

How can ORS help you reach your organization's goals and mission?

By partnering with ORS your organization will:

- ◆ advance musculoskeletal research worldwide
- ◆ promote, award, and inspire musculoskeletal research
- ◆ support many of your employees, who are members of the society
- ◆ facilitate innovation and inspire new ideas
- ◆ support diversity, inclusion, and outreach

Why ORS?

The ORS is the home to a global community of engineers, clinicians and biologists who are dedicated to the advancement of musculoskeletal research. The research of our members, along with the contributions of our corporate partners, plays a vital role in the future of the orthopaedics.

The ORS Annual Meeting has long been recognized as the forum to present the most innovative and cutting-edge research in the field. In addition, the Annual Meeting provides opportunities to develop crucial research skills, learn the latest industry developments, establish collaborations, and provides professional growth and advancement for researchers at any stage of their careers.



Cultivate Lasting Relationships with Musculoskeletal Researchers Presenting at the ORS Annual Meeting

Region	Percentage	GEOGRAPHY
North America	65%	
Asia	24%	
Europe	9%	
Australia/New Zealand	1%	
South America	<1%	
Middle East/Africa	<1%	

Primary Discipline	Percentage	PRIMARY DISCIPLINE
Bioengineer	40%	
Orthopaedic Surgeon	23%	
Biologist	16%	
Other	12%	
Clinician	8%	
DVM	1%	

Affiliation	Percentage	AFFILIATION
Academic	86%	
Industry	9%	
Other	3%	
Government	2%	

AREAS OF RESEARCH INTEREST INCLUDE

BIOMATERIALS Bone • Cartilage • Fibrocartilage • Tendon and Ligament • Other **CARTILAGE, SYNOVIUM & OSTEOARTHRITIS** Aging • Cell and Molecular Imaging • Cytokines, Inflammation • Gene Therapy • Genetics/Genomics/Proteomics • Growth Plate and Endochondral Ossification • Matrix Degradation • Matrix Proteins, Collagen, and Proteoglycans • Mechanics • Mechanobiology • Osteoarthritis (Clinical and Therapies) • Post Traumatic OA • Progenitors and Stem Cells • Tissue Engineering and Repair /Focal Defect Repair **MENISCUS** Biology • Mechanics • Tissue Engineering and Repair **TENDON/LIGAMENT** Cell Biology • Mechanics • Progenitors and Stem Cells • Repair and Tissue Engineering **MUSCLE** Biology • Mechanics **BONE** Bone Aging • Osteoblasts • Osteoclasts • Genetics, Genomics and Proteomics • Matrix Proteins • Bone Mechanics Computational Modeling • Bone Osteocytes and Mechanobiology • Osteoporosis, Metabolic Bone Disease, Biomarkers • Progenitors and Stem Cells • Skeletal Development • Bone Tissue Engineering and Repair **BONE FRACTURE** Biology • Biomechanics/Clinical • Mechanics and Computational Modeling • Repair/Therapeutics

CLINICAL/ANATOMICAL TOPICS

HIP AND KNEE ARTHROPLASTY Clinical Outcomes Research • Computational Modeling • Finite Element Analysis • Implant Fixation • Implant Wear • Infection • Kinematics • Osteolysis and Adverse Soft Tissue Reaction • Polyethylene and Biomaterials • Surgical Navigation Outcomes and Robotics **KNEE** Computational Modeling • Kinematics and Gait • Knee Ligament • Mechanics • Surgical Repair and Rehabilitation **HIP** Disease Process • FAI and Morphology • Mechanics - Kinematics **SPINE** Biology • Mechanics • Computational Modeling • Disc Biology • Disc Mechanics • Disc, Tissue Engineering and Repair • Peripheral Nerve and Spinal Cord Injury • Scoliosis • Spine Therapeutics (Clinical) • Spine Therapeutics (In Vivo Preclinical) **SHOULDER** Arthroplasty • Computational Modeling • Disease Process • Kinematics and Mechanics **HAND, WRIST AND ELBOW** Bone • Infection and Trauma • Mechanics • Reconstruction • Soft Tissue and Nerve **FOOT AND ANKLE** Adult • Infection and Trauma • Mechanics • Pediatric • Reconstruction and Arthroplasty **INFECTIOUS** **TRAUMA** Clinical Outcome/Methodologies • Pathophysiology **CANCER, TUMORS** Bone Tumors • Soft Tissue • Osteosarcoma **DIAGNOSTIC IMAGING** Biomarkers • Bone • Cartilage (Articular and Meniscal) • Muscle, Nerve, Vasculature • Novel and Functional Imaging, Artifacts • Tendons, Ligaments

SUPPORT EDUCATION

SCIENTIFIC WORKSHOPS

Seeking a total support of \$150,000
ORS scientific workshops are the highest attended educational programs offered at the Annual Meeting, and cover a wide variety topics of interest to our diverse research community. Workshop organizers and speakers are experts in their fields and provide valuable information to our attendees, inspiring them far after the close of the Annual Meeting.

