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the
National

APMA ANNUAL SCIENTIFIC MEETING
WASHINGTON, DC | AUGUST 8-11, 2024

2024

Partnership Opportunities

**Make an
impression**

at the world's
largest association
for podiatrists

apma >

AMERICAN PODIATRIC
MEDICAL ASSOCIATION, INC.

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Rockville, MD 20852
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the national

APMA ANNUAL SCIENTIFIC MEETING
WASHINGTON, DC | AUGUST 8–11, 2024



Show Location

**WALTER E. WASHINGTON
CONVENTION CENTER**
801 Allen Y. Lew Pl., NW
Washington, DC
20001

APMA CORPORATE AND FOUNDATION RELATIONS TEAM CONTACTS

SPONSORSHIP/GRANTS

Tina Carter, Director • tcarter@apma.org

Melanie Carter, Associate Director • mcarter@apma.org

EXHIBITS

Melanie Carter, Associate Director • mcarter@apma.org

Why APMA?

WITH 12,000 MEMBERS, APMA IS THE LARGEST ORGANIZATION SERVING PODIATRIC PHYSICIANS AND SURGEONS IN THE COUNTRY.

WHY INVEST IN APMA?

In any given year, more than 200 companies engage with APMA to expand their visibility among podiatric physicians and surgeons. 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.

HOW CAN I CONNECT?

Take advantage of these pathways to engage with APMA's members:

- **ANNUAL SCIENTIFIC MEETING (THE NATIONAL):** Align your brand with our most popular event as a meeting sponsor.
- **EXHIBIT HALL:** Showcase your product or service in the exhibit hall of our Annual Scientific Meeting.
- **TARGETED SPONSORSHIP OPPORTUNITIES:** Sponsor live, print, or digital initiatives. [See options on page 12.](#)

Become an APMA Corporate Member and garner year-around exposure to APMA's nationwide network of podiatric physicians and surgeons. [See the full list of membership benefits on page 12.](#)

APMA MEMBER HIGHLIGHTS

GENDER BREAKDOWN



AGE BREAKDOWN



90% of APMA members are **board certified** or qualified by the American Board of Foot and Ankle Surgery.



PRACTICE AREAS

Surgery	Sports Medicine
Wound Care	Geriatrics
Diabetic Care	Pediatrics
Biomechanics	Dermatology

APMA MEMBERS AND THE APMA ANNUAL SCIENTIFIC MEETING (THE NATIONAL)

80% of attendees have buying power or influence buying decisions.

Learning about new products and services is cited as the top reason for visiting the exhibit hall.



 In a survey, nearly half of DPMs reported being **more likely to choose a product/service offered by an APMA**

corporate member than an equal-quality product/service from a non-member. 30% would be "a lot more likely" to choose the member product.



APMA members comprise **78% of practicing podiatrists in the US.**



Members **spend \$320 million** on products and services each year.

Join the approximately 50 companies each year that amplify their visibility through the targeted sponsorship opportunities listed below. All members of the program receive generous advertising and recognition, and all sponsorships include complimentary corporate membership.

- APMA Annual Scientific Meeting (The National)
- The APMA Podcast
- APMA Registry
- Coding Resource Center
- Coding Seminar
- Educational Foundation
- Legislative Advocacy
- Public/Member Education Campaigns
- Residency Education Resource Center (REdRC)
- Regional Lecture Series
- State Advocacy Forum
- Student Recruitment
- Webinars
- Weekly Focus Digital Publication
- Young Physician Programming
 - Young Physicians' Institute and Emerging Leaders Program
 - Young Physicians' Reception; Lunch-and-Learn Sessions at The National
 - Young Physician Infographics
 - The APMA Career Center at The National

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

12,000
podiatrists



APMA Weekly
Focus distribution
12,500



A non-CECH*,
industry-sponsored
symposium at

The National or Regional
Lecture Series

80+ podiatrists

The National:
premium booth
placement and direct
access to decision makers
who have buying power



80% of attendees

**Continuing Education Contact Hours*

APMA.org (2022)

Total page views • **2,926,449**

Unique page views • **1,311,688**

Young Physicians' Program website
(2021)

Total page views • **17,282**

Unique page views • **7,467**

REdRC metrics (2022)

Total page views • **5,839**

Unique page views • **4,647**

Coding Resource Center Metrics (2022)

Total page views • **539,950**

Unique page views • **448,728**

Social Media

Member Facebook • **43,000** followers

LinkedIn • **9,300** followers

Twitter • **33,200** followers



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. 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.

The National offers comprehensive podiatric education in dermatology, surgery, wound care, and much more. 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.



