Virtual Annual Meeting
EUROSPINE 2020
Online Worldwide 6–9 October

Congress organisation, sponsorship & exhibition management
Mondial Congress & Events
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Scientific secretariat & society administration
EUROSPINE, the Spine Society of Europe
info@eurospine.org

www.eurospinemeeting.org/virtual2020
VIRTUAL EUROSPINE 2020 SCIENTIFIC PROGRAMME

In response to the ongoing COVID-19 situation, EUROSPINE is pleased to offer a full, CME-accredited online congress from 6–9 October 2020 with high quality spine education and a meeting platform which allows spine experts worldwide to hone their skills, profit from the most up-to-date research and moreover get to know more about state-of-the-art technology in the field by meeting with representatives from the Medtech industry.

While we deeply regret not being able to see all of you in person, we are committed to turn EUROSPINE 2020 into the highest-quality online education the spine community will experience this year.

We offer a high-quality scientific programme on a virtual platform with time-zone sensitive session slots to reach a worldwide audience; and industry workshops not competing with the official scientific programme. No travelling nor infrastructure cost necessary - take part in the congress from your office.

Main Topics
- Basic science: biology
- Basic science: biomechanics
- Craniocervical junction (all pathologies)
- Degenerative (cervical)
- Degenerative (thoracolumbar)
- Trauma (whole spine)
- Tumour (whole spine)
- Infection (whole spine)
- Adult deformity (whole spine)
- Growing spine
- Intradural spinal pathologies
- New techniques
- Minimally invasive spine surgery (MISS)
- Diagnostics and imaging
- Non-operative treatment
- Complications & patient safety
- Epidemiology and medical economics

Preliminary Programme

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<tbody>
<tr>
<td>10:00 — 11:00</td>
<td>16:30 — 17:30</td>
<td>Opening &amp; Session 1</td>
<td>Welcome by the President</td>
<td>Minimal invasive spine surgery (MISS), Intradural spinal pathologies</td>
<td>Keynote: Osteoporotic fractures, technical aspects of surgical treatment, Tumour, Epidemiology, Basic Science</td>
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<tr>
<td>11:00 — 11:20</td>
<td>17:30 — 17:50</td>
<td>Break</td>
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<tr>
<td>11:20 — 12:20</td>
<td>17:50 — 18:50</td>
<td>Session 2</td>
<td>Craniocervical junction (all pathologies), Degenerative (cervical), Diagnostics and imaging, Complications &amp; patient safety</td>
<td>Session 5</td>
<td>Deformative (thoracolumbar), Diagnostics and imaging</td>
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<tr>
<td>12:20 — 12:40</td>
<td>18:50 — 18:10</td>
<td>Break</td>
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<tr>
<td>12:40 — 13:40</td>
<td>19:10 — 20:10</td>
<td>Industry Workshop</td>
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<tr>
<td>13:40 — 14:00</td>
<td>20:10 — 20:30</td>
<td>Break</td>
<td></td>
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<tr>
<td>14:00 — 15:00</td>
<td>20:30 — 21:30</td>
<td>Session 3</td>
<td>Osteoporotic fractures: technical aspects of surgical treatment</td>
<td>Session 6</td>
<td>Debate 2</td>
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<tr>
<td>15:00 — 16:00</td>
<td>21:30 — 21:40</td>
<td>Break</td>
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<tr>
<td>15:10 — 16:10</td>
<td>21:40 — 22:40</td>
<td>Invited and joint sessions with partner societies (tbc)</td>
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More information on CME accreditation, scientific programme, registration, etc. can be found on the official Virtual EUROSPINE 2020 congress website: www.eurospinemeeting.org/virtual2020
VIRTUAL EXHIBITION

The virtual exhibition will be accessible for all registered delegates and exhibitors through the Virtual EUROSPINE 2020 online congress platform. Partners and exhibitors will be displayed in alphabetical order according to their chosen package/partnership status.

The virtual exhibition will be THE meeting point for congress delegates and companies to exchange about latest news and products. Exhibitors will be given a portal access to upload the company information of their virtual booth.

**Virtual Exhibition Packages**

**“Exhibitor” Package – € 2,995**
*includes the following:*

- Individualised company profile page on the virtual congress platform (description, logo, brochures, website)
- Face to face video chat with delegates
- Integrated appointment scheduling tool
- Lead Retrieval System
- Acknowledgement in congress break slides
- 4 full virtual congress registrations

**“Exhibitor Plus” Package – € 6,255**
*includes the following:*

- Individualised company profile page on the virtual congress platform (description, logo, brochures, website, linked videos)
- Face to face video chat with delegates
- Integrated appointment scheduling tool
- Lead Retrieval System
- Acknowledgement in congress break slides
- Display of the company in the “Exhibitor +” section
- Company logo and website link on the EUROSPINE congress website
- Acknowledgement (company name & logo) in a promotion newsletter to all delegates incentivising them to visit the “EUROSPINE virtual exhibition”
- 8 full virtual congress registrations

**Example 1: List of partners and exhibitors on the virtual congress platform**

**Example 2: Structure of the virtual EUROSPINE booth**
SPONSORSHIP OPPORTUNITIES

Sponsorship items will be allocated upon availability - EUROSPINE Partners have priority rights to choose selected sponsorship items. Afterwards sponsors/exhibitors will be treated on a “first come, first served” basis and will be considered upon availability.

