

**INDIANA SPINE GROUP**  
**4<sup>th</sup> Annual Spine Symposium - Sponsorship Opportunities**  
*September 10 and 11, 2010*  
*The Westin Indianapolis*



**BACK TALK: Comprehensive Concepts in Spinal Disorders and Abnormalities**

Don't miss your opportunity to participate in Indiana Spine Group's fourth annual spine symposium; targeting primary care physicians, spine specialists, nurse practitioners, chiropractic physicians and other health care practitioners. This one and one-half day conference provides many opportunities for sponsors/exhibitors to meet conference attendees as well as the promotion of products/services. The projected attendance for this conference is 125 - 150.

**Space is limited, sign-up today!** The following lists the many sponsorship / participation opportunities. Please mark the area(s) of your selected participation on the '*Sponsorship / Exhibitor Application*' form. Sponsorships and exhibits are available on a first-come basis.

**To be listed in the symposium brochure, '*Sponsorship / Exhibitor Application*' must be received no later than April 2, 2010!**

**Gold Sponsor - \$6,000 or greater**

- Sponsorship includes:
- Corporate logo and recognition in conference brochure as Gold Sponsor, if sponsorship is determined by 4/2. (Approximately 10,000 program brochures will be mailed.)
  - Corporate logo and link to sponsor web site on the home page of Indiana Spine Group's web site through October 2010. (Approximately 2,500 visits per month)
  - Sponsorship recognition with company information as a blog entry on Indiana Spine Group's blog; this will include link to sponsor web site.
  - Full-page, black and white advertisement in the conference attendee's sponsorship/exhibitor handout; content of advertisement must be approved to meet CME guidelines. *Sponsor to provide pdf of advertisement by July 30 for inclusion.*
  - Sponsorship recognition in *The Spine Segment*, with link to sponsor's web site. *The Spine Segment* is Indiana Spine Group's quarterly e-newsletter; with a distribution of approximately 1,000 subscribers.
  - Company description in conference attendee's sponsorship/exhibitor handout.
  - Corporate logo and recognition as Gold Sponsor on signage at registration table.
  - Opportunity to provide brochure and promotional item in participant packets.
  - Mailing list of conference attendees; pre- and post-conference.
  - Exhibit table, with preferred placement.
  - Two conference registrations; including luncheon and cocktail reception.

### **Silver Sponsor - \$2,800 - \$5,999**

A Silver Sponsor is a corporation that provides an educational grant or sponsors an item that is \$2,800 - \$5,999.

Sponsorship includes:

- Company listing and recognition in conference brochure, if sponsorship is determined by 4/2. (Approximately 10,000 program brochures will be mailed.)
- Corporate logo and link to sponsor's web site on the Back Talk landing page on Indiana Spine Group's web site through October 2010. (Approximately 2,500 visits per month)
- Half-page, black and white advertisement in the conference attendee's sponsorship/exhibitor handout; content of advertisement must be approved to meet CME guidelines. *Sponsor to provide pdf of advertisement by July 30 for inclusion.*
- Sponsorship recognition with company information as a blog entry on Indiana Spine Group's blog; this will include link to sponsor web site.
- Opportunity to provide brochure or promotional item in participant packets.
- Mailing list of conference attendees; post-conference.
- Company description in conference attendee's sponsorship/exhibitor handout.
- Corporate logo and recognition as Silver Sponsor on signage at registration table.
- Two luncheon and cocktail reception/break tickets; additional tickets can be purchased at a later date.
- Discounted exhibit fee.

### **Sponsorship**

Sponsorship includes:

- Company listing with item sponsored in conference brochure, if sponsorship is determined by 4/2. (Approximately 10,000 program brochures will be mailed).
- Company listing on the Back Talk sponsor page, located on Indiana Spine Group's web site through October 2010 (approximately 2,500 visits per month).
- Company description in conference attendee's sponsorship/exhibitor handout.
- Corporate logo on signage at registration table.
- If item sponsoring is \$2,800 - \$5,999, please refer to the benefits of Silver Sponsorship.
- Sponsorship includes two cocktail reception/break tickets; additional tickets can be purchased at a later date.
- Discounted exhibit fee.

