



# NY 23



## PODIATRIC CLINICAL CONFERENCE and EXHIBITION



**JANUARY 19-22, 2023**  
New York Marriott Marquis





### **ABOUT NY23**

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 NY23**

- 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

### **AS AN NY23 EXHIBITOR, YOU WILL:**

- Meet in-person with buyers, thought leaders, and innovators in the podiatric medicine community
- Highlight new products and build brand awareness
- Network with the podiatric medicine community
- Keep up-to-date on new trends and innovative ideas
- Interact with members of the press
- Boost your presence in the industry
- Strengthen relationships with existing customers, manufacturers, and distributors
- Build new business connections



#### **NYSPMA**

330 West 38th Street, Suite 1105  
New York, NY 10018  
[www.nyspma.org/ny23](http://www.nyspma.org/ny23)

#### **NY23 EXHIBIT HALL HOURS**

- |                              |                 |
|------------------------------|-----------------|
| • Friday, January 20, 2023   | 9:30am - 5:30pm |
| • Saturday, January 21, 2023 | 9:30am - 5:30pm |
| • Sunday, January 22, 2023   | 9:30am - 1:00pm |



**CONTACT** Dani SanMarco, CEM [dani@nyspma.org](mailto:dani@nyspma.org)

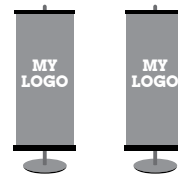
**Our NY20 in-person conference was one of the largest and most diverse podiatric conferences in the country.**



**3,168**  
total  
registrants



**180+**  
exhibit  
booths

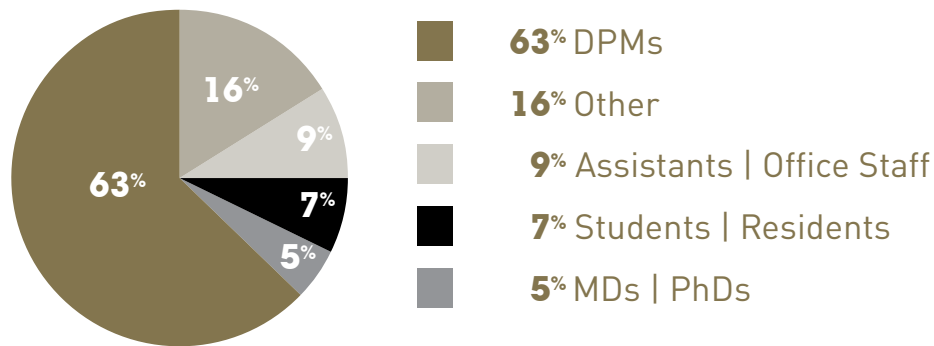


**155+**  
exhibiting  
companies

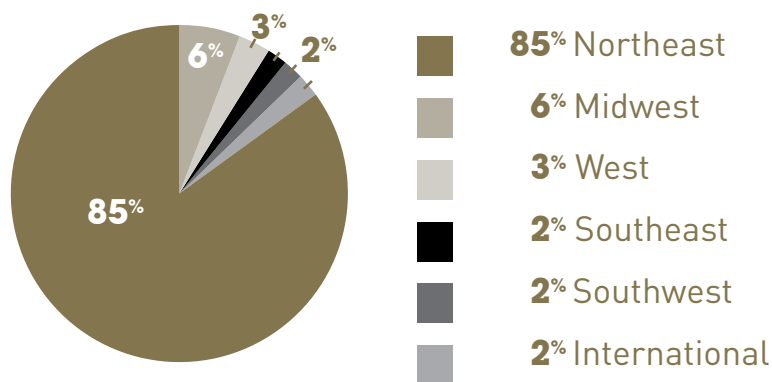


**35 & 4**  
states & countries  
represented

## NY20 ATTENDEES - Job Function



## NY20 ATTENDEES - Geographic



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## SPONSORSHIP OPPORTUNITIES

Sponsorship has its benefits!

