You’re Invited!

The Steel Assembly is pleased to invite your organization to increase its visibility and strengthen relationships with leaders in SCI. Industry support is key to the success of this conference and demonstrates your commitment to improving patient care.

Show your support of SCI education and participate in the Annual Scientific Meeting!

**Meeting Program**

The Howard H. Steel 2020 Conference on Pediatric Spinal Cord Injury/Dysfunction uniquely integrates disciplines germane to SCI research, medicine, rehabilitation and community-based care by offering a broad perspective of topics in workshop, instructional course, oral and scientific poster formats.

**Target Audience**

The Annual Scientific Meeting includes healthcare professionals representing a variety of specialties involved in the management of spinal cord injury/disorder (SCI/D). Professionals attending include, but are not limited to: Pediatric physicians, basic scientists and clinical researchers, physician assistants, nurses, psychologists, social workers, rehabilitation counselors, physical and occupational therapists, as well as residents, fellows, and students from various professions.

We anticipate about 150-200 attendees at the Annual Meeting.
Exhibit and Sponsorship Prospectus

Mission
To advance best practice in pediatric spinal cord injury and dysfunction (SCI/D) across the globe.
To exchange and disseminate knowledge, education, and research to professionals and those affected by pediatric SCI/D.

About
Steel Assembly is an affiliate of The American Spinal Injury Association (ASIA).
Steel Assembly is an organization of health care, rehabilitation and social service professionals with expertise in pediatric SCI/D, who provide education and training to professionals on pediatric spinal cord injury/dysfunction (SCI/D), and who establish evidence-informed standards for pediatric SCI research and care.

The inaugural Howard H. Steel Conference on Pediatric SCI/D occurred in 1994 as a small, by invitation-only conference, designed to develop consensus statements and priorities for research in pediatric SCI (Betz & Mulcahey, 1996). One of the primary outcomes of the 1994 consensus meeting was the need for education and training on medical management and rehabilitation of children and youth with SCI. As a direct response, every three years between 1996 and 2012, the Howard H. Steel Conference on Pediatric SCI/D was held, with the 2009 and 2012 meetings drawing over 130 attendees from North and South America, Europe, Australia and New Zealand. For each year that a Steel Conference was held, the American Spinal Injury Association (ASIA) included a session in their annual meeting - “The Best of Steel” – during which time the highest rated abstracts from the Howard H. Steel Conference for pediatric SCI/D were presented to ASIA membership.

Howard H. Steel
Howard H. Steel, MD was a world-renown child orthopaedic surgeon. Known as ‘Steel of Philadelphia’, he was a legend in medical circles. Dr. Steel made significant contributions to orthopaedic knowledge, and his many creative solutions are now part of the orthopaedic lexicon. During his tenure as Chief Surgeon at Shriner’s Hospital for Children, Philadelphia, he established the first spinal cord injury center designed specifically for children. The program’s success led to the opening of additional specialty centers at other Shriners Hospitals across the country.

Dates to Remember
JANUARY 1, 2020
Abstract Submission Opens
JUNE 1, 2020
Oral and Poster Abstract Submission Closes
NOVEMBER 6, 2020
Late Breaking Poster Abstract Submission Closes

Chairs
MJ Mulcahey, PhD, OTR/L
Kathy Zebracki, PhD
Randal Betz, MD
Lawrence Vogel, MD

Program Committee
Cristina Sadowsky, MD
Dana Johnson, DPT
Marika Augutis, PhD
Bethany Lipa, MD
Rebecca Martin, OTD
Shubhra “Sue” Mukherjee, MD
Sponsorship Packages

**Diamond Partner $25,000**

**Annual Scientific Meeting Benefits**

- Remarks at opening session
- Participation in the 2020 Partner Leadership Forum - Time to be determined
- 10’ x 10’ island exhibit space; includes one 6 ft table and two chairs
- Top-level acknowledgment on the conference website and mobile meeting guide
  - Invited to provide a company description (up to 350-words)
  - Invited to provide your company brand block which will be linked to your company website
- Top-level acknowledgment on meeting signage and conference slides run between sessions
- One full page color advertisement in meeting program
  - Front inside page (if available)
  - Ad specs: 8.5 x 11 plus 1/8”, bleed on all sides, CMYK color mode, 300 dpi resolution, print ready pdf format
- Partner’s logo on front cover of the printed program
- Four complimentary meeting registrations
- Pre and post conference attendee list
- One broadcast email to the pre-registration list to create awareness prior to the conference
  - The pre-registration email blast is available for one-time use.
  - The email communication must be provided in html format for approval before it will be sent to the registrants.
  - The approved email blast

