2020 OARSI
World Congress on Osteoarthritis

April 30–May 3, 2020
MESSE WIEN EXHIBITION & CONGRESS CENTER
Vienna, Austria

2020 Sponsor Prospectus
Sponsor, Exhibit, and Support Opportunities

CONTACT
Dana Groves
Industry Relations Manager
856.642.4434 • dgroves@oarsi.org

2020.oarsi.org
TO OUR PROSPECTIVE EXHIBITORS & SPONSORS:

It is with great pleasure that the Osteoarthritis Research Society International (OARSI) invites you to sponsor our World Congress on Osteoarthritis.

For the 2020 Congress, we head to Vienna, Austria. Your support of OARSI will help your organization gain visibility and a competitive edge in the OA marketplace. We look forward to your participation and support.

Sincerely,
2020 Executive and Planning Committees

About OARSI
THE ONLY ORGANIZATION DEDICATED EXCLUSIVELY TO ADVANCING OA RESEARCH

The Osteoarthritis Research Society International (OARSI) is the leading medical society for advancing the understanding, early detection, treatment and prevention of osteoarthritis (OA) through its exclusive dedication to research.

OARSI’s passion and area of focus is on OA, a debilitating disease affecting more than 250 million people around the world. With more than 25 years of experience serving the OA community, OARSI provides the necessary framework, expert resources and support for its international constituents to address the challenges of OA so that the knowledge gained can ultimately be used to help improve patient care and patient outcomes.

Mission Statement
OARSI is the premier international organization for scientists and healthcare professionals focused on the prevention and treatment of osteoarthritis through the promotion and presentation of research, education and the worldwide dissemination and exchange of expert knowledge.

Vision Statement
To be the preeminent voice and expert resource in OA research and its application worldwide through a thriving international network of passionate, purpose-driven and progressive leadership.

Our Promise
OARSI leads the advancement of understanding, early detection, treatment and prevention of osteoarthritis through its Pillars of Excellence that include international collaboration, education, professional development, productive partnerships and the creation and dissemination of expert resources and knowledge.

Our Strategic Goals
- Advance research and treatment for OA
- Create and foster strategic alliances
- Broaden international outreach

2020 Executive Planning Committee

PRESIDENT
Ali Mohasher, DPhil(Oxon)
State Research Institute Centre for Innovative Medicine
Vilnius, Lithuania
University of Oulu
Oulu, Finland

PRESIDENT-ELECT
Gunil Im, MD, PhD
Dongguk University
Goyang, Korea

PAST PRESIDENT
Jeffrey N. Katz, MD, MS
Brigham & Women’s Hospital
Boston, MA, USA

SECRETARY GENERAL
Rita Kandel, MD
Mount Sinai Hospital
Toronto, ON Canada

TREASURER
Martin Englund, MD, PhD
Lund University
Lund, Sweden

ABSTRACT CHAIR
Danny Chan, BSc, MSc, PhD
University Of Hong Kong
Hong Kong, China

PROGRAM CHAIR
Ingrid Meulenbelt, PhD
Leiden University Medical Center
Leiden, Netherlands

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OARSI WORLD CONGRESS ATTENDEES
The OARSI World Congress attracts over 1200 leading OA experts and researchers from more than 50 countries. Attendees gather yearly for the World Congress which highlights research advancements, innovations, clinical trials and new product introductions. We receive over 850 abstracts representing all areas of OA research.

WHY SPONSOR OR EXHIBIT?
The annual OARSI World Congress is a global forum for those involved in OA research and treatment from academia and industry; including basic scientists, clinical investigators, radiologists, rheumatologists, orthopedic surgeons, physicians in physical medicine and rehabilitation, allied health professionals and policy makers. As a supporter of the World Congress your organization has the opportunity to:

- INCREASE organizational exposure through affiliation with OARSI
- OBTAIN direct access to highly regarded and sought after researchers studying OA, along with the results of their work
- INTERACT with up and coming professionals and OARSI Young Investigators
- INTRODUCE new products and services to key scientists and clinicians in the field of OA
- COLLABORATE and gain expert insights from top scientists and clinicians in focus group type settings
- NETWORK and drive peer interactions within the OA community
- ACHIEVE recognition as an organization that is making a difference and helping to improve the lives of millions of people with OA worldwide.