- General Session Tracks
- Hands-On Workshops
- Podiatry Student Quiz Bowl
- Breakfast Symposia
- Plenary Session



EDUCATIONAL GRANT CONDITIONS

- APMA is responsible for control of content and selection of presenters and moderators.
- Any recognition for educational grants must be in compliance with all rules and regulations surrounding grants to associations for medical education programs.
- Sessions are developed by APMA for continuing education contact hour (CECH) credits. (Some non-CECH options are available.)

SUBJECT AREAS FOR EDUCATIONAL GRANTS

PLENARY SESSION AND BREAKFAST/LUNCH/DINNER SYMPOSIUM SUBJECT AREAS

- Arthritic Conditions
- Dermatology
- Diabetes
- Osteoporosis
- Pain Management
- Peripheral Arterial Disease
- Practice 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
- Compartment Syndrome
- 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

VASCULAR SURGERY/CONDITIONS

- PAD/PVD/CLI
- Recent Advancements in Endovascular Surgery
- Spatial Frequency Domain Imaging
- Vascular Evaluation Prior to Podiatric Surgery

BIOMECHANICS AND ORTHOPEDIC MEDICINE

- Custom Foot Orthoses
- ESWT
- Falls Prevention/Risk Analysis
- Gait Analysis
- Plantar Heel Pain Syndrome

WOUND CARE

- Amputation Prevention
- Antibiotic-Resistant Wound Infections
- Chronic Wound Care
- Debridement
- 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
- Biopsy Techniques
- Fungal Infections
- Laboratory Tests and Physical Exams

- Malignancy
- Onychomycosis
- Skin Structure Infections
- Warts/Verruca

RHEUMATOLOGY

- Bracing and Splinting Treatment
- Gout
- Psoriatic Arthritis
- Update on Pharmacological Treatment

RADIOLOGY

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

PAIN MANAGEMENT

- Chronic Pain Patients
- CRPS
- Opioid Prescribing
- Painful Diabetic Peripheral Neuropathy

SPORTS MEDICINE

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

PRACTICE MANAGEMENT

- Appropriate Documentation and Coding
- MIPS
- Risk Management
- Social Media
- Telemedicine

HANDS-ON WORKSHOP SUBJECT AREAS

- Medical and Surgical Topics

ANNUAL SCIENTIFIC MEETING Sponsorship

SPONSORSHIP OPPORTUNITIES

Your exposure at The National will soar with meeting sponsorship. It not only guarantees repeated exposure and visibility on-site, but you'll also garner pre- and post-meeting visibility across numerous print and digital platforms.

BRANDING OPPORTUNITIES

Raise your profile throughout the site with digital ops (ads/videos), clings, and more.

QUESTIONS? LOOKING FOR SOMETHING ELSE?

Contact a member of the corporate and foundation relations team for more information about existing and new opportunities.



- Industry Sponsored Symposium (Non-CECH) (Limit 6)
- Exhibit Hall Grand Opening Title Sponsor (Limit 1)
- Innovation Café
- Hotel Key Cards (Limit 1)
- Opening Session
- Exhibit Hall Grand Opening
- Refreshment Break
- Charging Station
- Wellness Lounge
- Hydration Stations
- Puppy Park
- Conference WiFi

Sponsorship opportunities begin at \$5K. Contact a member of the corporate and foundation relations team for full details.

Support podiatric medical students through **TEAM APMA 5K RUN/WALK** sponsorship.

Contact the corporate and foundation relations team for details.



SUPPORT LEVELS AND RECOGNITION

- **DIAMOND** • \$125K+
- **PLATINUM** • \$100K
- **GOLD** • \$50K
- **CRYSTAL** • \$35K
- **SILVER** • \$25K
- **BRONZE** • \$15K
- **PEWTER** • \$10K
- **COPPER** • \$5K

Opportunities
are limited.
Act now
to reserve
yours!



UNIVERSAL BENEFITS

All meeting sponsors receive the benefits listed below. See the chart on the following page for category-specific benefits.

- Complimentary meeting pre-registrant data file
- Prime booth location in exhibit hall
- Booth recognition marker (floor decal)
- Pre- and post-meeting recognition in print and digital platforms
- Company name and/or logo featured throughout meeting site
- Invitation to the Annual Meeting Corporate Member Reception hosted by the APMA Board of Trustees
- Priority points toward future exhibit hall placement
- Ability to use APMA meeting logo
- Annual Meeting Sponsor Ribbon
- Complimentary enrollment in Corporate Member program (see chart on [page 12](#) for benefits)



CUSTOMIZED BENEFITS

The chart below reflects benefits specific to each sponsorship package.

