

THE FIRST GLOBAL SPASTICITY SYMPOSIUM

Exhibitor & Sponsorship Brochure

October 24-27, 2024

Houston Texas, USA

SPASTICITY

The background of the brochure features a blue-tinted photograph of medical professionals in a clinical setting. A large, stylized white 'X' with a red outline is centered over the image. The entire design is framed by a large red triangle pointing downwards from the top center, and a light blue area at the bottom right containing a pattern of white dots.



Over 500 experts and rising stars
from around the globe are
coming together for Spasticity X.

A MEETING OF THE MINDS TO X-OUT SPASTICITY

Spasticity X is a global, multidisciplinary, four-day meeting to propel swift advancements in the science and treatment of spasticity. From clinicians, researchers, and educators to policy-makers, industry executives, and patients — the brightest minds in spasticity and sensorimotor disorders are on a mission to X-out spasticity to improve the lives of millions of people.



This meeting aims to discuss the current and future state of spasticity, analyze instruction and training, and evaluate existing and emerging research areas to stimulate critical thinking and inspire enhancements in patient care. This international sharing of knowledge and ideas with incisive dissection of controversial topics seeks to shape the future of spasticity management.

DON'T MISS YOUR CHANCE TO HAVE A SEAT AT THE TABLE

Collaborations between academic and industry entities can be complicated but rewarding endeavors. We understand the value and importance of academic-industry partnerships and success depends on finding common goals.

We know you care about improving patient care, research, and education/ leadership in spasticity management as much as we do. That's why we're inviting leaders in the industry to participate in Spasticity X.

Over 500 experts and rising stars from around the globe are coming together for Spasticity X from Brazil and Cameroon, and Germany and Poland, to Taiwan, the United Kingdom, the USA and more!

With all of us working together, the possibilities are endless! We hope you will join us.



Gerard Francisco, MD
Chair Spasticity X Steering Committee

SPASTICITY X SCHEDULE AT A GLANCE

DAY 1 – THURSDAY (by invitation only)

1:00–5:45 pm.....Small Group Discussions and Consensus Activities

Thursday Prelim Topics: Milestones in the 40 Years since Lance Defined Spasticity; Revisiting the Pathophysiology of Spasticity; Redefining Spasticity for 2030; Peripheral Contributions to Spasticity; What is Spasticity NOT?; Assessment Tools in Spasticity; Group Discussion

6:30–8:30 pm.....Welcome Reception

DAY 2 – FRIDAY

7:00–8:00 amBreakfast Symposium

8:00–10:30 am.....Preconference Hands-on Workshops

10:30–11:45 amIntroduction: Welcome Sessions

12:00–1:00 pmLunch Symposium

1:15–5:00 pmOpen Symposium Begins

Friday Prelim Topics: Predicting Spasticity; Biomarkers – blood and neurophysiologic & neuroimaging; Muscle Synergies & Spasticity; Imaging (Elastography & Pixel Technique); Modified Heckmatt (live demonstration); 3-D Imaging Innervation; Wearable Sensors; Artificial Intelligence; Diagnostic Nerve Blocks

5:30–7:00 pmWelcome Reception



DAY 3 – SATURDAY

7:00–8:00 amBreakfast Symposium

8:00–11:45 pmOpen Symposium

12:00–1:00 pmLunch Symposium

1:15–5:20 pm.....Parallel Sessions (focused topics)

Saturday Prelim Topics: Updates in Phenol Neurolysis; Neuro-orthopedics; Implanted Nerve Stimulation; Cryoneurolysis; Botulinum Toxin – immunogenicity, central effects, early use, and more; Guided Self-Rehabilitation; Patient Panel – What can we do for you?; How to Support Women in Spasticity; Parallel Sessions (Botulinum Toxin; Oral & Musosal Meds; Modalities; Hyaluronidase; Acupuncture; Intrathecal Baclofen, and more)

7:30–10:00 pm.....Texas Networking Event



DAY 4 – SUNDAY

8:30–10:30 amClosing Sessions, Recap & Feedback

10:30–11:30 am.....Closing Plenary: The Future of Spasticity – What Else?

