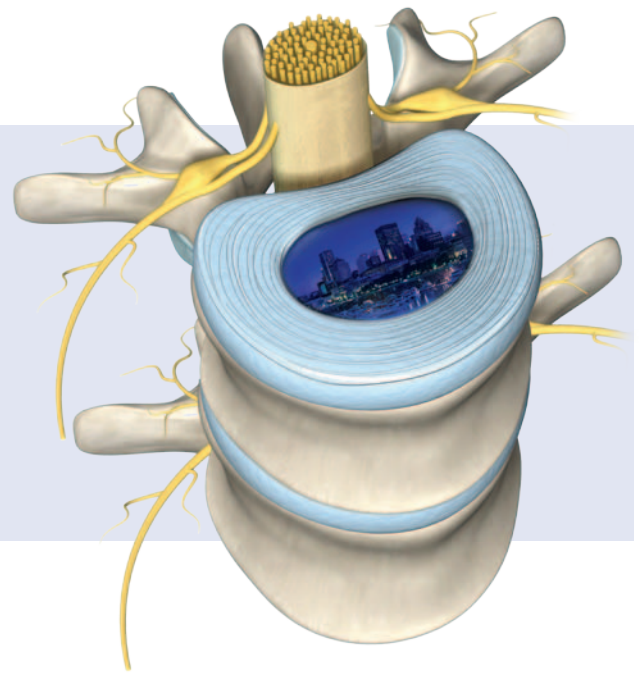


Participants region representation

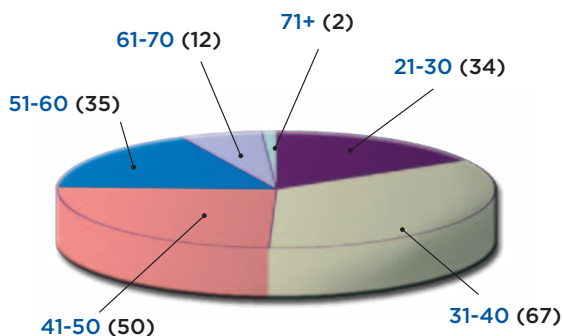


The Montreal World Forum in numbers

- 200 participants
- 44 invited faculty
- 28 oral presentations
- 12 short talks
- 145 posters
- 700 lunchboxes
- 145 liters of coffee



Age range of participants



Hotel accommodation



Special room rates

Scandic Grand Marina Hotel
Katajanokanlaituri 7
00160 Helsinki - Finland
Tel: +358 9 16661
Fax: +358 9 1666857
Email: grandmarina@scandichotels.com
www.scandichotels.com/grandmarina

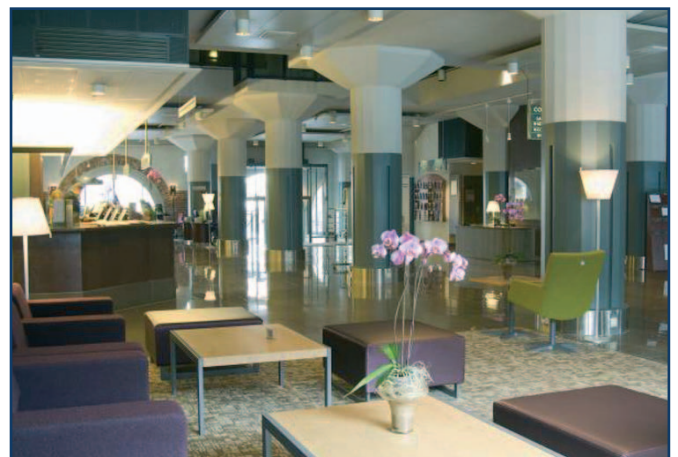


The World Forum organizing team has negotiated special room rates for all delegates at the Scandic Grand Marina Hotel, which is just across the street from the Marina Congress Center in the beautiful district of Katajanokka. The Helsinki city center is only a short walk away.

Rooms are offered at a rate of EUR 185.00 per room/night (single occupancy) and EUR 205.00

per room/night (double occupancy), to include breakfast, free use of sauna and gym, and all taxes.

Please book your hotel accommodation online on the WFSR website: www.spineresearchforum.org to enjoy the benefits of the hotel offer.



