



Growing Spine Foundation **2018 Support Opportunities**



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Support opportunities listed herein are not intended to be inclusive of all projects and initiatives that will be directed by the GSF. GSF leadership and staff would be happy to discuss additional partnership prospects.

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INVITATION TO SUPPORT

Dear Supporters,

We are pleased to present to our past and future supporters, the 2018 Support Program for the Growing Spine Foundation.

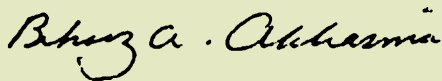
The leadership of the Growing Spine Foundation (GSF) is united in pursuit of our mission: to improve the care of patients with Early Onset Scoliosis and related deformities through research, education, and advocacy. At the same time we recognize that partnership is paramount to achieving our goals. Our support program has been developed in order to acknowledge and further the partnership between physicians and industry, in the interests of improved patient care.

We invite our corporate supporters to continue to participate in the International Congress on Early Onset Scoliosis (ICEOS), and encourage you to review the additional opportunities to support not only education but the research efforts of the Growing Spine Study Group (GSSG). By reviewing the options included here, we hope that you will identify specific projects that will best forward your objectives.

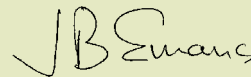
We profoundly appreciate your support and are confident that, if we work together in the pursuit of our shared goals, nothing is impossible and our mission to deliver the best care to our patients with early onset scoliosis will be accomplished.

We hope you will participate and welcome your suggestions for other support options.

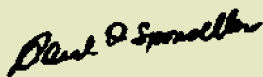
With sincere gratitude,



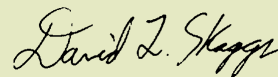
Behrooz A. Akbarnia, MD
President and Founder, GSF



John Emans, MD




Paul D. Sponseller, MD



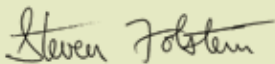
David L. Skaggs, MD



George H. Thompson, MD



Muharren Yazici, MD



Steven Folstein, MFA, MEd
Executive Director, GSF

MEETING CONDUCT GUIDELINES

ACCME

The Growing Spine Foundation recognizes that commercial support is an important element of education meetings and adheres strictly to all ACCME requirements and policies, including the Standards for Commercial Support.

ADVAMED

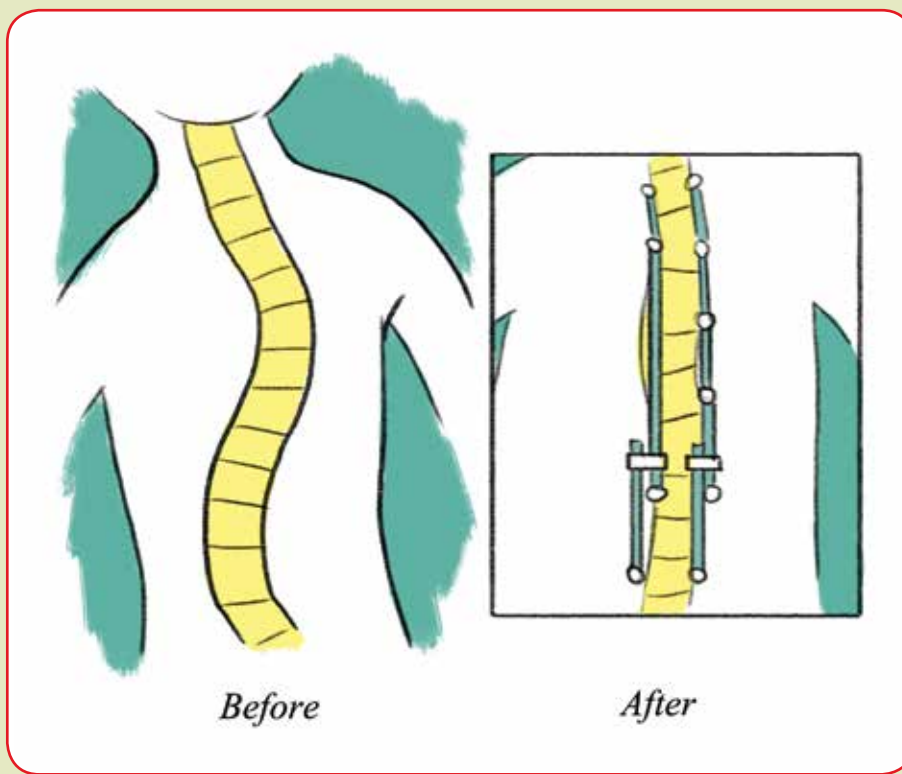
The Growing Spine Foundation adheres to the Advanced Code of Ethics on Interactions with Health Care Professionals. Support opportunities offered herein follow the revised code adopted in July 2009, which clarify and distinguish between appropriate and inappropriate activity between health care professionals and representatives of medical device companies.

