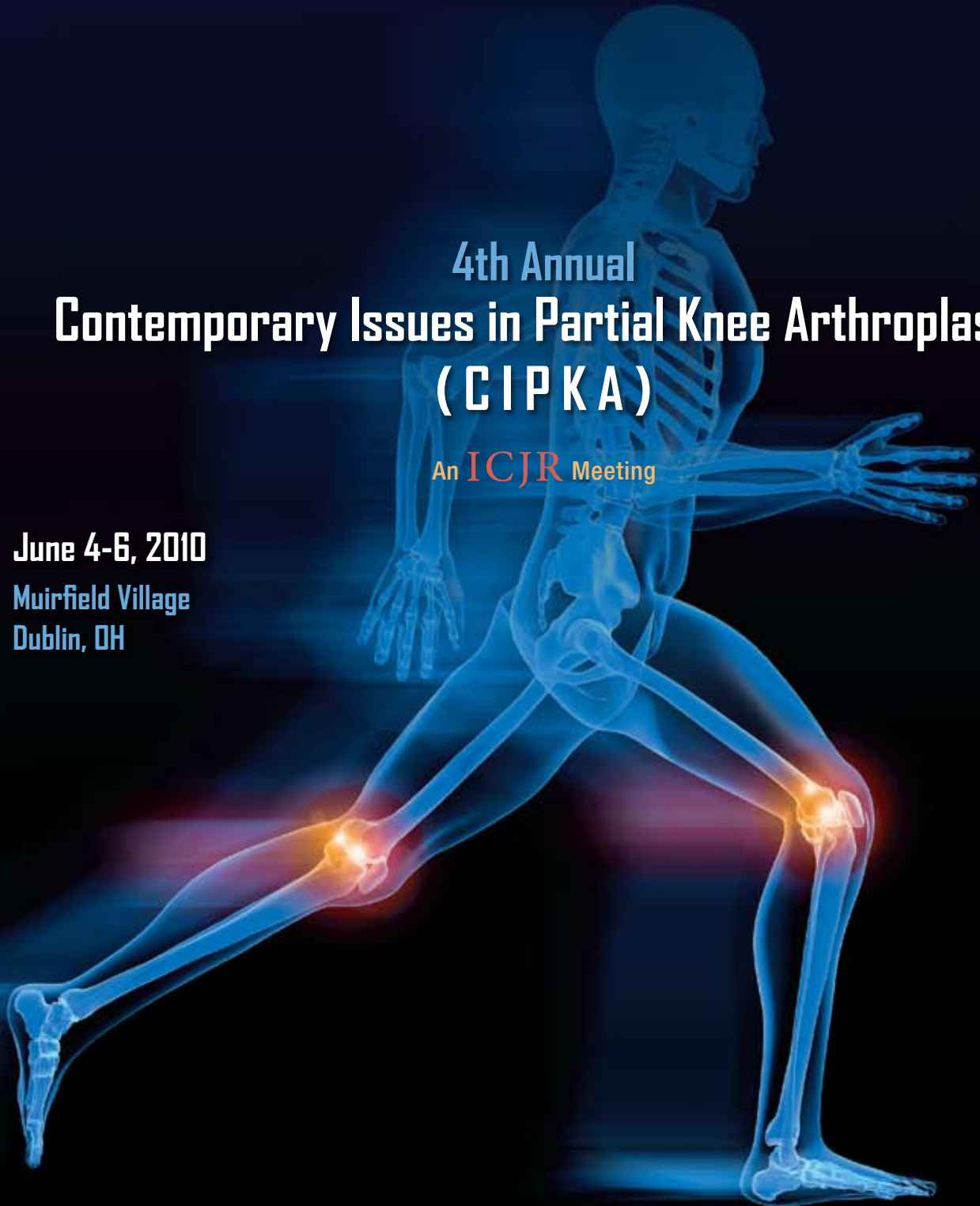


4th Annual  
**Contemporary Issues in Partial Knee Arthroplasty**  
**(CIPKA)**

An **ICJR** Meeting

**June 4-6, 2010**

**Muirfield Village  
Dublin, OH**



**Sponsor & Exhibitor Prospectus**

Don't miss this opportunity to meet face-to-face with top-level orthopaedic surgeons.

[www.partialknee.us](http://www.partialknee.us)

# 4th Annual Contemporary Issues in Partial Knee Arthroplasty (CIPKA)

An ICJR Meeting

## WELCOME LETTER

Dear Colleague:

On behalf of the International Congress for Joint Reconstruction (ICJR), we would like to invite you to the 4th Annual Contemporary Issues in Partial Knee Arthroplasty (CIPKA) to be held at Muirfield Village, Dublin, Ohio, June 4-6, 2010. This year, CIPKA has partnered with Jack Nicklaus' Memorial Tournament, and we are extremely pleased to be able to offer CME credits at a venue where attendees can also enjoy golf. Last year we had over 125 attendees from all around the country attend this fast growing annual premier partial knee meeting.

This continuing medical education conference will focus on the contemporary issues in partial knee arthroplasty, featuring traditional didactic lectures, case studies, surgical video vignettes, and interactive audience discussions. The indications, contraindications, and outcomes of medial, lateral, patellofemoral, and bicompartamental replacements will be reviewed by a faculty of worldwide experts. In conjunction with this program will be discussions that center around peri-operative medical care including pain and wound management as well as discussion on thrombosis prevention.

We invite you to increase your visibility and become a sponsor and/or exhibitor at the CIPKA conference. Sponsorship packages include receptions, exhibit space, conference registration and more. Companies may also choose from a list of a la carte sponsorship opportunities such as a marketing or clinical advisory board, conference highlights, conference scholarships, receptions, and tote bags.

As an exhibitor, this is an invaluable opportunity to network and to display products and services to the orthopaedic surgery professionals in attendance. Details are provided within this prospectus.

**Sponsorship packages and exhibit reservations close on  
May 4, 2010 or when available space sells out.**

If you have any questions or need personal assistance in determining your organization's level of support, please contact Barbara Mitros at 858-345-1103 or via email at [bmitros@checourse.com](mailto:bmitros@checourse.com). You may also visit the conference website at [www.partialknee.us](http://www.partialknee.us).

We invite you to join us in making this a great event. We look forward to seeing you in Dublin!