Sponsorship opportunities



Levels of sponsorship categories

The World Forum for Spine Research 2012 offers a range of exclusive sponsorship opportunities. Strictly limited, these provide an ideal way to publicize your company or organization. There are multiple levels to suit your exact requirements.

You reach your chosen sponsorship level by purchasing exhibition, sponsorship, and advertising options from the menu on the following pages



Diamond
EUR 50,000 (minimum payment)
Benefits—in addition to the items reserved:

- Booth space: 27m², priority allocation of exhibition space
- Instructional Course Lecture (ICL), at lunch time for 75 pax (catering not included)
- Priority in choosing the date and the meeting room for ICL
- Ad in final print program, full page inside cover page, color
- Company name and logo in congress website with hyperlink to the company website
- Named as Diamond Sponsor in all congress publications
- Use of congress logo for its own advertising
- Free insert of ICL invitation in congress bag
- 6 complimentary delegate passes, to be reserved to the company staff (worth EUR 700 each)
- Priority in choosing sponsorship items



Platinum
EUR 35,000 (minimum payment)
Benefits—in addition to the items reserved:

- Booth space 18m², priority allocation of exhibition space (after Diamond Sponsor)
- Priority in choosing the date and the meeting room for ICL (after Diamond Sponsor)
- Ad in final print program, full page, color
- Company name and logo in congress website with hyperlink to the company website
- Named as Platinum Sponsor in all congress publications
- Use of congress logo for its own advertising
- Free insert of ICL invitation in congress bag
- 4 complimentary delegate passes, to be reserved to the company staff (worth EUR 700 each)
- Priority in choosing sponsorship items



Gold
EUR 20,000 (minimum payment)
Benefits—in addition to the items reserved:

- Booth space 9m², priority allocation of exhibition space (after Diamond Sponsor and Platinum Sponsor)
- Priority in choosing the date and the meeting room for ICL (after Diamond Sponsor and Platinum Sponsor)
- Ad in final print program, half page, color
- Company name and logo in congress website with hyperlink to the company website
- Named as Gold Sponsor in all congress publications
- Use of congress logo for its own advertising
- Free insert of ICL invitation in congress bag
- 2 complimentary delegate passes, to be reserved to the company staff (worth EUR 700 each)
- Priority in choosing sponsorship items



Silver
EUR 10,000 (minimum payment)
Benefits—in addition to the items reserved:

- Booth space: 6m²
- Company name and logo in congress website with hyperlink to the company website
- Named as Silver Sponsor in all congress publications
- Use of congress logo for its own advertising
- Free insert of workshop invitation in congress bag

To reserve your sponsorship packages, please complete the exhibitor & sponsorship form and return it to us with your deposit. Allocation of exhibition space will be made after the booking deadline—16 April 2012, according to:

- 1st criterion—total amount of the contribution given to the congress (total space and sponsorship items)
- 2nd criterion—first-come, first-serve basis

Exhibition

Floor space rental fees

The World Forum for Spine Research 2012 exhibition will be held in the foyer on the 2nd floor of the Marina Congress Center. Limitations apply on the number of booths that can be booked by any one company. Please email the event organizer at WFSR2012@aospine.org for more information.

6m² is the minimum space to be ordered, exclusive of exhibitor badges at EUR 200.00 per person.

The fee for space rental is:

- up to 9m²: EUR 400/sqm (VAT excluded)
- from 10m²: EUR 360/sqm (VAT excluded)

The fee includes:

- exhibition floor space
- 2 exhibitors' badges (see page below) per 9m² + 1 delegate badge per exhibiting company
- cleaning of public areas and corridors
- welcome reception on Monday, 18 June and coffee breaks, for registered exhibitors
- exhibitors' technical manual
- acknowledgement on the congress website and in the final program

The fee does not include:

- shell scheme stands (profile walls)
- stands with fabric walls (190cm wide x 220cm high)
- furniture
- carpet and lights
- logos
- electricity and stand cleaning

Exhibitor Registration

All exhibitors are required to register and will receive a badge displaying their exhibiting company name.

