JANUARY
24–26, 2020
NEW YORK
MARRIOTT MARQUIS

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The NYSPMA medical conference has been one of our most productive conferences for our company over the last 5 years. Thank you and keep up the great work!

Corey Laulom
Senior Director, Event Marketing
HealthFusion, Inc.

ABOUT NY20
For three full days every January, over 3,000 attendees, including 1,500 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 NY20
• 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

NY20 EXHIBIT HALL HOURS
- Friday, January 24, 2020
  9:30am - 5:30pm
- Saturday, January 25, 2020
  9:30am - 5:30pm
- Sunday, January 26, 2020
  9:30am - 1:00pm

CONTACT
Dani SanMarco, CEM
dani@nyspma.org

NYSPMA
555 Eighth Avenue | Suite 1902
New York, NY 10018
www.nyspma.org/ny20
This year's conference was one of the largest and most diverse podiatric conferences in the country.

3,168 total registrants

190 exhibit booths

167 exhibiting companies

35 & 4 states & countries represented

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NY20 ATTENDEES - Job Function

63% DPMs
16% Other
9% Assistants | Office Staff
7% Students | Residents
5% MDs | PhDs

NY20 ATTENDEES - Geographic

85% Northeast
6% Midwest
3% West
2% Southeast
2% Southwest
2% International
### Sponsorship has its benefits! Here’s what you’ll get at each of our sponsorship levels!

<table>
<thead>
<tr>
<th>Sponsorship Benefit</th>
<th>Titanium ($45,000)</th>
<th>Platinum ($35,000)</th>
<th>Gold ($25,000)</th>
<th>Silver ($20,000)</th>
<th>Bronze ($10,000)</th>
<th>Copper ($5,000)</th>
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<tr>
<td>Complimentary Booths</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>50% Discount</td>
<td>25% Discount</td>
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<td>Sponsorship recognition:</td>
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<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>- In registration brochure</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>- In onsite program</td>
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<tr>
<td>- On conference website</td>
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<td>- On conference signage</td>
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<td>Pre- and post-conference registration lists</td>
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<td>Pre-conference postcard mailer</td>
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<td>Promotional slide during lecture breaks</td>
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<tr>
<td>Onstage verbal recognition during NYSPMA President’s Address</td>
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<td>- Weighted banners</td>
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<tr>
<td>Sponsored promotional email to meeting attendees (sent by NYSPMA and subject to approval)</td>
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<td>Additional complimentary event sponsorship</td>
<td>Lunch Symposium</td>
<td>Break Symposium</td>
<td></td>
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</tr>
</tbody>
</table>
As a partner in the conference, you get your company front-and-center with some special benefits included!

**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 sixty (60) minute non-CECH presentation on a topic of your choice.

**LEADERSHIP RECEPTION**
$17,500 (1 available – Saturday night)  
We’ll mine our attendee list for Board Members, Division Presidents, Foundation Directors, VIPs, speakers and special 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.

**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. NY20 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.

**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.

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**Also Available**

**BANNERS & SIGNAGE**
- Column Wraps  
- Exhibit Hall Banners  
- Meter Panels  
- Digital Signage  

**FOOD & BEVERAGE**
- Water Stations  
- Break Food  
- Coffee Sleeves  
- Student Program Lunch  

**GENERAL**
- Cyber Café  
- Charging Stations  
- Scanning Stations  
- Notepads and Pens  

**CONTACT**
Dani SanMarco, CEM at dani@nyspma.org for more information

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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. NY20 event staff will be on hand to help check your guests in and make sure your event runs smoothly.

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.

CONFERENCE LANYARDS
$7,000 (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.

CONFERENCE BAGS
$6,000 (1 available)
Who doesn’t love a great tote bag? Over the course of the conference we’ll distribute over 1,500 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.

INFO BOOTH + GUIDES
$6,000 each (2 available – 1 per floor)
Information guides stationed at staffed 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.

PRINTED FLOORPLAN 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 NY20. 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.

NEW!
NY20 COUNTDOWN CLOCK SPONSORSHIP
$5,000 (1 available)
Catch the eye of key decision-makers by promoting your products and brand on the new NY20 digital clock, counting down the days, hours, minutes until the show’s opening—the perfect way to build excitement ahead of your product launch, demo or happening.

It’s always a pleasure to exhibit at the NYSPMA Clinical Conference. The conference is always very well organized and always draws an incredible crowd.

