CORPORATE PARTNER OPPORTUNITIES

CCJR® 2021

December 8 – 11, 2021

Hyatt Regency Grand Cypress • Orlando, FL

CURRENT CONCEPTS
IN JOINT REPLACEMENT®

Reaffirmed. Reimagined.

presented by **The Hip Society** and **The Knee Society**
in honor of **Charles A. Engh, Sr., MD** and **Gerard A. Engh, MD**

Dear CCJR® Corporate Partner:

The Hip Society and The Knee Society are excited to have been entrusted to carry on the legacy of CCJR® that was developed by Dr. Seth Greenwald. It is our goal to reaffirm the success of the past 36 years, and to ensure CCJR® retains and builds on its place as the world's premier educational event for arthroplasty surgeons by reimagining its integral parts.

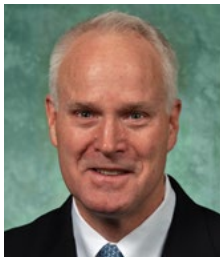
Though, when we began our planning a year ago, no one fully anticipated how challenging 2020 was going to be, and how those challenges would continue longer than we had hoped, last year provided us with some unique opportunities, including pivoting to a fully virtual event that was, as all would agree, best-in-class.

We are poised to build on the positive momentum we created in 2020 and to offer more networking opportunities between participants and industry, to increase access to our faculty of experts through breakout sessions and other creative content delivery formats that promote active dialogue in a contemporary meeting environment. We aim to create additional traffic drivers into the exhibit area by presenting valuable education and cutting-edge technology there that will supplement our CME offerings. We will strive to increase attendance by both practicing surgeons and trainees, with an emphasis on US attendance. We envision positioning CCJR® as a premier educational venue, a not-to-be-missed global arthroplasty forum presented by two esteemed academic organizations: The Hip Society and The Knee Society.

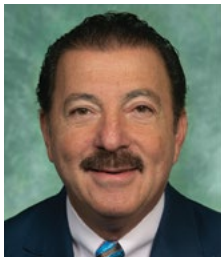
With that in mind, we present to you a menu of sponsorship and support opportunities that ties your educational and marketing priorities with our updated course model.

We encourage you to carefully consider this prospectus and let us know the level of support and commitment we may count on for CCJR® 2021.

With sincere appreciation, on behalf of **The Hip Society** and **The Knee Society**,



Daniel J. Berry, MD
CCJR® Executive Committee



Adolph V. Lombardi, Jr., MD
CCJR® Executive Committee

William J. Maloney, III, MD
CCJR® Executive Committee

A. Seth Greenwald, D.Phil (Oxon)
CCJR® Founder and Emeritus Director

and **CCJR® Advisory Committee**:

James A. Browne, MD
Craig J. Della Valle, MD
C. Anderson Engh, MD
Steven J. MacDonald, MD
R. Michael Meneghini, MD
Michael A. Mont, MD
Douglas E. Padgett, MD
Giles R. Scuderi, MD
Bryan D. Springer, MD

TABLE OF CONTENTS

ABOUT THE HIP SOCIETY, THE KNEE SOCIETY, AND CCJR® 4

CCJR® ATTENDANCE 5

2021 FACULTY 6

PRELIMINARY SCHEDULE AT-A-GLANCE 7

EXHIBITS 8

- Exhibit Packages 8
- Exhibit Hall Floor Plan 9

UNRESTRICTED EDUCATIONAL GRANTS 10

SPONSORSHIPS 11

- Education 11
- Publications and Technology 12
- Professional Networking Events 13
- Marketing and Branding 14
- There Is Still More! 15

EXHIBITOR AND SPONSOR LEVELS AND BENEFITS (CUMULATIVE) 16

EXHIBITOR APPLICATION FORM 17

EXHIBITOR RULES AND REGULATIONS 18

SPONSOR APPLICATION FORM 21

SPONSOR RULES AND REGULATIONS 23

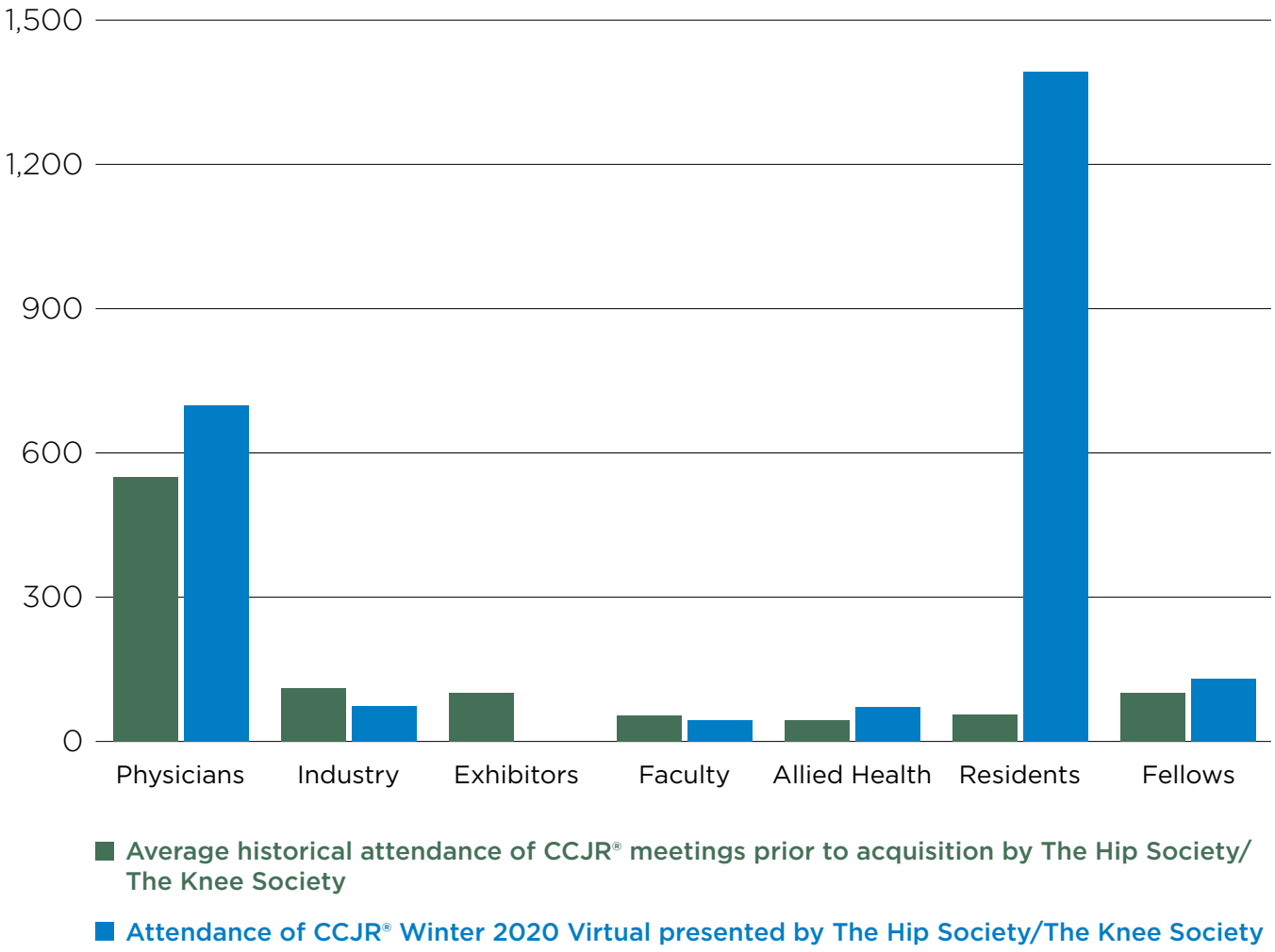
ABOUT THE HIP SOCIETY, THE KNEE SOCIETY, AND CCJR®

The Hip Society was established in 1968 by Frank Stinchfield, MD, as a by-invitation only academic society together with twenty elite hip surgeons. The mission of The Hip Society is to advance the knowledge and treatment of hip disorders to improve the lives of our patients. The vision of The Hip Society is to lead in the discovery and dissemination of knowledge related to disorders of the hip.

