

# 2019

## 6<sup>th</sup> Annual Meeting of the Subcortical Surgery Group

July 26 – 27, 2019

St Julien Hotel | Boulder, CO

### Why Exhibit at SSG 2019?

- 100+ neurosurgeon attendees focused on intracranial, cerebrovascular, neuro-oncology and skull-based neurosurgery
- Exhibits located in the foyer adjacent to the General Session meeting room
- Well-attended Welcome Reception held Friday evening
- Ample free time to connect with attendees in a relaxed environment
- General Session topics focus on new technologies, techniques and clinical evidence supporting the evolving change in neurosurgery
- Corporate Sponsorship Opportunities Available



# Who is the SSG?

## MISSION & VISION

The Subcortical Surgery Group (SSG) is a user group dedicated to optimizing minimally invasive corridor surgery to the subcortical space through clinical and scientific collaborative research and technology applications that are better for the patient and better for healthcare institutions. The SSG is leading the revolutionary change in safe and effective minimally invasive treatments for patients with subcortical brain pathology.

## LEADERSHIP TEAM SSG Board of Directors & Executive Committee



Julian Bailes, MD  
**President & Chairman, SSG**  
Chairman, Department of Neurosurgery  
NorthShore University HealthSystem  
Surgical Director, NorthShore Neurological Institute



Gustavo Pradilla, MD  
Assistant Professor of Neurosurgery  
Emory University School of Medicine  
Chief of Neurosurgery Service  
Marcus Stroke & Neuroscience Center  
at Grady Health System



Zachary Litvack, MD  
**Secretary & Treasurer, SSG**  
Neurosurgeon  
Swedish Brain and Spine Specialists



Rohan Ramakrishna, MD  
Neurosurgeon  
Weill Cornell Brain and Spine Center



Kaisorn Chaichana, MD  
Associate Professor of Neurosurgery,  
Neuroscience, Oncology, & Otolaryngology  
Mayo Clinic



Justin Singer, MD  
Director of Vascular Neurosurgery Program  
Spectrum Health



Sunit Das, MD, PhD  
Scientist in the Keenan Research  
Centre for Biomedical Science  
Associate Professor, Department of Surgery  
University of Toronto



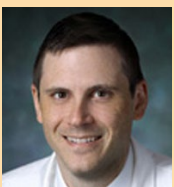
Ronald Young II, MD  
Neurosurgeon  
Delray Medical Center



J.D. Day, MD  
Chairman, Department of Neurosurgery  
University of Arkansas for Medical Sciences



Brad Zacharia, MD  
Assistant Professor of Neurosurgery  
Co-Director, Neuro Oncology Program  
Director, Brain Tumor and Skull Base Surgery  
Penn State Health



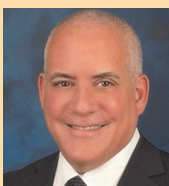
Gary Gallia, MD, PhD  
Assistant Professor of Neurosurgery & Oncology  
Johns Hopkins University School of Medicine



Gabriel Zada, MD  
Associate Clinical Professor of Neurosurgery  
Keck Medicine of USC



Mohamed Labib, MD  
Neurosurgeon  
Barrow Neurological Institute



Lloyd Zucker, MD, FAANS  
Chief of Neurosurgery, Delray Medical Center  
CEO, Florida Neuroscience Institute  
Partner, Brain & Spine Center South Florida

## MEETING AT-A-GLANCE

### Dates

July 26-27, 2019

### Location

St Julien Hotel  
900 Walnut St.  
Boulder, CO 80302  
www.stjulien.com

### Meeting Planner

Jennifer Oakley  
Oakley Meetings & Events  
jennifer@oakleymeetingsandevents.com  
201.787.7299 (cell)

## SOCIAL EVENT

Friday, July 26, 2019

### Welcome Reception

Exhibiting personnel are invited to attend the Welcome Reception. This well-attended event greets registrants to the Annual Meeting with drinks and hors d'oeuvres. The event will take place on Friday evening, July 26 from 5:00 – 7:00 pm on the Redgarden Terrace of the St Julien Hotel.



