



**POSNA**  
PEDIATRIC ORTHOPAEDIC SOCIETY  
OF NORTH AMERICA

**2021**

# Corporate Partner Opportunities



**Expand** your global reach

**Showcase** your innovative techniques

**Exchange** ideas and knowledge

# 2020 Corporate Partners

The Pediatric Orthopaedic Society of North America gratefully acknowledges the following for their generous financial support during 2020.

## DOUBLE DIAMOND



## DIAMOND



## PLATINUM LEVEL SUPPORT

Shriners Hospitals for Children

Zimmer Biomet

## GOLD LEVEL SUPPORT

BioMarin Pharmaceutical

## SILVER LEVEL SUPPORT

Arthrex

## BRONZE LEVEL SUPPORT

Children's Mercy Kansas City  
Gillette Children's Specialty  
Healthcare

Globus Medical  
IPSEN BioPharmaceuticals  
MD Orthopaedics

NuVasive  
Pega Medical  
Stanford Children's Health

# Thank You!



# Letter from POSNA President & Chair

## Dear POSNA Corporate Partners,

The Pediatric Orthopaedic Society of North America (POSNA) recognizes the partnership with industry is the keystone to achieving our mission: advancement of pediatric orthopaedics by promoting education, research, and quality care. This is achieved by development and implementation of innovative, high-quality educational programs and collaborative research, which allows transformational evidence-based advances in patient care. In the end, our societal vision is a world with optimal musculoskeletal health for all children.



Michael Vitale, MD  
President



Scott Luhmann, MD  
Industry Relations Chair

Corporate Partners have been an integral factor in the growth of POSNA and its recognition as one of the world's premier societies for pediatric orthopaedic and spinal deformity surgery. United by our common goals, Corporate Partners and POSNA both benefit from the opportunities to collaborate. Ultimately, the exchange of ideas and knowledge improves and expands both groups' abilities to enable optimal musculoskeletal care for our patients.

Industry support fuels the ability of POSNA to educate, support research and, most importantly, improves the care of children.

Education is at the core of POSNA. The crown jewels of the educational endeavors are the POSNA Annual Meeting and the International Pediatric Orthopaedic Symposium (IPOS), which draws orthopaedic surgeons and other musculoskeletal providers from around the world.

The Annual Meeting, held every May, is a vibrant event driven by the latest, evidence-based research encompassing all aspects of pediatric orthopaedics, starting with the Pre-Course and continuing for three more days of engaging talks, concurrent sessions, and breakouts, including Subspecialty Day. For the first time in its history last May, due to the COVID pandemic, the POSNA Annual Meeting was held virtual. This rapid pivot from the usual in-person meeting to one being held entirely virtual demonstrated the incredible creativity, flexibility and grit of POSNA and its members, and their collective commitment to education. The meeting was well-received and the ability of attendees to access the educational content and corporate information will provide enduring content. For 2021, the plan is to be held in a blended fashion, part in-person and part virtual, in order to respect social distancing yet achieve the optimal balance to maximize education and research.

IPOS is a showcase for innovative techniques, "what's new and what works" in pediatric orthopaedics. Recognizing the increasing complexity, diversity and subspecialty interests within pediatric orthopaedics, the IPOS schedule allows registrants to customize their learning experience. In addition to focused lecture sessions and case discussions, registrants may choose from over 40 breakout sessions, demonstrations, hands-on technical workshops, and industry-sponsored sessions with innovative products. Also at IPOS is the Top Gun Surgical Simulation Competition for residents and fellows.

POSNA continues to expand our global educational mission by collaborating with our alliance societies around the world. Initiatives with the European, Asia-Pacific and South American pediatric orthopedic societies have been enhanced by corporate support.

We look forward to continued close collaboration with our Corporate Partners. We urge you to remember the reasons you've chosen to join with us in the past and consider increasing your level of support for POSNA this year. We listened to your feedback and have now integrated support for POSNA and IPOS into the same calendar year to make it seamless to allocate your support among the multiple options offered to align with your goals. Furthermore, support for POSNA and IPOS is combined to meet tiered, designated giving levels for the year.

Michael Vitale, MD  
President



Scott Luhmann, MD  
POSNA, Industry Relations Chair



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## Deadlines

- Registration opens October 14, 2020
- Annual Meeting registration deadline February 5, 2021
- Annual Meeting booth assignments March, 2021
- IPOS registration deadline August 5, 2021
- IPOS booth assignments September, 2021

## ACCME

POSNA recognizes that commercial support is an important element of educational meetings and adheres strictly to all ACCME directives and guidelines that govern commercial support of continuing education.



# Levels of Support and Benefits

## DOUBLE DIAMOND

\$150,000 +

### Throughout the Year...

- Largest name recognition as a Double Diamond Level company on the POSNA website and in non-CME printed materials (i.e. the POSNA newsletter)
- Logo on website can link to a video (1-2 minutes long)
- Opportunity for meetings with members of POSNA leadership at company headquarters

### At Annual Meeting and/or IPOS...

- Four invites to attend the Presidents Dinner & Cocktail Reception on Tuesday during Annual Meeting (Two company representatives and two guests)
- Presentation of a plaque and an opportunity to address registrants at the Annual Meeting Opening Ceremony
- Roundtable Leadership Discussion Meeting at IPOS
- Opportunity to conduct a Pre-Course session at IPOS
- Right of first refusal for participation in the IPOS Top Gun Surgical Simulation Competition
- Premium table or booth location  
*\*Note: table and booth fees are not included in sponsorship*
- Recognition on the meeting mobile app with link to your company website
- Personalized housing block for up to **10** rooms for your representatives
- Complimentary registration for ten representatives
- Verbal and sign recognition
- Name recognition in print and on electronic promotional materials
- Ribbons on company name badges acknowledging your sponsor level
- Pre-and Post-registration mailing list will be made available, for a one-time mailing to registrants

### Concierge Service

Concierge service is available for Double Diamond sponsors. Industry Relations Chair and/or staff will contact you prior to each meeting to review your scheduled events and needs.

In addition, one room will be available at the Annual Meeting and IPOS for company use. This will be a shared room and available on a first come first serve basis. POSNA will provide a screen, projector, water and coffee in this room

## DIAMOND

\$100,000 - \$149,999

### Throughout the Year...

Logo recognition on the POSNA website linked to company website

### At Annual Meeting and/or IPOS...

- Two invites to attend the Presidents Dinner & Cocktail Reception on Tuesday during Annual Meeting. (This is limited to company representatives ONLY)
- Presentation of a plaque and an opportunity to address registrants at the Annual Meeting Opening Ceremony
- Recognition on the meeting mobile app with link to your company website
- Personalized housing block for up to six rooms for your representatives
- Complimentary registration for **six** representatives
- Recognition on the meeting mobile app with link to your company website
- Verbal and sign recognition
- Name recognition in print and on electronic promotional materials
- Ribbons on company name badges acknowledging your sponsor level
- Pre-registration mailing list will be made available before each meeting, for a one-time mailing to registrants

## PLATINUM

\$75,000 - \$99,999

### Throughout the Year...

Name recognition on the POSNA website

### At Annual Meeting and/or IPOS...

- Presentation of a plaque at the Annual Meeting Opening Ceremony
- Recognition on the meeting mobile app with link to your company website
- Personalized housing block for up to **five** rooms for your representatives
- Complimentary registration for five representatives
- Verbal and sign recognition
- Name recognition in print and on electronic promotional materials
- Ribbons on company name badges acknowledging your sponsor level
- Pre-registration mailing list will be made available before each meeting, for a one-time mailing to registrants

# Levels of Support and Benefits

## GOLD

\$50,000 - \$74,999

### Throughout the Year...

Name recognition on the POSNA website

### At Annual Meeting and/or IPOS...

- Recognition on the meeting mobile app with link to your company website
- Personalized housing block for up to four rooms for your representatives
- Complimentary registration for **four** representatives
- Verbal and sign recognition
- Name recognition in print and on electronic promotional materials
- Ribbons on company name badges acknowledging your sponsor level
- Post-registration mailing list will be made available for a one-time mailing to registrants, after the Annual Meeting and IPOS

## SILVER

\$20,000 - \$49,999

### Throughout the Year...

Name recognition on the POSNA website

### At Annual Meeting and/or IPOS...

- Recognition on the meeting mobile app with link to your company website
- Personalized housing block for up to three rooms for your representatives
- Complimentary registration for **three** representatives
- Verbal and sign
- Name recognition in print and on electronic promotional materials
- Ribbons on company name badges acknowledging your sponsor level
- Post-registration mailing list will be made available, for a one-time mailing to registrants, after the Annual Meeting and IPOS

## BRONZE

\$1,000 - \$19,999

### Throughout the Year...

Name recognition on the POSNA website

### At Annual Meeting and/or IPOS...

- Recognition on the meeting mobile app with link to your company website
- Complimentary registration for **two** representatives
- Verbal and sign recognition
- Name recognition in print and on electronic promotional materials
- Ribbons on company name badges acknowledging your sponsor level
- Post-registration mailing list will be made available for a one-time mailing to registrants, after the Annual Meeting and IPOS

## Children's Hospital Sponsors

Children's Hospitals are welcome to sponsor any of the sponsorship or marketing opportunities listed. Sponsoring hospitals may also purchase exhibit space (profit or non-profit table dependent on space available) to highlight their hospital facilities and research work. The exhibit may not be used for recruitment purposes unless the hospital is a Diamond Level or above sponsor.

## New This Year

This year we are moving to an online exhibitor portal which will provide you with the ability to purchase your sponsorship packages, choose your booth location and download important show information. Please visit (insert URL here) to get started today.