OARSI Membership Profile Information
Members are involved in all aspects of OA including biomarkers, imaging, cell biology, biomechanics, genetics and genomics, prevention, cartilage repair and treatment.

WHERE OUR MEMBERS RESIDE
- North America 46%
- Europe 29%
- Asia 16%
- Middle East and Africa 1%
- South America 3%
- Australia 5%

OARSI membership is a combination of basic and clinical researchers
- 32% see patients in a healthcare setting
- 4% Biomarkers
- 5% Biomechanics, Gait
- 6% Imaging
- 7% Inflammation
- 7% Clinical Trials
- 9% Therapies
- 10% Other
- 16% Epidemiology/OA Outcomes
- 24% Cartilage and Bone
- 5% Pain
- 7% Other
- 2% Cartilage and Bone
- 7% Imaging
- 6% Inflammation
- 5% Clinical Trials
- 9% Therapies
- 10% Other
- 16% Epidemiology/OA Outcomes
- 24% Cartilage and Bone
- 5% Pain
- 7% Other

RESEARCH FOCUS
Corporate Membership

As an OARSI Corporate Member you’ll be recognized as a leader in the field of OA research. Your corporate membership entitles your company to numerous value-added benefits.

CORPORATE MEMBER BENEFITS:

• Corporate recognition and logo on OARSI website
• Organization may nominate (5) five company individuals to receive the benefits of Full Membership ($1250 value)
• Opportunity to serve on specific OARSI committees and task forces
• Invitation to annual Industry Council meeting with the OARSI leadership to discuss ongoing projects and potential for future initiatives
• Access to Members-Only section of the OARSI website. This includes:
  » World Congress presentations
  » Access to OARSI Membership Directory
  » Ability to post a job on the OARSI job board

BENEFITS AT THE WORLD CONGRESS:

• Five (5) Member-Rate World Congress Registrations — (more than $200 savings/attendee)
• Recognition as a Corporate Member will appear on your Name Badge/s at World Congress
• Opportunity to host a satellite symposium at World Congress
• Your company is entitled to receive the marketing benefits that accompany a Bronze Level Sponsorship, as outlined on page 9 ($2500 value)
• Reduced exhibit booth fees during the OARSI World Congress ($500 Discount)
• Your linked logo will appear on the World Congress website
• Additional recognition aimed at our World Congress attendees. This includes:
  » World Congress promotional emails
  » Meeting signage
  » World Congress website

“OARSI’s mission to prevent and treat osteoarthritis through the promotion and presentation of research, education and the worldwide dissemination of new knowledge will be achieved much more quickly and effectively with the support of industrial partners with whom we have long-term strategic relationships.”

2019–2021 OARSI President
Ali Mobasheri, DPhil(Oxon)
# Summary of Support Opportunities

## Year-Round Educational Support Opportunities

<table>
<thead>
<tr>
<th>Support Opportunity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>OARSI Scholarships</td>
<td>$8,500 each</td>
</tr>
<tr>
<td>OARSI Resource Library</td>
<td>$5,000</td>
</tr>
<tr>
<td>HeyOA! Podcasts</td>
<td>$2,000 each, or sponsor a series at a discounted rate!</td>
</tr>
<tr>
<td>Patient &amp; Provider Material</td>
<td>Starting at $5,000</td>
</tr>
</tbody>
</table>

Demonstrate your support of OARSI. We have a variety of support and sponsorship opportunities to complement your organization’s strategic goals, increase your visibility and boost brand awareness.

