Welcome to GSC 2020

Our long-standing vision of bringing together the global spine care and community’s young surgeons to network, engage, and meet experts in their field, will take place May 20–23, 2020, in Rio de Janeiro, Brazil. The Global Spine Congress (GSC) is the perfect meeting place for those eager to tap into a highly connected group of leaders in the field of spine care. This is a great opportunity for companies to showcase new products, technologies, services, and solutions to this specialized group. The GSC will take place at the Windsor Convention & Expo Center, the largest convention center in Rio de Janeiro. The venue is in Barra da Tijuca, a vibrant, contemporary and modern city, located only 45 minutes from the Rio de Janeiro International Airport. The Barra Complex consists of the Windsor Convention & Expo Center which is connected by walkway to Windsor Barra, Windsor Oceanico and the Windsor Tower Hotels. The GSC brings together industry, surgeons, and providers to capitalize on experiences and success stories. This event provides both networking and educational opportunities to the global community. We hope that during your stay in Rio de Janeiro you will have an opportunity to explore the historic sites, culture, and enjoy the local culinary specialties.

We look forward to seeing you in Rio de Janeiro in 2020!

Jeffrey Wang
Congress Chairperson

Asdrubal Falavigna
Regional Co-Chairperson

Juan Emmerich
Regional Co-Chairperson

Luiz Vialle
Regional Representative
About AO Spine

AO Spine is the leading global academic spine community—creating, disseminating, and exchanging knowledge to promote excellence in patient care and outcomes. AO Spine is at the forefront of global spine surgeon education and provides lifelong learning opportunities through organizing over 200 worldwide educational events organized yearly for over 12,000 participants. AO Spine’s educational events cover all pathologies and the different stages in a spine surgeon’s career.

Leading the way in global academic innovative education, AO Spine invests in long and short-term fellowship programs and observation opportunities, providing additional experience in surgical techniques for fully trained orthopedic and neurosurgeons interested in spine surgery. AO Spine is also the premier spine surgery knowledge provider for preclinical and clinical research. AO Spine conducts its research independent of industry, and research is translated into specific regional needs by involving spinal experts worldwide.
The Global Spine Congress (GSC) is a fantastic opportunity to gather information and learn more about the industry—featuring high-quality speakers, pre-courses and workshops, coupled with one of the largest exhibitions for our industry. The GSC provides a unique opportunity to support a highly regarded scientific program and engage an audience of spine care professionals from over 80 countries. Since AO Spine launched the GSC in San Francisco 2009, the paper submission rate, along with the number of participants and speakers, has grown rapidly with record numbers attending the GSC in Toronto 2019.

With continuing growth expected for Rio de Janeiro in 2020, your organization can benefit from invaluable exposure to such a remarkably specialized group at the top of their respective fields. By aligning your organization with this event, you will gain privileged access to the active community of AO Spine International, the largest international network of spine care professionals. The AO Spine community is composed of surgeons, researchers, and educators who are key opinion leaders, and serve in decision-making roles. Many of them will attend this event to enhance their expertise and will look to your products and services to help them make educated decisions in order to provide better care for their patients, and further their knowledge.
Fast Facts

★ May 20-23, 2020
★ Rio de Janeiro, Brazil
★ 1500+ abstracts
★ 2000+ participants
★ 700 speakers
★ 100 sessions
★ 10 precourses
★ 80+ countries
★ 100 exhibitors
★ Visit the conference website: www.gsc2020.org

"The GSC is a unique opportunity for us to talk to our customers and hear about the latest developments within the industry. It brings together a wide variety of organizations and industries. I would highly recommend the investment."

GSC 2019 Sponsor
We offer a wide range of exclusive sponsorship opportunities, providing an ideal way to promote your organization. Sponsorship levels are available to assist you in choosing the right package for your organization. If you wish to tailor your own specific package, à-la-carte options are available.