# 37th Anniversary ■ MAY 12-15 | Dallas, TX

## 2021 Annual Meeting

### General Information

The POSNA Annual Meeting will be held at the Hilton Anatole in Dallas, Texas. This course will provide the latest research and expert clinical opinion in pediatric orthopaedics through abstract/paper presentations, video abstracts, educational posters, symposia, as well as didactic teaching from leading authorities on various topics within pediatric orthopaedics.

### POSNA 2021 Annual Meeting Pre-Course Program Committee

Lindsay Andras, MD, Chair  
A. Noelle Larson, MD, Past Chair  
Julie Samora, MD, PhD

### POSNA 2021 Annual Meeting Program Committee

Wudbhav Sankar, MD, Chair  
Jeffrey Martus, MD Past Chair

Matthew Oetgen, MD, MBA  
Nicholas Fletcher, MD

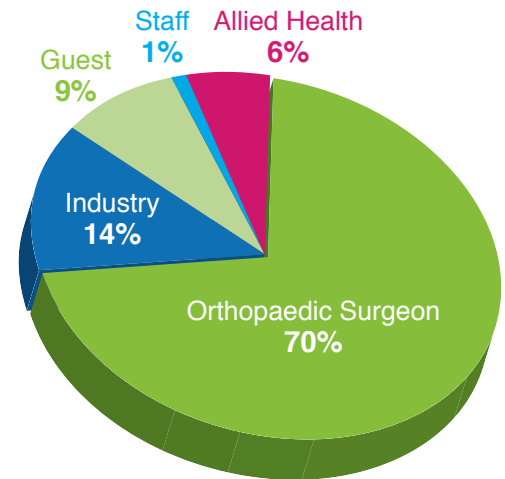
### Learning Objectives

- Learn about the latest advances in pediatric orthopaedic surgery
- Interact and learn with world-renowned thought leaders in the field
- Use the information obtained to make improvements in your own practices

### Top 5 Reasons to Attend the Annual Meeting

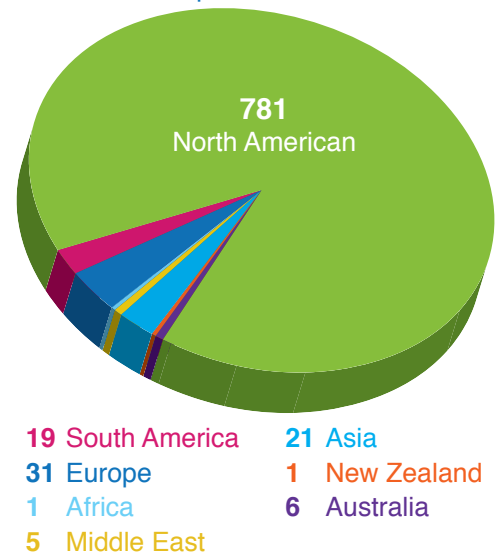
1. Learn about the latest advances and cutting-edge research in pediatric orthopaedic surgery
2. Collaborate and network with fellow surgeons who experience similar issues in the workplace
3. Earn over 15 CME credits
4. Reignite your passion for the field and leave feeling inspired and energized
5. Reengage with your peers and colleagues after lockdowns and restrictions due to the global pandemic

### 2019 Attendance by Type



### 2019 Attendance by Region

8 countries represented



# Attendance & Schedule at a Glance



## 2021 Schedule at a Glance

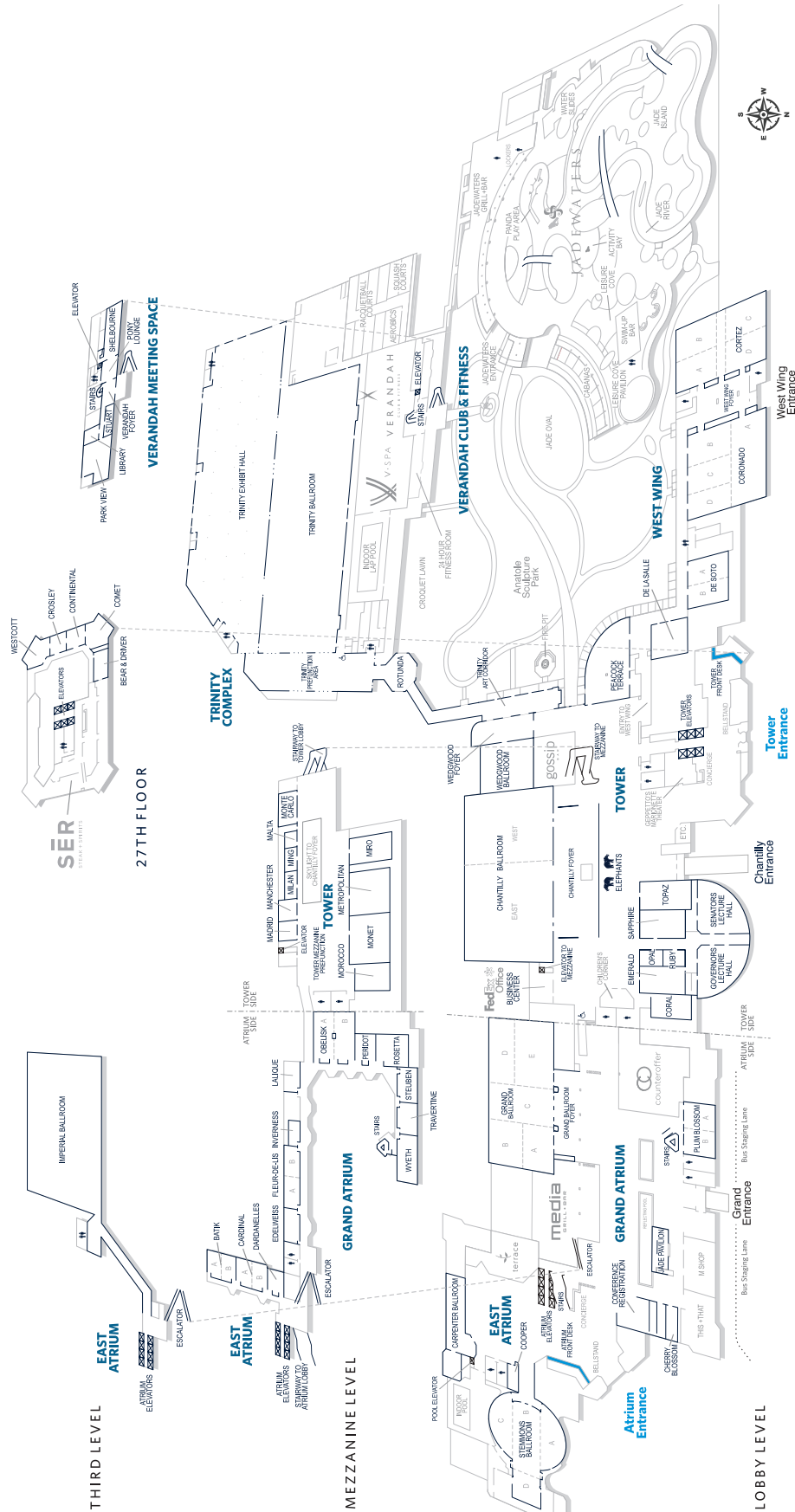
TUESDAY, MAY 11	
8:00 AM - 3:00 PM	Board of Directors Meeting
4:00 PM - 6:00 PM	Registration
8:00 AM - 5:00 PM	POPS Meeting
WEDNESDAY, MAY 12	
6:30 AM - 7:30 AM	Fellowship Directors Meeting
7:00 AM - 5:00 PM	Registration
<b>7:00 AM - 8:00 AM</b>	<b>Pre-Course Breakfast/Exhibits</b>
8:00 AM - 12:00 PM	Pre-Course
<b>10:00 AM - 10:20 AM</b>	<b>Coffee Break/Exhibits</b>
12:10 PM - 1:10 PM	Young Member Forum
1:30 PM - 5:30 PM	Scientific Program
<b>3:35 PM - 3:55 PM</b>	<b>Coffee Break/Exhibits</b>
6:30 PM - 8:00 PM	Opening Ceremony
8:00 PM - 9:30 PM	Welcome Reception
THURSDAY, MAY 13	
6:30 AM - 12:00 PM	Registration
<b>6:45 AM - 7:45 AM</b>	<b>Breakfast/Exhibits</b>
<b>7:50 AM - 11:50 AM</b>	<b>Subspecialty Day</b>
	Hand/Foot
	Hip
	LE/Neuromuscular
	Spine
	Sports
	Trauma
<b>9:50 AM - 10:10 AM</b>	<b>Coffee Break/Exhibits</b>

*\*Program subject to change*

FRIDAY, MAY 14	
6:30 AM - 5:30 PM	Registration
<b>6:30 AM - 7:30 AM</b>	<b>Breakfast/Exhibits</b>
7:45 AM - 11:08 AM	Scientific Program Award Papers
<b>9:55 AM - 10:15 AM</b>	<b>Coffee Break/Exhibits</b>
11:10 AM - 11:25 AM	Distinguished Achievement Award
11:26 AM - 11:32 AM	2021 Meeting Announcements
11:33 AM - 11:53 AM	Presidential Speaker
11:54 AM - 12:04 PM	Presidential Transfer
12:15 PM - 1:45 PM	Member Business Meeting
2:00 PM - 4:00 PM	Concurrent Session Spine
2:00 PM - 4:00 PM	Concurrent Session Sports
<b>3:00 PM - 3:20 PM</b>	<b>Coffee Break/Exhibits</b>
<b>4:10 PM - 5:20 PM</b>	<b>Symposia Program</b>
	Diversity
	POGO
	POPS
	Practice Management
	Research
	Trauma
7:30 PM - 11:00 PM	Closing Reception
SATURDAY, MAY 15	
7:00 AM - 11:30 AM	Registration
6:30 AM - 7:45 AM	Breakfast
8:00 AM - 10:00 AM	POSNA Board Meeting
7:50 AM - 11:20 AM	Scientific Program
9:50 AM - 10:10 AM	Break



# 2021 Annual Meeting Floorplan Hilton Anatole in Dallas, Texas



## EDUCATIONAL SUPPORT

### Educational Grant for the 2021 Annual Meeting \$25,000 and up

By providing an unrestricted educational grant in any amount, your company can help offset the cost of the Annual Meeting so that we can keep registration fees low for attendees. This grant could include donations to offset Audio Visual expenses. Sponsors will be acknowledged on signage at the meeting and in the Program Book.