## OARSI World Congress Related Opportunities

### Congress Educational Support Opportunities

<table>
<thead>
<tr>
<th>Support Opportunity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satellite Symposia</td>
<td>$25,000; $30,000 if paid after Dec. 1, 2020 (Available to Corporate Members only)</td>
</tr>
<tr>
<td>Scientific Session</td>
<td>$8,000</td>
</tr>
<tr>
<td>Chinese Abstract Session</td>
<td>$5,500</td>
</tr>
<tr>
<td>Discussion Group Meeting</td>
<td>Various Levels</td>
</tr>
<tr>
<td>Clinical Trials Symposium</td>
<td>Various Levels</td>
</tr>
<tr>
<td>Product Showcase Theater Session</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

### Congress Opportunities to Support and Award Excellence

<table>
<thead>
<tr>
<th>Support Opportunity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifetime Achievement Award</td>
<td>$3,000</td>
</tr>
<tr>
<td>Highest Rated Abstract Awards</td>
<td>$5,000</td>
</tr>
<tr>
<td>Clinical Research Award</td>
<td>$3,000</td>
</tr>
<tr>
<td>Basic Science Research Award</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

### Custom Sponsorship Opportunity

**Looking for something unique?** We’re happy to work with you to create a custom sponsor package that addresses your marketing goals and meets your budget. Contact Dana Groves, Industry Relations Manager to discuss custom sponsorship or branding opportunities.

### Congress Young Investigator (YI) Support Opportunities

- **Exclusive** Highest Rated Abstracts: $12,000
- YI Travel Award: $8,000
- Pre-Congress YI Symposium: $8,000
- YI Mentorship Session & Reception: $5,000
- YI Luncheon Workshop: $5,000
- YI Need Based Travel Awards: $1,000

### Congress Branding and Social Sponsorship Opportunities

- **Exclusive** Meeting Bag: $15,000
- Lanyards for name badges: $8,000
- Meeting Notebooks: $7,500
- Abstracts on USB: $6,000
- Congress WiFi: $5,500
- Mobile Meeting App: $5,500
- Poster/Networking Sessions: $5,000
- Meeting Bag Insert: $2,500 each
- Email Sponsor Profile: $750 each
- Exhibit Booth: $2,500 each

**12.1.19 Early-Bird Rate: $2,300; Corporate Member and Sponsor Rate: $2,000**
Year-Round Educational Support Opportunities

Sponsors of these YEAR-ROUND initiatives are acknowledged on the OARSI website and in the Presidential Address at World Congress.

**OARSI SCHOLARSHIPS**
**$8,500**

The scholarships enable recipients to work with another institution to foster the acquisition of skills in specialized scientific methodologies, knowledge translation, and dissemination of research. Sponsors will be acknowledged on the OARSI website and participate in the scholarship award ceremony at the Congress.

**OARSI RESOURCE LIBRARY**
**$5,000**

The OARSI Resource Library contains the speaker slides from the World Congresses on Osteoarthritis as well as guidelines, outcome and physical measures and white papers. Members and non-members can search presentations by year or by using key words. The slides remain on the site permanently and can be accessed by OARSI members. Sponsors will be acknowledged on the website and in the email announcing availability of session presentations.

**HeyOA! PODCASTS**
**$2,000 each**  
**or sponsor a series at a discounted rate**

Monthly podcasts featuring interviews with leaders in the field of osteoarthritis are available on the OARSI website and are downloadable through Google Play, Pocket Casts and Apple Podcasts. Sponsors are recognized on the website, in the podcast and at the Annual Congress.

**PATIENT AND PROVIDER EDUCATIONAL MATERIAL**
**Starting at $5,000**

Web based material for patients is now on the OARSI website and provider material will soon be developed. Topics include understanding OA, how OA is diagnosed, causes and treatments. The physician material will include information on the management of OA. Sponsors will be acknowledged on this section of the website and in all Congress material. Sponsors are also needed to support translation of this material into different languages.

