

# ISAKOS CONGRESS PROMOTIONAL, ADVERTISING AND SPONSORSHIP OPPORTUNITIES



Exhibiting companies of the 13<sup>th</sup> Biennial ISAKOS Congress are invited to increase company visibility to surgeons from around the world through promotional opportunities offered at the Congress. Promotional, Advertising and Sponsorship opportunities are available **only to confirmed exhibitors of the 13<sup>th</sup> Biennial ISAKOS Congress.**

SPONSORSHIP DESCRIPTION	SPONSORSHIP COST
<b>EDUCATIONAL SUPPORT</b>	
Lunchtime Session (Lecture or Demonstration)	US \$15,000 per session, per day
Surgical Demonstrations	US \$20,000
Awards, Fellowships and Scholarships	US \$5,000–US \$20,000
Educational Program Tracks: Shoulder, Hip, Knee, Biologics	US \$50,000 per track
ISAKOS 2020–2021 Books/Booklets USB	US \$20,000
<b>INDUSTRY EVENTS</b>	
Breakfast Symposia	US \$5,000
Dinner Symposia	US \$5,000
Product Theater	US \$7,500
<b>CONGRESS AMENITIES</b>	
Internet Kiosks	US \$12,500
Wireless Internet	US \$8,000
Morning Coffee and Afternoon Refreshments	US \$7,000 per day
Coat Check	US \$1,000
Attendee Bags	US \$30,000–US \$40,000
Pens and Writing Pads	US \$5,000
Bag Insert	US \$3,500
Room Keys at Headquarters Hotel	US \$12,000
Hotel Room Drop/Door Hang	Please contact the ISAKOS Office
<b>SIGNAGE</b>	
Escalator Clings	US \$7,000 per escalator, per floor
Elevator Clings	US \$5,000 per escalator, per floor
Banners/Column Wraps	From US \$2,500 to \$5,000
Registration Stanchions	\$5,000 per double-sided stanchion
Lighted Cubes	\$2,500 per cube or \$9,000 for 4 stacked cubes
<b>CONGRESS EVENTS</b>	
Welcome Reception	Exclusive for US \$20,000
President's Dinner Reception	Exclusive for US \$35,000
Global Connection Reception	Exclusive for US \$10,000
Opening Session Presidential Guest Speaker	Exclusive for US \$16,500
<b>TRANSLATION</b>	
Session Translation	Please contact the ISAKOS Office
ISAKOS Publication Translation	Please contact the ISAKOS Office

Sponsorship opportunities are available only to confirmed exhibiting companies.

SPONSORSHIP DESCRIPTION		SPONSORSHIP COST	
<b>ADVERTISING</b>			
Final Program Outside Back Cover		US \$11,000	
Final Program Inside Front Cover		US \$6,600	
Final Program Inside Back Cover		US \$6,000	
Final Program Full-Page Ad (Black and White Only)		US \$4,500	
Congress Traffic-Builder HTML Broadcast Email		US \$3,000	
Post Congress HTML Broadcast Email		US \$3,000	
ISAKOS Database HTML Broadcast Email		US \$5,000	
<b>ISAKOS Newsletter (Two Volumes)</b>			
Inside Front or Inside Back Cover	one issue	US \$4,000	
	two issues	US \$7,500	
Full-Page Ad	one issue	US \$2,500	
	two issues	US \$4,000	
<b>Journal of ISAKOS (Cost per issue)</b>			
<b>Full page (Color or Black / White)</b>			
Color			
1 time		US \$3,325	
3 times		US \$3,300	
6 times		US \$3,255	
12 times		US \$3,190	
Black / White			
1 time		US \$1,780	
3 times		US \$1,750	
6 times		US \$1,710	
12 times		US \$1,650	
<b>Half page (Black and White Only)</b>			
1 time		US \$1,245	
3 times		US \$1,225	
6 times		US \$1,200	
12 times		US \$1,155	

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## EDUCATIONAL SUPPORT

### LUNCHTIME SESSIONS (LECTURES AND DEMONSTRATIONS)

**Sponsorship Available for US \$15,000 per session, per day**

Lunchtime lectures and workshops will be offered to all Congress attendees at no charge during each lunch break. As a sponsor, you will be provided a meeting room to present hands-on workshops, video demonstrations, and/or lectures of your choice. Lunchtime workshops have increased in popularity allowing for maximum exposure and personal interaction with meeting attendees.

