

THE 19TH ANNUAL

State of Spine Surgery Think Tank

JUNE 20–22, 2024

✦ San José del Cabo, Mexico ✦

JW Marriott Los Cabos
Beach Resort & Spa



✦ Preceded by ✦

The Investment and
Innovation Summit

JUNE 19, 2024



Frank
Phillips, MD

CHAIR



Todd Albert, MD

CO-CHAIRS



Alex Vaccaro,
MD, PhD



Hyun Bae, MD



Greg Mundis
Jr., MD

DIRECTORS



Kris Radcliff, MD

CORPORATE INVITATION

You're invited~

We are excited to invite you to this 4-day event featuring:

WED, JUNE 19, 2024

The Investment and
Innovation Summit

- See pages 3–4

THURS, JUNE 20–SAT, JUNE 22, 2024

The 19TH Annual State of Spine
Surgery Think Tank

- See pages 5–6



Both events will be held at

JW Marriott Los Cabos Beach Resort and Spa



WEDNESDAY, JUNE 19 | 1:30–5:45 PM

This ½ day Summit will provide a deep dive into the current M&A and capital-investment environment for early and mid-stage spine technology companies. We'll bring together the leading experts and opinion leaders in this space, including executives of companies developing and commercializing novel technologies, VCs, investment bankers, "strategics," private investors and world-renowned spine surgeons and innovators.

Expert speakers and panelists will provide insights into how they identify and analyze companies that are attractive investment opportunities.

PROGRAM

- ◆ **The Financing and M&A Environment for Private Spine Companies**
 - Investment banker
- ◆ **Panel: What are *Investors* Looking for to Finance Spine Start-up Companies?**
 - Panel of venture capital, investment bankers and private investors
- ◆ **Spine Company Presentations**
 - 6, Early and mid-stage company presentations (10-minutes each)
- ◆ **Investment Snapshots**
 - 4, Early and mid-stage company presentations (5-minutes each)
- ◆ **Panel What are *Strategics* Looking for to Finance or Acquire Spine Start-ups and Mid-size Companies?**
 - Panel of decision makers from spine strategics
- ◆ **Wine & Cheese Reception**

Program subject to change



**Frank
Phillips, MD**

MidWest
Orthopaedics
Chicago, IL



**Gary
Stevenson**

HealthPoint
Capital
Memphis, TN

2023 SUMMIT HIGHLIGHTS

Presentations from 10 of the most innovative and high-potential early and mid-stage companies

Expert lectures and panels featuring leading C-Suite and banking executives

75 Attendees

CORPORATE OPPORTUNITIES

A total of 10, early and mid-stage spine companies will be selected to present their company’s vision, products and plans.

Up to six companies will be selected to give 10-minute presentations, and four companies will be selected to give 5-minute “Snapshot” presentations.

HOW TO APPLY & SCHEDULE

| April 1 st | April 15 th |
|--|---|
| Submit a brief slide deck highlighting your company’s vision, products, and plans. Using the table below, please also indicate whether your company is best described at early-stage or mid-stage. | Companies notified whether they’ve been selected to present |

| PARAMETERS* | EARLY-STAGE COMPANIES | MID-STAGE COMPANIES |
|-----------------------|--|--|
| Annual Revenue | Less than \$2–3 million | \$4–\$10 million |
| # of Sites | High concentration in a small number of sites; focus on adding new sites | Expanding # of sites; focus on increasing adoption in existing sites |
| Regulatory Milestones | Working to achieve milestones | Achieved milestone for initial product(s) |
| Reimbursement | Headwinds impeding widespread commercialization | More uniform reimbursement nationally |
| Distribution | Footprint is limited | Expanding into new geographic areas |

*Parameters are not rigid and companies may show characteristics of both early-stage and mid-stage companies

PRESENTATING COMPANIES RECEIVE

- ◆ 10-minute,** or 5-minute slots to present to potential investors
- ◆ Networking opportunities
- ◆ Opportunity to distribute investment materials
- ◆ 2 complimentary registrations to the Summit

FEES

- ◆ 10-minute presentation: \$3,950
- ◆ 5-minute Snapshot presentation: \$2,500

Fees will only be charged if your company is selected to present during the program.



SEND SLIDE DECK TO:

Jeremy Longhurst
 BroadWater, LLC
JLonghurst@broad-water.com

** Companies giving 10-minute presentations will receive a \$1,000 discount on exhibiting at the main meeting (June 20–22).

OVERVIEW

100+ spine surgeons, plus senior level device and healthcare executives will meet to discuss new and emerging technologies, exchange ideas, and debate where the spine surgery field is heading.

Numerous companies that participated in the 2023 meeting immediately asked to be put on the list for when they can sign up for the next course.