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For more information visit: [www.oarsi.org](http://www.oarsi.org)
OARSI World Congress Related Opportunities

SPONSOR RECOGNITION BENEFITS
As a World Congress supporter you’ll automatically receive our Sponsor Recognition Benefits package, this includes recognition in the following:

- Opening Keynote Address
- On the World Congress website
- On the OARSI website
- In Congress related emails
- In the pocket program book
- In Congress signage
- On the mobile app
- On meeting room slides

WORLD CONGRESS EDUCATIONAL SUPPORT OPPORTUNITIES

Satellite Symposia • $30,000
*Available to Corporate Members Only

DECEMBER 1 Early Bird Commitment Discount • $25,000

Includes:
- Symposia meeting room
- Standard audio visual
- Your provided Symposium announcement placed in meeting bag
- List of registered delegates with email addresses for a one-time use to promote your symposium
- Complimentary congress registration for two people
- Complimentary exhibit booth.

Catering and special AV services are not included.

Scientific Sessions • $8,000 each
Sponsor a specific scientific session that aligns with your company’s research and development focus. Specific session must be chosen by 2.1.2020.

Chinese Abstract Session • $5,500
This evening event is always well attended and much appreciated. Sponsor is responsible for selecting session speakers, food catering and special AV service.

Discussion Group Meetings • Various Levels
An opportunity for you to support and reach a targeted group of colleagues whose interests align with your company products and vision. Contact OARSI for a full list of Discussion Groups at the 2020 World Congress.

Clinical Trials Symposium • Various Levels
This popular, in-demand symposium takes place on the day prior to the World Congress and is attended by approximately 180 Congress delegates.

Product Showcase Theater Session • $5,000 each
NEW! A unique opportunity for you to demo/showcase your imaging/ultrasound equipment and capabilities to our attendees. Only (1) one half-hour Theater Session is available each day. Theater sessions will take place in the exhibit/poster hall during the morning coffee break. Time slots are extremely limited.

WORLD CONGRESS OPPORTUNITIES TO SUPPORT & AWARD EXCELLENCE

Lifetime Achievement Award In Osteoarthritis • $3,000
NEW! This prestigious award will be presented during the Opening Ceremony at the World Congress. Sponsor will be recognized during the presentation and recognized on the website, signage, emails, etc.

Highest Rated Abstract Awards • $5,000
NEW! Recognize excellence! These awards will be presented in several high-profile abstract categories. The category winners and Sponsor will be acknowledged during the Opening Ceremony at the World Congress.

Clinical Research Award • $3,000
NEW! The OARSI Clinical Research Award recognizes excellence in clinical research related to osteoarthritis, which has been conducted within the last five years. The award winner will be acknowledged during the Awards Ceremony at the World Congress. Sponsor will be recognized during the presentation and recognized on the website, signage, emails, etc.

Basic Science Research Award • $3,000
NEW! The OARSI Basic Science Research Award recognizes excellence in basic research conducted with the past five years, in the field of osteoarthritis. The award winner will be acknowledged during the Awards Ceremony at the World Congress. Sponsor will be recognized during the presentation and recognized on the website, signage, emails, etc.
WORLD CONGRESS BRANDING & SOCIAL SPONSORSHIP OPPORTUNITIES

**EXCLUSIVE** Meeting Bag • $15,000
Sponsor logo along with OARSI logo will be imprinted on the meeting bag distributed to all attendees.

**EXCLUSIVE** Lanyards For Name Badges • $8,000
Don’t miss this turnkey opportunity to have your organization’s logo prominently displayed around every Congress-goer’s neck!

**EXCLUSIVE** Notebooks • $7,500
Each delegate will receive a small writing pad and pen. Sponsor’s logo and the OARSI logo will appear on the cover.

**EXCLUSIVE** Abstracts on USB • $6,000
A digital version of the journal abstract supplement is provided to all attendees. Contents are fully searchable and the sponsor’s logo will appear on the USB and on the title screen.

**EXCLUSIVE** WiFi In Congress Center • $5,500
Delegates will be grateful for the complimentary wireless connection. Your logo and message will appear on the WiFi log in screen each time an attendee logs in.

**EXCLUSIVE** Congress Mobile App • $5,500
The Congress 2020 Mobile app for iPhone, iPad and Android devices contains the complete Congress schedule, including posters and abstracts and a Congress scheduler and is searchable using various parameters. Once downloaded permanently remains on their devices.

