

Patients Come First— Exploring Optimal Care

22-24 September 2017
San Francisco, California, USA
Hyatt Regency San Francisco

Presented by:
The McKenzie Institute International
In cooperation with NASS



KEYNOTE SPEAKERS

Pierre Côté, DC, PhD
Carrie Diulus, MD
Mark Hancock, PT, PhD
Michael Heggeness, MD, PhD
Adriaan Louw, PT, PhD, CSMT
Tamar Pincus, PhD
Heidi Prather, DO
Annina Schmid, PhD, M.Manip.Ther, PT
Matthew Smuck, MD
Andry Vleeming, PhD
Mark Werneke, PT, MS, Dip.MDT
F. Todd Wetzel, MD

SPEAKERS AND MODERATORS

Vikas Agarwal, MD
Christopher Chase, PT, Dip.MDT, FAAOMPT
Helen Clare, PhD, PT, Dip.MDT
Colin Davies, PT, Dip.MDT
Lawrence Dott
Thomas E. (Ted) Dreisinger, PhD, FACSM
Ezequiel Gherscovici, PT, MSc, Dip.MDT
Greg Lynch, Dip.PT, Dip.MT, Dip.MDT, MNZCP
Robert Medcalf, PT, Dip.MDT
Richard Rosedale, BSc, PT, Dip.MDT
Georg Supp, PT, Dip.MDT
Hans van Helvoirt, MA, PT, Dip.MDT/MT
Jason Ward, MPT, Cert.MDT
Grant Watson, PT, Dip.MT, ADP(OMT), Dip.MDT, MNZP

CONFERENCE SCIENTIFIC COMMITTEE

Helen Clare, PhD, PT, Dip.MDT, Scientific Committee Chair
Colin Davies, PT, Dip.MDT
Thomas E. (Ted) Dreisinger, PhD, FACSM
Richard Rosedale, BSc, PT, Dip.MDT
Georg Supp, PT, Dip.MDT
F. Todd Wetzel, MD, Conference Chairman
Jan McKenzie

CONFERENCE DESCRIPTION

The conference title and theme “Patients Come First—Exploring Optimal Care” was chosen because it reflects one of Robin McKenzie’s strongest beliefs: the patient’s concerns should take priority in management decisions. The current management of musculoskeletal conditions is often driven by policy, biased opinions of clinicians and financial interests. The optimal management for the individual patient is often forgotten.

This conference seeks to encourage clinicians to focus on the individual needs of the patient and how this can best be achieved. The variety of speakers and the diversity of their approaches will ensure that the participants are exposed to broad perspectives regarding patient care. The program will appeal to all clinicians involved in musculoskeletal management, stimulating discussion and debate regarding current clinical practices.

CONFERENCE OBJECTIVES

Upon completion of this meeting, participants should gain strategies to:

- Recognize which patients with low back pain are the most appropriate for surgery
- Identify the potential and limitations of subgrouping patients with nonspecific spinal pain
- Appreciate alternative perspectives on differential diagnosis in patients presenting with lower extremity symptoms
- Analyze recent back pain research developments and gain exposure to new MDT related research
- Evaluate the clinical challenges of assessing and managing symptoms arising from the cervical spine
- Be aware of how clinicians are using MDT in nonclinical environments
- Distinguish a range of issues that influence the management of patients with musculoskeletal symptoms
- Understand how health care practices are changing and how this impacts both patients and clinicians

GENERAL INFORMATION

MII 2017 BRINGS CLINICIANS INTERESTED IN MDT FROM 39 COUNTRIES ACROSS THE GLOBE:

	2015: Copenhagen, Denmark			2012: Austin, Texas, USA			2009: Rio de Janeiro, Brazil		
Expected Audience	2015	2012	2009	Expected Audience	2015	2012	2009		
Argentina	1	2	5	Italy	4	1	3		
Australia	13	8	5	Japan	7	7	3		
Austria	1	1	1	Mexico		2			
Belgium	28	2	2	New Zealand	15	22	21		
Brazil	17	7	93	Norway	3	1			
Canada	15	23	11	Peru			2		
Chile		2		Poland	9	7	6		
China		1	1	Saudi Arabia	2	2	2		
Croatia	1		1	Singapore	1				
Czech Republic	6	1	3	Slovakia	3	1			
Denmark	90	15	10	Slovenia		1	1		
Faroe Islands	7	1		South Africa	5				
Finland	21	5	7	Spain	4	2	1		
France	19	4	3	Sweden	66	10	15		
Germany	18	6	8	Switzerland	3	2	2		
Greece	7	1	2	The Netherlands	21	10	5		
Hungary	3	1	2	United Kingdom	16	7	8		
India	1			USA	65	413	82		
Ireland			1	Venezuela		1			
Israel		1	4	Total	472	570	310		

Expected Attendance:
600 PTs, DPTs, plus
chiropractors, MDs
and PhDs.

