

FOUNDATION FOR PODIATRIC MEDICINE

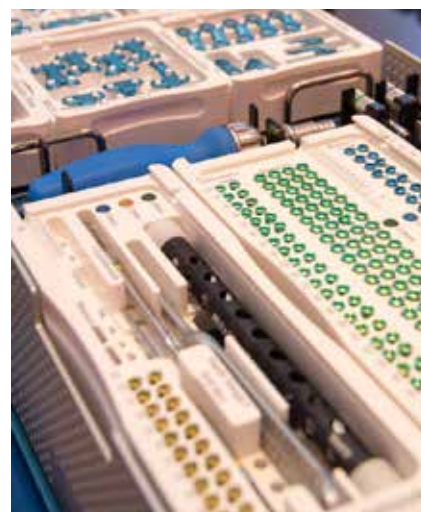
JANUARY 27-29, 2017

NEW YORK MARRIOTT MARQUIS



PICA

Treated Fairly



For three full days every January over 3,000 attendees, including 1,800 DPMs, MDs, Podiatric Assistants, students, and residents descend on the New York Marriott Marquis to participate in cutting-edge educational programs and visit two floors of technical exhibits. Designed as a must-attend event for both attendees and exhibitors, the New York Clinical Conference is tailored to meet your marketing needs through extended face time with decision makers, affordable exhibit space with high-profile support options, and opportunities for side symposia and workshop participation with a large and interested audience.

WE'RE DEDICATED TO BUILDING A VALUABLE MARKETPLACE FOR YOU AT NY17:

- Two daily 30-minute breaks plus a full hour lunch break with no competing General Lectures ensures attendees have ample time to visit exhibits
- Expanded and improved conference website allows you to reach potential clients early and often
- Mandatory CECH scanning in the exhibit hall guarantees twice daily traffic in scanning rows

NEW THIS YEAR >>>>>

- **INTERACTIVE EXHIBITOR LOCATOR:** Four interactive exhibitor locators will be placed strategically on the 5th and 6th floors. Exhibitor locators display the Exhibit Hall floor plan, as well as the list of exhibitors and products. Attendees can touch the screen to easily find the company or product for which they are looking. The sponsor of the exhibitor locator will be acknowledged on the kiosk screen saver.

NEW THIS YEAR >>>>>

- **INFO BOOTHS + GUIDES:** Information guides stationed at booths on the 5th and 6th floors of the hotel will be valuable resources for attendees. These info booths will be branded with your company logo, highlighted on the event floorplan and you'll have the exclusive right to distribute materials at the booths.

NEW THIS YEAR >>>>>

- **ONLINE REGISTRATION WEB BANNER AND CONFIRMATION EMAILS:** 75% of NY16 attendees registered online. Be the ONLY exhibitor they see when they register this year! Your company name with a direct link to your website will appear on NY17's online registration homepage as well as in every show confirmation emailed to attendees who register online. Attendee registration opens early summer so the sooner you secure this high-impact sponsorship, the greater the value!

APPLY NOW TO BE A PART OF THE ACTION!

NY16 EXHIBIT HALL HOURS

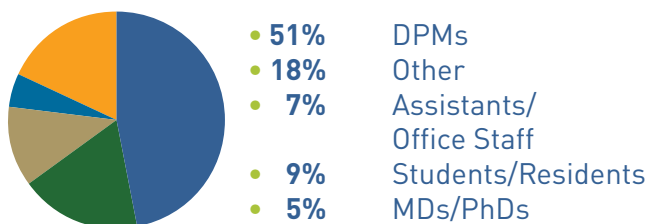
Friday, January 27, 2017	9:30am – 5:00pm
Saturday, January 28, 2017	9:30am – 5:00pm
Sunday, January 29, 2017	9:30am – 1:30pm

WHO ATTENDS

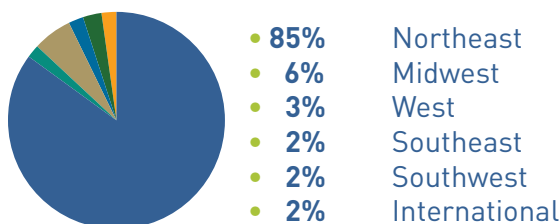
This year's conference was one of the largest and most diverse podiatric conferences in the country:

3,449	total registrants
29	states represented
6	countries represented, including AUS, CAN, GBR, NLD, RUS
226	exhibit booths
198	exhibiting companies