**EXCLUSIVE** Poster Sessions/Networking Break Stations • $5,000
Researchers and coffee go hand-in-hand! These breaks and Poster Sessions provide learning and networking experiences for our attendees. A sign acknowledging the Poster Session sponsors will be placed at the entrance to the Poster Hall for the duration of the Congress.

**EXCLUSIVE** Bag Insert • $2,500 Each
Sponsor can provide a bag insert describing their company’s research or products to be distributed to more than 1,200 attendees. Specifications will be provided.

**NEW** Email Sponsor Profile • $750 Each
Promote your participation at the World Congress with our delegates prior to their arrival. Your Sponsor Profile will be included in one of our World Congress emails, which are sent to all registered OARSI delegates just prior to the meeting. Your Sponsor Profile includes logo and approx. 250 words.

**NEW** Exhibit Booth • $2,500 Each.
Sponsor/Corporate Member Rate is $2000 Each.

EARLY BIRD DISCOUNT Commit by December 1, and receive a $200 discount. See Exhibit Application for details, rules and regulations.

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WORLD CONGRESS YOUNG INVESTIGATOR (YI) SUPPORT OPPORTUNITIES

**EXCLUSIVE** Highest Rated Abstracts Young Investigators • $12,000
Travel awards are provided to Young Investigators with the highest rated abstracts. Sponsors, along with OARSI leadership, will have the opportunity to present the awards at the highest rated abstract session.

**EXCLUSIVE** Pre-Congress YI Symposium • $8,000
The Young Investigators organize a Pre-Congress Symposium open to all attendees. As a Sponsor you’ll have the opportunity to Welcome attendees, place literature or research findings in the room and recognized in the Congress material.

**YI Mentorship Session & Reception • $5,000**
This evening event attracts 200+ Young Investigators and is one of the main highlights of the Congress. Individuals sit at tables based on their area of interest and meet with senior researchers in a small group setting. As a Sponsor you’ll have the opportunity to Welcome attendees, place literature or research findings in the room and recognized in the Congress material.

**EXCLUSIVE** Luncheon YI Symposium • $5,000
This very popular luncheon workshop sells out year after year. The symposium is organized by the Young Investigators for Young Investigators at no additional charge. In addition to branded signage at the workshop, you may also place your product literature or research findings in the room and take a moment to Welcome attendees to the session.

**YI Need Based Travel Awards • $1,000 +**
These awards are based on abstract score and presented to those from developing countries. Sponsor recognition will be based on level of giving.

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OARSI 2020 SPONSORSHIP PROSPECTUS WWW.OARSI.ORG
YOUR SUPPORT IS IMPORTANT TO US

As our partner, you can earn additional benefits above and beyond those included in our Sponsor Recognition Benefits Package (page 7) and those related to your specific sponsorship.

### SUPPORT LEVELS & BENEFITS AT A GLANCE

<table>
<thead>
<tr>
<th>SUPPORT LEVEL</th>
<th>GOLD LEVEL</th>
<th>SILVER LEVEL</th>
<th>BRONZE LEVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LEVEL</strong></td>
<td>$35,000–$49,999</td>
<td>$16,000–$34,999</td>
<td>$10,000–$15,999</td>
</tr>
<tr>
<td><strong>PLATINUM</strong></td>
<td>$50,000+</td>
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**ADDITIONAL BENEFITS INCLUDED WITH EACH LEVEL:**
Support Level is based on the cumulative spend in a given year. This includes Sponsorships, Corporate Membership, Exhibit space and OARSI initiatives.

<table>
<thead>
<tr>
<th>Benefit</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of complimentary World Congress Registrations</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of additional company colleagues that may receive the benefits of Full Membership</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One complimentary 3m x 3m (9 sqm) Exhibit Booth at World Congress</td>
<td></td>
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<tr>
<td>Opportunity to sponsor (1) one HeyOA! podcast at no cost</td>
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<tr>
<td>Opportunity to place literature in Meeting Tote Bag</td>
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<tr>
<td>Sponsor Level recognition on name badge</td>
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</table>

**Value of Complimentary Benefits**

- **$13,500**
- **$10,500**
- **$7,500**
- **$2,500**