

Prospectus



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the national
APMA ANNUAL SCIENTIFIC MEETING
BOSTON, MA | JULY 23–26, 2020

CONTACT

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Corporate Partner Program



Corporate Partnership with APMA

MAKE AN IMPRESSION AT THE WORLD'S LARGEST ASSOCIATION FOR PODIATRISTS

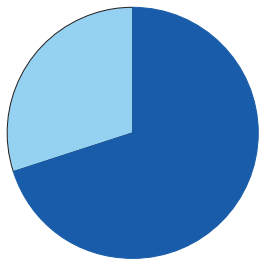
WHAT IS APMA?

With 12,500 members, APMA is the world's largest professional society for foot and ankle specialists.

WHY INVEST IN APMA?

In any given year, more than 200 companies partner with APMA in some way. These companies recognize APMA's value in building brand awareness across the entire membership of the organization, and they embrace APMA's mission to advance and advocate for the specialty of podiatric medicine and surgery for the benefit of its members and the health of the public.

APMA MEMBERS:



Comprise 70% of podiatrists in the U.S.



Spend \$345 million on products and services each year.



Seek out the latest modalities and products to treat a range of concerns.



Practice in a variety of areas from dermatology to wound care to surgery. With 75% of our DPMs board certified in surgery, APMA is the largest organization serving podiatric surgeons in the country.

How Can I Invest?

There are **THREE** pathways to invest in APMA:

1

CORPORATE PARTNER PROGRAM

(Align your brand with APMA's innovative priorities as a corporate Partner, Leader, or Associate.)

2

ANNUAL SCIENTIFIC MEETING

(Align your brand with our most popular event as a corporate Partner or Leader.)

3

EXHIBITS HALL

(Showcase your product or service in the exhibit hall of our Annual Scientific Meeting.)

Corporate Partner Program

BECOME A CORPORATE LEADER OR PARTNER

Join the approximately 50 companies each year that amplify their visibility through targeted sponsor and grant opportunities within our corporate partner program, ranging from \$5,000-\$125,000. Make an unrestricted educational grant to support our continuing medical education programs, or sponsor various APMA activities. All members of the program receive generous advertising and recognition.

The following programs are available for partnership. Contact APMA for a tailored proposal.

- ▲ **THE NATIONAL** Drawing a nationwide network of podiatric physicians and surgeons each year, the APMA Annual Scientific Meeting (The National) remains the premier avenue for corporate partner involvement. Partners can make unrestricted educational grants, sponsor product theaters and receptions, and brand a variety of elements at this flagship conference, including the Team APMA 5K Run/Walk. Explore The National further on pages 7-16.
- ▲ **APMA REGISTRY (NEW)** Develop customized research programs in conjunction with APMA.
- ▲ **CODING RESOURCE CENTER** The premier online coding reference in podiatry, with more than 1,500 subscribers.
- ▲ **CODING SEMINAR** Make an unrestricted educational grant to support this popular event offering continuing education contact hours (CECH) and drawing more than 150 participants. Sponsor opportunities are still available for the March 2020 seminar in Dallas.
- ▲ **EDUCATIONAL FOUNDATION** Make a tax-deductible gift and join a transformative effort to shape our field. The Educational Foundation has given more than \$4 million in financial aid to academically talented students at colleges of podiatric medicine since 2005.



Corporate Partner Program



- ▲ **LEGISLATIVE ADVOCACY** APMA is the only organization lobbying for podiatrists and patients on Capitol Hill.
- ▲ **PUBLIC RELATIONS CAMPAIGNS** Associate your brand with our signature public education campaigns on important health topics such as diabetes, foot and ankle surgery, sports medicine, and more. Your brand is included in outreach to the public through APMA's social media platforms, as well as grassroots materials used by members. The campaigns are supported by significant earned media and paid advertising efforts.
- ▲ **RESIDENCY EDUCATION RESOURCE CENTER (REDRC)** Thanks to our sponsors, the REDRC is a free online educational resource for APMA-member residents. Sponsors may place educational content on the site.
- ▲ **REGIONAL LECTURE SERIES** Work with APMA to design a customized non-CECH regional lecture series lunch program, or support a CECH regional lecture series program at conferences hosted by our component organizations or regions.
- ▲ **STATE ADVOCACY FORUM** Sponsor this one-of-a-kind meeting that brings together APMA's state component leaders to strategize and collaborate on state legislative and legal issues affecting podiatrists and their patients.
- ▲ **STUDENT RECRUITMENT (NEW)** Join our initiative to increase the number of qualified applicants to podiatric medical schools. Visibility will be offered through an unbranded website, digital media campaigns, and the Step into Podiatry event at The National.
- ▲ **WEBINARS** Sponsor the APMA coding webinar series or the MACRA Made Easy webinar series. In 2017, there were 5,500 live and recorded views of our webinars.
- ▲ **WEEKLY FOCUS DIGITAL PUBLICATION** With a 27 percent open rate, this weekly news publication is sent to our entire membership of 12,500 podiatrists, as well as others in the podiatric medical community. Ask about other publications options!
- ▲ **YOUNG PHYSICIAN PROGRAMMING** APMA's young physician members have unique and evolving needs. APMA has many opportunities to support events targeted to this important demographic:
 - **THE YOUNG PHYSICIANS' INSTITUTE (YPI):** Taking place in Nashville, TN, every fall, the YPI brings together 50 newer practitioners and those in residency to expand their leadership skills, learn about growing a practice, and hear from experts on financial planning and other critical issues. Attendees take the knowledge gained back to their state component society and help ensure the success of the profession.
 - **THE APMA PODCAST:** The APMA Podcast serves as another platform for members to receive valuable and exclusive member-only content on a variety of topics. Each individual episode is embedded directly in the APMA website, so members can listen to each episode on the site. Ask us about metrics for this new program.
 - **YOUNG PHYSICIANS' RECEPTION AND LUNCH & LEARN SESSIONS AT THE NATIONAL:** The Young Physicians' Reception at The National is a networking event intended for residents and young practitioners. Lunch & Learn sessions give young physicians the opportunity to present a one-hour lecture (or a series of brief lectures) on topics relevant to their peers.