NY16 ATTENDEE JOB FUNCTION BREAKDOWN



NY16 ATTENDEE GEOGRAPHIC BREAKDOWN





NY17 SPONSORSHIP PACKAGES

	TITANIUM \$45,000	PLATINUM \$35,000	GOLD \$25,000	SILVER \$20,000	BRONZE \$10,000	COPPER \$5,000
Complimentary Booths	3	2	1	1	50% Discount	25% Discount
Sponsorship recognition: • In registration brochure • In onsite program • On conference website • On conference signage	X	X	X	X	X	X
Full Page ad in onsite brochure	X	X	X	X	X	X
Pre- and post-conference registration lists	X	X	X	X		
Pre-conference postcard mailer	X	X	X	X		
Conference bag insert	X	X	X	X		
Promotional slide during lecture breaks	X	X	X	X		
Onstage verbal recognition during NYSPMA President's Address	X	X	X	X		
Upgraded app benefits: • Banner and landing page • Specially colored booth on exhibit floorplan • Highlighted listing on exhibitor list • Weighted banners	X	X	X	X		
Custom lightbox on 5th and 6th floors	3	2	1	1		
Sponsored promotional email to meeting attendees (sent by NYSPMA and subject to approval)	X	X	X	X		
Additional event sponsorship	Lunch Symposium	Break Symposium				
Custom sponsor ribbons for namebadges	X	X	X	X	X	X

Please contact Sarah Hansen at sarah@nyspma.org for additional details

Opportunity:
Investment:
Details:

DINNER SYMPOSIUM

\$35,000 (2 available—Friday or Saturday night)
A hungry audience is a captive audience. Host a 30-minute reception followed by a 3-course dinner with wine service for up to 100 guests (including your staff) right after the day's final scan. We'll work with your team to send out branded email invitations and confirmations on your behalf to a curated invite list, and create custom signage and cocktail napkins for onsite use. Most importantly, you'll have the ability to give a twenty (20) minute non-CECH presentation on a topic of your choice.

Opportunity:
Investment:
Details:

LEADERSHIP / STUDENT RECEPTION

(1 available – Saturday night)
We'll mine our attendee list for Board Members, Division Presidents, Foundation Directors, VIPs, Student Program speakers and attendees to invite to your 90-minute cocktail hour including open bar and passed hors d'oeuvres for up to 100 guests (including your staff). We'll send out branded email invitations and branded email confirmations on your behalf, and create custom signage and cocktail napkins for onsite use. Most importantly, you'll have the ability to give a five (5) minute presentation on a topic of your choice.

Opportunity:
Investment:
Details:

LUNCH SYMPOSIUM

\$17,500 (6 available – two per day)
Host a 60-minute box lunch and non-CECH lecture during the conference lunch break. We'll send out Symposium marketing emails, arm you with custom tickets to distribute onsite and create branded signage for the event. You'll have a dedicated meeting room set for 100 to deliver your own non-CECH content. NY16 event staff will be on hand to help check your guests in and scan their badges so they don't need to wait in line on the exhibit floor.

Opportunity:
Investment:
Details:

ONSITE REGISTRATION

\$12,500 (1 available)
Sponsor the area in which every attendee begins his or her conference experience – registration. Your company logo and booth number will be prominently displayed on the first signs attendees see as they get to the Marriott—meter boards on the ground level. In addition, registration and event staff will be clad in can't-miss custom t-shirts sporting the conference logo on the front with your logo, booth number and message on the back.

Opportunity:

Investment:

Details:

MORNING OR AFTERNOON BREAK COFFEE STATION

\$10,000
(6 available – 2 each on Friday, Saturday, Sunday)
Includes a dedicated, branded morning or afternoon break coffee stations on the 5th and 6th floors. Includes custom signage, cocktail napkins, and logo recognition in onsite program.
Note: does not include private room or speaking opportunity.

Opportunity:
Investment:
Details:

THURSDAY LUNCH SYMPOSIUM

\$10,000 (1 available – Thursday only)
Host a 45-minute non-CECH lunch symposium during the Codingline lunch break for up to 75 guests (including your staff). We'll send out a branded event marketing email to pre-registered Codingline registrants of your choice and work with you to get the perfect mix of attendees. You'll have a dedicated meeting room and box lunches for 75 plus standard A/V equipment. NY16 event staff will be on hand to help check your guests in and make sure your event runs smoothly.

Opportunity:
Investment:
Details:

INTERACTIVE EXHIBITOR LOCATOR

\$7,500 per locator (1 available)
Four interactive exhibitor locators will be placed strategically on the 5th and 6th floors. Exhibitor locators display the Exhibit Hall floor plan, as well as the list of exhibitors and products. Attendees can touch the screen to easily find the company or product for which they are looking. The sponsor of the exhibitor locator will be acknowledged on the kiosk screen saver.

Opportunity:
Investment:
Details:

CONFERENCE LANYARDS

\$6,000 (1 available)
The one thing every attendee is required to wear for all three days? Their conference badge. Guarantee that every time the badge is lifted to scan, attendees (and envious other exhibitors) think of you.
Sponsor to provide 2,500 lanyards.

Opportunity:
Investment:
Details:

CONFERENCE BAGS

\$6,000 (1 available)
Who doesn't love a great tote bag? Over the course of the conference we'll distribute over 2,000 bags, most of which continue on home with our attendees, keeping you top of mind as they use for groceries, running errands and more.
Sponsor to supply bags.

NY17 ADDITIONAL OPPORTUNITIES

Opportunity:
Investment:
Details:

INFO BOOTHS + GUIDES

\$6,000 (2 available – 1 per floor)

Information guides stationed at booths on the 5th and 6th floors of the hotel will be valuable resources for attendees. These info booths will be branded with your company logo, highlighted on the event floorplan and you'll have the exclusive right to distribute materials at the booths.