**Other Education, Marketing, and Member Communication Benefits**

- Special recognition on homepage
- 10 complimentary online educational learning registrations
- membership mailing list (all members); provided one time during the one-year partnership period
- Full year placement of Partner’s brand block on website with a link to company website
- Six broadcast emails, Facebook, twitter, or job posting announcements broadcasted to members during the one-year partnership period

continued
• Communication provided to office for pre-approval. Allow up to seven business days for review
• approved communication broadcasted by the office

**Titanium Partner $20,000**

**Annual Scientific Meeting Benefits**

• Remarks at opening of a pre-determined general session
• Participation in the 2020 Partner Leadership Forum – Time to be determined
• 10’ x 10’ island exhibit space; includes one 6 ft table and two chairs
• Acknowledgment on the conference website and mobile meeting guide
  • Invited to provide a company description (up to 300-words)
  • Invited to provide your company brand block which will be linked to your company website
• Acknowledgment on meeting signage and conference slides run between sessions
• One full page color advertisement in meeting program
  • Inside back cover page (if available)
  • Ad specs: 8.5 x 11 plus 1/8”, bleed on all sides, CMYK color mode, 300 dpi resolution, print ready pdf format
• Three complimentary meeting registrations

**Other Education, Marketing, and Member Communication Benefits**

• Special recognition on homepage of website

**Platinum Partner $15,000**

**Annual Scientific Meeting Benefits**

• Remarks at opening of a pre-determined general session (based on CME restrictions.)
• Participation in the 2020 Partner Leadership Forum – Time to be determined
• Tabletop exhibit space (8’ x 8’ area); includes one 6 ft table and two chairs
• Acknowledgment on the conference website and mobile meeting guide
  • Invited to provide a company description (up to 250-words)
  • Invited to provide your company brand block which will be linked to your company website
• Acknowledgment on meeting signage and conference slides run between sessions
• One full page color advertisement in meeting program
  • Inside page Ad specs: 8.5 x 11 plus 1/8”, bleed on all sides, CMYK color mode, 300 dpi resolution, print ready pdf format
• Two complimentary meeting registrations
• Pre and post conference attendee list

*continued*
Sponsorship Packages

Other Education, Marketing, and Member Communication Benefits

- Special recognition on homepage of website
- Five complimentary online educational learning registrations
- Membership Mailing List (all members); provided one time during the one-year partnership period
- Full year placement of Partner’s brand block & link to website
- Three broadcast emails, Facebook, twitter, or job posting announcements broadcasted to members during the one-year partnership period
  - Communication provided to office for pre-approval. Allow up to seven business days for review.
  - approved communication broadcasted

Lunch Symposium Sponsor $15,000

- The symposium sponsor is responsible for all aspects associated with the planning, promotion, and management of the event and for payment of all related costs, including the cost of catering the event
- Sponsor is required to submit the symposium program for review and approval by the Steel Assembly Executive Director

Gold Partner $10,000

Annual Scientific Meeting Benefits

- Remarks at opening of a pre-determined general session
- Participation in the 2020 Partner Leadership Forum – Time to be determined
- Tabletop exhibit space (8' x 8' area); includes one 6 ft table and two chairs
- Acknowledgment on the conference website and mobile meeting guide
  - Invited to provide a company description (up to 200-words)
  - Invited to provide your company brand block which will be linked to your company website

continued
• Acknowledgement on meeting signage and conference slides run between sessions
• One full page color advertisement in meeting program
  • Inside page
  • Ad specs: 8.5 x 11 plus 1/8”, bleed on all sides, CMYK color mode, 300 dpi resolution, print ready pdf format
• Two complimentary meeting registrations
• Pre and post conference attendee list

Other Education, Marketing, and Member Communication Benefits

• Special recognition on homepage of website
• Two complimentary online educational learning registrations
• Membership Mailing List (all members); provided one time during the one-year partnership period
• Full year placement of Partner’s brand block & link to website on website
• Two broadcast emails, Facebook, twitter, or job posting announcements broadcasted to members during the one-year partnership period
  • Communication provided to office for pre-approval. Allow up to seven business days for review.
  • approved communication broadcasted by the office

Silver Partner $5,000
Annual Scientific Meeting Benefits

• Tabletop exhibit space (8’ x 8’ area); includes one 6 ft table and two chairs
• Acknowledgement on the conference website and mobile meeting guide
  • Invited to provide a company description (up to 150-words)
• Invited to provide your company brand block which will be linked to your company website
• Acknowledgement on meeting signage and conference slides run between sessions
• One half page color advertisement in meeting program
  • Inside page
  • Ad specs: 7.5” x 4.875”, no bleed CMYK color mode, 300 dpi resolution, print ready pdf format
• One complimentary meeting registration
• Pre and post conference attendee list

Other Education, Marketing, and Member Communication Benefits

• Special recognition on homepage of website
• Membership Mailing List; provided one time during the one-year partnership period
• Three-month placement of Partner’s brand block & link to website on website
• One email broadcast to members during the one-year partnership period
  • The email communication must be provided in html format for approval prior to distribution.
  • The approved email blast will be sent by the office.

