



FOUNDATION  
**NY**  
**20**  
FOR  
PODIATRIC  
MEDICINE

**JANUARY  
24-26  
2020**

**NEW YORK  
MARRIOTT MARQUIS**

**SPONSORSHIP  
OPPORTUNITIES**



**JANUARY  
24-26, 2020**

**NEW YORK  
MARRIOTT MARQUIS**

“”

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
- Saturday, January 25, 2020
- Sunday, January 26, 2020

9:30am - 5:30pm  
9:30am - 5:30pm  
9:30am - 1:00pm

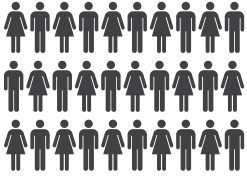
### CONTACT

Dani SanMarco, CEM  
dani@nyspma.org

### NYSPMA

555 Eighth Avenue | Suite 1902  
New York, NY 10018  
[www.nyspma.org/ny20](http://www.nyspma.org/ny20)

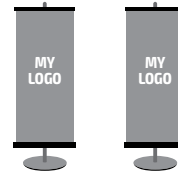
This year's conference was one of the largest and most diverse podiatric conferences in the country.



**3,168**  
total registrants



**190**  
exhibit booths

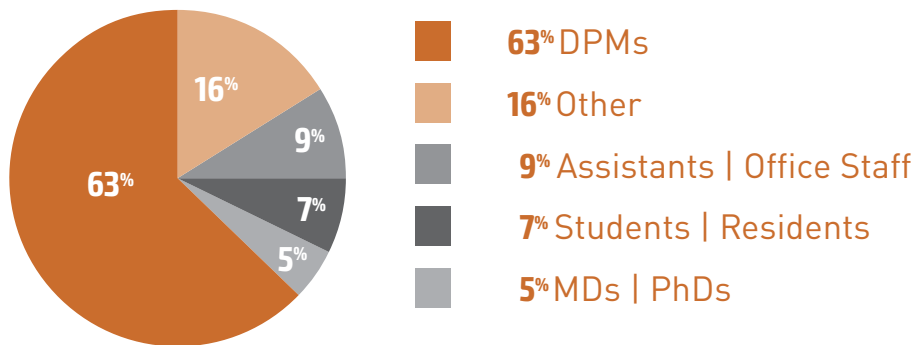


**167**  
exhibiting companies

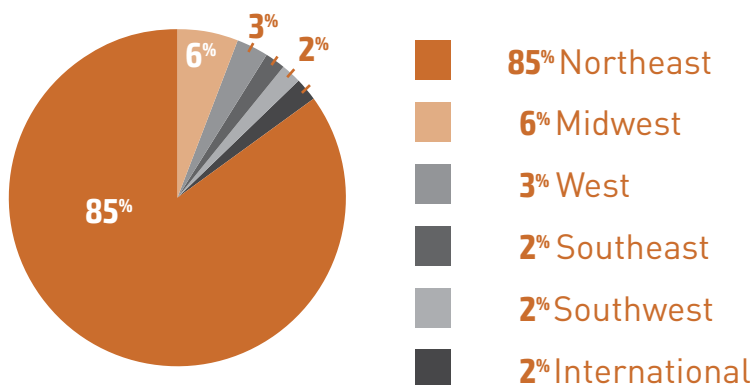


**35 & 4**  
states & countries represented

### NY19 ATTENDEES - Job Function



### NY19 ATTENDEES - Geographic



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Sponsorship has its benefits! Here's what you'll get at each of our sponsorship levels!

	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: <ul style="list-style-type: none"> <li>· In registration brochure</li> <li>· In onsite program</li> <li>· On conference website</li> <li>· On conference signage</li> </ul>	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 NYSPPA President's Address	X	X	X	X		
Upgraded app benefits: <ul style="list-style-type: none"> <li>· Banner and landing page</li> <li>· Specially colored booth on exhibit floorplan</li> <li>· Highlighted listing on exhibitor list</li> <li>· Weighted banners</li> </ul>	X	X	X	X		
Sponsored promotional email to meeting attendees (sent by NYSPPA and subject to approval)	X	X	X	X		
Additional complimentary event sponsorship	Lunch Symposium	Break Symposium				



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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](mailto:dani@nyspma.org)  
 for more information

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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“”

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

### 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 BOOTHS + 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.