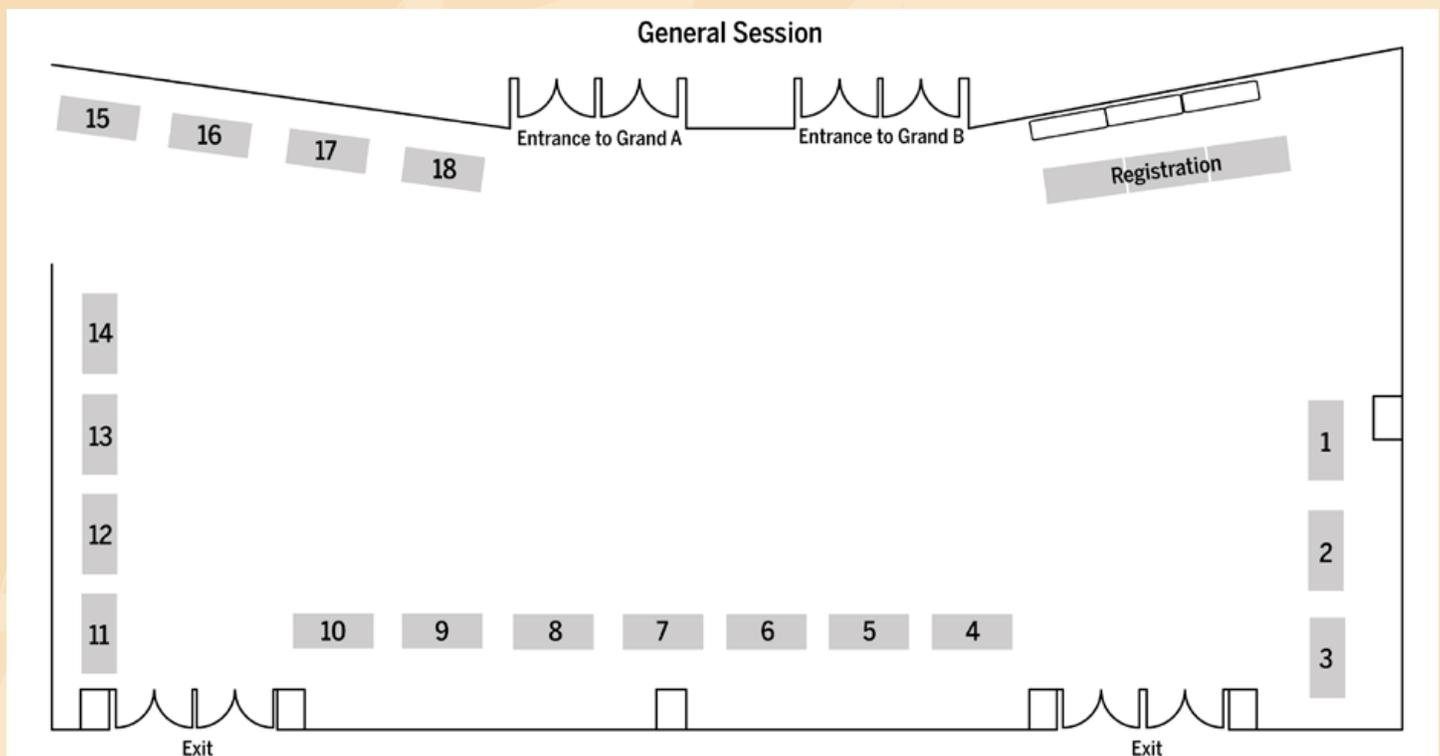
Estimated US
attendance: **400**

Table Rental: \$2,000

Included in the price of
table rental is:

- 6' Table
- 2 chairs
- 2 Complimentary
Exhibitor Registrations

(\$100 Additional
Badges)



APPLICATION INSTRUCTIONS

To apply for a table, please complete the application form enclosed in this prospectus according to directions. Do not forget to select your exhibit space preferences from the floor plan. A 100% deposit must accompany the application in the form of a credit card authorization or check drawn on a U.S. bank in U.S. funds. Any applications received without the deposit will not be processed until payment is received.

