2017

44th Annual Meeting/Refresher Course

Partnership Prospectus

International Skeletal Society

New York
New York

Aug 30 - Sept 1
New York Hilton Midtown

NYC
International Skeletal Society

Be a part of it!

“Start spreading the news”
Dear Industry Colleagues:

The International Skeletal Society (ISS) would like to invite you to partner with the 2017 ISS Annual Meeting taking place at the Hilton Midtown in New York City from August 30 – September 1, 2017. The ISS’s 2017 Annual Meeting will host 600-700 attendees and offer presentations and discussions of clinical case studies, scientific papers and reviews on all aspects of musculoskeletal disorders including imaging, pathology and clinical management. The mission of the International Skeletal Society is to bring together through an educational non-profit society, radiologists, pathologists, orthopedic surgeons and other specialists dedicated to the furtherance of the art and science and to the understanding diagnosis and therapy of musculoskeletal disorders.

Through the didactic presentations, debates, panel discussions and case studies - attendees will interact with expert sub-specialists and invited speakers from across the world. Participants will gain instruction in the diagnosis, evaluation and management of difficult skeletal problems facing the practicing providers today. Program highlights this year will include the musculoskeletal imaging course which will stress the fundamentals of advanced concepts, the pathology/microscopes review, the ultrasound course, and many other “hot” topics in the field. The 2017 ISS Annual Meeting will undoubtedly be one of the most invigorating meetings of the year.

Partnersing with the ISS 2017 Annual Meeting is the most direct route in meeting with and sharing your products with some of the most well-known and respected health care providers and decision makers in the worldwide musculoskeletal community. As an essential part of the Annual Meeting, you will be able to place your product in the hands of key opinion leaders in the field and encourage new and existing relationships.

Please review the 2017 Partnership Prospectus and reserve your prime exhibit space today to participate in this cutting-edge skeletal conference. We look forward to having you as our industry partner and thank you in advance for your commitment to our mission. If you have any questions, please contact Blaine Vella, 847 752-5328 Blaine@veritasmeetings.com or Christina Espiritu 847 892-7641 via phone or email.

The International Skeletal Society leadership and members look forward to meeting you in New York City!

Sincerely,

Jenny T. Bencardino, M.D.
ISS Sponsorship Committee Chair
jenny.bencardino@nyumc.org

William Morrison, MD
ISS Sponsorship Committee Co-Chair
William.morrison@jefferson.edu
ISS EXECUTIVE AND SPONSORSHIP COMMITTEES

Executive Committee

President
William E. Palmer, MD
Massachusetts General Hospital
Boston, MA

President-Elect/Convention Planning Manager
Lawrence M. White, MD
Toronto General Hospital
Toronto, Ontario
Canada

Immediate Past President
Lynne S. Steinbach, MD
University of California, San Francisco
San Francisco, California

Secretary
Juerg Hodler, MD, MBA
University Hospital USZ
Switzerland

Treasurer
Michael P. Recht, MD
New York University Langone Medical Center
New York, New York

Members-at-Large

M. Fernanda Amary, MD, PhD
Royal National Orthopaedic Hospital NHS Trust
United Kingdom

Meera Hameed, MD
Memorial Sloan-Kettering Cancer Center
New York, NY

Andreas Heuck, MD
Radiologisches Zentrum Mnchen
Germany

Program Committee Chair
Christine B. Chung, MD
University of California, San Diego
San Diego, California

Members’ Meeting Chair
Julie C. Fanburg-Smith, MD
National Academic Pathology
Surgical Pathology Consultations
McLean, Virginia

Sponsorship Committee

Chair
Jenny T. Bencardino, MD
NYU Langone Medical Center
New York, NY

Co-Chair
William Morrison, MD, Co-Chair
Thomas Jefferson University
Philadelphia PA

Committee Members

Douglas P. Beall, MD
Clinical Radiology of Oklahoma
Oklahoma City, Oklahoma

John A. Carrino, MD, MPH
Johns Hopkins Medicine
New York, New York

Anne Cotten, MD
University Lillie Nord de France
Lille, France

Garry Gold, MD
Stanford University
Stanford, California

Jon A. Jacobson, MD
University of Michigan Health System
Ann Arbor, Michigan

Mark Schweitzer, MD
The Stony Brook University
Stony Brook, New York

Executive Office
International Skeletal Society
2575 Northwest Pkwy, Elgin, IL 60124