Keith R. Berend, MD  
Joint Implant Surgeons  
New Albany, OH



Fred Cushner, MD  
Insall Scott Kelly Institute  
New York, NY

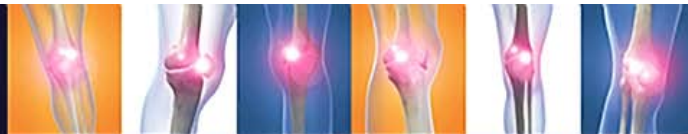


Adolph V. Lombardi Jr., MD, FACS  
Joint Implant Surgeons  
New Albany, OH



# 4th Annual Contemporary Issues in Partial Knee Arthroplasty (CIPKA)

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## ICJR has Assembled Some of the Greatest Academic Minds to Deliver Quality Education

Founded in 2007, ICJR is a non-profit organization dedicated to providing orthopaedic surgeons with quality education delivered by leaders in orthopaedics. ICJR's mission is to revive and reinvent orthopaedic education, while creating a community of orthopaedic surgeons. To achieve this mission, ICJR delivers education via a multi-channel continuum of learning: ICJR's live events bring surgeons together for face-to-face interaction, while its online offerings provide an opportunity for a continual exchange of ideas. ICJR's founders believe in supporting advances in orthopaedics, which is why all profits are redirected back into the community via philanthropic activities.

To achieve its goals, ICJR is focused on three areas critical to educating surgeons:

### SUSTAINED ENGAGEMENT

ICJR's founders understand that education must be delivered on a continual basis and success depends on a surgeon's ability to constantly interact with peers and faculty. Live meetings are supplemented by online offerings to ensure that members stay constantly engaged.

### EXPERT FACULTY

World-renowned experts have come together to develop both the program and the educational content. These faculty members have invested their personal time, along with their reputations, in order to launch this foundation, to deliver high-quality education and to support the ongoing needs of the orthopaedic community worldwide.

### TARGETED PRODUCT INFORMATION

Orthopaedic surgeons need access to information on the latest products and services available to them in their field. ICJR's program includes exhibits, webcasts, product demonstrations, and workshops developed and delivered by industry so surgeons can stay current on resources and tools to help them deliver quality care.

#### ICJR OFFICERS

W. Norman Scott, MD  
President & CEO  
Arlen D. Hanssen, MD  
Vice President  
Douglas A. Dennis, MD  
Secretary  
William L. Healy, MD  
Treasurer

#### FOUNDING MEMBERS

Jean-Noel A. Argenson, MD  
Robert E. Booth, MD  
Thomas K. Fehring, MD  
William J. Maloney, MD  
Mary I. O'Connor, MD  
Vincent D. Pellegrini, MD  
Harry E. Rubash, MD  
Richard F. Santore, MD  
Giles R. Scuderi, MD  
Robert T. Trousdale, MD

#### ADVISORY PANEL

Daniel J. Berry, MD  
Adolph V. Lombardi, MD

## ADDITIONAL UPCOMING ICJR CONFERENCES



**October 22 - 24, 2010**

11th Annual Insall Scott  
Kelly Institute Sports  
Medicine and Total Knee  
and Hip Meeting

New York, New York

[www.icjr.net/2010newyork](http://www.icjr.net/2010newyork)



**November 11 - 13, 2010**

2nd Annual Modern Trends  
in Joint Replacement  
(MTJR)

Palm Springs, California

[www.mtjr.checourse.com](http://www.mtjr.checourse.com)



**January 9 - 13, 2011**

Winter ICJR 2011

Location TBD

[www.icjr.net/2011meeting](http://www.icjr.net/2011meeting)

For more information on how to support ICJR's program, and the advancement of the orthopaedic practice, please contact:

Barbara Mitros  
The Center for Healthcare Education  
(858) 345-1103, Fax (858) 345-1153  
[bmitros@checourse.com](mailto:bmitros@checourse.com)



# 4th Annual Contemporary Issues in Partial Knee Arthroplasty (CIPKA)

An ICJR Meeting

## 4th Annual Contemporary Issues in Partial Knee Arthroplasty (CIPKA)

### OVERVIEW

Partial knee arthroplasty (PKA) has enjoyed a renewed interest in the last decade. Isolated medial, lateral, and patellofemoral arthroplasty are all becoming the norm for the treatment of compartmental disease. Additionally, bicompartamental arthroplasty has been introduced in an effort to preserve the normal ligamentous structures in appropriate knees. A combination of improved results over previous experiences, newer devices such as mobile bearing PKA and newer patellofemoral replacement designs, and improved implantation techniques including minimally invasive alternatives have driven this excitement. Debate continues to surround, however, the appropriate indications for PKA, particularly involving the patellofemoral joint.

This continuing medical education event will focus on the contemporary issues in partial knee arthroplasty. The indications, contraindications, and outcomes of medial, lateral, patellofemoral, and bicompartamental replacements will be reviewed by a faculty of worldwide experts along with updates in appropriate peri-operative management strategies.

Please join us in beautiful Dublin, Ohio at The Country Club at Muirfield Village, for the 4th Annual Contemporary Issues in Partial Knee Arthroplasty.

### PURPOSE

The focus of this program will be the contemporary issues in partial knee arthroplasty. The indications, contraindications, and outcomes of medial, lateral, patellofemoral, and bicompartamental replacements and appropriate peri-operative medical management will be reviewed.

### OBJECTIVES

1. Identify new medical and surgical options available for the patient with knee arthritis, such as viscosupplementation and cartilage restoration
2. Discuss the classical and modern indications, contra-indications and technical aspects of partial knee arthroplasty (PKA), including medial, lateral, and patellofemoral PKA
3. Identify the indications and technical aspects of performing a bicompartamental knee arthroplasty
4. Compare and evaluate implant choices for the partial knee arthroplasty (PKA) patient based on patient type, design qualities, and reported patient outcomes.
5. Evaluate patient selection criteria for knee revision surgery
6. Identify the options for blood and VTE risk management in the orthopaedic patient.
7. Evaluate and compare the different options for wound closure and infection management.
8. Review and discuss current options for pain management and other supportive care strategies

For more information, please  
visit [www.partialknee.us](http://www.partialknee.us)

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The Center for Healthcare Education  
(858) 345-1103, Fax (858) 345-1153  
[bmitros@checourse.com](mailto:bmitros@checourse.com)



# 4th Annual Contemporary Issues in Partial Knee Arthroplasty (CIPKA)

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## FACULTY

### PROGRAM CO-CHAIRS

#### Keith R. Berend, MD

Joint Implant Surgeons  
Mount Carmel New Albany  
Surgical Hospital  
New Albany, OH  
Clinical Assistant Professor  
Department of Orthopaedics  
The Ohio State University  
Columbus, OH

