



# ISTA

28TH ANNUAL  
CONGRESS

VIENNA AUSTRIA

30 SEPTEMBER -  
3 OCTOBER 2015

## EXHIBITOR PROSPECTUS

INTERNATIONAL SOCIETY FOR TECHNOLOGY IN ARTHROPLASTY

The premier international meeting for orthopaedic surgeons, engineers, scientists and industry.



# WELCOME TO ISTA



**Robert Streicher, PhD**  
ISTA 2015 President



**Karl Knahr, MD**  
ISTA 2015 Co-Chair



**Martin Dominkus, MD**  
ISTA 2015 Co-Chair

## Dear Prospective Exhibitor,

On behalf of the ISTA Board of Directors and the 2015 Local Organizing Committee, we are delighted to invite you to participate in the ISTA 2015 Annual Congress.

ISTA is a non-profit organization dedicated to advancing the art and science of joint replacement around the world. We annually host an international forum where individuals from industry, academia and clinical practice come together to collaborate and exchange ideas.

As an exhibitor, you will have a unique opportunity to access the leading innovators and researchers in the field of arthroplasty, providing an excellent opportunity for interaction. In Vienna, we expect attendance of over 600 participants from some 30 countries.

ISTA provides an opportunity for surgeons, engineers, scientists and industry members to engage in robust debate, which is essential for the evolution of arthroplasty. As an exhibitor, you will have an opportunity to participate in the scientific aspect of the meeting by submitting abstracts for consideration. Of course, as an exhibitor you will also be offered opportunities to assist you in meeting your commercial objectives.

Located in the heart of the city, the Hilton Vienna has a large ballroom between general session rooms which will accommodate exhibitors and food/beverage stations.

We encourage you to contact us directly to discuss exhibiting at ISTA. We are open to your ideas on how we can assist you towards a mutually successful outcome. The following pages include opportunities for exhibition and participation. We offer our commitment to make this meeting one which serves you and the arthroplasty community well.

We look forward to welcoming you to Vienna!

# CONGRESS OVERVIEW



## CONGRESS DATES AND VENUE

September 30 - October 3, 2015  
Hilton Vienna  
Am Stadtpark 1  
1030 Vienna  
Austria

## GENERAL INFORMATION

Congress Theme: "Innovation Meets Classic"  
Official Language: English  
Total Booths: 20

## IMPORTANT DATES

APPLICATION DEADLINE	ISTA's receipt of your Exhibitor Application by this date will ensure that your company is acknowledged as an exhibitor in our printed and digital versions of the Preliminary Program.	December 31, 2014
LATE APPLICATION DEADLINE	All Exhibitor Applications must be received by this date to secure your booth space.	February 2, 2015
PAYMENT DEADLINE	Exhibit space may be forfeited for resale if payment has not been received in full by this date.	February 2, 2015
LOGO AND DESCRIPTION DEADLINE	A high resolution logo and 50 word company description must be received by this date.	March 31, 2015
REPRESENTATIVE NAME DEADLINE	All representative names must be received by this date.	September 2, 2015
SETUP	Setup will begin by 18:00.	September 30, 2015
EXHIBITION OPEN	Exhibits will be open during the entire meeting.	October 1-3, 2015
TEARDOWN	Teardown will begin at 14:00.	October 3, 2015