JOIN OUR CORPORATE ASSOCIATES PROGRAM AT THE \$2,500 LEVEL

Corporate associates receive advertising benefits, including a free corporate profile in *APMA News* (new associates only).

See page 6 for benefits accrued by all members of the corporate partner program.

Corporate Partner Program

WHAT IS MY RETURN ON INVESTMENT (ROI)?

APMA is committed to ensuring your visibility. At your request, APMA will develop a customized ROI plan tailored to your programmatic interests. Here's a look at key metrics:

APMA membership	12,500 podiatrists
APMA Weekly Focus distribution	14,000
The National: premium booth placement and direct access to	1,200-1,400 podiatrists
A Non-CECH lunch program at The National or Regional Lecture Series.....	80+ podiatrists
Young Physicians' Program website (2018)	
Total page views	11,069
Unique page views	8,893
Young Physicians' Institute: direct interaction with..... <i>(residency through first seven years of practice)</i>	50 young podiatrists
REdRC metrics (2018)	
Total page views	4,879
Unique page views	3,562
Webinars	5,500 live and recorded views

WHOM DO I CONTACT?

Kenna Barrett, director of Development, at kbarrett@apma.org or 301.581.9240



Corporate Partner Program



CORPORATE PARTNER PROGRAM BENEFITS SNAPSHOT

BENEFIT	Partner		Leader		Associate
	\$125,000	\$100,000	\$25,000	\$5,000	\$2,500
Individually-tailored recognition	•				
Highest level of recognition at The National and on APMA website	•	•			
Eligibility to host high-visibility non-CECH events	•	•	•		
Eligibility to sponsor individual APMA programs	•	•	•	•	
Complimentary/discounted advertising	•	50% off	25% off	20% off	
Complimentary/discounted member data	•	•	50% off	25% off	10% off
Company profile in <i>APMA News</i>	•	•	•	•	new Associates only
Logo and hyperlink from APMA website to company homepage	•	•	•	•	•
Permission to use APMA Partner/Leader/Associate logo	•	•	•	•	•
Company name featured in <i>APMA News</i> (circulation 12,000)	•	•	•	•	•
Complimentary subscription to APMA ePublications and <i>News</i>	•	•	•	•	•
Invitation to corporate reception at The National	•	•	•	•	•



Annual Scientific Meeting: Educational Grants

Educational Grant Opportunities

- ▲ Support our cutting-edge educational program offering continuing education contact hours (CECH). Educational grants offset the cost of education and maintain APMA's position as the leading provider of continuing medical education for podiatrists.
- ▲ The National offers comprehensive podiatric education in dermatology, surgery, wound care, and much more.
- ▲ Continuing education grant estimates for programs outlined in this prospectus include total estimated costs (e.g., content development, program promotion, attendee registration, signage, materials such as cadavers, on-site meeting/program management, continuing education approval fees, etc.).
- ▲ APMA is approved by the Council on Podiatric Medical Education (CPME) as a provider of continuing education and adheres to all CPME standards and requirements.
- ▲ All programs are coordinated by the APMA Continuing Education and Programs department and its committees, made up of podiatric physicians and surgeons from across the country.
- ▲ Providers of educational grants will be recognized as a meeting sponsor at the corresponding level of meeting sponsorship. Any recognition for educational grants must be in compliance with all rules and regulations surrounding grants to associations for medical education programs.

GENERAL SESSION TRACKS

\$10,000-\$25,000

- ▲ General sessions are 30-minute lectures on specific topics such as those listed on page 8.

HANDS-ON WORKSHOPS*

\$10,000-\$20,000

- ▲ Workshops focused on wound care, ultrasound, and surgical topics demonstrate the application of specific techniques and products.

PODIATRY STUDENT QUIZ BOWL

\$10,000

- ▲ In its fourth year, this popular CECH event features participants selected from the nine podiatry schools, a panel of judges, 25 questions categorized into five areas of knowledge, and a room full of school spirit.

BREAKFAST SYMPOSIA

\$50,000

- ▲ These popular 1.5-hour morning lectures attract 300-600 DPMs.

PLENARY LECTURE

\$50,000

- ▲ These popular, unopposed one-hour lectures attract between 600-1,000 DPMs.

the national
APMA ANNUAL SCIENTIFIC MEETING

* Additional costs may be included if program requirements exceed estimates included in this prospectus (e.g., additional speakers, food and beverage, materials and audiovisual, additional set-up, etc.).



Annual Scientific Meeting: Educational Grants

Subject Areas for Educational Grants

Please write in topics of interest on the application page under Educational Component.