**P4**

### Here's what you'll get at each of our sponsorship levels!

	<b>TITANIUM \$45,000</b>	<b>PLATINUM \$35,000</b>	<b>GOLD \$25,000</b>	<b>SILVER \$20,000</b>	<b>BRONZE \$10,000</b>
Complimentary Booths	3	2	1	1	50% Discount
Sponsorship recognition: • In registration brochure • In onsite program • On conference website • On conference signage	X	X	X	X	X
Full Page ad in digital onsite brochure	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	
Sponsored promotional email to meeting attendees (sent by NYSPMA and subject to approval)	X	X	X	X	



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## ALSO AVAILABLE

### BANNERS & SIGNAGE

- Column Wraps
- Exhibit Hall Banners
- Meter Panels
- Digital Signage
- Escalator Clings

### FOOD & BEVERAGE

- Water Stations
- Break Food
- Coffee Sleeves
- Student Program Lunch

### GENERAL

- Wi-Fi Lounge
- Charging Stations
- Scanning Stations
- Notepads and Pens

### CONTACT

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

**As a partner in the conference, you get your company front-and-center with some special benefits included!**

### 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.

### BREAKFAST OR LUNCH SYMPOSIUM

**\$7,500 + F&B (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. NY23 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. A dedicated meeting room will be set for 40-100 to deliver your own non-CECH content. Sponsor to pay actual F&B.

### INNOVATION THEATERS - NEW!

**\$1,500 (6 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.

### 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

### **ATTENDEE EDUCATIONAL WORKSHOPS**

**\$7,000 - \$10,000**

Any exhibiting company is welcome to support a workshop that provides CMEs for attendees. In order to do so, companies need to provide an unrestricted educational grant, and provide all equipment and specimens for the workshop. Once the unrestricted educational grant is approved and confirmed by the supporting company, The Foundation will select a topic and speaker. Topics would coincide with the exhibiting organization's core focus and strengths. Contact [dani@nyspma.org](mailto:dani@nyspma.org) for more information.

### **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.

### **NY23 COUNTDOWN CLOCK SPONSORSHIP**

**\$5,000 (1 available)**

Catch the eye of key decision-makers by promoting your products and brand on the new NY23 digital clock on the NY23 Conference Website, 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.

### **DAILY BREAK STATIONS - NEW!**

**\$5,000 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.

### **CONFERENCE LANYARDS**

**\$3,000 (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 lanyards.



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*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

### **ONLINE REGISTRATION WEB BANNER AND CONFIRMATION EMAILS**

**\$5,000 (1 available)**

90% of NY20 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 NY23's online registration homepage as well as in every show confirmation emailed to attendees who register online. Attendee registration opens Fall 2022 so the sooner you secure this high-impact sponsorship, the greater the value!

### **DIRECTIONAL FLOOR DECALS**

**\$3,500 (3 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 6 2'x3' decals. Sponsor to supply artwork, NY23 to print and position in exhibit hall.

### **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 our fulfillment center two weeks 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 Thursday, January 5. Purchase entitles recipient to one Excel list including first name, last name and mailing address as of 1/4/23. Updates to the list are not available and phone, fax or email addresses will not be included.



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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!*

**Bob Salzman**  
President

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

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

### PRICING

Mini Booth (8x8)	\$3,300
Standard Booth	\$4,000
Corner Booth	\$5,000
Premium Booth	\$6,000

Booths may be combined to make a larger space.

### INCLUSIONS

- 10 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 September 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 NY23. 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 mid-November.

### TMI, INC.

TMI, Inc. is the exclusive lead retrieval contractor for NY23. Ordering information will be included in the exhibitor manual distributed via email in late October.

### REP REGISTRATION

Online exhibitor booth staff registration will open in mid-November 2022. 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, 2023. 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 NY23 attendees. Confirmed exhibitors will receive an email when the block is opened in Fall 2022.