#### Fred D. Cushner, MD

Director, Insall Scott Kelly Institute  
Chair, Division of Orthopaedics  
Southside Hospital  
Assistant Clinical Professor  
Albert Einstein College of Medicine  
New York, NY

#### Adolph V. Lombardi Jr., MD, FACS

President, Joint Implant Surgeons  
New Albany Surgical Hospital  
New Albany, OH  
Clinical Assistant Professor  
Departments of Orthopaedics and  
Biomedical Engineering  
The Ohio State University  
Columbus, OH

### GUEST FACULTY

#### Wael Barsoum, MD

Vice Chairman, Orthopaedic  
Surgery  
Assistant Professor of Surgery  
Director of Research and Education  
Fellowship Director  
Section of Adult Reconstruction  
Cleveland Clinic  
Cleveland, OH

#### Michael E. Berend, MD

Orthopaedic Surgeon  
Center for Hip and Knee Surgery  
Joint Replacement Surgeons  
of Indiana  
Research Foundation  
St Francis Hospital – Mooresville  
Mooresville, IN

#### Jack M. Bert, MD

Adjunct Clinical Professor  
University of Minnesota School  
of Medicine  
Summit Orthopedics, Ltd.  
St. Paul, MN

#### David F. Dalury, MD

Towson Orthopaedic Associates  
Towson, MD

#### Jeffrey H. DeClaire, MD

Orthopaedic Surgeon – Director  
The DeClaire Knee & Orthopaedic  
Institute  
Associate Clinical Professor  
Oakland University – Rochester  
Rochester, MI

#### Craig J. Della Valle, MD

Associate Professor  
Department of Orthopaedic  
Surgery  
Rush University Medical Center  
Chicago, IL

#### Gerard A. Engh, MD

Director, Knee Research  
Anderson Orthopaedic Research  
Institute  
Alexandra, VA

#### Jason M. Hurst, MD

Joint Preservation Institute at  
Joint Implant Surgeons  
Mount Carmel New Albany  
Surgical Hospital  
New Albany, OH

#### Riyaz H. Jinnah, MD, FRCS

Professor, Orthopaedic Surgery  
Medical Director, Orthopaedic  
Research  
Wake Forest University Health  
Sciences  
Winston-Salem, NC

#### William A. Jiranek, MD

Professor  
Department of Orthopaedic  
Surgery  
Virginia Commonwealth University  
Richmond, VA

#### Tom Minas, MD

Director of Cartilage Repair Center  
Brigham and Women's Hospital  
Harvard Medical School  
Boston, MA

#### Michael J. Morris, MD

Joint Implant Surgeons  
Mount Carmel New Albany  
Surgical Hospital  
New Albany, OH

#### John A. Repicci, DDS, MD

Joint Reconstruction Orthopedic  
Center  
Buffalo, NY

#### W. Norman Scott, MD

Founding Director, Insall Scott Kelly  
Institute  
Clinical Professor of Orthopaedic  
Surgery  
Albert Einstein College of Medicine  
Associate Attending Orthopaedic  
Surgeon  
Lenox Hill Hospital and North  
Shore LIJ Health System  
New York, NY

#### Rafael J. Sierra, MD

Assistant Professor of Orthopedics  
College of Medicine  
Senior Associate Consultant  
Department of Orthopedic Surgery  
Mayo Clinic  
Rochester, MN

#### Domenick J. Sisto, MD

Orthopaedic Surgeon  
Sherman Oaks, CA



For more information, please  
visit [www.partialknee.us](http://www.partialknee.us)

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## AGENDA

### FRIDAY, JUNE 4

6:00 AM Breakfast and Registration

6:30 AM Welcome and Faculty Introduction

#### Session 1 **What To Do Before Metal and Plastic?**

6:35 AM Nutraceuticals, NSAID's, Corticosteroid injections, Viscosupplementation;  
Off-Loading Braces: Pros/Cons in 2010

6:50 AM The Role of Arthroscopic Debridement in Early Osteoarthritis

7:05 AM Technique & Results of Marrow Stimulation – Microfracture

7:20 AM Technique and Results of Cartilage Restoration – OATS

7:35 AM Technique and Results of Cartilage Restoration – ACI

7:50 AM Closing versus Opening Wedge High Tibial Osteotomy

8:05 AM Key Note Address: Lessons Learned from My Experience in Treating Patients  
with Early Osteoarthritis

8:20 AM Case Reviews and Discussion

8:50 AM Break

#### Session 2 **The Patella-Femoral Compartment**

9:05 AM Patella-Femoral Arthroplasty: Custom Inlay Technique & Results

9:20 AM Patella-Femoral Arthroplasty: Onlay Technique & Results

9:35 AM Case Reviews and Discussion

#### Session 3 **The Lateral Compartment**

9:50 AM The Lateral UKA: Better than Medial

10:05 AM Indication for Lateral UKA

10:20 AM Introduction to a Mobile Bearing Lateral UKA

10:35 AM Case Reviews and Discussion

10:50 AM Break

#### Session 4 **The Medial Compartment** *(Lunch provided)*

11:05 AM Fixed Bearing Inlay Medial Unicompartmental Arthroplasty

11:20 AM Fixed Bearing Onlay Medial Unicompartmental Arthroplasty

11:35 AM Mobile-Bearing Unicompartmental Arthroplasty

11:50 AM Robotically Assisted Unicompartmental Arthroplasty

12:05 PM Patient Specific Alignment Guides for Unicompartmental Arthroplasty

12:20 PM Custom Medial UKA

12:35 PM Medial UKA with ACL Reconstruction

12:50 PM Bilateral UKA

1:05 PM Case Reviews and Discussion

1:20 PM Adjourn

For more information, please  
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# 4th Annual Contemporary Issues in Partial Knee Arthroplasty (CIPKA)

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## AGENDA

### SATURDAY, JUNE 5

- 6:00 AM Breakfast
- 6:30 AM Welcome
- 6:35 AM Key Note Address: Incidence of Partial Knee Arthroplasty
- 6:55 AM Case Reviews and Discussion

### Session 5 **Bicompartmental – PF and Medial UKA**

- 7:05 AM There is No Place for Bicompartmental Knee Arthroplasty
- 7:25 AM Modular Bicompartmental
- 7:40 AM Non Modular Bicompartmental
- 7:55 AM Custom Bicompartmental
- 8:10 AM Case Reviews and Discussion