Exhibitor badges include:

- access to the congress venue
- coffee breaks
- welcome reception on Monday, 18 June

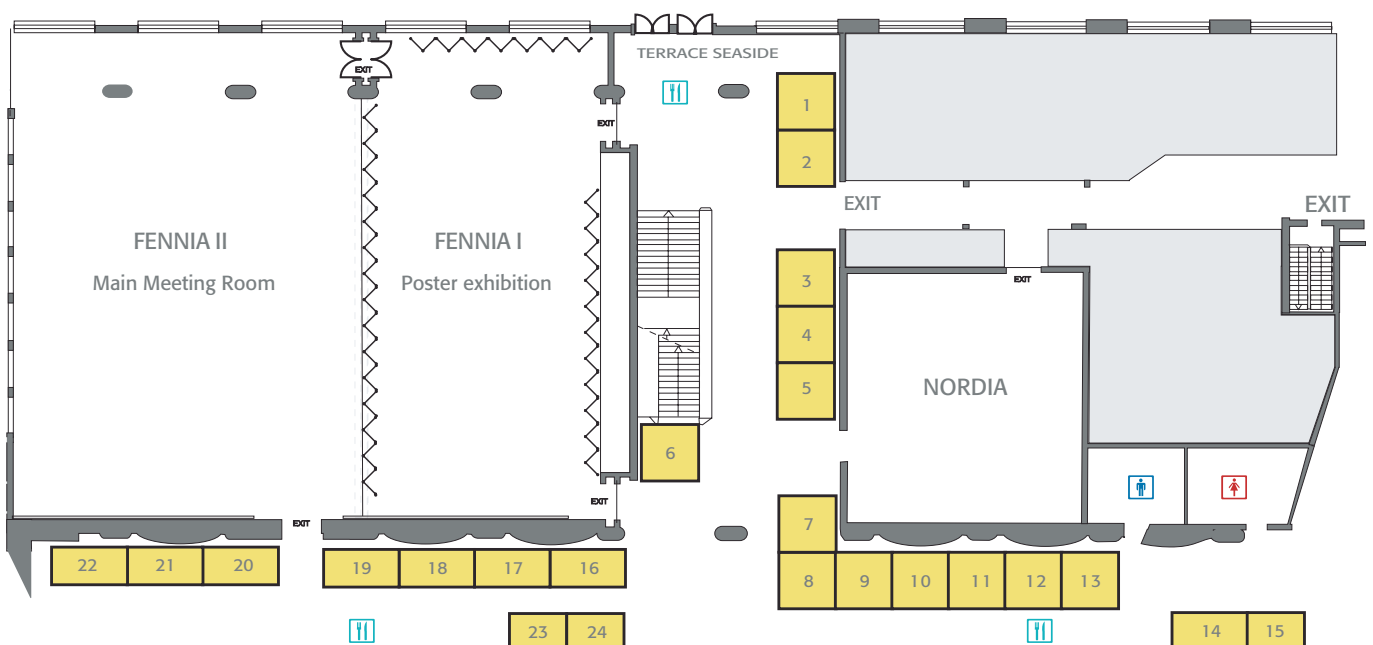
Access to the scientific sessions is not included.

Additional exhibitor badges at EUR 200 each can be ordered or bought on site.

Booth Layout

Exhibitors who do not order a standard pre-fitted booth through the WFSR organizing team, are required to submit a plan of their booth layout with sufficient details for approval. All booths must be in line with the rules and regulations of the Marina Congress Center.

Maximum height allowed is 2.5m.



Sponsorship & exhibitor options



Special events and sponsorship opportunities

The World Forum for Spine Research offers sponsors a wide variety of opportunities, from the welcome reception and banquet to the award ceremonies and instructional course lectures.

Special events		
Day	Description	Cost in EUR
Monday, 18 June	Welcome reception	15,000
Wednesday, 20 June	Banquet—menu	20,000
Wednesday, 20 June	Banquet—drinks	10,000
	Best oral presentation	4,000
	Best short talk	3,000
	Best poster presentation	2,500
	Scholarships to attend the event	1,500

Instructional Course Lectures (ICL) with breakfast or lunch

Instructional course lectures enable sponsors and exhibitors to publicize the work of their organizations, discuss important spine-related medical issues, and promote new products and services in a professional but relaxed learning atmosphere. There is a choice of breakfast or lunch sessions depending on the time the lecture is scheduled for.