Elizabeth Watt
Regional Sales Manager & Sales Trainer
Bako Integrated Physician Solutions

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DAILY BREAK STATIONS - NEW!
$6,000 per day (1 available – Friday, Saturday, Sunday)
Don’t miss out on this great opportunity to be the first brand that attendees think of when refueling with coffee and snacks during the morning and afternoon Exhibit Hall breaks! Sponsors may provide marketing materials for break stations.

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, NY20 to print and position in exhibit hall.

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.

ONLINE REGISTRATION WEB BANNER AND CONFIRMATION EMAILS
$5,000 (1 available)
90% of NY18 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 NY20’s online registration homepage as well as in every show confirmation emailed to attendees who register online. Attendee registration opens Fall 2019 so the sooner you secure this high-impact sponsorship, the greater the value!

INNOVATION THEATERS - NEW!
$1500 (4 Available)
Expand your marketing message! Reach motivated podiatric medical professionals with information about your products and therapeutic treatments at the Innovation Theaters. Sessions take place in the Exhibit Hall during daily refreshment breaks. Innovation Theaters are non-CME private sessions that reach motivated professionals with information about products and therapeutic treatments. They are held in the Exhibit Hall during daily refreshment breaks.

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 1,800 items.

PRE-CONFERENCE ATTENDEE LIST
$350
List will be sent out once—on Friday, January 10. Purchase entitles recipient to one Excel list including first name, last name and mailing address as of January 7, 2020. Updates to the list are not available and phone, fax or email addresses will not be included.

Lauren Walton
National Sales Advisor
PICA

The NYSPMA Podiatric Clinical Conference & Exhibition is a great way to interact with policyholders. We are here for the professional. The one-on-one interaction that the conference affords us lets us keep them posted as to what is new at PICA, educate attendees on what we can provide, and gives us the opportunity to let podiatrists know that we are here supporting them.

Lauren Walton
National Sales Advisor
PICA

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Show off your latest products and services, and help develop long-lasting business relationships!

**PRICING**

- **Mini Booth (8x8)** $3,000
- **Standard Booth** $3,600
- **Corner Booth** $4,600
- **Premium Booth** $5,600

Booths may be combined to make a larger space.

**INCLUSIONS**

- 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 16)
- 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.

**NOT INCLUDED**

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

**GLOBAL EXPERIENCE SPECIALISTS (GES)**

GES is the exclusive service contractor for NY20. 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 in late October.

**EXPOTRAC, INC.**

ExpoTrac, Inc. is the exclusive lead retrieval contractor for NY20. Ordering information will be included in the exhibitor manual distributed via email in late October.

**REP REGISTRATION**

Online exhibitor representative registration will open in mid-September 2019. 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 12, 2020**. 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 NY20 attendees. Rooms may be reserved until **Friday, December 22, 2019** or until block is filled. Confirmed exhibitors will receive an email when the block is opened.

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We exhibited at our first NYSPMA conference in 2003 and walked away saying what an experience; what a fantastic event. Along the way we’ve secured many business relationships and made many new friends.

Fourteen years later, we still walk away saying what an experience, what a fantastic event! Sign up early for 2020, we will be!

Bob Saltzman
President
20/20 Imaging LLC, a division of Konica Minolta Healthcare Americas, Inc.

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**NYSPMA**

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Expose your brand to the largest audiences and include your company in conference publications!

**REGISTRATION BROCHURE AD—$500**
Start your brand exposure early with a full-page, 8.5 x 11, full-color ad in the NY20 registration brochure. Emailed to all NY20 attendees and NYSPMA members in September, the brochure is the primary source of information for potential attendees. A PDF version will also be posted on the conference website.
**Due: Friday, August 16, 2019.**

**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.
**Due: Friday, December 7, 2019.**

**ONSITE PROGRAM AD**
Increase your brand exposure with a full-page, full-color ad in the NY20 onsite program—ensures your brand gets into the hands of every NY20 attendee!
**Due: Friday, December 7, 2019.**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
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<tbody>
<tr>
<td>Full Page Ad</td>
<td>$1,000</td>
</tr>
<tr>
<td>Half Page Ad</td>
<td>$500</td>
</tr>
<tr>
<td>Inside Front Cover Ad</td>
<td>$1,500</td>
</tr>
<tr>
<td>Back Cover Ad</td>
<td>$1,750</td>
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</tbody>
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**ADVERTISING BUNDLE—$2,000 (SAVE $500)**
Includes full page registration brochure ad, full page onsite program ad and pre-conference mailer. See deadlines above and specs below.

