



# Northern California Shoulder & Elbow Course

## Exhibitor Information Package





May 4, 2020

Dear Prospective Exhibitor,

Thank you for taking the time to consider supporting the **Northern California Shoulder and Elbow Course**. We developed the NCSEC to help fill a geographical and scholastic void in shoulder and elbow education in the region. Our aim is to provide surgeons, fellows and senior residents with an opportunity to connect with and learn from world-class educators and influential leaders in shoulder and elbow surgery. This year, our focus is **Sports, Arthroscopy & Biologic Innovations**.

Our session will include case studies, debates, and expert technical re-live surgeries. Participants will sit at conference tables instead of in a classroom formation, and a faculty member will be seated at each table with them. There will be dedicated allotments for the participants to browse our exhibitor showcase hall and to view some of the technologies used to solve the problems presented in the didactic session. There will also be an emerging technologies workshop for participants to get hands-on experience.

While we will be utilizing industry sponsors such as yourself to help support the event, the course aims to be industry-neutral and complies with ACCME Standards for Commercial Support. Financially, we are attempting to only cover costs; proceeds left over will be donated to the **CDC Foundation**.

We sincerely appreciate your interest and this course would not be possible without your support. Please feel free to reach out to us directly at **[info@norcalshoulder.com](mailto:info@norcalshoulder.com)** to confirm your participation or for any further inquiries. We anticipate our corporate sponsorship spots to sell out so please let us know as soon as you are able.

Best Regards,

A handwritten signature in black ink, appearing to read "Hafiz Kassam".

Hafiz Kassam, MD, FRCS(C)  
Program Chair NCSEC



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#### **ATTENTION: IMPORTANT NOTICE**

Information provided in this guide is subject to change without notice.

Significant changes, if any, will be published on our  
Exhibitors page at [www.norcalshoulder.com/exhibitors](http://www.norcalshoulder.com/exhibitors).

## Course Overview

### Intended Audience

This course is intended for practicing orthopedic surgeons, fellows, and senior residents (PGY 4-5). As our course was sold out last year, we expanded our capacity to accommodate up to 50 participants.

### Course Content

Our 2020 program will focus on the latest developments and innovations in shoulder and elbow sports medicine, arthroscopy and orthobiologics. Over the last several years, the paradigm shift to minimally invasive techniques and the utilization of biologic treatments and augmentation have drastically increased. Attendees will not only have the opportunity to discuss these concepts and controversies directly with faculty, but also learn from their “Re-Live” techniques demonstrations, listen to them debate how these are indicated in modern practice and experience hands on workshops with emerging technologies.

### Executive Committee

Biographies and financial disclosures are available on our website.

Hafiz Kassam, MD (Program Chair)

Theodore Blaine, MD

John Costouros, MD

### Faculty

Biographies and financial disclosures are available on our website.

Joseph Abboud, MD

Ronald Navarro, MD

Patrick Denard, MD

Anshuman Singh, MD

Samer Hasan, MD, PhD

Anthony Romeo, MD

David Kovacevic, MD

James Van Den Boegaerde, MD

Evan Lederman, MD

Matthew Willis, MD

Diane Nam, MD

# Sponsorship Opportunities

## Exhibitor Benefits

- ✓ Full conference pass, including sitting in during educational sessions\*
- ✓ Continental breakfast, lunch and refreshments
- ✓ Wine tasting networking event

## Exhibit Hall

- ✓ Serves as the main gathering area for participants and faculty during breakfast, lunch, coffee breaks, and the wine tasting networking event.
- ✓ Booth space measures approximately 8' x 10'.
- ✓ A 6' trade show table, black fitted tablecloth and two chairs will be provided. These items may be replaced with your own during setup hours.
- ✓ Electrical outlets are located throughout the space and may be used by exhibitors. Their specific location will appear on the exhibit hall diagram during booth selection. Extension cords and power bars will not be provided.
- ✓ Booths will be assigned first by sponsorship level, then by date of payment. Booths will be assigned on October 1, 2020.

## Emerging Technology Device Demonstration

There will a 30-minute hands-on dry lab during the course day to expose participants to new and emerging technologies available. This will be a unique opportunity to collaborate and gain exposure to newer products. The dry-lab will be taught by faculty members and will follow CME guidelines\*. Attending representatives may be present to answer questions.

The selection of devices will be based on their alignment with this year's educational content. Our Program Chair will discuss with one of your representatives to determine which devices would be suitable to include in the emerging tech segment.

To initiate this process, signal your interest when registering as a sponsor. You will be prompted to include the name and contact information of a knowledgeable representative. Our Program Chair will reach out that individual within 1 to 2 business days.

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\* Please refer to the Terms & Conditions Agreement for information on our Commercial Support policy regarding exhibitors' involvement in Continuing Medical Education (CME) activities.

## Packages & Pricelist

Sponsorship Packages	Standard	Premium
Exhibitor passes	2 passes	3 passes
Booth space rental	✓	✓
Pre- and post-event attendee list	✓	✓
Logo included on promotional material	✓	✓
Priority booth selection		✓
Listed as a <i>Premium Sponsor</i> on promotional material		✓
<b>Price</b>	<b>\$2,500</b>	<b>\$3,000</b>
Additional exhibitor pass	+ \$250	+ \$250
Emerging Technology Device Demonstration	+ \$850	+ \$850

## How to Register

✓ **Step 1:** Register online at [www.norcalshoulder.com/exhibitors](http://www.norcalshoulder.com/exhibitors). Expect a response from our support team within 1 to 2 business days. If the requested items are available, an invoice will be sent to the email address you provided.

