



International Cartilage Regeneration
& Joint Preservation Society

ICRS SPONSORSHIP OPPORTUNITIES 2021/2022

INTERNATIONAL CARTILAGE REGENERATION
& JOINT PRESERVATION SOCIETY

MESSAGE FROM THE ICRS PRESIDENT

TABLE OF CONTENTS

MESSAGE FROM THE ICRS PRESIDENT	3
ICRS CORPORATE SPONSORSHIP OPPORTUNITIES	4
ICRS SPONSORSHIP OPPORTUNITIES EVENTS 2021/2022	5 - 9

EVENT SCHEDULE 2021/2022

- **ICRS Virtual Convention II | Orthogenerative Therapy**
From Basic Science to Clinical Applications
June 2 & 23, 2021 | Cyberspace
- **ICRS Focus Meeting Cartilage & Sports**
„The Impact of Sports in Cartilage - How Much is Normal?“
October 21 - 23, 2021 | Thessaloniki, Greece
- **6th ICRS Summit 2021**
Joint Preservation - Where are we in 2021?
November 18 - 20, 2021 | Miami, USA
- **ICRS 2022 | 16th ICRS World Congress | NEW DATES**
Abstract Submission Deadline: Oct 15, 2021
April 12 - 15, 2022 | Berlin, Germany
- **ICRS Webinar Series 2021**
Short 60 min Zoom based sessions on hot topics
Between April - October 2021

OUR MISSION

Advancing Science & Education of the Prevention & Treatment of Cartilage Disease Worldwide



Dear Industry Partners,

2020 has been a very difficult year around the globe for most medical associations and it is evident that what I call 'pandemic fatigue'— has gripped our society, with people lessening their caution as the numbers of COVID-19 cases drop, only to allow people to become reinfected and continue the cycle of the spread of this silent but deadly disease. Certainly, there is hope that the pandemic gripping all of us may finally come under control and we can reassume our normal life. With the ongoing pandemic, it has been necessary for us to cancel or postpone most of our educational activities in 2020 and as a consequence, we had to close our financial books 2020 with a major loss.

To compensate for this difficult situation, we have now worked on a new updated Educational Plan with a mix of "virtual" and "in-person" events. We hope that you can consider partnering with the ICRS in one or several of those events to help us achieve our common goal of advancing science & education of the prevention & treatment of cartilage disease worldwide. Several attractive and affordable sponsorship opportunities are

outlined on the following pages for your consideration. If you have any questions or concerns, please do not hesitate to contact me or any member of our ICRS Executive Team in Zurich.

Thank you in advance for your time and consideration with many of you in supporting the ICRS and I do hope to see you latest in Berlin Germany at our World Congress in April 2022.

Kind regards,

Tom Minas, President ICRS

The subsequent sponsoring opportunities are only a selection....Other sponsoring opportunities upon availability



ICRS CORPORATE MEMBERSHIP & SPONSORSHIP OPPORTUNITIES

ICRS SPONSORSHIP OPPORTUNITIES EVENTS 2021/2022

BECOME A CORPORATE MEMBER 2022

The ICRS invites its Industry Partners to become a Corporate Member.

Corporate Members are entitled to the following privileges:

- 2 issues of the ICRS Newsletters (electronic & hard copies)
- Priority over non-corporate members for Sponsorship opportunities during the ICRS Meetings
- Up to 5 individual membership for your executive staff including all individual member benefits
- Company logo displayed on the ICRS website entry page
- Access to the "Member Only" section of the ICRS website (incl. Membership Directory)
- 50 % discount for advertising at the ICRS Newsletter
- 50% discount for email advertising to ICRS members
- Participation in Strategic Company Liaison Meetings

The Annual Corporate Fee is € 3000

Eligibility Criteria for Corporate Members: Corporate Members are corporations or other organisations, including commercial enterprises, irrespective of their place of incorporation or headquarters, interested in the activities and objectives of the Society. If your corporation or organisation would like to support the International Cartilage Regeneration & Joint Preservation Society your company should consider becoming an ICRS Corporate Member.

