



2024

MEDIA KIT

ABOUT BONEZONE

BONEZONE is owned and produced by ORTHOWORLD® Inc., a customer-centric media company which has been solely focused on the global orthopedic market for more than 30 years. ORTHOWORLD's core customers are executives and engineers from orthopedic device companies. It is through their voices that BONEZONE was conceived and brought to market in 2002.

BONEZONE is your foremost source on orthopedic product development.

Voice of customer drives our editorial decisions. We leverage our deep orthopedic industry knowledge, expansive network, and input from our Advisory Board to keep content stimulating, relevant and useful.

Our editorial priority is to bolster OEMs' product development initiatives by educating their engineers and executives on business-critical topics that fuel prosperity: competitive landscapes, pioneering advancements, market shifts, regulatory changes, human behavior, digital technology and more.

OMTEC®, the world's only conference exclusively serving the global orthopedic manufacturing community, serves as the "live" version of BONEZONE where advertisers often exhibit and readers often attend.

BONEZONE print magazine is accompanied by a digital ePub, Newsletters, a robust website and relevant webinars. The BONEZONE Supplier Directory, an exclusive network of orthopedic-focused suppliers, bolsters OEMs' networks and expedites their initiatives by facilitating new partnerships.

OEM readers are actively seeking new suppliers and service providers with expertise in all aspects of product development. Every BONEZONE advertising offering is designed to build brand equity, generate leads and grow your OEM customer base.

OEMs trust ORTHOWORLD and its family of brands (ORTHOWORLD®, OMTEC®, BONEZONE®). We look forward to welcoming you as an advertiser.



Advisory Board

Advisory Board Members lend weight and perspective to today's ever-changing business dynamics by giving accounts of their first-hand experiences—what's working and what isn't—and by identifying the knowledge gaps and sources of untapped opportunity. Amidst seemingly competing priorities, the Advisory Board keeps the entire OMTEC experience relevant and purposeful.

MISSION: To educate, connect and empower the people who build orthopedic products.

Active Implants

Ryan Belaney, Vice President,
Clinical & Regulatory

Acuitive Technologies

Matthew Poggie, Senior Vice
President of Regulatory and Quality

Arthrex

Lance Provance, Senior Manager,
Supply Chain
Desta Werner, Senior Manager,
Materials Management

Skeletal Dynamics

Tom Norman, Chief
Operations Officer

Smith+Nephew Orthopaedics

Mark Hall, Global Commodity Leader –
Implants Advanced Surgical Devices

Stryker

Kenneth Trimmer, Senior Director,
Engineering Standards
Brian White, Director of Global
Sourcing – Robotics

Tyber Medical

Jeff Tyber, President,
CEO and Founder

ulrich medical USA

Eric Lucas, Ph.D., Vice President
of Technology

Zimmer Biomet


Howard Levy, Vice President
– Global Sourcing

Consultant

Mike Elsas



EDITORIAL CALENDAR

Newsletters are sent weekly and the magazines  are published in March, June, August, October and December. In Each Print Issue: New Research, Latest Product Launches, Work-Life, Supplier News.