### Subspecialty Day (SSD)

#### \$20,000 per Session

(Spine, Trauma, Hip and Sports)

#### \$10,000 per Session

(Hand, Foot, Lower Extremity, and Neuromuscular)

(Open to multiple sponsors)

Subspecialty Day, Thursday, May 13 will feature eight subspecialty sessions: Foot, Hand, Hip, Lower Extremity, Neuromuscular, Spine, Sports, Trauma. The subspecialties of Hip, Spine, Sports, and Trauma will have two separate half-sessions covering different topics, which are to be determined by the chairs this fall. Foot, Hand, Lower Extremity, and Neuromuscular will have one half-session. The sponsor will be acknowledged on signage outside the session room.

### Half-Day Pre-Course

#### \$25,000 (Open to one sponsor)

The POSNA Pre-Course, chaired by Lindsay Andras, MD.

**Optimizing performance throughout your orthopaedic career: How to take your practice to the next level in the clinic, operating room and your institution.**

The Pre-Course will concentrate on Practical advice for advancing your practice in clinical, operative and administrative settings with words of wisdom from leaders in the field for junior, middle, and senior level faculty.

A continental breakfast, morning break and up to 4 hours of CME credits will be provided.

## PUBLICATIONS AND MULTIMEDIA SUPPORT

### Preliminary Program

#### \$15,000

The Annual Meeting Preliminary Program will be available on the POSNA website. The preliminary program contains the meeting schedule, registration, travel, and venue information. You will be acknowledged in the preliminary program as the sponsor if purchased prior to December 31, 2020.

### Final Program

#### \$25,000

Link your organization with a valuable educational resource that is prominently used throughout the Annual Meeting and beyond. The final program will be available on the POSNA website and meeting mobile app. The final program book is a template for the scientific sessions. The book will include the complete schedule, meeting, venue, exhibit, and sponsorship information. In addition, an abbreviated final program booklet will be distributed to all attendees at registration. Sponsor will be acknowledged on the inside of cover.

### Wireless Access

#### \$30,000 (Open to one sponsor)

Your support allows attendees to enjoy complimentary wireless Internet in meeting rooms and common areas at the Hilton. In addition to a custom landing page your company will be recognized on signs throughout the meeting space.



**orthoKids**  
PEDIATRIC ORTHOPAEDIC SOCIETY  
OF NORTH AMERICA



## PUBLICATIONS AND MULTIMEDIA SUPPORT continued

### Meeting Mobile App

**\$25,000** (Open to one sponsor)

The meeting mobile app includes the full meeting program, individual handouts, and general meeting information. Attendees are able to customize their virtual briefcase allowing them to save handouts, session materials, and connect with other attendees. Other features include interactive Q&A functionality, real-time faculty survey, and push notifications to alert attendees of updates and reminders.

### ePoster Presentations

**\$10,000** (Open to one sponsor)

Your support of this offering, that is highly valued by attendees, provides you with visibility both on-site and for the next six months, while ePosters are available on the POSNA website. Your company will be displayed on the website recognizing your support.

### Video Theater

**\$10,000** (Open to one sponsor)

Returning for the 2021 Annual Meeting is the surgical technique video abstracts. Videos will be selected by the program committee and members can vote via the My POSNA meeting mobile app, for the best surgical video which will be recognized during the awards session. Attendees will be able to view videos on iPads and in a theater style setting. Sponsor will be acknowledged on signage in the video theater area.

## NETWORKING OPPORTUNITIES

### Welcome Reception

**\$25,000** (Open to one sponsor)

The Opening Ceremony on Wednesday evening officially marks the commencement of the Annual Meeting. Afterward, delegates will gather at the Welcome Reception to enjoy hors d'oeuvres, beverages, and reconnect with friends and colleagues. Sponsor may provide napkins and/or beer/wine cozies with company name and logo. Sponsor will design, produce, and ship napkins and/or beer/wine cozies to the meeting. Design must be approved by POSNA. Sponsor will be acknowledged on signage in the welcome reception area.

### Breakfast in the Exhibit Hall

**\$10,000** (Open to one sponsor per breakfast event)

A complimentary breakfast will be provided in the Exhibit Hall on Thursday and Friday mornings at the Annual Meeting. Sponsor may provide napkins and/or coffee cup sleeves printed with company name and logo to be placed on tables in the exhibit hall. Sponsor will design, produce, and ship napkins and/or sleeves to the meeting. Design must be approved by POSNA. Sponsor will be acknowledged on signage in the breakfast area.

### Refreshment Breaks in Exhibit Hall

**\$7,000** (Open to one sponsor per break event)

Coffee cup sleeves and/or napkins offer an eye-catching vehicle for a company's message. Sleeves and/or napkins will be available in the Exhibit Hall during coffee breaks on Wednesday afternoon, Thursday morning, Friday morning, and Friday afternoon. Sponsor will design, produce, and ship sleeves and/or napkins to the meeting. Design must be approved by POSNA. Sponsor will be acknowledged on signage in the refreshment break area.



# Sponsorship Opportunities

## PROMOTIONAL AND MARKETING OPPORTUNITIES

The partnership opportunities listed below allow the participating company to achieve the utmost exposure and recognition. Company advertisement with logo and graphics produced on cling-on signs in the hotel's heaviest traffic areas. Dollar amounts toward marketing and advertising will count toward total sponsorship contribution.

### Registration

**\$25,000** (Open to one sponsor)

Company will be acknowledged in the Annual Meeting's highest traffic area on signage and company name will be included on registration confirmation emails.

### Mobile Device Charging Stations

**\$15,000** (Open to one sponsor)

Enable attendees to charge their smartphones, tablets, and other devices without leaving the meeting area. These stations will surely draw attention and appreciation from attendees as you rescue them from the dreaded "low battery" signal. Two charging stations (with multiple device charging ports) will be branded with the sponsor's name and logo, and placed in the exhibit hall.

### Hotel Key Cards and Envelopes

**\$12,000** (Open to one sponsor)

Hotel guest room key cards feature your company logo and information with your own design. Pre-approval of design is required. POSNA will arrange to have the artwork put on the cards and envelopes, and shipped to the hotel.

### Final Program Book Ads

**\$1,500** (Open to multiple sponsors)

A full-page color company ad in the electronic and abbreviated Final Program book. Artwork must be submitted to and approved by POSNA and submitted in a PDF file. Placement in the book will be at POSNA's discretion.

### Badge Holder Lanyards

**\$10,000** (Open to one sponsor)

By sponsoring badge holder lanyards, your company name and logo will be printed around the lanyard portion of the badge holder. Badge holders and lanyards are recyclable. Lanyards will be purchased and shipped by POSNA.

### Pens

**\$5,000** (Open to one sponsor)

Pens printed with POSNA Annual Meeting 2021, sponsored by [company name and logo]. Pens will be distributed at the registration desk. Recognition of the sponsor will be acknowledged on signage. Company is responsible for the production and shipment of pens to the meeting. Artwork must be submitted to and approved by POSNA.

### Notepads

**\$5,000** (Open to one sponsor)

Notepads printed with 2021 POSNA Annual Meeting, Dallas TX, sponsored by [company name and logo]. Notepads will be distributed at the registration desk. Recognition of the sponsor will be acknowledged on signage. Company is responsible for the production and shipment of notepads to the meeting. Artwork must be submitted to and approved by POSNA.

### Closing Reception Drink Tickets

**500 tickets-\$4000**

**800 tickets-\$7000**

**1000 tickets-\$10,000**

Closing Reception will be held Friday, May 14 2021. The closing reception is a lot of fun for everyone — and everyone loves to have someone buy them a drink! Considering buying a pack of drink tickets to provide attendees. Attendees will be notified in advance which exhibitors are offering drink tickets to drive more traffic to your booth!

### Column Wraps

**\$10,000 per column**

(3 available)

Make a powerful impact with highly visible column wraps located throughout the meeting space. Drive traffic to your booth by creating awareness about a new product or promoting your company. Company to provide the artwork to POSNA.





## PROMOTIONAL AND MARKETING OPPORTUNITIES continued

### Elevator Wraps

**\$25,000 per wrap** (2 available)

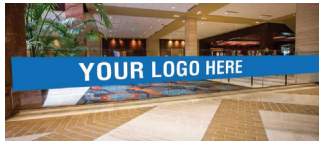
Advertise your company or product with a full wrap around the elevator doors which provides direct access to the meeting space and 700+ guest rooms. Artwork must be submitted to and approved by POSNA.