**SPECS**
- Files should be press-ready PDF, CMYK (no Pantone colors included), 300dpi images and fonts embedded
- Files should include .125” bleed on all four sides and submitted with crop marks at the trim line
- Logo files should be submitted as vector-based EPS files with any Pantone colors converted to CMYK—300dpi JPGs are also accepted

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555 Eighth Avenue | Suite 1902
New York, NY 10018
www.nyspma.org/ny20
- **JULY 1, 2019**
  NY19 Sponsors may begin applying for space

- **JULY 1, 2019**
  NY19 Exhibitors may begin applying for space

- **JULY 10, 2019**
  Non-NY19 participants may begin applying for space

- **AUGUST 17, 2019**
  Deadline to be included in registration brochure

- **AUGUST 17, 2019**
  Artwork due for registration brochure ad

- **SEPTEMBER 30, 2019**
  Exhibitor registration and room block opens

- **OCTOBER 1, 2019**
  Deadline to cancel booth for full refund, minus processing fee

- **OCTOBER 31, 2019**
  Exhibitor manual emailed to confirmed exhibitors

- **NOVEMBER 1, 2019**
  Booth payments due in full

- **NOVEMBER 1, 2019**
  Deadline to cancel booth for 50% refund, minus processing fee

- **DECEMBER 6, 2019**
  Postcard pre-mailer artwork due

- **DECEMBER 6, 2019**
  Onsite program ads due

- **DECEMBER 13, 2019**
  Deadline to apply for exhibit space and sponsorships

- **TBD**
  Sleeping room cut-off at the New York Marriott Marquis

- **JANUARY 17, 2020**
  Last day to add / change / cancel representative registrations without penalty
**Booth Selection**

- **Premium** $5,600
- **Corner** $4,600
- **Standard** $3,600
- **Mini-Booth** $3,000

*Floorplan subject to change*
**Booth Selection**

- **Premium** $5,600
- **Corner** $4,600
- **Standard** $3,600

Floorplan subject to change

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Space Assignment

Exhibit space will be assigned on a first come, first served basis. A 30% deposit must accompany your application in order for your request to be processed.

The subleasing, 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 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 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 48 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 may be required to pay a $1000 fine. 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 exhibit, and agree to accept both 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 1, 2019. 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

All payments will be refunded until October 1, 2019 less a $70 processing fee. If company logo has appeared on any advertising for NY20 at time of cancellation, only 50% of payment will be refunded. Vendors whose cancellations are received prior to November 1, 2019 will be refunded 50% of payment UNLESS their company name and/or logo has appeared on advertising for NY20. Vendors cancelling after November 1, 2019 will not receive a refund.

Exhibit Personnel

Each exhibiting company may register ten (10) representatives per booth purchased for an additional cost. All representatives must be pre-registered no later than January 17, 2020. 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 23, 2020. All exhibits must be fully set up by 8:30 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 exhibit 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. Exhibit materials and equipment may not be dismantled prior to 1:00 pm on Sunday, January 26, 2020. 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 affixed to 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 GES 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 therefore 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 Exhibit Kit shall be subject to the decision of NYSPPMA. NYSPPMA shall have the power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of the Exhibitor. Exhibitors agree 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.

NYSPPMA reserves the right to address and resolve any matters not specifically covered in these rules and regulations. These rules and regulations, and those contained in the Exhibit Services Manual, become part of the agreement between the Exhibitor and NYSPPMA and contain the complete agreement between the parties and supersede any prior understandings, agreements or representations by or between the parties, written or oral, which may be related to the subject matter hereof in any way. This agreement shall be governed by and construed under the laws of the State of New York. The venue of any action arising out of this Agreement shall be in the State of New York, County of New York.

NY20 Exhibit Hall Hours

- Friday, January 24, 2020: 9:30am - 5:30pm
- Saturday, January 25, 2020: 9:30am - 5:30pm
- Sunday, January 26, 2020: 9:30am - 1:00pm