SOCIETY CORPORATE SPONSORING OPPORTUNITIES

	Normal Price	Corporate Member
ICRS Newsletter Advert 1 x 1/2 page	€ 1000	€ 500
ICRS Newsletter Advert 1 x 1/1 page	€ 1800	€ 900
ICRS E-News (annual support) exclusive support	€ 4000	€ 2000
ICRS E-News (annual support) non-exclusive support	€ 2000	€ 1000
Logo on ICRS Website (annual support)	€ 1000	incl.
Commercial @ - Mailings (one time, to all members)	€ 1500	€ 750

APPLY HERE
(Deadline: Nov 30, 2021)

June 2 & 23, 2021, Online & On-Demand Availability

ICRS VIRTUAL CONVENTION II ORTHOREGENERATIVE THERAPY: FROM BASIC SCIENCE TO CLINICAL APPLICATION

Organizers: Christian Lattermann & Simon Görtz, USA

From established operative techniques to emerging cell based and orthobiologic therapies, this course brings home the entire spectrum of orthoregeneration in 2021 and beyond. We have assembled an exciting, cutting edge program featuring world leaders in ortho-regenerative therapy who will take you from bench to bedside, explaining both the scientific "Know Why" and the important clinical "Know How" to actually incorporate these pearls into our everyday clinical practice.

Expected number of participants: 150 – 200

Sponsoring Packages	Megabyte Sponsor €1500	Gigabyte Sponsor €3000	Terabyte Sponsor € 5000
Company presence on virtual platform	limited	standard	enhanced
Industry satellite presentation 5 mins in scientific programme	no	no	yes
Promotional company video clip	no	30 sec	60 sec
Logo on speaker presentation platform	no	no	yes
Free registration tickets for invited company guests	1	2	4
Sales representative with name, headshot & title	1	2	3
Acknowledgement on e-mail blast	no	yes	yes
Logo on social media announcements	no	yes	yes
Acknowledgement on ICRS event website	yes	yes	yes
Acknowledgement during introduction by moderator	yes	yes	yes
Logo on opening/break slide	yes	yes	yes
Acknowledgement in the closing credits at the end of the webinar	yes	yes	yes
On-demand availability	yes	yes	yes

Additional Sponsoring Possibilities

Industry satellite presentation 5 mins in scientific programme	€ 1000	€ 1000	included
10 x 50 € discount voucher package for your clients	€ 1000	€ 1000	€ 1000

APPLY HERE
(Deadline: March 31, 2021)

ICRS SPONSORSHIP OPPORTUNITIES EVENTS 2021/2022

October 21 – 23, 2021 - In Person Meeting

APPLY HERE
(Deadline: May 31, 2021)

ICRS FOCUS MEETING THE IMPACT OF SPORTS IN CARTILAGE

Thessaloniki, Greece

Local Organizer: Emmanuel Papacostas

Epidemiological and pathophysiological data will be presented with the surgical techniques that are already used worldwide for the treatment of cartilage lesions. Special credit will be paid in evidence-based rehabilitation and prevention, parallel to presentation of surgical or conservative treatment that can lead to better outcome. Our main aim is that all the participants, at the end of the Focus Meeting, will understand the impact of sports in joint homeostasis and cartilage health, and we hope that we open the discussion regarding consensus of how much is optimal and what is the best treatment algorithm.

Number of expected participants: 200 – 250

Platinum Sponsorship	€ 7500
Gold Sponsorship	€ 6000
Silver Sponsorship	€ 3500
Exhibitor (Tabletop)	€ 2500
Sponsoring only	€ 1500

Nov 18 - 20, 2021 - In Person Meeting

APPLY HERE
(Deadline: August 31, 2021)

6TH ICRS SUMMIT JOINT PRESERVATION – WHERE WE ARE IN 2021

Miami, USA

Organizers: Tom Minas, Ken Zaslav

Our Summit will emphasize on the positive surgical techniques, rehabilitation protocols, and new biological adjuvants such as HA, PRP, BMAC, stem cells, and new industry-sponsored adjuvants that will enhance outcomes and your clinical practice.