PLENARY SESSION AND BREAKFAST/LUNCH/DINNER

SYMPOSIUM SUBJECT AREAS

- Dermatology
- Diabetes
- Osteoporosis
- Pain Management
- Risk Management
- Sports Medicine
- Surgery/Advanced Surgery
- Wound Healing/Management

GENERAL SESSION LECTURE TOPIC AREAS

▲ Surgery

- Arthrodesis
- Bone Grafts
- Foot and Ankle Internal/External Fixation
- Forefoot Surgery
- Fractures and Bone Healing
- Hallux Abducto Valgus
- Implants
- Rearfoot Surgery
- Surgical Complications
- Surgical Management of the Arthritic Foot

▲ Advanced Surgery

- Achilles Tendon Disorders
- Amputations
- Calcaneal Osteotomy
- Charcot Foot Reconstruction
- ESWT
- Gastrocnemius Recession
- Pediatric Flatfoot and Reconstructive Surgery
- Peroneal Tendon Repair
- Subtalar Arthroereisis or Arthrodesis
- Tarsal Tunnel Repair
- Trauma Surgery of the Foot and Ankle
- Triple Arthrodesis

▲ Peripheral Arterial Disease (PAD)

- Medical Management of PAD
- Recent Advancements in Endovascular Surgery
- Vascular Evaluation Prior to Podiatric Surgery

▲ Pain Management

- Chronic Pain Patients
- CRPS
- Fibromyalgia

▲ Sports Medicine

- Amputee Athletes
- Athlete Evaluation
- Custom Foot Orthoses
- Gait Analysis
- Injuries
- Patellofemoral Pain Syndrome/Runners
- Surgery

▲ Biomechanics and Orthopedic Medicine

- Custom Foot Orthoses
- Gait Analysis
- Plantar Heel Pain Syndrome

▲ Wound Care

- Amputation Prevention
- Antibiotic-Resistant Wound Infections
- Biopsy Techniques
- Chronic Wound Care
- Debridement
- Malignancy
- Micro Wound Care
- Multidisciplinary Approach to Wound Management
- New Therapies
- Off-Loading of Wounds
- Wound Mapping

▲ Diabetes

- Diabetic Foot Infections
- Diabetic Peripheral Neuropathy (DPN)
- Pediatric Diabetic Care
- Treatment of Painful DPN

▲ Dermatology

- Bacterial Infections
- Fungal Infections
- Laboratory Tests and Physical Exams
- Malignancy
- Onychomycosis
- Skin Structure Infections

▲ Rheumatology

- Bracing and Splinting Treatment
- Update on Pharmacological Treatment

▲ Radiology

- New Diagnostic Imaging Modalities
- Utilizing Advanced Imaging Modalities in the Treatment of Foot and Ankle Disorders

▲ Practice Management

- EHR
- In-Office Dispensing
- Marketing
- Patient Education
- Referrals
- Staffing
- Using the Internet Effectively in Podiatric Practice

▲ Coding

- Appropriate Coding for the Podiatric Practice
- Updates and Changes in Coding

HANDS-ON WORKSHOP SUBJECT AREAS

- Advanced Surgical
- Surgical
- Wound Care

Annual Scientific Meeting: Sponsorship

Sponsorship Opportunities NON-CONTINUING EDUCATION PROGRAMS

SPONSORSHIPS

Deepen your exposure at The National by branding popular elements of the meeting. Branding can help increase traffic by providing repeated exposure and visibility.

Opportunities are limited — act now to reserve your opportunity.

Looking for something else? New options are being added, so check with us about additional opportunities.

PRODUCT PROMOTION LUNCHEON (LIMIT 6)	\$25,000–\$50,000
EXHIBIT HALL GRAND OPENING TITLE SPONSOR (LIMIT 1)	\$25,000
METER BOARDS	\$15,000
HOTEL KEY CARDS (LIMIT 1)	\$15,000
WATER STATIONS	\$15,000
OPENING SESSION (LIMIT 2)	\$12,500
ELEVATOR CLINGS	\$5,000
EXHIBIT HALL GRAND OPENING	\$5,000
DIRECTIONAL FLOOR DECALS	\$5,000
COFFEE STATION	\$5,000
CHARGING STATION	\$5,000

TEAM APMA 5K RUN/WALK 10TH YEAR ANNIVERSARY

Attention footwear and health companies! Sponsorship opportunities available for the 10th anniversary of the popular Team APMA 5K, drawing more than 1,700 runners and walkers since inception. Proceeds from the event support the APMA Educational Foundation, which has given more than \$4 million in scholarships to podiatric medical students since 2005. Contact us to explore:

TITLE SPONSORSHIP (LIMIT 2)	\$5,000
GENERAL SPONSORSHIP (LIMIT 8, INCLUDES ENHANCED RECOGNITION)	\$2,500
GENERAL SPONSORSHIP (LIMIT 10)	\$1,000



Annual Scientific Meeting: Sponsorship



Support Levels and Recognition



Total support will be recognized by the level of sponsorship support for the APMA Annual Scientific Meeting (The National): Diamond, Platinum, Gold, Crystal, Silver, Bronze, Pewter, or Copper. Please note that any recognition for educational grants must be in compliance with all rules and regulations surrounding grants to associations for medical education programs.

MEETING SPONSORS RECEIVE:

- ▲ Invitation to the Annual Meeting Corporate Partner Reception hosted by the APMA Board of Trustees;
- ▲ pre- and post-meeting recognition in *APMA News*;
- ▲ company name featured throughout meeting site;
- ▲ booth recognition markers;
- ▲ priority points toward future exhibit hall placement;
- ▲ recognition on APMA website with link to company home page;
- ▲ recognition in Preliminary Program and Registration Brochure mailings; and
- ▲ Annual Meeting Sponsor ribbon.

the national
APMA ANNUAL SCIENTIFIC MEETING



DIAMOND \$125,000+

- Prime, deluxe 20' x 20' premier island exhibit space (or larger if requested by November 15, 2019)
- Ability to provide room drop
- Two full-page ads in the final meeting program
- Prominent recognition in the final meeting materials
- Member data file (one year's use)
- Pre-registrant mailing labels
- Full-page corporate profile in *APMA News*
- Permission to use APMA meeting logo