FACULTY

Chair

Frank Phillips, MD

Co-Chairs

Todd Albert, MD

Alex Vaccaro, MD,
PhD, MBA

Program Directors

Hyun Bae, MD

Greg Mundis Jr., MD

Kris Radcliff, MD

Invited Faculty*

Todd Allen, MD

Neel Anand, MD

Ali Araghi, MD

Sig Berven, MD

Earnest Braxton, MD

Robert Bray, MD

Evalina Burger, MD

Tom Cha, MD

Matt Colman, MD

Peter Derman, MD

Robert Eastlack, MD

Jeffrey Goldstein, MD

Richard Guyer, MD

Hamid Hassanzadeh, MD

Stephen

Hochschulder, MD

Christoph

Hofstetter, MD

Serena Hu, MD

Richard Hynes, MD

Adam Kanter, MD

Safdar Khan, MD

Han Jo Kim, MD

Greg Lopez, MD

Isaac Moss, MD

Pierce Nunley, MD

Paul Park, MD

Theresa Pazonis, MD

Kees Poelstra, MD

Sheeraz Qureshi, MD

Harvinder Sandhu, MD

Rick Sasso, MD

Grant Shifflett, MD

David Skaggs, MD

Justin Smith, MD

Juan Uribe, MD

Denise Walt, MD

Mike Wang, MD

Jack Zigler, MD

Invited Speakers

Jim Becker

Chief Executive Officer, triasMD

Massimo Calafiore

President & CEO, Orthofix

Laura Francis

CEO, SI BONE

Skip Kiil

President, Cranial & Spinal Technologies, Medtronic

Chris Lyons

CEO, Southern Metrics Consulting

Erin McEachren

Vice President, International, Cranial & Spinal Technologies, Medtronic

Pat Miles

Chairman and CEO, ATEC Spine

Mike Mogul

Managing Partner, HealthpointCapital

David Paul

Executive Chairman, Globus Medical

Russell Powers

Worldwide President, Spine, DePuy Synthes

Robbie Robertson

President, Spine, Stryker

Michael Sjostrom

Co-founder and CIO Sectoral Asset Management

Peter Slate

Chief Corporate Development Officer, Healthcare Outcomes Performance Co. (HOPCo)

Matt Steere

Managing Director, Canaccord Genuity

Roger Strode

Partner, Foley & Lardner LLP

Marc Viscogliosi

Chairman & CEO Spine BioPharma

Gwen Watanabe

Managing Partner, H.I.G. Capital Interim CEO, Augmedix

Rebecca Whitney

Global Spine President, ZimVie

Robin Young

Publisher, Orthopedics This Week

HIGHLIGHTS INCLUDE

- Attendees include a “Who’s Who” of senior spine surgeons, a large number of early-career spine surgeons, and senior executives from across the field
- Highly candid, interactive, and collegial experience in an outstanding resort location
- New technology presentations in the general sessions
- Discussion and debate focused
- Special Session: Innovation and How to Facilitate Positive Change

PROGRAM OUTLINE

A comprehensive and engaging program is being finalized.

- ◆ Where's the Spine Field Heading in 2024?
 - ◆ Views from surgeons, industry, private equity & payors
- ◆ Lateral Spine Surgery
 - ◆ Direct lateral / Prone lateral
 - ◆ Years later, what have we learned?
- ◆ Diagnostics / Pre- and Post-operative Planning and Optimization
 - ◆ AI surgical planning and efficiencies
 - ◆ Can we predict post-op response by pre-op data?
 - ◆ The value-add of remote therapeutic monitoring
- ◆ Building Our Practices
 - ◆ Key steps that help practices thrive.
 - ◆ Are surgeons just "providers"?
- ◆ Enabling Technologies
 - ◆ The real truth about robotic navigation
 - ◆ Augmented reality
 - ◆ The future of enabling tech.
- ◆ Endoscopy: Ready for Primetime?
 - ◆ Techniques & limitations
 - ◆ Endoscopic vs. micro decompression: Costs vs. benefits
- ◆ Technical Pearls
 - ◆ Durotomy during tubular decompression
 - ◆ L5 radiculopathy/palsy with ALIF
- ◆ Cervical TDR
 - ◆ Techniques & indications vs. fusion
 - ◆ Late complications & revisions
- ◆ ASCs and Spine Surgery
 - ◆ Can I do "real spine surgery" safely in an ASC?
 - ◆ Anesthesia and pain management
- ◆ Lumbar: Fusion is So Passe?
 - ◆ Patient selection
 - ◆ Nucleus replacement & annual repair
 - ◆ Ready for total motion segment replacement?
- ◆ Interbody Cage Fight
 - ◆ What is the best interbody material?
- ◆ Deformity
 - ◆ Adult degen. scoliosis vs. adult AIS
 - ◆ C2-T2: How do I do it well?
 - ◆ AI: will it take over diagnostics and surgical indications in the OR?
- ◆ Women in Spine Surgery
 - ◆ Where to now? Facilitating meaningful change
- ◆ Debates On:
 - ◆ Fractional curve surgery
 - ◆ Surgery in the elderly
 - ◆ Multi-level ACDF
 - ◆ Long-term outcomes of MIS vs. open deformity
- ◆ Special Session: Innovation and How to Facilitate Positive Change
- ◆ Spouse / Partner Breakfast Discussion:
 - ◆ I married a spine surgeon and love them! But, there are a few challenges...