Contribute to Education & Science

Industry Workshops

<table>
<thead>
<tr>
<th>Options</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Exclusive Industry Workshop</td>
<td>€ 13,000</td>
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<tr>
<td>not competing with the official scientific programme nor other industry workshops</td>
<td></td>
</tr>
<tr>
<td>Industry Workshop – (shared slot - max. 3 companies)</td>
<td>€ 6,000</td>
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<tr>
<td>not competing with the official scientific programme</td>
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</tbody>
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Details:
- Date: from Tuesday, 6 October to Friday, 9 October (4 possible days)
- Length: 1h
- Time slot: 12:40–13:40 as well as 19:10–20:10:10 CET (as per preliminary programme)
  15:00–16:10 as well as 21:40–22:40 CET (additional time slot for industry workshops)

EUROSPINE decided to provide the entire programme twice a day to include all time zones and to give everybody the opportunity to participate. This also applies to industry workshops.

- Format Option: Pre-recorded presentation with live Q&A
  Livestream session
  (More details upon request)
- For the first time the content of your industry workshop will be available on-demand in the EUROSPINE content library such as all other scientific sessions of Virtual EUROSPINE 2020. This offer is only valid for the 2020 edition.
- Promotion: The industry workshops will be displayed in the app & on the website, within a dedicated tab of the congress platform and be promoted through the break slides throughout the virtual meeting.
- A virtual lead retrieval system is included in the virtual workshops offers. After the conference, you will receive contact information from participants who viewed your workshop and agreed to share their contact details with your company.

Potential cost of pre-recording at own expenses (guidelines and specifications will be communicated)

Virtual “Meet the expert” – € 5,500

- Date: 1 day from Tuesday, 6 October to Friday, 9 October (date confirmed upon availability)
- Time: 3 breaks of 20min per day, repeated during the second time frame = 6 breaks in total
- Time slot: 11:00 – 11:20 as well as 17:30 – 17:50 CET
  12:20 – 12:40 as well as 18:50 – 19:10 CET
  13:40 – 14:00 as well as 20:10 – 20:30 CET
- Format Option: Pre-recording presentation with live Q&A
  Live session of 16–20 people chat room with video

Potential cost of pre-recording at own expenses (guidelines and specifications will be communicated)
Enhance your Corporate Visibility – Advertising Opportunities

Presence on the EUROSPINE 2020 website – € 500
All exhibitors will be mentioned on the meeting website. Enhance this entry with a hyperlink to a 30-word company description and link to your company website.

Static Advertising in "Waiting Area" of the Virtual Congress Platform – € 5,000
Before the virtual session starts, delegates will have a “waiting area” screen where your static advert will be displayed
- Prior to one session of your choice
- Repeated during the second time frame

Slider on the Virtual Congress Platform
Your company logo/banner will be displayed in a loop on the main page of the Virtual EUROSPINE 2020 online congress platform. (Limited to 3 sponsors per day)
- Banner provided by your company
- Possibility to link to your company website

Options:
1 day - € 3,000
2 days - € 5,000
4 days - € 7,000

Brand the Congress App

Home Screen Slider – € 5,000
One of the most prominent ad format of the app: it uses the space of the main app header and is displayed in a continuous changing carousel. The first “slide” will always be the EUROSPINE app header itself, then switch every 5 seconds with equally randomised appearance of the second and third slider (limited to 2 sponsors). Sliders can be linked to an internal page (e.g. industry lunch workshop or exhibitor details) or to an external website.

Enhanced Company Details – € 1,000
In the exhibitor details section of the app, display very personalised information about your company such as:
- Logo
- Images
- Formatted text with unlimited length
- Headlines (H1 or H2)
- Strong, italic and underlined text
- Ordered & unordered lists
- Hyperlinks to external content/websites
- Embedded YouTube videos

Push Notifications – € 5,000
Benefit from the opportunity to contact all congress delegates via the app by sending one push message per congress day (4 days). Push notifications can be linked to exhibitor details or an industry workshop within the app, no external link possibility (format specifications apply – max. length of 150 characters). Limited to 3 sponsors.

Statistics of EUROSPINE 2019 Helsinki

<table>
<thead>
<tr>
<th>Downloads &amp; push messages receivers</th>
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<tbody>
<tr>
<td>720 users installs during the conference in total (excl. updates from older versions and installs prior to conference)</td>
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<tr>
<td>2,061 receiving devices of push notifications</td>
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Adverts and exhibitor information will be available in the App from Friday, 2 October 2020.
IMPORTANT CONTACTS

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