Wi-Fi Sponsor $5,000

• Exclusive sponsorship!
  • Custom splash page with sponsor branding
  • Recognition in the mobile meeting guide and on the Steel Assembly 2020 conference website with your organization’s profile (100-word description) and brand block with a link to your site
  • Identified as the sponsor in the conference program and on sponsor signage at the venue

continued
Sponsorship Packages

Scientific Poster Sponsor $3,500
Accepted abstracts submitted for the Annual Scientific Meeting are presented in the poster viewing area of the conference. Show your support by being a sponsor of the poster sessions.

- Recognition in the mobile meeting guide and on the conference website
- Identified as the sponsor in the conference program and on sponsor signage at the venue

Mobile Meeting Guide Sponsor $3,500
- Exclusive sponsorship!
- Sponsor listing on the mobile meeting guide and the conference website with your organization's profile (100-word description) and brand block with a link to your site
- Identified as the sponsor in the conference program and on sponsor signage at the venue

Conference Charging Station Sponsor $3,500
The sponsorship allows you to brand the charging station used throughout the conference giving you frequent visibility among attendees.

- Exclusive sponsorship!
- Custom wrap with sponsor branding
- Sponsor listing on the mobile meeting guide and the conference website with your organization's profile (100-word description) and brand block with a link to your site
- Identified as the sponsor in the conference program and on sponsor signage at the venue

Sponsor a Student/Fellow/Intern to Attend Steel Assembly Meeting $2,500
Steel Assembly is an organization which provides tailored programming to attract, mentor, support and train those individuals, from across disciplines, who are just entering the field of pediatric spinal cord injury rehabilitation. We, in turn, encourage you to take advantage of the unique opportunity to sponsor one of these professionals as she or he is beginning his or her spinal cord injury career by attending the Steel Assembly annual conference. The sponsor fee covers the travel, lodging, and registration expense for the conference.

Delegate Bag Sponsor $500
- Sponsor provides delegate bags for meeting attendees
- Ship to the Steel Assembly office - Delivery deadline is October 1, 2020
- Coordination and expenses for the delegate bags are the responsibility of the sponsor
- Sponsor can include company/organization brand block on the bag
- Sponsor recognition in the mobile meeting guide, on the conference website, and on signage at the venue
Advertising

Program Ads
Advertising options can be selected when completing the Exhibit & Sponsorship Agreement. Contact Kim Ruff to add an advertising order to an existing Exhibit Agreement.

**Pre-registration Email Broadcast $500**
- The pre-registration email blast is available for one-time use
- Company creates the communication content
- It will be sent to the pre-registration list with an email program such as Constant Contact
- Accepted format is html
- The email communication must be pre-approved before it will be sent to the registrants
- The email addresses are not shared with the purchaser
- The approved email broadcast will be sent by the Steel Assembly office

**Promotional Insert for Delegate Bag $500**
- Single sheet
- Maximum size 8 ½ x 11
- Ship to the Steel Assembly office
- Delivery deadline is October 1, 2020

**Ad Sizes**
- **Full page, 4-color advertisement, outside back cover of the printed program** $2,000
- **Full page, 4-color advertisement, inside page of the printed program** $1,500
- **Half page, 4-color advertisement inside page of the printed program** $750

**Ad Specs**
- **Full Page:** 8.5 x 11 plus 1/8", bleed on all sides, CMYK color mode, 300 dpi resolution, print ready pdf format
- **Half Page:** 7.5" x 4.875", no bleed CMYK color mode, 300 dpi resolution, print ready pdf format

Print ready PDFs per the above specifications are DUE BY October 1, 2020.

Ads are emailed to Kim Ruff at Kim@Steelassembly.org.