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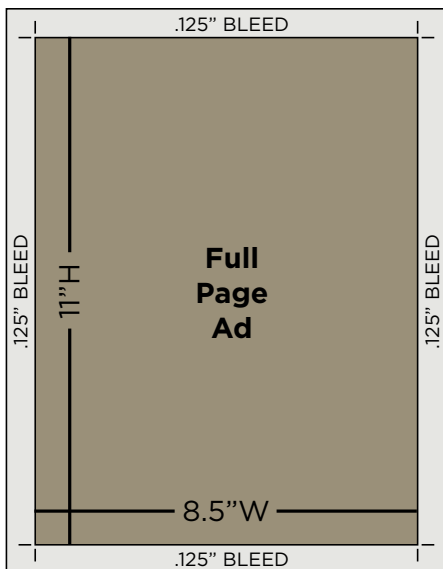
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**Expose your brand to the largest audiences and include your company in conference publications!**

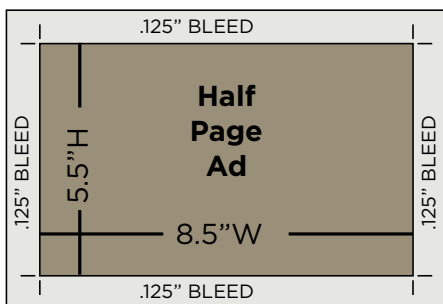
### REGISTRATION BROCHURE AD—\$500

Start your brand exposure early with a full-page, 8.5 x 11, full-color ad in the NY23 registration brochure. Emailed to all 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: Thursday, September 29, 2022.**

### 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 16, 2022.**

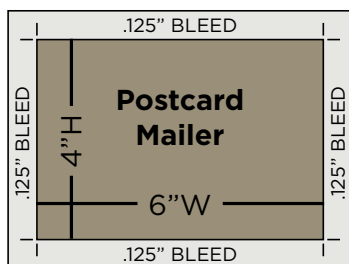


### DIGITAL ONSITE PROGRAM AD

Increase your brand exposure with a full-color ad in the NY23 onsite program— ensures your brand gets into the hands of every NY23 attendee!

**Due: Friday, December 16, 2022.**

Full Page Ad	\$ 750
Half Page Ad	\$ 500



### ADVERTISING BUNDLE—\$2,000

Includes full page registration brochure ad, full page onsite program ad and pre-conference mailer and a pre-show mailing list. 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