Sponsors booking ICLs should be aware that the conference participants are a mixed audience. Besides clinicians there will also be a significant number of engineers or scientists visiting the conference. Your latest developments presented with appropriate scientific background information, will certainly be of interest to the majority of participants.

Tuesday, Wednesday and Thursday—ICL with breakfast (50 minutes)

Time	Total capacity	Cost in EUR
7:00—7:50	50 pax	4,000*

Tuesday and Wednesday—ICL with lunch (60 minutes)

Time	Total capacity	Cost in EUR
12:00—13:00	75 pax	5,000*

* Costs do not include catering. Please order your catering through the Marina Congress Center which has exclusive catering rights (sales.marinacongress@scandichotels.com, +358 9 166 6400).

The fees include:

- Meeting room rental
- Standard audio/visual equipment and technical assistance
- Publication of the ICL in the final print program and during breaks

Other sponsorship opportunities		
Day	Description	Cost in EUR
Monday—Thursday	Coffee breaks, 6 in total (company logo at coffee stations)	3,000/coffee break
Monday—Thursday	Water distributors (company logo on water distributors)	3,000
Tuesday	Catering for sight-seeing tour	4,000
Monday—Thursday	Speaker ready room and lounge	4,000
Monday—Thursday	Sponsor of poster exhibition area	4,000
Monday—Thursday	Transportation to banquet	4,000
Monday—Thursday	Congress bag insert (supplied and printed by sponsor)	1,500
Monday—Thursday	Display of company brochures at dedicated area	500
Monday—Thursday	Logo on hotel key cards	2,000
Mon/Tue/Wed/Thu	Guest room TV channel—video/ppt continuous loop	on request

Advertising rates



Advertising at the World Forum for Spine Research 2012—from Degeneration to Pain

Advertising rates

Advertising in the World Forum for Spine Research final program is a great way to keep your corporate message up front, and attract delegates to your exhibition presence. There is a wide variety of advertising opportunities to match your requirements and budget.

Payment

A payment of 100% of the advertisement price is required when booking advertisements.

Final program	Dimensions (mm)	Dimensions (inches)	Cost in EUR
Inside front cover color	216mm x 279mm	8.5" x 11"	4,000
Inside back cover color	216mm x 279mm	8.5" x 11"	3,500
Full page color	216mm x 279mm	8.5" x 11"	3,000
Half page color	108mm x 139.5mm	4.25" x 5.5"	2,000
Quarter page color	54mm x 69.75mm	2.125" x 2.75"	1,200
Double-page color spread	432mm x 558mm	17" x 22"	5,000

Final program

Booking deadline: 16 April, 2012

Sample advertisement must be provided to AOSpine by 23 April, 2012

Final artwork must be provided by 30 April, 2012

Format

Artwork must be provided in Adobe Acrobat format in press resolution with 3mm bleed.

Address for artwork

By email to WFSR2012@aospine.org

Contact: World Forum for Spine Research organization team

Sponsorship & exhibitor order form

Please complete in **BLOCK CAPITALS** and return using one of the following methods:

1. Scanned and emailed in PDF format to: **wfsr2012@aospine.org**
2. Fax: +41 200 2412
3. Post to: AOSpine, WFSR Organizing Team, Stettbachstrasse 6, CH-8600 Duebendorf, Switzerland

Authorized Exhibit Representative

Title	First name
Family name	
Job title	
Organization/company name	
Address	
Town/City	State/Province
Country & Postcode/Zip code	
Email	
Website	
Tel (primary contact)	
Fax	

Company Information

for listing in the Final Program and on the WFSR 2012 website

Organization/company name
Mailing Address
City & State/Province
Country & Postcode/Zip code
Email
Website
Tel (primary contact)
Fax

Line of Business:

- biomedical research society
- medical equipment suppliers
- computer software providers
- medical publisher
- laboratory
- research consulting firm
- medical equipment manufacturer
- research organization
- other (please specify) _____

Please accept this request for sponsorship/exhibition space at the World Forum for Spine Research 2012 being held 18-21 June, 2012

Desired sponsorship level

- Diamond (minimum EUR 50,000)
- Platinum (minimum EUR 35,000)
- Gold (minimum EUR 20,000)
- Silver (minimum EUR 10,000)

EXHIBITION

Please select your preferred booth size and location in the form below.
Indicate here any companies you would prefer not to exhibit next to:

The Word Forum for Spine Research will make every effort to satisfy your request on the choice of booth—if it has already been booked by another exhibitor, we will suggest the closest possible alternative.

