32 YEARS AT THE TOP NEW HIGHLIGHTS EVERY YEAR

SPINE

BASE to SUMMIT

CORPORATE INVITATION

PROGRAM DIRECTORS

SIGURD BERVEN, MD

HAN JO KIM, MD

JUSTIN SMITH, MD, PHD

VAIL COLORADO

JANUARY 14–17

2022

GRAND HYATT VAIL

JOINTLY PROVIDED BY: MEDICAL EDUCATION RESOURCES BROADWATER LLC

KEY DETAILS

Title:	Spine: Base to Summit
Location:	Grand Hyatt Vail, Vail, CO
Dates:	January 14–17, 2022
Attendance:	Est: 75–90 surgeons, consisting of: • Orthopaedic and neurological surgeons • Academic and private practice • Early to established career stage
Program:	Highly interactive. Addresses cervical and lumbar degen., adult deformity and trauma, MIS and open. Program and brochure available at **www.broad-water.com**.
CME:	The program is CME accredited.
Jointly provided by:	Medical Education Resources BroadWater, LLC

WHY PARTICIPATE?

1. **The #1 winter spine meeting** for **30+ years**
2. **Attendees** continue to rank this meeting as being a **"highlight"** on their annual calendars
3. **Opportunities** to connect with **more than 75–90 spine surgeons**
4. With its more **intimate atmosphere,** Base to Summit is a prime setting for **surgeon-corporate camaraderie**
5. **Ample corporate opportunities**

"Excellent format and location"

—PAST PARTICIPANT

SURGEON ENGAGEMENT

To maximize surgeon traffic to your exhibit, the meeting features:

- **Welcome reception** in exhibit area
- **Daily breakfasts and coffee** in exhibit area
- Limited number of exhibits to **maximize booth traffic**

PROGRAM DIRECTORS & FACULTY

PROGRAM DIRECTORS

Sigurd Berven, MD
Han Jo Kim, MD
Justin Smith, MD, PhD

INVITED FACULTY

Todd Albert, MD
Hyun Bae, MD
Larry Lenke, MD
Gregory Mundis, Jr., MD
Frank Phillips, MD
Sheeraz Qureshi, MD, MBA
Kris Radcliff, MD
Rick Sasso, MD
Christopher Shaffrey, MD
Vincent Traynelis, MD
Juan Uribe, MD
Alex Vaccaro, MD, PhD, MBA

SPINE: BASE TO SUMMIT CORPORATE OPPORTUNITIES

On-site À la Carte Opportunities

Opportunity	Description	# Available	Price
Company Meet & Greet Area/Exhibit	Companies are not required to provide a "traditional" table top exhibit. Space can be used as either a seating area to meet with surgeons, or it could include a traditional table exhibit. ***Reserve early, space will sell out very quickly.***	11	$7,500
Technology Update[1]	Present a 6-minute update on one of your company's technologies, at the start or end of the General Session.	8	$7,000
Exclusive Workshop[1]	One company, 45 minute workshop. Company chooses speaker and content.	4	$12,000
Concurrent Workshop—Multi-company[1]	Three companies. Each company gives a 15-minute presentation in the workshop. Companies choose their speaker and content.	3	$6,000
Breakfast Focus Group	Host an exclusive 30-minute breakfast focus group for up to 15 surgeons. The cost of breakfast is included and will be ordered by the meeting organizers.	2	$8,000
Young Surgeon Dinner[2]	Host a minimum of 8 fellows / early career surgeons for dinner. Meeting organizers guarantee attendance.[2]	1	$8,000
Registrant Eblast	Eblast sent to all meeting attendees promoting your company's technology/ presence at the meeting. EBlast sent to registrants up to 7 days in advance, during or after the meeting.	4	$2,000
Ski Socks[3]		1	$2,000
Lanyards[3]		1	$2,000
Hotel Keycards[3]		1	$2,000

1. Each option is Non-CME. Company chooses topic and speaker. 2. Company responsible for arranging and paying for dinner. 3. Company to provide ski socks, lanyards, or hotel keycards.

Note: Companies must purchase a meet and greet/exhibit area to be able to participate in the workshop, presentation, and promotional opportunities outlined above.

RECOGNITION LEVELS

Select the support opportunities that best suit your company's needs.

PLATINUM
$32,500

GOLD
27,500

SILVER
$15,000

Platinum—$32,500	Gold—$27,500	Silver—$15,000
4 complimentary registration badges	3 complimentary registration badges	2 complimentary meeting badges
1st round of choices of location in meeting foyer complimentary company's Meet & Greet area	2nd round of choices of location in meeting foyer complimentary company's Meet & Greet area	Acknowledgment by Chairmen from podium
Additional complimentary 3-minutes added to purchased 6-minute General Session Tech Update	1 complimentary hour in meeting side-room	Signage highlighting Gold and Silver supporters
2 hours complimentary time in meeting side-room	Acknowledgment by Chairmen from podium	
Primary acknowledgment by Chairmen from podium	Signage highlighting Gold and Silver supporters	
Exclusive signage highlighting Platinum Supporter		

Exhibit opportunities always fill quickly.