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**JULY 20, 2022**

NY22 Sponsors may begin applying for space

**AUGUST 2, 2022**

NY22 Exhibitors may begin applying for space

**AUGUST 11, 2022**

All companies may begin applying for space

**SEPTEMBER 16, 2022**

Deadline to be included in registration brochure

**SEPTEMBER 23, 2022**

Artwork due for registration brochure ad

**NOVEMBER 3, 2022**

Booth payments due in full

**NOVEMBER 4, 2022**

Deadline to cancel booth for full refund, minus 10% processing fee

**NOVEMBER 15, 2022**

Exhibitor manual emailed to confirmed exhibitors

**NOVEMBER 15, 2022**

Exhibitor registration and room block opens

**DECEMBER 16, 2022**

Postcard pre-mailer artwork due

**DECEMBER 23, 2022**

Onsite program ads due

**DECEMBER 23, 2022**

Deadline to apply for exhibit space and sponsorships

**JANUARY 14, 2023**

Last day to add / change / cancel representative registrations without penalty



**NYSPMA**

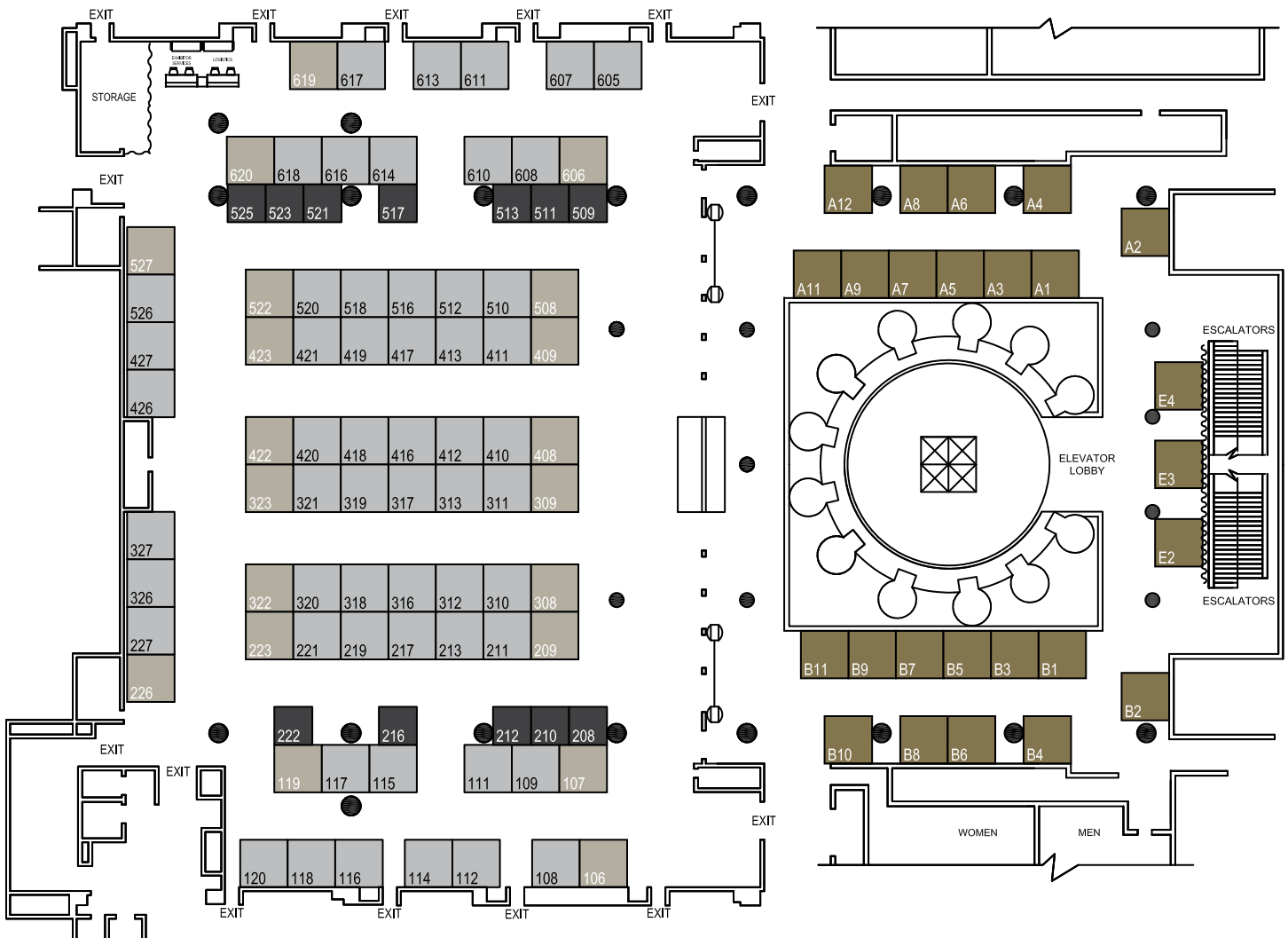
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**NEW! ALL BOOTHS ARE 10x10  
UNLESS OTHERWISE NOTED**