**NOTE:** Catering and audio-visual charges are not included in educational grant.

### SURGICAL DEMONSTRATIONS

**Sponsorship Available for US \$20,000**

ISAKOS offers a series of Live Surgical Demonstrations over the course of the Congress. These demonstrations will be recorded live in a studio located at the Cape Town International Convention Center, and broadcasted to the appropriate session room. Live Surgical Demonstrations are 30-60 minutes in length. Live Surgical Demonstrations are presented at no additional charge to registrants and tickets are not required.

### AWARDS AND FELLOWSHIPS

**Sponsorship Available for US \$5,000–US \$20,000**

ISAKOS presents many respected and coveted awards at the ISAKOS Congress. The below awards, fellowships and scholarships are available to sponsor:

**John J. Joyce Award (US \$5,000)**—awarded to the best arthroscopy paper read by an orthopaedic surgery resident or fellow during the scientific program of the ISAKOS Congress

**Richard B. Caspari Award (US \$5,000)**—awarded to the best upper extremity paper read during the scientific program of the ISAKOS Congress

**Jan I. Gillquist Scientific Research Award (US \$5,000)**—Created with the intention to stimulate and reward abstracts and presentations in the subject of Scientific Research.

**Gary G. Poehling Elbow, Wrist, & Hand Award (US \$5,000)**—awarded to the best elbow, wrist, and hand scientific paper read during the scientific program of the ISAKOS Congress

**Young Investigators Scholarship (US \$20,000)**—The Young Investigator Program seeks to assist young surgeons advance research by awarding a Fellowship at an ISAKOS recognized research facility and funding high-impact projects in the applicants' countries

**Global Traveling Fellowship (US \$20,000)**—The Fellowship will provide the opportunity for five orthopaedic surgeons, 45 years of age or under, to travel with an ISAKOS Godfather to the Godfather's geographic region.

### EDUCATIONAL PROGRAM TRACK

**Sponsorship Available for US \$50,000 per track**—The ISAKOS 2021 Biennial Congress educational program tracks encompass clinical topics including the shoulder, hip, knee and biologics. Support of each of these tracks is available and will include recognition of support for each educational session that aligns with each of these program tracks.

### ISAKOS 2021 BOOKS/BOOKLETS USB

**Sponsorship Available for US \$20,000**—All ISAKOS books and booklets authored by physician experts and published during 2020 and 2021 will be included on a USB to be distributed to ISAKOS members attending the 2021 Congress. Sponsorship of this USB will include recognition of support.

## INDUSTRY EVENTS

### BREAKFAST AND DINNER SYMPOSIA

**Available for US \$5,000**

Non-CME educational breakfast and dinner programs give industry a unique opportunity to present products and services as a workshop, special activity, reception, or other format to present branded or non-branded information to ISAKOS attendees. Each symposium will take place at the headquarter hotel. Timing of these events may not conflict with any ISAKOS Congress educational or social events and are not an official part of the Congress program as planned by the ISAKOS Congress Program Committee.

### PRODUCT THEATERS

**Sponsorship Available for US \$7,500**

Product Theater presentations give industry an opportunity to present information on products and services to ISAKOS attendees in a mini-theater setting within the Exhibit Hall. Presentations will be held during lunch or break times in the Exhibit Hall.