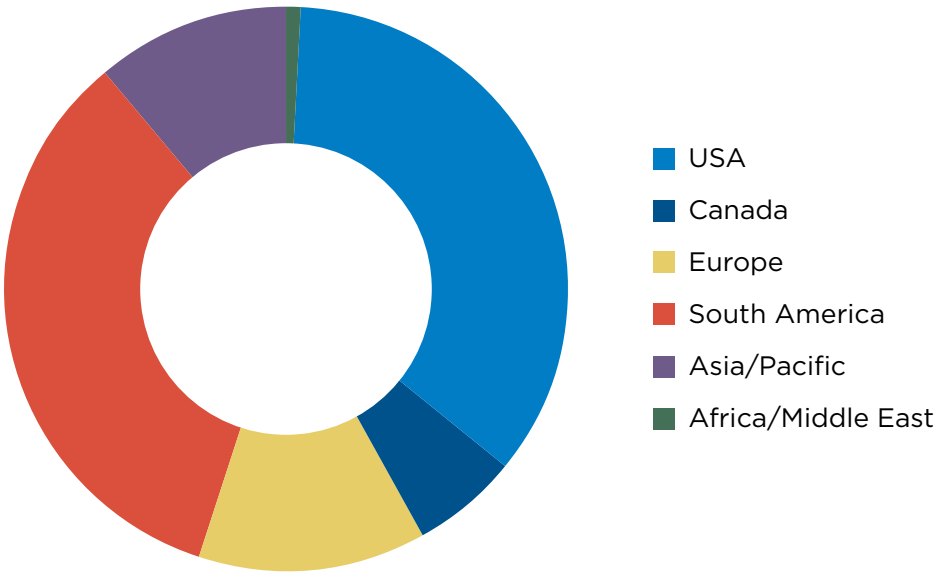
The Knee Society was established in 1983 as a forum for intellectual exchange of concepts in total knee arthroplasty. The main initial goal of the founding group was to bring together the scientific information related to total knee arthroplasty. The mission of The Knee Society is to advance the care of patients with knee disorders through leadership in education and research.

The Current Concepts in Joint Replacement® (CCJR®) meetings were initiated in 1983 by A. Seth Greenwald, D.Phil (Oxon), as an alternative to writing National Institutes of Health (NIH) grants to fund orthopaedic research activities focused on degenerative arthritis and joint replacement. The professional need for orthopaedic education in the then evolving practice of hip and knee arthroplasty became apparent and the CCJR® meetings set about defining the template for excellence. The Current Concepts Institute has continued this initiative with the mission to provide contemporary education which assists health care professionals and the industries that support them with the ultimate aim of improving patient outcome.

CCJR® ATTENDANCE



Typical Distribution of Attendance by Geographic Area
(prior to acquisition by The Hip Society/The Knee Society)



2021 FACULTY

Subject to change without prior notice.

Matthew P. Abdel, MD, MS
Jean-Noël Argenson, MD
Matthew S. Austin, MD
Robert L. Barrack, MD
Keith R. Berend, MD
Daniel J. Berry, MD
Michael P. Bolognesi, MD
Mathias P.G. Bostrom, MD
Kevin J. Bozic, MD
James A. Browne, MD
John J. Callaghan, MD
Antonia F. Chen, MD
Henry D. Clarke, MD
Fred D. Cushner, MD
Craig J. Della Valle, MD
Douglas A. Dennis, MD
Christopher Dodd, MD
C. Anderson Engh, MD
Thomas K. Fehring, MD
Don S. Garbuz, MD, MHSc, FRCSC
Thorsten Gehrke, MD
Steven B. Haas, MD
Fares S. Haddad, FRCS
George J. Haidukewych, MD
William G. Hamilton, MD
Aaron A. Hofmann, MD
William A. Jiranek, MD
Carlos J. Lavernia, MD
David G. Lewallen, MD
Jay R. Lieberman, MD
Adolph V. Lombardi, Jr., MD
Steven J. MacDonald, MD, FRCSC
William J. Maloney III, MD
R. Michael Meneghini, MD
Michael A. Mont, MD
Arun Mullaji, MD
Stephen B. Murphy, MD
Charles L. Nelson, MD
Douglas E. Padgett, MD
Mark W. Pagnano, MD
Wayne G. Paprosky, MD, FACS
Carsten Perka, MD
Christopher L. Peters, MD
Martin W. Roche, MD
Giles R. Scuderi, MD
Thomas P. Sculco, MD
Andrew J. Shimmin, MD
Rafael J. Sierra, MD
Scott M. Sporer, MD
Bryan D. Springer, MD
Robert T. Trousdale, MD
Jan Victor, MD
Simon Young, MD

PRELIMINARY SCHEDULE AT-A-GLANCE

Subject to change without prior notice. Non-CME sponsorship opportunities are **highlighted**. Schedule may change based on interest in the various sponsorship opportunities.