## BOOTH SELECTION

	Premium	\$6,000
	Corner	\$5,000
	Standard	\$4,000
	Mini-Booth (8x8)	\$3,300

Floorplan subject to change



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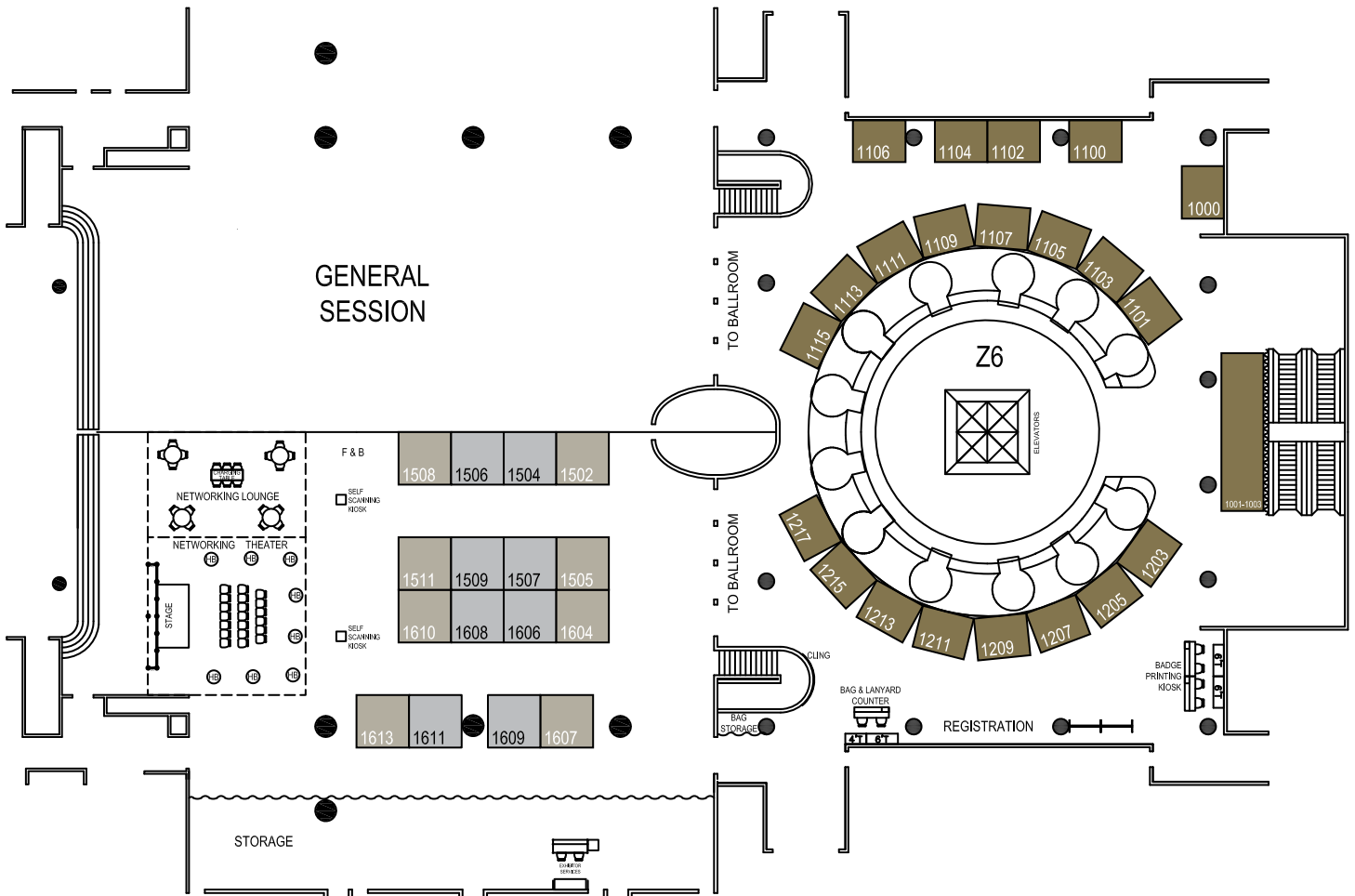
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**SPACE ASSIGNMENT** Exhibit space will be assigned on a first come, first served basis. A 50% deposit must accompany your application in order for your request to be processed.