### Glass Railings Clings

**\$12,500 per panel**

(3 panels of 6 available)

Reach attendees with your message by securing one or more glass railings wrapping around the foyer space where registration will be located and outside the exhibit hall within the Hilton. Opportunity includes production of the banner, installation, and removal.



### West Wing Entry Cling

**\$15,000**

(1 available)

West wing entry is located on the main level of meeting space and can be seen from the exhibit hall, registration area and will be accessed by attendees for sessions during the meeting.



### Door/Window Clings

**\$5,000-\$10,000** (14 available)

Leave a lasting impression with meeting attendees by placing your logo, product, or advertisement on building doors/windows. Clings are interior facing. Please visit <https://posna.expo-genie.com/> for specific locations and costs.

### Floor Graphic

**\$5000** (1 available)

Your 4x4 image will be in the main walkway to and from the General session room and in front of the tower park entrance doors leading to the Anatole park and resort pool.

### TV Screen Clings

**\$8,000**

Your company image to be included in the top corner of TV screens in attendees rooms.



### General Information

IPOS will be held at the Loews Royal Pacific in sunny Orlando, Florida. IPOS is the most comprehensive and innovative educational program in pediatric orthopaedics, with multiple learning tracks allowing participants to customize their learning experience.

### IPOS Mission

To provide the highest quality pediatric orthopaedic education to learners and practitioners of all levels.

### IPOS Vision

Through our inspiring international faculty, innovative programming, and vibrant interactions among all attendees, IPOS aspires to be the best pediatric orthopaedic educational event in the world.

### Learning Objectives

- Learn about the latest advances in pediatric orthopaedic surgery.
- Obtain opinions of world-renowned thought leaders in the field.
- Use the information obtained to make improvements in your own practices.

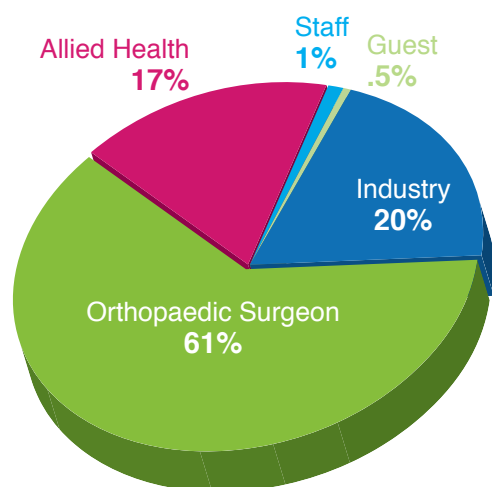
### Top 5 Reasons to Attend IPOS

1. Learn how to effectively diagnose common and uncommon pediatric orthopaedic conditions
2. Hear about effective non-operative treatment of diagnoses in pediatric orthopaedics
3. Understand the common surgical procedures that can effectively improve the lives of children with these conditions
4. Be an active participant in the debate on the current controversies in this field
5. Enjoy the interaction of other like-minded attendees and faculty

### IPOS 2020 Advisory Board

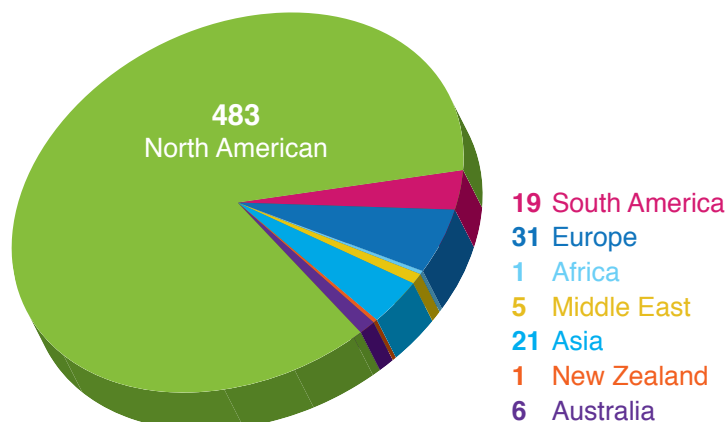
Todd A. Milbrandt, MD, Course Director  
 Donald S. Bae, MD, Past Director  
 Lindsay Andras, MD  
 Michelle Caird, MD  
 Pablo Castaneda, MD  
 Haemish Crawford, MD  
 Jon R. Davids, MD  
 Craig Ebersson, MD  
 John M. Flynn, MD  
 Martin Herman, MD  
 Derek Kelly, MD  
 Mininder Kocher, MD  
 A. Noelle Larson, MD  
 Scott Luhman, MD  
 David A. Podeszwa, MD  
 Jonathan G. Schoenecker, MD, PhD  
 Suken A. Shah, MD  
 Kevin G. Shea, MD  
 Benjamin J. Shore, MD, MPH, FRCSC  
 Bryan Tompkins, MD  
 Ira Zaltz, MD  
 Erica Zepeda, MSN, RN, CPNP-PC, AC  
 Michael G. Vitale, MD

### 2019 Attendance by Type



### 2019 Attendance by Region

8 countries represented





# 2021 International Pediatric Orthopaedic Symposium



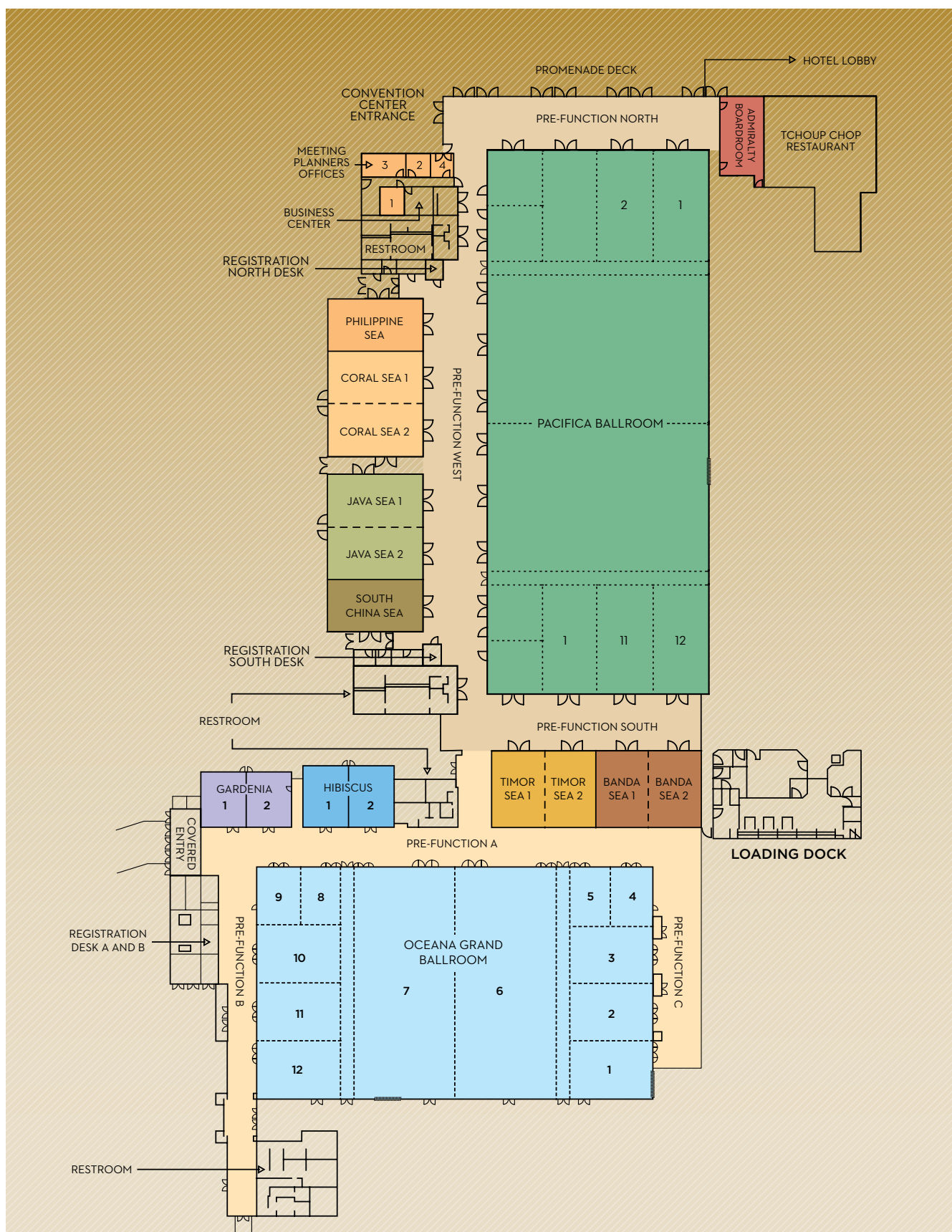
## 2021 Schedule at a Glance

TUESDAY, DECEMBER 7	
3:00 PM - 7:00 PM	Registration
4:00 PM - 5:20 PM	Resident Scholarship Recipient Case Presentations
5:20 PM - 6:30 PM	Career Planning and Professional Development for Residents and Fellows
6:30 PM - 6:45 PM	Pre-Course Network Reception
6:45 PM - 8:00 PM	Industry Sponsored Pre-Course
8:00 PM - 9:00 PM	Industry Sponsored Cocktail Reception
WEDNESDAY, DECEMBER 8	
7:00 AM - 6:00 PM	Registration
<b>7:00 AM - 8:00 AM</b>	<b>Breakfast &amp; Exhibits</b>
8:00 AM - 10:00 AM	General Session
<b>10:10 AM - 10:30 AM</b>	<b>Break &amp; Exhibits</b>
10:30 AM - 12:00 PM	CME Breakouts
<b>12:00 PM - 1:00 PM</b>	<b>Lunch &amp; Exhibits</b>
1:00 PM - 3:00 PM	Concurrent Session
<b>3:00 PM - 3:20 PM</b>	<b>Break &amp; Exhibits</b>
3:20 PM - 4:30 PM	Industry Spotlight Sessions (Non-CME)
4:40 PM - 5:50 PM	Industry Spotlight Sessions (Non-CME)
6:00 PM - 7:00 PM	Course Directors' Welcome Reception
THURSDAY, DECEMBER 9	
7:00 AM - 4:30 PM	Registration
<b>7:00 AM - 8:00 AM</b>	<b>Breakfast &amp; Exhibits</b>
8:00 AM - 9:10 AM	Industry Spotlight Sessions (Non-CME)
<b>9:10 AM - 9:30 AM</b>	<b>Break &amp; Exhibits</b>
9:30 AM - 11:30 AM	General Session
<b>11:30 AM - 12:30 PM</b>	<b>Lunch &amp; Exhibits</b>