Opportunity:
Investment:
Details:

PRINTED FLOOR PLAN MAP

\$6,000 (1 available)

Help attendees find their way around the show and, most importantly, to YOUR booth. In response to the needs of our attendees, this attractive, double-sided map is an extremely valuable tool for all who attend NY17. Your company and will be the exclusive sponsor with your booth highlighted on the floorplan. Distributed at registration, each attendee will receive one—and check it often.

Opportunity:
Investment:
Details:

MORNING COFFEE STATION

\$5,000 per day (3 available – 1 per day)

Start the day off right and help attendees do the same. Host a sponsored coffee station from 7:30am – 8:30am each morning. Coffee will be positioned on the way into general lectures and is the perfect place to station one of your reps to meet new people. Branded signage, cocktail napkins and logo recognition in program included.

Opportunity:
Investment:
Details:

LUNCH LEARNING LAB

\$5,000 (3 available – 1 per day)

The Learning Lab is an enclosed transparent meeting room located on the 5th Floor of the Exhibit Hall that can accommodate up to 20 attendees for a dedicated 40-minute presentation on your product or service in whatever format works for you. These non-CECH sessions will take place during scheduled lunch breaks. Learning Lab schedule and host company will be included on attendee agenda, event website and event app. Includes laptop, LCD projector, 2 plasma screens and a box lunch for 20. Host is responsible for attendee recruitment and collection of attendee information.

Opportunity:
Investment:
Details:

DIRECTIONAL FLOOR DECALS

\$5,000 (2 available – 5th floor, 6th floor)

Point attendees right to the General Lectures (or your booth) with high visibility colored floor decals customized with your logo. Includes 20 decals. Sponsor to supply artwork, NY17 to print and position in exhibit hall.

Opportunity:
Investment:
Details:

POCKET GUIDE

\$6,000 (1 available)

Need to know who is speaking next? What floor your workshop is on? When you can sneak out for a coffee? Grab a branded pocket guide, a mini-agenda with only the most important conference details. Distributed at registration, each attendee will receive one—and check it often.

Opportunity:

ONLINE REGISTRATION WEB BANNER AND CONFIRMATION EMAILS

Investment:
Details:

\$5,000 (1 available)

75% of NY16 attendees registered online. Be the ONLY exhibitor they see when they register this year! Your company name with a direct link to your website will appear on NY17's online registration homepage as well as in every show confirmation emailed to attendees who register online. Attendee registration opens summer 2016 so the sooner you secure this high-impact sponsorship, the greater the value!

Opportunity:
Investment:
Details:

STUDENT TOTE BAGS

\$2,500 (1 available)

Invest in the future of podiatry! We're revamping the student program this year to focus on the tools students and residents need to succeed. Each student will receive a tote bag at check in. Includes acknowledgement in student program marketing and onsite program.

Sponsor to provide 200 tote bags.

Opportunity:
Investment:
Details:

CONFERENCE BAG INCLUSION

\$1,500 (10 available)

You produce the piece, we'll put it in our conference bags. Price is based on 1 marketing item, delivered to the Foundation office one week prior to conference. We recommend promotional items such as key chains, pens, samples—avoid the paper brochures if you want to be noticed.

Please budget for 1,850 items.

Opportunity:
Investment:

BOOTH F&B

\$500 plus cost of food and beverage

(5 available per day)

Details:

If there's one thing our attendees love, it's free food. We'll work with you and the hotel to come up with the perfect treat to distribute at your booth – then bill you back for the cost. We're limiting this opportunity to five booths per day.

NY17 ADDITIONAL OPPORTUNITIES

Opportunity: PRE-CONFERENCE ATTENDEE LIST
Investment: \$350
Details: List will be sent out once—on Friday, January 6. Purchase entitles recipient to one excel list including first name, last name and mailing address as of January 6. Updates to the list are not available and phone, fax or email addresses will not be included.

Opportunity: STUDENT SPONSOR
Investment: \$300
Details: Invest in the future of podiatry! Our student program grew by 30% next year and we're anticipating the same for 2017. Includes acknowledgement in student program marketing and onsite program.

ALSO AVAILABLE

BANNERS AND SIGNAGE:

Column Wraps
Exhibit Hall Banners
Meter Panels
Digital Signage

FOOD AND BEVERAGE:

Water Stations
Break Food
Coffee Sleeves
Student Program Lunch

GENERAL:

Cyber Cafe
Charging Stations
Scanning Stations
Notepads and Pens

Email sarah@nyspma.org for pricing



CONTACT INFORMATION

Company Name _____
 Mailing Address _____
 City, State, Zip _____
 Contact Name _____
 Contact Phone _____
 Contact Email Address* _____

*All conference communication will take place via email

SPONSORSHIP LEVEL

- | | | | |
|--------------------------------|----------|------------------------------|----------|
| <input type="radio"/> Titanium | \$45,000 | <input type="radio"/> Silver | \$15,000 |
| <input type="radio"/> Platinum | \$35,000 | <input type="radio"/> Bronze | \$10,000 |
| <input type="radio"/> Gold | \$25,000 | <input type="radio"/> Copper | \$ 5,000 |