All companies wishing to exhibit at the must be in good financial standing with show management. Submission of an application is considered an agreement that companies will abide by the rules and conditions outlined in this prospectus.

As a courtesy to registrants, show management requires that all exhibit setup be completed prior to the opening of the exhibit hall. Booths must be staffed at all times. Although the exhibition is primarily available as a source of information, sales may take place as long as they are done in a business-like manner and applicable sales tax rules are followed.

ON-SITE MEETINGS/HOSPITALITY SUITES

Contact Cindy Tomala, ctomala@spine.org or 630-230-3667, if you want to host a meeting or reserve a hospitality suite.

CANCELLATION

Cancellation of exhibit space must be made in writing on company letterhead. A refund, minus a 50% cancellation fee, will be given if the cancellation is received by 1 August, 2017. Any company canceling after 1 August 2017 will pay a 100% penalty. Cancellation of the meeting will result in a full refund to all exhibitors, unless due to circumstances beyond MII' control, such as acts of God, labor disputes, terrorism, etc.

ACCOMMODATIONS

Hyatt Regency San Francisco

A special conference rate of \$239 USD single/double is available at the Hyatt Regency San Francisco when booking by 17 August 2017. Hotel reservations can be made online by visiting <https://aws.passkey.com/go/McKenziInstIntlConf> or by calling 888-421-1442.

Please reference McKenzie when making hotel reservations by phone to get the discounted rate.

Reservations are made on a first-come, first-served basis and are subject to room availability; the discounted rate may not apply after the cut-off date.

Please note: Conference registration must be completed and processed within two weeks of reserving your hotel room.

PARKING

The Hyatt Regency San Francisco offers hotel guests indoor valet parking, with in and out privileges. Self-parking is available near the hotel at a lower cost without in and out privileges.

Valet parking cost: \$62 + tax per day (\$70.68 inclusive of tax) with in and out privileges

Self-parking daily maximum rate (24 hours): \$33.00

GENERAL INFORMATION

EVENT MARKETING

MII is the sole provider of CME credit at the 35th Annual Meeting of the MII between the hours of 7:30 a.m.–5:00 p.m. CME credit cannot be provided for presentations offered by exhibitors in the Exhibit Hall.

INVITATION/PROMOTION CONTENT

Any and all announcements, invitations or solicitations, including envelopes, advertising, websites, etc. must receive MII approval prior to distribution or posting. Be certain to factor this requirement into your timeline for preparing copy, reviewing proofs and printing materials. Also, to avoid potential delays or misunderstandings, be certain that all employees of the organizer and all agents are made aware of these policies.

Implied MII or NASS Endorsement Prohibited/Use of MII or NASS Name, Logo or Seal

Neither the meeting name nor MII nor NASS name, logo or seal may be used. Any exhibit sponsored events must be labeled to indicate that they are not planned, endorsed, hosted or sponsored by MII or NASS. There can be no implication in any promotional materials, on-site materials or after products, that they are connected with the meeting, presented in cooperation with MII or NASS, or endorsed by MII. In describing your events, you may not use phrases such as “presented in conjunction with,” “preceding,” or “prior to” the meeting.

You may use the MII Exhibitor Logo. Contact ctomala@spine.org for a copy

MII Approval of Materials

Invitations and marketing materials must be submitted to show management for approval by 1 September, 2017. Please note: Do not print any pieces until you have received approval. Show management is not responsible for any costs incurred for changes that necessitate the reprinting of materials.

MARKETING GUIDELINES

- Do NOT use the MII or NASS logo or any reference to MII in promotions for your event.
- You may use the MII Exhibitor Logo. Contact ctomala@spine.org for a copy.
- Be sure to include on your promotions/invitations: “This is strictly a promotional event and is not approved for CME credit.”
- All invitations must be approved by MII prior to printing.
- Mailing unapproved invitations may result in the cancellation of the event.

INVESTIGATIONAL OR UNLABELED USE DISCUSSIONS

As established by the ACCME Standards for Commercial Support for Continuing Medical Education, when an unlabeled use of a commercial product or an investigational use not yet approved for any purpose is discussed during an educational activity, the accredited sponsor must require the speaker to disclose that the product is not labeled for the use under discussion or that the product is still investigational. This disclosure should be given verbally during the event and in writing on syllabus materials.

