

# SPONSORSHIP OPPORTUNITIES



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## BONE AND MUSCLE INTERACTIONS: THE MECHANICAL AND BEYOND

*An International Meeting of Muscle and Bone  
Researchers to advance the field of  
Bone and Muscle Interactions*

**Indianapolis, IN | Aug. 16 - 18, 2019 | Hine Hall, IUPUI**

<https://medicine.iu.edu/research/centers-institutes/musculoskeletal-health/news-events/>



**INDIANA UNIVERSITY**  
SCHOOL OF MEDICINE  
CENTER FOR MUSCULOSKELETAL HEALTH

# INVITATION

On behalf of the Planning Committee, Conference Chair, **Dr. Lynda Bonewald**, Indiana University and Co-Chair **Dr. Frank Rauch**, Shriners Hospitals for Children – Montreal, would like to invite you to join us for:

## **Bone and Muscle Interactions: The Mechanical and Beyond Indianapolis, August 16-18, 2019**

Diseases, disorders, and injuries of the musculoskeletal system relating to bones, joints, and muscles are the leading cause of disability and health care costs in the U.S. (5.7% GDP). With a projected 20% of the world population being 60 and older by 2050 and over 35% by 2150, disability and resulting health care costs will only increase. It is becoming increasingly evident that muscle and bone interact through biochemical and molecular crosstalk beyond just the loading of bone by muscle.

In 2012, a seminal meeting on the interaction between bone and muscle took place in Kansas City, Missouri, sponsored by the American Society for Bone and Mineral Research. In the six years since the first meeting, an entirely new field of bone and muscle research has been established and is seeing impressive growth. We believe that it is time for a follow-up meeting to bring together national and international leaders in this new field and the fields of bone and muscle and address the evidence of these increased bone and muscle interactions and discuss how these can lead to treatments for musculoskeletal diseases.

Conference sessions will center on bone-muscle interactions in aging, cancer, energetics and metabolism, orthopedics, nutrition, pediatric and adult genetic musculoskeletal disease, and soluble factors/exercise released mediators of muscle-bone interactions. The goal of this meeting is to trigger new strategies for preventing and treating musculoskeletal disease through the promotion of new collaborations and partnerships between researchers.

We hope that you find our mission to be of interest to you and your company, and if so, that you might be able to make a financial contribution and sponsor the conference in any way that you feel appropriate. All contributions will be gratefully acknowledged and displayed during the conference, as well as on the conference website and advertisements immediately following receipt of the donation (thus, longer exposure results for an earlier donation!).

Thank you for your consideration,  
Lynda F. Bonewald, PhD



Director, Indiana Center for Musculoskeletal Health

# ORGANIZING COMMITTEE

## 2019 Bone and Muscle Interactions: The Mechanical and Beyond Organizing Committee

### **Dr. Lynda Bonewald**

Director, Indiana Center for Musculoskeletal Health  
Indiana University

### **Dr. Frank Rauch**

Professor, Department of Pediatrics  
Shriners Hospital for Children - Canada

### **Dr. Karyn Esser**

Associate Program Director Institute of Myology,  
University of Florida

### **Dr. Mark Hamrick**

Professor, Department of Cellular Biology and Anatomy  
Augusta University

### **Dr. Lilian I. Plotkin**

Associate Professor, Department of Anatomy and Cell Biology  
Indiana University

### **Dr. Stuart J. Warden**

Associate Dean for Research and Professor, School of Health  
and Human Sciences  
Indiana University

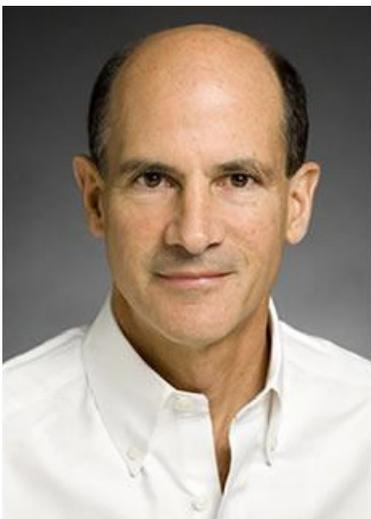
### **Dr. Monte Willis**

Professor, Department of Pathology & Laboratory Medicine  
Deputy Director of the ICMH