“““

The NYSPPM 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

### 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.



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.
- Note: exhibit hall is carpeted

### 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](http://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.

“““

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 Salzman**  
President  
20/20 Imaging LLC, a division of  
Konica Minolta Healthcare Americas, Inc.

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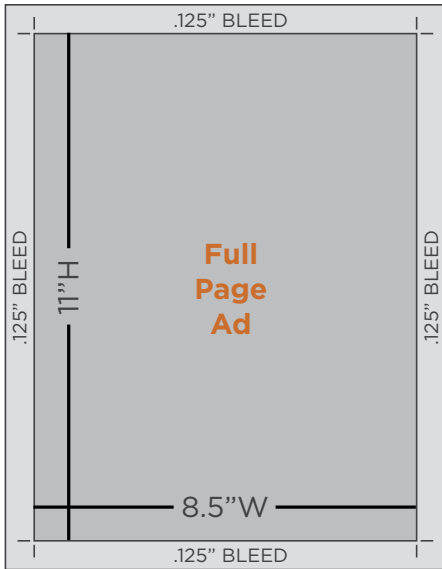
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Expose your brand to the largest audiences and include your company in conference publications!

### REGISTRATION BROCHURE AD—\$500

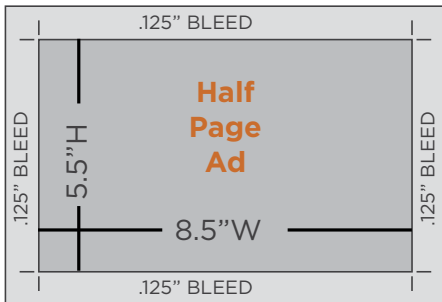
Start your brand exposure early with a full-page, 8.5 x 11, full-color ad in the NY20 registration brochure. Emailed to all NY20 attendees and NYSPPMA members in September, the brochure is the primary source of information for potential attendees. A PDF version will also be posted on the conference website.

**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.**

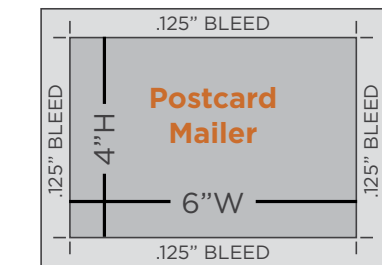


### ONSITE PROGRAM AD

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.**

Full Page Ad	\$ 1,000
Half Page Ad	\$ 500
Inside Front Cover Ad	\$ 1,500
Back Cover Ad	\$ 1,750