WEDNESDAY, DECEMBER 8	
8:00 am – 5:00 pm	**Exhibitor registration and move-in**
12:00 pm – 3:00 pm	Pre-registered participant self check-in and badge pick-up
3:00 pm – 5:00 pm	**Pre-course industry-sponsored sessions (non-CME, 3 concurrent)**
3:00 pm – 7:00 pm	General registration
5:00 pm – 7:00 pm	**Exhibits open**
5:00 pm – 7:00 pm	**Welcome reception (unopposed)**
7:15 pm – 9:15 pm	**Industry signature event (unopposed)**
THURSDAY, DECEMBER 9	
6:00 am – 7:15 am	**Breakfast and industry-sponsored session (non-CME, unopposed)**
6:00 am – 3:30 pm	**Exhibit hall open**
6:00 am – 5:30 pm	General meeting registration
7:30 am – 10:00 am	Sessions I, II, III
10:00 am – 10:25 am	Refreshment break: visit exhibitors, "Meet the Faculty" in the Hub
10:05 am – 10:25 am	**"Now Playing" industry-presented content in Innovation Theater (non-CME; unopposed)**
10:30 am – 12:30 pm	Sessions IV, V
12:35 pm – 1:20 pm	**Lunch and Learn: industry-sponsored content (non-CME, 3 concurrent 45-minute sessions)**
1:30 pm – 3:00 pm	Sessions VI, VII
3:00 pm – 3:25 pm	Refreshment break: visit exhibitors, "Meet the Faculty" in the Hub
3:05 pm – 3:25 pm	**"Now Playing" industry-presented content in Innovation Theater (non-CME; unopposed)**
3:30 pm – 5:45 pm	Sessions VIII, IX
6:00 pm – 7:00 pm	**Poster tour**
7:15 pm – 9:15 pm	**Industry signature event or bio skills lab (unopposed)**
FRIDAY, DECEMBER 10	
6:00 am – 7:15 am	**Breakfast and industry-sponsored session (non-CME, unopposed)**
6:00 am – 7:00 pm	**Exhibits open**
7:30 am – 8:30 am	Session X
8:30 am – 10:00 am	Sessions XI, XII
10:00 am – 10:25 am	Refreshment break: visit exhibitors, "Meet the Faculty" in the Hub
10:05 am – 10:25 am	**"Now Playing" industry-presented content in Innovation Theater (non-CME; unopposed)**
10:35 am – 12:30 pm	Sessions XIII, XIV
12:35 pm – 1:20 pm	**Lunch and Learn: industry-sponsored content (non-CME; 3 concurrent 45-minute sessions)**
1:30 pm – 3:00 pm	Sessions XV, XVI
3:00 pm – 3:25 pm	Refreshment break: visit exhibitors, "Meet the Faculty" in the Hub
3:05 pm – 3:25 pm	**"Now Playing" industry-presented content in Innovation Theater (non-CME; unopposed)**
3:30 pm – 5:30 pm	Sessions XVII, XVIII
5:30 pm – 7:00 pm	**Exhibitor reception (unopposed)**
7:15 pm – 9:15 pm	**Industry signature event or bio skills lab (unopposed)**
SATURDAY, DECEMBER 11	
6:00 am – 5:00 pm	**Exhibit dismantle and move out**
6:00 am – 7:00 am	Continental breakfast
7:00 am – 10:00 am	Sessions XX, XXI, XXII
10:00 am – 10:30 am	Refreshment break
10:30 am – 12:00 pm	Sessions XXIII, XXIV
12:00 pm	Meeting adjourned

EXHIBITS

Exhibit space is sold and assigned on a first come, first serve basis. Exhibits are located in the high-traffic Grand Cypress Ballroom to maximize exposure and interaction opportunities. CCJR® organizers have the right to alter the exhibit floor plan at any time. Assignment of exhibit space will be based upon the receipt of exhibit application, the size of exhibit requested, the condition of contract, and full payment. **Please refer to the Exhibitor Rules & Regulations for details and deadlines**.

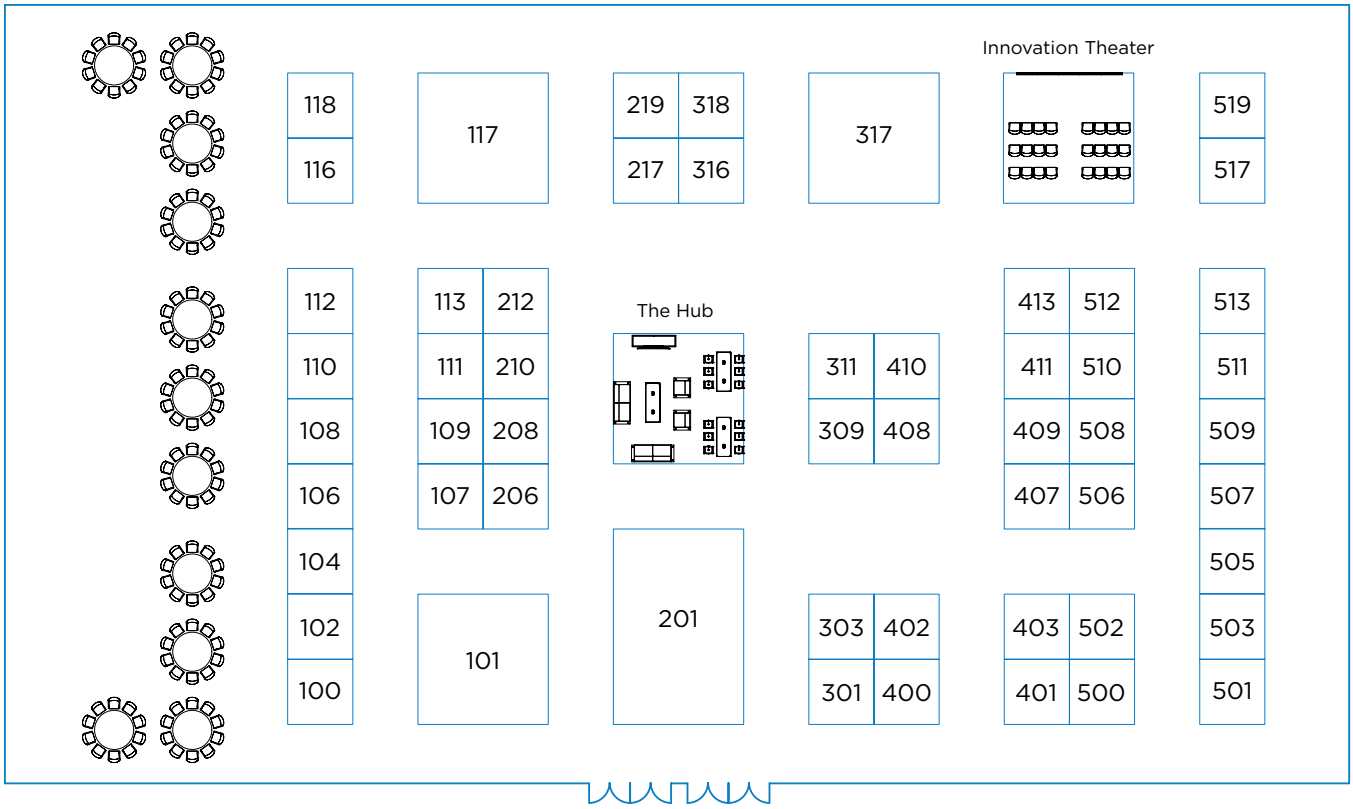
Exhibit Packages

Booth space fee: $65.00/sq. ft. (USD), minimum 10' x 10' space.