PLATINUM \$100,000-\$124,999

- Prime, deluxe 20' x 20' island exhibit space
- Ability to provide room drop
- Two full-page ads in the final meeting program
- Prominent recognition in the final meeting materials
- Member data disc (one year's use)
- Pre-registrant mailing labels
- Full-page corporate profile in *APMA News*
- Permission to use APMA meeting logo

GOLD \$50,000-\$99,999

- 20' x 20' standard exhibit space
- Two full-page ads in the final meeting program
- Member data disc (one year's use)
- Pre-registrant mailing labels
- Permission to use APMA meeting logo

CRYSTAL \$35,000-\$49,999

- 10' x 10' aisle standard exhibit space
- One full-page ad in the final meeting program
- 50-percent discount on purchase of member data disc
- Pre-registrant mailing labels
- Permission to use APMA meeting logo

SILVER \$25,000-\$34,999

- 10' x 10' aisle standard exhibit space
- One full-page ad in the final meeting program
- 50-percent discount on purchase of member data disc
- Pre-registrant mailing labels
- Permission to use APMA meeting logo

BRONZE \$15,000-\$24,999

- \$500 discount on 10' x 10' exhibit space
- One full-page ad in the final meeting program
- 25-percent discount on purchase of member data disc
- Pre-registrant mailing labels
- Permission to use APMA meeting logo

PEWTER \$10,000-\$14,999

- Half-page ad in the final meeting program
- 25-percent discount on member data disc

COPPER \$5,000-\$9,999

- Half-page ad in the final meeting program
- 10-percent discount on member data disc

CONDITIONS

▲ Breakfast/Lunch/Dinner Symposia, Plenary Sessions, General Session Lectures, and Hands-On Workshops:

- APMA is responsible for control of content and selection of presenters and moderators.
- Sessions are developed by APMA for continuing education contact hour (CECH) credits. (Some non-CECH options are available.)
- Additional costs (+) may be included if program specs exceed estimates included in this prospectus (e.g., additional speakers, food and beverage, materials, and audiovisual).

▲ **Exhibit Hall Booth Space:** All sponsors planning to exhibit, even those receiving a discount or complimentary space, must submit the Exhibit Space Application in the exhibitor section of this prospectus. Booth supplies are not included.

▲ **Member Data:** Use of member data must be in accordance with APMA policy. The sponsor must complete the Data Use Agreement in advance.

▲ **Meeting Logo:** Materials on which the logo appears must be pre-approved by APMA.

Annual Scientific Meeting: Exhibitions

EXHIBIT SPACE FAQs

WHO IS ELIGIBLE TO EXHIBIT?

The exhibits are an extension of the educational program of the American Podiatric Medical Association. In order for APMA to accept the application, the products and services must promote podiatric medicine and/or enhance the podiatric profession. APMA reserves the right to refuse applications for any reason.

HOW IS SPACE ASSIGNMENT DETERMINED?

The APMA Priority Point system is used to determine space assignment for all booth space requests received by Friday, November 1, 2019. This system develops a priority number for each exhibitor, based on the company's support of APMA for the past three years, using the following criteria:

1. Consecutive years exhibited with APMA
2. Number of booths taken per year
3. Advertising placed in APMA publications
4. Support for APMA educational programs and other APMA programs

To benefit from the priority points rating, the application for exhibit space must be received on or before **Friday, November 1, 2019**. Applications received after **Friday, November 1, 2019**, will be assigned space in order of date received. APMA reserves the right to assign the next-best substitute space when the requested space is not available. Because it is not possible to contact each company, please do not concentrate all choices in one area of the exhibit hall. APMA reserves the right to reassign exhibit space.

HOW CAN I SAVE ON THE COST OF A BOOTH?

Take advantage of early-bird registration! Purchase your booth by Friday, January 10, 2020, and save. Prices increase by 10 percent for all booth types after Friday, January 10, 2020.

WHAT IS INCLUDED IN THE BOOTH FEE?

Booth rates are provided on the floor plan (p. 14). The booth rental fee includes:

- booth with pipe, drape, and a company identification sign;
- complimentary set of meeting pre-registrant data (self-stick labels or Excel file);
- complimentary badges for registered booth personnel;
- complimentary refreshment breaks in the hall with attendees;
- recognition on APMA website with link to company home page;
- recognition in print and digital meeting promotions;
- recognition in mobile meeting app, with link to company home page;
- complimentary basic ad in APMA Buyers' Guide.

Booth supplies can be ordered via the GES online ordering site: Espresso. A link will be available in the spring.

The booth rental fee does not include admittance to the scientific sessions. Any DPM wishing to attend these sessions is required to register as a meeting attendee.

IMPORTANT ITEMS TO NOTE

1. EXHIBITOR INSURANCE REQUIREMENTS

All exhibitors must provide a show-compliant certificate of liability insurance. See "Insurance" section on p. 16 for complete requirements.

2. SOLICITATION REGULATION

APMA follows the guidelines of the International Association of Exhibitions and Events (IAEE). Any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of the IAEE Exhibition Policy will be asked to leave immediately. Additional penalties may be applied. Please report any violation you may observe to show management. See "Solicitation Regulation" section on p. 16 for complete rules.

3. CANCELLATION

Cancellation of booth-space contracts must be received in writing. See "Cancellation" section on p. 16 for all conditions and requirements.

4. SPACE SHARING

Subletting or sharing of exhibit space is not permitted.

5. SET-UP/DISMANTLE

During set-up and dismantling of booths, no one under the age of 18 is allowed in the exhibit hall.