### Sponsorship Packages and Exhibition Space

<table>
<thead>
<tr>
<th></th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
</tr>
</thead>
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<tr>
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<td>$100,000</td>
<td>$60,000</td>
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<tr>
<td>Exhibition Space</td>
<td>6x9m</td>
<td>6x6m</td>
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<tr>
<td>Full Congress Registration for Corporate Staff</td>
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<td>18</td>
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<tr>
<td>Company logo on Website, Onsite Programs, and Onsite Signage</td>
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<tr>
<td>Company profile—250 words in the Program and App</td>
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<tr>
<td>Acknowledgement in the Final and Pocket Programs</td>
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<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Welcome Reception Invitation</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Acknowledgement as Level Sponsor on Website Link, Onsite Programs, Onsite Signage, and App</td>
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<td>●</td>
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<tr>
<td>Advertisement in Final Program</td>
<td>2 full pages</td>
<td>2 full pages</td>
<td>1 full page</td>
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<td>Website Banner Advertisement</td>
<td>5 month rotation</td>
<td>3 month rotation</td>
<td>1 month rotation</td>
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<td>Delegate Bag A4 Insert</td>
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<tr>
<td>Industry Course Lecture ICL</td>
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<td>ICL blast email</td>
<td>2 eBlasts</td>
<td></td>
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<tr>
<td>Chairpersons Dinner Invitation</td>
<td>2</td>
<td></td>
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</tr>
<tr>
<td>App Push Notification</td>
<td>2</td>
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</tr>
</tbody>
</table>

### Raw Exhibition Space

- Standard $650 per sqm and Premium $850 per sqm space

- Full Congress Registration for Corporate Staff: 3 badges per 9 sqm

- Company logo on Website, Onsite Programs, Onsite Signage, and App

- Company profile—250 Words in the Program, Website, and App

- Acknowledgement in the Final and Pocket Programs

- Welcome Reception Invitation

Shell schemes, carpet, furniture, equipment, internet, electrical, miscellaneous services are available and can be ordered through the furniture catalogue and will be sent out with the Exhibitors Technical Manual.
GSC 2020 Exhibition

Note: Floor plan is provisional and may be subject to change.
Sponsorship Opportunities

Increase your visibility

With more than 2,000 spine care professionals attending, make the most of your time at the Congress. Additional signage, advertising and promotions through the GSC can boost booth traffic, and hosting educational symposia provides additional opportunities to communicate your message.

Industry Course Lectures (ICLs)

$18,000 – 20,000 per ICL

This unique opportunity provides a forum to promote new products, services, and research findings outside of your booth space in an educational environment. Take advantage of this occasion to provide increased learning possibilities for participants and gain additional face-to-face contact with potential buyers. Industry course content and speakers are selected by the sponsoring organization. ICLs will take place in the congress venue accommodating up to 300 delegates in theater style seating, with standard audio/visual. Catering fees are not included in ICL rate and will be quoted separately; Diamond sponsors receive a 2nd ICL at a 50% discount. ICLs will be promoted in a dedicated email blast.

NEW! Meeting Area Table

$5,000 per table

Located in the exhibition area with high traffic and high visibility, the Meeting Area offers a great place to have a quick meeting, relax between sessions or grab a coffee. This proved highly popular last year and was well utilized by participants. The sponsors for the lounge will have dedicated table tops with your advertising message or logo.

NEW! Industry Theater Symposium

$6,000 per 30 minute break

Discuss your specific products and services with a global audience of spine surgeons and industry professionals. Symposia are held in a theater located on the exhibit floor during the coffee breaks.
Welcome Reception
$15,000
The reception will take place on Thursday, May 21 from 18:30-20:00. The official opening of the Congress provides delegates and exhibitors with the opportunity to mix and mingle. As the exclusive sponsor of the Welcome Reception, you will have table top cards with your logo on all food and beverage stations.

Coffee Breaks
$3,000 per day, two stations
Be the brand fuelling attendees; by sponsoring the networking coffee breaks you energize delegates to network, make connections, and prepare for sessions. Signage strategically placed in the break areas.

Website Banner Ad
$1,000 per month per ad
Share your message with a leaderboard ad (728 x 90 pixels) on www.gsc2020.org which is viewed by thousands of industry professionals. Each banner ad will link to a designated URL.

NEW! App Push Notifications
$3,000
GSC participants will have access to the Congress App which includes the scientific sessions, abstracts, networking activities, exhibitor directory, floor plans and more. Push Notifications during the Congress can promote your exhibition activity or other sponsor initiatives.

NEW! App Gamification
$15,000
Engage participants throughout the Congress and give them the chance to win prizes: ask questions about clinical cases or products, or get them to scan QR codes on your stand.
NEW! App Splash Screen Logo
Exclusive: $10,000
Nonexclusive: $5,000
Display your logo every time participants start the GSC App.

NEW! App Home Page Button Logo
One day: $3,000
Full congress: $6,000
Display your logo on a button on the App Home Page.

NEW! App Virtual Bag
$3,000
Sponsors can provide electronic versions of their literature in a shared area, accessed from a button on the app home page.