Your booth is not secure until a non-refundable deposit of 50% is paid.

Exhibition space order

Select	Description	Preference (please indicate top 3)			Cost in EUR	Total EUR
<input type="checkbox"/>	3 x 2m booth				2,400	
<input type="checkbox"/>	4 x 2m booth				3,200	
<input type="checkbox"/>	3 x 3m booth				3,600	
<input type="checkbox"/>	6 x 3m booth				6,480	
<input type="checkbox"/>	Other size					
<input type="checkbox"/>	# of additional badges				200	

Sponsorship order—special events

Select	Description	Day	Quantity	Cost in EUR	Total in EUR
<input type="checkbox"/>	Welcome Reception	Mon	1	15,000	
<input type="checkbox"/>	Banquet—menu	Wed	1	20,000	
<input type="checkbox"/>	Banquet—drinks	Wed	1	10,000	
<input type="checkbox"/>	Best oral presentation		1	4,000	
<input type="checkbox"/>	Best short talk		1	3,000	
<input type="checkbox"/>	Best poster presentation		1	2,500	
<input type="checkbox"/>	Scholarship to attend the event		1	1,500	

Sponsorship order—ICL (instructional course lecture)

Select	Description	Day(s)			Cost in EUR	Total in EUR
<input type="checkbox"/>	ICL with breakfast—capacity 50					
<input type="checkbox"/>	Indicate preferred day(s)	Tues	Wed	Thurs	4,000	
<input type="checkbox"/>	ICL with lunch—capacity 75					
<input type="checkbox"/>	Indicate preferred day(s)		Tues	Wed	5,000	

Page total

Sponsorship order—other sponsorship

Select	Description	Cost in EUR	Total in EUR
<input type="checkbox"/>	Coffee breaks, 6 in total (company logo at coffee stations)	3,000/ coffee break	
<input type="checkbox"/>	Water distributors (company logo on water distributors)	3,000	
<input type="checkbox"/>	Catering for sight-seeing tour	4,000	
<input type="checkbox"/>	Speaker ready room and lounge	4,000	
<input type="checkbox"/>	Sponsor of poster exhibition area	4,000	
<input type="checkbox"/>	Transportation to banquet	4,000	
<input type="checkbox"/>	Congress bag insert (supplied and printed by sponsor)	1,500	
<input type="checkbox"/>	Display of company brochures at dedicated area	500	
<input type="checkbox"/>	Logo on hotel key cards	2,000	
<input type="checkbox"/>	Guest room TV channel—video/ppt continuous loop	on request	

Advertisement order—final program

Select	Description	Dimensions (Metric)	Dimensions (Imp)	Cost in EUR	Total in EUR
<input type="checkbox"/>	Inside front cover color [†]	216mm x 279mm	8.5" x 11"	4,000	
<input type="checkbox"/>	Inside back cover color [†]	216mm x 279mm	8.5" x 11"	3,500	
<input type="checkbox"/>	Full page color	216mm x 279mm	8.5" x 11"	3,000	
<input type="checkbox"/>	Half page color	108mm x 139.5mm	4.25" x 5.5"	2,000	
<input type="checkbox"/>	Quarter page color	54mm x 69.75mm	2.125" x 2.75"	1,200	
<input type="checkbox"/>	Double-page color spread	432mm x 558mm	17" x 22"	5,000	

[†] Available on first come, first served basis

Page total EUR	<input type="text"/>
Total from previous page EUR	<input type="text"/>
Total order value EUR	<input type="text"/>

Payment information

If this request for sponsorship/exhibition space is accepted, we agree to pay the total sum in EUR currency as follows:

- 50% of the total sum for exhibition and sponsorship requests and 100% of the advertising balance at the time of application
- Remaining balance for exhibition and sponsorship requests will be paid in full by 30 April, 2012.