### 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.

*\* For reference only. Not drawn to scale.*

### 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

- **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

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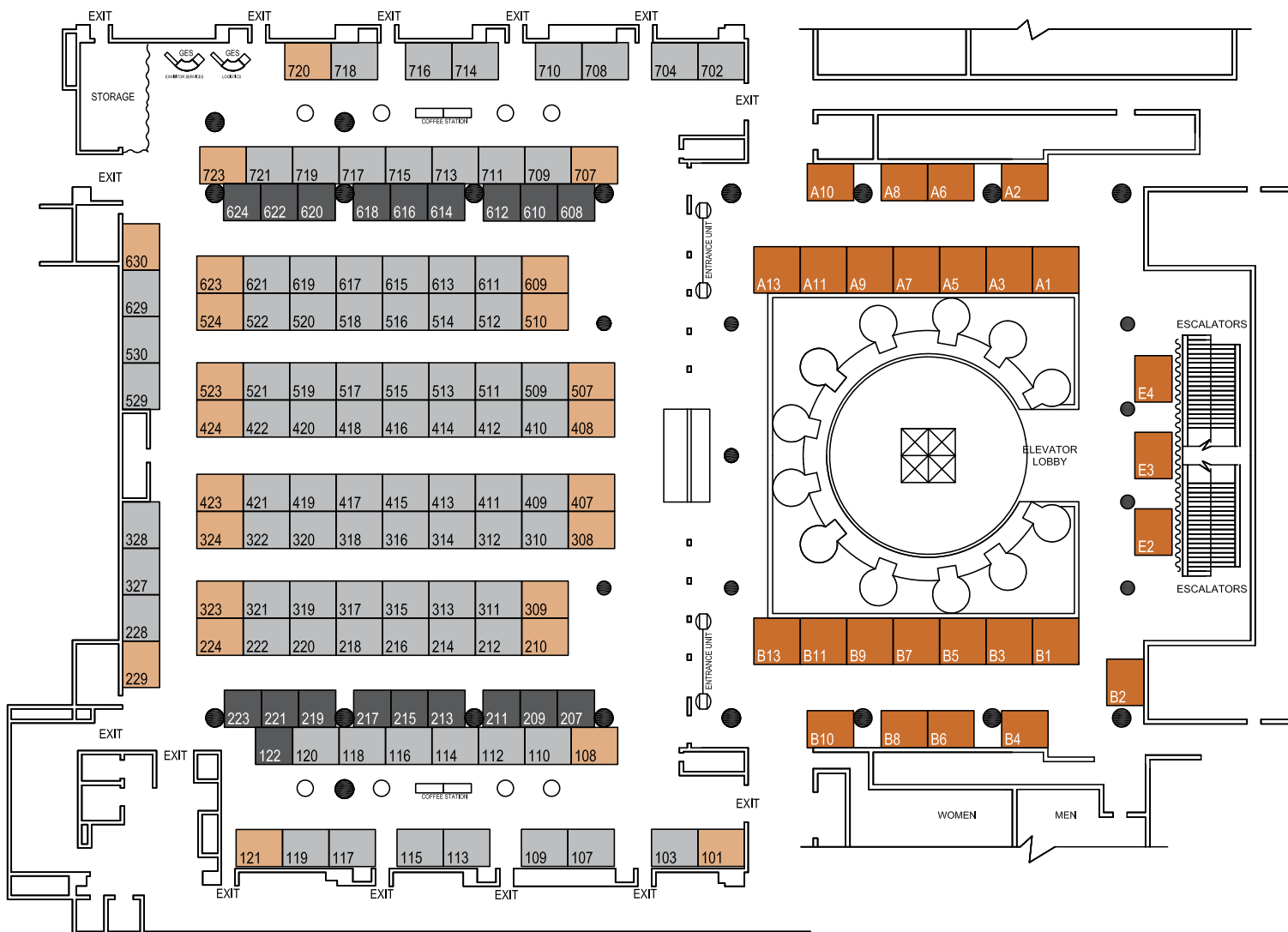
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### BOOTH SELECTION

<span style="display:inline-block; width:15px; height:15px; background-color:darkorange; border:1px solid black;"></span> Premium	\$5,600
<span style="display:inline-block; width:15px; height:15px; background-color:lightorange; border:1px solid black;"></span> Corner	\$4,600
<span style="display:inline-block; width:15px; height:15px; background-color:grey; border:1px solid black;"></span> Standard	\$3,600
<span style="display:inline-block; width:15px; height:15px; background-color:black; border:1px solid black;"></span> Mini-Booth	\$3,000