Contact

Dani SanMarco, CEM
dani@nysppma.org

NYSPPMA

558 Eighth Avenue | Suite 1902
New York, NY 10018
www.nysppma.org/ny20
20/20 Imaging, a division of Konica Minolta
8sole
A Step Above Health Management, LLC
Acelity
Active Management
Acupath Laboratories, Inc.
Advanced Oxygen Therapy Inc.
ALLPRO IMAGING
ALTRA
American Board of Foot and Ankle Surgery
American Board of Multiple Specialties in Podiatry
American Board of Podiatric Medicine
American Podiatric Medical Association
American Podiatric Medical Association PAC
Amerx Health Care
Anodyne
Apis Footwear Company
Arthrex
athenahealth
Bako Diagnostics
Bianco Brothers Instruments
BioPro, Inc.
Baine Labs, Inc.
Blue Orchid Marketing
Brownmed, Inc.
Cast Style
ComfortFit Orthotic Labs
Coverys-Kempski Malpractice Insurance
Creative Wealth Planning, LLC
CrossRoads Extremity Systems
CryoProbe
CuraMedix, LLC
Cutting Edge Laser Technologies
Darco International
Delta Surgical Instruments
DePuy Synthes
DG Instruments
Dia-Foot
DocShop Pro LLC
Doctor Multimedia
Doctor.com
Doctors Kline + Green
DoctorsInternet.com
Dr. Comfort, a DJO Company
Dr. Jill’s Foot Pads
Dr.’s Remedy Enriched Nail Care
DRYPro
DT Insurance Agency - A Data Trace Company
Empire Orthotic Labs
Eneslow
Erchonia Corporation
EvenUp
FAPA Fraternal Corp.
Fiber Orthotics
Flushing Bank
Footmaxx
Gideons International
Gill Podiatry
Go 4-D
Gordon Laboratories
GraMedica
gSource, LLC
GWR Medical
Henry Schein
HOKA ONE ONE
Horizon Pharma
ICS Software Ltd., Sammy Systems
In2Bones USA
Integra LifeSciences
Jan L
JM Orthotics
K-Laser
Kinetec
Koven Technology, Inc
Leon Global Group LLC
Maca Medical
Marlinz Pharma
McClain Laboratories
Medartis, Inc.
Medi-Dyne
Medical Technology Industries, Inc. (MTI)
MediNatura Inc.
Medline Industries, Inc.
Medloop LLC
MedPro Group
Melinta Therapeutics
Merck & Co. Inc.
Metro Vein Centers
Microwave Technology
MiMedx
Mini C Sales
Moore Medical
NEMO Health - TRAKnet
Network Solutions IPA
New York College of Podiatric Medicine
NextGen Healthcare/MediTouch
Noridian Healthcare Solutions, Inc.
Northwest Podiatric Laboratory
Officite
OHI
Organogenesis
Ortho Dermatologics
Ortho-Rite
OrthoFeet
Osiris Therapeutics, Inc.
OsteoMed, LLC
PAL Health Technologies II
Paragon 28
Patient Pop
Pedag USA
Pedics Research
PediFix Medical Footcare
Pfizer
PharmaceutiX
PharmaDerm, a division of Fougera
Pharmaceuticals Inc.
Physician Claim
PICA
Pilgrim Shoes
PodiaGuard Professional Liability
Podiatree Company, The
Podiatry Content Connection
Podiatry Management Magazine
Powerstep
Practice EHR
Propet USA
Quantum Pathology
Realm Labs
Redi-Thotics
revere Shoes Inc.
Rhett
SandalWorx Orthotics
saorsa
Sebela Pharmaceuticals
SeeOurSocksInAction.com
Silipos
Smart ABI
Smith and Nephew Advanced Wound Management
SOLD Laboratories, Inc.
Spenco by Implus
STJ Orthotic Services Inc.
Stride Life / Bonapada
Stryker Orthopaedics
Superfeet
SureFit
Surgicore Surgical Centers
Talar Medical
Televere Systems
Temple University School of Podiatric Medicine
TenCate Performance Composites
The Tetra Corporation
Thermocare Plus LLC
TLD Systems Inc
Tri-State Biologics
Universal Imaging
Vascular Centers of America
Vionic/Vasyli Medical
Weave
Web Power Advantage
Wise Consumer Products
Wright Medical
X-Cel X-Ray Corporation
Zero Gravity Skin
Zimmer Biomet
Zimmer MedizinSystems
Zwanger-Pesiri Radiology

NY SPMA
555 Eighth Avenue | Suite 1902
New York, NY 10018
www.nyspma.org/ny20

NY 20

NY20 EXHIBIT HALL HOURS
- Friday, January 24, 2020
  9:30am - 5:30pm
- Saturday, January 25, 2020
  9:30am - 5:30pm
- Sunday, January 26, 2020
  9:30am - 1:00pm

CONTACT
Dani SanMarco, CEM
dani@nyspma.org

NYSPMA
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

○ Titanium  $45,000  ○ Silver  $20,000
○ Platinum  $35,000  ○ Bronze  $10,000
○ Gold  $25,000  ○ Copper  $5,000