6. HALL ETIQUETTE

As a courtesy to APMA's Annual Scientific Meeting attendees and to your fellow exhibitors, exhibitors are requested to open their exhibit on time each day and staff it throughout the day of the meeting until the scheduled closing of exhibits. Companies that dismantle their booth early will be subject to a penalty. See "Installation and Dismantling" section on p. 16 for details.

7. FLOOR COVERING

All exhibitors are required to cover the floor of their booth. Carpet may be ordered through GES. Exhibitors are also allowed to provide their own floor covering. If booth floor is not covered prior to show opening, GES will install a standard color at exhibitor's expense.

Carefully read the complete show Rules and Regulations on the reverse side of the Exhibit Space Application.

CONTACTS

Melanie R. Carter, Associate Director
Development and Corporate Relations
301.581.9243 • F: 301.530.2752 • mrcarter@apma.org

Global Experience Specialists (GES)
Exhibit Official Service Contractor
(National Service Center)
800.475.2098 • F: 866.329.1437
www.ges.com/contact

Annual Scientific Meeting: Exhibitions

Timeline · Shipping · Hotel · Marketing

EXHIBIT SCHEDULE

Set-Up Wednesday, July 22
Exhibit Hall Open Thursday, July 23
Exhibit Hall Open Friday, July 24
Exhibit Hall Open Saturday, July 25
Dismantle Saturday, July 25
For the complete exhibit hall schedule, visit apma.org/exhibits.

IMPORTANT DATES

NOVEMBER 1, 2019-FRIDAY

Last day to submit application for space assignment via priority point system.

JANUARY 10, 2020-FRIDAY

Last day for early-bird registration. Prices increase by 10 percent for all booth types after this date.

APRIL 6-MONDAY

Order booth supplies and services at the Expresso by GES site; link posted at www.apma.org/exhibits.

JUNE 19-FRIDAY

Contract balance due to APMA. Booth personnel information due.

JUNE 19-FRIDAY

Certificate of Liability Insurance due to APMA.

JUNE 29-MONDAY

Exhibitor Kit Discount: last day to place orders with payment and receive discounted price.

JULY 23-25-THURSDAY-SATURDAY

Exhibit at APMA meeting. Visit apma.org/exhibits for specific times and for set-up and dismantling schedule.

SHIPPING INFORMATION

Advance and direct shipping addresses, as well as delivery dates and deadlines, will be available at apma.org/exhibits.

HOTEL INFORMATION

SHERATON BOSTON HOTEL

39 Dalton Street, Boston, MA 02199
617.236.2000

BOSTON MARRIOTT COPLEY PLACE

110 Huntington Avenue, Boston, MA 02116
617.236.5800



Visit apma.org/thenational in January for complete details. Please be aware that the block of rooms available at the group rate is limited. You should only use the information provided on the APMA website for your hotel arrangements. Booking through any other source may result in significant personal inconvenience and financial loss.

MARKETING OPPORTUNITIES

You will heighten the visibility of your brand and product by advertising in these materials created specifically for The National.

- Be seen before, during, and after the meeting.
- Many offerings provide exposure to the entire APMA membership, not just meeting attendees.
- Print and digital opportunities are available.

THE NATIONAL TODAY (SHOW DAILY)

The popular meeting newspaper, *The National Today*, captures important information attendees need to know, but without the bulk of the meeting program book. Opportunities from cover to quarter-page ads are available. The daily is distributed to attendees each morning as they enter the meeting, and 85 percent of attendees report they read it each day.

EXHIBITOR MARKETPLACE

Looking to make a splash? Showcase your brand and booth in the Exhibitor Marketplace featured in *The National Today*.

BIN BRANDING

Get daily visibility for your company logo and/or product photo by branding the distribution bins for *The National Today*. Bins are placed strategically throughout the meeting and expo space.

MEETING MOBILE APP

More than half of APMA Annual Scientific Meeting attendees utilize the event mobile app. Advertise in the app to gain access to those who are networking on the show floor, in client meetings, or sessions by having your brand at their fingertips. The APMA mobile app is supported by Android and iOS platforms.

E-BLAST OPPORTUNITIES

These specialized e-blasts build your brand with APMA attendees and members and are sure to extend your reach before, during, and after the meeting. Save when you purchase a bundled package.

Several options are available:

- eDaily
- ePreview (before meeting)
- eWeekly
- ePost (after meeting)

* All ad opportunities have deadlines. View the media kit at www.apma.org/exhibits for dates and prices.

Annual Scientific Meeting: Exhibitions



Exhibit Hall Floor Plan

BOOTH RATES	10X10 AISLE STANDARD	10X10 AISLE PREMIUM	10X10 CORNER STANDARD	10X10 CORNER PREMIUM	20X20 PREMIUM ISLAND
	EARLY BIRD THROUGH JANUARY 10, 2020	\$2,650	\$2,750	\$2,850	\$3,400
AFTER JANUARY 10, 2020	\$2,915	\$3,025	\$3,135	\$3,740	\$10,560

- Booth is equipped with pipe, drape and company identification sign (sign available to island booths upon request).
- Booth fee does not include furnishings or any other booth supplies.
- The APMA exhibit hall follows the International Association of Exhibits and Events guidelines. The display guidelines are designed to ensure that each exhibitor, regardless of size, has the opportunity to present its products or service in the most effective manner possible. Please review the complete show Rules and Regulations located on the reverse side of the booth application.