NEW! App Dedicated Virtual Bag
$5,000
Sponsors can provide electronic versions of their literature in their own dedicated shared area, accessed from a button on the app home page.

NEW! App Live Polls
$4,000
Sponsor a feature that allows participants to interact with ICLs and Industry Theater Symposia presentations, by voting on multiple choice questions, and rating presentations on a 5-star basis.

NEW! App Single Session Surveys
$5,000
Sponsor a feature that allows participants to vote on surveys during ICLs and Industry Theater Symposia presentations.
NEW! Conference Bags
$20,000 exclusive to a single sponsor
Conference bags with sponsor and event logos are distributed to all conference attendees upon arrival onsite. This sponsorship provides an excellent opportunity for brand recognition during the three days of the conference and each time they are re-used throughout the year.

Bag Insert
$3,500
A great way to promote products, booth location, activities, Industry Course Lectures and the Industry Theater Sessions! Place a 2-sided A4 flyer inside the delegate bags.

Final Program
$6,000 Inside back cover
$3,500 Interior page
Advertising in the final program offers you focused exposure to an audience of leading spinal practitioners interested in products and services related to spine care. Our programs contain the complete scientific program, author index, schedule of events, industry activities and floor plan which attendees refer to often. In addition, this publication is available on our website as a downloadable PDF before and after the congress.

Pocket Program
$4,000 Inside front cover
$6,000 Back cover
$4,000 Inside back cover
$3,500 Interior page
Advertising in the pocket program offers you focused exposure to audience of leading spinal practitioners interested in products and services related to spine care. Our Program contains the schedule at a glance, schedule of events, industry activities and floor plan which attendees refer to often.

Hotel Key Cards
$10,000.00
Another excellent opportunity to get increased visibility for one single sponsor. Participants staying at the congress hotels will receive customized guest room keys with your company branding or message.
Branding on second floor

With scientific sessions located on the second floor, and the exhibition hall on the third floor, all banner decals are located in high traffic areas within the Windsor Convention & Expo Center. These large, highly visual decals are a great way to announce new products and industry sessions, or drive attendees to your booth.
**Branding on third floor**

11 Wall Decal  
$5,000.00  
Size: 2.80m x 2.20m

13 Wall Decal  
$10,000.00  
Size: 7.15m x 2.30m

12 Wall Decal  
$8,500.00  
Size: 7.00m x 2.90m

14 Wall Decal  
$5,000.00  
Size: 7.30m x 0.60m

22 Photo Wall  
$5,000.00  
Size: 2.50m x 3.00m

23 Branded High Tables  
$1,000.00  
01 (one) high bistro table with printed adhesive graphic
24 Charging Station
$3,500.00

25 Seating Cube
$1,800.00 per cube

26 Recycling Bin
$1,000.00 per bin
1.00m x 0.70m

27 Recycling Bin
$1,000.00 per bin
0.40m x 0.30m(h)

Badge Recycling Bin
$3,000.00 per bin
Counter top 1.00m x 0.70m
Fascia 1.00 x 0.50m

Note: prices shown are for production and installation (where appropriate). Exhibitors are responsible for designing their graphics and providing artwork.
### Important Dates and Information

<table>
<thead>
<tr>
<th>Event</th>
<th>Weds May 20</th>
<th>Thurs May 21</th>
<th>Fri May 22</th>
<th>Sat May 23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth Installation</td>
<td>8:00–20:00</td>
<td></td>
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<tr>
<td>Registration</td>
<td>9:00–19:30</td>
<td>7:30–19:30</td>
<td>7:30–18:30</td>
<td>7:00–14:15</td>
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<tr>
<td>Exhibition Hours</td>
<td></td>
<td>8:00–19:30</td>
<td>8:00–18:00</td>
<td>8:00–11:00</td>
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<tr>
<td>Industry Course Lunch Lectures</td>
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<td>12:00–13:30</td>
<td>12:30–14:00</td>
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<tr>
<td>Industry Course After-Hours Lectures</td>
<td>18:00–19:00</td>
<td>19:00–20:00</td>
<td>18:00–19:00</td>
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<tr>
<td>Industry Theater Morning Lectures</td>
<td></td>
<td>10:00–10:30</td>
<td>10:00–10:30</td>
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<tr>
<td>Industry Theater Afternoon Lectures</td>
<td></td>
<td>15:00–15:30</td>
<td>15:30–16:00</td>
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<tr>
<td>Industry Theater Evening Lectures</td>
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<td>18:00–18:30</td>
<td></td>
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<tr>
<td>Booth Dismantling</td>
<td></td>
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<td>14:30–20:00</td>
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**BREAKS WITH EXHIBITORS**