Number of expected participants: 150 – 200

Platinum Sponsorship	€ 9000
Gold Sponsorship	€ 7000
Silver Sponsorship	€ 5000
Exhibitor (Tabletop)	€ 3000
Sponsoring only	€ 2000

ICRS SPONSORSHIP OPPORTUNITIES EVENTS 2021/2022

April 12 - 15, 2022 - In Person Meeting

APPLY HERE
(Deadline: November 30, 2021)

ICRS 2022 - 16TH ICRS WORLD CONGRESS

Berlin, Germany

Organizers: Christoph Erggelet, Magali Cucchiarini, Stefan Nehrer

Repair, Regenerate, Restore, Replace, Rehabilitate, Research, Review, Redefine, Rethink will be the bullet points of our meeting. After many years of increasing our knowledge and insights into cartilage repair and joint preservation, we have to go back on one hand to critically analyse and learn from our successes and failures in regeneration and repair and to rethink what happened. On the other hand, we have to rethink our impact on the health system in light of digitalization, transdisciplinary approaches, and globalization. The goal is to redefine our processes and technology in the context of a more complex translational approach and unite our efforts in research and clinic to really move forward. But also, side-effects of those trends connected to Big Data and Artificial Intelligence, as well as fake news and social media, and new regulations like the medical device regulations are challenges to be addressed.

Expected number of participants: 1000

Platinum Sponsorship	€ 45000
Gold Sponsorship	€ 38000
Silver Sponsorship	€ 24000
Exhibit only	€ 690/m ²

TV Production - Docuseries (3 x 60 min)

„MENISCUS DISCOVERY SERIES“

Organizer: Elizaveta Kon & Peter Verdonk

TV Production oriented: Interviews with presenters, animations or videos incorporated, patient stories ect. Concept, like docu series on Netflix. Series is aimed to address young orthopedic surgeons & residents.

Sponsoring Cost	Megabyte Sponsor € 2000	Gigabyte Sponsor € 5000	Terabyte Sponsor € 8000
Suggest one presenter for a specific technique	no	no	yes
Acknowledgement on ICRS Event Website	yes	yes	yes
Logo on opening intro clip	yes	yes	yes
Acknowledgement in the closing credits at the end of the video	yes	yes	yes
Logo on social media announcements	yes	yes	yes
Free hosting (or link) of production on company website	1 month	6 months	12 months
Acknowledgement on E-Mail blast	no	yes	yes
Instructional video demo clip for a specific technique	no	1 min	2 min
On-demand availability on ICRS EDU-CART Platform (3-5 years)	yes	yes	yes

ICRS SPONSORSHIP OPPORTUNITIES EVENTS 2021/2022

ICRS SPONSORSHIP OPPORTUNITIES EVENTS 2021/2022

April - October 2021

APPLY HERE
(Deadline: March 31, 2021)

ZOOM WEBINAR SERIES

Besides our main events, we are currently setting-up a series of short free educational zoom webinars in different format throughout the rest of the year 2021. If a company is interested in supporting one of those low-cost webinars, we are welcoming industry input on scientific topics and suggestions for speakers.

Expected number of participants: 200 - 300

Sponsoring Cost	Megabyte Sponsor € 500	Gigabyte Sponsor € 1500	Terabyte Sponsor € 2500
Suggest session topic and one speaker	no	no	yes
Suggest session topic and one moderator	no	yes	no
Acknowledgement during introduction by moderator	yes	yes	yes
Logo on opening slide	yes	yes	yes
Acknowledgement in the closing credits at the end of the webinar in the closing credits at the end of the webinar	yes	yes	yes
Logo on virtual background	no	no	yes
Logo on social media announcements	yes	yes	yes
Free on-demand availability on ICRS Youtube Channel (1 year)	yes	yes	yes

ICRS WEBINAR SERIES 2021

Wednesday, April 28, 2021 | 16:00 CEST
NextGen Joint Preservation: What's on the Horizon?

Hosts: Seth Sherman (US) & Ignacio Dallo (AR)

Saturday, May 15, 2021 | 17:00 CEST
Case-Based Roundtable - What would you do?