Executive Director
Sue O’Sullivan
sue@internationalskeletalsociety.com
847 752-6245

Director of Business Development
Donna Kelly
donna@internationalskeletalsociety.com
847 752-6249
MUSCULOSKELETAL DISEASE - DAY 1

FIRST SESSION - BOTH COURSES COMBINED 8:00 AM to 10:00 AM (see Sports Imaging Agenda)

BREAK 10:00 AM to 10:30 AM

10:30 AM 12:00 PM  Big Picture Thinking by the Masters: How to Organize Your Thoughts
Arthritis
Metabolic bone
Muscle
Tumors
Nerve
The Child's Skeleton: How is it Different?

1:30 PM 3:00 PM  MSK Intervention
PRP Injection: Distilling the Literature and Finesse Points on Best
Percutaneous Tenotomy (Dry Needling) and autologous Blood Injection
Vertebroplasty
RF Ablation of Osteoid Osteoma
How Do Steroid Injections Work and How Should Radiologists Use Them
Image-guided Trigger Finger Therapy

BREAK 3:00 PM - 3:30 PM

3:30 PM 5:00 PM  Metabolic and Systemic Processes
Whole Body MRI for Systemic MSK Processes
Sarcopenia - Approach to Clinical Measurements
Osteoporosis - Pitfalls of Clinical Measurements
Complications of Osteoporosis Therapy
Renal Disease of Bone
MSK Manifestations of HIV
MUSCULOSKELETAL DISEASE - DAY 2

8:00 AM - 10:00 AM  Arthritis - SAM- Charles Resnik and Andrea Klauser
Synovitis: Overlooked and Underemphasized
Plain film diagnosis of peripheral arthritis of the hands and feet
What can MR add in the diagnosis of appendicular arthritis
Inflammatory versus degenerative arthritis of the sacroiliac joint
Imaging crystal disease
What is new in osteoarthritis imaging

BREAK 10:00 AM - 10:30 AM

10:30 AM - 12:00PM  Pediatric Musculoskeletal Imaging Update
I see this on MRI: Should I Worry?
Acute Injuries in the Skeletally Immature Patient
Overuse Injuries in the Skeletally Immature Patient
MSK Vascular Anomalies in Children -- Made Simple!
Pediatric Bone Marrow Imaging: Pearls and Pitfalls
Unique Manifestations of Tumors and Infection in Children

LUNCH 12:00 PM - 1:30 PM

1:30 PM - 3:00 PM  Bone Tumor Rapid Fire
Bone Marrow Imaging: Hematologic Disorders
Primary Musculoskeletal Lymphoma
Cartilage forming tumours
Diffusion-weighted MR Imaging in bone tumors
Imaging of Pelvic Osseous Sarcoma
An Approach to Spinal Bone Tumors

BREAK 3:00 PM - 3:30 PM

3:30 PM - 5:00 PM  Spine and Peripheral Nerve - Case-Based Session - ARS
Nerve Root Avulsion and Traumatic Brachial Plexus Injury
Nerve Entrapment Upper Extremity
Diagnostic Ultrasound of Peripheral Nerve
Intraneural Ganglion
Spinal Pathology: Fractures to Infection
Evaluation of the Lumbar Plexus
MUSCULOSKELETAL DISEASE - DAY 3

8:00 AM - 10:00 AM  
Imaging Orthopedic Hardware - Case Based Session - ARS
What You Need to Know About MR Imaging Around Metal
How to Reduce Metal Artifacts in CT: Dual Energy and More
Hip Replacements: Bearing Surfaces and Stem Design
THR - Particle Disease and Adverse Reaction to Metal Debris
Total Shoulder Replacement: Need to Know Facts for Pre- and Post-Op
Complications of Spinal Instrumentation