JAN	<ul style="list-style-type: none"> Solutions for Shoulder Replacement and Repair Create an Operational Strategy That Works 	<ul style="list-style-type: none"> Stay Ahead of Material Shortages Exploring the Feasibility and Acceptance of RWE 	
FEB	<ul style="list-style-type: none"> Implants Designed for Joint Replacement's Digital Future How to Right-Size Your Biocompatibility Plan 	<ul style="list-style-type: none"> Creative Solutions to Persistent Supply Chain Challenges De-Risk Your Next Product Development Project 	
	MAR	<ul style="list-style-type: none"> Issue Theme: The Future of Orthopedic Care Designing the Next Generation of Robotics In Search of Transformational Technology Exploring Applications for AI in Orthopedics Examining the Emergence of Augmented Reality 	<ul style="list-style-type: none"> 3D-Printed Bone Implants Transform Trauma Care Automation Improves the Product Development Process Biomaterial Implants in Sports Medicine and Trauma Foot and Ankle: The Last Frontier in Orthopedics Bonus: OMTEC Program Preview and Highlights
APR	<ul style="list-style-type: none"> Why Surgeon-Friendly Designs Matter Most Invest in Value-Based Care to Secure Market Access 	<ul style="list-style-type: none"> Keeping Up with the Latest Cybersecurity Guidance The Pros and Cons of EBM and Laser Additive Manufacturing 	
MAY	<ul style="list-style-type: none"> Exploring the Potential of Procedure-Specific Kits Making Sense of FDA's Push to Limit EtO Sterilization 	<ul style="list-style-type: none"> The Latest Developments in Cobalt Chrome Alternatives How to Evaluate Design Tools for Additive Manufacturing 	
	JUN	<ul style="list-style-type: none"> Issue Theme: Outpatient Orthopedics Reimagining Implant and Instrument Designs for ASCs Single-Use Instrumentation is Perfect for ASCs What Does the Connected Patient Need? Invest in Value-Based Care to Secure Market Access 	<ul style="list-style-type: none"> Cost-effective Joint Replacement Navigation State of Industry: Major Trends and Market Drivers Which AM Platform is Best for Your Project? The Cost-effective Case for Modeling and Simulation Bonus: Distribution at OMTEC
JUL	<ul style="list-style-type: none"> Trends in Motion Preserving Technology Streamlining the Production of AM Devices 	<ul style="list-style-type: none"> How Much Better Can Hip Replacement Surgery Get? Finding the Right Fit with Contracted Partners 	
	AUG	<ul style="list-style-type: none"> Issue Theme: Innovations in Spine Surgery Next-Generation Implant Designs for Spine Surgery Inside the Digital Transformation of Spine Surgery Exploring the Promise of Artificial Disc Replacement Trends in Outpatient Spine Care 	<ul style="list-style-type: none"> Applications of Additive Manufacturing in Spine Build a Culture Based on Positivity and Productivity Will Open Robotic Platforms Ever Take Off? Keep R&D Projects On Time and Under Budget Bonus: Distribution at NASS
SEP	<ul style="list-style-type: none"> Designing and Producing Single-Use Devices Tapping Into the Potential of Orthobiologics 	<ul style="list-style-type: none"> Exploring the Next Big Thing in ACL Repair How to Handle Conflict Within Your Team 	
	OCT	<ul style="list-style-type: none"> Issue Theme: Personalized Surgical Care Robotic Assistance Allows for More Accurate Surgery Digital Ecosystems Improve Surgical Decision-Making Additive Manufacturing's Role in Personalized Care Smart Implants Improve Healing and Outcomes 	<ul style="list-style-type: none"> Remote Care Keeps Patients Connected and Engaged AI Advances Product Development and Patient Outcomes Tips for Analyzing and Implementing Outcomes Data How to Develop Young Engineers
NOV	<ul style="list-style-type: none"> Minimally Invasive Surgery Transforms Fracture Repair Collaborate Effectively with Supply Chain Partners 	<ul style="list-style-type: none"> Inside the Post-processing of Additive Manufacturing Advances in Cementless Knee Replacement 	
	DEC	<ul style="list-style-type: none"> Issue Theme: Innovations in Implant Designs Design Your Own Smart Implant Digital Ecosystems Inform Future Implant Designs New Materials and Methods in Additive Manufacturing What's New in Antimicrobial Implant Coatings Next Generation Implant Designs for Trauma 	<ul style="list-style-type: none"> Next Generation Implant Designs for Knee Surgery Next Generation Implant Designs for Hip Surgery Which Surface Finish is Right for Your Implant? Tips for the Sterile Packaging of Orthopedic Devices Bonus: Annual Supplier Directory Issue

Magazine

BONEZONE magazine ships to orthopedic executives and engineers around the globe five times a year in March, June, August, October and December.

Your advertisement is always positioned within valuable content and never next to another advertiser. With digital platforms occupying so much of our day, many of our readers appreciate the opportunity to sit down and read something that doesn't glow!

That said, the magazine is bolstered by a digital edition which is available to readers online and delivered to them in the Newsletter. So, no matter the reader's preference, we've got them (and you) covered!



25,000+

print magazines are distributed annually



400+

unique device companies regularly receive



~24,175

digital edition pages are viewed each issue

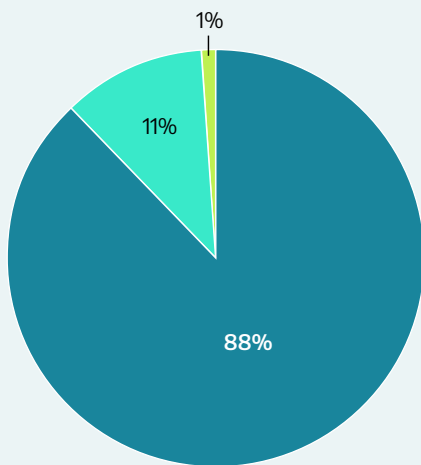


10:01

average time spent with the digital edition

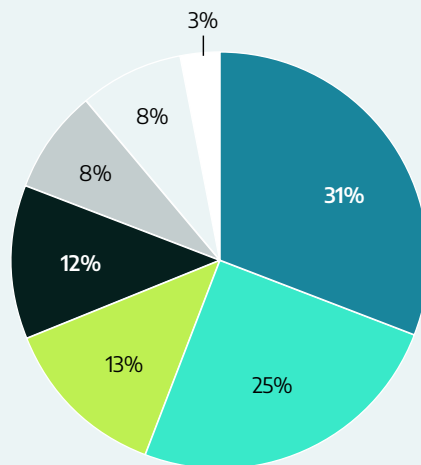
CIRCULATION

32% of OEMs who receive BONEZONE are titled Vice President, Director or higher.



