

THE BUSINESS OF PAIN MEDICINE

21st CENTURY CHALLENGES
& SOLUTIONS

SEPTEMBER 15 - 17, 2017

MARRIOTT MARQUIS • WASHINGTON, DC



The West Virginia Society of Interventional Pain Physicians is accredited with Commendation by The West Virginia State Medical Association (WVSMA) to provide continuing medical education for physicians.

The West Virginia Society of Interventional Pain Physicians designates this live activity for a maximum of 21 *AMA PRA Category 1 Credits*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

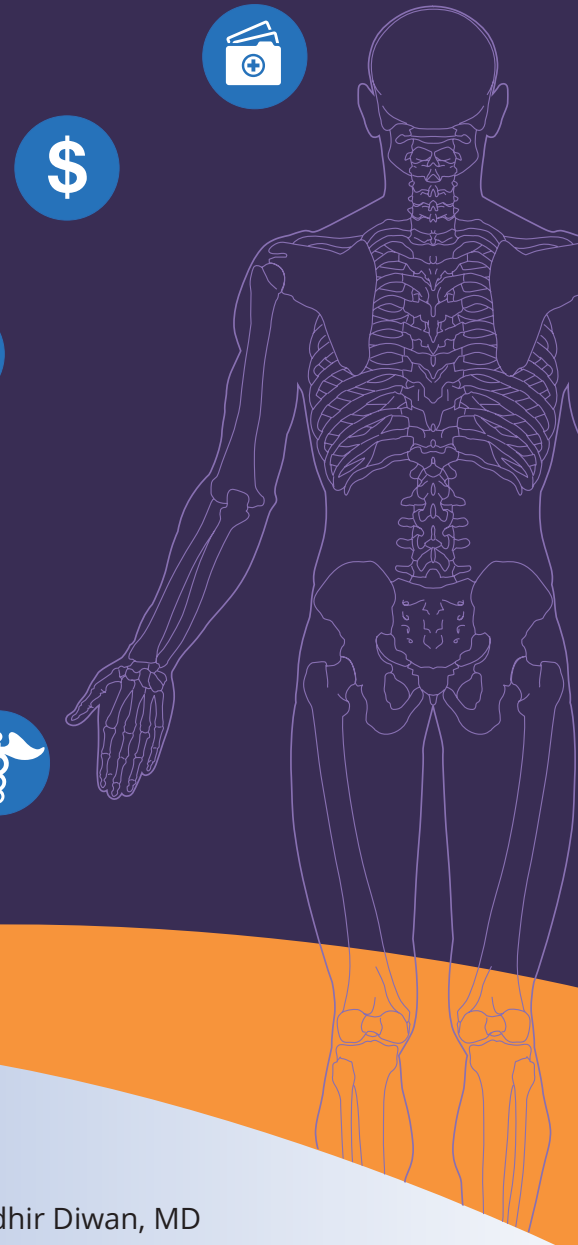
COURSE DIRECTORS

Sanjay Bakshi, MD; Sudhir Diwan, MD

Peter Staats, MD; Lester Zuckerman, MD

thebusinessofpain.com

*Exhibitor and Sponsorship
space available*



It is with great excitement that we welcome you to our 3rd annual symposium: *The Business of Pain Medicine: 21 Century Challenges and Solutions!*

As in past years, our conference goal is to address the important business issues impacting our specialty and our individual practices. *The Business of Pain Medicine* conference is specifically dedicated to helping our businesses survive and thrive in what is a fluid and taxing macroenvironment for health care. By bringing together thought leaders in our industry, knowledgeable attorneys and economists, leading consultants and business-minded conference attendees, we hope to facilitate in-depth discussions about the economic, regulatory, and legal challenges facing our specialty. These are the issues impacting the success of our practices and our ability to care for our patients!

No other IPM conference is solely dedicated to the business of our profession. And word is getting out that *"this is a high value meeting"*, *"the most helpful meeting I attended last year!"* Attendance and sponsorships have grown year after year. And we continue to expand the meeting venue, the conference schedule and of course the scope of topics to better serve attendees. We want you to leave the symposium feeling energized with new perspectives and tools, better equipped to guide your individual practices.