BREAK 10:00 AM - 10:30 AM

10:30 AM - 12:00 PM  
Soft Tissue Tumor
Molecular Diagnosis of Soft Tissue Tumors
ESSR-Approved Guidelines for Diagnostic Imaging of Soft Tissue Tumors
Soft tissue sarcoma: Diffusion weighted imaging
Sarcoma Imaging- multiparametric assessment
Whole-body MRI of Neurofibromatosis
Perineural Spread of Tumors
Compartmental Anatomy for MSK Biopsy: Proven fact or dogma?
MRI-Based Assessment of Safe Margins in Tumor Surgery
Imaging after Sarcoma Treatment

LUNCH 12 PM - 1:30 PM

1:30 AM - 3:00 PM  
Trauma - What We Miss -SAMS
Sports Injuries Missed in the ER
Challenges in the Polytrauma Patient
Tip of the Iceberg Fractures
Double Fractures: Bone Rings and Beyond
Fatigue and Insufficiency Fractures
Soft Tissue Interposition

Film Quiz Panel
SPORTS MEDICINE IMAGING - DAY 1

8:00 AM  8:10 AM  Introduction
8:10 AM  10:00 AM  Fat: The Good, the Bad, the Ugly

Fat: Close Friend or Common Foe?
Histolopathologic Considerations of Fat
Fat Depots and their Implications: NOT just the liver anymore
Muscle Fat: Assessment and Implications
Fat Lesions in Bone and Soft Tissue Tumors - Spectrum of Disease and Prognosis

BREAK 10:00 AM to 10:30 AM

10:30 AM  12:00 PM  Elbow
Elbow Imaging
Elbow Ligaments and Instability
Biceps and Triceps: Anatomic Review and Characterization of Lesions
Epicondylitis: Common Flexor and Extensor Tendon Lesions
Valgus Extension Overload in the Overhead Thrower
Pediatric Elbow Injuries in the Athlete

LUNCH 12:00 PM - 1:30 PM

1:30 PM  3:00 PM  Cartilage and Bone: Present and Future
Normal cartilage structure and Basic MR Grading for Acute Injury
T2 Mapping: What is it, How do I do it, When do I do it?
Proteglycans: What are they, How do I Assess them, When do I Assess them?
Cartilage Repair: What is Microfracture - What do I look for on MRI?
Cartilage Repair: What is Autologous Chondrocyte Implantation - What do I look for on MRI?
What are bone biomarkers?
Cartilage and Bone Interface: Why is Subchondral Bone Important?
Osteochondral Injury in the Athlete
Lower Extremity Stress Fracture: Diagnosis and Characterization

BREAK 3:00 PM - 3:30 PM

3:30 PM  5:00 PM  Radiologist and Surgeon Collaboration: Insight to Value Added
Shoulder Surgery
Cartilage Repair
Hip Preservation
SPORTS MEDICINE IMAGING - DAY 2

8:00 AM  10:00 AM  Knee
  Cruciate Ligament Evaluation
  How to Assess the Post-Operative ACL
  Meniscal Tears: Diagnosis and Determination of Clinical Significance
  Post-Operative Meniscal Evaluation: How to Do It-What to Look For
  Posteromedial Corner: When Is Injury Important
  Posterolateral Corner: What Structures do I need to Know and Why?
  Patellofemoral Pain Syndrome: What Causes the Pain?
  Cysts and Bursae Around the Knee

BREAK 10:00 AM - 10:30 AM

10:30 AM  12:00PM  Wrist and Hand - Case Based - ARS
  Wrist Ligament Injuries
  TFCC Lesions
  Wrist Tendon Injuries
  Finger Tendon and Ligament Injuries
  Thumb Tendon and Ligament injuries
  Overuse Injuries

Lunch

12:00  1:30 PM

1:30 PM  3:00 PM  Ankle At the PACS: Case and Didactic Session
  Ankle Instability: Case and Characterization
  Ankle MRI: Symptom Based Approach
  Hindfoot Valgus: Case and Characterization
  Cavovarus foot: Case and Characterization