EMAIL LISTS CAN BE USED FOR THE FOLLOWING MEETING-RELATED PURPOSES:

- Promotion of ICEOS Forums or presence at ICEOS as an exhibitor.
- Emails should not include promotion of specific devices, including text or pictures, or courses not in conjunction with ICEOS.
- Announcements should not imply a product or company is endorsed by GSF.
- General company news is appropriate if related to presence at ICEOS; however, blast emails should not be a general promotion of the company.
- All blast emails must be approved by GSF, specific instructions for approval will be sent to company representatives with the email list.

TAX INFORMATION

The Growing Spine Foundation is a 501(c)3 charitable, non-profit organization. Our federal tax ID number is 26-2957409.



SUPPORT LEVELS AND BENEFITS

The Growing Spine Foundation recognizes the importance of partnership with industry to advance education and research. As a sign of appreciation for our corporate partners who support the Foundation, we will offer the following recognition and benefits:

DOUBLE DIAMOND LEVEL - \$100,000 +

Throughout the Year:

- Largest name recognition as a Double Diamond Level company throughout the year on the GSF website and in non-CME printed materials.
- Largest name only recognition in program and on slides and signage at ICEOS.
- GSF Double Diamond Supporter logo for use in company materials.
- Appropriate recognition and/or benefits related to support for specific activities or programs.
- Earlier access to support opportunities

At ICEOS:

- Presentation of a plaque, with brief speaking opportunity during the ICEOS Opening Presentation.
- Four complimentary registrations, in addition to exhibit passes.
- Complimentary full inside page (not to include back cover) in ICEOS Final Program.
- One complimentary postal mailing list of ICEOS registrants, in addition to exhibitor benefit.
- Face to Face meeting with GSF Board.
- Badge ribbons for corporate attendees indicating support.

DIAMOND LEVEL - \$50,000 - \$99,999

Throughout the Year:

- Large name recognition as a Diamond Level company throughout the year on the GSF website and in non-CME printed materials.
- Large name only recognition in programs and on slides and signage at ICEOS.
- GSF Diamond Supporter logo for use in company materials.
- Appropriate recognition and/or benefits related to support for specific activities or programs.

At ICEOS:

- Three complimentary registrations, in addition to exhibit passes.
- Verbal recognition during the ICEOS Opening Presentation.
- One complimentary postal mailing list of ICEOS registrants, in addition to exhibitor benefit.
- Face to Face meeting with GSF Board.
- Badge ribbons for corporate attendees indicating support level.

PLATINUM LEVEL - \$25,000 - \$49,999

Throughout the Year:

- Name recognition as a Platinum Level company throughout the year on the GSF website and in non-CME printed materials.
- Name only recognition in programs and on slides and signage at ICEOS.
- Appropriate recognition and/or benefits related to support for specific activities or programs.

At ICEOS

- Two complimentary registrations, in addition to exhibitor passes.
- One complimentary postal mailing list of ICEOS registrants, in addition to exhibitor benefit.
- Badge ribbons for corporate attendees indicating support level.

GOLD LEVEL - \$20,000 - \$24,999

Throughout the Year:

- Name recognition as a Gold Level company throughout the year on the GSF website and in non-CME printed materials.
- Name only recognition in programs and on slides and signage at ICEOS.
- Appropriate recognition and/or benefits related to support for specific activities or programs.