## SCHEDULE AT-A-GLANCE

(hours subject to change)

### Thursday, July 25, 2019

4:00 pm – 7:00 pm	Exhibit Installation
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### Friday, July 26, 2019

7:15 am – 8:00 am	Registration, Exhibit Viewing & Breakfast
8:00 am – 10:10 am	General Session
10:10 am – 10:30 am	Refreshment Break with Exhibitors
10:40 am – 12:30 pm	General Session
12:30 pm – 1:15 pm	Lunch with Exhibitors
1:15 pm – 4:00 pm	General Session
5:00 pm – 7:00 pm:	Welcome Reception

### Saturday, July 27, 2019

7:15 am – 8:00 am	Exhibit Viewing & Breakfast
8:00 am – 10:10 am	General Session
10:10 am – 10:30 am	Refreshment Break with Exhibitors
10:30 am – 12:00 pm	General Session
12:00 pm – 1:30 pm	Exhibit Dismantling



## 2018 EXHIBITORS & SUPPORTERS

Brainlab  
HAAG-STREIT Diagnostics  
Hitachi Healthcare Americas  
KARL STORZ

Leica  
Medtronic  
Mizuho America, Inc.  
NICO Corporation

NX Development Corp.  
Olympus  
Penumbra  
Stryker

Sutter USA  
Synaptive Medical Inc.  
ZEISS  
Zimmer Biomet

# Tabletop Exhibit Information

## EXHIBIT SPACE

**Fee: \$5,000 per table top includes:**

- Located in the foyer adjacent to the General Session meeting room where breakfast, lunch and refreshment breaks are located
- Access to 100+ neurosurgeons
- Skirted 6' display table
- 2 exhibitor registration badges
- Admission to General Session based on availability
- 2 Welcome Reception passes
- Meals provided for 2 representatives



# Corporate Sponsorship Opportunities

(available on a first-come, first-served basis)

## FOOD & BEVERAGE SUPPORT

### Welcome Reception

**Fee: \$15,000**

This well-attended event greets registrants to the Annual Meeting with drinks and hors d'oeuvres. The event will take place on Friday evening, July 26 from 5:00 – 7:00 pm on the Redgarden Terrace of the St Julien. In addition to overall support recognition, the supporting company will be recognized on signage at the event. The supporting company will also have the exclusive opportunity to showcase its products during the event.

### Continental Breakfast

**Fee: \$2,500 each or \$4,500 for both days**

The early bird gets the worm. Make an impression first thing in the morning by sponsoring the continental breakfast for attendees. In addition to overall support recognition, the supporting company will be recognized on signage during breakfast.

### Refreshment Breaks

**Fee: \$1,500 each or \$2,500 for both days**

Provide surgeons with a mid-morning pick-me-up with beverages and snacks. In addition to overall support recognition, the supporting company will be recognized on signage during the refreshment break.

### Lunch

**Fee: \$2,500 each or \$4,500 for both days**

Impress surgeons by sponsoring lunch. Attendees will enjoy views of the flatirons while eating a scrumptious buffet lunch. In addition to overall support recognition, the supporting company will be recognized on signage during lunch.

## MISCELLANEOUS SUPPORT



### Lanyards

**Fee: \$2,500**

An opportunity to display your company logo around the necks of SSG attendees. Sponsoring company must provide lanyards and receive approval from SSG on design.



### Hotel Key Cards

**Fee: \$2,500**

Reach all SSG surgeons staying at the St Julien by having your company logo or name printed on each hotel key card and holder provided to our group.



### Hotel Brochure Drop

**Fee: \$2,500**

Impress surgeons staying at the St Julien with your product brochure. A St Julien staff member will deliver the brochure to each guest staying at the hotel under our group. Sponsoring company must provide brochure and receive approval from SSG on design.



### Wireless Internet Access

**Fee: \$1,500**

Help SSG surgeons stay in touch and informed by providing wireless internet access in the meeting space. Sponsoring company will be recognized on tent cards in the General Session room.





## SHIPPING DETAILS

Packages for the SSG Annual Meeting may be delivered to the St Julien starting Tuesday, July 23. The SSG has reserved the Calypso room at the St Julien as storage from July 23 – 27 (until 2:00 pm). Please note that ALL equipment must be picked-up by 2:00 pm on Saturday, July 27. There is no available storage for the SSG after this time.

The following information must be included on all packages to ensure proper delivery:

St Julien Hotel  
Subcortical Surgery Group  
ATTN: Tim Gumm  
900 Walnut St.  
Boulder, CO 80302

Each vendor is responsible for arranging equipment shipment and any associated costs. A loading dock and pallet jack is available at the hotel. Please plan accordingly with your shipping company.

Please provide dimensions and expected ship date to Jennifer Oakley no later than July 18.

Jennifer Oakley  
Oakley Meetings & Events  
jennifer@oakleymeetingsandevents.com  
201.787.7299 (cell)