ADDITIONAL OPPORTUNITIES

- | | | | |
|--|-----------|--|----------|
| <input type="radio"/> Dinner Symposium | \$35,000 | <input type="radio"/> Pocket Guide | \$6,000 |
| <input type="radio"/> Leadership/Student Reception | \$ 17,500 | <input type="radio"/> Printed Floorplan Map | \$6,000 |
| <input type="radio"/> Lunch Symposium | \$ 17,500 | <input type="radio"/> Lunch Learning Lab | \$5,000 |
| <input type="radio"/> Online Registration | \$ 12,500 | <input type="radio"/> Directional Floor Decals | \$5,000 |
| <input type="radio"/> Morning or Afternoon Break Station | \$ 10,000 | <input type="radio"/> Break Learning Lab | \$3,500 |
| <input type="radio"/> Thursday Lunch Symposium | \$ 10,000 | <input type="radio"/> Student Tote Bag | \$2,500 |
| <input type="radio"/> Interactive Exhibitor Locator | \$ 7,500 | <input type="radio"/> Post-Conference Thank You/Survey | \$2,500 |
| <input type="radio"/> Lanyards | \$ 6,000 | <input type="radio"/> Conference Bag Inclusion | \$ 1,500 |
| <input type="radio"/> Conference Bags | \$ 6,000 | <input type="radio"/> Booth F&B | \$ 500 |
| <input type="radio"/> Info Booths + Guides | \$ 6,000 | <input type="radio"/> Pre-Conference Attendee List | \$ 350 |
| <input type="radio"/> Morning Coffee Station | \$ 6,000 | <input type="radio"/> Student Sponsor | \$ 300 |

PAYMENT INFORMATION

A 50% deposit must accompany this form to reserve sponsorship.

Payment is due in full by Friday, November 4, 2016.

Payment is due in full for all applications received after November 4, 2016.

Payment Method:

- ☐ MasterCard ☐ Visa ☐ American Express ☐ Check Payable to NYSPMA

Payment Amount _____

Card Holder's Name _____

Card Number _____ Exp. Date _____ Security Code _____

Signature _____

Email applications to sarah@nyspma.org

Fax applications to 646-672-9344

Mail applications to 555 Eighth Avenue, Suite 1902—New York, NY 10018



PRICING

Standard Booth	\$3,500
Corner Booth	\$4,500
Premium Booth	\$5,500

EXHIBIT HALL HOURS

Friday, January 27, 2017	9:30am – 5:00pm
Saturday, January 28, 2017	9:30am – 5:00pm
Sunday, January 29, 2017	9:30am – 1:30pm

INCLUSIONS**What does a booth include?**

- 8 x 10 booth space (unless otherwise noted)
- Side and back drape
- One 7" x 44" identification sign
- One six-foot skirted table with two chairs
- Recognition in registration brochure
(if confirmed by August 14)
- Registration for up to ten (10) company representatives
- Company listing in the onsite program, online exhibitor directory, interactive floorplan and meeting app
- Post-conference attendee list including first name, last name, mailing address – distributed within 10 business days after the conference. List does NOT include phone, fax or email addresses.
- Note: exhibit hall is carpeted

What doesn't a booth include?

- Wi-fi
- Power
- Shipping, receiving, delivery
- Set-up and cleaning
- Custom furniture, signage

GLOBAL EXPERIENCE SPECIALISTS (GES)

GES is the exclusive service contractor for NY17. Please contact The GES Service center in live chat at www.ges.com/chat or at **800-475-2098** with any questions or concerns. The exhibitor manual will be distributed via e-mail by **October 21, 2016**.

EXPOTRAC, INC.

ExpoTrac, Inc. is the exclusive lead retrieval contractor for NY17. Ordering information will be included in the exhibitor manual distributed via email on **October 14, 2016**.