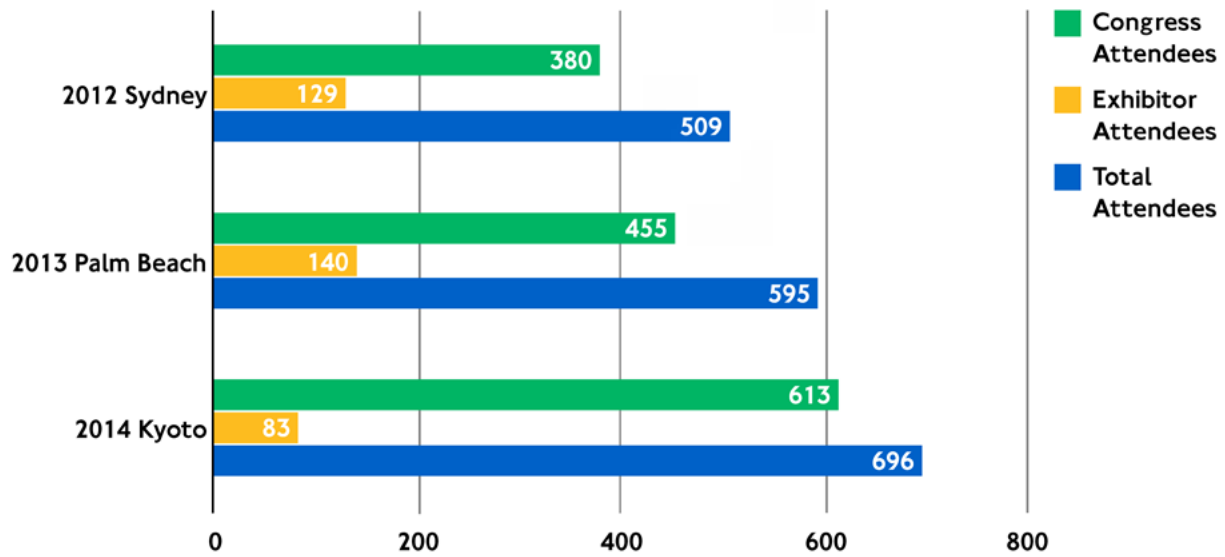
## CONTACT

Mr. Andrew Amundson  
1246 P Street, Sacramento, CA 95814, USA  
Phone: +1 916 432 3550 | Fax: +1 916 454 9882  
Email: [organizer@istaonline.org](mailto:organizer@istaonline.org)  
Web: <http://www.istaonline.org>

# DEMOGRAPHICS



## ISTA HISTORICAL ATTENDANCE



## ISTA 2014 ATTENDANCE

### Congress Attendees

MD.....414  
 PhD.....199  
 Total.....613

### Attendees by Continent

Asia.....459  
 Europe.....73  
 North America.....68  
 Australia.....11  
 Africa.....2

### Exhibitor Attendees

Companies.....19  
 Total Reps.....83

- |             |                 |
|-------------|-----------------|
| AMTI        | Kyocera         |
| Biomet      | Medacta         |
| Brainlab    | MicroPort Ortho |
| CeremTec    | Nakashima       |
| DePuy       | Robert Reid     |
| DJO         | Smith & Nephew  |
| EOS Imaging | Stryker         |
| Exactech    | Think Surgical  |
| Iso Medical | Zimmer          |
| Kinamed     |                 |

# ISTA LEADERSHIP



## BOARD OF DIRECTORS

### President

Robert Streicher, PhD

### 1st Vice President

Stephen Murphy, MD

### 1st Past President

Shinro Takai, MD, PhD

### 2nd Past President

Scott Banks, PhD

### Secretary General

S. David Stulberg, MD

### Program Director

Joseph Fetto, MD

### Chief Financial Officer

Jeffery Taylor, MD

### Director of Scientific Review and Information Technology

Hani Haider, PhD

### Board Members

Hiroataka Iguchi, MD, PhD

J. Philippe Kretzer, PhD

Stefan Kreuzer, MD

Philip Noble, PhD

Catherine Van Der Straeten, MD, PhD

Bruce White, CEO

## LOCAL ORGANIZING COMMITTEE

### CHAIRMEN

Karl Knahr, MD

Martin Dominkus, MD

Peter Zenz, MD

Orthopaedic Hospital Vienna–Speising

Orthopaedic Hospital Vienna–Speising

Orthopaedic Centre, Otto Wagner Hospital, Vienna

### MEMBERS

Nikolaus Böhrer, MD

Ulrich Dorn, MD

Florian Gottsauer-Wolf, MD

Josef Hochreiter, MD

Martin Krismer, MD

Andreas Leithner, MD

Peter Ritschl, MD

Wolfgang Schneider, MD

Bernd Wolfgang Stöckl, MD

Klemens Trieb, MD

Reinhard Windhager, MD

Orthopaedic Department, LKH Linz

University Clinic of Orthopaedics, Salzburger Landeskliniken

Orthopaedic Department, Landeskrankenhaus Krems

Orthopaedic Department, Barmherzige Schwestern Linz

University Clinic of Orthopaedics, Medical University Innsbruck

University Clinic of Orthopaedics, Universitätsklinikum Graz

Orthopaedic Hospital Gersthof, Vienna

Orthopaedic Department, Herz Jesu Hospital, Vienna

Orthopaedic Department, Klinikum Klagenfurt

Orthopaedic Department, Klinikum Wels

Department of Orthopaedics, Medical University Clinic, Vienna

# EXHIBITOR LEVELS



LEVEL	PRICE (EUR)	BOOTH SIZE	REGISTRATIONS
DIAMOND	45,000	5m x 2.5m	8
PLATINUM	30,000	4m x 2.5m	6
GOLD	18,000	3m x 2.5m	4
SILVER	9,000	2.5m x 2.5m	2

## DIAMOND LEVEL

- Premier booth location.
- Inclusion in invitation e-mail correspondence to 14,000 ISTA contacts.
- Mobile application - Company logo and subtitle displayed at opening of the mobile application.
- Website profile – Acknowledgement as Diamond Exhibitor with mission statement.
- Program book profile – Acknowledgement as Diamond Exhibitor with mission statement.
- Inclusion of company flyer in welcome bag.
- Gala Dinner tickets for 8 delegates.
- Attendee list containing name, title and geographic location (city, state, country).