In this light, we are so pleased to announce the addition of **Dr. Peter Staats** to our central planning committee. While Dr. Staats doesn't need an introduction for most of us, in brief he is the founder of the Division of Pain Medicine at Johns Hopkins University Hospital and was its chief for nearly a decade. He has held numerous critical offices including past president of NANS and ASIPP. And of course he is a prolific author and writer. Dr. Staats' group, **Premier Pain** is the largest IPM provider in New Jersey. **Premier Pain** recently joined with **National Spine & Pain Centers** as a leader in R&D and outcomes measurement. Dr. Staats has been critical to the success of this conference in the past, and we are sure that with his help the focus of this year's meeting will continue to be sharp and relevant.

We sincerely appreciate the input and energy invested in this conference by our course directors, planning committee, faculty members and staff to make this program informative, dynamic and useful. Thank you all for sharing your time, energy and intellect with us.



Expected Attendance

The Business of Pain Medicine: 21st Century Challenges and Solutions

brings clinicians, scientists and industry partners from all over the United States. We anticipate in excess of 400 clinical providers to attend including: physicians, mid-level practitioners, nurses, pharmacists, healthcare administrators, business managers and insurance professionals.

Accreditation Statement

This activity has been planned and implemented in accordance with the accreditation requirements and policies of The West Virginia Society of Interventional Pain Physicians (WVSIPP). WVSIPP is accredited with Commendation by The West Virginia State Medical Association (WVSMA) to provide continuing medical education for physicians. The West Virginia Society of Interventional Pain Physicians designates this live activity for a maximum of 21 *AMA PRA Category 1 Credits*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Credit Designation

Disclosure of Conflicts of Interest WVSIPP requires instructors, planners, managers, and other individuals who are in a position to control the content of this activity to disclose any real or apparent conflict of interest they may have as related to the content of this activity. All identified conflicts of interest of thoroughly vetted by West Virginia of Interventional Pain Physicians for fair balance, scientific objectivity of studies mentioned in the materials or used as the basis for content and appropriateness of patient care recommendations.

The pain management medical specialty, like many others, faces unprecedented challenges that impact our ability to cost effectively treat an increasingly large population of patients who are given no hope to improve their quality of life. We hope to engender productive partnerships among specialties including: palliative care, surgery, oncology, and primary care to collaborate and improve patient outcomes and quality of care. National Spine and Pain is committed to bringing thought leaders and business experts together to give our practitioners the tools and expertise to remain viable in the ever changing landscape in healthcare delivery.

Format will include:

- Individual lectures and panel discussions
- Business, marketing and legal breakout sessions and workshops

Lecture topics will include:

- Healthcare Reform
- Legal and Regulatory Issues in Interventional Pain Medicine
- Documentation
- Compliance
- Legal issues with Managed Care
- Contracting
- Ancillary Services
- Urine Toxicology
- Clinical Challenges
- Ethics in IPM
- Billing and Coding
- Clinical Research and Development and many more.



Hotel Reservations

The Business of Pain Medicine: 21st Century Challenges and Solutions has contracted and guaranteed room blocks with the Marriott Marquis Hotel in Washington, DC. Hotel reservations are guaranteed on first come, first served basis. Rooms have been blocked at a discounted rate adjacent to the Conference Center. The Business of Pain Medicine: 21st Century Challenges and Solutions does NOT contract with a travel agent for hotel accommodations. For this reason, all reservations will be coordinated by The Business of Pain Medicine: 21st Century Challenges and Solutions and booked directly with the hotel. Reservations MUST be made through the conference coordinators to qualify for the room rate discount.

Early registration rates are at a deeper discount through the hotel. It is therefore recommended that exhibitors book their rooms when sponsorship level is determined to guarantee the lowest available rate.

Upgraded rooms are available upon request and pricing will vary depending upon request. Guests are welcome to make hotel reservations directly online at: thebusinessofpain.com

Marriott Marquis Washington, DC
1901 Massachusetts Avenue, NW
Washington, DC 20001
202.824.9200

Housing Contact

Please contact Michelle Byers, Educational Coordinator, at MichelleHByers@gmail.com



Platinum
Sponsor
\$25,000

- Faculty Dinner Symposia Sponsorship*
- 10x10 display in premium location
- Lanyards**
- Full Page ad space in Meeting Program
- Complimentary registration and invitation to Gala Dinner (7)
- Inclusion of materials in attendee meeting bags
- One pre-conference attendee list
- One post-conference attendee list

**Only one available



*Symposia And Faculty Dinner Sponsorships

Symposia sponsorships are restricted to Platinum, Gold Silver, and Bronze sponsors. Symposia will NOT be eligible for CME credit. The Planning Committee must approve symposia topic and faculty and reserve the right to alter or change to insure compliance, fair balance and program integrity. Symposia times will be assigned on a first come, first served basis. Faculty Dinner Sponsorship is ONLY available to Platinum level Sponsors.