2020 ANNUAL SCIENTIFIC MEETING

Hynes Convention Center • Halls C/D • Exhibit Dates: July 23-25, 2020

Exhibit Space Application

2020 APMA ANNUAL SCIENTIFIC MEETING

Hynes Convention Center • Halls C/D • Exhibit Dates: July 23-25, 2020



COMPANY INFORMATION (to be published)

COMPANY NAME _____

(List name exactly as it should appear. APMA is not responsible for mistakes in information.)

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____

WEBSITE _____

EMAIL _____

CONTACT INFORMATION (unpublished)

CONTACT NAME _____

COMPANY NAME _____
(If different from published information)

MAILING ADDRESS _____
(If different from published information)

CITY/STATE/ZIP _____

PHONE _____

EMAIL _____

COMPANY TYPE

- | | |
|--|---|
| <input type="checkbox"/> Dermatology | <input type="checkbox"/> Pharmaceutical |
| <input type="checkbox"/> Diagnostic Equipment | <input type="checkbox"/> Podiatric Organization |
| <input type="checkbox"/> Education | <input type="checkbox"/> Practice Marketing |
| <input type="checkbox"/> Financial Services | <input type="checkbox"/> Publications |
| <input type="checkbox"/> Footwear/Hosiery | <input type="checkbox"/> Software (Billing/EHR) |
| <input type="checkbox"/> Insurance/Management Services | <input type="checkbox"/> Surgical Instruments |
| <input type="checkbox"/> Laser Therapy | <input type="checkbox"/> Surgical Products
(Implants, Dressings, etc.) |
| <input type="checkbox"/> Medical Equipment & Supplies | <input type="checkbox"/> Wound Care |
| <input type="checkbox"/> Office Equipment & Supplies | <input type="checkbox"/> Other (please specify): _____ |
| <input type="checkbox"/> Orthotics | |
| <input type="checkbox"/> Pain Management | |
| <input type="checkbox"/> Pathology Services | |

BOOTH SELECTIONS

List desired location(s) in order of preference. Indicate up to five choices in the event that some of them have already been assigned. APMA reserves the right to assign the next-best substitute space when the requested space is not available, and to reassign exhibit space as necessary.

RATES - See floor plan legend for pricing. **All rates increase by 10 percent after January 10, 2020.**

1ST CHOICE(S): _____

2ND CHOICE(S): _____

3RD CHOICE(S): _____

4TH CHOICE(S): _____

5TH CHOICE(S): _____

List up to two exhibitors you do not want in proximity to your booth(s). Specific names of companies must be listed. Once the online booth module is activated, APMA cannot assume responsibility for the location of competing companies.

1. _____ 2. _____

PAYMENT DETAILS

BOOTH FEE: \$ _____

MEETING-COMPLIANT LIABILITY INSURANCE*: \$84

OPT-OUT: I do not wish to purchase liability insurance. I will provide a certificate of liability insurance evidencing coverage that meets show requirements, specified in the show rules and regulations, by Friday, June 19, 2020.

TOTAL: \$ _____

** ALL exhibitors must carry liability coverage that meets show requirements. There are no exceptions.*

PAYMENT METHOD

FULL PAYMENT

50-PERCENT DEPOSIT (minimum due). Failure to submit balance on or before Friday, June 19, 2020 will be cause for cancellation of exhibit space.

CHECK

Enclosed is Check No. _____ in the amount of \$ _____

CREDIT CARD

MasterCard VISA American Express

Credit Card Number _____/_____/_____/_____

Exp. Date _____ CSV Code (Required) _____

Name on Card _____

Billing Address (if different from above): _____

Signature _____

SUBMIT COMPLETED FORM TO:

American Podiatric Medical Association, Inc.
9312 Old Georgetown Road, Bethesda, MD 20814
Email: mrcarter@apma.org • Fax: 301.530.2752

By submitting a signed copy of this contract, I hereby apply for exhibit space for the APMA Annual Scientific Meeting. I am an authorized representative of the company with full power sign and deliver this application. The company listed agrees to comply with all instructions, rules, and regulations appearing on the back of this contract, and agrees to promptly submit all information requested.

SIGNATURE _____ PRINT NAME _____ DATE _____

APMA Office Use: Booth Assignment _____ Payment 1 _____ Amount \$ _____ Authorization # _____

Payment 2 _____ Amount \$ _____ Authorization # _____

Meeting Sponsor Yes No Level: _____ Discount: _____ Final Booth Cost: _____

Rules and Regulations

APPROVAL: No agreement for the rental of exhibit space exists until American Podiatric Medical Association (APMA) provides written acceptance. At that time, it becomes a legally binding agreement between the exhibitor and APMA, and exhibitor agrees to comply with these rules and regulations, including any adopted subsequent to the written agreement.

ELIGIBILITY: APMA reserves the right to determine eligibility of exhibitor for inclusion in the event.

EXHIBIT SPACE ASSIGNMENT:

- A. METHOD.** The method of determining space assignments shall be established by APMA and may be changed from time to time without notice to exhibitors. Exhibit space is currently assigned based on the exhibitor point system designed by APMA. Space assignments shall be as indicated on the exhibit space rental agreement. However, should conditions or situations warrant, APMA reserves the right to rearrange exhibitors or adjust the floor plan to accommodate the best interest of the event. The floor plan maintained by APMA shall be the official floor plan. Changes may occur at any time to accommodate event needs.
- B. SUBLETTING SPACE.** Exhibitor shall not assign, sublet, share or apportion the whole or any part of the space allotted, or have representatives, products, equipment, signs or printed materials from other than its own firm in its exhibit space without the written consent of APMA.
- C. ASSIGNMENT/TRANSFER.** The agreement is non-assignable by exhibitor except where assignment is in connection with sale or other transfer of the assignor's trade or business to the assignee, but such an assignee shall display only products or services manufactured or marketed by the assignor. In the event of such an assignment, exhibitor must provide written notification to APMA.