For more information or
to sign up today, please contact:

Nancy Henkel, CMP

Director, Medical Association Management & Meetings

BroadWater, LLC

Tel: (630) 681-1040 Ext. 306

E: nhenkel@broad-water.com

www.Broad-Water.com

QUESTIONS:
Call (630) 681-1040 ext. 306

SPINE: BASE TO SUMMIT CORPORATE SUPPORT FORM

Company Name | Contact Person

Company Address

City | State | Zip

Phone | Fax

Email

Name (printed) | Date

Credit Card Payment Type: ◯ Visa ◯ Mastercard ◯ American Express ◯ Discover ◯ Check

Credit Card # | Exp. Date | Security Code

Name on Card | Signature

A 3% processing fee will be applied to any payments made via credit card.

Please indicate all exhibit, presentation, workshop, and promotional information below:

✓	Opportunity	Amount	Subtotal
À La Carte			
◯	**Meet & Greet Area/Exhibit**	$7,500	$
◯	**Technology Update**	$7,000 x _____	$
◯	**Exclusive Concurrent Workshop**	$12,000 x _____	$
◯	**Breakfast Focus Group**	$8,000	$
◯	**Concurrent Workshop**	$6,000 x _____	$
◯	**Young Surgeon Dinner**	$8,000	$
◯	**Registrant Eblast**	$1,500	$
◯	**Ski Socks**	$2,000	$
◯	**Lanyards**	$2,000	$
◯	**Hotel Keycards**	$2,000	$
		TOTAL	**$**

Recognition Levels

Platinum = $32,500 + **Gold** = $27,500+ **Silver** = $15,000+

REFUNDS

CANCELLATION BY COMPANY

Full refund less 25% deposit if cancelled for any reason prior to **October 15.**

Full refund less 50% deposit if cancelled prior to **December 15.**

After December 15, no refunds unless the meet and greet/exhibit area or workshop is re-sold.

CANCELLATION DUE TO COVID

In the unlikely event that COVID prevents *Spine: Base to Summit* from being held in person, 50% of the company's support of the meeting will be retained and applied to a series of webinars, and 50% will be refunded. The retention of 50% of the company support is to help offset the significant costs that the meeting will incur prior to its cancellation, and the costs for holding the webinars.

DEPOSITS AND PAYMENTS

50% deposit is required to secure any meet and greet/exhibit space, workshops or other support opportunities. Due to high demand, opportunities will not be held until full deposit is received.

100% payment due by **December 15**

MEET & GREET AREA/EXHIBIT ASSIGNMENTS

Space will be assigned on **October 14th** first by support level then by time and date application is received.

December 15, 2021 onwards, NO refunds will be provided.

CHECKS MADE PAYABLE TO: BROADWATER ATTN: NANCY HENKEL

Mail to: Spine: Base to Summit
c/o BroadWater, LLC
301 South County Farm Road, Suite L
Wheaton, IL 60187

RETURN THIS AGREEMENT TO NANCY HENKEL AT:

nhenkel@broad-water.com
Fax: (630) 682-5811 (USA)

MORE OPPORTUNITIES TO REACH SPINE SURGEONS WORLDWIDE

BroadWater, LLC is pleased to provide your company with tools to reach more than 8,000 spine surgeons worldwide outside of the *Spine: Base to Summit* meeting.

SPINE TECH NEWS
$5,000

Your company provides a 5-minute product video to be the focus of an edition of Spine Tech News, an epublication sent to 8,000+ spine surgeons worldwide. The video will also be live on BroadWater's site for 6-months.

SURVEY DISTRIBUTION
$2,500

Distribute your company's market research survey to BroadWater's network of thousands of spine surgeons.

BANNER AD IN BROADWATER CME ENEWS
$1,000+

SpineCME News is sent monthly to 8,000+ spine surgeons.

BROADWATER OPPORTUNITIES FORM

Company Name | Contact Person

Company Address

City | State | Zip

Phone | Fax

Email

Name (printed) | Date

Credit Card Payment Type: ◯ Visa ◯ Mastercard ◯ American Express ◯ Discover ◯ Check

Credit Card # | Exp. Date | Security Code

Name on Card | Signature

Full payment is due with application. A 3% processing fee will be applied to any payments made via credit card.

Please indicate all exhibit, presentation, workshop, and promotional information below:

✓	Opportunity	Amount	Subtotal
More Opportunities			
◯	**Spine Tech News**	$5,000	$
◯	**Survey Distribution**	$2,500	$
◯	**Banner Ad in BroadWater CME eNews**	$1,000	$
		TOTAL	**$**

CHECKS MADE PAYABLE TO: BROADWATER ATTN: JEREMY LONGHURST

Mail to:
BroadWater, LLC
301 South County Farm Road, Suite L
Wheaton, IL 60187

RETURN THIS AGREEMENT TO JEREMY LONGHURST AT:

jlonghurst@broad-water.com
Fax: (630) 682-5811 (USA)