Host: Brian Cole (US)

Thursday, June 9, 2021 | 17:00 CEST
Spend One Hour with ICRS Giant Daniël BF Saris: „Innovation Driven by Patient Need“

Host: Aaron Krych (US)

Wednesday, July 7, 2021 | 15:00 CEST
Cartilage Regeneration on Minced Cartilage Repairs

Hosts: Mats Brittberg (SE) & Gian Salzman (DE)

Tuesday, September 21, 2021 | 15:00 CEST
Joint Preservation

Hosts: Tom Minas (US) & Kenneth Zaslav (US)

Wednesday, September 29, 2021 | 15:00 CEST
Imaging in Cartilage Repair: "Music in the Air with AMADEUS and MOCART"

Host: Stefan Marlovits (AT)

ZOOM WEBINAR SERIES FORMATS

FORMAT I

CASE-BASED ROUNDTABLES - SOLUTION 1&2

Duration: 60 min, 2 case presentations
1 discussor/moderator & 2 speakers

- 5 min 1st Case Presentation (PPP-video) by discussor/moderator
 - 5 min First solution by 1st speaker
 - 5 min Second solution by 2nd speaker
 - 15 min Interactive discussion on discussor driven and open questions
-
- 5 min 2nd Case Presentation (PPP-video) by discussor/moderator
 - 5 min First solution by 1st speaker
 - 5 min Second solution by 2nd speaker
 - 15 min Interactive discussion on discussor driven and open questions

FORMAT III

ICRS CARTILAGE REGENERATION MASTER SERIES

Duration: 60 min, active polls, chat and Q&A
1 discussor/moderator & 2 speakers

- 5 min Key Highlights by 1st speaker
- 5 min Video Case by 2nd speaker
- 10 min Tips & Tricks by 1st & 2nd speakers
- 30 min Experts Think Tank: interactive discussion on discussor driven questions

FORMAT IV

ICRS SURGICAL TIPS & TRICKS

Duration: 30-60 min
1 discussor/moderator & 2 speakers

FORMAT V

A BATTLE: "TEA OR COFFEE - THE DISPUTE"

Duration: 30 min
1 discussor/moderator & 2 speakers

FORMAT VI

SPEND ONE HOUR WITH AN ICRS "GIANT"

Duration: 60 min
1 discussor/moderator & 1 speaker
20-30 min Presentation by the "giant"
30 min Interactive discussion

FORMAT II

CASE-BASED ROUNDTABLES - WHAT WOULD YOU DO?

Duration: 75 min, 3 case presentations
3 discussors/moderators

- 5 min Introduction by one of the moderators with instructions on managing Q&A
- 20 min 1st Case
 - Moderator A: 1st Case Presentation. Video of Hx with bullet points summarizing the history, imaging, scope pictures.
 - What would you do? (Moderator asks the panel for input)
 - What was done: 3 minute or less video of the surgical technique with pearls, pitfalls, managing complications or unexpected technical difficulties.
 - Rehabilitation. Literature reviewing published outcomes of what was done. Video interview of outcome.
 - Moderator & audience Q&A
- 20 min 2nd Case
 - Moderator B: 2nd Case Presentation. Video of Hx with bullet points summarizing the history, imaging, scope pictures.
 - What would you do? (Moderator asks the panel for input)
 - What was done: 3 minute or less video of the surgical technique with pearls, pitfalls, managing complications or unexpected technical difficulties.
 - Rehabilitation. Literature reviewing published outcomes of what was done. Video interview of outcome.
 - Moderator & audience Q&A
- 20 min 3rd Case
 - Moderator C: 3rd Case Presentation. Video of Hx with bullet points summarizing the history, imaging, scope pictures.
 - What would you do? (Moderator asks the panel for input)
 - What was done: 3 minute or less video of the surgical technique with pearls, pitfalls, managing complications or unexpected technical difficulties.
 - Rehabilitation. Literature reviewing published outcomes of what was done. Video interview of outcome.
 - Moderator & audience Q&A
- 10 min Conclusion: Closing comments by the lead moderator and promote the next webinar

FORMAT VII

ICRS LIVE OR RE-LIVE SURGERY SESSIONS

Duration: 30-60 min
1-2 discussors/moderators & 1-2 surgeons

ICRS Society App



DOWNLOAD
ON APP STORE & GOOGLE PLAY



Enable push notifications to keep in touch!!

International Cartilage Regeneration & Joint Preservation Society
c/o Cartilage Executive Office GmbH
Spitalstrasse 190 – Haus 3
CH-8623 Wetzikon – Switzerland
phone +41 44 503 73 70
office@cartilage.org – www.cartilage.org