### Session 6 **Video Vignettes Techniques – Part I**

- 8:40 AM Inlay Patella-Femoral Arthroplasty
- 8:50 AM Onlay Patella-Femoral Arthroplasty
- 9:00 AM Inlay Medial UKA
- 9:10 AM Robotically Assisted Medial UKA
- 9:20 AM Combined ACL/Medial UKA
- 9:30 AM Break
- 9:40 AM Medial UKA: Pearls
- 9:50 AM Medial UKA: Pearls
- 10:00 AM Medial UKA: Pearls
- 10:10 AM Medial UKA: Pearls
- 10:20 AM Medial UKA: Pearls
- 10:30 AM Case Reviews and Discussion
- 10:50 AM Break

### Session 7 **Video Vignettes Techniques – Part II (Lunch provided)**

- 11:00 AM UKA Using Tissue Guided Surgery
- 11:10 AM Lateral UKA: Pearls
- 11:20 AM Lateral UKA: Pearls
- 11:30 AM Fixed Bearing Lateral UKA
- 11:40 AM Mobile Bearing Lateral UK
- 11:50 AM Revision of Failed Medial UKA to TKA
- NOON Creation of Antibiotic Spacer for Treatment of Infected UKA
- 12:10 PM Case Reviews and Discussion
- 1:00 PM Adjourn

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## AGENDA

### SUNDAY, JUNE 6

- 6:30 AM Breakfast
- 6:55 AM Welcome

#### Session 8 Hot Topics in Partial Knee Arthroplasty

- 7:00 AM Sports after Partial Knee Arthroplasty versus Total Knee Arthroplasty
- 7:15 AM Absolute Contraindications to Medial UKA
- 7:25 AM DVT Prophylaxis for Partial Knee Arthroplasty
- 7:35 AM The Role of Peri-Operative Arthroscopy in Partial Knee Arthroplasty
- 7:55 AM Medial UKA Can be Performed without a Functioning ACL
- 8:15 AM Dealing with the Early Medial Knee Pain after Medial UKA
- 8:25 AM Treating the Infected Partial Knee Arthroplasty
- 8:35 AM Tips for Successful Revision of Failed Medial UKA
- 8:45 AM Gait Lab Studies in Partial Knee Arthroplasty
- 8:55 AM Case Reviews and Discussion

#### Session 9

- 9:15 AM Ask The Experts: Faculty Presented Cases
- 10:00 AM Closing/Adjourn

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## QUICK EXHIBIT REFERENCE

### VENUE

The Country Club at Muirfield Village  
8715 Muirfield Drive  
Dublin OH 43017

### INSTALLATION OF EXHIBITS

June 3, 2010, Noon-5 PM  
Assembly of exhibits during the regularly scheduled conference hours will not be permitted.

### SPACE ASSIGNMENT

Application deadline for exhibits is Friday, April 30, 2010. Applications will be accepted after April 30 on a space available basis. Companies will be assigned space at that time, in the order in which the applications with payment are received. CIPKA has the right to alter the floor plan at any time.

### EXHIBIT DATES AND HOURS\*

Friday, June 4: 6 AM - 2 PM  
Saturday, June 5: 6 AM - 2 PM  
Sunday, June 6: 6 AM - 11 AM

\*Times are subject to change based on the final program agenda.

Exhibitors may access the exhibit hall one hour prior to opening and remain 30 minutes after the close each day. All exhibits must be staffed during open hours. There will be breaks throughout the lectures that will allow time for vendors and surgeons to meet.

### DISMANTLING OF EXHIBITS

All exhibits must remain intact until the official closing time on Sunday, June 6, and may not be dismantled or removed, in whole or in part, before that time. After the close of exhibits, all material must be removed no later than Noon Sunday, June 6.

### EXHIBIT SPACE INFORMATION AND FEES

Exhibit fee:

Single Table-top: \$3,000  
Double Table-top: \$5,000  
10'x10': \$8,500 *Only ten (10) available.*

Includes the following:

- 6' Skirted Table(s) with 3' of walking clearance behind
- Waste Basket
- Exhibitor Listing in program material

Please note that exhibit fees do not include shipping, receiving and handling fees, or booth electrical needs, for which payment arrangements may need to be made directly through The Country Club. A credit card authorization for these fees may be provided upon exhibit space confirmation.

### PAYMENT

A 50% deposit of the contracted space must be forwarded with the Sponsor & Exhibitor Application (see page 12). The balance must be paid by Friday, April 30, 2010

Checks should be made payable to the Center for Healthcare Education and mailed to:

Barbara Mitros  
c/o Center for Healthcare Education  
731 S. Hwy 101, Suite 17  
Solana Beach, CA 92075

### REFUNDS AND CANCELLATIONS

Cancellations received in writing by April 30, 2010 will be subject to a 25% administrative fee. There will be no refunds for cancellations received after April 30, 2010. If 100% of agreed upon fee is not received by April 30, 2010, the application is subject to cancellation.

### QUESTIONS

Please contact Barbara Mitros at 858-345-1103 or via email at [bmitros@checourse.com](mailto:bmitros@checourse.com).



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## SPONSORSHIP PACKAGES

Increase your visibility by supporting the conference through two types of opportunities: general or a la carte. Market your company by supporting one or more of the following:

### PLATINUM SPONSOR

**\$25,000**

The CIPKA Platinum Sponsorship Level is an opportunity for exclusive billing as the top sponsor for the 2010 CIPKA Annual Conference.

#### Includes:

- Up to 10' x 10' exhibit space
- Company recognition as a Platinum Sponsor on all sponsor signage
- Your company logo on the conference website
- One-time use of the conference attendee mailing list to be used after the conference
- Banner ad on [partialknee.us](http://partialknee.us) meeting website for three (3) months total (before and after meeting)
- Six (6) complimentary conference registrations
- Exclusive distribution of custom conference tote bag
- Support of the Website Meeting Proceedings

### GOLD SPONSOR

**\$15,000**

The CIPKA Gold Sponsorship Level provides wide visibility.

#### Includes:

- Up to double table-top exhibit space
- Company recognition as a Gold Sponsor on all sponsor signage
- Your company logo on the conference website
- One-time use of the conference attendee mailing list to be used after the conference
- Banner ad on [partialknee.us](http://partialknee.us) meeting website for 3 months total (before and after meeting)
- Four (4) complimentary conference registrations

### SILVER SPONSOR

**\$10,000**

The CIPKA Silver Sponsorship Level is an excellent opportunity to get your company name in front of orthopaedic surgery professionals.