✓ **Step 2:** Make a payment online or by mail. Please keep in mind that the date of payment is a criterion for the booth assignment process.

Pay online: Follow the prompts on the electronic invoice. We accept Visa, MasterCard, American Express and Discover Card.

Pay by mail: Write a check payable to “NorCal MedEd, LLC” and mail it to the following address:

*NorCal MedEd, LLC  
38 Via Bella  
Rancho Mirage, CA, 92270*

✓ **Step 3:** Expect an email in October prompting you to select your booth and register the representatives who will be attending the course.

## Frequently Asked Questions

### How do I get my company's logo to appear on NCSEC promotional materials?

Upload your logo during registration or email it to [info@norcalshoulder.com](mailto:info@norcalshoulder.com) before October 14, 2020 to have it included on NCSEC promotional materials.

Submitting your logo implies your consent for its use on the NCSEC website and on event banners.

Logo must be in either PNG or JPG format, preferably with a transparent background. Below are the optimal image dimensions.

	Width	Height
Web Page	250px	100px
Banner	1024px	500px

### What is your cancellation policy?

Written cancellation notice must be emailed to [info@norcalshoulder.com](mailto:info@norcalshoulder.com) by September 30, 2020 to receive a 50% refund. No refunds will be given after this date.

If the meeting must be cancelled due to acts of God, war, government regulations, disasters, strikes, civil disorder, or any other emergency making it inadvisable to hold the meeting, each participant and exhibitor will receive a copy of handouts and other materials that would have been distributed. Fixed conference expenses will be paid from the registration funds. Remaining funds will be refunded to participants and exhibitors. NorCal MedEd LLC is not liable for any costs incurred by participants and/or exhibitors in connection with the conference.

### Where can I find practical information for the exhibitors attending the event?

An informative packet will be emailed to all registered attendees in October. It will include the *Exhibitor's Terms & Conditions Agreement*, as well as practical details such as:

- Attire & ID Badge Procurement
- Photography Consent
- Menu
- Parking
- Day Schedule
- Setup / Teardown Instructions

Please do not hesitate to contact our support team at [info@norcalshoulder.com](mailto:info@norcalshoulder.com) should you have any questions in the meantime.

# Commercial Support Agreement

Sponsors / Industry Representatives



All NCSEC attendees representing Commercial Interests<sup>1</sup> must agree to the following terms, conditions and purposes. Written agreements will be emailed to registered exhibitors two weeks prior to the NCSEC. Each exhibitor must read and sign the agreement and submit it to the NCSEC support team prior to November 14, 2020.

NorCal MedEd, LLC is committed to develop and produce an effective Continuing Medical Education Activity (CME Activity) free of commercial bias. As part of this commitment, NCSEC will comply with the Accreditation Council for Continuing Medical Education (ACCME)'s policies regarding Commercial Support<sup>2</sup> :

1. The CME Activity is for scientific and educational purposes only and will not promote any specific proprietary business interest of the Commercial Interest.
2. The Organizers are responsible for all decisions regarding the identification of educational needs, determination of learning objectives, selection and presentation of content, selection of all persons and organizations that will be in a position to control the content of the CME, selection of education methods, and the evaluation of the activity.
3. The Commercial Interest will not require the Organizers to accept advice or services concerning teachers, authors, or participants or other education matters, including content, as conditions of receiving a financial contribution.
4. All commercial support associated with this activity will be given with the full knowledge and approval of the Organizers. No other payments shall be given to the director of the activity, planning committee members, teachers or authors, educational partner(s), or any others involved with the supported activity.
5. The Commercial Interest shall provide Commercial Support to the Organizers promptly upon execution of this Agreement. The Organizers will make all decisions regarding the disposition and disbursement of those funds.
6. The Organizers will ensure that the source of support from the Commercial Interest, either direct or "in kind," is disclosed to the participants, in activity brochures, syllabi, or other activity materials, and at the time of the activity. This disclosure will not include the

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<sup>1</sup> The ACCME defines Commercial Interest as any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients.

<sup>2</sup> The ACCME defines Commercial Support as any financial, or in-kind, contributions given by a commercial interest which is used to pay all or part of the costs of a CME activity.



use of a product trade name and/or a product-group message. The acknowledgment of commercial support may state the name, mission, and clinical involvement of the company or institution and may include corporate logos and slogans, if they are not product promotional in nature.

7. Product-promotion material or product-specific advertisement of any type is prohibited in the same room before, during, or after the CME activity. The juxtaposition of editorial and advertising material on the same products or subjects is not allowed. Live or enduring promotional activities must be kept separate from the CME activity. Promotional materials cannot be displayed or distributed in the education space immediately before, during, or after the CME activity. Commercial Interest may not engage in sales or promotional activities while in the CME Lecture Hall.

8. The Organizers will, upon request, furnish the Commercial Interest with documentation detailing the receipt and expenditure of the Commercial Support. The Commercial Interest and the Accredited Provider agree to abide by all requirements of the Accreditation Council for Continuing Medical Education (ACCME) *Standards for Commercial Support of Continuing Medical Education*.

### **Non-CME Regulated Spaces**

Contrary to the CME Lecture Hall, the Exhibit Hall is not an area regulated by ACCME standards and policies. Industry representatives may promote specific proprietary business interests of a Commercial Interest.