Please select your method of payment

Invoice

Visa MasterCard American Express

Card number _____

Expiry date ____/____/____ Code _____

Name on the credit card _____

Bank transfer

Bank details:
CREDIT SUISSE, CH-7270 Davos Platz, Switzerland
 Account No: **918467-41**
 Clearing No: **4835**
 IBAN: **CH10 0483 5091 8467 4100 0**
 SWIFT: **CRESCHZZ**
AOSpine International, Stettbachstrasse 6, CH-8600 Duebendorf

Exhibition/sponsorship/advertisement cancellation charges

If you book exhibition space sponsorship or advertising but then cancel your reservation, the following cancellation fee will apply:

- **Exhibition/sponsorship**
 50% of the total exhibition/sponsorship booking for cancellations received before 16 April 2012
 100% of the total exhibition/sponsorship booking for cancellations received thereafter.
- **Final program advertising**
 50% of the total booked advertising for cancellations received before 16 April 2012
 100% of the total booked advertising for cancellations received thereafter.

Terms of payment

Exhibitor and sponsorship requests will be accepted on a first come, first served basis. Applications cannot be guaranteed without receipt of the required 50% deposit. Exhibitors will be invoiced for the balance due after space assignment is made. Full payment must be received by April 30, 2012 or the booking may be cancelled.

I agree that this form shall become a binding contract upon my acceptance of the exhibition/sponsorship request and is subject to the terms, conditions, rules and regulations set forth herein and within the prospectus.

Name (BLOCK CAPITALS)..... Position

Signed Date

Please retain a copy of this form for your records

Rules and regulations



Rules and regulations

The rules and regulations contained herein are intended by the congress organizing team to serve the best interests of the World Forum for Spine Research 2012, the exhibitors, and the attendees, and to give notice to applicants and exhibitors of governing rules and regulations. All applicants, exhibitors and their agents are bound by the rules and regulations. The congress organizing team shall have full authority to interpret or amend these rules, and its decision is final. Exhibitors agree to abide by any rules or regulations that may hereafter be adopted, which shall be as much a part as though originally incorporated. All issues not addressed herein are subject to the decision of the congress organizing team.

These rules and regulations have been formulated in the best interest of all exhibitors. The exhibitor understands and agrees that the information contained in this prospectus and congress organizing team rules and regulations are an integral and binding part of the exhibit space contract, and that signing the exhibit space application/contract indicates understanding and agreement to comply with all policies, rules, regulations, terms and conditions in the prospectus, and any other congress organizing team issued communication. These rules and regulations may be amended or changed at any time by the congress organizing team, and all amendments and changes will be binding on all parties. Please read this prospectus carefully since policies and procedures may change from year to year.

MAINTENANCE OF EXHIBIT SPACE

- The exhibitor must, at its own expense, maintain and keep its exhibit area clean.
- Trash, produced as a result of exhibitor providing food and/or beverage services, must be maintained within the booth area and removed at the exhibitor's own expense.
- Exhibitors may gain access to the exhibit hall with a valid show badge during the exhibit hours.
- Show badges must be worn at all times by exhibitor booth personnel in order to gain entry into the exhibit hall.

EXHIBITOR LIABILITY

The exhibitor shall be fully responsible for all claims, liabilities, losses, damages or expenses relating to or arising out of any injury to any person or any loss of or damage to any property where such injury, loss or damage is incident to, arises out of or is in any way connected with the exhibitor's participation in the AOSpine technical exhibits program; and the exhibitor shall protect, indemnify, hold harmless and defend AOSpine, its officers, directors, agents and employees from and against any and all such claims, liabilities, losses, damages and expenses (including costs of defending against such); provided that the foregoing shall not apply to any injury, loss or damage caused by or resulting from the negligence or wilful misconduct of AOSpine or one or more of its officers, directors, agents or employees. Exhibitor further waives any claim against AOSpine, its officers, directors, agents or employees arising out of the oral or written publication or republication of any statement made in connection with the World Forum for Spine Research by anyone who is not an employee of the congress organizing team concerning the exhibitor or the exhibitor's exhibit, products or services.