BREAK 3:00 PM - 3:30 PM

3:30 PM  5:00 PM  Hip - SAMS
  Self-assessment Module: Test Your Skill - Cases!
  Labrum/ FAI/ DDH
  Extra-articular Impingement
  Greater Trochanteric Pain Syndrome
  Athletic Pubalgia/ Groin Injury
  Fixing Hip Pain- Steroid Injections and Beyond
  Self-assessment Module: Test Your Skill - Answers!
SPORTS MEDICINE IMAGING - DAY 3

8:00 AM  10:00 AM  Glenohumeral Joint (SAMS)
Rotator cuff: Supraspinatus Variations in Anatomy/ Leading edge Pathology
Rotator cuff: Subscapularis Lesions
Infraspinatus: Novel lesion
Rotator Cuff Interval: Adhesive Capsulitis and the DDx
Anterior instability: Glenoid track and more
SLAP Lesions
Understanding the Overhead Throwing Athlete

10:30 AM  12:00 PM  Make the Diagnosis: Know the Lingo for Complex Anatomy/ Specific Lesions: Rapid Fire Session
ECU subsheath and Evaluation of Lesions
Glenohumeral Ligaments
Plantar Plate Anatomy and Injury
Peroneal Tendon
Chopart Joint and Injuries
Sinus Tarsi Anatomy and Pathology
Lis Franc Ligament Anatomy and Injury Patterns
Rectus Femoris Anatomy and Injury Patterns
Adductor Avulsive Syndrome

LUNCH 12:00 PM - 1:30 PM

1:30 PM  3:00 PM  Muscle Injury - Case Based - ARS
Self-Assessment Module - Test Your Skills - Cases!
Pathophysiology/ Classification of Muscle Injury
Muscle Strain - Calf and Hamstring
Non-Muscle Strain - DOMS, Contusion and Muscle Herniation
Determining Return to Play
Pectoralis Injuries: Anatomy and Pathology
Self-Assessment Module - Test Your Skills - Answers!

3:30 PM  5:00 PM  Film Quiz Panel
EXHIBIT AND SPONSORSHIP OPPORTUNITIES

WHY PARTICIPATE?

• Showcase your products or services and network with nearly 600-700 subspecialists in a relaxed setting.
• Numerous hours of dedicated exhibit time.
• Traffic drivers (such as meals and coffee breaks) in the exhibit area allow for greater exposure to the participants.
• Company name acknowledged in the ISS syllabus material and scrolling announcements as helping to support the meeting through an exhibit fee.
• Company logo recognition on ISS website.

NEW TO MUSCULOSKELETAL (MSK) IMAGING?

Special opportunities are available for first time exhibitors and companies who are new to the MSK imaging space. For more information, please contact Blaine Vella at blaine@veritasmeetings.com or (847)752-5328. We look forward to welcoming you to ISS.

EXHIBIT SPACE RESERVATION

Companies wishing to exhibit must submit a completed exhibitor form (located on the last page) with a method of payment indicated on the form. Exhibits provide an educational service to participants and provide useful information about developments, products and services related to their interests and responsibilities. Products or services displayed must further the purpose of the meeting and provide an atmosphere conducive to exchanging information relevant to the clinical content of the conference. Exhibit space will be assigned at the sole discretion of the ISS. Factors affecting exhibit location may include support level; the date the registration form was received by the ISS office, the number of exhibits, and proximity of competitors.

EXHIBIT PAYMENT

CREDIT CARD: Fill out and mail the registration form to the address below or call Blaine Vella at (847)752-5328 to provide the number securely over the phone.

CHECK PAYABLE TO:
International Skeletal Society
EIN # 22-0436815

MAIL TO:
International Skeletal Society
c/o Veritas Meeting Solutions
2575 Northwest Parkway
Elgin, IL 60124

IN-KIND DONATIONS: HANDS-ON MSK ULTRASOUND COURSE

Focus: Shoulder
Tuesday – August 29, 2017
Companies that are interested in providing equipment for this session via an in-kind donation, please contact Blaine Vella at blaine@veritasmeetings.com or (847)752-5328 for shipping information.
PLATINUM LEVEL  $7,500

- **PRODUCT THEATRE TIMESLOT** (3 Available) $7,500
  
  A non-competing timeslot to highlight your drug, device or service featuring a member of your speaker's bureau. Price includes: room, basic audio visual package, promotion of program to our attendees, light food and beverage. Your premium exhibit space and up to 4 badges are included in this package.