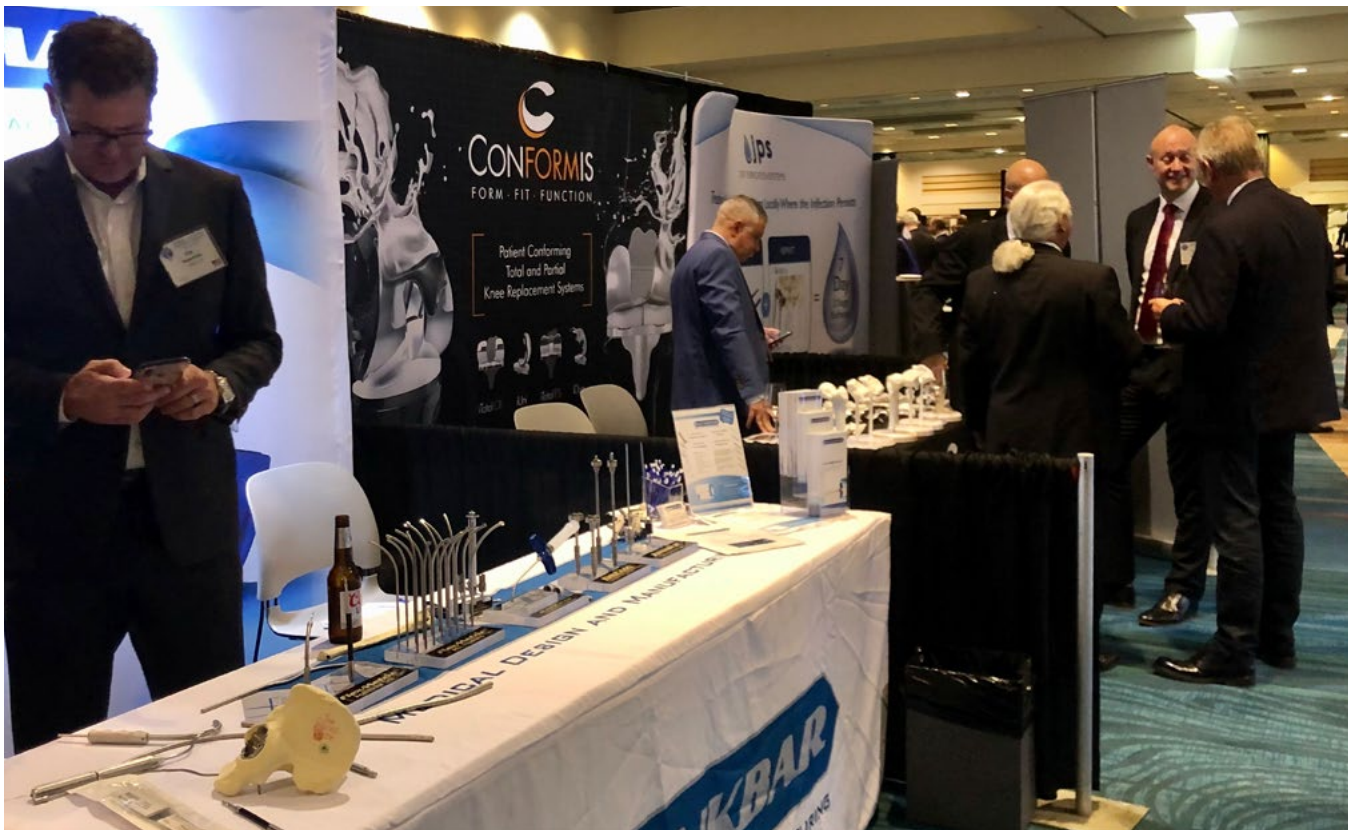
All exhibiting companies receive:

- Three (3) complimentary exhibitor registrations per each 100 sq. ft. of purchased exhibit space
- Pipe-and-drape
- One (1) 6' skirted table, two (2) side chairs and a waste basket
- Standard exhibitor identification sign
- Access to online version of program
- List of attendee opt-ins
- Listing on CCJR® website (www.ccjr.com)
- Listing on CCJR® email blasts (to more than 10,000+ individual email addresses) before and after the course; timing and frequency as deemed appropriate by CCJR® organizers

EXHIBIT HALL FLOOR PLAN



Important: The exhibit floor diagram is not shown to scale. It is subject to modification without prior notice and at sole discretion of CCJR® organizers. Exhibit space assignment will be based upon receipt of exhibit application, the size of exhibit requested, the condition of contract and full payment.



The ability of CCJR® to offer the highest quality Continuing Medical Education (CME) delivered by our outstanding faculty of internationally renowned experts to orthopaedic surgeons and trainees world-wide in part depends on generous support of our corporate partners. We offer a wide range of corporate support opportunities that can be tailored to your marketing strategy, target audience, and budget. With that, please note that this list is not exhaustive. If your company has an interesting idea that is not listed in this prospectus, we are interested in considering it.

UNRESTRICTED EDUCATIONAL GRANTS

Unrestricted Educational Grant in Support of the Scientific Program*

This opportunity is limited to 6 grants of $35,000 each PREMIER OPPORTUNITY!

Unrestricted Educational Grant in Support of the Meeting (e.g., AV, mobile and web technology, etc.)

This opportunity is not limited to a specific number of supporters, and no specific amounts are assigned.

*The Scientific Program is developed by the Executive and Advisory Committees of CCJR® with strict adherence to ACCME standards and regulations. Our goal is to present content that is objective, balanced, scientifically rigorous, and free of commercial bias.

SPONSORSHIPS

Education

Non-CME Bio Skills Lab (120 min) – $50,000 (2 unopposed opportunities) PREMIER OPPORTUNITY! Take your educational message to a practical level with this exclusive opportunity to showcase your technology. Teach, inspire, excite, and create a lasting impact. **Included:** Promotion of event to CCJR® attendees as soon as sponsorship is paid (frequency determined by CCJR®), space rental fee, signage, recognition from the podium by CCJR® leadership. **Not included:** specimen, equipment, instrumentation, power, supplies, protective gear, personnel, etc.

Non-CME Surgery Demonstration (Live or Pre-Recorded) (90 min) – $35,000 (2 unopposed opportunities) PREMIER OPPORTUNITY! Showcase your state-of-the-art technology through a surgery demonstration and capitalize on opportunities for real-time discussion and audience-surgeon interaction. Exact placement within the program TBD, as agreed upon by the sponsoring company and CCJR® organizers. **Included:** Promotion of event to CCJR® attendees as soon as sponsorship is secured (frequency and distribution list determined by CCJR®), space rental fee, signage, recognition. **Not included:** AV, surgery, transmission technology, video recording and post-production, technical personnel.

Non-CME "Lunch and Learn" (45 min) – $25,000 (3 concurrent opportunities x 2 days) This is a prime opportunity to deliver your message to captive audiences. Box lunches will be provided to all attendees regardless of their choice to participate in a "Lunch and Learn" session. **Included:** Promotion of event to CCJR® attendees as soon as sponsorship is paid (frequency determined by CCJR®), standard AV/projection, signage outside meeting room, recognition during preceding sessions.

Non-CME Pre-Course A, B, or C (90 min) – $20,000 (3 concurrent opportunities) Held on Wednesday afternoon, Pre-Course sessions will provide an exciting kick-off to CCJR® with your company's cutting-edge content, product and/or technology demonstration, and expert insights. **Included:** Promotion of event to CCJR® attendees as soon as sponsorship is secured (frequency determined by CCJR®), standard AV/projection, soft drinks and coffee/tea, signage outside meeting room, recognition during the Wednesday Reception that follows.

Poster Area – $15,000 (1 unopposed opportunity) New this year, CCJR® will incorporate a poster area that will spotlight new and exciting clinical research from emerging thought-leaders in our field. An open call for abstracts is sure to generate keen interest among residents, fellows, and young practitioners. Rigorous review by the CCJR® Advisory Committee will select the best and most thought-provoking studies to be presented via posters. Co-authors and CCJR® faculty will be on hand in the poster area to facilitate discussions and answer questions. **Your company will stand out with this opportunity as the one that supports young talents and invests in our future. Included:** Poster boards, signage, promotion.

Non-CME "Now Playing" (20 min) – $15,000 (4 unopposed opportunities) Host a TED Talk-style presentation and/or a focused video demonstration/discussion in our new **Innovation Theater** located in the Exhibit Hall. Captive and interested audience will stream into the Theater during **refreshment breaks** to give your company and experts their undivided attention. **Included:** Promotion of event to CCJR® attendees as soon as sponsorship is paid (frequency determined by CCJR®), standard AV/projection.