Circulation by Company Type

- 88% OEMs
- 11% Supplier, Service Provider
- 1% Other (University, Surgeon/Hospital, Society)



OEM Readers by Job Responsibility

- 31% R&D/Product Development
- 25% Executive Management
- 13% Quality, Regulatory, Clinical
- 12% Operations, Manufacturing
- 8% Sourcing, Purchasing, Supply Chain Management
- 8% Sales, Marketing, Product Management
- 3% Other



400+ Unique OEM companies receive BONEZONE regularly—the top seven as well as second tie (\$400-\$800 million in annual revenue), third tier (\$200-\$399 million in annual revenue), fourth tier (\$100-\$199 million in annual revenue) and hundreds of companies with revenue below \$99 million.

RATES

Full Page.....	\$3,645
Half Page	\$2,745
Quarter	\$2,245
Full Page Company Profile.....	\$2,895
Front Inside Cover.....	\$5,915
Spread.....	\$8,495
Back Outside Cover	\$5,395
Back Inside Cover	\$4,495
Spread.....	\$6,395
Double Page Spread.....	\$5,395

Frequency discounts are available, contact us to learn more.

SIZES AND SPECIFICATIONS



Full Page Spreads

Ad/Trim Size: 16.25" x 10.75"
 Live Area: 15.5" x 10"
 Bleed: 16.5" x 11"

Sizes

Artwork should fill entire full bleed size
 Critical elements must be within the live as indicated
 Suggested margin area is 0.375"

Specifications

Imported images should be CMYK and 300 dpi (at actual size)
 Ink coverage must be 300% or less, no white overprinting
 PDF, EPS, TIFF or high resolution JPG files accepted
 Fonts should be embedded/collected/saved as outlines
 Crop marks should be offset <12pt
 All small black text should be 100% K (black)
 Ads cannot have placed OPI graphics
 Ads should not contain spot colors, and should be CMYK

File Submission

Email files below 5MB to: emily@orthoworld.com
 File sizes above 5MB may be sent using a file transfer program

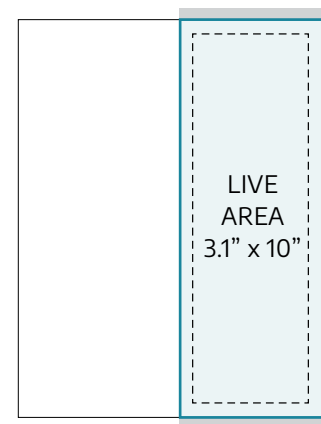
SCHEDULE

Issue	Ad Close Date	Materials Due	Issue Ships
March	1/18/2024	1/25/2024	2/27/2024
June	4/29/2024	5/6/2024	6/4/2024
August	6/20/2024	6/27/2024	7/30/2024
October	8/28/2024	9/6/2024	10/1/2024
December	10/28/2024	11/5/2024	12/3/2024



Full Page

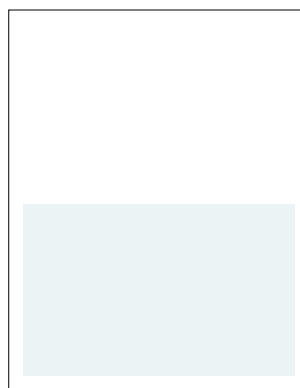
Ad/Trim Size: 8.125" x 10.75"
 Live Area: 7.375" x 10"
 Bleed: 8.375" x 11"



Half Page Vertical

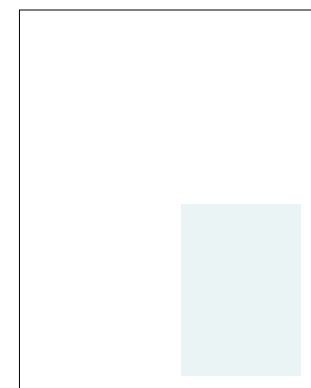
(bleeds on right edge)
 Ad/Trim Size: 3.85" x 10.75"
 Live Area: 3.1" x 10"
 Bleed: 3.975" x 11"

----- Live area ————— Ad/trim size ■ Bleed



Half Page Horizontal

Ad Size: 7.25" x 4.85"
 This ad size does not bleed



Quarter Page

Ad Size: 3.5" x 4.85"
 This ad size does not bleed

BONEZONE Newsletter

BONEZONE's weekly Newsletter is opened by an average of 4,516 readers each issue. Newsletters are always content-rich and serve as an excellent platform to direct readers to your website, white paper, video or other digital resource.

Display Ads

\$1,195 - Top Leaderboard
 \$1,095 - Top Rectangle
 \$995 - Middle Rectangle

Image Sizes/Specifications:

- 590 x 72 pixels - Leaderboard
- 300 x 250 pixels - Rectangles
- High-resolution PNG (preferred), JPG or GIF
- Click thru URL

Native Ads

\$1,395

Present your content alongside our popular articles and news and drive relevant orthopedic OEM traffic to your content such as an article, blog post, video or white paper. Your native ad will be labeled as Sponsored Content to maintain transparency and trust with our audience.