#### Includes:

- One table-top exhibit space
- Company recognition as a Silver Sponsor on all sponsor signage
- Your company logo on the [partialknee.us](http://partialknee.us) website
- Two (2) complimentary conference registrations
- Also includes the following support item: coffee break

### BRONZE SPONSOR

**\$5,000**

The CIPKA 2010 Bronze Sponsorship Level is an excellent opportunity to get your company name in front of orthopaedic surgery professionals.

#### Includes:

- 50% discount on one table-top exhibit space
- Company recognition as a Bronze sponsor on all sponsor signage
- Your company logo on the [partialknee.us](http://partialknee.us) website
- Two (2) complimentary conference registrations

For more information, please visit [www.partialknee.us](http://www.partialknee.us)

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## A LA CARTE SPONSORSHIP OPPORTUNITIES

### MARKETING OR CLINICAL ADVISORY BOARD

\$20,000

This roundtable gives your company a powerful forum to present and discuss original research, marketing ideas, and clinical practice. Up to eight (8) faculty members will take part in the discussion and provide insight and input to the needs of the sponsor's brands. Please contact Barbara Mitros at 858-345-1103 for more information.

### SUNDAY MORNING BIOSKILLS WORKSHOP/ EXHIBITOR THEATERS

\$15,000

Exclusive sponsorship includes signage at the workshop, mention in the CIPKA conference syllabus and on the conference website with a hotlink to your company's homepage.

*Available to one (1) sponsor.*

### EDUCATIONAL SESSION SUPPORT

NINE (9) AT \$2,500/EACH

Support courses covering major topics of special relevance presented by leading orthopaedic surgeons. The sponsoring company will receive acknowledgment. Please contact Barbara Mitros at 858-345-1103 for more information.

*Available to multiple sponsors.*

### CONFERENCE TOTE BAGS

\$5,000

Connect with every attendee by sponsoring the tote bags which are distributed at registration. Attendees use these bags long after the conference in their hospitals and clinics throughout the year. In return for sponsorship, your company's name will be printed on one side of the bag. Other benefits of sponsorship include signage in the registration area, ten (10) complimentary tote bags, listing as sponsor with logo in the CIPKA conference syllabus.

*Available to multiple sponsors.*

*Deadline: April 9, 2010.*

### WEBSITE CONFERENCE PROCEEDINGS

\$15,000

All presentations will be posted on the PartialKnee.us and ICJR.net and communicated out to U.S. orthopaedic surgeons. Appropriate recognitions will be given to sponsor on the website.

### CHIEF RESIDENT/FELLOW SCHOLARSHIPS

\$2,000/EACH

Support the advancement of orthopaedic surgery by underwriting one or more conference registrations at the CIPKA conference. Recipients are selected through a rigorous merit-based process, and are required to submit a paper for publication on the CIPKA website that documents how the conference has changed and improved their practice. Grant includes airfare for scholarship winner, registration, two (2) nights of lodging at conference headquarters hotel.

*Available to multiple sponsors.*

*Deadline: April 9, 2010.*

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## EXHIBITOR INFORMATION

### ELECTRICAL

Electricity will be provided upon request.

### SHIPPING INSTRUCTIONS

If you need to ship items to the hospital for exhibiting, please use the following address:  
CIPKA

Attention: Bonni Holmes  
The Country Club at Muirfield Village  
8715 Muirfield Drive  
Dublin OH 43017  
614-764-1714

### INFRINGEMENT

Interviews, demonstrations and the distribution of literature or samples must be made within the exhibitor's assigned area. Canvassing or distributing of advertising materials outside the exhibitor's own space will not be permitted.

### CONDUCT OF EXHIBITS

No drawings, raffles or quiz-type contests of any type will be permitted. No bags or containers for collection of samples are to be distributed by exhibitors. This applies to any envelope, folder or portfolio, box, etc., that provides carrying space for more than a single sample. Electrical or other mechanical apparatus must be muffled so the noise does not interfere with other exhibitors. Character of the exhibits is subject to the approval of CIPKA. The right is reserved to refuse applications that do not meet standards required or expected, as well as the right to curtail exhibits or parts of exhibits, which conflict with the character of the conference. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

### SECURITY

The Ballroom at The Country Club at Muirfield Village will be locked during non-business hours; however, the safekeeping of the exhibitor's property shall remain the responsibility of the exhibitor. CIPKA assumes no responsibility for any losses sustained by the exhibitor.

### FIRE PROTECTION

All material used in the exhibit area must be flame-proofed and fire-resistant in order to conform to the local fire ordinances and in accordance with regulations established by the local fire department. Crepe paper or corrugated paper, flame-proofed or otherwise, will not be permitted. Paper is not to be used in crating merchandise. Display racks, signs, spotlights, and special equipment must be approved before use, and all displays are subject to inspection by the Fire Prevention Bureau. Any exhibits or parts thereof found not to be fireproof will be dismantled. All aisles and exits must be kept clear at all times. Fire stations and fire extinguisher equipment are not to be covered or obstructed.

### HOTEL ACCOMMODATIONS

Please refer to the official CIPKA website at [www.partialknee.us](http://www.partialknee.us).

### EXHIBIT PERSONNEL

All participants affiliated with exhibits must be registered as an exhibitor or as a conference attendee. Each person will be issued an exhibitor's badge and must be employed by the exhibitor or have a direct business affiliation. Each company is allotted two badges per table top purchased.

### SPECIAL NEEDS

Please contact Barbara Mitros at 858-345-1103 if you have a disability that will require special accommodation.

### PROTECTION OF THE THE COUNTRY CLUB AT MUIRFIELD VILLAGE

Exhibitors will be held liable for any damage caused to the The Country Club at Muirfield Village property, and no material or matter of any kind shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors, or other parts or portions of the Learning Center building or furnishings. Whatever may be necessary to properly protect the building, equipment or furniture will be installed at the expense of the exhibitor.