Publications and Technology

Wireless Access – $25,000 (exclusive) PREMIER OPPORTUNITY!

Help attendees stay connected during the meeting by providing access for wireless-enabled devices throughout the meeting space. Sponsor will be able to enhance their visibility with a customized splash page and password.

Preliminary Program – $15,000 (exclusive)

CCJR® Preliminary Program will be available on the CCJR® website and will be distributed to our extensive marketing list. The preliminary program contains the meeting schedule, registration, travel, and venue information. Your company will be acknowledged as the sponsor if the opportunity is purchased prior to **August 2, 2021.**

Registration Website Banner Ad – $7,500 (2 opportunities)

Advertise your company on a banner ad on our registration website. Your brand and/or product will receive plenty of attention from attendees. Logos are permitted on banner ads. Banner ads will run July-December 2021 based on status of payment.

Final Program Full-Page Ad – $1,500 (multiple opportunities)

Full-page color company ad in the Final Program that will be available in print to all attendees, as well as electronically. Sponsoring companies are responsible for producing artwork based on CCJR®'s specifications; all artwork is subject to approval by CCJR®. CCJR® will determine ad's placement within the book.

Professional Networking Events

Hosted Signature Event (120 min) – $50,000 (2 exclusive unopposed opportunities) PREMIER OPPORTUNITY!

This is your prime time and your company's opportunity to "steal the show"! Two-hour time slots are offered to companies in the evening (immediately following planned CCJR® programming) to host your own private show-stopping event. You are the creative force and you can decide how to best use this unopposed valuable time and direct access to the entire body of CCJR® attendees, including residents and fellows. Our location at the Hyatt Grand Cypress and its many available indoor and outdoor venues lends itself beautifully to keeping your target audience captivated and engaged. Let's discuss how to make your Signature Event most impactful and much-talked-about – truly legendary! **Included:** Promotion of event to CCJR® attendees as soon as sponsorship is paid (frequency determined by CCJR®), indoor or outdoor space rental fee, signage, recognition from the podium by CCJR® leadership. **Not included:** Food and beverage, AV and power, decorations, entertainment, etc. As availability of space at the hotel may change, we encourage interested companies to act very soon!

Wednesday or Friday Evening Reception – $30,000 each (unopposed opportunities; cannot be combined) PREMIER OPPORTUNITY!

It's so great to be together and in-person, again! Let's celebrate our return to live events CCJR® style. The **Reception on Wednesday** officially marks the commencement of CCJR®. Attendees will gather at this event to enjoy hors d'oeuvres that will be a culinary tribute to various culinary regions of the world, and to reconnect with friends, colleagues, and faculty. The **Reception on Friday** will pay homage to the State of Florida that has been the cradle of CCJR® and holds much of its remarkable legacy: conch fritters and key lime pie, anyone? Event sponsors may provide napkins and/or beer/wine cozies with company name and logo. Sponsor will design, produce, and ship napkins and/or beer/wine cozies to the meeting at own cost. Design must be approved by CCJR®. One (1) meter sign and additional poster-sized signage (up to 6) throughout the reception area will complete this offering.

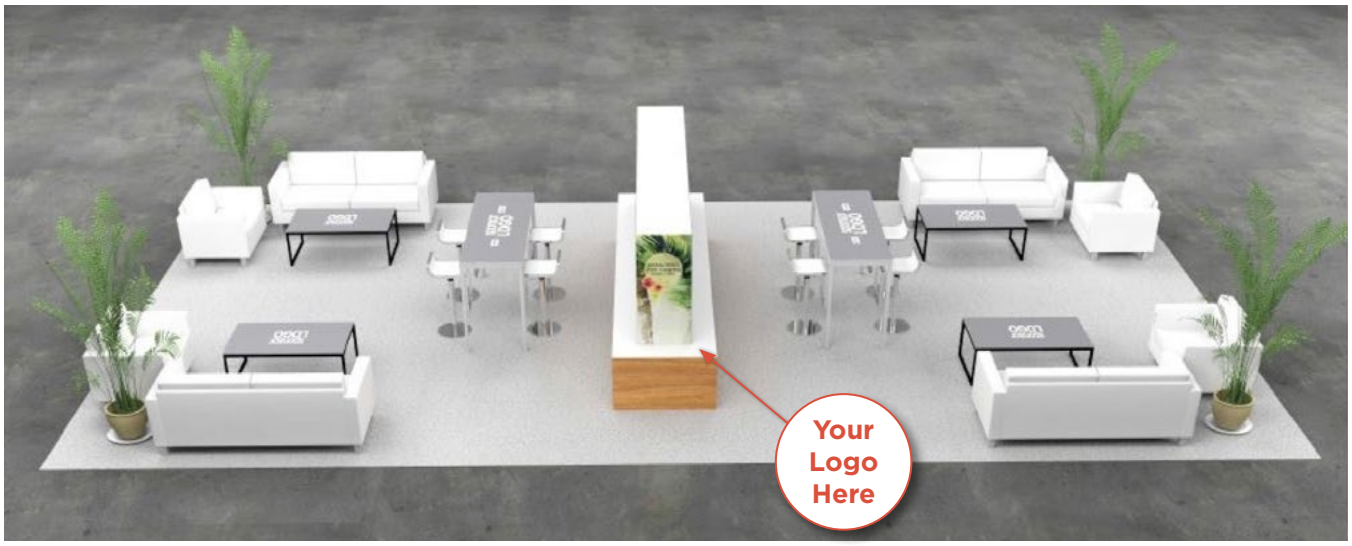
Private Room for Company Meeting – AVAILABLE FREE OF CHARGE TO GOLD, PLATINUM AND DIAMOND LEVEL SPONSORS. Other interested companies, please inquire. Pricing will be determined based on room size, timing and duration of meeting.

CCJR® will provide a private meeting room during hours agreed upon between the company and CCJR®, not to exceed 90 minutes, for a one-time use. Company will be directly responsible for AV and catering, if any.

Marketing and Branding

The Hub – $25,000 (exclusive) PREMIER OPPORTUNITY!

The Hub will be the networking heartbeat of CCJR®. Located in the center of the exhibit floor, the Hub may feature charging stations and lounge seating to promote connectivity and thought exchange between attendees, faculty, and industry partners. Like a city center, the Hub will be "the" place to interact with colleagues, ask faculty additional questions about their presentations, or just to relax. Faculty members will make regular appearances in the Hub to provide an additional touchpoint and to enhance the educational component of CCJR®. Your company's name and logo will be prominently displayed within the Hub. An adjacent exhibit booth location request will be considered on a priority basis. Additional branding opportunities within the Hub also may be discussed. **Sponsoring company marketing collateral may not be displayed within the Hub**.



(Sample for illustration purposes only. Size of the Hub and final set-up are subject to change at the discretion of CCJR® organizers.)

Hotel Key Cards – $10,000 (exclusive)

Place your logo and/or your message on this functional item. Key cards will be distributed to all guests at check-in. CCJR® organizers will produce and ship key cards; the sponsoring company will provide artwork and have the opportunity to approve the design.