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 3, 2022**. NYSPPMA reserves the right to cancel booths without refund for all booths not paid in full by **November 3, 2022**. 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 **November 4, 2022** less a 10% processing fee. Vendors cancelling after **November 4, 2022** will not receive any credit or 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 16, 2023**. 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.

**AFFILIATE EVENTS** No exhibitor or any affiliate thereof may conduct any meeting or event in the host city during show hours that diverts or encourages attendees to leave the New York Clinical Conference & Exhibition and its authorized events. The

offering of ANY educational programming that competes with NY23 is strictly prohibited. Violators will have their functions closed. Only exhibiting companies will be permitted to have meeting rooms or hospitality/business suites in the New York Marriott Marquis. NY23 reserves the right to control activities associated with the Clinical Conference & Exhibition, including those sponsored by the exhibitor during the period of the meeting, whether inside or outside of the convention facilities. Exhibitors must inform NY23 of any hospitality/business suites, functions, classes, seminars, or exhibits being held at venues other than the exhibit floor, and must receive express written consent from NY23 for said activities prior to the show. Offsite room hours shall not conflict with posted NY23 exhibit and conference hours. With the sole exception of business/internal meetings, no exhibitor is permitted to schedule or be affiliated with meetings, functions, classes, seminars, exhibits, or hospitality events that compete with or divert attendees from the NY23 Clinical Conference & Exhibition.

**OUTBOARDING** Exhibitor agrees that in consideration for NY23 holding exhibit space for the NY23 Clinical Conference & Exhibition and in recognition of and consideration for the significant investment NY23 makes in attracting attendees to New York City for the Clinical Conference and Exhibition, exhibitor will be an official 2023 exhibitor and will refrain from displaying product or sharing content outside of the NY23 exhibit hall. If for any reason exhibitor cancels space and outboards in any non-official exhibit venue of NY23, the exhibitor will lose all space seniority for future Clinical Conferences and will be assessed liquidated damages that are calculated at 100%, based upon lost revenue and not as a penalty.

NY23 strictly prohibits solicitation of business in any public areas occupied by NY23 Clinical Conference & Exhibition, including public areas in conference hotel. Solicitations are limited to badged individuals within registered booths in the exhibit hall only.

**INSTALLATION & DISMANTLING** Exhibits may be installed **between 10:00 am and 5:00 pm on Thursday, January 19, 2023**. 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 22, 2023**. 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 dragage 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.



#### NYSPPMA

330 West 38th Street, Suite 1105  
New York, NY 10018  
[www.nysppma.org/ny23](http://www.nysppma.org/ny23)

#### NY23 EXHIBIT HALL HOURS

• Friday, January 20, 2023	9:30am - 5:30pm
• Saturday, January 21, 2023	9:30am - 5:30pm
• Sunday, January 22, 2023	9:30am - 1:00pm



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Payments will be refunded until **November 4, 2022** less a 10% processing fee. Requests in writing must be received by **Friday, November 4, 2022**.

In light of the continuing uncertainty regarding social gatherings during the COVID-19 pandemic, the following recourse is offered to Exhibitors should the 2023 event be cancelled due to circumstances beyond NYSPMA and the Foundation for Podiatric Medicine's (NYSPMA/FPM) control:

## EXHIBITOR & SPONSORS

- **OPTION 1:** Exhibit and sponsor dollars refunded in full, less a 10% processing fee
- **OPTION 2:** Exhibit contract rolled forward to the 2024 live event. There are no processing fees involved.

This policy applies only to a full event cancellation originated by NYSPMA and the Foundation for Podiatric Medicine. For cancellations originated by Exhibitor/ Sponsor, for any reason including COVID-19 concerns, the standard cancellation policy, applies.