REP REGISTRATION

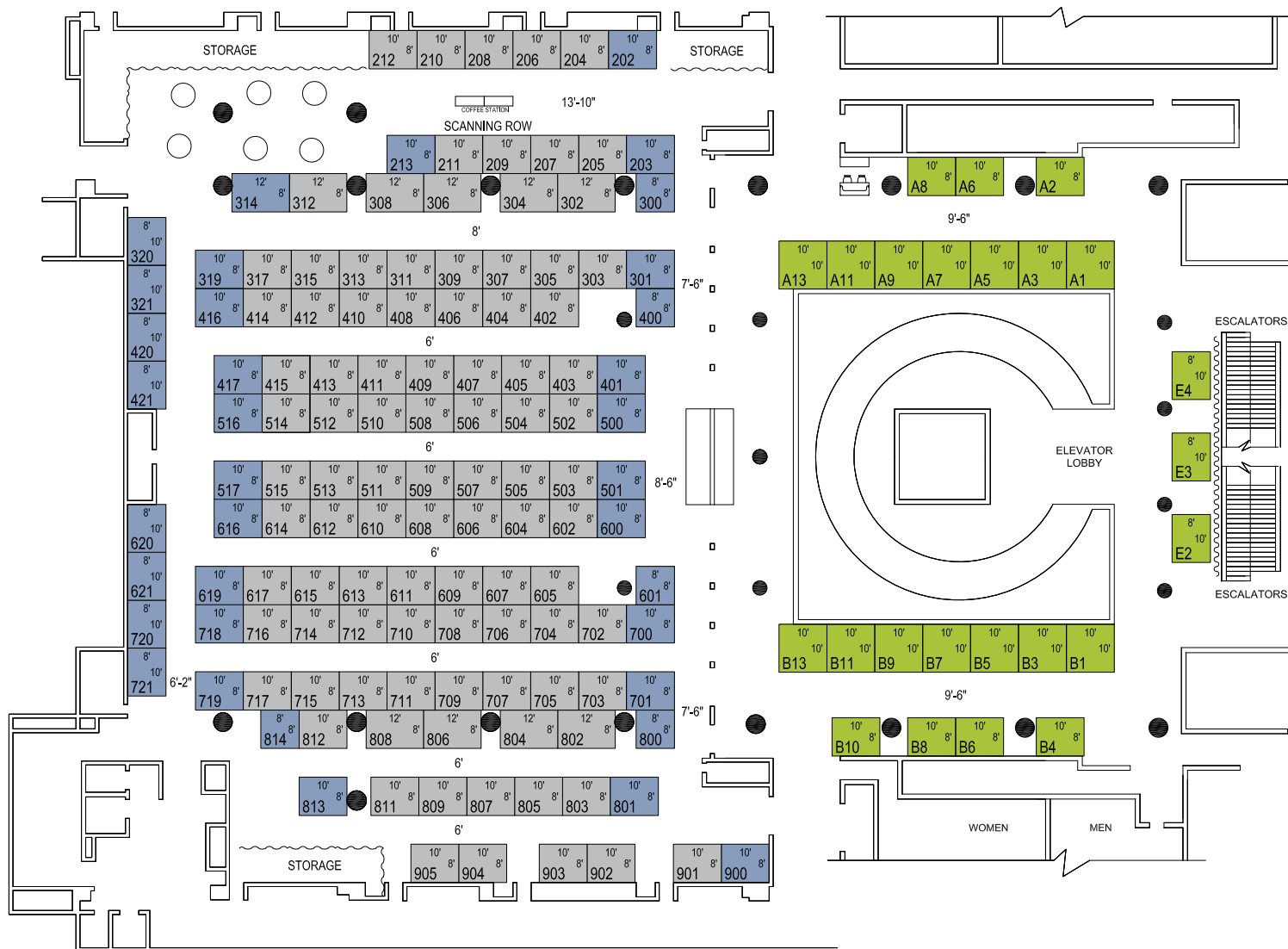
Online exhibitor representative registration will open in mid-September 2016. All confirmed exhibitors will be emailed a password to gain access to the registration system. Each booth purchase includes ten (10) complimentary expo hall only registrations. All company representatives must be registered by **January 13, 2017**. Additions or changes after this date are subject to a \$79 fee.

SLEEPING ROOMS

A block of rooms has been reserved at the New York Marriott Marquis for NY17 attendees. Rooms may be reserved until **Friday, December 23, 2016** or until block is filled. Confirmed exhibitors will receive an email when the block is opened.

