

# 44TH ANNUAL MEETING/REFRESHER COURSE **PARTNERSHIP PROSPECTUS** INTERNATIONAL SKELETAL SOCIETY



NEW YORK  
NEW YORK

**AUG 30 - SEPT 1**  
NEW YORK HILTON MIDTOWN



**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.

Partnering 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](mailto: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](mailto:jenny.bencardino@nyumc.org)



William Morrison, MD  
ISS Sponsorship Committee Co-Chair  
[William.morrison@jefferson.edu](mailto:William.morrison@jefferson.edu)

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## Executive Office

International Skeletal Society  
2575 Northwest Pkwy, Elgin, IL 60124

## Executive Director

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sue@internationalskeletalsociety.com  
847 752-6245

## Director of Business Development

**Donna Kelly**  
donna@internationalskeletalsociety.com  
847 752-6249

# CONCURRENT 3-DAY AGENDA

Wednesday, August 30-Friday, September, 1, 2017

## 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?

Histopathologic 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?

Proteoglycans: 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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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.

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

*\*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**

**<http://www3.hilton.com/en/hotels/new-york/new-york-hilton-midtown-NYCNHHH/index.html>**

### **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.

Company Name <i>(as to appear on printed material)</i>			
Contact Person <i>(Individual to whom all exhibitor information will be forwarded)</i>			Title
Address			
City		State	Zip
Telephone	Fax	E-mail	
Product			
Special Requests/Considerations			

### INDUSTRY ATTENDEE BADGES

Company Rep Name(s)	Title	Email Address	Phone
GOLD AND PLATINUM	ADDITIONAL ATTENDEES	ONLY	

### EXHIBIT SPACE RENTAL AND PROMOTIONAL SPONSORSHIPS

- ☐ **PLATINUM SPONSORSHIP** Lunch Product Theater \$7,500: Date 1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_ 3<sup>rd</sup> Choice \_\_\_\_\_
- ☐ **GOLD SPONSORSHIP** \$5,000 (check below): Date 1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_ 3<sup>rd</sup> Choice \_\_\_\_\_  
 \_\_\_\_\_ Early Bird Session \_\_\_\_\_ Simulation Station \_\_\_\_\_ Internet Sponsor \_\_\_\_\_ Door Drop \_\_\_\_\_ Key Cards
- ☐ **SILVER** 8 x 10 Booth \$4,500 (floor standing space for signs and equipment allowed, 2 badges and welcome reception)
- ☐ **BRONZE** Standard 6 ft. tabletop display only (no floor standing space for signs or equipment) \$2,500

Method of Payment: ☐ Check *(make check payable to International Skeletal Society c/o Veritas Meeting Solutions)* EIN # 22-0436815  
☐ Credit Card: ☐ Visa ☐ MC ☐ AMEX

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CCV Code: \_\_\_\_\_ \$ \_\_\_\_\_

TOTAL

Name on Card: \_\_\_\_\_ Signature \_\_\_\_\_

Send the completed Exhibitor Registration forms and check payments to:  
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 Email [blaine@veritasmeetings.com](mailto:blaine@veritasmeetings.com) | Fax (224)633-2166 | Phone (847)752-5328