Floorplan subject to change

#### NY20 EXHIBIT HALL HOURS

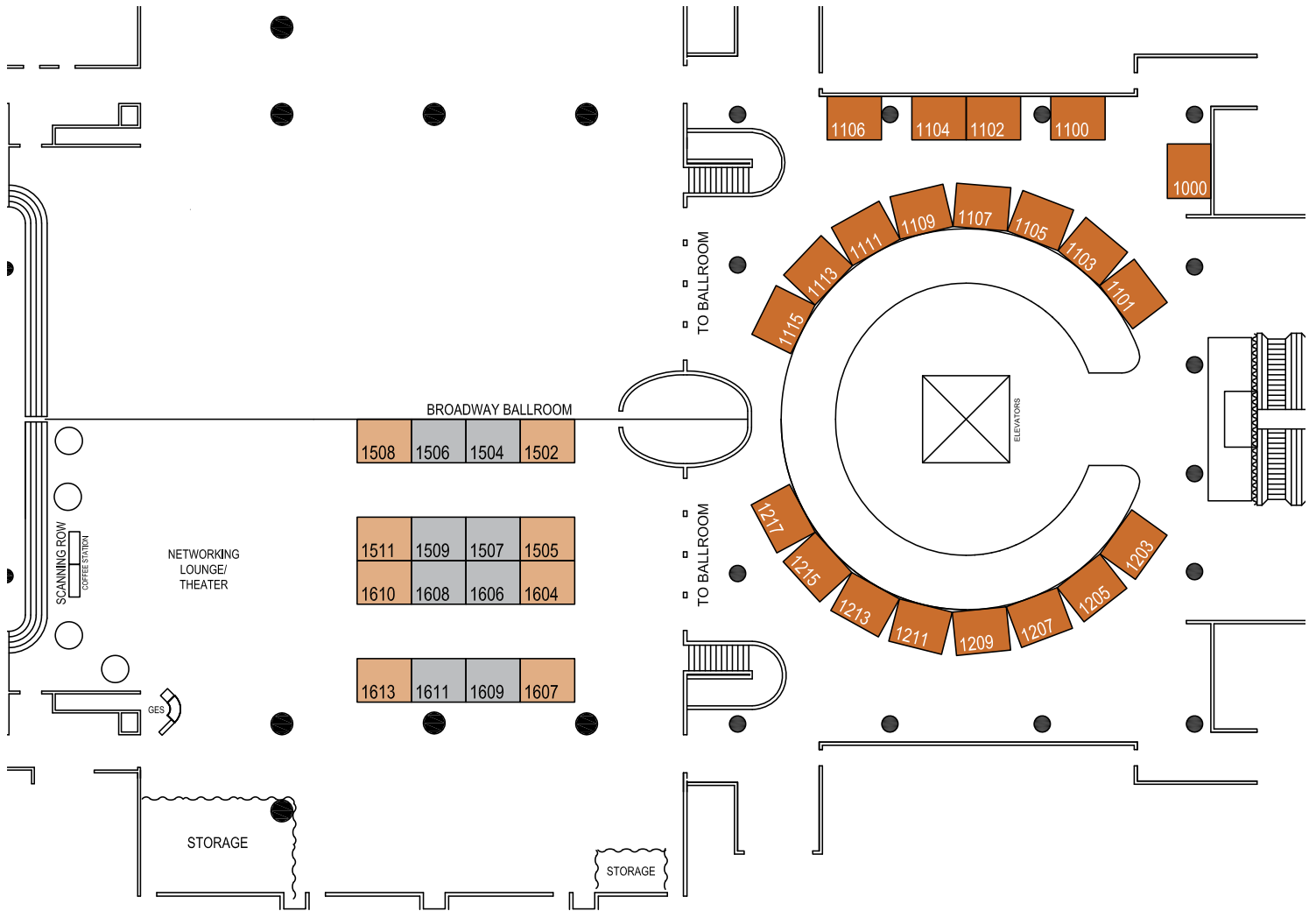
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<span style="display: inline-block; width: 15px; height: 15px; background-color: #e67e22; border: 1px solid black; margin-right: 5px;"></span> Premium	\$5,600
<span style="display: inline-block; width: 15px; height: 15px; background-color: #f1c40f; border: 1px solid black; margin-right: 5px;"></span> Corner	\$4,600
<span style="display: inline-block; width: 15px; height: 15px; background-color: #95a5a6; border: 1px solid black; margin-right: 5px;"></span> 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 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 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'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 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 must be received in writing. Payments will be refunded until **October 1, 2019** less \$79 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 at no 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 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 1:00 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 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 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 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.

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 Exhibitor Services Manual, become part of the agreement between the Exhibitor and NYSPPMA and contain the complete agreement between the parties and supercede 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

555 Eighth Avenue | Suite 1902  
New York, NY 10018  
[www.nysppma.org/ny20](http://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.  
Blaine 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  
Erchonnia 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  
Macan 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  
Microwize 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 Dermatologies  
Ortho-Rite  
OrthoFeet  
Osiris Therapeutics, Inc.  
OsteoMed, LLC  
PAL Health Technologies II  
Paragon 28  
Patient Pop  
Pedag USA  
Pedicis 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  
Propét 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  
SOLO Laboratories, Inc.  
Spenco by Implus  
STJ Orthotic Services Inc.  
Stride Lite / Bonapeda  
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 MedzinSystems  
Zwanger-Pesiri Radiology

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[www.nyspma.org/ny20](http://www.nyspma.org/ny20)

An aerial night view of Times Square, New York City. The image shows a dense grid of skyscrapers with illuminated windows and numerous large, brightly lit billboards. In the center, a large orange rectangular box with a white double-line border contains the text "NY | 20" in a large, bold, white sans-serif font. Below this box, the word "APPLICATIONS" is written in a smaller, bold, white sans-serif font. The street below is filled with yellow taxis and pedestrians, and a large billboard on the right side of the street features a "60th Anniversary" logo.