Features and Benefits

- Article headline, short summary, image and link featured in two editions of the BONEZONE Newsletter
- Build brand equity and awareness of your expertise while driving relevant traffic to your website

Content Specifications:

(Native ad will be the same in both newsletter editions)

- Title: 70 characters or less (with spaces)
- Content Preview: 275 characters or less (with spaces)
- Click thru URL

Image Sizes/Specifications:

- 792 x 420 pixels
- High-resolution PNG (preferred), JPG or GIF


Webinar Promotion

\$695

Drive registrants to your webinar with our audience of orthopedic OEMs and suppliers. You provide the details and we will place your content among our popular articles and news stories.


Content Specifications:

- Date & Time
- Webinar Title - 110 characters (with spaces)
- Description - 275 characters (with spaces)
- Click thru URL



June 20, 2024 | [Subscribe](#)


Top Leaderboard



Orthopedic Executives Identify Top Growth Opportunities at OMTEC
BY GARY COOK


Leaders from Shoulder Innovations, HOFGO, Zimmer Biomet and Acortis discussed new product development for ASCs and investments in technology that promote value-based care.

Top Rectangle



Innovative Solutions for Spine Care and Fracture Repair
BY ALICE VITALE

This month's recap of new products features the first FDA-cleared 3D-printed PEEK spinal implant and anatomical plates for treating trauma to the foot, ankle and wrist.




New Orthopedic Implants Are Designed to Simplify Surgery
BY CAROLYNE LAMBELL

Adding technology that adds precision, personalization and simplification to surgical procedures was a major theme at the AAOS annual meeting.

SPONSORED CONTENT

Engage Directly with AAOS Members

Learn about the multitude of ways you can help get your name, products, technologies in front of orthopedic surgeons each year. Explore the promotional opportunities available at AAOS/CME Courses.




Native Ad

WHITE PAPER
Material Advancements for Medical Device Instrumentation

WEBINAR
Learn How to Build Resilient Supply Chains Designed for Growth


Middle Rectangle

SUPPLIER NEWS




Intech Unveils A Private-Labelled Modular Retractor

This launch complements the introduction of the MIS lateral retractor system to address gaps in access to the spine.



Precision Coating Appoints Vice President Of Business Development


Precision Coating announced that Clive Foster has joined the company as Vice President of Business Development.



Millstone Medical Outsourcing Expands Clean Room Facility

The facility expansion added 5,000 square feet of Class 10,000/ISO7-rated cleanroom space for medical device packaging, bringing the total cleanroom footprint to 20,000 square feet.

[SUPPORT DESKTOP](#) | [SIGN UP](#) | [MANAGE](#)



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16k+

Newsletter circulation



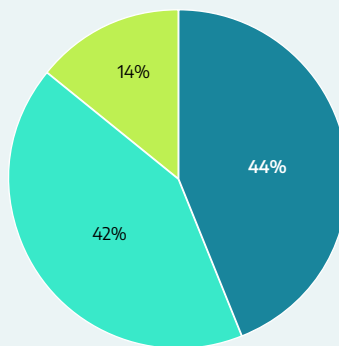
28%

average open rate



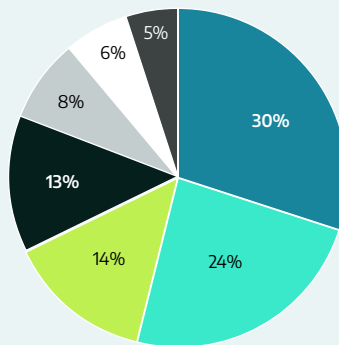
Newsletters are archived on BONEZONEpub.com

NEWSLETTER CIRCULATION



Readership by Company Type

- 44% OEMs
- 42% Suppliers
- 14% Other (e.g. Surgeon, Distributor)



OEM Readers by Job Responsibility

- 30% Executive Management
- 24% R&D/Product Development
- 14% Product Management, Marketing, Sales
- 13% Operations, Manufacturing, Process/Project Management
- 8% Quality, Regulatory, Clinical
- 6% Other
- 5% Procurement, Sourcing, Supply Chain

Conference Preview and Market Update

\$1,275

Choose to become one of 10 sponsors supporting the annual AAOS and NASS conference previews. Your company's ad and description will be included in a newsletter as well as in a downloadable PDF document containing pertinent industry data and infographics.

Content Specifications:

- 360-385 characters (with spaces)
- Highlight your core capabilities and value proposition
- Click thru URL

Image Sizes/Specifications:

- 300 x 250 pixels - Rectangle
- High-resolution PNG (preferred), JPG or GIF

Schedule:

Issues	Materials Due	Email Date
AAOS Preview	1/19/2024	2/13/2024
NASS Preview	8/29/2024	9/24/2024

BONEZONE 20 YEARS

NASS Conference Preview | October 2022

Spine Market Download

Spine Market Data and Insight

October 2022

Spine & Additive Manufacturing: Why They Make a Match


Rectangle




OMTEC Conference Preview Emails

OMTEC preview emails will be sent to ~15,000 industry professionals featuring insights from respected speakers, exciting event updates and more. Don't miss this great opportunity to get your company in front of all attendees leading up to the conference.