ORS CLINICAL RESEARCH FORUM

Seeking a total support of \$7,500
The 2017 ORS Clinical Research Forum brings together key clinical research leaders to focus on two areas of research. The first session on Biomedical Research includes talks on barriers to translation to clinical practice, the commercialization process, funding sources, and conflicts of interest in clinical research. The second session on Clinical Research Training in Orthopaedics includes talks on key principles in orthopaedic research, measurements in clinical research, mitigation bias in clinical studies, and knowledge translation.

ORS ONLINE EDUCATION/WEBINAR

Seeking a total support of \$6,000
ORS online education/webinars offer members and non-members the opportunity to learn from experts in the field with just a few clicks of the mouse. On average, the ORS hosts 6 webinars each year which are marketed to over 6,000 musculoskeletal researchers. Previous scientific online education topics have focused on research related to spine, meniscus, and gait analysis. ORS also offers a professional development series focusing on funding, FDA related topics, abstract writing skills, and empowering women. Your company logo will be linked to your website. It will be displayed in promotions, registration, during the live event, and post event evaluation.

SUPPORT EDUCATION continued

ORS RESEARCH SECTIONS

Seeking a total support of \$25,000 per section

Section meetings focus on unique scientific and educational programming as well as offer meeting attendees the opportunity to engage and foster a great understanding of the cutting-edge research within in their research interest. Sections promote the common interest of Society members in specified areas of research related to orthopaedics and the musculoskeletal system. ORS has five sections: Meniscus Section • Orthopaedic Implants Section • Preclinical Models Section • Spine Section • Tendon Section



ORS MUSCULOSKELETAL BIOLOGY WORKSHOP AT SUN VALLEY

Seeking a total support of \$60,000

This workshop improves understanding across the many disciplines that study musculoskeletal biology and the prevention/treatment of disease. The goals of this workshop are:

- 1) To work toward a multidisciplinary basic and clinical synthesis of molecular, tissue and biomechanical processes in bone that help us to understand the pathogenesis of bone disease as well as its prevention and treatment.
- 2) To apply basic science concepts to clinical problems, and develop a dialogue between basic and clinical investigators.
- 3) To provide a forum for student training and the opportunity for junior scientists to talk with more senior scientists in a small group setting.



ORS ANNUAL MEETING ONLINE ABSTRACT SEARCH

\$15,000 for a 12-month ad

Each year, over 2,000 abstracts are presented at the ORS Annual Meeting. The abstracts are accessed by ORS members throughout the year. Your logo will be prominently displayed on the main online abstract search main page

ORS ANNUAL MEETING MOBILE APPLICATION

\$10,000

This smart-phone friendly tool provides quick, all-access information to meeting attendees including session schedules and listings, speakers' information, the ability to connect with others, and so much more. As the sponsoring organization, your company name will appear on the main screen of the mobile app.

SUPPORT NEW INVESTIGATORS

ORS/OREF GRANT WRITING COURSE

Seeking a total support of \$8,000

This full-day course is designed for new basic and clinical investigators who are in the process of writing their first grant proposal. We all know that there is a lot of competition for a limited amount of funds. Your support can help ensure those grants go to those in the orthopaedic community. The course will include a mock study section which is always the highlight of the day and provides insight to what is involved in the grant review process.



SUPPORT NEW INVESTIGATORS continued

ORS/OREF/AAOS GRANT WRITING WORKSHOP

Seeking a total support of \$15,000

This interactive workshop offers a mixture of didactic lectures, mock study section (faculty review provisional grant proposals submitted by participants), specific aims lab, individualized mentoring, and networking for professional development. Faculty are senior investigators who manage highly successful research programs funded by the NIH, DOD, VA, and private foundations, and who have served on NIH study section.

ORS COLLABORATIVE EXCHANGE GRANT

Seeking a total support of \$10,000

This grant provides investigators an opportunity to visit a research lab for the purpose of collaboration, knowledge exchange, and facilitate the exchange of new research methodologies and techniques. The grant can be used towards travel, accommodations, and living costs.