**NY | 20**

**APPLICATIONS**

## 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 | \$20,000 |
| <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"/> Daily Break Stations             | \$ 6,000 |
| <input type="radio"/> Leadership Reception          | \$ 17,500 | ___ Friday ___ Saturday ___ Sunday                     |          |
| <input type="radio"/> Lunch Symposium               | \$ 17,500 | <input type="radio"/> Pocket Guide                     | \$ 6,000 |
| <input type="radio"/> Onsite Registration           | \$ 12,500 | <input type="radio"/> Printed Floorplan Map            | \$ 6,000 |
| <input type="radio"/> Thursday Lunch Symposium      | \$ 10,000 | <input type="radio"/> Directional Floor Decals         | \$ 5,000 |
| <input type="radio"/> Interactive Exhibitor Locator | \$ 7,500  | <input type="radio"/> NY20 Countdown Clock             | \$ 5,000 |
| <input type="radio"/> Conference Lanyards           | \$ 7,000  | <input type="radio"/> Post-Conference Thank You/Survey | \$ 2,500 |
| <input type="radio"/> Conference Bags               | \$ 6,000  | <input type="radio"/> Conference Bag Inclusion         | \$ 1,500 |
| <input type="radio"/> Info Booths + Guides          | \$ 6,000  | <input type="radio"/> Innovation Theaters              | \$ 1,500 |
|   |           | <input type="radio"/> 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 \_\_\_\_\_

**Email applications to  
 dani@nyspma.org**

**Fax applications to  
 646-365-7426**

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



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

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MasterCard  Visa  American Express  Check Payable to NYSPMA  
Payment Amount \_\_\_\_\_  
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Card Number \_\_\_\_\_  
Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_ Card Holder's Zip Code \_\_\_\_\_  
Signature \_\_\_\_\_

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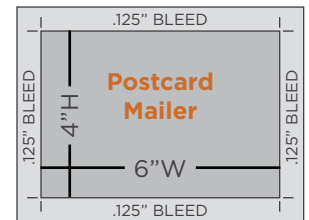
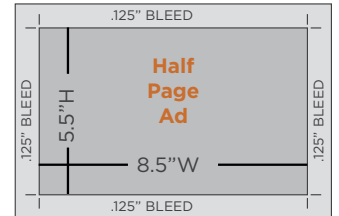
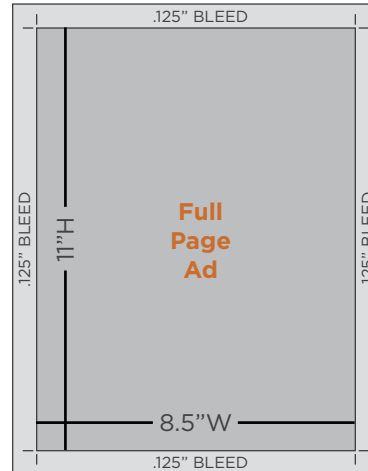
Company Name \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Contact Name \_\_\_\_\_ Contact Phone \_\_\_\_\_  
 Contact Email Address\* \_\_\_\_\_

## ADVERTISING OPTIONS

- Registration Brochure Ad \$ 500  
 8.5"W x 11"H + .125" Bleed\*  
**Due: Friday, August 16, 2019**
- Pre-Conference Postcard Mailer \$1,000  
 6"W x 4"H + .125" Bleed\*  
**Due: Friday, August 16, 2019**
- Onsite Program Ad - Full Page \$1,000  
 8.5"W x 11"H + .125" Bleed\*  
**Due: Friday, December 6, 2019**
- Onsite Program Ad - Half Page \$ 500  
 8.5"W x 5.5"H + .125" Bleed\*  
**Due: Friday, December 16, 2019**
- Onsite Program Ad - Inside Front Cover \$1,500  
 8.5"W x 11"H + .125" Bleed\*  
**Due: Friday, December 6, 2019**
- Onsite Program Ad - Back Cover \$ 1,750  
 8.5"W x 5.5"H + .125" Bleed\*  
**Due: Friday, December 6, 2019**

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 \_\_\_\_\_

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An aerial night view of Times Square in New York City. The scene is filled with tall buildings, many of which have lit-up windows. Numerous billboards and advertisements are visible on the buildings, including one for '2018 TOSHIBA' and another for 'EXPRESS'. The street below is crowded with people and cars, including many yellow taxis. A large orange rectangular overlay is centered in the image, containing the text 'NY | 20' and 'SEE YOU IN JANUARY!' in white, bold, sans-serif font.

**NY | 20**

**SEE YOU  
IN JANUARY!**