AFFECTING POSITIVE CHANGE... NOW

Spasticity X will offer a unique mix of collaboration and educational formats to best stimulate forward-thinking discussions and plans for action:

- Didactic Lectures
- Point-counterpoint
- Small Group Discussion
- Consensus Development
- Research Study Posters
- Networking/ Social Meals & Event



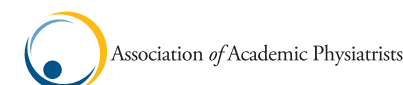
PARTICIPANT TAKE-AWAYS

At the conclusion of the meeting, participants will be able to:

- ✓ Re-assess the existing definitions of spasticity and, if agreed upon as necessary, re-define spasticity
- ✓ Examine the feasibility of harmonizing spasticity assessment methods and classification for clinical trials and practice
- ✓ Establish a foundation for international consensus on a universally applicable “good clinical practice” in spasticity management
- ✓ Enhance existing universally-acceptable curricula for spasticity education
- ✓ Compare and contrast existing and emerging spasticity management techniques
- ✓ Present developments in pharmacotherapeutics of spasticity
- ✓ Examine the potential role of emerging technologies in spasticity management
- ✓ Define a holistic approach to spasticity management, beyond modalities, medications, and procedures
- ✓ Discuss ongoing and recently concluded research in spasticity and related motor disorders
- ✓ Dissect important non-clinical and non-academic issues in spasticity research and practice

BROUGHT TO YOU BY...

Spasticity X is a collaboration of the Association of Academic Physiatrists (AAP), the International Society for Physical and Rehabilitation Medicine (ISPRM), and TIRR Memorial Hermann:



AAP’s vision is a thriving global academic community leveraging mentorship, leadership, and scholarship to maximize human function. Representing over 3,000 members, our mission is to empower academic physiatrists to advance the science of physical medicine and rehabilitation (PM&R), educate leaders of future, and champion physiatry to transform healthcare.



ISPRM serves as the global agency for the PRM, representing 67 countries and more than 35,000 members worldwide.



TIRR Memorial Hermann is our local partner. Continually recognized as one of America’s Best Hospitals by *US News & World Report*, TIRR is a national leader in medical rehabilitation and research.

Schedule is subject to change. Check www.physiatry.org/spasticityx for latest news and updates.

We invite you to become a Spasticity X partner. By partnering with us, you will enhance brand reputation and connect with experts and up-and-coming stars who are laser-focused on spasticity. Don't miss your chance to have a seat at the table at this groundbreaking global symposium.

SPONSORSHIP LEVEL	PLATINUM 125K	GOLD 100K	SILVER 50K	BRONZE 25K
Industry-sponsored Symposium	X (1.5 Hr Workshop)	X (1 Hr Lunch & Learn)	X (1 Hr Breakfast)	
20x20 Exhibit booth or meeting space	X	X		
20x10 Exhibitor booth or meeting space	X	X	X	X
Advertisement through the conference app	X	X	X	X
Banners in the conference area	X (Prominent)	X (Large)	X (Medium)	
Brand Awareness on Spasticity X Website	X (Prominent)	X (Large)	X (Medium)	X (Small)
Complimentary Conference Registration	10	6	4	2
Meeting with the Steering Committee	45 Minutes	30 Minutes		

Customized Package - We are happy to work with you to develop integrated sponsorships designed to meet your strategic goals and targets. Some of the most successful programs are a result of this type of collaboration.



Lanyards See your company logo on the official lanyard holding attendee's badges.	\$30,000 Investment
Coffee Sleeves Have your full-color logo "in hand" when attendees take a break from educational sessions to browse posters, network with colleagues, and learn from exhibitors.	\$10,000 Investment
Hotel Key Card Be "In the pocket" of every attendee. Hotel Key Cards provide exposure multiple times each day.	\$25,000 Investment
Wifi Access & Landing Page Your company can make it possible for attendees to access meeting information, presentation files, personal emails and more. The Wifi password will be your company's name.	\$30,000 Investment
Tote Bags Increase your visibility on a branded tote bag with your company's name, logo and website given to all attendees. To use throughout the conference.	\$20,000 Investment
Welcome Package Deliver sponsored promotional literature directly to attendees' rooms. Literature may be printed on both sides and should measure no larger than 8.5"x11".	\$10,000-\$15,000 Investment
Meeting APP The mobile app will showcase your company's splash screen advertisement each time they open it.	\$30,000 Investment
Sponsored Symposia Demonstrate your expertise on a topic of mutual interest with a workshop, meal, or reception-style symposium presented to a targeted audience laser-focused on spasticity.	\$30,000 - \$100,000 Investment



Become a part of our global community
by joining us at Spasticity X, the first-ever
global spasticity symposium.

THERE ARE LIMITED OPPORTUNITIES
TO PARTICIPATE — SO DON'T WAIT!

500+ Attendees – targeted audience
laser-focused on spasticity

5 Premier
Partnership Packages

25 Sponsorship
Opportunities

SPASTICITY

October 24-27, 2024

SECURE YOUR SEAT AT THE TABLE TODAY!

410.654.1000 | msmist@physiatry.org

Physiatry.org/SpasticityX