## INTERNET KIOSKS

### Sponsorship Available for US \$12,500

Computer terminals will be available in an "Internet Lounge," centrally located, providing attendees with high-speed Internet access. Computers are always crowded at the ISAKOS Congress and will be an excellent opportunity to increase visibility. Don't miss out on this exclusive opportunity to brand the Internet Lounge with your company name and logo. Sponsor's logo placed on Internet Lounge signage, and onscreen at each station. Sponsor can also provide mouse pads, paper and pens for each computer station.

## WIRELESS INTERNET

### Sponsorship Available for US \$8,000

Provide wireless internet for Congress attendees to use during the Congress. Sponsor will receive recognition through signage onsite at the Congress.

## MORNING COFFEE AND AFTERNOON REFRESHMENTS

### Sponsorship Available for US \$7,000 per day

Coffee and refreshments are offered to the Congress registrants every morning and afternoon in the Exhibit Hall, giving them an opportunity to walk around and visit with exhibitors. The sponsor receives name and logo in the Program Guide, on signage in the break area and may supply cups and napkins imprinted with corporate logo.



## COAT CHECK

### Sponsorship Available for US \$1,000

Located at the entrance of the convention center is a complementary coat check for the attendees. Sponsor's corporate or product logo is shown on signage at coat check.

## ATTENDEE BAGS

### Sponsorship Available for US \$30,000–US \$40,000

All medical attendees of the Congress will receive bags, providing your company with maximum exposure to over 3,000 registrants. Sponsor's logo placed on each bag and on signage at the bag distribution counter.

**NOTE:** Production Cost is not included in Sponsorship and is at an additional cost.

## PENS AND WRITING PADS

### Sponsorship Available for US \$5,000

Feature your company's logo on pens and writing pads, which will be used to take notes during scientific sessions. All attendees will receive the pens and pads in their registration bags. An exclusive opportunity to increase your visibility!

## BAG INSERTS

### Available for US \$3,500

Increase your company's visibility by placing a full page (8½" x 11") promotional literature in the medical attendee bags. More than 3,000 bags will be distributed at the ISAKOS Congress.

## ROOM KEYS AT HEADQUARTERS HOTEL

### Available for US \$12,000

At check-in, each attendee receives two room keys. Remind them of your company repeatedly throughout the meeting by placing your logo on their hotel room key!

**NOTE:** Production Cost is not included in Sponsorship and is at an additional cost.

## DOOR DROPS / DOOR KNOB HANGS AT HEADQUARTERS HOTEL

Available for: Please contact the ISAKOS office.

## EVENTS



### WELCOME RECEPTION

#### Exclusive Sponsorship Available for US \$20,000

This grand, festive affair is quickly becoming a highlight of the ISAKOS Congress, with more than 3,000 attendees expected. The welcome reception will be held on the evening of the first day of the Congress, Sunday, November 28. Live music, heavy hors d'oeuvres, wine and beer will be included.

### PRESIDENT'S DINNER RECEPTION

#### Exclusive Sponsorship Available for US \$35,000

Be the exclusive sponsor of this elegant and intimate event with the ISAKOS President, the Board of Directors and their spouses. This select event is by invitation only to 200 ISAKOS Leaders.

### GLOBAL CONNECTION RECEPTION

#### Exclusive Sponsorship Available for US \$10,000

Sponsor this special event attended by ISAKOS Godparents and other donors of the Society. This hour-and-a-half reception provides meaningful networking opportunity with ISAKOS luminaries.

### OPENING SESSION PRESIDENTIAL GUEST SPEAKER

#### Exclusive Sponsorship Available for US \$16,500

The ISAKOS Congress Opening Session and its guest speaker is a program highlight and attracts an engaged and excited crowd. Support of this session and speaker will provide meaningful and visible recognition for the sponsoring company.

## TRANSLATION



### SESSION TRANSLATION

#### Please contact the ISAKOS Office for Sponsorship

Be the exclusive sponsor to provide simultaneous translation, for meeting attendees, during the ISAKOS Congress. Sponsor will be able to select the Symposia, Debate or Instructional Course Lecture.