Email Rates	
OMTEC Preview (12 Available Ads)	\$1,275/ea
OMTEC Monthly (March - May, exclusive)	\$2,395/mo
Final Program Digital Edition Sponsorship	\$2,995



27
average
clicks per ad



15k+
circulation



45%
average
open rate



View all OMTEC-related opportunities in the **Exhibitor Prospectus** and **OMTECexpo.com**.

BONEZONE Magazine Digital Edition Sponsorship

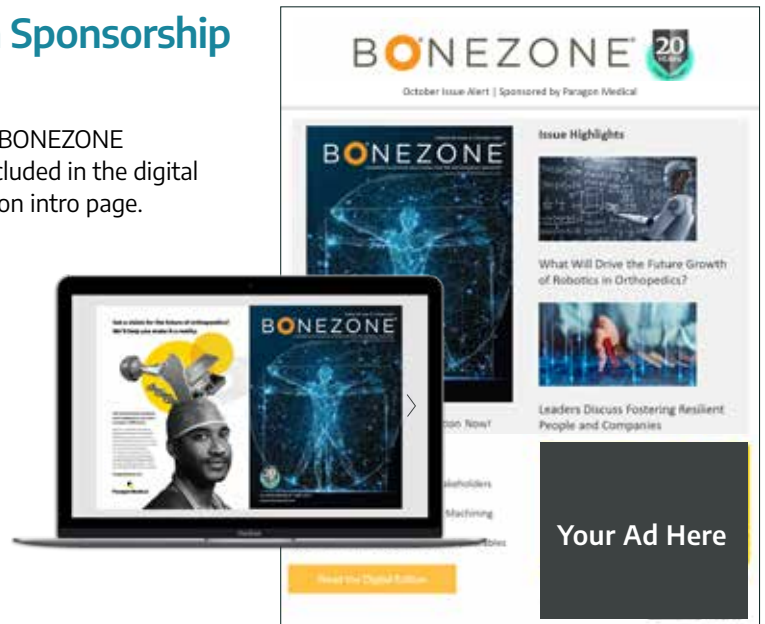
\$2,995

Position your company as the exclusive sponsor of one of five BONEZONE Magazine digital issues. Your company's ad and logo will be included in the digital edition newsletter along with a full page ad on the digital edition intro page.

Image Sizes/Specifications:


- 300 x 250 pixels - Rectangle
- 8.125 x 10.75 inches full page ad
- High-resolution PNG (preferred), JPG or GIF
- Click thru URL

View the BONEZONE Magazine Digital Edition at bonezonepub.com/magazine.




Schedule:


Issues	Materials Due	Email Date
March	2/27/2024	3/5/2024
June	5/28/2024	6/4/2024
August	7/26/2024	8/6/2024
October	9/24/2024	10/1/2024
December	11/26/2024	12/3/2024



24,175
average page
views per issue



13,543
average unique page
views per issue



10:01
average time
spent per issue



Knowledge is Power!

Take your sales and marketing efforts to the next level with an ORTHOWORLD Membership.

- Stay informed about your OEM customers' sales forecasts, product updates, acquisitions, etc.
- Bolster your knowledge of OEMs' challenges to align your resources and meet/exceed their expectations
- Identify new customers in the OEM directory

VISIT NOW
orthoworld.com

Individual subscription plans

<p>Guest \$0 / month or \$0 / year</p> <p>Dip your toe in and discover that knowledge is power by accessing articles per month.</p>	<p>Executive \$58 / month or \$675 / year</p> <p>The high-level business intelligence you need to stay abreast of orthopedic market dynamics.</p>	<p>Elite \$125 / month or \$1,475 / year</p> <p>Unlock the highest level of access to our proprietary revenue models, company and market forecasts.</p>
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Business subscription plans

<p>Bronze \$100 / month or \$1,200 / year</p> <p>Executive Membership for up to 3 of your colleagues.</p>	<p>Silver \$210 / month or \$2,400 / year</p> <p>Executive Membership for up to 6 of your colleagues.</p>	<p>Gold \$355 / month or \$4,200 / year</p> <p>Executive Membership for up to 10 of your colleagues.</p>
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Website

Website Ads

BONEZONEpub.com's traffic has grown significantly over the years as orthopedic professionals leverage their phone, emails and LinkedIn to click through to the business-critical content they seek. Nearly 300,000 readers from around the world visited the BONEZONE website in the last 12 months.

Use our robust website ad offerings to build and drive traffic to your website or landing page and keep customers informed about your company's orthopedic expertise.