DISPLAY REGULATIONS: Please review the enclosed layout of the exhibit floor carefully and consider the needs of your display when selecting your booth(s). In standard "in line" booth units, all display material is restricted to a maximum height of 36 inches, except for the back wall of the display, which is limited to eight feet in height and one-half the depth of the booth.

The APMA exhibit hall follows the International Association of Exhibits and Events guidelines. The display guidelines are designed to ensure that each exhibitor, regardless of size, has the opportunity to present its products or service in the most effective manner possible.

Exhibitor may not exhibit, advertise, or offer products other than those manufactured or sold by that exhibitor in his or her regular course of business as detailed on the application form.

No exhibitor shall display any product or display or distribute advertisements for a product that is considered by APMA to infringe on another exhibitor's US intellectual property rights (patent, trademark, trade dress or copyright), or that violates US laws or regulations. APMA, in its sole judgment, will determine the appropriateness of products exhibited, and reserves the right to prohibit display or advertisement of products that are in violation of this paragraph or do not meet the event objectives or conform to these regulations.

SOLICITATION REGULATION: Distribution of printed matter, souvenirs, or any other articles shall be restricted to the contracted booth area. No part of the facility other than the exhibitor's booth shall be used for display, order taking, or selling purposes of any kind. The exhibitor may not receive or permit the receipt of legal tender, or anything of value, for goods and/or services in the exhibit area or in any other facility provided or controlled by APMA, nor shall any goods be delivered for which any future payment is made. The exhibitor is responsible for any local sales taxes on orders. Management reserves the right to require removal of any objectionable display elements or prohibit any unauthorized exhibitor selling activity.

The exhibitor represents and warrants that all marketing activities, including but not limited to display and printed information for distribution and oral discussions that take place in the exhibit booth, comply with all applicable federal and state laws, including FDA and FTC regulations.

IRREGULAR ACTIVITIES/NOISE: All sound presentations must be done either in a soundproof environment or through use of earphones so that neighboring exhibitors are not disturbed. All exhibitors with equipment that may be objectionable to other exhibitors because of noise or other disagreeable features must notify APMA of such in writing in advance of the meeting, and agree to accept booth assignments as determined by APMA.

PHOTOGRAPHY AND VIDEO RECORDERS: Exhibitors are not permitted to photograph or videotape any booth other than that of the company they represent. These activities are permitted only before or after exhibit hall hours. Security arrangements for such activities must be made in advance at the exhibitor's expense. Only the official meeting photographer is allowed open access to photograph in the exhibit hall.

RATES, DEPOSITS, AND REFUNDS: Booth space is charged as stated on the contract. No booth will be assigned without a 50-percent deposit accompanying the exhibit space application. Space must be paid for in full no later than 30 days prior to the exhibit opening date. If full payment is not received by this date, the

assigned space may be reassigned at the option of APMA without refund of the deposit. APMA will refund deposits in the event an exhibit application is declined. In the event of conflicts regarding space requests or conditions beyond its control, APMA reserves the right to rearrange the floor plan.

Any space not claimed and occupied (for which no special arrangements have been made 24 hours prior to exhibit opening) will be resold or reassigned by APMA without obligation on the part of APMA for any refund whatsoever.

CANCELLATION: Cancellation of booth-space contracts must be sent to APMA in writing. Cancellations received by APMA at least 60 days prior to the meeting will be refunded, less a \$250 processing fee. No refund will be made if notice of cancellation is received by APMA fewer than 60 days prior to the meeting.

EXHIBIT PERSONNEL: Each exhibiting company may register representatives at no additional cost. All representatives must be registered with the convention office. DPM exhibitors will be admitted to the annual meeting scientific sessions only if they are additionally registered as a meeting participant.

INSTALLATION AND DISMANTLING: During set-up and dismantling of booths, no one under the age of 18 is allowed in the exhibit hall.

Exhibits may be installed on Wednesday, July 22, 2020. Visit www.apma.org/exhibits for installation hours. All exhibits must be fully set up prior to show commencement. Exhibitors who require additional time for set-up must obtain prior approval from APMA. APMA reserves the right to alter exhibit hours in accordance with the convention program. Exhibitors will be duly notified if such changes are necessary. An exhibitor registration desk will be open during exhibit installation hours. Detailed exhibitor and handcarried freight guidelines will be included in the exhibitor service manual.

All exhibit materials must be dismantled, packed and ready to ship no earlier than Saturday, July 13, 2020. Visit www.apma.org/exhibits for specific hours. A penalty of \$500 will be assessed against exhibitors that dismantle prior to hall closing. Future requests for booth space will be denied unless this fine is paid.

Advance shipment to warehouse: All exhibit material and equipment must be consigned to GES, the official service contractor, and bills of lading must be completed with all charges fully prepaid. Visit www.apma.org/exhibits for additional information about advance and direct shipping.

FURNISHINGS AND EQUIPMENT: APMA's designated exhibitor service contractor will provide the necessary forms and information for rental of furnishings and equipment, shipment, and installation of your exhibit. All exhibits must conform to the standards set by the IAEE. No supplies, materials, posters, or other objects shall be posted or tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. All electrical equipment must conform to the city electrical code and must be approved by Underwriters Laboratory (UL) or another recognized laboratory. Further specifications will be provided by the exhibitor service contractor. Volatile, flammable, or explosive substances or materials prohibited by city ordinance or by insurance carriers will not be permitted on the premises. Exhibitor activities are restricted to the booth allocated.