At ICEOS:

- One complimentary registration for ICEOS, in addition to exhibitor benefit.
- Badge ribbons for corporate attendees indicating support level..

SILVER LEVEL - \$15,000 - \$19,999

Throughout the Year:

- Name recognition as a Silver Level company throughout the year on the GSF website and in non-CME printed materials.
- Name only recognition in programs and on slides and signage at ICEOS.
- Appropriate recognition and/or benefits related to support for specific activities or programs.

At ICEOS:

- Badge ribbons for corporate attendees indicating support level

BRONZE SUPPORTER - \$7,500 - \$14,999

Throughout the Year:

- Name recognition as a Silver Level company throughout the year on the GSF website and in non-CME printed materials.
- Name only recognition in programs and on slides and signage at ICEOS.
- Appropriate recognition and/or benefits related to support for specific activities or programs.

12TH INTERNATIONAL CONGRESS ON EARLY ONSET SCOLIOSIS

OVERVIEW OF THE 12TH INTERNATIONAL CONGRESS ON EARLY ONSET SCOLIOSIS (ICEOS)

For the past eleven years, an outstanding international faculty has gathered with 150+ pediatric deformity surgeons from all over the world to discuss and debate important issues and advances in the treatment of severe spinal deformities and the growing spine. The CME-accredited Congress includes a mix of invited lectures, free papers, debates, case discussions, and non-CME Surgical Technique Forums under the direction of an outstanding international faculty of leaders in the growing spine field.

The 12th International Congress on Early Onset Scoliosis will be hosted in Lisbon, Portugal at the Sheraton Lisboa. We are proud to share that for the first time, the GSF will partner with the Children's Spine Foundation (CSF) to develop the programing for the ICEOS.



New in 2018, the CSF, GSF, and European Paediatric Orthopaedic Society (EPOS) will organize a pre-meeting, hands-on training course the day prior to the main ICEOS meeting where attendees will gain an overall understanding of pediatric spinal deformity surgery to allow them to successfully incorporate EOS knowledge, skills and techniques into their overall practices.



Target Audience

Presentation at the ICEOS will have value for surgeons, fellows and residents who include pediatric spinal deformity surgery in their practices.

GSF President and Founder

Behrooz Akbarnia, MD

2018 Program Committee Chairs

Lindsay Andras, MD
Laurel Blakemore, MD

2018 Program Committee Co-Chairs

John Smith, MD
Michael Vitale, MD, MPH

ICEOS Fact File

Preconference	November 14, 2018
Meeting Dates	November 15 & 16, 2018
Location	Lisbon, Portugal
Meeting Venue & Headquarters Hotel	Sheraton Lisboa Hotel & Spa R. Latino Coelho 1 1069-025 Lisbon Portugal
Contact	Lauren Seward Meetings Coordinator +1 (414) 276 – 6445 lseward@growingspinefoundation.org

Attendance History

2017 San Diego	272
2016 Utrecht	203
2015 Boston	173
2014 Warsaw	135
2013 San Diego	136
2012 Dublin	166
2011 Orlando	134
2010 Toronto	157

ICEOS Meeting-at-a-Glance

	Wednesday, November 14	Thursday, November 15	Friday, November 16
Morning		Free Papers and Plenary Lecture	Company Sponsored Non-CME Workshops Free Papers Cervical Spine Symposium
Afternoon	Preconference Course	Company Sponsored Non-CME Workshops Free Papers	Free Papers
Evening	Preconference Course	Case Discussions Welcome Reception	Masters' Tips & Tricks

ICEOS GRANT SUPPORT OPPORTUNITIES

GSF is pleased to accept support in the form of grants to offset the costs of various ICEOS educational components, networking opportunities and meeting services. Grant opportunities include, but are not limited to:

PRECONFERENCE COURSE

\$10,000

Provide a CME grant to underwrite the first annual collaborative hands-on course in EOS jointly planned by the GSF, CSF, and EPOS. Your company name will be featured in the program materials and signage onsite to a core group of new EOS surgeons.