In case any part of the exhibit hall is destroyed or damaged so as to prevent AOSpine from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in case occupancy of assigned space during any part or the whole of the exhibition period is prevented by a strike, an act of God, a national emergency or other cause beyond the control of AOSpine, then the exhibitor will be charged for exhibit space on a pro-rata basis only for the period during which AOSpine, its directors, officers, agents or employees are liable for any loss or damage which may arise as a result of such unavailability of assigned exhibit space.

INSURANCE COVERAGE

Each exhibitor is responsible for maintaining such property and casualty insurance for its exhibit and display materials as the exhibitor shall deem adequate. Any policy providing such insurance must contain a waiver of any right of subrogation to any claims against AOSpine, its officers, directors, agents or employees.

Each exhibitor must maintain general public liability insurance, in the amount of not less than \$1 million for anyone occurrence, against claims for personal injury, death or property damage connected in any way with the exhibitor's participation in the exhibition. Such insurance must include coverage of the indemnification obligations of the exhibitor under the section exhibit hall security of these rules and regulations and must cover AOSpine as an additional named insured. In addition, the cancellation policy must provide coverage that cannot be cancelled or reduced without at least ten days prior written notice to AOSpine. Upon request, by AOSpine, the exhibitor shall provide AOSpine with an original certificate of insurance evidencing the maintenance of liability insurance complying with all requirements of this paragraph.

EXHIBITOR HALL SECURITY

Each exhibitor is responsible for safeguarding its goods, materials, equipment and exhibits at all times. AOSpine will provide perimeter security service during the World Forum for Spine Research 2012 occupation of the exhibit hall. Neither the Congress organizing team nor the security service will be responsible for any losses incurred by the exhibitor.

BOOTH PRIVACY

Exhibitor activities must be confined to the exhibitor's contracted booth space. Exhibitors may not enter another exhibit without invitation. Violators will be penalized with expulsion of the violating person from the exhibit hall.

STAFFING OF EXHIBITS

Exhibit booths must be staffed during all exhibit hours. An exhibit company that has failed to set up or properly staff its booth during the exhibition will forfeit all exhibit rights for this congress.

ENTERTAINMENT

The use of music, dancers or mimes or other entertainment similar to this in nature is not permitted in the exhibit hall.

DISTRIBUTION OF FOOD

Scandic Hotels Oy/Marina Congress Center has exclusive catering rights. Exhibitors may

not serve any products brought to the stand themselves apart from their own company's sweets or other such products. The catering services will be ordered in advance from MCC Sales Department.

**Please contact: tel. +358 9 166 6400
e-mail sales.marinacongress@scandichotels.com**

DISTRIBUTION OF GIVEAWAYS / DRAWINGS/ RAFFLES

Small novelty items may be distributed to registrants. Items to be distributed or raffled must be approved by the congress organizing team in advance and must be distributed in the confines of the exhibitor's booth. The congress organizing team reserves the right to remove any items deemed unacceptable from the show floor. For AOSpine approval, please contact World Forum for Spine Research organization team at: WFSR2012@aospine.org.

DISTRIBUTION OF PRINTED MATERIALS

The distribution of printed materials is strictly limited to the exhibitor's booth in the exhibit hall. This restriction also applies to placement of signs and/or distribution of materials in the hotel.