STATE OF SPINE *INVESTMENT SUMMIT OPPORTUNITIES*

Investment Summit Presentation (10-Min)—\$3,950*

- ◆ See page 4 for details.

Investment Summit Presentation (5-Min)—\$2,500*

- ◆ See page 4 for details.

**No deposit or payment is required unless your company is selected to participate.*

Investment Summit Sponsorship—\$3,000+

- ◆ Prominent acknowledgement during the Investment Summit

STATE OF SPINE *THINK TANK OPPORTUNITIES*

EXHIBIT—\$6,450

- ◆ 6 ft. table-top exhibit
- ◆ 2 complimentary registrations

SYMPOSIUMS AND WORKSHOPS

General Session Symposium

45-Min.—\$17,950 30-Min.—\$12,950

- ◆ 45-minute **or** 30-minute Symposium. Part of the General Session. Est. attendance 80+ surgeons and allied health professionals.
- ◆ Company designs program on a topic relevant to the field of spine surgery, not on the company's technology. Course Chair must approve draft program.
- ◆ Company selects faculty and is responsible for their travel expenses (if speaker is not on the meeting's faculty).

Available Thursday–Saturday

Special Session: Innovation and How to Facilitate Positive Change—\$7,750

- ◆ As the exclusive sponsor of the Session, your company will get a 6-minute time slot at the podium during the symposium.
- ◆ Attended by 20+ early-career, plus additional senior surgeons.

Technology Workshop—with Lunch—\$16,950

- ◆ 30-minute workshop. Attended by 20+ early-career, plus additional senior surgeons.
- ◆ Company designs content, which can be entirely focused on its product(s).
- ◆ Company selects faculty and is responsible for their travel expenses (if speaker is not on the meeting's faculty).

Available Thursday–Saturday

THINK TANK OPPORTUNITIES (CONTINUED)

Technology Workshop—with *Breakfast*—\$14,950

- ◆ 30-min workshop. Attended by 20+ early-career, plus additional senior surgeons.
- ◆ Company designs content, which can be entirely focused on its product(s).
- ◆ Company selects faculty and is responsible for their travel expenses (if speaker is not on the meeting's faculty).

Available Thursday–Saturday

TECHNOLOGY UPDATES

Technology Update Presentations—\$7,750

- ◆ 6-minute presentations given in the General Session. **Limited spots available.**
- ◆ Company selects topic and faculty.
- ◆ If faculty is not on the meeting faculty, company is responsible for their travel expenses.

Tech Update On Website—\$5,000

We will record your Technology Update presentation during the Think Tank program, and send it to our list of 8,000+ surgeons. Video will also be up on the State of Spine Surgery Think Tank website and the BroadWater website for 1 year.

ADVERTISING AND OTHER SUPPORT OPPORTUNITIES

Thursday Welcome Reception Sponsorship—\$12,000

- ◆ Exclusive Sponsor will be prominently acknowledged on signage and in meeting materials and receive 2 invites to attend the VIP dinner on Friday evening
- ◆ Sponsor will have the opportunity to have a table at the Reception with a “specialty food/drink item” provided by the meeting.

Young Surgeon Dinner—\$6,000

- ◆ Host a dinner on Thursday evening after the Welcome Reception.
- ◆ Company is responsible for arranging and paying for the event.
- ◆ We will guarantee a minimum of 8 Young Surgeons. Limited quantity available.

Exclusive Company Eblast To 8,000+ Spine Surgeons Plus Registrants—\$6,000

Company provides content for one eblast to be sent to a database of 8,000+ spine surgeons and all registered attendees 3–7 days prior to the meeting.

THINK TANK OPPORTUNITIES (CONTINUED)

Digital Program Book Advertisement

- ◆ Full page ad—\$3,500
- ◆ Half page ad—\$2,000
- ◆ Limited spots available. Company to design/provide the ad for approval.