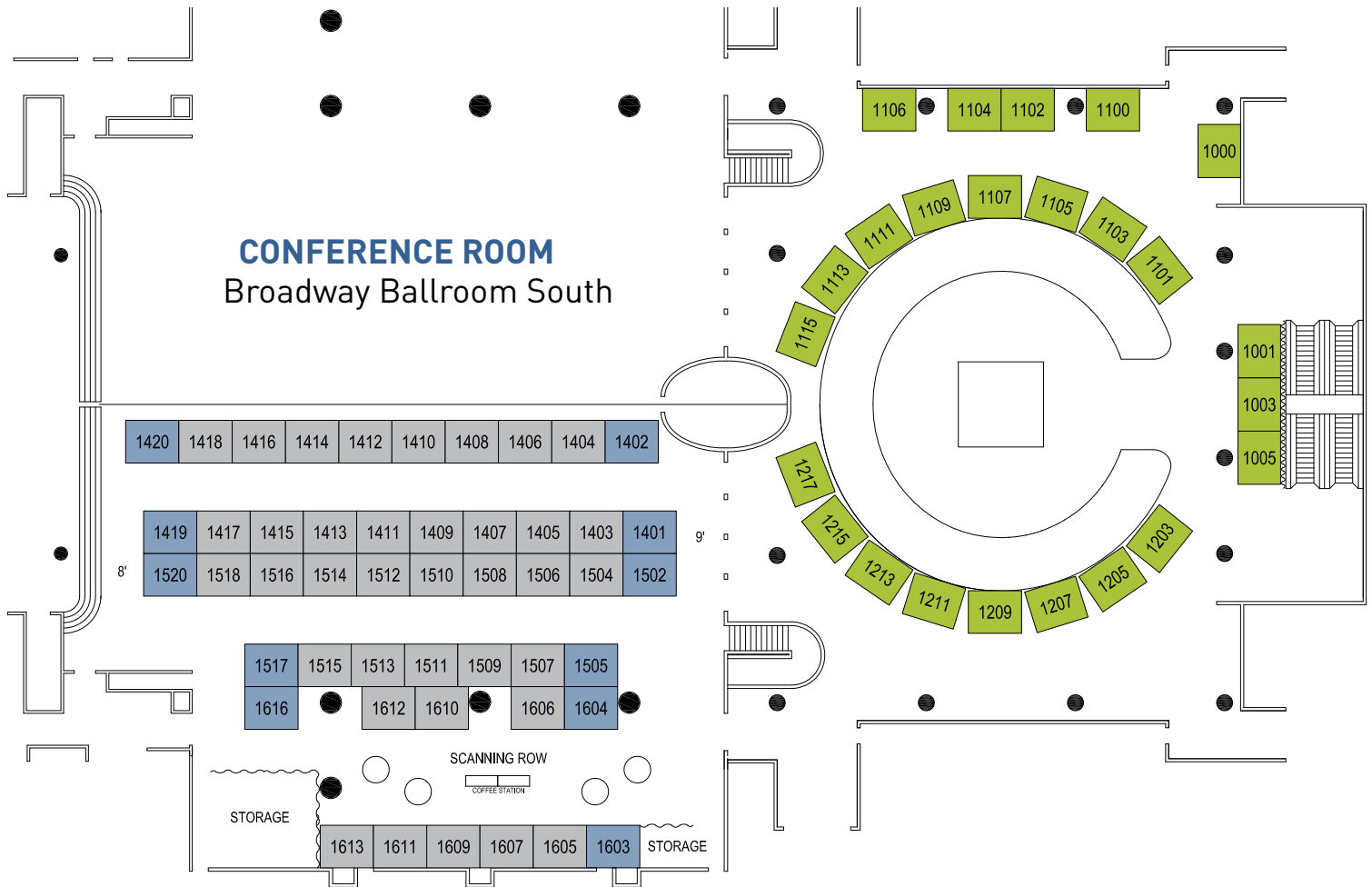
EXHIBITOR TIMELINE

June 6, 2016	NY16 Sponsors may begin applying for space
June 20, 2016	NY16 Exhibitors may begin applying for space
July 5, 2016	Non-NY16 participants may begin applying for space
August 15, 2016	Deadline to be included in registration brochure
August 15, 2016	Artwork due for registration brochure ad
September 16, 2016	Exhibitor registration and room block opens
October 1, 2016	NY17 attendee registration goes live
October 1, 2016	Deadline to cancel booth for full refund, minus processing fee
October 14, 2016	Exhibitor manual emailed to confirmed exhibitors
November 4, 2016	Booth payments due in full
November 21, 2016	Deadline to cancel booth for 50% refund, minus processing fee
December 5, 2016	Postcard pre-mailer artwork due
December 16, 2016	Deadline to apply for exhibit space and sponsorships
December 16, 2016	Sleeping room cut-off at the New York Marriott Marquis
December 16, 2016	Onsite program ads due
January 13, 2017	Last day to add / change / cancel representative registrations without penalty



BOOTH SELECTION

■ Premium	\$5,500
■ Corner	\$4,500
■ Standard	\$3,500



BOOTH SELECTION

Premium	\$5,500
Corner	\$4,500
Standard	\$3,500

NY17 EXHIBIT SPACE APPLICATION



Company Name (as it will appear in marketing materials) _____
Mailing Address (as it will appear in marketing materials) _____
City, State, Zip _____
Company Phone _____ Company Fax _____
Company Website _____
Contact Name _____ Contact Phone _____
Contact Email Address* _____

*All conference communication will take place via email

Company Category (Please list one) _____

50-word Company Description ☐ Please use description from NY16 ☐ Included below (or will send today via email)

Booth Selection

1. _____ 2. _____ 3. _____

Competitors you'd prefer not to be placed next to:

1. _____ 2. _____ 3. _____

Kindly note that placement cannot be guaranteed, but every effort will be made to honor your requests.

BOOTH SELECTION

☐ Standard Booth: \$3,500 ☐ Corner Booth: \$4,500 ☐ Premium Booth: \$5,500

_____ No. of booths X _____ Booth Cost \$ _____ Total Due

PAYMENT INFORMATION

A 50% deposit must accompany this form to reserve booth.

Payment is due in full by Friday, November 4, 2016.

Payment is due in full for all applications received after November 4, 2016.