<table>
<thead>
<tr>
<th>Time</th>
<th>Weds</th>
<th>Thurs</th>
<th>Fri</th>
<th>Sat</th>
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<tbody>
<tr>
<td>Morning Break with Exhibitors</td>
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<td>10:00–10:30</td>
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<td>Afternoon Break with Exhibitors</td>
<td>15:00–15:30</td>
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<td>Evening Break with Exhibitors</td>
<td>18:00–18:30</td>
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<td></td>
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<tr>
<td>Welcome Reception in Exhibition Hall</td>
<td>18:00–19:30</td>
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</table>

Exhibition dates and times subject to change
Important Dates and Information

Exhibition contacts

**O.I.C. srl**
Sara Nuti  
Sponsorship & Exhibition Sales  
Viale Matteotti 7  
50121, Florence, Italy

**Phone:** +39 055 503 5359  
**Mobile:** +39 337 151 2904  
**Fax:** +39 055 500 1912  
**Email:** sponsorGSC2020@oic.it

**AO Spine**
Brad Repsold  
Sponsorship and Exhibits Specialist  
AO Spine International  
Stettbachstrasse 6  
8600 Duebendorf, Switzerland

**Phone:** +41 44 200 24 98  
**Mobile:** +41 79 597 92 37  
**Email:** brepsold@aospine.org

**KEY DATES AND DEADLINES**

**July 1, 2019**
Exhibitor registration opens

**August 1, 2019**
Booth selection available

**December 20, 2019**
Early bird registration ends

**January 26, 2020**
Deadline to cancel exhibit and sponsorship bookings

**January 27, 2020**
Deadline for 50% exhibits and sponsorship deposit

**February 3, 2020**
Exhibitor technical manuals are emailed

**March 1, 2020**
Deadline for print advertisement artwork

**March 30, 2019**
Deadline for online advertisement artwork

**May 19, 2020**
Exhibition hall opens for booth setup
GSC Past Sponsors: We are proud that the following partners have supported the GSC.
Reserve your Sponsorship and Exhibition Space

Company Name

Company Contact

Address

Postcode City

Country Email

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Diamond Sponsor</td>
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<tr>
<td>Platinum Sponsor</td>
<td>$60,000</td>
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<tr>
<td>Gold Sponsor</td>
<td>$26,000</td>
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</table>

Please indicate any companies you would prefer not to exhibit next to:

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Company Contact</th>
<th>Address</th>
<th>Postcode</th>
<th>City</th>
<th>Country</th>
<th>Email</th>
</tr>
</thead>
</table>

Exhibition Space

- **Premium area**: $850 per m²
- **Standard area**: $650 per m²

Size of area: __________ m²

Preferred space number: 1st__________ 2nd__________ 3rd__________

Please indicate any companies you would prefer not to exhibit next to:

<table>
<thead>
<tr>
<th>Sponsorship Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational</td>
</tr>
</tbody>
</table>

**Industry Course Lectures**

- Friday Lunch 60 min: $18,000
- Thursday Lunch 60 min: $20,000

**Industry Theater (30 min)**

- Thursday Morning: $6,000
- Thursday Afternoon: $6,000
- Thursday Evening: $6,000
- Friday Morning: $6,000
- Friday Afternoon: $6,000
- Saturday Morning: $6,000

**Hospitality Suites**

- Welcome Reception: $15,000
- Participant Meeting Area (Table): $5,000
- Coffee Breaks (daily): $3,000
- Photo Booth: $5,000
- Escalator Clings: on request
- Banners: on request
- Meterboards: on request
- Foot Prints: on request

**Payment Method**

- By credit card (VISA or Mastercard)
  - Card number __ __ __ __ __ / __ __ __ __ __ / __ __ __ __ __ / __ __ __ __ __
  - Expiry date __ / __ __
  - Code __ __ __
  - Name on the credit card ____________________________

- Bank transfer to O.I.C. srl (AO Spine)
  - Office address: Viale Matteotti 20r, 50132 Florence, Italy
  - Bank Name: Intesa Sanpaolo SpA
  - IBAN: IT44 K030 6902 9011 6100 9303 132
  - Swift Code: BCITITMM

Please email application form to sponsorGSC2020@oic.it. Confirmation of your reservation and booth allocation will be emailed to you with an accompanying invoice. Cancellation of booth space must be made in writing by January 26, 2020; otherwise there is a 100% penalty.
Thank you and see you in Rio!

For more information: www.gsc2020.org