## PLATINUM LEVEL

- Prominent booth location.
- Mobile application listing.
- Website profile – Acknowledgement as Platinum Exhibitor with mission statement.
- Program book profile – Acknowledgement as Platinum Exhibitor with mission statement.
- Inclusion of company flyer in welcome bag.
- Gala Dinner tickets for 6 delegates.
- Attendee list containing name, title and geographic location (city, state, country).

## GOLD LEVEL

- Prominent booth location.
- Mobile application listing.
- Website profile – Acknowledgement as Gold Exhibitor with mission statement.
- Program book profile – Acknowledgement as Gold Exhibitor with mission statement.
- Attendance at Friday night Gala Dinner for 4 delegates.
- Attendee list containing name, title and geographic location (city, state, country).

## SILVER LEVEL

- Mobile application listing.
- Website profile – Acknowledgement as Silver Exhibitor with mission statement.
- Program book profile – Acknowledgement as Silver Exhibitor with mission statement.
- Attendee list containing name, title and geographic location (city, state, and country).

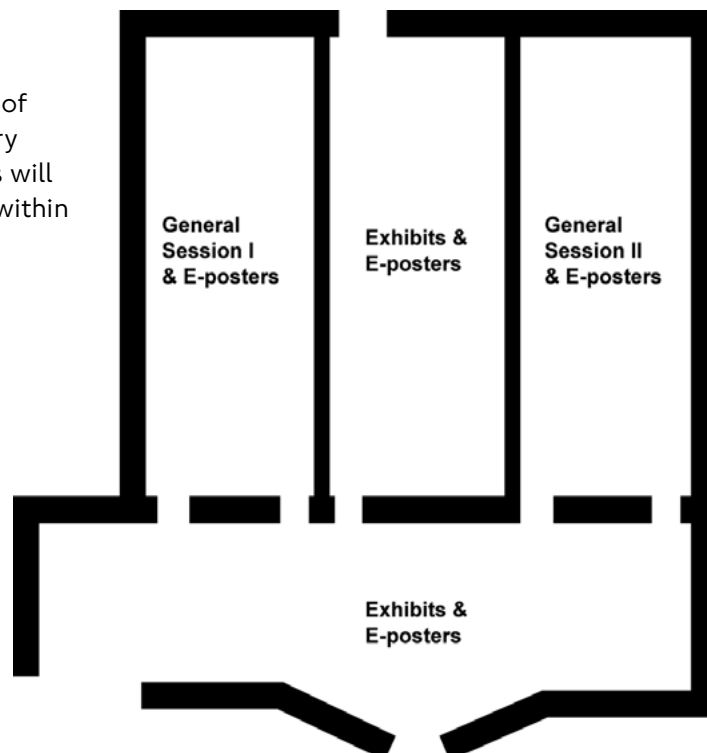
# ADDITIONAL OPPORTUNITIES



OPPORTUNITY	DESCRIPTION	PRICE (EUR)
WELCOME BAG	Company logo will appear on welcome bags.	5,500
HAP PAUL AWARD	Acknowledgement on ISTA website, program book and during the Gala Dinner award ceremony.	3,000
STUDENT BIOMECHANICS AWARD	Acknowledgement on ISTA website, program book and during the Gala Dinner award ceremony.	1,500
E-POSTER AWARDS	Acknowledgement on ISTA website, program book and during the Gala Dinner award ceremony.	1,000
GALA DINNER	Signage with company logo and acknowledgement at the entrance of the Gala and 2 tickets to the Gala Dinner.	3,500
SPONSORED LUNCH	Acknowledgement on ISTA website and program book. Announcement on session screens before reception.	3,500
WELCOME RECEPTION	Signage with company logo and acknowledgement at the entrance of the Reception.	3,000
COFFEE BREAK	Acknowledgement on ISTA website and program book. Announcement on session screens before break.	2,500

## MEETING SPACE LAYOUT

The exhibit space will be located in the foyer of the meeting space as noted on the Preliminary Meeting Space Layout (right). Booth locations will be assigned on a first come, first serve basis within each exhibitor level.





International Society for Technology in Arthroplasty  
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