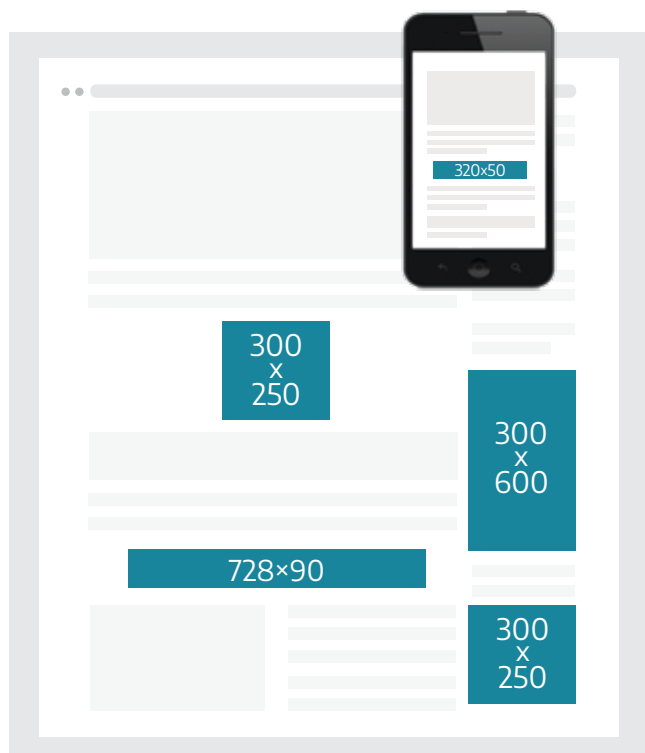
Rotating Display Ads

\$100 per 1,000 impressions (10,000 impression/min.)

Your display ad campaign includes three ad sizes, all of which circulate throughout the website and automatically resize for our mobile visitors.

Image Sizes/Specifications:

- 1456 x 180 pixels Leaderboard, 600 x 500 pixels Medium Rectangle, 600 x 1200 pixels Half Page, 640 x 100 pixels Mobile
- High-resolution PNG (preferred), JPG or GIF
- Animated ads: GIF and Rich Media, 150KB or less
- Click thru URL



419,363

sessions



627,833

pageviews



289,151

users

Source: Google Analytics July 1, 2022 - June 30, 2023

Overslide Ad

\$2,495 / month

Run of site floating banner ad which slides in on the right side and remains throughout the scroll.

Image Sizes/Specifications:

- 120 x 600 pixels Image Banner
- High-resolution PNG (preferred), JPG or GIF
- Animated ads: GIF and Rich Media, 150KB or less
- Click thru URL



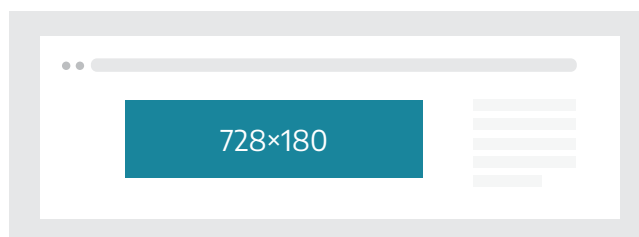
Premium Banner

\$1,395 / month

This ad is an exclusive placement at the top of the home page and main category pages.

Image Sizes/Specifications:

- 728 x 180 pixels Image Banner
- High-resolution PNG (preferred), JPG or GIF
- Animated ads: GIF and Rich Media, 150KB or less
- Click thru URL



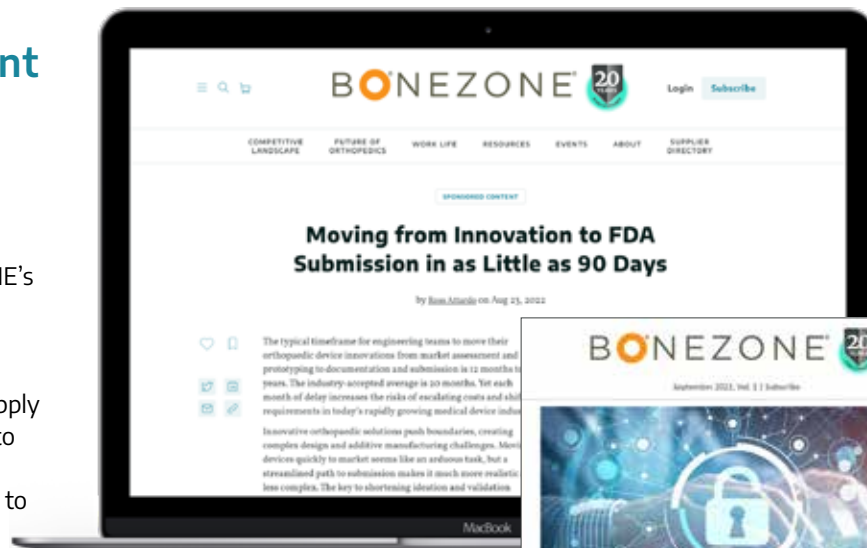
Display ad materials are due on the 15th of the month preceding their publication.