Banner Ads—\$3,500

Included in eBlast promoting the Think Tank sent to 8,000+ spine surgeons and on the State of Spine website for April, May, June, 2023

Badge Lanyards, Meeting Bags, Beach Bags, Notepads, Pens—\$3,000 +Production Costs

Company chooses and produces specific item, featuring its logo



Hotel and reservation details will be distributed in the main brochure. For information on how to register, contact Christy Gill at CGill@Broad-Water.com

CORPORATE RECOGNITION

Diamond Level \$24,500+ Receives:

- ◆ Presentation by Chairmen from podium
- ◆ Acknowledgment in announcements, materials, and from the podium
- ◆ Receives a total of 5 complimentary badges
- ◆ 2 invites to attend VIP dinner on Friday evening

Platinum Level \$13,500+ Receives:

- ◆ Acknowledgment in announcements, materials, and from the podium
- ◆ Receives a total of 4 complimentary badges

Gold Level \$8,500 Receives:

- ◆ Acknowledgment in announcements, materials, and from the podium
- ◆ Receives a total of 3 complimentary badges

Exhibiting companies can register additional personnel: \$700 each

Non-exhibiting companies can register senior personnel: \$1,950 each

APPLICATION

19TH Annual: State of Spine Surgery Think Tank
June 19–22, 2024 | San José del Cabo, Mexico

COMPANY NAME CONTACT PERSON

COMPANY ADDRESS

CITY STATE ZIP

PHONE FAX

EMAIL

Credit Card Info**: VISA MC AMEX DISCOVER

CREDIT CARD NUMBER EXPIRATION DATE SECURITY CODE

NAME (exactly as it appears on card) SIGNATURE (I agree to pay according to the credit card issuer agreement)

SIGNATURE DATE

Corporate opportunities always fill quickly for this meeting. **Applications cannot be accepted without payment of deposit (50% of total support, with the exception of the Investment Summit Presentation).** To sign up today, please complete and return the form to:

Christy Gill
BroadWater, LLC
Email: CGill@Broad-Water.com
Ph: 630-681-1040 Ext. 302
Fax: 630-682-5811

CANCELLATION POLICY

In the event that a company cancels its participation, the refund schedule is:

- ◆ On or before March 18, 2024
–50% of Total Support
- ◆ On or after March 19, 2024
–75% of Total Support

| <input checked="" type="checkbox"/> | Opportunity | Amount | Total |
|--|--|----------------------------|-----------|
| INVESTMENT SUMMIT OPPORTUNITIES | | | |
| <input type="checkbox"/> | Investors Summit: 10-min Presentation | \$3,950 | \$ |
| <input type="checkbox"/> | Investors Summit Sponsorship | \$3,000 | \$ |
| <input type="checkbox"/> | Investors Summit: 5-min Presentation | \$2,500 | \$ |
| THINK TANK OPPORTUNITIES | | | |
| <input type="checkbox"/> | Exhibit | \$6,450 | \$ |
| SYMPOSIUMS AND WORKSHOPS | | | |
| <input type="checkbox"/> | General Session Symposium—45-min | \$17,950 | \$ |
| <input type="checkbox"/> | General Session Symposium—30-min | \$12,950 | \$ |
| <input type="checkbox"/> | Special Session: Innovation and How to Facilitate Positive Change | \$7,750 | \$ |
| <input type="checkbox"/> | Technology Workshop with <i>Lunch</i> | \$16,950 | \$ |
| <input type="checkbox"/> | Technology Workshop with <i>Breakfast</i> | \$14,950 | \$ |
| TECHNOLOGY UPDATES | | | |
| <input type="checkbox"/> | Technology Update Presentations | \$7,750 | \$ |
| <input type="checkbox"/> | Tech Update on State of Spine Surgery Website | \$5,000 | \$ |
| ADVERTISING AND OTHER SUPPORT OPPORTUNITIES | | | |
| <input type="checkbox"/> | Thursday Welcome Reception Sponsorship | \$12,000 | \$ |
| <input type="checkbox"/> | Young Surgeon Dinner | \$7,000 | \$ |
| <input type="checkbox"/> | Exclusive Eblast | \$6,000 | \$ |
| <input type="checkbox"/> | Program Book Ad, Full Pg. | \$3,500 | \$ |
| <input type="checkbox"/> | Program Book Ad, Half Pg. | \$2,000 | \$ |
| <input type="checkbox"/> | Banner Ads | \$3,500 | \$ |
| <input type="checkbox"/> | Badge Lanyards; <input type="checkbox"/> Meeting Bags; <input type="checkbox"/> Beach Bags; <input type="checkbox"/> Notepads; <input type="checkbox"/> Pens | \$3,000 + production costs | \$ |
| <input type="checkbox"/> | Investors Summit Credit | -\$1,000 | \$ |
| Total Support: | | | \$ |