Charging Stations – $7,500 plus production costs (limited opportunities available)

Enable attendees to charge their smart phones, laptops, and other wireless devices within the meeting area. These charging stations will be placed in high traffic spots where they will be sure to draw attention and appreciation from attendees as you rescue them from the dreaded "low battery" signal. Sponsor's artwork appears prominently on the station along with company name on the header.

PopSocket – $5,000 (exclusive)

This contemporary accessory is a must-have for all ages. PopSocket adheres to the back of your phone or phone cover transforming its capabilities: in one easy step, your phone becomes a tablet, a video screen, or an e-reader that is easy and safe to hold, or to stand on its own. Great for travel and busy lifestyles. CCJR® organizers will produce and ship PopSockets; the sponsoring company will provide artwork and have the opportunity to approve the design.

Hallway LED Displays (2) – $2,000 per slide per day; slides will rotate at regular intervals (multiple opportunities available)

The hallway LED displays greet attendees as they travel from the main hotel lobby to the conference area throughout the day. Display your message either as a still image or as a short video/animation in high resolution and with minimal effort for a powerful first, and last, impression. Sponsoring company is responsible for all graphics and video production.

Wait! There Is Still More!

Additional Branding Opportunities – $5,000–$15,000 (estimated; multiple opportunities available)

Let's talk! There is a multitude of options to promote your company, services, or products during CCJR®. These may include:

- Banners
- Existing structure wraps
- Escalator runners or stair treads
- Floor decals
- Window and door graphics
- In-room mirror clings
- Room drops or door handle hangers
- "Follow me" footprints that could be placed outside of the Exhibit Hall and lead directly to your booth for increased booth traffic
- Selfie spots
- Photo booths
- And more!

Please contact CCJR® organizers to discuss an option of interest to you or propose an alternative idea that has worked for you in the past! (All branding and placement is subject to approval by CCJR® organizers and/or the hotel; additional production and labor costs may apply.)

EXHIBITOR AND SPONSOR LEVELS AND BENEFITS (CUMULATIVE)

All offered benefits are subject to receipt of signed and approved applications and payment, and can be withdrawn or adjusted by CCJR® organizers at their discretion.

	Diamond $100,000+	Platinum $75,000+	Gold $50,000+	Silver $25,000+	Bronze $12,500+	Copper $6,500+
Complimentary badges	9	7	5	3	2	1
Post-CCJR® 1-hour Non-CME Webinar (organized and promoted through HS/KS/CCJR®) – *additional guidelines will apply*	●					
Presentation of a plaque	●					
Inside front cover full-page color ad	●					
Inside back cover full-page color ad		●				
Premium exhibit booth location	●	●				
Post-registration mailing list for a one-time mailing to opted-in registrants	●	●				
Prime spot recognition on 3 websites (HS, KS, CCJR®), with logo and link	●	●	●			
Complimentary room for company meetings	●	●	●			
Private meeting with HS/KS/CCJR® Leadership, upon request	●	●	●			
Pre-registration mailing list for a one-time mailing to opted-in registrants	●	●	●	●		
Attendee packet insert or e-blast to our marketing list (at organizers' discretion); you provide digital artwork or produce/ship printed materials	●	●	●	●	●	
Exhibitor Passport Program	●	●	●	●	●	●
Signage throughout meeting space	● Large color logo	● Medium color logo	● Small color logo	● Medium b&w logo	● Small b&w logo	● Name only, no logo

COMPLETE AND RETURN TO JOLA TRICROCE
Jola.Tricroce@hip-knee.org

EXHIBITOR APPLICATION FORM

Please complete by August 9, 2021

A 50% deposit payment must accompany this form to guarantee your space reservation.

EXHIBITING COMPANY INFORMATION

COMPANY NAME

PRIMARY CONTACT

CITY | STATE/PROVINCE | COUNTRY | ZIP/POSTAL CODE

EMAIL | PHONE | WEBSITE

EXHIBIT SPACE REQUEST (calculated at $65.00/sq. ft.)

- ◯ 10′ x 10′ = $6,500
- ◯ 20′ x 20′ = $26,000
- ◯ 10′ x 20′ = $13,000
- ◯ 20′ x 30′ = $39,000
- ◯ Alternative request (please specify desired size, subject to approval): _____

Booth choice (not guaranteed):

1. _____ 2. _____ 3. _____

Please refer to page 16 of the prospectus for cumulative complimentary badge count. Please email info@ccjr.com to receive representative registration details.

EXHIBIT PAYMENT DUE

50% deposit	Due August 9, 2021		$
50% final payment	Due September 15, 2021		$
		TOTAL DUE:	**$**

AUTHORIZED BY

NAME | TITLE

SIGNATURE | DATE

I am an authorized representative of the company named above with the full power and authority to sign and deliver this application. The company listed above agrees to comply with all the policies, rules, and regulations contained in the CCJR® 2021 prospectus, and all policies, rules, and regulations adopted after the publication of the original prospectus, which we accept as part of this agreement.

PAYMENT METHOD

◯ Visa ◯ Mastercard ◯ American Express

CREDIT CARD NUMBER | EXP. DATE

NAME ON CARD | AUTHORIZED SIGNATURE

◯ Check enclosed

EXHIBITOR RULES AND REGULATIONS

Thank you for partnering with The Hip Society and The Knee Society (hereinafter, "CCJR® Organizers") with the shared goal of educating orthopaedic surgeons and advancing care for orthopaedic patients globally. Your involvement in CCJR® 2021 (hereinafter, "CCJR®") is instrumental to our success.

These Exhibitor Rules and Regulations are designed by the CCJR® Organizers specifically for CCJR®. The Rules and Regulations are subject to change without prior notice. Each updated version will supersede all previous versions.

1. General Information

By applying for exhibit space, a company agrees to adhere to all terms and conditions of these Rules & Regulations. The CCJR® Organizers require the full cooperation of exhibiting companies in their observance. Please ensure that your promotional or marketing department, or anyone else involved in planning your exhibit, has a copy of these Rules & Regulations.

2. Show Management

If you have any questions regarding booth space or logistics throughout the planning process, please contact:

Jola Tricroce
Manager, Education and Meetings, The Hip Society / The Knee Society
Direct: (847) 384-4330
Email: Jola.Tricroce@hip-knee.org

3. Important Deadlines

August 9, 2021	Exhibit applications and a 50% deposit due
August 9, 2021	Full refund of paid exhibit fees or adjustment of fees due to space reduction
After August 9, 2021	Exhibitor service kit released to confirmed exhibitors
August 16, 2021	Learning Objectives due
September 15, 2021	Full balance payment due
October 1, 2021	Exhibit space assignments confirmed
November 8, 2021	Detailed floor plans for island booths due

4. Learning Objectives

Required! By applying for exhibit space, your company agrees to submit Learning Objectives. These Objectives help focus your corporate message at the meeting, highlight your unique offering (including objective data when available), attract the maximum number of attendees to your booth, and facilitate meaningful discussions between surgeons and your team.

Each exhibiting company is asked to submit 1-3 Learning Objectives. These will be made available to CCJR® attendees, in print and on display. The CCJR® Advisory Committee will assist you in developing Learning Objectives.