ADDITIONAL OPPORTUNITIES

○ Dinner Symposium  $35,000  ○ Daily Break Stations  $6,000
○ Leadership Reception  $17,500  ___ Friday ___ Saturday ___ Sunday
○ Lunch Symposium  $17,500  ○ Pocket Guide  $6,000
○ Onsite Registration  $12,500  ○ Printed Floorplan Map  $6,000
○ Thursday Lunch Symposium  $10,000  ○ Directional Floor Decals  $5,000
○ Interactive Exhibitor Locator  $7,500  ○ NY20 Countdown Clock  $5,000
○ Conference Lanyards  $7,000  ○ Post-Conference Thank You/Survey  $2,500
○ Conference Bags  $6,000  ○ Conference Bag Inclusion  $1,500
○ Info Booths + Guides  $6,000  ○ Innovation Theaters  $1,500
○ Pocket Guide  $6,000  ○ Pre-Conference Attendee List  $350

PAYMENT INFORMATION

A 50% deposit must accompany this form to reserve sponsorship.
Payment is due in full by Friday, November 1, 2019.
Payment is due in full for all applications received after November 1, 2019.

Payment Method:

○ MasterCard  ○ Visa  ○ American Express
○ Check Payable to Foundation for Podiatric Medicine

Payment Amount __________________________________________________________
Card Holder’s Name _______________________________________________________
Card Number _____________________________________________________________
Exp. Date ________ Security Code ________ Card Holder’s Zip Code _____________

Signature _________________________________________________________________

NY20 EXHIBIT HALL HOURS
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CONTACT
Dani SanMarco, CEM
dani@nyspma.org

NYSHPMA
555 Eighth Avenue | Suite 1902
New York, NY 10018
www.nyspma.org/ny20
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 NY19  [ ] 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
[ ] Mini Booth: $3,000  [ ] Standard Booth: $3,600  [ ] Corner Booth: $4,600  [ ] Premium Booth: $5,600

__________________ No. of booths  X  ____________ Booth Cost  $ ____________ Total Due

PAYMENT INFORMATION
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Payment is due in full by Friday, November 1, 2019.
Payment is due in full for all applications received after November 1, 2019.

Payment Method:
[ ] MasterCard  [ ] Visa  [ ] American Express  [ ] Check Payable to NYSPMA
Payment Amount __________________________________________
Card Holder’s Name __________________________________________
Card Number __________________________________________
Exp. Date _________ Security Code _________ Card Holder’s Zip Code _________

Signature __________________________________________

NY20 EXHIBIT HALL HOURS
- Friday, January 24, 2020  9:30am - 5:30pm
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ADVERTISING OPTIONS

☐ Registration Brochure Ad
8.5”W x 11”H + .125” Bleed*
Due: Friday, August 16, 2019
$500

☐ Pre-Conference Postcard Mailer
6”W x 4”H + .125” Bleed*
Due: Friday, August 16, 2019
$1,000

☐ Onsite Program Ad - Full Page
8.5”W x 11”H + .125” Bleed*
Due: Friday, December 6, 2019
$1,000

☐ Onsite Program Ad - Half Page
8.5”W x 5.5”H + .125” Bleed*
Due: Friday, December 16, 2019
$500

☐ Onsite Program Ad - Inside Front Cover
8.5”W x 11”H + .125” Bleed*
Due: Friday, December 6, 2019
$1,500

☐ Onsite Program Ad - Back Cover
8.5”W x 5.5”H + .125” Bleed*
Due: Friday, December 6, 2019
$1,750

TOTAL

$ __________

ADVERTISING SPECS

Specs
• Files should be press-ready PDF, CMYK (no Pantone colors included), 300dpi images and fonts embedded
• Files should include .125” bleed on all four sides and submitted with crop marks at the trim line
• Logo files should be submitted as vector EPS files with any Pantone colors converted to CMYK—300dpi JPGs are also acceptable

PAYMENT INFORMATION

Payment Method:
☐ MasterCard   ☐ Visa   ☐ American Express
☐ Check Payable to Foundation for Podiatric Medicine
Payment Amount ______________________________
Card Holder’s Name ______________________________
Card Number ______________________________
Exp. Date _________ Security Code _________ Card Holder’s Zip Code _________
Signature ______________________________

Email applications to dani@nyspma.org
Fax applications to 646-365-7426
Mail applications to 555 Eighth Avenue Suite 1902 New York, NY 10018

NYSPMA
555 Eighth Avenue | Suite 1902
New York, NY 10018
www.nyspma.org/ny20