VIOLATION POLICY

To protect the integrity and the quality of satellite events and to ensure a successful outcome for all involved parties, MII requires each satellite event provider to agree that they, their employees, speaker(s) (if applicable), activity organizers and commercial supporters will observe all applicable MII, ACCME, AMA and AdvaMed Guidelines. MII reserves the right, in its sole discretion, to restrict and/or dMII at any time any event which it deems undesirable, in poor taste or offensive to attendees.

MII reserves the right to restrict and/or dMII at any time any exhibit that it deems undesirable. In addition, infractions can also result in losing the privilege to participate in future events held in conjunction with MII' Annual Meeting.

All exhibitors must adhere to the following rules and regulations and other rules and regulations as may be promulgated by The McKenzie Institute International & the North American Spine Society (MII), hereafter referred to as show management, all of which are incorporated by reference as part of all exhibit space rental agreements.

1. Interpretation of Rules

Show management shall have full power in the interpretation and enforcement of rules and regulations governing the MII 2017 exhibitors. Issues and questions not covered by the regulations shall be subject to the final judgment and decision of show management. Show management may amend these rules and regulations at any time, and the amendments so made shall be binding upon the exhibitor equally with these rules and regulations, and shall become a part thereof, providing the exhibitor is notified of the amendments. Notice will be in writing, before or during the MII 2017, and given to the authorized agent or representative of the exhibitor.

2. Purpose of Exhibits

The North American Spine Society, a nonprofit scientific and educational association, sponsors the MII 2017. The purpose of the exhibits, an integral part of the educational activity, is to complement the professional meetings and clinical sessions by enabling registrants to evaluate the latest developments in equipment, supplies and services that are relevant to spine care. MII does not in any manner endorse any of the products or services related to the exhibits that have been accepted for display and sale during the MII 2017.

3. Installation

Friday 22 September, 2017
8:00 a.m.–Noon

All exhibits must be erected by 10:00 a.m. on Friday, 22 September, 2017. No trunks, cases or other packaging materials are to be left in the exhibit area after installation of the booth, nor may such materials be brought into the exhibit hall during open exhibit hours. Any space not claimed and occupied for which no special arrangements have been made in writing to show management prior to 10:00 a.m. on Friday, 22 September shall revert to show management to be relet and occupied in any manner and for such purposes as show management may see fit.

4. Exhibit Hours

Friday 22 September 2017
Noon – 5:00 p.m.

Saturday 23 September 2017
8:00 a.m. – 5:30 p.m.

Sunday 24 September 2017
8:00 a.m. – 2:30 p.m.

Show management requires all exhibits to remain open with at least one representative in the booth during the specified exhibit hours.

5. Exhibit Hall Access

Exhibitor personnel will be permitted on the exhibit floor one hour prior to opening and may remain one-half hour after the daily closing of the exhibit hall with the exception of Sunday, 24 September 2017, when dismantling begins.

6. Dismantling

Sunday 24 September 2017
2:30–5:00 p.m.

7. Sales and/or Solicitation of Orders

Sale of products and services is allowed on the exhibit floor provided such sales are conducted in a professional, business-like manner, in accordance with show management guidelines, and the exhibitor complies with all state and local tax regulations. No signage or advertising of product pricing will be allowed. Show management reserve the right to restrict sales activities that it deems inappropriate or unprofessional.

8. Eligibility to Exhibit

The exhibit hall is designed for the display, demonstration and sale of products and services relating to the practice and advancement of the art and science of spine care and the professional education and support of the members of MII. Show management reserves the right to determine the eligibility of all exhibit space applicants.

9. Space Assignments

To be eligible for the early bird price for space, potential exhibitors must complete the application/contract and return it with the necessary 100% deposit prior 1 August 2017. Applications/contracts received without the necessary deposit will be returned to the applicant.

10. Space Relocation

Show Management reserves the right to relocate an exhibitor at any time with the understanding that if the exhibitor does not agree with such relocation to the extent that the exhibitor cannot participate in the MII 2017, the deposit and/or full payment for exhibit space will be fully refunded.

Show Management reserves the right to change the exhibit floor plan if conflicts arise regarding space requests or conditions that are beyond the control of Show Management.