Digital Sponsored Content

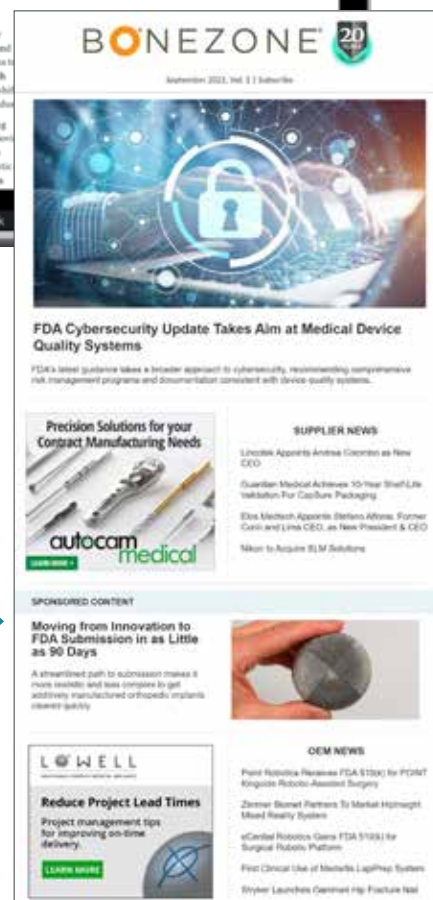
Fuel inbound inquiries by publicizing your expert knowledge to R&D decision-makers around the globe.

Sponsored Content is a unique and powerful opportunity to author content for BONEZONE’s readership of R&D decision makers. Topics that are aligned with orthopedic industry challenges and opportunities will perform best— materials, additive manufacturing, supply chain management, product development—to name a few. The goal is to position yourself/ your company as subject matter experts and to build awareness and trust in your brand.

- Your article will be labeled “Sponsored” to maintain transparency and trust with our readers.
- Your article will be edited by our team. Blatant marketing speak will be removed.
- Only original content will be accepted; BONEZONE won’t publish articles from other outlets.



On average, sponsored content articles receive **220+ views** with readers spending nearly three minutes on the article.



FEATURES

- Article published to BONEZONEpub.com, boasting nearly 300,000 users annually.
- Article headline, short summary and link featured in one issue of the BONEZONE Newsletter, sent to 16,001+ orthopedic professionals.
- Article shared on BONEZONE’s LinkedIn page to attract new readers and prospective new customers.

RATE
\$2,245

Please note: Article must be submitted two weeks prior to assigned newsletter send.

Supplier Directory

Join BONEZONE's exclusive network of orthopedic-focused suppliers! Engineers, manufacturing executives, supply chain managers and all those who seek to bring innovative, life-changing products to patients around the globe use this directory to identify quality partners.

Orthopedic OEMs use the directory to identify and validate new suppliers.



Data sourced from Google Analytics.



168,294+

users



265,440

sessions



391,789

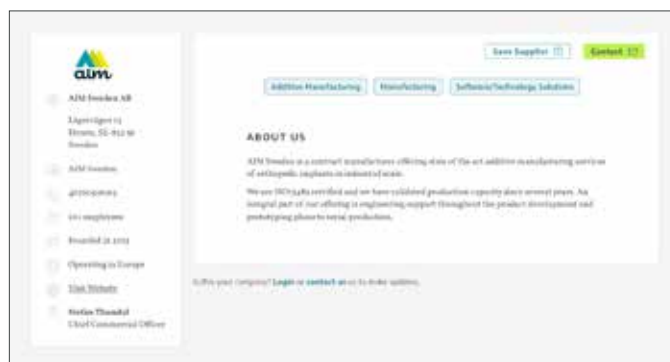
pageviews

LISTING OPTIONS

Essential Listing

\$92 / month (or \$1,095 / year)

- Your company logo, description, contact details and capabilities
- Visitors can contact you directly through your listing and save your company to their list of favorite suppliers
- Company name, contact details and capabilities (no logo or description) will be printed in the December **Supplier Directory** Issue of BONEZONE magazine



Player Profile

\$304 / month (or \$3,645 / year)

Players receive everything in an Essential Listing, **plus:**

- A full, modern webpage to highlight the most important aspects of your orthopedic technologies through words, images, videos, white papers and brochures
- Your company logo, description and summary of capabilities are printed in all five issues of BONEZONE magazine
- An annual summary of visits to your listing
- Access to our in-house designers who will help you keep your listing optimized for SEO and engagement