Symposia fees do not include Food and Beverage charges associated with the sponsored event. Food and Beverage for the session must be coordinated though the meeting planner snap comply with acceptable standards. Symposia sessions will be held in a room separate from full conference sessions. Symposia sponsors will be allowed to set up 2 hours prior to session. Sponsor must pay all food and beverage costs associated with said event as well as any ancillary or special AV requirements.



Gold
Sponsor
\$15,000

- Luncheon or Breakfast (choice) Symposia Sponsorship*
- 10x10 display in premium location
- Full Page ad space in Meeting Program
- Complimentary registration and invitation to Gala Dinner (5)
- Inclusion of materials in attendee meeting bags
- One pre-conference attendee list
- One post-conference attendee list

Silver
Sponsor
\$10,000

- Luncheon or Breakfast (assigned) Symposia Sponsorship*
- 10x10 booth space
- Half Page ad space in Meeting Program
- Complimentary registration and invitation to Gala Dinner (3)
- Inclusion of materials in attendee meeting bags
- One pre-conference attendee list
- One post-conference attendee list

Bronze
Sponsor
\$5,000

- Luncheon or Breakfast Symposia Sponsorship (if any remain)*
- Table top display
- Half Page ad space in Meeting Program
- Complimentary registration and invitation to Gala Dinner (3)
- One pre-conference attendee list
- One post-conference attendee list

SPONSORSHIPS

Program Sponsor
\$3,500

- Inclusion in Program Guide
- Table top display
- Complimentary registration and invitation to Gala Dinner (2)
- One pre-conference attendee list
- One post-conference attendee list



Additional Sponsorships

- Meeting Bags \$3,000
- Half Page Ad Space in Meeting Program \$1,500
- Inclusion of Materials in Attendee Meeting Bag \$1,500
- Introduction to Business Track for Fellows Sponsorship \$7,500
Event will be branded as a sponsored event, with recognition in a publicity signage and all printed and electronic promotion.
- Hotel Keycards (up to 500) \$2,500
- WiFi \$15,000
- Meeting App \$6,000
- Banner Ad - Home Screen Ad (*Exclusive Sponsorship*) \$5,000
- Banner Ad - "Conference Schedule" Screen \$3,000
- Banner Ad - "Notifications" Screen \$2,000
- Banner Ad - "Daily Agenda" (3 Available) \$1,200 each
- In-App Sponsored Notifications to All Attendees \$500 each
- Product Theaters \$2,500 each
Product theaters are an opportunity for your company to showcase your product, device or services to the meeting attendees. Product theaters will be in the exhibit hall in 2017 and are available to all attendees. There will be two product theaters per break on Friday, Saturday and Sunday and are 15 minutes each. Product theaters include simple AV (screen, projector microphone and podium).

Product theaters are 15 minutes in length and take place during breaks, as a Product Theater sponsor, Product theaters are NOT eligible for AMA PRA Category 1 Credit™ hours to attendees. Product theaters may be promotional.



**Lanyard Sponsorship

Lanyards must be provided by sponsor to meeting planners no later than August 1, 2017. Full lanyard description (inclusive of clips type) must be to meeting planning no later than July 1, 2017 to insure attendee badge compatibility.



Deadlines

- 50% fee due with application prior to 8/1/17
- Symposia outlines due 8/1/17
- Advertising outline due 8/1/17
- Attendee names due 8/1/17
- Remaining fees due 9/1/17

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Advisory Board And Corporate Meeting Opportunities

Advisory Board and Corporate Meeting coordination are available through the meeting planner. Only meetings coordinated through, and with the express approval of the meeting planners will be permitted. These meetings will be scheduled on a first come, first served basis and may not compete with the educational program.