  - Day 1, Day 2 and Day 3 will be assigned on a first-come, first-served basis
  - Does not include AV, food or beverage
  - Premium 8X10 exhibit assignment
  - 6-foot draped table with 4 chairs
  - 4 exhibitor badges
  - 4 tickets to Welcome Reception
  - Recognition signage at entrance of program
  - Logo recognition on conference website
  - Recognition in conference program
  - Recognition on mass marketing emails
  - Attendee list given at exhibitor check-in

GOLD LEVEL $5,000

Gold Level includes:

- 8 X 10 exhibit space
- 6-foot draped table with 2 chairs
- 3 exhibitor badges
- 3 tickets to Welcome Reception
- Company link on conference website
- Logo recognition on conference website
- Recognition in conference program
- Recognition on mass marketing emails
- Attendee list given at exhibitor check-in

- **EARLY BIRD PRODUCT SESSIONS** (3 Available) $5,000

  Provide your non-CME program or Hands-On Simulation Training experience for our attendees during a one-hour non-competing early bird session at 7:00 am on Thursday - August 30, Friday - August 31 or Friday - September 1. Price includes: room, basic AV or power if needed and pre-meeting and onsite promotion of your session to our attendees through the ISS website and printed program materials. Your session will take place in an adjoining room near the exhibit hall, continental breakfast will be paid for and provided to all attendees by the ISS in the exhibit hall. Does not include AV, food or beverage.

- **INTERNET SPONSOR** (1 Available) $5,000

  Your custom word or short phrase becomes the code attendees must enter to access the internet throughout the meeting. This is a great way to create a buzz, start conversations or drive traffic to your included exhibit table. Please contact christina@veritasmeetings.com for internet code approval.

- **HOTEL KEY CARD SPONSOR** (1 Available)$5,000

  The Custom Key Card allows you to make an impression as soon as ISS attendees check in to the hotel and throughout the meeting. Production is not included and artwork must be approved by the ISS Management office. Please contact christina@veritasmeetings.com for artwork approval.

- **DOOR DROP** (Limited Availability)$5,000

  All attendees staying at the host hotel will receive your piece upon arrival. All artwork or promotional items must be approved by the ISS management office. Please send draft to christina@veritasmeetings.com before printing.
# SILVER LEVEL $4,500

**Silver Level includes:**

- 8 x 10 exhibit space
- 6-foot draped table with 2 chairs
- 2 exhibitor badges
- 2 tickets to Welcome Reception
- Company link on conference website
- Recognition in conference program
- Recognition on mass marketing emails
- Attendee list given at exhibitor check-in

---

# BRONZE LEVEL $2,500

- 6-foot draped table with 2 chairs
  - No floor standing display or equipment
- 2 exhibitor badges
- Attendee list given at exhibitor check-in

---

# EXHIBIT SCHEDULE

The conference has been carefully scheduled to allow maximum exposure for exhibits. The exhibits remain open through the course hours below with steady traffic in the exhibit hall. Satellite feed from the general session e-poster kiosks, and refreshments in the hall encourage steady traffic.

<table>
<thead>
<tr>
<th>Exhibit Move-In</th>
<th>Tuesday August 29</th>
<th>Wednesday August 30</th>
<th>Thursday August 31</th>
<th>Friday September 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Late Afternoon</td>
<td>Late Afternoon TBD</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>*Exhibit Hours</td>
<td>7:00 am – 4:00 pm Plus, the ISS Evening Welcome Reception</td>
<td>7:00 am – 4:00 pm</td>
<td>7:00 am – 4:00 pm</td>
<td></td>
</tr>
<tr>
<td>Exhibit Tear-Down</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>After 4pm</td>
</tr>
</tbody>
</table>

*Exhibit schedule subject to change.

All exhibit materials must be packed and ready for shipment by 7pm on Friday September 1, 2017.