Payment Method:

☐ MasterCard ☐ Visa ☐ American Express

☐ Check Payable to NYSPMA

Payment Amount _____

Card Holder's Name _____

Card Number _____

Exp. Date _____ Security Code _____

Signature _____

Each booth includes

- 8 x 10 booth space
- Side and back drape
- One 7" x 44" identification sign
- One six-foot skirted table with two chairs
- Recognition in registration brochure
(if confirmed by August 15)
- Registration for up to ten (10) company representatives
- Company listing in the onsite program, online exhibitor directory, interactive floorplan and meeting app
- Post-conference attendee list including first name, last name, mailing address – distributed within 10 business days after the conference.

Email applications to sarah@nyspma.org

Fax applications to 646-672-9344

Mail applications to 555 Eighth Avenue, Suite 1902 — New York, NY 10018

NY17 RULES AND REGULATIONS

SPACE ASSIGNMENT Exhibit space will be assigned on a first come, first served basis. A 50% deposit must accompany your application in order for your request to be processed.

The subletting, assignment, or apportionment of the whole or any part of an exhibitor's space by the exhibitor is prohibited.

Exhibitors may not exhibit, advertise, or offer products other than those manufactured or sold by that Exhibitor in the regular course of business. Exhibitors 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 NYSPPMA, nor shall any goods be delivered for which any future payments are made. Exhibitor activities are restricted to the booth allocated only.

ELIGIBILITY FOR EXHIBITING Exhibits are an extension of the educational program of the New York State Podiatric Medical Association's Foundation for Podiatric Medicine. In order for NYSPPMA to accept your application, the products and services must promote podiatric medicine and/or enhance the podiatric profession. NYSPPMA reserves the right to refuse applications for any reason.

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 8 feet in height and one-half the depth of the booth. The NYSPPMA Exhibit Halls follow the IAEE guidelines. The display guidelines are designed to ensure that each exhibitor, regardless of size, has the opportunity to present their products or service in the most effective manner possible.

SCANNING A DPM'S BADGE FOR CECH CREDITS IS STRICTLY PROHIBITED. Any exhibitor representative who scans a DPM's badge at a CECH scanning station will be escorted from the conference floor. In addition, the exhibitor's booth will be closed down immediately. There will be no refunds given. This rule will be strictly enforced.

GENERAL DISTURBANCES All sound presentations must be done at low decibel levels so that neighboring Exhibitors are not disturbed. Exhibitors with audio/visual presentations MUST comply with NYSPPMA representative's on-site instructions regarding acceptable levels. Exhibitors with equipment, which may be objectionable to other Exhibitors because of noise or other disagreeable features, must notify NYSPPMA in writing in advance of the exhibition, and agree to accept booth assignments as determined by NYSPPMA.

RATES, DEPOSITS & REFUNDS Booth space is charged as stated on the contract. No booth will be assigned without a 50% deposit. Space must be paid in full by **November 6, 2016**. In the event of conflicts regarding space requests or conditions beyond its control, NYSPPMA reserves the right to rearrange the exhibit hall floor plan. Any space not claimed and occupied (for which no special arrangements have been made 48 hours prior to the exhibit opening) will be resold or reassigned by NYSPPMA without obligation on the part of NYSPPMA for any refund whatsoever.

CANCELLATION of booth space contracts must be received in writing. Payments will be refunded until **October 1, 2016** less \$79 processing fee. If company logo has appeared on any advertising for NY17 at time of cancellation, only 50% of payment will be refunded. Vendors whose cancellations are received prior to **November 21, 2016** will be refunded 50% of payment UNLESS their company name and/or logo has appeared on advertising for NY17. Vendors cancelling after **December 1, 2016** will not receive a refund.

EXHIBIT PERSONNEL Each exhibiting company may register ten (10) representatives per booth purchased at no additional cost. All representatives must be pre-registered no later than **January 13, 2017**. All onsite registrants will be charged \$79—no exceptions will be made for guests of vendors. There will be no additional charge for rep substitutions. DPM exhibitors will only be admitted to the scientific sessions if they are additionally registered as a meeting participant.

INSTALLATION & DISMANTLING Exhibits may be installed between 10:00 am and 5:00 pm on Thursday, January 26, 2017. All exhibits must be fully set up by 9:30 am Friday or they will be ordered set by GES at an additional cost to the Exhibitor. NYSPPMA reserves the right to alter exhibit hours in accordance with the convention program. Exhibitors will be duly notified prior to the conference if such changes are necessary.

Exhibitor booths must be free of materials, boxes, trash, paper, etc. after dismantle. The exhibitor booth should be left the way it was when you arrived. Failure to observe this regulation will result in a clean-up charge of \$150 per booth.

Exhibitor materials and equipment may not be dismantled prior to 1:30 pm on Sunday, January 24, 2016. Failure to observe this regulation will result in a \$250 early dismantle fee per booth.

FURNISHINGS, EQUIPMENT AND CLEANING SERVICES 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.

Electrical, internet and cleaning services must be ordered directly through The New York Marriott Marquis.

SAFETY Standing on chairs, tables or other rental furniture is prohibited. This furniture is not engineered to support the weight of an adult. NYSPPMA and Metropolitan Exposition are not responsible for injuries or falls caused by the improper use of this furniture.

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. NYSPPMA and The New York Marriott Marquis do not provide insurance covering Exhibitor's property.