PROGRAM BOOK

\$7,500

Provide a CME grant to underwrite the development and production costs of the course program book. This valuable reference book is provided to each registrant on-site at the meeting and includes course presentations and abstracts along with general course information.

WELCOME RECEPTION

\$5,000

Delegates will gather at the Welcome Reception to enjoy food, beverages and to reconnect with colleagues. The supporter will be acknowledged in the ICEOS Program as well as on signage at the reception.

WIRELESS INTERNET ACCESS

\$5,000

Allow attendees free access to the internet and email throughout the course. Your logo will be displayed on tent cards throughout the exhibit area along with the wireless internet passcode, and on signage at the course.

BEVERAGE BREAKS

\$3,500 per daily break (Thursday or Friday)

As a supporter of one of the daily breaks, your company will be acknowledged by signage in the beverage break areas and recognized in printed materials.

BADGE LANYARDS

\$3,500 plus expenses

Provide each medical attendee with a badge lanyard with your logo. Corporate supporter provides lanyards, and designs must be approved by ICEOS office prior to production.

EDUCATIONAL GRANT

Any Amount

By providing an educational grant in any amount, your company can help off-set ICEOS expenses, and help keep meeting registration fees low. This grant could include a donation to offset AV costs.

All support is confirmed on a first-come, first-served basis.

ICEOS ADVERTISING OPPORTUNITIES

HOTEL KEY CARDS

\$3,500 plus production costs

Customized guest room keys at the ICEOS headquarters hotel will bear the logo and tagline of a single supporter. Design must be pre-approved by GSF.

ICEOS MOBILE APP

\$2,500 per banner ad

The increasingly popular Mobile App is a great way to put your company in front of attendees as they refer to the App before and during the meeting. The App includes a full meeting program, abstracts and general information about the meeting and host city. Banner ads on the App will rotate randomly, appearing on every page of the App.

HOTEL ROOM DROP

\$3,000 per drop

Deliver your message directly to ICEOS delegate guest rooms. Production of materials is the responsibility of the supporter. GSF asks that all deliveries comply with AdvaMed and ACCME guidelines and all messages must be pre-approved by GSF.

ICEOS EXHIBITS OPPORTUNITIES

We invite you to exhibit at the 2018 ICEOS. The tabletop exhibits are an excellent opportunity to showcase your products and services to an audience of pediatric spine specialists.

TABLETOP EXHIBIT FEE

\$8,000 per exhibit table

Fee Includes:

- (1) 6' draped table
- 2 chairs
- 1 Wastebasket
- Three exhibitor registration badges
- Three copies of the Scientific Program Book
- Admission to all scientific sessions and meals

EARLY BIRD DISCOUNT

\$500 discount per exhibit table if confirmed and paid by August 3, 2018.

EXHIBIT LOCATION

All exhibits will be centrally located in the New Orleans 2 & 3 Exhibit Hall of the Sheraton Lisboa Hotel.

EXHIBIT SET UP

Wednesday, November 14
6:30 pm – 9:30 pm

EXHIBIT HOURS*

Thursday, November 15
6:45 am – 4:00 pm

Friday, November 16
6:45 am – 2:00 pm

*Exhibit hours subject to change based on final program

ICEOS SURGICAL TECHNIQUE FORUM OPPORTUNITIES

Reach an audience of pediatric deformity specialists by hosting a Surgical Technique Forum at ICEOS! These 1-hour non-CME workshops are held on Thursday and Friday and consist of in-depth presentations on early onset scoliosis and growing spine subjects. Up to three concurrent forums are offered during each time slot. Exact forum times will be determined in spring 2018 as the final program is developed. The title, content, and faculty for these forums are chosen and developed by the host company, subject to approval by the course chairmen.

FORUM SUPPORT FEE

\$15,000 per forum

Fee Includes:

- Meeting room
- Food and Beverage offerings in the meeting room or just outside
- Basic AV package (screen, podium, LCD projector, and sound system)
- AV technical assistance

EARLY BIRD DISCOUNT

\$1,000 discount per forum if confirmed and paid by August 3, 2018.