CATEGORY	BOOTH SPACE	ADVERTISING	APMA MEMBER DATA FILE	ENHANCED VISIBILITY
DIAMOND \$125K+	20 x 20 Premium island	Complimentary full-page ad in meeting daily, <i>The National Today</i> Complimentary banner ad in APMA Engage app	Complimentary	Heightened visibility through print and digital platforms Company logo featured on sponsor listing on APMA website
PLATINUM \$100K–\$124,999				
GOLD \$50K–\$99,999				
CRYSTAL \$35K–\$49,999	10 x 10 Premium booth	Complimentary half-page ad in meeting daily, <i>The National Today</i>	70-percent discount	Company logo featured on signage throughout meeting site Company name featured on sponsor listing in meeting daily, <i>The National Today</i>
SILVER \$25K–\$34,999				
BRONZE \$15K–\$24,999	\$500 discount Prime booth location	Complimentary banner ad in APMA Engage app	60-percent discount	Company logo featured on floor decal in exhibit hall Company name featured throughout the day on slide show presented between education sessions Company name featured on sponsor listing in <i>APMA News</i> magazine
PEWTER \$10K–\$14,999	Prime booth location			
COPPER \$5K–\$9,999				

Great Benefits
at all sponsorship levels!

BOOTH SPACE

All sponsors planning to exhibit, even those receiving a discount or complimentary space, must submit the Exhibit Space application. Booth is not equipped with table, chairs, or any other furnishings. All booth floors must be finished (carpet, etc.). Booth supplies can be ordered at the Espresso by GES website. Application and further information is available at www.apma.org/exhibits.

Exhibitions

WHY EXHIBIT?

The number of APMA members attending The National is cited by industry representatives as a top reason for exhibiting. Members spend over \$300 million on products and services each year. Tap into this buying power and engage with decision makers by signing up to exhibit. You'll enjoy unopposed hall hours, nationwide visibility, free registration for your booth personnel (based on booth size), and more.

EXHIBIT SPACE FAQs

WHO IS ELIGIBLE TO EXHIBIT?

The exhibits are an extension of APMA's educational program. In order for APMA to accept an 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 10, 2023. 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

Industry representatives highly rate the **quality of attendees** and list this as the primary reason they return to the ASM year after year.

INDUSTRY STATS

<p>70% are repeat exhibitors</p> <hr/> <p>33% have exhibited at The National for more than 10 years</p>	<p>30% cite sales goals as a top reason for exhibiting</p> 
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To benefit from the Priority Points rating, the application for exhibit space must be received on or before Friday, November 10, 2023. Applications received after Friday, November 10, 2023 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.

IMPORTANT ITEMS TO NOTE

Complete show rules and regulations are provided with the booth space application, available at www.apma.org/exhibits.

1. EXHIBITOR INSURANCE REQUIREMENTS:

All exhibitors must provide a show-compliant certificate of liability insurance. See "Insurance" section in the Rules and Regulations provided with the booth application, available at www.apma.org/exhibits.

2. CANCELLATION: Cancellation of booth-space contracts must be received in writing. For full details and refund schedule, see "Cancellation" section in the Rules and Regulations provided with the booth application, available at www.apma.org/exhibits.

3. SPACE SHARING: Subletting or sharing of exhibit space is not permitted.

4. HOTEL RESERVATIONS: Exhibitors and sponsors who need hotel accommodations must book in the official APMA room block. Any exhibitor or sponsor who violates this requirement will be automatically charged a fee of \$300 and, at APMA's discretion, may be subject to forfeiture of exhibit space or sponsorship and/or prohibited from participating in future APMA conferences or events. The only way to book a room at an APMA host hotel for The National is through the information provided by APMA. For your own protection, do not make reservations through any other housing provider or travel company. Reservations made other than through the information provided by APMA will be at your own risk. If you are contacted by another company purporting to represent a host hotel or APMA, email thenational@apma.org.

BOOTH RATES		
BOOTH TYPE	THROUGH 1/12/2024	AFTER 1/12/2024
10' X 10' AISLE STANDARD	\$2,915	\$3,205
10' X 10' AISLE PREMIUM	\$3,025	\$3,325
10' X 10' CORNER STANDARD	\$3,135	\$3,440
10' X 10' CORNER PREMIUM	\$3,740	\$4,100
10' X 20' CORNER PREMIUM	\$7,480	\$8,200
20' X 20' PREMIUM ISLAND	\$10,560	\$11,600

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 which are provided as part of the booth application, available at www.apma.org/exhibits.

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

GES (Global Experience Specialists) is the official exhibitor services contractor:

GES National Service Center:

Phone: 800-475-2098 • Fax: 866-329-1437

www.ges.com/contact

The floor plan and booth space application are available at www.apma.org/exhibits.