ENHANCEMENT OPTIONS

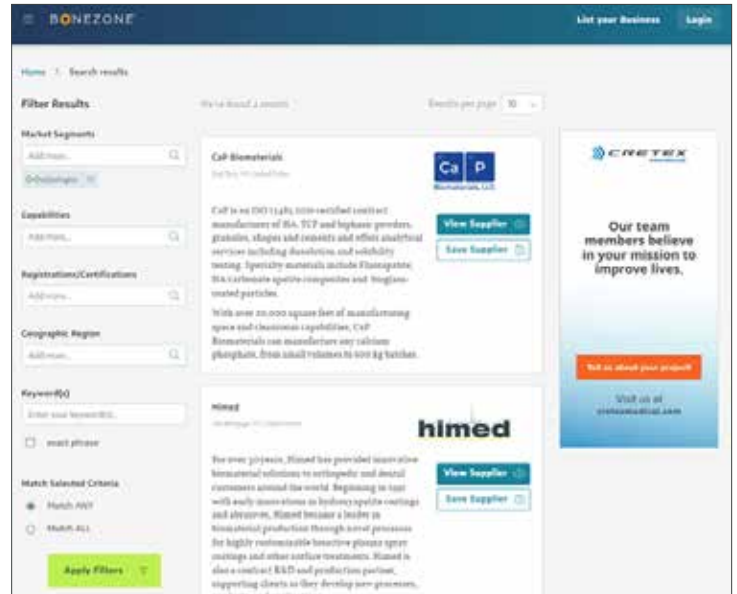
Supplier Directory Display Ad

\$995 / month

Your company's ad will be featured on the right side of the search results for all visitors to see. Maximum of two advertisers per month.

Image Sizes/Specifications:

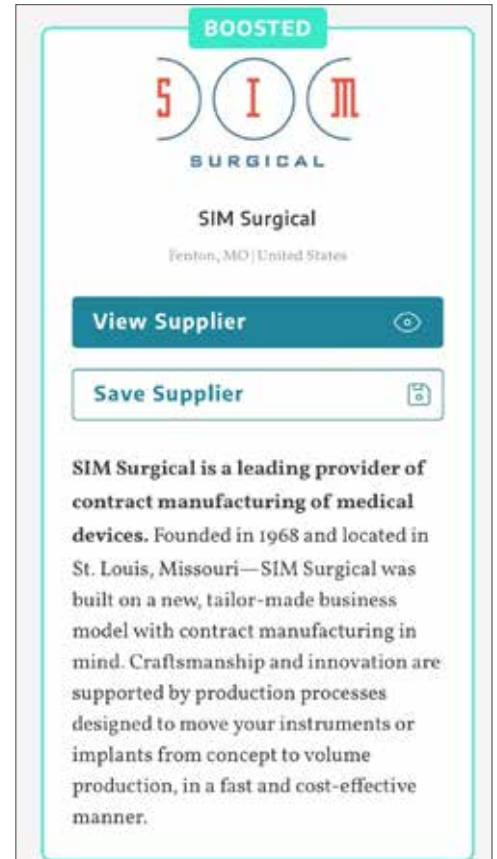
- 600 x 1200 pixels / 600 x 500 pixels mobile Image Banner
- High-resolution PNG (preferred), JPG or GIF
- Animated ads: GIF and Rich Media, 150KB or less
- Click thru URL



Profile Boost

\$750 (one year)

See your Profile higher up in the search results by selecting a profile boost. This will provide your company with more exposure in relevant searches.



2,198

average monthly ad impressions



15.8

average monthly clicks

Sponsored Webinars

BONEZONE’s readership of orthopedic device company leaders, product development engineers, regulatory professionals, buyers and supply chain managers seek guidance and insights to do their best work. Your sponsored webinar can help.

We’ll promote your webinar to drive registrants to the live event. Afterward, we’ll produce and publish an on-demand version to BONEZONEpub.com where OEMs can access it anytime. Our editorial team will ensure that the content is relevant and meaningful to optimize engagement and leads.



View past webinars 24/7/365 from bonezonepub.com/category/webinars

SPONSOR AN UPCOMING WEBINAR OR CREATE YOUR OWN!

Your experts.
Our audience

Your brand.
Our reach.

*Pro
Level:
\$4,995

Business
Level:
\$3,995

	Your experts. Our audience	Your brand. Our reach.	
FEATURES	An expert from your company is the sole presenter or has a seat on a panel.	●	
	Attendee contact details for opted-in participants are provided post-event.	●	
	Attendee engagement reports, including job titles and company names provided post-event.	●	●
	We’ll say a few words about your company and its capabilities while showing a slide of your brand and contact details.	●	●
	Your company’s logo on presentation slides, registration page and in email and social media promotions.	●	●
	Your company’s contact details in the post-event “thank you” email to attendees.	●	●
	Professionally edited on-demand version publicly accessible from BONEZONEpub.com for a minimum of one year.	●	●
BENEFITS	Gain personal exposure as an expert while showcasing your company’s competencies.	●	
	Nurture personal connections through audience engagement.	●	
	Arm your team with qualified leads from the opted-in attendee list.	●	
	Build brand equity and awareness of your company and its capabilities.	●	●

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- Vineet Sarin, Ph.D.,
President, Kinamed

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- Steven Gearhart, Operations
Excellence Manager, Zimmer Biomet

“BONEZONE is a great source of information about the industry.”

- Kimberly Light, Director of
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