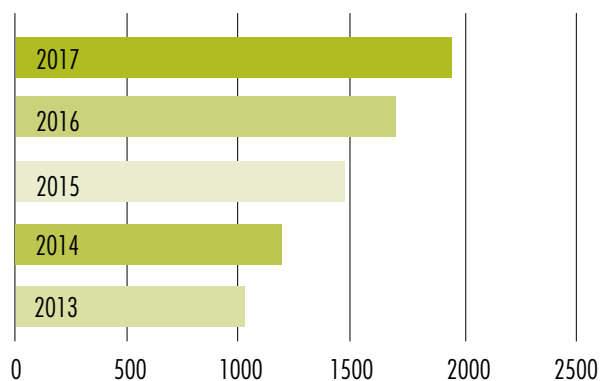
THE GROWING SPINE STUDY GROUP

The Growing Spine Study Group (GSSG or Study Group), initiated through educational tutorials and multicenter data collection, is an international group of pediatric spine deformity surgeons who specialize in the treatment of EOS. The GSSG was formed in 2002 and is currently comprised of 60 surgeons at 32 medical centers around the world.

BETTER DATA RESULTS IN BETTER CARE

The GSSG database is the “data hub” for all clinical research activities of the Study Group. The database was specifically designed to systemically collect, store and report research data for EOS. An integrated data query tool allows extraction of large, multicenter data sets that can be customized for each research study and readily prepared for statistical analysis.

With over 1,900 patients enrolled in the GSSG database, *the registry has grown by 90% since 2013* and includes over 100 specific diseases such as Marfan Syndrome, Myelodysplasia, Arthrogyriposis, Spinal Muscular Atrophy, Cerebral Palsy and Neurofibromatosis.

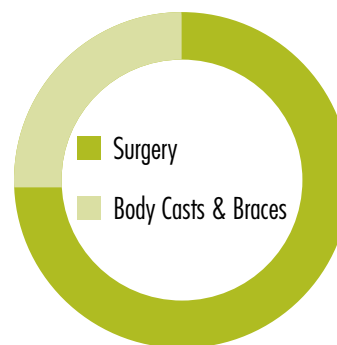


Each member of the GSSG enrolls their EOS patients into the multi-center registry as part of a prospective observational research study that drives the collection of a wide range of clinical data on participating patients. The registry data allows the GSSG membership to address knowledge gaps and develop best practices in the care of children with EOS.

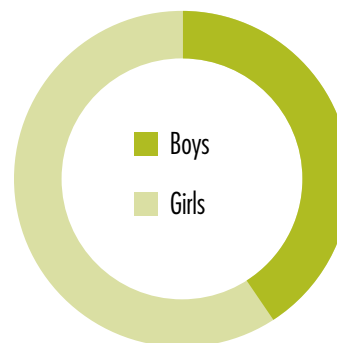
SHARING DATA TO IMPROVE OUTCOMES

The GSSG members are committed to the active and rigorous exchange of ideas through podium presentations and academic publications. Over **20,000 images** collected in the GSSG database have been shared for research purposes and **55 total scientific publications** were made possible by the GSSG patient registry.

Patient Treatments



Patient Treatments



GSSG DATABASE, RESEARCH, AND SCHOLARSHIP SUPPORT OPPORTUNITIES

DATABASE MAINTENANCE

\$10,000

Monthly database maintenance, which includes testing firewall settings, access logs, error logs and data backup, is critical to a stable, fast, bug-free system. The monthly maintenance cost also includes web servers and a database server for storage of all data and digital images

DATABASE DEVELOPMENT

\$20,000

Database development is an ongoing and essential process for further enhancement of the system's features and performance. At least once per year new features are developed to optimize the efficiency and reproducibility of multicenter data entry, reporting, quality assurance and extraction.