**Brand block on the Conference Website and Mobile Meeting Guide List of Exhibitors $250**
- Exhibitor will provide a high-resolution image file (png, jpg, eps) of the company brand block
- The brand block will be placed on the list of exhibitors located on the Steel Assembly website and mobile meeting guide

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**The deadline for submitting program advertisements October 1, 2020.**
Exhibit Application Procedures

Payment
A minimum of 50% of the exhibit fee is due when the Exhibit Agreement is submitted. Payment can be made by credit card or check (US funds) payable to Steel Assembly. Payment is due in full by October 1, 2020. Payment for an Exhibit/Sponsor Agreement submitted after October 1, 2020 must be paid in full at the time of application.

The Steel Assembly W-9 is available upon request. Contact Kim Ruff at Kim@Steelassembly.org.

Cancellation
Written cancellations received in the Steel Assembly office by October 1, 2020 will receive a 50% refund. There are no refunds for cancellations received after October 1, 2020.

Shipping Information
Loews Portofino Bay Hotel at Universal Studios shipping information:
2020 Howard H Steel Conference on Pediatric
Loews Portofino Bay Hotel 5601 Universal Boulevard
Orlando, FL 32819
407 – 503 – 1000
HOLD FOR: (Recipient’s Name)

Hotel Reservations
Loews Portofina Bay Hotel at Universal Studios
5601 Universal Boulevard
Orlando, FL 32819
Phone: 833 – 243 – 4727
A reservations link with group discount information will be available on the Steel Assembly website soon.

Exhibit and Sponsorship Contact
Kim Ruff
Kim@Steelassembly.org
Exhibit Space
Exhibit space is assigned on a first come, first served basis.

- Exhibit agreements must be submitted prior to exhibit space being assigned.
- To be listed in the printed materials, submit your exhibit agreement, including full payment, by October 2, 2020.

Every effort will be made to accommodate special requests. Steel Assembly cannot guarantee preferences for exhibit space locations.

Steel Assembly reserves the right to add, move or remove exhibit tables if necessary. The floor plan is subject to change.

Exhibit Schedule
Exhibit Dates: December 2-4, 2020
Exhibit Move-in | Time to be announced
Exhibit Hours | Time to be announced
Exhibit Move-out | Time to be announced
Exhibitors are invited to all receptions.

Exhibit Packages
Exhibit Only: $2,500 through October 1, 2020
$3,000 after October 1, 2020

- One 6 ft tabletop, skirted and two chairs (about 8’ x 8’ area)
- Two exhibitor badges
- Pre and post conference attendee list

Preconference Publicity
- Listing on the Steel Assembly Meeting website and mobile meeting guide with your organization’s profile (100-word description)
- Opportunity to add company to website
  - Mobile meeting guide listings ($250 fee) On-site Awareness

- Recognition in the mobile meeting guide and conference slides run between sessions
- Recognition on the Exhibit Hall entrance signage

Post-conference Promotion
Exhibitors will have their company profile, and brand block if added, posted on the conference website for one year after the conference

Exhibit and Full Inside-Page Ad in Meeting Program
$3,500 through October 1, 2020
$4,000 after October 1, 2020

- Same exhibit package as above
- Full-page ad in meeting program: 8.5 x 11 plus 1/8”, bleed on all sides, CMYK color mode, 300 dpi resolution, print ready pdf format

Exhibitor Badges, Company Descriptions, and Registration
Steel Assembly exhibitor badge names and product or company descriptions are due by October 1, 2020.

Exhibitors can order additional badges for booth representatives via the Steel Assembly credit card payment form.

Exhibit Space Includes
- 6 ft table, skirted
- 2 chairs
- 8’ x 8’ area for a single tabletop exhibit

Cancellation Policy
Written cancellations received in the Steel Assembly office by October 1, 2020 will receive a 50% refund. There are no refunds for cancellations received after October 1, 2020.

Liability
Exhibitor assumes all risks and responsibilities for accidents, injuries or damages to person or property and agrees to indemnify and hold harmless the Steel Assembly, its officers, directors, trustees, employees, agents and contractors, from any and all claims, liabilities, losses, costs and expenses (including attorneys’ fees) arising from or in connection with Exhibitor’s participation in the Activity.
DATES TO REMEMBER

JANUARY 15, 2020  Abstract Submission Opens
JUNE 1, 2020   Oral Abstract Submission Closes
NOVEMBER 6, 2020  Poster Abstract Submission Closes

CHAIRS
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Kathy Zebracki, PhD
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PROGRAM COMMITTEE
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STEEL ASSEMBLY
PEDIATRIC SPINAL CORD INJURY & DYSFUNCTION
The American Spinal Injury Association
9702 Gayton Rd, Suite 306
Richmond, VA 23238

(877) 274-2724 steelassembly.org