Show Management reserves the right to locate exhibitors demonstrating loud apparatus or conducting odor-producing activities in an area where the noise or aroma will not interfere with other exhibits.

11. Subletting of Space

The subletting, assignment or apportionment of the whole or any part of an exhibitor's space by the exhibitor is prohibited. Exhibitors may not advertise or display goods in their exhibit other than those manufactured or sold by them in the regular course of business.

12. Booth Payments

A 100% deposit must accompany the exhibit application/contract. The application will not be processed nor space assigned without the required deposit.

13. Cancellations or Reduction in Space

Cancellation of exhibit space must be made in writing on company letterhead. A refund, minus a 50% cancellation fee, will be made if the cancellation is received by 1 August 2017, 2017. Any company canceling after 1 August 2017, 2017 will pay a 100% penalty. Cancellation of the convention by show management will result in a full refund to all exhibitors unless due to circumstances beyond the association's control such as acts of God, labor disputes, acts of war, acts of terrorism, etc.

14. Display Regulations

No pins, tacks, or adhesives of any kind may be attached to the Hyatt Regency Hotel structure including walls or columns. No nails or bracing wires used in erecting displays may be attached to the premises without the written consent of Hyatt Regency San Francisco.

15. Fire Regulations

All displays or exhibited materials must be fireproof to conform to all applicable federal, state and city fire safety regulations and laws. Combustible materials must be treated with an effective flame-retardant material. Oilcloth, tarpaper, sisal paper, nylon, orlon and certain plastic materials that cannot be made flame retardant are prohibited.

16. Storage of Crates and Boxes

Storage is limited to the space under your table and your own hotel room. Please ship accordingly.

17. Shipping to Hyatt Regency San Francisco

Complete shipping information will be sent with your confirmation.

18. Exhibitor Personnel

Exhibiting companies may register up to two employees free of charge for each table booth space reserved. Additional registrants will be charged \$100 each. All onsite registrants or replacement badges will be charged \$100 each. Exhibitor's badges are not to be issued to individuals who wish to gain admittance for the purpose of contacting other exhibitors.

19. Badge Distribution

Badges will be distributed to all company personnel onsite at the Registration Desk. Representatives without a badge will not be admitted to the exhibit hall. Badges are personal and non-transferable and must be worn in the exhibit area at all times. Defacing badges by inserting business cards, copying, attaching ribbons, or other items to badges is prohibited.

20. Exhibit Conduct

Show management reserves the right to approve all exhibits and related activities. Show Management may require that an exhibit be curtailed if it does not meet the standards set forth herein.

21. Work Rules

The exhibit hall will be inspected during installation hours and efforts will be made to advise exhibitors of any deviation from exhibit rules. Exhibitors must make all corrections requested at their own expense or risk removal from the exhibition without notice and without obligation on the part of show management for any refund.

22. Exhibitor Representative Conduct

Show management reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the conference.

23. Interfering with Fellow Exhibitors

Exhibit personnel may NOT enter another exhibitor's booth without obtaining permission. Lingering in the aisles surrounding another exhibitor's booth for the purpose of obtaining product information or distracting attendees is strictly prohibited.

24. Noise

Show management reserves the right to determine at what point sound or odor interferes with others and must be discontinued.

25. Music

Exhibitors must receive relevant licenses from ASCAP and BMI if they plan to present live or prerecorded music at any time during the duration of the meeting.

26. Smoking

No smoking is permitted within the exhibit hall at any time including installation, exhibit hours and dismantling.

27. Photography

You may only photograph your own company's space, products or interactions. Photographing another exhibitor's space or product is strictly forbidden.

28. Children

No children under 18 years of age will be permitted to enter the exhibit hall during the installation or dismantling of exhibits.

29. Security

Show management provide uniformed security at the close of business each day following with the delivery of exhibits to the exhibit hall through 5:00 p.m. on Sunday 24 September 2017. Neither show management nor Hyatt Regency San Francisco will be held responsible for any loss or damage to the exhibitors' property. Exhibitors must take precautions to protect their property against pilferage.

30. Insurance and Liability

Exhibitors shall be fully responsible for any claims, liabilities, losses, damages or expenses of whatever kind and nature relating to or arising from an injury to any person, or loss of or damage to property where such injury, loss or damage is incident to, arises out of, or is in any way connected with the exhibitor's participation in the exhibition. Exhibitors shall protect, indemnify, hold harmless and defend MII, NASS, its officers, directors, agents, members and employees against all such claims, liabilities, losses, damages and expenses, including reasonable attorney's fees and cost of litigation, provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence of MII, NASS, its officers, directors, agents or employees.