ORS/OREF TRAVEL GRANTS IN ORTHOPAEDIC RESEARCH TRANSLATION

Seeking a total support of \$15,000

Five (5) travel grants recognize clinician scientists and clinical investigators in the early stages of their career who have played a key or leading role in an original research project in clinical or translational medicine, and who have demonstrated excellence in training and a commitment to orthopaedic research.



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SUPPORT DIVERSITY, INCLUSION, AND OUTREACH INITIATIVES

ORS can help you achieve your goal for diversity, inclusion, and outreach by supporting the following five (5) activities. Seeking a total support of \$15,000

1. ORS VIDEO OUTREACH INITIATIVE

The ORS Video Outreach Competition encourages orthopaedic researchers to educate the public and media about significant musculoskeletal research topics in innovative, accessible, understandable and fun ways. The theme of this year's competition is *Explain Orthopaedic Research to the General Public*.

2. PERRY INITIATIVE

The Women's Leadership Forum (WLF) hosts the Perry Initiative during the ORS Annual Meeting. 30 high school students will join members of the ORS community for a hands-on day of exploring orthopedic surgery and engineering. The students attending this event have the opportunity to learn how to casts, perform a spinal fusion and place IM nails among other activities. Through this activity, members of the WLF along with the Perry Initiative hope to inspire girls to enter the fields of orthopaedics and engineering and to change the future of clinical care.



3. WOMEN'S LEADERSHIP FORUM COLLABORATION RECEPTION

Celebrate women in science! Members of the ORS Women's Leadership Forum (WLF) and ORS Annual Meeting attendees celebrate women in science. This reception is an excellent opportunity to discuss the challenges facing today's female scientists. The Women's Leadership Forum Award recipient will be honored for her role as an outstanding mentor to fellow female scientists.

4. CONNECTING FOR COLLABORATION: A NETWORKING EVENT FOR EARLY CAREER INVESTIGATORS

This event for early career investigators provides the opportunity to meet colleagues, engage in conversation, and learn more about the ORS research community. This program encourages new collaborations which will open the door to new discoveries and opportunities in a career as a musculoskeletal investigator.



5. NETWORKING ACROSS GLOBAL BOUNDARIES

This program provides an opportunity to increase creativity in global research thinking and collaboration. This is a great way for the early career investigator who is forming their research questions, seeking connections with mentors, and strong collaborations. Designed to generate engaging and exciting conversation and interactions!

ORS KEYNOTE SPEAKER - RESERVED

The ORS is proud to welcome Jennifer Duodna, PhD, as this year's keynote speaker. Prof. Doudna is the Li Ka Shing Chancellor's Chair in Biomedical and Health Sciences at UC Berkeley and an Investigator of the Howard Hughes Medical Institute. Her research seeks to understand how RNA molecules control the expression of genetic information. This research led to insights about CRISPRCas9-mediated bacterial immunity that enabled this system to be harnessed for efficient genome engineering in animals and plants, creating a transformative technology that is revolutionizing the fields of genetics, molecular biology and medicine.

RECOGNITION AND BENEFITS

	up to \$3,000	\$3,500 – \$5,500	\$6,000 – \$9,500	\$10,000 - \$14,500	\$15,000 and above
A 15-minute time slot for your company's presentation at Innovation Theater	-	-	-	-	YES
Invitation to the ORS Leadership Recognition Reception held at the ORS Annual Meeting	-	-	-	YES	YES
List of participants following the meeting, per request only (one time use/ mailing address only)	-	-	YES	YES	YES
Acknowledgment in the <i>Journal of Orthopaedic Research</i>	YES Name	YES Logo	YES Logo	YES Logo	YES ½ page black and white ad
Acknowledgment in the ORS Connect (Society Enews) pre and post meeting	YES	YES	YES	YES	YES
Acknowledgment in the ORS Annual Meeting Program Book	YES	YES	YES	YES	YES
Recognition as an ORS Corporate Partner on the ORS Annual Meeting website	YES	YES	YES	YES	YES
Acknowledgement signage at the meeting, including in-booth signs for exhibitors (excluding acknowledgements in and outside session rooms)	YES	YES	YES	YES	YES
Acknowledgement in the ORS Industry Connect	YES	YES	YES	YES	YES

ORS OFFICE CONTACT INFORMATION

ORS will be more than happy to customize your support to align with your goals and marketing strategy.

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