SECURITY NYSPPMA provides security guard service throughout the exhibit hall. In addition, guard service is provided during the hours the exhibits are closed to attendees. Loss prevention of Exhibitor inventory and records is an NYSPPMA priority. However, neither NYSPPMA, the official security service, The New York Marriott Marquis, nor the official drayage company will be responsible for loss or damage due to any cause.

LIABILITY The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of Exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless The New York Marriott Marquis, its owner, and its management company, as well as their respective agents, servants, and employees from any losses, damages, and claims. The Exhibitor further agrees to indemnify, defend, and hold harmless NYSPPMA, its officers, members, staff and official service companies from any claim of whatever nature arising 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 on its behalf.

FORCE MAJEURE In the event The New York Marriott Marquis 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 government intervention, malicious damage, acts of war, strike, lock-out,

labor dispute, riot or any other cause or agency over which NYSPPMA has no control, or should NYSPPMA decide that because of any such cause it is necessary to cancel, postpone, or re-site the exhibit or reduce installation time, exhibit time, or move in time, NYSPPMA shall not be liable to indemnify or reimburse the Exhibitor in respect to any damage or loss, direct or indirect, arising as a result thereof.

VIOLATIONS In the event an Exhibitor violates any provision of this contract, NYSPPMA 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 upon notice. Furthermore, NYSPPMA 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 NYSPPMA, its agents, servants, employees, or contractors. If any provision of the agreement is breached by the Exhibitor or if the Exhibitor is in default, NYSPPMA shall have the right, and is hereby authorized, to retain all monies theretofore paid by the Exhibitor as liquidated damages. In addition to any powers, prerogatives, or remedies otherwise provided by NYSPPMA in this agreement, NYSPPMA shall have any and all rights and remedies available at law or equity.

AMENDMENTS Any and all matters not specifically covered by the preceding rules and regulations and the other terms and conditions contained in the Exhibitor Kit shall be subject to the decision of NYSPPMA. NYSPPMA 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 Exhibitors will not be permitted to set up their exhibits and will be subject to eviction, without refund, if this contract is violated.

LAWS APPLICABLE This contract shall be governed by the laws of New York State. Exhibitor agrees to abide by the rules and regulations of the New York Marriott Marquis.

I hereby agree to the conditions and stipulations stated in this contract and declare myself as an authorized executive officer of the company stated in this contract.

Signature

Print Name

Company Name

REGISTRATION BROCHURE AD—\$500

Start your brand exposure early with a full-page, 8.5 x 11, full-color ad in the NY17 registration brochure. Mailed to all NY16 attendees and NYSPMA members in September, the printed brochure is the primary source of information for potential attendees. A PDF version will be posted on the conference website and included in email marketing.

Specs: 8.5"W x 11"H, full-color, +.125" bleed. Please submit artwork as print-ready PDF file with fonts and 300dpi (CMYK) images embedded. **Due: Monday, August 15, 2016.**

PRE-CONFERENCE POSTCARD MAILER—\$1,000

Be included in our pre-conference postcard mailer sent out approximately two weeks prior to the conference. All participating postcards will be shrink-wrapped and mailed together to all pre-registered attendees. Send us your artwork and we'll send out the postcards.

Specs: 4x6 double-sided postcard mailer, +.125" bleed—no space for address. Please submit artwork as print-ready PDF file with fonts and 300dpi (CMYK) images embedded. **Due: Monday, December 5, 2016.**

ONSITE PROGRAM AD

Please submit artwork as a print-ready PDF file with fonts and 300dpi (CMYK) images embedded.
Due: Friday, December 16, 2016.

Full Page Ad

8.5"W x 11"H, Full color +.125" Bleed

\$ 1,000

Inside Front Cover Ad

8.5"W x 11"H, Full color +.125" Bleed

\$ 1,500

Half Page Ad

8.5"W x 5.375"H, Full color +.125" Bleed

\$ 500

Back Cover Ad

8.5"W x 11"H, Full color +.125" Bleed

\$1,750

ADVERTISING BUNDLE—\$2,000 (Save \$500)

Includes full page registration brochure ad, full page onsite program ad and pre-conference mailer. See specs and deadlines above.

<input type="radio"/> Registration Brochure—Full Page	\$ 500	<input type="radio"/> Onsite Program—Inside Front Cover	\$1,500
<input type="radio"/> Pre-Conference Postcard Mailer	\$1,000	<input type="radio"/> Onsite Program—Back Cover	\$1,750
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 AAA Credentialing
 Accurate Manufacturing Inc
 Acelity (KCI, Systagenix, LifeCell)
 ACell
 Acupath Laboratories, Inc.
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 ALLPRO IMAGING
 American Academy of Podiatric Practice Management
 American Board of Multiple Specialties in Podiatry
 American Board of Podiatric Medicine (ABPM)
 American College of Foot and Ankle Surgeons (ACFAS)
 American Podiatric Medical Association Political Action Committee (APMAPAC)
 Amerx Health Care Corp.
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 Apex Foot Health Industries
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 Elorac, Inc.
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European Footcare Supply
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