Exhibitors should maintain general public liability insurance against claims of personal injury, death or property damage incident to, arising out of, or in any way connected with their participation in the exhibition, in the amount of not less than one million dollars (\$1,000,000) for personal injury, death, or property damage in any one occurrence. Such insurance should include coverage of the indemnification obligations of exhibitors under the policy and procedures and should cover MII, NASS as additionally named insured.

Each exhibit company is responsible for obtaining, for its protection and at its own expense, such property insurance for its exhibit and display materials as the exhibitor deems appropriate. Any policy providing such property insurance must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against MII, NASS, its officers, directors, agents, members or employees. The exhibitor further waives any claim against the North American Spine Society and its agents, employees, representatives, successors and assigns, arising out of the oral or written publication of any statement made in connection with the MII by anyone not an employee of the MII or NASS concerning the exhibitor or their exhibit. If any part of the exhibit hall is destroyed or damaged, preventing MII from permitting an exhibitor to occupy assigned space during part or all of the exhibition, or in the event occupation of assigned space during part or all of the exhibition is prevented by strikes, acts of God, national emergency or other causes beyond the control of MII, NASS, exhibitors will be charged for space during the period it was or could have been occupied; and exhibitors hereby waive any claims against MII, NASS, its directors, officers, agents, members

or employees for losses or damages that may arise in consequence of such inability to occupy assigned space, its sole claim against MII or NASS being a refund of rent paid for the period it was prevented from using the space.

31. Satellite Events

Any exhibitor wishing to host meetings, social events or a hospitality suite during the course of the MII 2017 must request permission. Please send an e-mail to Cindy Tomala ctomala@spine.org with the date, time and format.

32. Use of the MII or NASS Logo

Use of the MII or NASS name or logo is expressly prohibited, except with written permission. Use of the meeting name or promotion of attendance at the meeting or of particular papers within the conference is not allowed. Use of MII name or logo in booth literature is not allowed. You may use the MII Exhibitor logo. To receive a copy email Cindy Tomala at ctomala@spine.com



14th International Conference in Mechanical Diagnosis and Therapy

22-24 September, 2017
San Francisco, CA, USA

Exhibitor Information & Pricing

Included in the price of table rental is:

6' Table

2 chairs

2 Complimentary Exhibitor Registrations (\$100 Additional Badges)

Tables will be assigned on a first-come, first served basis.

Exhibiting Company _____

Phone _____ Contact Email _____

Address _____

City, State, Country, Zip _____

Table # _____

Payment

6' Table rental: \$2,000

Check (payable to North American Spine Society)

Credit Card: MasterCard Visa AmEx

Card Number _____ Expiration Date _____

Card Holder's Name _____ Signature _____

Agreement

Signature and submission of this application is considered agreement by the applying company and its representatives to abide by the conditions outlined in the rules & regulations. This includes receipt of approval from MII/NASS for any giveaways or events to be held by the applicant at MII 2017. The signer of this application shall be the sole contact between NASS and applicant company and opts in to all electronic correspondence from MII/NASS through the duration of the Meeting. MII, NASS, its general contractor, Hyatt Regency San Francisco hereafter referred to as "venue" shall not be responsible for any loss, damage or injury that may occur to the exhibitor's employees (public or other) or property from any cause whatsoever, prior, during or subsequent to the period covered by the exhibit contract and, the exhibiting company, on signing the application expressly releases MII, NASS, its employees, its general contractor and/or the venue from and agrees to indemnify same against any and all claims for such loss, damage or injury. The contact below hereby opts in to all MII/NASS emails of the duration of the meeting planning process. The exhibiting company agrees to defend and indemnify MII, NASS, its employees, its general contractor and/or the venue from all claims and suits for damages of all kinds brought against them arising out of any act or failure to act on the part of the exhibiting company and its employees arising out of the display or the performance of its products.

Company Contact Signature _____

Send completed application and payment to:

Cindy Tomala, North American Spine Society

7075 Veterans Blvd. Burr Ridge, IL 60527

Email: ctomala@spine.org

Phone: (630) 230-3667

Fax: (630) 230-3767