TIPPING: GES requests that exhibitors do not tip its employees. They are paid on an excellent wage scale denoting a professional status, and tipping is not necessary. This policy applies to all GES employees.

SAFETY: Standing on chairs, tables, or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. GES cannot be responsible for injuries or falls caused by the improper use of this furniture. If assistance is required in assembling your booth, please order labor on the display labor order form, and the necessary ladders and tools will be provided.

INSURANCE: All property of the exhibitor is understood to remain under its custody and control in transit to and from or within the confines of the exhibit area. APMA, the John B. Hynes Veterans Memorial Convention Center, and GES do not provide insurance covering exhibitor's property. Exhibitors must provide a certificate of insurance verifying the following coverage:

COMMERCIAL GENERAL LIABILITY

- \$2 Million General Aggregate
- \$1 Million Products-Completed Operations
- \$1 Million Bodily Injury/Property Damage
- \$1 Million Personal and Advertising Injury
- \$5,000 Medical Expense Limit (per person)

AUTOMOBILE LIABILITY: \$1 Million Combined Single Limit Bodily Injury and Property Damage.

WORKERS COMPENSATION/EMPLOYERS LIABILITY:

- As required by statute

APMA and its trustees, directors, officers and employees shall be named as additional insureds on these policies. The exhibitor shall secure and furnish certificates to APMA before three (3) months prior to the first license day of facility usage, and maintain during the entire license period, above said policies. The policies shall provide that they will not be canceled or materially altered prior to the termination of the facility license period or until APMA has been given at least 30 days' written notice of such cancellation or alteration.

SECURITY: APMA provides security guard service during exhibit hours to restrict access to annual meeting registrants displaying valid name badges. In addition, there will be guard service during the hours exhibits are closed to attendees. Loss prevention of your inventory and records is an APMA priority. However, neither APMA, the official security service, John B. Hynes Veterans Memorial Convention Center, nor GES will be responsible for loss or damage due to any cause.

LIABILITY; INDEMNIFICATION: The exhibitor is responsible for any and all demands on account of any injury or death, or damage to property occurring in or upon any portion of the John B. Hynes Veterans Memorial Convention Center, used by the exhibitor which are caused by the acts or omissions of exhibitor, or their employees, representatives, servants, agents, licensees, invitees, patrons, guests, or contractors. The exhibitor is also solely responsible for any injuries or damages sustained or caused by it in connection with the event, whether or not they occur at the John B. Hynes Veterans Memorial Convention Center. This includes, but is not limited to, booth construction, booth set-up, travel to or from the event, activities of the exhibitor's employees or third parties subject to the supervision of exhibitor, or any other activities carried on in connection with the event. The exhibitor shall defend, indemnify, and hold harmless APMA, John B. Hynes Veterans Memorial Convention Center, and their respective directors, trustees, members, managers, officers, employees, agents, successors, and assigns from and against any and all claims, demands, actions, causes of actions, penalties, judgments, and liabilities of every kind and description (including court costs and reasonable attorneys' fees) for injury to and death of persons, and damage to and loss of property which are caused by, arise from or grow out of the exhibitor's use or occupancy of the premises, from any breach by the exhibitor of any condition of this contract, from any act or omission of the exhibitor, or its employees, representatives, servants, agents, invitees, patrons, guests, licensees, or contractors, or from the use of any product or service exhibited or any claim or representation made in connection therewith by the exhibitor or any person acting in its behalf. The exhibitor agrees to make no claim for any act or omission of APMA taken in accordance with, or to enforce, these regulations.

FORCE MAJEURE: In the event the John B. Hynes Veterans Memorial Convention Center, or any part of the exhibit area thereof is unavailable, whether for the entire event or a portion of the event, as a result of fire, flood, tempest, or any such act of God, or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or any other cause or agency over which APMA has no control, or should APMA decide that because of any such cause it is necessary to cancel, postpone, or resite the exhibit or reduce the installation time, exhibit time, or move-out time, APMA shall not be liable to indemnify or reimburse the exhibitor in respect of any damage or loss, direct or indirect, arising as a result thereof.

VIOLATIONS: In the event an exhibitor violates any provision of this agreement, APMA shall have the right, without any liability whatsoever, to notify the agents, servants, employees, or other persons then operating exhibitor's booth(s) to close said booth(s) immediately and to remove all the exhibits and other materials in the booth(s) of the exhibitor immediately upon notice. Furthermore, APMA shall have the additional right to bar the exhibitor, his or her agents, servants, employees, or other representatives from the exhibit area and the exhibit halls and facilities, and to enforce the provisions hereof by having the responsible local government official enforce this provision, all without liability to APMA, its agents, servants, employees, or contractors, if any provision of the agreement is breached by the exhibitor or if the exhibitor is in default hereunder, APMA shall have the right, and is hereby authorized, to retain all monies theretofore paid by exhibitor as liquidated damages. In addition to any powers, prerogatives, or remedies otherwise provided by APMA in this agreement, APMA shall have any and all rights and remedies otherwise available at law or equity.

AMENDMENTS: Any and all matters not specifically covered by these rules and regulations and the other terms and conditions contained in the Exhibitor Service Manual shall be subject to the decision of APMA. APMA shall have the full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of the exhibitors. Each exhibitor, for itself and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

DEFAULT: In the event of a breach of this agreement, exhibitors will not be permitted to set up their exhibits or will be subject to eviction, without refund.

GOVERNING LAW: This contract shall be governed by the laws of the city of Boston, MA. Exhibitor agrees to abide by the rules and regulations of the John B. Hynes Veterans Memorial Convention Center.

PROBLEMS: Problems should be reported to the APMA exhibit hall manager, APMA meetings administrator, or the APMA executive director.