If your exhibit cannot be removed by this specific deadline, special arrangements must be made with the ISS executive office. If these arrangements have not been made, all material not removed by that time will be shipped at the exhibitor’s expense by a carrier selected by the ISS Management Office.
A spectacular location in the heart of Midtown Manhattan.

It's all about location in New York City and New York Hilton Midtown places you right in the heart of the action, within walking distance of a multitude of famous attractions, including Central Park, Radio City Music Hall, MOMA, and Broadway. Stop by the theatre and transportation desk for tips, tickets and travel in and around the city.

The New York Hilton Midtown
1335 Avenue of the Americas
New York, New York 10019
Tel: 1(212)586-7000 Fax: 1(212)315-1374

Conference Room Rate:
$279.00 plus taxes and fees

Conference Rate Valid:
Friday, August 25, 2017 - Saturday, September 2, 2017 (check-out Sunday, September 3)

Conference Rate Cut-Off:
August 4, 2017

Group Name for Rate:
International Skeletal Society Annual Meeting

Reservations:
1(800)774-1500 or 1(212)586-7000

BOOK EARLY!!!
Limited Room Block due to hotel popularity and prime location.
EXHIBITOR REGISTRATION FORM
2017 ISS Annual Fall Meeting | August 30-September 1, 2017 | New York, New York

Exhibiting companies agree to abide by all requirements of the ACCME Standards for Commercial Support, and the accrediting body will ensure that all decisions relating to the educational content of the CME activity are made free of the control of the exhibitors. Exhibit space at this CME activity has not and will not be given as a condition of grants or commercial support but is a fee for rental of space only.

<table>
<thead>
<tr>
<th>Company Name (as to appear on printed material)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Person (Individual to whom all exhibitor information will be forwarded)</td>
</tr>
<tr>
<td>Address</td>
</tr>
<tr>
<td>City</td>
</tr>
<tr>
<td>Telephone</td>
</tr>
<tr>
<td>Product</td>
</tr>
<tr>
<td>Special Requests/Considerations</td>
</tr>
</tbody>
</table>

### INDUSTRY ATTENDEE BADGES

<table>
<thead>
<tr>
<th>Company Rep Name(s)</th>
<th>Title</th>
<th>Email Address</th>
<th>Phone</th>
</tr>
</thead>
</table>

### GOLD AND PLATINUM ADDITIONAL ATTENDEES ONLY

<table>
<thead>
<tr>
<th>Lunch Product Theater $7,500: Date 1\textsuperscript{st} Choice</th>
<th>2\textsuperscript{nd} Choice</th>
<th>3\textsuperscript{rd} Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLD SPONSORSHIP $5,000 (check below): Date 1\textsuperscript{st} Choice</td>
<td>2\textsuperscript{nd} Choice</td>
<td>3\textsuperscript{rd} Choice</td>
</tr>
<tr>
<td>____ Early Bird Session</td>
<td>____ Simulation Station</td>
<td>____ Internet Sponsor</td>
</tr>
<tr>
<td>SILVER 8 x 10 Booth $4,500 (floor standing space for signs and equipment allowed, 2 badges and welcome reception)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BRONZE Standard 6 ft. tabletop display only (no floor standing space for signs or equipment) $2,500</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### EXHIBIT SPACE RENTAL AND PROMOTIONAL SPONSORSHIPS

<table>
<thead>
<tr>
<th>Method of Payment:</th>
<th>Check (make check payable to International Skeletal Society c/o Veritas Meeting Solutions) EIN # 22-0436815</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credit Card:</td>
<td>Visa</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Card Number:</th>
<th>Exp. Date:</th>
<th>CCV Code:</th>
<th>$</th>
<th>TOTAL</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Name on Card:</th>
<th>Signature:</th>
</tr>
</thead>
</table>

Send the completed Exhibitor Registration forms and check payments to:
International Skeletal Society | c/o Veritas Meeting Solutions | 2575 Northwest Pkwy, Elgin IL 60124
Email blaine@veritasmeetings.com | Fax (224)633-2166 | Phone (847)752-5328