For more information, please visit [www.partialknee.us](http://www.partialknee.us)

Or contact: Barbara Mitros  
The Center for Healthcare Education  
(858) 345-1103, Fax (858) 345-1153  
[bmitros@checourse.com](mailto:bmitros@checourse.com)



# 4th Annual Contemporary Issues in Partial Knee Arthroplasty (CIPKA)

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## SPONSOR & EXHIBITOR APPLICATION

Complete and return to:  
The Center for Healthcare Education, Inc.  
731 S. Hwy 101, Suite 17  
Solana Beach, CA 92075  
Telephone: (858) 345-1103  
Facsimile: (858) 345-1153  
bmitros@checourse.com

Please check your support selection below:

### GENERAL SUPPORT

- Platinum Sponsor \$25,000
- Gold Sponsor \$15,000
- Silver Sponsor \$10,000
- Bronze Sponsor \$5,000

### A LA CARTE

- Marketing Advisory Board \$20,000
- Friday Reception and Sunday Morning Bioskills Workshop/Exhibitor Theaters \$15,000
- Educational Session Support  
\_\_\_\_ Session(s) x \$2,500 = \$\_\_\_\_\_
- Website Conference Proceedings \$15,000
- Conference Tote Bags \$5,000
- Chief Resident/Fellow Scholarship(s)  
\_\_\_\_ Scholarship(s) x \$2,000 = \$\_\_\_\_\_

### EXHIBIT SPACE

- \_\_\_\_ Single Table-top x \$3,000 = \$\_\_\_\_\_
- \_\_\_\_ Double Table-top x \$5,000 = \$\_\_\_\_\_
- \_\_\_\_ 10'x10' x \$8,500 = \$\_\_\_\_\_
- Additional Exhibitor Badges  
(Two per Exhibit Space included)  
\_\_\_\_ x \$250 = \$\_\_\_\_\_

\_\_\_\_\_  
Company

\_\_\_\_\_  
Contact Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip/Country

\_\_\_\_\_  
Phone Fax

\_\_\_\_\_  
Email

\_\_\_\_\_  
Authorized Signature Date

### PAYMENT METHOD

Please select payment method below:

- Check (Payable to: Center for Healthcare Education)

Amount Enclosed: \$ \_\_\_\_\_

Credit Card:  MasterCard  Visa  AmEx

Amount to be Charged: \$ \_\_\_\_\_

\_\_\_\_\_  
Card Number 3-Digit Code on Card

\_\_\_\_\_  
Expiration Date Billing Zip Code

\_\_\_\_\_  
Name as it Appears on Card

\_\_\_\_\_  
Cardholder's Signature

Once CIPKA receives your application, you will be notified regarding approval of your request. Supporters are required to complete an approved Letter of Agreement for all CME activities. If a supporting company requires its own Letter of Agreement, that agreement must be submitted for approval. 50% of total support is due with this application and 100% of total support fee is due no later than April 30, 2010. If 100% of agreed upon fee is not received by April 30, 2010, the application is subject to cancellation.



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## RULES & REGULATIONS

Please sign and return with your application, signifying that you have read and agree to these rules and regulations.

THE FOURTH ANNUAL CONTEMPORARY ISSUES IN PARTIAL KNEE ARTHROPLASTY AND ITS AUTHORIZED REPRESENTATIVES ARE HEREINAFTER REFERRED TO AS "SHOW MANAGEMENT."

1. PAYMENT AND REFUNDS. APPLICATIONS SUBMITTED MUST BE ACCOMPANIED BY A DEPOSIT IN THE AMOUNT OF 50% OF THE UNIT FEE. 100% OF THE TOTAL COMMITMENT DUE MUST BE PAID BY APRIL 30, 2010 APPLICATIONS SUBMITTED AFTER APRIL 30, 2010 MUST BE ACCOMPANIED BY PAYMENT IN FULL. APPLICATIONS RECEIVED WITHOUT SUCH PAYMENT WILL NOT BE PROCESSED NOR WILL SPACE ASSIGNMENTS BE MADE. IF SHOW MANAGEMENT RECEIVES A WRITTEN REQUEST FOR CANCELLATION OF SPACE ON OR BEFORE APRIL 30, 2010, NO REFUNDS WILL BE ISSUED. IT IS EXPRESSLY AGREED BY THE EXHIBITOR THAT IN THE EVENT EXHIBITOR FAILS TO PAY THE SPACE RENTAL AT THE TIMES SPECIFIED, OR FAILS TO COMPLY WITH ANY OTHER PROVISIONS CONTAINED IN THESE RULES AND REGULATIONS CONCERNING USE OF EXHIBIT SPACE, SHOW MANAGEMENT SHALL HAVE THE RIGHT TO TAKE POSSESSION OF SAID SPACE AND LEASE SAME, OR ANY PART THEREOF, TO SUCH PARTIES AND UPON SUCH TERMS AND CONDITIONS AS IT MAY DEEM PROPER. IN THE EVENT OF A DEFAULT BY THE EXHIBITOR, AS SET FORTH IN THE PREVIOUS SENTENCE, THE EXHIBITOR SHALL FORFEIT AS LIQUIDATED DAMAGES, THE AMOUNT PAID, REGARDLESS OF WHETHER OR NOT THE SHOW MANAGEMENT ENTERS INTO A FURTHER LEASE FOR THE SPACE INVOLVED.

2. SPACE RENTAL AND ASSIGNMENT OF LOCATION. SHOW MANAGEMENT RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXPOSITION.

3. USE OF SPACE, SUBLETTING OF SPACE. NO EXHIBITOR SHALL ASSIGN, SUBLET, OR SHARE THE SPACE ALLOTTED WITH ANOTHER BUSINESS OR FIRM UNLESS APPROVAL HAS BEEN OBTAINED IN WRITING FROM SHOW MANAGEMENT. EXHIBITORS ARE NOT PERMITTED TO FEATURE NAMES OR ADVERTISEMENTS OF NON-EXHIBITING MANUFACTURERS, DISTRIBUTORS OR AGENTS IN THE EXHIBITOR'S DISPLAY, PARENT OR SUBSIDIARY COMPANIES EXCEPTED. EXHIBITORS MUST SHOW ONLY GOODS MANUFACTURED OR DEALT BY THEM IN THE REGULAR COURSE OF BUSINESS. SHOULD AN ARTICLE OF NON-EXHIBITING FIRM BE REQUIRED FOR OPERATION OR DEMONSTRATION IN AN EXHIBITOR'S DISPLAY, IDENTIFICATION OF SUCH ARTICLE SHALL BE LIMITED TO THE USUAL AND REGULAR NAMEPLATE, IMPRINT OR TRADEMARK UNDER WHICH SAME IS SOLD IN THE GENERAL COURSE OF BUSINESS. NO FIRM OR ORGANIZATION NOT ASSIGNED EXHIBIT SPACE WILL BE PERMITTED TO SOLICIT BUSINESS WITHIN THE EXHIBIT AREAS.