RESEARCH GRANTS

\$10,000 (open to multiple supporters)

The Growing Spine Foundation Research Grant is available to Growing Spine Study Group and Chest Wall Spine Deformity Study Group members. This grant is only for new research studies. The grant application does not require pilot data, but it is strongly encouraged to include pilot data if available. If no pilot data exists this grant application can be used to conduct a pilot study.

SCHOLARSHIPS

\$2000 (open to multiple supporters)

The GSSG Coordinator Scholarship provides a stipend for Active GSSG Coordinators to attend the ICEOS meeting.

OTHER SUPPORT OPPORTUNITIES

The GSF gladly accepts unrestricted grants and contributions.

GSF ENDOWMENT

The Growing Spine Endowment is intended to provide long-term financial support for growing spine related research. Distributions from the Endowment currently go toward supporting research. Please consider donating to this account by giving online or completing the form below.

GRANT SUPPORT FORM

The following company wishes to express interest supporting the GSF as indicated below. It is understood that this form is NOT a guarantee of support, but rather an expression of interest to be followed, as necessary, by a formal grant request from the GSF to the granting company.

Upon approval of the grant request, the GSF will be informed in writing and it is understood that grants will be used to support the goals of this activity, and that the GSF will adhere to all ACCME, FDA, and IRS guidelines regarding disclosures and industry support, including formal Letters of Agreement and acknowledgement of support to participants of the activity.

Please type or print clearly:

Company Contact Name: _____

Company Name: _____

Address: _____

City/State: _____

Country: _____ Zip/Postal Code: _____

Phone: _____ Email: _____

ICEOS Support

- CSF, GSF, EPOS Preconference Course \$10,000
- Program Book \$7,500
- Welcome Reception \$5,000
- Wireless Internet Access \$5,000
- Beverage Breaks \$3,500
- Badge Lanyards \$3,500
- Educational Grant \$ _____

GSSG Research Support

- Database Maintenance \$10,000
- Database Development \$10,000
- Research Grant \$10,000
- Coordinator Scholarship \$2,000

Other Support

- Endowment Support \$ _____
- Total Grant Support \$ _____

Return to:

Steven Folstein, MFA, MEd
555 E. Wells Street, Suite 1100
Milwaukee, WI 53202
P: (414) 276-6445
sfolstein@growingspinefoundation.org

ADVERTISING RESERVATION FORM

The following company wishes to reserve the following advertising opportunities. GSF will send all necessary vendor contact details and advertising specifications following receipt of the reservation form.

Please type or print clearly:

Company Contact Name: _____

Company Name: _____

Address: _____

City/State: _____

Country: _____ Zip/Postal Code: _____

Phone: _____ Email: _____

ICEOS Advertising

Hotel Key Cards \$3,500

Hotel Room Drop \$3,000

Mobile App \$2,500

Total Advertising fees \$ _____

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sfolstein@growingspinefoundation.org

EXHIBIT, FORUM & WORKSHOP RESERVATION FORM

Please type or print clearly:

Company Contact Name: _____

Company Name: _____

Address: _____

City/State: _____

Country: _____ Zip/Postal Code: _____

Phone: _____ Email: _____

ICEOS

Exhibit Tabletop \$8,000 (\$7,500 before August 3rd)

Surgical Technique Forum \$15,000 each (\$14,000 before August 3rd)

Total Exhibit, Forum, & Workshop Fees \$ _____

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555 E. Wells Street, Suite 1100
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P: (414) 276-6445
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Staff will follow up to confirm your commitment, to complete required paperwork, and to invoice for total due.

2017 CORPORATE SUPPORTERS

DOUBLE DIAMOND LEVEL SUPPORTER

NuVasive

DIAMOND LEVEL SUPPORTER

K2M

PLATINUM LEVEL SUPPORTERS

DePuy Synthes

Medtronic

Zimmer Biomet

GOLD LEVEL SUPPORTERS

Globus Medical

BRONZE LEVEL SUPPORTERS

Bigen

Implanet

EOS Imaging

OrthoPediatrics

Rady Children's

SeaSpine

Setting Scoliosis Straight

Stryker





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