11:45 AM - 12:30 PM	Lunchtime Development (Non-CME)
12:30 PM - 2:00 PM	CME Breakouts
<b>2:00 PM - 2:20 PM</b>	<b>Break &amp; Exhibits</b>
2:20 PM - 4:30 PM	Concurrent Session
5:00 PM - 7:30 PM	Top Gun Surgical Skills Competition (by invitation only) (Non-CME)
FRIDAY, DECEMBER 10	
7:00 AM - 4:30 PM	Registration
<b>7:00 AM - 8:00 AM</b>	<b>Breakfast &amp; Exhibits</b>
8:00 AM - 10:00 AM	Concurrent Session
<b>10:00 AM - 10:20 AM</b>	<b>Break &amp; Exhibits</b>
10:20 AM - 11:30 AM	Industry Spotlight Session 4 (Non-CME)
<b>11:30 AM - 12:30 AM</b>	<b>Lunch &amp; Exhibit</b>
11:45 AM - 12:30 PM	Lunchtime Development (Non-CME)
12:30 PM - 2:30 PM	General Session: Authors' Preferred Techniques
<b>2:40 PM - 3:00 PM</b>	<b>Break &amp; Exhibits</b>
3:00 PM - 4:30 PM	CME Breakout
SATURDAY, DECEMBER 11	
7:00 AM - 12:00 PM	Registration
7:00 AM - 8:00 AM	Breakfast
8:00 AM - 10:00 AM	Concurrent Session
8:00 AM - 11:45 AM	Fellowship Directors Program
10:00 AM - 10:15 AM	Break
10:15 AM - 11:45 AM	CME Breakout
10:00 AM - 11:30 AM	CME Breakout
11:45 AM - 12:30 PM	Lunch
*Program subject to change	



# IPOS 2021 Floorplan Loews Royal Pacific, Orlando, Florida



# Sponsorship Opportunities

## Industry Spotlight Sessions

### \$15,000 for the first session

(includes two company representative registrations)

### \$10,000 for each additional session

(includes one company representative registration)

Maximum workshop spots available: 20

The opportunity to present independent spotlight workshops during IPOS is available at a variety of sponsorship levels. Five workshops run concurrently in four different sessions. Each session runs for 1 hour and 10 minutes.

## Industry Spotlight Sessions Rules & Regulations

Each company has full responsibility for developing their spotlight sessions consistent with the focus of the program. Industry may present lectures or conduct bone model labs; no anatomical specimens are allowed. Companies may not use surgical skills outfitted truck/trailer/bus to conduct spotlight sessions.

If your company is planning multiple sessions, we request that these sessions do not include more than two sessions on a similar pediatric orthopaedic disorder (e.g. no more than two workshops on spinal deformity surgical techniques).

## Instructor Selection and funding

Each company is required to identify an orthopaedic surgeon as session director for each spotlight session that they participate in

- The sponsoring company is welcome to invite instructors/faculty of their choice.
- Either company personnel or surgeons may serve as instructors/faculty.
- Sessions directors who are not on the faculty of IPOS can attend the IPOS sessions. However, no CME credit will be provided unless registration fee is paid.
- The sponsoring company is responsible for all expenses incurred by their instructors/faculty, subject to the company's own internal guidelines and agreements with the instructors/faculty.
- POSNA will not pay for instructor/faculty expenses unless the individual is also serving as IPOS Faculty.
- Sponsoring companies may not provide compensation of any kind to IPOS selected faculty. POSNA will pay travel and hotel expenses for IPOS faculty. POSNA prohibits these faculty from receiving additional funding from sponsors.

## Promotion of Workshop

POSNA will promote workshops in the flyers and marketing announcements by email and in programs on the website (ipos.posna.org) and the meeting mobile app. Workshop information will be available to all registrants prior to the start of the meeting.

## Assignment

Session dates, times and room assignments will be handled by the IPOS faculty industry liaison to ensure the best attendance for all sessions and to avoid overlap. Decisions will be based on the following:

- Hands-on or lecture format
- Workshop Topics
- Number of workshops
- Date of receipt of workshop information and signed agreement
- Sponsorship level

POSNA reserves the right to change location of the workshop rooms if conflict arises regarding space requests or conditions that are beyond the control of POSNA. **Hands-on Session Rooms are limited.** POSNA cannot guarantee a hands-on session room for a spotlight session after the July 15, 2021 deadline. To secure a hands-on session, please submit application by the deadline.

## CME

POSNA does not accredit company workshops for CME credits and industry partners do not participate in IPOS program planning or peer review.

## Deadlines

A form will be sent to all workshop coordinators to be filled out and signed for each workshop, requesting; type of session (lecture or hands-on), title and topic, due by **July 15, 2021**. This will allow POSNA to finalize the schedule, add your sessions to attendee registration and promote your session in the preliminary program.

Final title, descriptions, and faculty will be due by **October 25, 2021** for promotional materials. POSNA cannot guarantee that the information will be updated in the final program after this date.

Commitments and approved Letters of Agreement are required prior to program dates.

# Sponsorship Opportunities

## 9th Annual Top Gun Surgical Skills Competition

**\$5,000 each** (Open to six sponsors)

In 2021, IPOS will host its 9th Annual Top Gun Surgical Skills competition. Designed for an elite group of orthopaedic resident and fellow applicants and moderated by over 30 IPOS faculty, Top Gun has become a signature IPOS event. Many of our industry partners share our commitment to improving surgical education, optimizing patient outcomes, and promoting patient safety. Through the Top Gun program, we provide tomorrow's pediatric orthopaedic surgeons quality instruction, as well as important lessons in simulation training, skills acquisition, and teamwork.

This is a non-CME event. Sponsor benefits include recognition by the course director of the company's sponsorship of the Top Gun program, signage acknowledging the company sponsorship, opportunity to showcase your products to the residents and fellows who compete in Top Gun, and your company logo on Top Gun T-shirts will be provided to all faculty and participants.

Six sessions are offered during Top Gun. Two sessions: Ponseti and Distal Radius are conducted by POSNA. A sponsor is welcome to sponsor these sessions. Acknowledgment will be posted on a sign outside the session room. The other four sessions available for sponsorship are: Spine, Sports Medicine, SCFE, and Team Challenge. These four sessions will be conducted by the sponsor.

### Top Gun Selection

One session will be offered to each company at a sponsor cost of \$5,000, not including skill session-equipment, personnel, etc. Ability of corporate partners to provide the needed manpower and supplies required for the station under the direction of the Top Gun Director and Station Captain.

Double Diamond (DD) sponsors will receive first option.

In the event that more than one DD sponsor requests to sponsor a session within the same specialty, the previous participant in that specialty will receive first consideration. Second tier of preference will be given to those companies who were able to successfully participate the previous year. A Sponsor of one station can sponsor a second station provided no other sponsor wants to participate within the scope of the overall Top Gun educational program. The second station will require an additional \$5,000.

The Top Gun Director will have final choice in which sponsor to select in the case of multiple sponsors wanting to participate in the same station or content area, based upon above considerations.

## Non-CME Pre-Course

### Double Diamond Sponsorship Required

**\$13,000 each** (Open to two sponsors)

Two (2) companies have an opportunity to reach IPOS attendees with an elite pre-course offering. This non-accredited opportunity allows for one of a kind interaction with attendees at the pre-course session. Your company will be acknowledged by the course director as well as signage located outside of your pre-course session. Pre-course takes place Tuesday, December 7, 2021 from 6:45 to 8:15 pm. This sponsorship also includes the Industry Sponsored Reception following the pre-course.

## EDUCATIONAL SUPPORT

### Educational Grant for IPOS 2021 Meeting

**\$25,000 and up**

By providing an unrestricted educational grant in any amount, your company can help offset the cost of IPOS so that we can keep registration fees low for attendees. This grant could include donations to offset Audio Visual expenses. Sponsors will be acknowledged on signage at the meeting and in the Program Book.

## PUBLICATIONS AND MULTIMEDIA SUPPORT

### Preliminary Program

**\$7,500** (Open to one sponsor)

The IPOS Preliminary Program will be available on the POSNA website. The preliminary program contains the meeting schedule, registration, travel, and venue information. Sponsor will be acknowledged on the inside of the cover.

### Final Program

**\$15,000** (Open to one sponsor)

Link your organization with a valuable educational resource that is prominently used through the Meeting and beyond. The final program will be available on the POSNA website and the mobile app. The final program book is a template for the meeting. The book will include the complete schedule, spotlight sessions, ePoster listings, meeting, venue, exhibit, and sponsorship information. Sponsor will be acknowledged on the inside of cover.