4. EXHIBITORS AUTHORIZED REPRESENTATIVE. EACH EXHIBITOR MUST NAME ONE PERSON TO BE HIS REPRESENTATIVE IN CONNECTION WITH INSTALLATION, OPERATION AND REMOVAL OF THE FIRM'S EXHIBIT. SUCH REPRESENTATIVE SHALL BE AUTHORIZED TO ENTER INTO SUCH SERVICE CONTRACTS AS MAY BE

NECESSARY AND FOR WHICH THE EXHIBITOR SHALL BE RESPONSIBLE. THE EXHIBITOR SHALL ASSUME RESPONSIBILITY FOR SUCH REPRESENTATIVE BEING IN ATTENDANCE THROUGHOUT ALL EXPOSITION PERIODS; AND THIS REPRESENTATIVE SHALL BE RESPONSIBLE FOR KEEPING THE EXHIBIT NEAT, MANNED AND ORDERLY AT ALL TIMES.

5. INSTALLATION AND REMOVAL. SHOW MANAGEMENT RESERVES THE RIGHT TO FIX THE TIME FOR THE INSTALLATION OF EXHIBIT PRIOR TO THE SHOW OPENING AND FOR ITS REMOVAL AFTER THE CONCLUSION OF THE SHOW. INSTALLATION OF ALL EXHIBITS MUST BE FULLY COMPLETED BY THE OPENING TIME OF THE EXPOSITION. ANY SPACE NOT CLAIMED AND OCCUPIED THREE HOURS PRIOR TO OPENING MAY BE RESOLD OR REASSIGNED WITHOUT REFUND. NO EXHIBITOR WILL BE ALLOWED TO DISMANTLE OR REPACK ANY PART OF HIS EXHIBIT UNTIL AFTER THE CLOSING OF THE SHOW.

6. OPERATION OF DISPLAYS. SHOW MANAGEMENT RESERVES THE RIGHT TO RESTRICT THE OPERATION OF, OR EVICT COMPLETELY, ANY EXHIBIT WHICH, IN ITS SOLE OPINION, DETRACTS FROM THE GENERAL CHARACTER OF THE EXPOSITION AS A WHOLE. THIS INCLUDES, BUT IS NOT LIMITED TO, AN EXHIBIT WHICH, BECAUSE OF NOISE, FLASHING LIGHTS, METHOD OF OPERATION, DISPLAY OF UNSUITABLE MATERIAL, ARE DETERMINED BY SHOW MANAGEMENT TO BE OBJECTIONABLE TO THE SUCCESSFUL CONDUCT OF THE EXPOSITION AS A WHOLE. ALL DEMONSTRATIONS OR OTHER PROMOTIONAL ACTIVITIES MUST BE CONFINED TO THE LIMITS OF THE EXHIBIT SPACE. SUFFICIENT SPACE MUST BE PROVIDED WITHIN THE EXHIBIT SPACE FOR THE COMFORT AND SAFETY OF PERSONS WATCHING DEMONSTRATIONS AND OTHER PROMOTIONAL ACTIVITIES. EACH EXHIBITOR IS RESPONSIBLE FOR KEEPING THE AISLES NEAR ITS EXHIBIT SPACE FREE OF CONGESTION CAUSED BY DEMONSTRATIONS OR OTHER PROMOTIONS. DIRECT SALES. NO RETAIL SALES ARE PERMITTED WITHIN THE EXHIBIT AREA AT ANY TIME, BUT ORDERS MAY BE TAKEN FOR FUTURE DELIVERY. CONTESTS, DRAWINGS & LOTTERIES. ALL UNUSUAL PROMOTIONAL ACTIVITIES MUST BE APPROVED IN WRITING BY SHOW MANAGEMENT NO LATER THAN 60 DAYS PRIOR TO THE OPENING OF THE EXPOSITION. LITERATURE DISTRIBUTION. ALL DEMONSTRATIONS OR OTHER ACTIVITIES MUST BE CONFINED TO THE LIMITS OF THE EXHIBITOR'S SPACE. DISTRIBUTION OF CIRCULARS MAY BE MADE ONLY WITHIN THE SPACE ASSIGNED TO THE EXHIBITOR DISTRIBUTING SUCH MATERIALS. NO ADVERTISING CIRCULARS, CATALOGS, FOLDERS, OR DEVICES SHALL BE DISTRIBUTED BY EXHIBITORS IN THE AISLES, CONFERENCE ROOMS, REGISTRATION AREAS, LOUNGES, OR GROUNDS OF THE HOST FACILITY. TRADE PUBLISHERS ARE PROHIBITED FROM SOLICITING ADVERTISING DURING THE SHOW. TRADE PUBLICATIONS MAY BE DISTRIBUTED FROM THEIR EXHIBIT, BUT AUTOMATIC DISTRIBUTION IS PROHIBITED. EXHIBITS WHICH INCLUDE THE OPERATION OF MUSICAL INSTRUMENTS, RADIOS, SOUND PROJECTION EQUIPMENT, PUBLIC ADDRESS SYSTEMS OR ANY



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NOISEMAKING MACHINES MUST BE CONDUCTED OR ARRANGED SO THAT THE NOISE RESULTING FROM THE DEMONSTRATION WILL NOT ANNOY OR DISTURB ADJACENT EXHIBITORS AND THEIR PATRONS, NOR CAUSE THE AISLES TO BE BLOCKED. OPERATORS OF NOISEMAKING EXHIBITS MUST SECURE APPROVAL OF OPERATING METHODS BEFORE THE EXHIBIT OPENS.

7. SOCIAL ACTIVITIES. EXHIBITOR AGREES TO WITHHOLD SPONSORING HOSPITALITY SUITES/ROOMS OR OTHER FUNCTIONS DURING OFFICIAL SHOW ACTIVITIES, INCLUDING EXHIBIT HOURS, SOCIAL FUNCTIONS, EDUCATIONAL SEMINARS AND ANY OTHER RELATED ACTIVITY SCHEDULED BY SHOW MANAGEMENT.