THE BOOTH RENTAL FEE INCLUDES:

(visit www.apma.org/exhibits for details)

- pipe, drape, and company identification sign (note: sign available to island booths upon request);
- complimentary meeting pre-registrant data file;
- complimentary registration/badges for your booth personnel based on booth size (additional registration/badge fee: \$75 each);
- complimentary refreshment breaks in the hall with attendees;
- complimentary lunch in the hall with attendees; lunch ticket distribution based on booth size;
- listing on APMA website with link to company home page;
- listing in print and digital meeting promotions;
- listing in APMA Engage app, with link to company home page; and
- complimentary basic listing in APMA Buyers' Guide.

The booth fee does not include table, chairs, or any other furnishings. All booth floors must be finished (carpet, etc.). Booth supplies can be ordered at the Espresso by GES website. Visit www.apma.org/exhibits for the link.



Early Bird Savings

PURCHASE YOUR BOOTH BY FRIDAY, JANUARY 12, 2024, AND SAVE.

Prices increase by 10 percent for all booth types after Friday, January 12, 2024.

EXHIBIT DETAILS

Visit the exhibit information page at www.apma.org/exhibits for additional information and updates.

EXHIBIT SCHEDULE

Set-Up	Wednesday, August 7
Exhibit Hall Open	Thursday, August 8
Exhibit Hall Open	Friday, August 9
Exhibit Hall Open	Saturday, August 10
Dismantle	Saturday, August 10

For the complete exhibit hall schedule, visit www.apma.org/exhibits.

IMPORTANT DATES

NOVEMBER 10, 2023 • FRIDAY

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

JANUARY 12, 2024 • FRIDAY

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

MAY 1 • MONDAY

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

JUNE 28 • FRIDAY

Contract balance due to APMA.

JUNE 28 • FRIDAY

Certificate of Liability Insurance due to APMA.

JULY 12 • FRIDAY

Last day to submit booth personnel names. Request badges on-site after deadline.

AUGUST 8-10 • THURSDAY-SATURDAY

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



Questions?

Contact the exhibit hall manager: thenational@apma.org

HOTEL INFORMATION

MARRIOTT MARQUIS

901 Massachusetts Ave., NW
Washington, DC 20001

Visit www.apma.org/thenational in January for complete details and to make a reservation. 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

Showcase your brand and product by advertising in materials created specifically for The National. All ad opportunities have deadlines. View the media kit at www.apma.org/exhibits for dates and prices.

- 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. The daily is distributed to attendees each morning, and 85 percent of attendees report they read it each day.

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 space.

SEND YOUR AD DIRECTLY TO ATTENDEES!

Send your printed advertisement or digital ad directly to meeting registrants!

Contact the exhibit hall manager for details:
thenational@apma.org.



SOCIAL MEDIA POSTINGS

Connect with APMA's nationwide membership by sponsoring our social media wall, or post on one of our thriving social media platforms: Twitter, LinkedIn, Facebook, Instagram, and more. Bundled social media packages also available.

APMA ENGAGE APP

The APMA Engage app enjoys an adoption rate approaching 100%. Advertise in the app and attendees will have your brand at their fingertips, no matter where they are. The app is supported by Android and iOS platforms.

EXCLUSIVE E-BLAST OPPORTUNITIES

E-BLAST NOTICES AND NEWSLETTERS

Place your ad in customized e-blast notices and newsletters and build your brand with APMA attendees and members. You'll extend your reach before, during, and after the meeting. Save when you purchase a bundled package.

Several options are available:

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

Corporate Membership Benefits

CORPORATE MEMBER PROGRAM BENEFITS SNAPSHOT



All meeting sponsors receive complimentary enrollment in the corporate membership program at the level that corresponds to their sponsorship commitment. Visit www.apma.org/corporatemember for more information about the program.

BENEFIT	apma > Corporate Partner		apma > Corporate Leader		apma > Corporate 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	
Complimentary/discounted member data	✓	✓	70% off	60% off	50% off
Company profile in <i>APMA News</i>	new corporate members only				
Company name 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 14,500)	✓	✓	✓	✓	✓
Complimentary subscription to APMA ePublications and <i>APMA News</i>	✓	✓	✓	✓	✓
Invitation to corporate reception at The National	✓	✓	✓	✓	✓

BECOME A GENERAL MEMBER (ASSOCIATE) AT THE \$2,500 LEVEL

When you become a Corporate Associate (non-sponsoring, general member), you enjoy a featured corporate profile in *APMA News* magazine (new associates only), and much more. See the Corporate Associate column in the chart above for full details.