# Sponsorship Opportunities

## PUBLICATIONS AND MULTIMEDIA SUPPORT continued

### Meeting Mobile App

**\$25,000** (Open to one sponsor)

The meeting mobile app includes the full meeting program, individual handouts, and general meeting information. Attendees are able to customize their virtual briefcase allowing them to save handouts, session materials, and connect with other attendees. Other features include interactive Q&A functionality, real-time faculty survey and push notifications to alert attendees of updates and reminders.

## PROMOTIONAL AND MARKETING OPPORTUNITIES

The partnership opportunities listed below allow the participating company to achieve the utmost exposure and recognition. Company advertisement with logo and graphics produced on cling-on signs in the hotel's heaviest traffic areas. Dollar amounts toward marketing and advertising will count toward total sponsorship contribution.

### Registration Area

**\$10,000** (Open to one sponsor)

Company will be acknowledged in the Annual Meeting's highest traffic area on signage in registration area and company name will be included on registration confirmation emails.

### Mobile Device Charging Stations

**\$10,000** (Open to one sponsor)

Enable attendees to charge their smartphones, tablets and, other devices without leaving the meeting area. These stations will surely draw attention and appreciation from attendees as you rescue them from the dreaded "low battery" signal. Two charging stations (with multiple device charging ports) will be branded with the sponsor's name and logo and placed in the exhibit hall.

### Final Program Full Page Ad

**\$1,500** (Open to multiple sponsors)

Full-page color ad inside the Final Program which will be electronic and posted on our website and available for participants to download. Artwork must be approved by POSNA and submitted in a pdf file no later than October 4, 2021. Placement in the document will be at POSNA's discretion.

### Badge Holder Lanyards

**\$8,000** (Open to one sponsor)

By sponsoring badge holder lanyards, your company name and logo will be printed around the lanyard portion of the badge holder. Badge holders and lanyards are recyclable. Lanyards will be purchased and shipped by POSNA.



### Pens

**\$5,000** (Open to one sponsor)

Pens printed with IPOS 2021, sponsored by [company name and logo]. Pens will be distributed at the registration desk. Recognition of the sponsor will be acknowledged on signage. Company is responsible for the production and shipment of pens to the meeting. Artwork must be submitted to and approved by POSNA.

### Notepads

**\$5,000** (Open to one sponsor)

Notepads printed with 2021 IPOS, Orlando FL, sponsored by [company name and logo]. Notepads will be distributed at the registration desk. Recognition of the sponsor will be acknowledged on signage. Company is responsible for the production and shipment of notepads to the meeting. Artwork must be submitted to and approved by POSNA.

### Conference Journals

**\$10,000** (Open to one sponsor)

All registrants receive a spiral bound notebook which contains a condensed daily schedule and lined paper for note taking. Company name and logo will be printed on the front cover and company ad on the back cover. Artwork will be submitted to and approved by POSNA. POSNA will produce and ship the journals.

### Door and Window clings (8 available)

**\$5000-\$10,000**

Leave a lasting impression with meeting attendees by placing your logo, product, or advertisement on building doors/windows. Clings are interior facing. Please visit <https://posna.expo-genie.com/> for specific locations and costs.

# Sponsorship Opportunities

## Electronic Scheduler Wrap

**\$5,000** (2 available)

Advertise your company or product with a wrap on the hotel's electronic scheduler. Each board is centrally located in the meeting space used by attendees.

## Wall Cling

**\$10,000** (1 available)

Catch attendees' eyes as they make their way through to the general session room or make their way to the breakout sessions. Oceana entrance is one of the highest traffic areas.



## NETWORKING OPPORTUNITIES

### Course Directors Welcome Reception

**\$20,000** (Open to one sponsor)

The Course Directors' Welcome Reception held Wednesday, December 8, 2021 from 6:00-7:00 pm, celebrates IPOS 2021 on the evening of the meeting's first day. Sponsor may provide napkins and/or beer/wine cozies with company name and logo. Sponsor will design, produce and ship napkins and/or beer/wine cozies to the meeting. Artwork must be submitted to and approved by POSNA. Sponsor will be acknowledged on signage in the welcome reception area.

### Breakfast in the Exhibit Hall

**\$10,000** (Open to one sponsor per breakfast event)

A complimentary breakfast will be provided in the Exhibit Hall on Wednesday, Thursday and Friday mornings of IPOS. Sponsor may provide napkins and/or coffee cup sleeves printed with company name and logo to be placed on tables in the exhibit hall. Sponsor will design, produce, and ship napkins and/or sleeves to the meeting. Design must be approved by POSNA. Sponsor will be acknowledged on signage in the breakfast area.

## Refreshment Breaks in Exhibit Hall

**\$7,000** (Open to one sponsor per break event)

Coffee cup sleeves and/or napkins offer an eye-catching vehicle for a company's message. Sleeves and/or napkins will be available in the Exhibit Hall during coffee breaks at IPOS on Wednesday, Thursday and Friday. Sponsor will design, produce and ship sleeves and/or napkins to the meeting. Artwork must be submitted to and approved by POSNA. Sponsor will be acknowledged on signage in the refreshment break area.

## Lunch in the Exhibit Hall

**\$25,000** (Open to one sponsor per lunch event)

A complimentary lunch will be provided with seating in the Exhibit Hall on Wednesday, Thursday and Friday at IPOS. Sponsor may provide napkins and/or coffee cup sleeves printed with company name and logo to be placed on tables in the exhibit hall. Sponsor will design, produce and ship napkins and/or sleeves to the meeting. Artwork must be submitted to and approved by POSNA. Sponsor will be acknowledged on signage in the lunch area.



# Society Opportunities

## International Education Grants

**\$25,000 - \$50,000**

By providing an unrestricted educational grant, your company can assist POSNA in its international educational mission by providing quality programs and initiatives in countries with limited resources. Acknowledgement will be given in all printed materials and signage at the event.

## POSNA Quality, Safety and Value Initiative (QSVI)

**\$10,000 - \$50,000**

The POSNA QSVI is an exciting effort spearheaded by our leadership that will improve outcomes for our patients, support research, and optimize health care delivery in pediatric orthopaedics.

- Quality-improvement education in the pediatric orthopaedic subspecialties of spine, sports medicine, hip, hand/upper extremity, cerebral palsy, lower extremity, and trauma
- National benchmarking, metrics, and outcomes to educate the government and payers about the value of pediatric orthopaedic care
- Performance quality improvement initiatives for individual practices/hospitals
- Best practice guidelines and care maps for patient-centered care

We would appreciate the opportunity to partner with industry to advance these aims, improve the care of children, and identify best quality/value in health care. Research and educational programming grants are available as well as specific grant areas. The QSVI Committee is considering the following projects:

- QSVI Research Grants
- Development of Platform to Share Device Failure, Surgical Technique Failure Across Health Systems
- Specialize or Don't Play' – Consideration for Campaign to Major Issue in Youth Sport
- Return to Play Following an Injury...Safely
- Developing National Quality, Safety, Value Metric for Pediatric Orthopaedic Surgery
- Improving the Decision-Making Process For Adoption of New Technology
- Expanding our Patient-Centered Care Knowledge
- QSVI Annual Webinar on select topics on Quality, Safety, Value

If you are interested in sponsoring any of these projects, please contact the POSNA office for objectives and budget information.

## Named Research Grant

**\$33,000 - \$53,000**

Help support POSNA's commitment to high quality research by sponsoring a named research grant. In 2020, 56 grant applications were received and reviewed by the research committee, 14 of those were selected for funding. A named grant will help grow the number of research projects we are able to fund in 2021. The available grant, with the company name, will be listed on the POSNA website and in other notifications of available and awarded grants.

Guidelines:

- Minimum donation per grant is \$33,000 (includes 10% administrative fee)
- The research grant will carry the name of the donating company
- Should they wish to do so, the donating company will have the right to designate the grant to support research in specific topic areas, such as: Trauma, Spine, Sports Medicine, Basic Science, etc.

Selection of the grant recipient will be done entirely by the Research Grant Committee according to their established guidelines, and with no involvement or input from the donating company. The Research Grant Committee will make every effort to select a grant within the preferred field, if one has been designated, but POSNA reserves the right to select the best available grant if an appropriate study is not identified within the requested area of investigation. The selected grant will continue to carry the name of the donating company.

**Named research grants for 2021 must be confirmed with the POSNA office no later than December 31, 2020.**

Please inform the POSNA office as soon as possible, if you require a grant application to be submitted by POSNA.

*Support of named research grants and/or scholarships will include at 10% management fee to offset costs for staff time, grant software and committee conference calls. This fee will be included in your total sponsorship dollars.*

Support opportunities listed here are not intended to be inclusive of all projects and initiatives that will be directed by POSNA. POSNA leadership and staff would be happy to discuss with your additional partnership prospects.

**Please contact: Tara Long**  
**Phone: 630-478-0487**  
**Email: [long@posna.org](mailto:long@posna.org)**



# Society Opportunities

## POSNA Website Banner

**\$15,000** (Open to four sponsors)

Advertise your company or hospital on a Banner Ad on the Home Page on the POSNA Website. Logos are permitted on Banner Ads. Banner Ad will run for one year, January-December. If more than one company purchases a Banner Ad, then ads will rotate on the website home page.

## Micro Grants

**\$1,100-\$22,000**

The objective of the POSNA Micro Grant Program is to advance musculoskeletal care for children and adolescents through education, research, quality, safety, and value initiatives, advocacy, and global outreach to children in underserved areas. The micro grant program is dedicated to promoting the diversity of the membership and to encourage members who do not typically receive major POSNA research awards to advance their creative ideas. Grants are awarded twice a year in spring and fall.