### **Dr. Teresa Zimmers**

Associate Professor, Department of Surgery  
Indiana University

# KEYNOTE SPEAKER



## **THOMAS A. RANDO**

Stanford University

Topic: Muscle Stem Cell Aging: Functional Consequences  
and Rejuvenating Strategies

Professor of Neurology and Neurological Sciences, Deputy Director, Stanford  
Center on Longevity

Thomas Rando is Professor of Neurology and Neurological Sciences at Stanford where he is the Director of the Glenn Laboratories for the Biology of Aging. He is also Chief of Neurology and Director of the Rehabilitation Research & Development Center of Excellence at the Veterans Affairs Palo Alto Health Care System. He is a founding director of the Muscular Dystrophy Association clinic at the Stanford Medical Center. Research in the Rando laboratory focuses on tissue-specific stem cells in aging and disease, and on pathogenetic mechanisms and gene therapy for muscular dystrophies. His research on aging has demonstrated that it is possible to identify biochemical stimuli that

can induce stem cells in old tissues to repair injuries as effectively as in young tissues, and this work has broad implications for the fields of regenerative medicine and stem cell transplantation.

He is a member of several professional societies, including the American Neurological Association. He is a former Paul Beeson Physician Faculty Scholar in Aging awarded by the American Federation for Aging Research and a former Ellison Medical Foundation Senior Scholar in Aging. In 2005, he received an NIH Director's Pioneer Award for his groundbreaking research in stem cell biology. He received a BA from Harvard College, MD from Harvard Medical School and PhD in Cell and Developmental Biology from Harvard University.

# CONFERENCE SESSIONS

## **Muscle-Bone Interactions During Aging**

*Speaker:* Paul Robbins  
Institute on the Biology of Aging and Metabolism

## **Muscle-Bone Interactions in Cancer**

*Speaker:* Andrew Judge  
University of Florida

## **Exercise-Mediated Muscle-Bone Transducers**

*Speaker:* Juerg Gasser  
Novartis Institutes for BioMedical Research

## **Role of Muscle and Bone Factors in Energetics and Metabolism**

*Speaker:* Gustavo Duque  
Australian Institute for Musculoskeletal Science

## **Muscle-Bone Interactions in Orthopedics**

*Speaker:* Celine Colnot  
French Institute of Health and Medical Research

## **Biomechanical Relationships Between Muscle and Bone**

*Speaker:* Silvia Blemker  
University of Virginia

## **Muscle-Bone Interactions in Genetic Diseases**

*Speaker:* Jose Millan  
Stanford Burnham Presbyterian Medical Discovery Inst

## **Role of Soluble Factors in Muscle-Bone Interactions**

*Speaker:* Sarah Dallas  
University of Missouri – Kansas City

## **Muscle-Bone Interactions in Pediatrics**

*Speaker:* Mary Leonard  
Stanford University

## **Nutritional Mediators of Muscle-Bone Interactions**

*Speaker:* Roger Fielding  
Tufts University

# BENEFITS OF SPONSORING

To help provide a quality educational event, we are soliciting your participation and financial assistance.

**As a Sponsor** you will have the opportunity to:

- Gain access to an audience of basic and clinical scientists, physicians, principal investigators, and PhD students with an interest in accelerating research leading to new discoveries and treatments in the fields of bone, muscle, and muscle-bone interaction.
- Participate in promoting new ideas & products in a variety of ways, directly to your audience. Sponsorship provides ideal opportunities to interface with your clients while staying within your marketing plan and budget.

Your company can contribute to the success of this meeting through one of the several following options:

- **Poster Support** - Your contribution will support a poster session for young investigators, allowing them to show case their research and encourage collaboration with established researchers.
- **Travel Award** - The goal of this conference is to unite researchers in the field and contributions made to encourage young investigators and trainees to attend will be critical to ensuring the success and continued growth of our meeting.
- **Designated Speaker Support** - Support of an established leader in the field of bone and muscle interaction will expand the overall impact of the meeting and encourage attendance.
- **Exhibitor Table and Admission for Two Personnel** - Sponsor an exhibitor table to highlight your company's contributions and partnership to the field.
- **Event support** - Sponsor a social event between researchers to help encourage our ultimate goal of discussion and collaboration.