We request that the representatives working at your booth are familiar with your company's Learning Objectives and are willing and capable of discussing them in a meaningful way with meeting participants. **Learning Objectives are due Monday, August 16, 2021.**

5. Exhibitor Conduct

It is the responsibility of the official exhibitor contact to ensure that all booth staff and vendors/contractors/agents are aware of and adhere to all CCJR® Organizers' Rules and Regulations and conduct themselves in a professional manner. During CCJR®, all exhibitors, their vendors, contractors and agents must wear attire that is consistent with the professional atmosphere of the meeting. No exhibitors, including vendors/contractors/agents hired to work a booth, may solicit attendees or other exhibitors from outside of their booth or elsewhere in the meeting venue. Exhibitor personnel may not enter another exhibitor's booth space without obtaining permission, nor should personnel block access to another booth. At no time may anyone enter an unstaffed booth of another exhibitor. Any questionable exhibit or activity that exceeds the bounds of good taste as interpreted by the CCJR® Organizers will be required to be curtailed.

6. Exhibit Space Fees

Exhibit space will be rented at the rate of $65.00/sq. ft. for a minimum of 10' x 10' booth. All spaces are sold in 10' x 10' increments. Exhibitor must pay the CCJR® Organizers a deposit of 50% of total booth space **by no later than August 9, 2021** in the manner set forth on the invoice. The invoice will be issued once a complete and signed exhibitor application is received and approved. The full balance of booth space charges must be received **by no later than September 15, 2021**. If any of the above payments is not made in accordance with the above terms and conditions, the CCJR® Organizers will be under no obligation to keep the previously reserved space that may be released at the CCJR® Organizers' sole discretion without notice or further obligation. Companies that submit applications **after August 9, 2021** must include full payment to be considered an exhibitor. Late payments may impact booth selection priority placement for CCJR® 2022.

7. Space Assignment

Exhibitors shall identify their ideal exhibit space location as further set forth on the application. Exhibitors are encouraged not to concentrate all space choices in one area of the floor plan. Space assignments will be confirmed by **October 1, 2021**.

8. Cancellations and Refunds

All cancellations or reductions in exhibit space must be received in writing, submitted to CCJR® Organizers. Full refund of booth fees already paid, or adjustment of fees following space reduction, will be issued if received **by August 9, 2021**. **No refunds or adjustments will be issued after that date**. A company's reduction of exhibit space will result in appropriate decrease in number of allocated complimentary exhibitor badges and other benefits, as previously listed.

9. Wait List to Exhibit

Companies that wish to purchase exhibit space after all exhibit spaces are sold will be notified that they have been placed on the wait list. As exhibit space becomes available, companies will be notified of space availability.

10. Booth Construction

Inline Booth has only one (1) side exposed to an aisle and is generally arranged in a series along a straight line. Multiple inline booths may be combined to form a larger inline booth space.

Corner Booth is an inline booth exposed to aisles on two (2) sides.

Use of Space: Regardless of the number of inline booths utilized, exhibit fixtures should be arranged in such a manner as not to obstruct sight lines of neighboring exhibitors. Show Management or its agents or representatives will enforce this policy.

Island Booth is any-size booth exposed to aisles on all four (4) sides. The entire cubic volume of this booth may be used up by exhibiting company. Any exhibitor occupying an island booth is required to submit a detailed floor plan, with dimensions, including height or all items in the booth (inclusive of hanging signage), to CCJR® Organizers by **November 8, 2021**.

11. Exhibitor Service Kit

Exhibitor service kit will be made available to confirmed exhibitors **after August 9, 2021**.

12. Exhibitor Passport Program

The CCJR® Organizers are pleased to be offering our Exhibitor Passport Program. This successful initiative is designed to add excitement to the Exhibit Hall and increase booth traffic. Only exhibitors whose booth fees have been paid in full by the deadline will be included into the program. The CCJR® Organizers will provide incentives to attendees to promote participation.

13. Dismantle of Exhibits

Dismantle and removal of exhibits is strictly prohibited before the official posted closing* of the Exhibit Hall. Companies in violation of this will be addressed by the CCJR® Organizers to discuss penalties which may result in the exhibitor not being permitted to exhibit at future CCJR® events. (*Schedule is subject to change.)

14. Booth Noise

Loud speakers or operation of equipment with excessive sound volume that could be disruptive or unpleasant to other exhibitors or attendees is not permitted based on the 80/80 rule: any sound that consistently exceeds 80 decibels measured at the edge of an exhibitor's booth or is clearly identifiable at 80 or more feet away from the source is considered objectionable and must be turned down or turned off.

15. Staffing of Exhibits

It is **preferred** that exhibit booths be staffed during all posted exhibit hours. The **mandatory times** for booths to be staffed include breakfasts, morning and afternoon breaks, lunches, and receptions. An exhibit company that fails to set up or properly staff its booth during the mandatory staffing times will forfeit all current exhibit rights and may be prohibited from exhibiting in the future. Temporary or contract personnel are considered company representatives and must be registered as such and wear an exhibitor badge to be admitted into the Exhibit Hall.

16. Subletting

Exhibitors may not assign or sublet their exhibit space, or permit others to use any portion of, or all, contracted exhibit space without the express approval of the CCJR® Organizers. Exhibitors may display only products or services manufactured or sold by them in the regular course of business. The featuring of names or advertisements of non-exhibiting business entities is prohibited.

17. Sales Activities

Sales activities and price lists are prohibited in the Exhibit Hall at all times. This will be strictly enforced and may result in immediate closure of exhibitor's booth, without any refunds, as well as denial of future exhibit or sponsorship opportunities.

18. Multiple Divisions

Companies with multiple divisions that will share the same booth may not contract separately or be listed by division in meeting materials, online, etc. All divisions must be listed under one company name. Badges will not be split between divisions. The allotted number of complimentary badges for the booth must be shared among different division representatives who will all be identified under the contracted company name.

19. Distribution of Printed Materials

Distribution of printed materials by an exhibitor of its agents is limited to within the exhibitor's allotted exhibit or meeting space. Such materials are not permitted to be distributed in the aisles of the Exhibit Hall, lobbies, registration, common areas, in or near CME education rooms, parking lots, and/or any other hotel premises. Noncompliance with this regulation will be addressed by the CCJR® Organizers with the company in violation and will result in a loss of engagement privileges. Approved sponsorship opportunities may include distribution of materials on behalf of the sponsor by designated representatives or through approved channels and are exempt from this rule.

20. FDA Disclosure

Companies exhibiting products that are not cleared by the FDA for a particular use in humans or are not commercially available in the U.S. may exhibit only when accompanied by the appropriate signage that indicates the products' FDA status. The company will provide the following signs that should be prominently displayed:

This product is not cleared by the FDA for distribution in the U.S.
This product is intended to be used in the U.S. as described on the product's label.

The signs must be clearly visible and placed near the products and on any graphics or other materials depicting the product. Signage must be approved by CCJR® Organizers and produced at the exhibitor's expense.

21. No Endorsement

The presence of a company/product/service in the Exhibit Hall shall not be constituted as an endorsement of the company or the product/service by CCJR®, The Hip Society or The Knee Society.

22. Artwork

Artwork deadlines are strictly enforced. Artwork not received by the stated deadlines may be subject to a surcharge or a pass-through rush fee. Artwork deadlines will be communicated in advance.