## Webinars

**\$25,000**

Webinars are a great way to elevate the online educational experience with your audience in a way that will be accessible through the POSNA website for an entire year. Gain access to the whole membership of our society with a dynamic format that can be customized to your needs for up to an hour. Previous corporate partners have used this opportunity to provide didactic lectures, video heavy content to illustrate techniques or products, case presentations and "how would you treat this?" debates. Feel free to discuss customized options with our staff.

## JPOSNA

**\$40,000 per edition** (4 available, max 2 per sponsor)

JPOSNA (the Journal of the Pediatric Orthopedic Society of North America) is an open access online journal focusing on pediatric orthopedic conditions, treatment, and technology. Published quarterly, the Journal complements current offerings such as the *Journal of Pediatric Orthopaedics* and *Journal of Bone and Joint Surgery*. Current concept reviews, panel discussions, proceedings from the annual meeting and IPOS, accomplishments of our Society along with visual media such as surgical technique videos are just a few examples of the content that is published in each edition. Sponsors will be acknowledged on the JPOSNA site and at the start of each technique video. Additionally, sponsors will be able to place a linkable ad on the site.

## Town Hall

**\$10,000 per episode** (4 available)

POSNA is pleased to present a virtual Town Hall meeting for its members on a quarterly basis. This meeting will feature the POSNA President as well as other members of the POSNA Board of Directors discussing the state of the organization, new educational initiatives, as well as offering a unique opportunity for members to ask the Board members their questions directly.

Sponsorship for this event is an opportunity for your company to get direct, focused viewership from the pediatric orthopaedic surgery community. Your company will be recognized in the marketing of the town hall and will be announced by the President as a sponsor.

## International Visiting Scholars Program

**\$15,000**

The goal of the POSNA International Visiting Scholars Program is to provide services and support surgeons from countries with limited resources. The recipients will be invited to spend a period of time at a local/regional institution in the USA observing daily routines, surgeries, and participating in lectures. The participants will also attend either the 2021 POSNA Annual Meeting or IPOS 2021. This program has helped build sustainable relationships between members of our society and individuals from resource-challenged environments.

## POSNA monthly Membership Newsletter

**\$5,000 per newsletter** (12 available)

POSNA's monthly e-newsletter contains member news, upcoming events, educational opportunities, and important dates. The newsletter is sent to 1,500+ members. Supporters will be acknowledged at the beginning of the newsletter and have an exclusive opportunity to place a linked/clickable banner within the newsletter.

Sponsor banner is 600 x 100px

## Traveling Fellowship Program

**\$15,000 – \$20,000**

The POSNA Traveling Fellowship Program will enable three junior fellows of POSNA to travel to centers of pediatric excellence in Europe, Asia or South America and attend Regional Pediatric Orthopaedic Meetings. The duration of the fellowship will be approximately 15 days. The traveling fellows will visit several academic centers to observe routines, surgeries, and participate in lectures. These are exceptional opportunities to share academics, life experiences and build relationships with colleagues in Europe, Asia, and South America.

*Any of the Marketing Items listed on pages 21-22 are ideal for Hospital Sponsorship. Add to an Educational Grant or other sponsor opportunity to qualify for one of our Sponsor Levels. See sponsor benefits on pages 4-5.*

## Annual Meeting 2021

Exhibit Dates: May 12-14, 2021 ■ Exhibit Location: Dallas, Texas

<b>Tentative Exhibit Hours:</b>			
<b>Tuesday, May 11</b>	Exhibit Set-up	<b>Thursday, May 13</b>	6:30 AM - 12:00 PM
<b>Wednesday, May 12</b>	Exhibits open at 7:00 AM	<b>Friday, May 14</b>	6:30 AM - 3:30 PM Move out - 4:00 PM

<b>10' x 10' Booth Package:</b>		<b>10' x 20' Booth Package</b>	
■ \$3,000	■ One (1) 6' skirted table	■ \$6,000	■ Two (2) 6' skirted table
■ Two (2) Company Badges	■ Two (2) side chairs	■ Four (4) Company Badges	■ Four (4) side chairs
■ 8' Back Drape and 3' Side Drape	■ One (1) wastebasket	■ 8' Back Drape and 3' Side Drape	■ Two (2) wastebaskets
	■ 7" x 44" booth ID sign*		■ 7" x 44" booth ID sign

Additional Badges: \$925/\$1,025 onsite

## IPOS 2021

Exhibit Dates: December 7-9, 2021 ■ Exhibit Location: Orlando, Florida

<b>Tentative Exhibit Hours:</b>			
<b>Tuesday, December 7</b>	Exhibit Set-up	<b>Thursday, December 9</b>	7:00 AM - 2:30 PM
<b>Wednesday, December 8</b>	Exhibits open at 7:00 AM	<b>Friday, December 10</b>	7:00 AM - 3:00 PM Move out - 3:30 PM

<b>10' x 10' Booth Package:</b>		<b>10' x 20' Booth Package</b>	
■ \$3,000	■ One (1) 6' skirted table	■ \$6,000	■ Two (2) 6' skirted table
■ Two (2) Company Badges	■ Two (2) side chairs	■ Four (4) Company Badges	■ Four (4) side chairs
■ 8' Back Drape and 3' Side Drape	■ One (1) wastebasket	■ 8' Back Drape and 3' Side Drape	■ Two (2) wastebaskets
	■ 7" x 44" booth ID sign*		■ 7" x 44" booth ID sign

Additional Badges: \$925/\$1,025 onsite

## Annual Meeting & IPOS

<b>Book Dealers/Hospitals</b>		<b>Non-for-Profit Organization</b>	
■ \$2,000	■ Two (2) Chairs	■ \$1,250	■ Two (2) Chairs
■ Two (2) Company badges	■ One (1) wastebasket	■ Two (2) Company badges	■ One (1) wastebasket
■ One (1) skirted 6' table	■ \$850 for an additional table	■ One (1) skirted 6' table	

Additional Badges: \$925

Additional Badges: \$700

Sponsorship does not guarantee exhibit space. Registration for exhibit space is separate and must be confirmed prior to the deadline. For sponsors exhibiting: Sponsoring companies representative's badges are determined by your sponsor level.

# Rules and Regulations

## Interpretation of Rules

The following Rules and Regulations are part of the contract between the exhibitor and/or Sponsor and the Pediatric Orthopaedic Society of North America (POSNA). All matters not covered in these Rules and Regulations shall be referred to POSNA for adjudication and the decision of POSNA shall be final. These Rules and Regulations may be amended at any time by POSNA and all the amendments so made shall be binding upon the exhibitor and/or Sponsor equally with these Rules and Regulations, and shall become a part thereof, providing the exhibitor and/or sponsor is notified of the amendments. Notice may be verbal or in writing before or during the Annual Meeting and/or IPOS, and may be given at any authorized agent or representative of the exhibitor and/or sponsor.

## POSNA Meeting Policies

**POSNA asks each of its Corporate Sponsors to adhere to the following guidelines for company sponsored event, as a courtesy to the Society, its members and meeting delegates:**

- No entertainment functions, meetings, courses, or social functions involving surgeon delegates may be scheduled to conflict with educational or social programing. Internal corporate meetings involving supporter or affiliate organization staff only are exempt from this limitation.
- Entertainment and social functions must be in good taste and conform to the purpose of the meeting, as well as complying with all AdvaMed guidelines governing interaction with physicians.
- Exhibitors and supporters must obtain prior approval from POSNA at least 45 days prior to for all special activities (entertainment, social, educational, promotional, etc.) held in conjunction with the Annual Meeting and IPOS. The headquarter hotel will not make arrangements for function space without having received written approval from POSNA.
- Announcements and invitations addressed to members of the medical profession concerning such industry events should clearly indicate the name of the corporate supporter and must in no manner imply directly or indirectly that the event is part of, endorsed by, or an official activity of POSNA.
- Attendee lists provided by POSNA to Corporate Supporters, as part of the Benefits of Support are intended for a one-time, meeting-related use only. For example:
  - promotion of industry spotlight session or presence at IPOS
  - presence at the Annual Meeting including general invitation to off-site activities in accordance with meeting guidelines
  - mailings should not include promotion of specific devices or courses not in conjunction with the Annual Meeting or IPOS
  - Announcements should not imply a product or company is endorsed by POSNA





# Exhibit Rules and Regulations

## Purpose of Exhibit

The sole purpose for contracting exhibit space with POSNA is to display equipment, supplies, and/or services. Exhibit space is limited to orthopaedic related products of interest to orthopaedic surgeons.

## Exhibit Space

- Exhibits will be open for display Wednesday through Friday at both meetings.
- Exhibit space for both meetings will not be assigned until after the registration deadline. Order of assignments will be based on level of sponsorship.
- Specific information regarding set-up and tear down of an exhibit and exhibit hours will be provided after the registration deadline.
- Free standing portable pop up signs can be placed behind table but cannot extend past the length of the table.
- Exhibits must always be staffed when the exhibit area is open to meeting registrants. All aisles and exits must be kept clear and free of obstruction. Any easel, sign, chair, etc., will be removed if found outside the allotted space.
- POSNA reserves the right to approve all exhibits and exhibitor activities and reserves the right to reconfigure the exhibit floor plan and reassign exhibit spaces at any given time.
- Company reps are required to have their exhibit area neat and orderly at all times. Cleaning of the exhibit area is the responsibility of the company. No items may be attached to the walls or ceiling. Cleaning and removal of any adhesive material is at the expense of the exhibiting company. Potentially combustible rubbish must be removed daily from exhibits.
- Company tablecloths can be used on your exhibit tables either to cover the table or to cover your exhibit during off hours. Company Sign will be hung on back drape for 10x10 booths and on tables for 6x6 booths or tabletop exhibits.