### PUBLICATION TRANSLATION

#### Please contact the ISAKOS Office for Sponsorship

ISAKOS Publications are produced by the ISAKOS Clinical Committees and distributed to all ISAKOS Members. Completed Books and Booklets are also available for sale through the publisher, Springer. To date, 12 Books and Booklets have been completed, with 12 more in progress. Be the exclusive sponsor to provide funding for translation on completed ISAKOS Publications.

## SIGNAGE



### ESCALATOR CLINGS

#### Sponsorship Available for US \$7,000 per escalator, per floor

Increase your company's visibility by sponsoring signage on Escalators onsite at the Convention Center.

### ELEVATOR CLINGS

#### Sponsorship Available for US \$5,000 per elevator, per floor

Increase your company's visibility by sponsoring signage on Elevators onsite at the Convention Center.

### BANNER/COLUMN WRAPS

#### From US \$2,500–\$5,000

Highlight your company's message by sponsoring signage on a column or banner located in a high-visibility area in the convention center

### REGISTRATION STANCHIONS

#### \$5,000 per double-sided stanchion

Showcase your company's message on double-sided signage attached to the Congress registration stanchions.

### LIGHTED CUBES

#### \$2,500 per cube or \$9,000 for 4 stacked cubes

Highlight your company's message on stacked, lighted cubes located in a high-traffic area within the convention center.

## FINAL PROGRAM ADVERTISING

**Available for US \$4,500–US \$11,000**

The Final Program is a listing of all activities scheduled for the meeting. The Final Program will be available on the ISAKOS Congress website and will be included in email announcements sent to more than 12,000 surgeons. Copies will be distributed to all registered attendees onsite at the ISAKOS Congress.

This high-quality printed piece is the hand-held schedule that every meeting attendee, exhibitor and speaker references throughout the week.

## FINAL PROGRAM ADVERTISING RATES

<b>Outside Back Cover</b>	
4-Color	US \$11,000
<b>Inside Front Cover or Inside Back Cover</b>	
4-Color	US \$6,600
<b>Full Page</b>	
Black & White	US \$4,500

All advertisements will be placed by ISAKOS to best accommodate printing and design needs. All placements will be assigned on a first-come, first-served basis.

## HTML BROADCAST EMAIL

<b>Congress Registrants Traffic-Builder HTML Broadcast Email</b>	US \$3,000
<b>Post Congress Registrants HTML Broadcast Email</b>	US \$3,000
<b>ISAKOS Database HTML Broadcast Email (40,000 contacts)</b>	US \$5,000

## ISAKOS NEWSLETTER

The ISAKOS Newsletter is published twice a year and distributed to more than 3,000 ISAKOS Members.

<b>Inside Front Cover</b>		
4-Color	US \$4,000 one issue	\$7,500 two issues
<b>Inside Back Cover</b>		
4-Color	US \$4,000 one issue	\$7,500 two issues
<b>Full Page Ad</b>		
4-Color	US \$2,500 one issue	\$4,000 two issues

## JOURNAL OF ISAKOS

*JISAKOS* is published six times a year and has a global circulation of more than 2500 recipients. Price for advertisement is per *JISAKOS* Issue.

### Full page (Black / White or Color)

<b>Color</b>	
1 time	US \$3,325
3 times	US \$3,300
6 times	US \$3,255
12 times	US \$3,190

### Black / White

1 time	US \$1,780
3 times	US \$1,750
6 times	US \$1,710
12 times	US \$1,650

### Half page (Black and White Only)

1 time	US \$1,245
3 times	US \$1,225
6 times	US \$1,200
12 times	US \$1,155

## ISAKOS CONGRESS SPONSORSHIP LEVELS\*

<b>Platinum</b>	US \$150,000 and up
<b>Gold</b>	US \$50,000–US \$149,999
<b>Silver</b>	US \$25,000–US \$49,999

## CANCELLATIONS

Cancellations of Sponsorships are subject to a 25% processing fee.

\* Excluding exhibit fees