Exhibits And Table Top Displays

Only Platinum, Gold, Silver, Bronze, and Program sponsors will be allowed to participate with an exhibitor or table top display. Exhibit fees are included in Platinum, Gold, Silver, Bronze, and Program sponsorships and location of display will be assigned by the planning committee. Accessibility and visibility for vendors is a priority. All breaks will take place with exhibits. Table Top displays are NOT required. If you would prefer not to display, please advise the meeting coordinators.



Company/Product Description Listing In Program

All vendors will receive a complimentary listing in the meeting program. Each listing will contain the company name, logo and 50-word description of the company/products and/or services. Email your 50-word product/company/service description to Michelle Byers no later than August 1, 2017 for inclusion in the meeting program at: MichelleHByers@gmail.com.

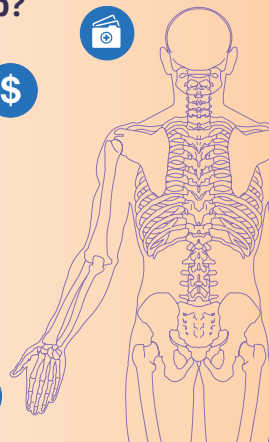
Company Sponsored Marketing Events And Activities

The Business of Pain Medicine: 21st Century Challenges and Solutions planning committee requests the following considerate recognition by our sponsors. Please do NOT plan any outside marketing events, activities and/or labs that compete with The Business of Pain Medicine: 21st Century Challenges and Solutions meeting. The following evenings are "free" nights for our attendees, faculty and planning committee: Thursday evening and Sunday afternoon and evening. Saturday evening is also free (although Faculty and planning committee will be attending the faculty dinner). The Business of Pain Medicine: 21st Century Challenges and Solutions staff are more than happy to assist our sponsors in coordinating dinners and events at those times at NO CHARGE. However, we do request that you do coordinate those activities with us to insure smooth operation and non-competition with The Business of Pain Medicine: 21st Century Challenges and Solutions events. Please contact us if you have any questions. We are more than happy to assist you and appreciate your consideration!

Questions regarding sponsorship?

Please contact Michelle Byers at MichelleHByers@gmail.com.

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SPONSORSHIP APPLICATION

THE BUSINESS OF PAIN MEDICINE

21st CENTURY CHALLENGES & SOLUTIONS

SEPTEMBER 15 - 17, 2017

MARRIOTT MARQUIS

WASHINGTON, DC



Authorized Representative _____

Title _____

Organization _____

Mailing Address _____

City _____ State _____ Zip _____

Telephone _____

Email Address _____

Signature _____ Date _____

Sponsorship Level

- Platinum Sponsorship \$25,000
- Gold Sponsorship \$15,000
- Silver Sponsorship \$10,000
- Bronze Sponsorship \$5,000
- Program Sponsorship \$3,500
- Meeting Bags \$3,000
- Half Page Ad Space in Meeting Program \$1,500
- Inclusion of materials in attendee meeting bags \$1,500
- Advisory Board Meeting please contact coordinators
- Product Theaters \$2,500 each
- WiFi \$15,000
- Meeting App \$6,000
- Introduction to Business Track for Fellows Sponsorship \$7,500
- Hotel Keycards (up to 500) \$2,500
- Banner Ad - Home Screen Ad (Exclusive Sponsorship) \$5,000
- Banner Ad - "Conference Schedule" Screen \$3,000
- Banner Ad - "Notifications" Screen \$2,000
- Banner Ad - "Daily Agenda" (3 Available) \$1,200 each
- In-App Sponsored Notifications to All Attendees \$500 each

Payment

50% payment is due with applications received prior to August 1, 2017. Remaining balance is due in full no later than September 1, 2017.

Applications received after August 1, 2017 are due and payable in full.

Please make checks payable to:

National Spine and Pain Centers
c/o Elizabeth Manzollilo
11921 Rockville Pike, Suite 500
Rockville, MD 20852

Please email completed form to:

Michelle Byers, Educational
Coordinator at
MichelleHByers@gmail.com

For questions regarding sponsorship, opportunities and/or additional documentation, please contact: Michelle Byers, Educational Coordinator at MichelleHByers@gmail.com.

For more information visit: thebusinessofpain.com