## WiFi and Electrical Power

Electrical power will **NOT** be provided by POSNA at the Annual Meeting nor at IPOS. Companies needing electricity, please contact POSNA's decorator. WiFi will be provided in the exhibit hall, the password will be available at the registration desk.

## Security

A security officer will be patrolling the Exhibit Area during the evening, night and early morning hours. However, we advise that you do not leave laptops or other electronic portable devices or valuable equipment at your table at night. **Please be sure your table is covered when exhibit hours are closed.** POSNA will not be responsible for lost or stolen items.

## Shipping/Storage Instructions

POSNA highly recommends that you use our official shipper and/or decorator for each meeting. Regardless of what shipper you use, ALL exhibit freight should be shipped to the Decorator's warehouse. The Decorator will move it in and out of the Hotel. If you chose to ship your material to the Hotel, please note that the Hotel will not store it. If you ship it to your room "hold for your arrival", you will be responsible for arranging to move it to your room, and to your exhibit booth/table and you will be responsible for storing your boxes/crates.

Contact information for shipper and Decorator, Exhibit Kits, Exhibit Hours, and more detailed information will be sent to the exhibitor after the registration deadline.

Storage of boxes will not be provided by POSNA. Storage will be provided by the Exhibit Decorating company. Exhibiting companies are responsible for the cost of shipping, audio-visual equipment rental, and other material arrangements.

## Subletting of Space

The subletting, assignment, or apportionment of the whole or any part of an exhibitor's space by the exhibitor is prohibited. Exhibitors may not advertise or display goods in their exhibit other than those manufactured or sold by them in the regular course of their business. Exhibitors may not permit any other party to exhibit in their space any goods other than those manufactured or distributed by the contracting exhibitor.

# Exhibit Rules and Regulations

## Exhibit Display Limits

Corporate signage, displays and exhibits should not exceed 5 feet (1.5 m) in height (from the floor, including tabletop displays) in order to avoid obstruction of other exhibitors and industry partners neighboring the exhibit area. The Industry Relations Committee and/or POSNA staff reserves the right to modify or remove non-compliant displays. If your exhibit is a booth up against the wall, free standing banners and displays are allowed. Companies are not allowed to block the entrance way or to block the view of other exhibit displays.

## Distribution of Printed Materials and Canvassing by Industry

Canvassing in any part of the facilities used by POSNA is strictly forbidden and anyone doing so will be asked to leave the meeting. Distribution of advertising or printed material by the exhibitor outside the exhibitor's allotted space will not be permitted unless the distribution or advertising is organized by POSNA. Brochures advertising non-POSNA sponsored meetings or events may not be displayed or distributed.

## Handouts and Giveaways

Distribution of samples of products and souvenirs of modest value is permissible as long as such giveaways adhere to the guidelines set forth by AdvaMed regarding Educational Items and Prohibition of Gifts. Approval of samples must be obtained from POSNA. Distribution of such products or souvenirs will be allowed, provided it is done in a dignified manner, does not create a nuisance, and causes no interference with adjoining exhibits. Unapproved items will be removed from the exhibit floor.

## Conduct

Representatives may not remove items from any other company's exhibit. Photography/Videotaping of another company's exhibit is also not permitted. Failure to comply will result in expulsion from the course and the possible loss of opportunity for exhibiting at future courses.

Any misuse of the badge system will result in loss of exhibit privileges, closing of the booth and loss of funds.

Companies may only exhibit products that are relevant to the practice of orthopaedics. POSNA reserves the right to determine the eligibility of any company's product for exhibiting and may deny participation or request removal of any product or exhibit that does not meet eligibility.

## No Endorsement

The presence of a company's product in the educational exhibit area or its use in the hands-on skills component of a course shall not be construed as an endorsement of the company or the product by POSNA.

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## Payment Information

### Payment

Payment in full must accompany the exhibit application in order for space to be assigned. Submission of an application form does not guarantee booth assignment. Exhibitors are NOT required to give education grants to POSNA to reserve exhibit space.

### Cancellation

**Annual Meeting** – Refund for Cancellation requests of exhibit space must be made in writing. Written cancellations received on or before February 1, 2021 will receive a full refund, less a 25% administrative fee. Cancellations received after February 1, 2021 will forfeit the entire cost of the booth.

**IPOS** – Refund for Cancellation requests of exhibit space must be made in writing. Written cancellations received on or before September 1, 2021 will receive a full refund, less a 25% administrative fee. Cancellations received after September 1, 2021 will forfeit the entire cost of the booth.

# Terms and Conditions

## Americans with Disabilities Act

Each exhibitor is responsible for compliance with the Americans with Disabilities Act (ADA) within its booth space.

## Insurance

The exhibitor acknowledges that neither POSNA, the Official Service Contractor/Decorator nor the facility at which the meeting is held, shall be obligated to maintain property, liability, or business interruption insurance covering the exhibitor. It is the sole responsibility of the exhibitor to obtain such insurance and the exhibitor must do so at his/her own expense.

## Use of Company Data

Exhibiting Company data, filled out on the exhibitor registration form, will be maintained in the POSNA database until such time that the company should request that it be deleted. Please be advised that the data (contact person, company address, phone number and email) will only be given to POSNA's official decorator for each meeting, only for the purpose of sending information to the exhibitor regarding exhibit materials, material handling and storage.

## Photos and Videos

Exhibitors are permitted to take photos and videos of their booths and meeting space for internal or public use on websites, professional social media accounts, and in publications. It is strictly prohibited to take photos and videos of CME programming. POSNA Organizers take photos and videos of POSNA sessions and events for use in online and print publications. POSNA reserves the right to photograph exhibits and/or attendees through the services of a POSNA official vendor. Some of these photos may be available on the POSNA website or displayed in publications or material related to the Annual Meeting and at IPOS. If you do not wish to have your booth photographed, please let POSNA know by emailing [long@posna.org](mailto:long@posna.org)

## FORCE MAJEURE

It is mutually agreed that in the event that POSNA should find it necessary to cancel or postpone the 2021 Annual Meeting or 2021 IPOS for any reason, including but not limited to low registration, strikes, acts of nature, war, terrorist acts or other circumstances beyond POSNA'S control, this agreement will be terminated immediately, and POSNA shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and commitments already made.

## Fire Ordinances

Exhibitors must strictly observe all city, state, and federal fire laws. Demonstration of products must be contained to the area of your table and shall not be in the aisles. Please do not block the space between tables and/or booths. The position/location of your table has been approved by the local fire Marshall and should not be moved.

## Indemnity

Each Party agrees to indemnify, defend, and hold harmless the other Party, its employees, director, agents, representatives and any affiliated organizations against any and all claims, judgments, fees, demands, settlements and expenses (including reasonable attorneys' fees) that are the result of the indemnifying Party's (or its agents), willful misconduct, negligence, or breach of duties described in the Corporate Brochure. In the event a claim relates to the negligence of both Parties, the relative burden of the claim shall be attributed equitably between the Parties in accordance with the principles of comparative negligence. This indemnification and hold harmless agreement includes, but is not limited to, any and all claims, damages, losses or expenses attributable to personal or bodily injury, sickness, disease or death, or to damage to or destruction of tangible property, including the loss of such property.

## Compliance with Local Ordinances

Licenses and permits required by local statute, ordinance or regulation (if any) are to be obtained and paid for by the exhibitor. Each exhibitor will be responsible for compliance with local health, fire, and safety ordinances and regulations. All products or services exhibited must comply with all state and local regulations, and with all current FDA regulations. POSNA has no further responsibility to notify the exhibitors that this compliance is required.

## FDA Compliance

Companies exhibiting devices that are not cleared by the FDA for a particular use in humans or are not commercially available in the U.S., may exhibit only when accompanied by the appropriate signage that indicates the device's FDA status. The company will provide the following signs that should be prominently displayed:

- This device is not cleared by the FDA for distribution in the U.S.
- This device is intended to be used in the U.S. as described on the product's label.
- The signs must be readily visible and placed near the devices and on any graphics or other materials depicting the device. In addition, the company must have a letter from the FDA describing the allowable use status of the product(s). Signage must be approved by POSNA staff. Exhibitors are cautioned about the current FDA policy prohibiting them from promoting cleared devices for unapproved uses.

## Damage to Hotel Property

Exhibitors will be held responsible for any damage done to the Hotel property by them, their employees or agents. NO nails, tacks, or screws may be driven into the floor, wall, or woodwork of the building. Posters and other materials cannot be hung on the walls.



# Future POSNA Educational Events

## POSNA Annual Meetings

**May 11 – 14, 2022**

Vancouver Convention Center,  
Vancouver, British Columbia, Canada

**April 26 – 30, 2023**

Nashville, Tennessee

## IPOS

**December 6-10, 2022**

Loews Royal Pacific Hotel,  
Orlando, Florida

**December 5-9, 2023**

Loews Royal Pacific Hotel,  
Orlando Florida



## Our Mission

To improve the care of children with musculoskeletal disorders through education, research, and advocacy.

## Our Vision

A world with fewer pediatric musculoskeletal disabilities.

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[Orthokids.org](http://Orthokids.org)

[Posnaacademy.org](http://Posnaacademy.org)



# POSNA

PEDIATRIC ORTHOPAEDIC SOCIETY  
OF NORTH AMERICA