With your contribution, your organization will be recognized for its association with the scientific and health care community and its proactive initiatives in a variety of options. Any type of sponsorship on your behalf will significantly be appreciated and acknowledged through print, on site materials, on the conference web, on continuous PowerPoint loops and in our Meeting program.

**Further details on the sponsorship opportunities can be found below.**

Your support and participation will play an important role in making this a truly outstanding event by helping us engage in discussions to contribute to our mission of triggering new strategies for preventing and treating musculoskeletal disease through the new collaborations and partnerships between researchers.

We would like to thank you in advance for your consideration and look forward to having you share in our excitement for our international conference, **Bone and Muscle Interactions: The Mechanical and Beyond.**

The Conference Administration would be pleased to discuss any additional or alternate suggestions that may be more attractive to you for recognition.

Please contact Spencer Stephens, Financial Coordinator, should you have any questions:

**sstephe@iu.edu** or **+1 (317) 278-6545**

# SPONSORSHIP LEVELS

## Poster Award

Posters will remain on display throughout the day in the atrium, outside the main session area. Presenters will be selected by the organizing committee from submitted abstracts through the event website.

Sponsors will dedicate a named poster award to be given to the top poster presenter(s), who will be selected by the conference poster committee. Sponsors will receive mention in our meeting program, on the website homepage and the abstract submission page, as well as advertisement in the poster session venue, through signage, digital displays, and session PowerPoint advertisements. This contribution allows young investigators and students to showcase their research and build relationships with established researchers.

**Suggested Starting Contribution: \$500**

## Travel Award

Travel awards will be given to top abstract candidates who indicate a need for funding. The purpose of these awards is to encourage the involvement of young and new investigators in the scientific discussions and to allow attendance for those who would not be able to otherwise.

A contribution to the travel award at the suggested threshold would support the full travel of a national or international attendee, including airfare, lodging, and conference registration. Sponsors in this category will be given special mention in the conference opening and closing remarks and the award letters, as well as recognition on our meeting website and conference brochure. As the goal of this conference is to unite researchers in the field, contributions made to encourage young investigators and trainees to attend will be critical to ensuring the success and continued growth of our meeting.

**Suggested Starting Contribution: \$1,500**

## Designated Speaker Support

This three-and-a-half-day conference will feature ten scientific sessions, with two to three speakers in each. These sessions will cover the breadth of the research fields and the various interactions with other specialties, such as cancer, orthopedics, genetic diseases, and pediatrics. Support of the experts speaking at this conference will allow us to invite more experts from around the world and widen our expertise and your company's exposure. Contribution in this category will assist in covering the travel and lodging of invited speakers from around the globe. Sponsors will receive mention in the letters of invitation to these experts, mention on our meeting website, specific acknowledgment in the meeting agenda under the speaker's biography and named recognition of the speaker's presentation.

**Suggested Starting Contribution: \$2,000**

# SPONSORSHIP LEVELS

## **Exhibitor Table and Admission for Two Personnel**

Sponsorship at this level will grant you the opportunity to network with colleagues and potential customers on site and demonstrate new products. The exhibitor booths will be located adjacent to the poster presentation area, ensuring that your company will be seen by researchers throughout the day. Exhibitors will be supplied a 6'x6' space and a 4' skirted table or exhibitors can choose to simply set up their own backdrop booth display. The morning continental breakfast, lunch and the 2 coffee breaks per day (which are also included for your 2 representatives as part of this package) will give your company plenty of visibility and access to delegates.

**Suggested Starting Contribution: \$2,000**

## **Event Support**

The goal of this conference is to encourage discussion and collaboration between researchers while developing and strengthening relationships. We will host several social events for researchers throughout the day, including two coffee breaks and three meals each day to promote discussion of research and goals, further stimulated by the meeting's presentations. Sponsorship of these events would assist in the rental of space for these events, waitstaff in the venue, and other associated costs to ensure researchers are provided with time and space for comfortable discussion. Sponsors will be mentioned in the opening and closing remarks of the conference and will feature prominently on signage and PowerPoint slides for the breaks while also denoted in a specific area of the meeting brochure.

**Suggested Starting Contribution: \$5,000 for breakfast or lunch.  
\$20,000 for dinner**