8. LIABILITY AND INSURANCE. ALL PROPERTY OF THE EXHIBITOR REMAINS UNDER HIS CUSTODY AND CONTROL IN TRANSIT TO AND FROM THE EXHIBIT HALL AND WHILE IT IS IN THE CONFINES OF THE EXHIBIT HALL. NEITHER SHOW MANAGEMENT, ITS SERVICE CONTRACTORS, THE MANAGEMENT OF THE EXHIBIT HALL NOR ANY OF THE OFFICERS, STAFF MEMBERS OR DIRECTORS OF ANY OF THE SAME ARE RESPONSIBLE FOR THE SAFETY OF THE PROPERTY OF EXHIBITORS FROM THEFT, DAMAGE BY FIRE, ACCIDENT, VANDALISM OR OTHER CAUSES, AND THE EXHIBITOR EXPRESSLY WAIVES AND RELEASES ANY CLAIM OR DEMAND HE MAY HAVE AGAINST ANY OF THEM BY REASON OF ANY DAMAGE TO OR LOSS OF ANY PROPERTY OF THE EXHIBITOR. IT IS RECOMMENDED THAT EXHIBITORS OBTAIN ADEQUATE INSURANCE COVERAGE, AT THEIR OWN EXPENSE, FOR PROPERTY LOSS OR DAMAGE AND LIABILITY FOR PERSONAL INJURY.

9. INDEMNIFICATION. EXHIBITOR AGREES THAT IT WILL INDEMNIFY AND HOLD AND SAVE SHOW MANAGEMENT WHOLE AND HARMLESS OF, FROM AND AGAINST ALL CLAIMS, DEMANDS, ACTIONS, DAMAGES, LOSS, COST, LIABILITIES, EXPENSES AND JUDGMENTS RECOVERED FROM OR ASSERTED AGAINST SHOW MANAGEMENT ON ACCOUNT OF INJURY OR DAMAGE TO PERSON OR PROPERTY TO THE EXTENT THAT ANY SUCH DAMAGE OR INJURY MAY BE INCIDENT TO, ARISE OUT OF, OR BE CAUSED, EITHER PROXIMATELY OR REMOTELY, WHOLLY OR IN PART, BY AN ACT, OMISSION, NEGLIGENCE OR MISCONDUCT ON THE PART OF EXHIBITOR OR ANY OF ITS AGENTS, SERVANTS, EMPLOYEES, CONTRACTORS, PATRONS, GUESTS, LICENSEES OR INVITEES OR OF ANY OTHER PERSON ENTERING UPON THE PREMISES LEASED HEREUNDER WITH THE EXPRESS OR IMPLIED INVITATION OR PERMISSION OF EXHIBITOR, OR WHEN ANY SUCH INJURY OR DAMAGE IS THE RESULT, PROXIMATE OR REMOTE, OF THE VIOLATION BY EXHIBITOR OR ANY OF ITS AGENTS, SERVANTS, EMPLOYEES, CONTRACTORS, PATRONS, GUESTS, LICENSEES OR INVITEES OF ANY LAW, ORDINANCE OR GOVERNMENTAL ORDER OF ANY KIND, OR WHEN ANY SUCH INJURY OR DAMAGE MAY IN ANY OTHER WAY ARISE FROM OR OUT OF THE OCCUPANCY OR USE BY EXHIBITOR, ITS AGENTS, SERVANTS, EMPLOYEES, CONTRACTORS, PATRONS, GUESTS, LICENSEES OR INVITEES OF THE PREMISES LEASED HEREUNDER. SUCH INDEMNIFICATION OF SHOW MANAGEMENT BY EXHIBITOR SHALL BE EFFECTIVE UNLESS SUCH DAMAGE OR INJURY MAY RESULT FROM THE SOLE NEGLIGENCE, GROSS NEGLIGENCE OR WILLFUL MISCONDUCT OF SHOW MANAGEMENT. EXHIBITOR COVENANTS AND AGREES THAT IN CASE

SHOW MANAGEMENT SHALL BE MADE A PARTY TO ANY LITIGATION COMMENCED BY OR AGAINST EXHIBITOR OR RELATING TO THIS LEASE OR THE PREMISES LEASED HEREUNDER, THEN EXHIBITOR SHALL AND WILL PAY ALL COSTS AND EXPENSES, INCLUDING REASONABLE ATTORNEY'S FEES AND COURT COSTS, INCURRED BY OR IMPOSED UPON SHOW MANAGEMENT BY VIRTUE OF ANY SUCH LITIGATION. PROPERTY DAMAGE. NEITHER SHOW MANAGEMENT NOR EXHIBITOR SHALL BE RESPONSIBLE FOR ANY LOSS OF OR DAMAGE TO PROPERTY OF THE OTHER PARTY HERETO, INCLUDING, BUT NOT LIMITED TO, LOSS OR DAMAGE OCCASIONED BY THEFT, FIRE, SMOKE, ACTS OF GOD, PUBLIC ENEMY, RIOT, CIVIL COMMOTION OR OTHER INSURABLE CASUALTY, AND SHOW MANAGEMENT AND EXHIBITOR EXPRESSLY WAIVE ANY CLAIM FOR LIABILITY AGAINST THE OTHER PARTY HERETO WITH RESPECT TO ANY SUCH LOSS OR DAMAGE. ACCORDINGLY, IT SHALL BE THE RESPONSIBILITY OF SHOW MANAGEMENT AND EXHIBITOR, RESPECTIVELY, TO SECURE ITS OWN INSURANCE OR OTHERWISE PROTECT ITSELF AND ITS PROPERTY AGAINST SUCH LOSS OR DAMAGE.

10. CARE OF BUILDING AND EQUIPMENT. EXHIBITORS OR THEIR AGENTS SHALL NOT INJURE OR DEFACE ANY PART OF THE EXHIBIT BUILDING OR SHOW EQUIPMENT AND DÉCOR. WHEN SUCH DAMAGE APPEARS, THE EXHIBITOR IS LIABLE TO THE OWNER OF THE PROPERTY SO DAMAGED.

11. AMERICANS WITH DISABILITIES ACT. EXHIBITORS ACKNOWLEDGE THEIR RESPONSIBILITIES UNDER THE AMERICANS WITH DISABILITIES ACT (HEREINAFTER "ACT") TO MAKE THEIR EXHIBITS ACCESSIBLE TO HANDICAPPED PERSONS. EXHIBITOR SHALL ALSO INDEMNIFY AND HOLD HARMLESS SHOW MANAGEMENT, AND FACILITY AGAINST COST, EXPENSE, LIABILITY OR DAMAGE WHICH MAY BE INCIDENT TO, ARISE OUT OF OR BE CAUSED BY EXHIBITOR'S FAILURE TO COMPLY WITH THE ACT.

12. OTHER REGULATIONS. ANY AND ALL MATTERS NOT SPECIFICALLY COVERED BY THE PRECEDING RULES AND REGULATIONS SHALL BE SUBJECT SOLELY TO THE DECISION OF SHOW MANAGEMENT. SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATION, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.

**AUTHORIZED SIGNATURE**

**DATE**



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