### **Exhibitors**

For companies that are exhibiting only; benefits include:

- Company listing as exhibitor in conference brochure, if sponsorship is determined by 4/2.
- Company listing on the Back Talk exhibitor page, located on Indiana Spine Group's web site through October 2010 (approximately 2,500 visits per month).
- Company description in conference attendee's sponsorship/exhibitor handout.
- Exhibit fee includes two cocktail reception / break tickets; additional tickets can be purchased at a later date.

## Sponsorship Opportunities

<b>Keynote Speaker – To Be Determined</b>	<b>\$4,000</b>
<i>In addition to Silver Sponsor benefits, sponsor also has the option to introduce the keynote speaker.</i>	
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<b>Education Materials / Conference Handbook</b>	<b>\$3,500</b>
<i>(In-kind sponsorship is available for this item.)</i>	
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<b>Printing Sponsor</b> <i>(Conference brochures / post cards)</i>	<b>\$3,000</b>
<i>(In-kind sponsorship is available for this item.)</i>	
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<b>Cocktail Reception</b> <i>(Friday evening)</i>	<b>\$2,800</b>
<i>In addition to Silver Sponsor benefits; sponsorship also includes recognition signage at the cocktail reception and cocktail napkins with sponsor logo. Sponsor to provide eps file.</i>	
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<b>Luncheon</b> <i>(Friday)</i>	<b>\$2,500</b>
<i>In addition to standard sponsorship benefits, sponsorship also includes recognition signage at the luncheon, opportunity to place item(s) at each individual table setting, and table tent at luncheon tables with sponsor logo/information.</i>	
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<b>Continental Breakfast</b> <i>(two sponsorships available)</i>	<b>\$1,500</b>
<i>In addition to standard sponsorship benefits, sponsorship also includes recognition signage at the continental breakfast.</i>	
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<b>Refreshment Break</b> <i>(three sponsorships available)</i>	<b>\$1,400</b>
<i>In addition to standard sponsorship, benefits, sponsorship also includes recognition signage at the sponsored break.</i>	
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<b>Lanyard / Conference Item</b>	<b>\$1,200</b>
<i>Lanyards with sponsor name/logo will be printed and distributed to attendees at registration. Sponsor to provide eps file by specified deadline. Lanyard to be provided by Indiana Spine Group.</i>	
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<b>Audiovisual Sponsor</b> <i>(four sponsorships available)</i>	<b>\$1,000</b>

**Parking Sponsor** (*two sponsorships available*) **\$1,000**  
*Sponsorship will also include additional recognition within the envelope that will provide the parking voucher and/or discount coupon to conference attendees.*

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**Advertising Sponsor** (*Conference advertising in targeted medical journals*) **\$ 600**

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**Educational Grant** **\$500 or \$1,000**

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**Exhibit - Limited to 24**

**With Back Talk Conference Sponsorship** **\$495**

**Without Sponsorship (Exhibit only)** **\$650**

*Exhibit includes 6' table with two chairs. All exhibits will be located in the same area as the continental breakfasts, refreshment breaks and cocktail party.*

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## OTHER PARTICIPATION OPTIONS

The following opportunities are available to promote your organization to conference attendees, and are not considered sponsorship.

**Advertisement**

Black and white advertisement in Sponsorship/Exhibitor information packet given to conference attendees. (This handout is separate from the education materials.) Artwork must be provided by July 30.

\$200 (Half-page; 8 ½" x 5 ½")

\$350 (Full-page; 8 ½" x 11")

**Promotional Item**

Provision of promotional item to be included in participant bags; e.g. post-its, pen, mints, etc. Item to be provided by corporation, and must be delivered by August 31 for inclusion in participant bags.

\$200

**For more information on sponsorship opportunities, please contact:**

Karen Busse  
Indiana Spine Group  
(502) 417-9171

[kbusse@indianaspinegroup.com](mailto:kbusse@indianaspinegroup.com)

*Note: If a grant application is required for corporate sponsorship, please provide the necessary contact information and/or link to Karen Busse.*

**Thank you!**