23. Photos and Videos

Exhibitors are permitted to take photos and videos of their booths and meeting space for internal or public use on websites, professional social media accounts, and in publications. It is strictly prohibited to take photos and videos of CME programming. CCJR® Organizers take photos and videos of CCJR® events for use in online and print publications.

24. Compliance with Local Ordinances

Licenses and permits required by local statute, ordinance or regulation (if any) are to be obtained and paid for by the exhibitor. Each exhibitor will be responsible for compliance with local health, fire, and safety ordinances and regulations. All products or services exhibited must comply with all state and local regulations, and with all current FDA regulations. CCJR® Organizers have no further responsibility to notify the exhibitors that this compliance is required.

25. Damage to Hotel Property

Exhibitors will be held responsible for any damage done to the hotel property by them, their employees or agents. No nails, tacks, or screws may be driven into the floor, wall, or woodwork of the building. Posters, banners, and other materials cannot be hung on the walls by exhibitors, their employees or agents.

26. Fire Ordinances

Exhibitors must strictly observe all city, state, and federal fire laws. Demonstration of products must be contained to you exhibit space. Do not block spaces between exhibits or aisles. The position and location of your specific exhibit space has been approved by the local fire marshal and may not be moved.

27. Security

A security officer will be patrolling the Exhibit Hall when it's closed. However, do not leave laptops, other electronic portable devices or valuables when your booth is unattended. **CCJR®, The Hip Society or The Knee Society are not responsible for lost or stolen items**.

28. Insurance

The exhibitor acknowledges that neither CCJR® Organizers or the official service contractor/decorator nor the Hyatt Regency Grand Cypress shall be obligated to maintain property, liability, or business interruption insurance covering the exhibitor, its employees or agents. It is the sole responsibility of the exhibitor to obtain such insurance and the exhibitor must do so at their own expense.

29. Indemnification

Each exhibitor of CCJR® 2021 agrees to indemnify, defend, and hold harmless The Hip Society, The Knee Society, their employees, directors, agents, representatives, and any and all affiliated organizations against any and all claims, judgments, fees, demands, settlements, and expenses (including reasonable attorney's fees) that arise as a result of the company's performance or non-performance, of duties of this Agreement.

COMPLETE AND RETURN TO JOLA TRICROCE
Jola.Tricroce@hip-knee.org

SPONSOR APPLICATION FORM

Please complete by August 9, 2021

A 50% deposit payment must accompany this form to guarantee your opportunity.

SPONSORING COMPANY INFORMATION

COMPANY NAME

PRIMARY CONTACT

CITY | STATE/PROVINCE | COUNTRY | ZIP/POSTAL CODE

EMAIL | PHONE | WEBSITE

SPONSORSHIP OPPORTUNITIES (refer to page 11 for full descriptions)

☐ Bio Skills Lab	$50,000
☐ Surgery Demo	$35,000
☐ Lunch & Learn	$25,000
☐ Pre-Course A, B, or C	$20,000
☐ Poster Area	$15,000
☐ Now Playing	$15,000
☐ Wireless Access	$25,000
☐ Preliminary Program	$15,000
☐ Website Banner Ad	$7,500
☐ Full-Page Ad	$1,500

☐ Signature Event	$50,000	Day: _____
☐ Reception	$30,000	Day: _____
☐ The Hub	$25,000	
☐ Hotel Key Cards	$10,000	
☐ Charging Station	$7,500	
☐ PopSocket	$5,000	
☐ LED Displays	$2,000	No. of slides _____
	TOTAL DUE	**$**

Please list additional opportunities and comments on the next page.

AUTHORIZED BY

NAME | TITLE

SIGNATURE | DATE

I am an authorized representative of the company named above with the full power and authority to sign and deliver this application. The company listed above agrees to comply with all the policies, rules, and regulations contained in the CCJR® 2021 prospectus, and all policies, rules, and regulations adopted after the publication of the original prospectus, which we accept as part of this agreement.

PAYMENT METHOD

○ Visa ○ Mastercard ○ American Express

CREDIT CARD NUMBER | EXP. DATE

NAME ON CARD | AUTHORIZED SIGNATURE

○ Check enclosed

SPONSOR APPLICATION FORM, cont.

Additional Sponsorship Opportunities	Price	
		$
		$
		$
		$
		$
		$
		$
		$
		$

Comments:

SPONSOR RULES AND REGULATIONS

Thank you for partnering with The Hip Society and The Knee Society (hereinafter, "CCJR® Organizers") with the shared goal of educating orthopaedic surgeons and advancing care for orthopaedic patients globally. Your involvement in CCJR® 2021 (hereinafter, "CCJR®") is instrumental to our success.

These Sponsor Rules and Regulations are designed by the CCJR® Organizers specifically for CCJR®. The Rules and Regulations are subject to change without prior notice. Each updated version will supersede all previous versions.

1. General Information

By applying for a sponsorship opportunity, a company agrees to adhere to all terms and conditions of these Rules & Regulations. The CCJR® Organizers require the full cooperation of sponsoring companies in their observance. Please ensure that your promotional or marketing department, or anyone else involved in planning your sponsorship engagement, has a copy of these Rules & Regulations.

2. Important Deadlines

August 9, 2021 is the deadline to indicate interest in a specific sponsorship opportunity(-ies), by completing a sponsorship form and secure it with a 50% deposit. **September 15, 2021** is the deadline to submit full balance payment. Any sponsorship options not secured with a full payment by September 15, 2021 will be made available to other companies.

3. Cancellations and Refunds

All cancellations or reductions in sponsorship engagement must be received in writing, submitted to CCJR® Organizers. Full refund of sponsorship fees already paid, or adjustment of fees following a reduction, will be issued if received **by August 9, 2021**. **No refunds or adjustments will be issued after that date**. A company's cancellation or reduction of sponsorship engagement will result in appropriate decrease in number of allocated complimentary exhibitor badges and/or other benefits, as previously listed.

4. Third Party Promotions / Advertising Firms

The sponsoring company is fully responsible for the actions of their third-party agents or advertising firms.

5. Restrictions and Disclaimers

All products or items generated are owned by CCJR® Organizers. CCJR® Organizers have the right to distribute and use the products and/or items as they deem appropriate. CCJR® Organizers retain the right to set the cost of future sponsorship opportunities and prices may change at the discretion of CCJR® Organizers. CCJR® Organizers, at their sole discretion, have the right to refuse any advertisement, artwork, or item that is inappropriate or is not in accordance with the professional nature of CCJR® meetings. The use of the name, insignia, logo, or other identifying marks of CCJR®, Current Concepts in Joint Reconstruction®, The Hip Society or The Knee Society is prohibited in signs, advertising or promotion unless specifically agreed upon in writing.

6. Artwork

Artwork deadlines are strictly enforced. Artwork not received by the stated deadlines may be subject to a surcharge or a pass-through rush fee. Artwork deadlines will be communicated in advance.

7. Indemnification

Each sponsor of CCJR® 2021 agrees to indemnify, defend, and hold harmless The Hip Society, The Knee Society, their employees, directors, agents, representatives, and any and all affiliated organizations against any and all claims, judgments, fees, demands, settlements, and expenses (including reasonable attorney's fees) that arise as a result of the company's performance or non-performance, of duties of this Agreement.

8. No Endorsement

A company's sponsorship shall not be constituted as an endorsement of the company or its product/service by CCJR®, The Hip Society or The Knee Society.