AOSpine LOGO USE

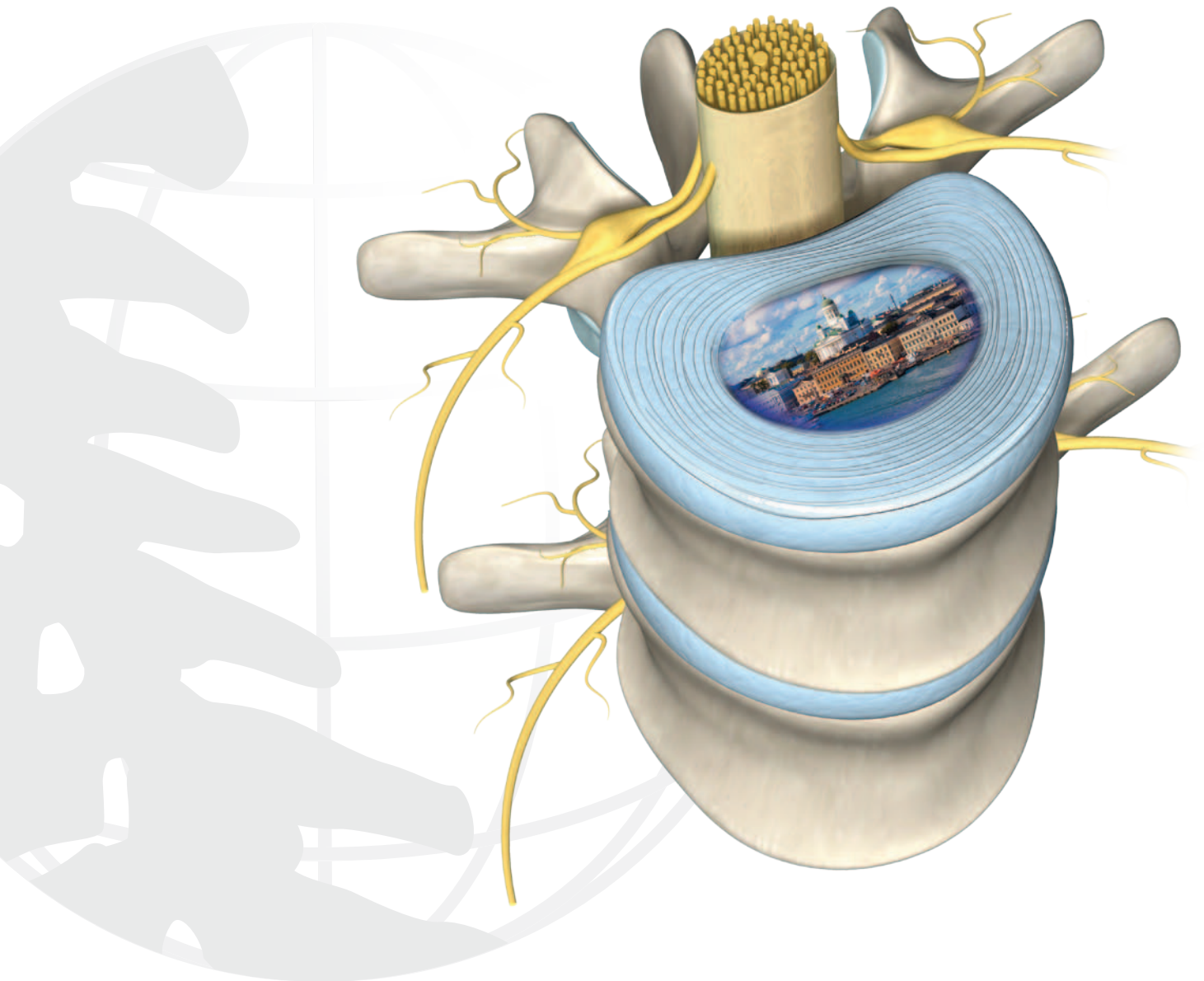
The name AOSpine, the acronym AOSpine and the AOSpine logo are registered trademarks of the AOSpine. Use of the aforementioned in conjunction with advertisements, promotional materials, endorsements, statements, contests and/or awards of any kind without the expressed written consent of the congress organizing team is prohibited. Violators may be subject to civil and criminal penalties.

PHOTOGRAPHY/VIDEOS

Photographing/filming at any time other than by the official photographer/video team is prohibited. Exhibitors may take photos/ video their own products within their own exhibit parameters. Any live feed videos must be approved in advance by the congress organizing team.

STANDARD BOOTHS

Booth space will be assigned in segments. The booths cannot be divided. Total height of exhibits may not exceed 2.50m, from the floor to the top of any exhibitor structure. This includes signs and/or lighting/theatrical truss. All display fixtures must be confined to the area of the exhibitor's space. Additional services (electrical/ internet connection, telephone, flowers, furniture, etc.) will be provided at extra cost and will be outlined in the exhibitor manual upon initial reservation.



Thank you and see you there!



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