### **If NYSPMA/FPM must pivot the in-person conference to an all-virtual event\* within 60 days of the event start date, Sponsors / Exhibitors may either:**

1. Apply their entire in-person sponsorship fee to a virtual sponsorship package.; or,
2. Apply their entire in-person sponsorship fee to the NY24 In Person Conference; or,
3. Request a refund of their in-person event sponsorship fee, less the pro-rata share of all costs and expenses incurred and committed by the Association.
4. Sponsorship and exhibit fees for a virtual event are non-refundable.
5. If attendance numbers at an in-person event are significantly impacted by circumstances beyond NYSPMA/FPM's control, no refunds will be given. Our attendance expectations will be lower due to social distancing regulations/guidelines, and exhibitors should plan their spend around these expectations.

\* If NYSPMA/FPM must pivot the in-person conference to an all-virtual event, virtual sponsorship opportunities will be provided to interested Exhibitors / Sponsors. A virtual conference would take place online, on a virtual platform inclusive of education and networking opportunities.



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## EXHIBITORS FROM NY19 AND NY20 P15

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-Kempinski 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  
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  
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 Dermatologics  
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 Fougere  
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.  
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



### NYSPMA

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NY 23

**PODIATRIC  
CLINICAL  
CONFERENCE  
and EXHIBITION**



**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

Titanium	\$45,000	Silver	\$20,000
Platinum	\$35,000	Bronze	\$10,000
Gold	\$25,000		

## ADDITIONAL OPPORTUNITIES

Leadership Reception	\$ 17,500	Daily Break Stations	\$ 5,000
Onsite Registration	\$ 12,500	___ Friday ___ Saturday ___ Sunday	
Thursday Lunch Symposium	\$ 10,000	Directional Floor Decals	\$ 3,500
Lunch Symposium (+ Actual F&B)	\$ 7,500	Conference Lanyards (sponsor produced)	\$ 3,000
Conference Bags (sponsor produced)	\$ 6,000	Post-Conference Thank You/Survey	\$ 2,500
NY23 Countdown Clock	\$ 5,000	Conference Bag Inclusion	\$ 1,500
Attendee Educational Workshop	Unrestricted Grant	Innovation Theaters	\$ 1,500
		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 4, 2022.**

Payment is due in full for all applications received after **Friday, November 4, 2022.**

NYSPMA and/or Foundation for Podiatric Medicine will charge the remaining balance to the credit card below on **Friday, November 4, 2022.**

### 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  
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## EXHIBIT SPACE APPLICATION P18

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 \_\_\_\_\_  
ContactEmailAddress\* \_\_\_\_\_

\*All conference communication will take place via email

Company Category (Please list one) \_\_\_\_\_

50-word Company Description Please use description from NY22 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: \$3,300 Standard Booth: \$4,000 Corner Booth: \$5,000 Premium Booth: \$6,000

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

Yes, I'd like to enhance my online profile with photos, videos, booth staff, social media handles and more: \$100

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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 \_\_\_\_\_

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

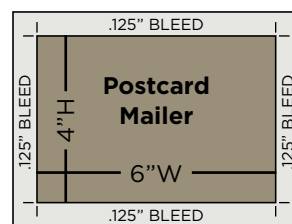
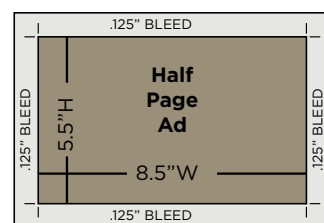
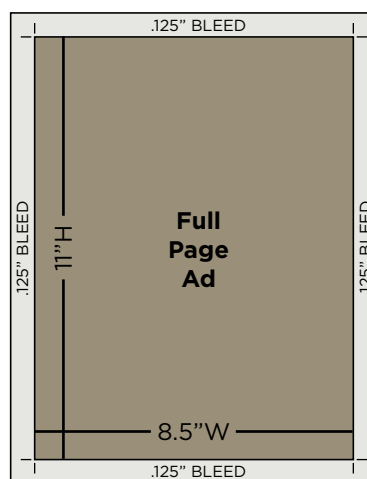
## ADVERTISING OPTIONS

- |   |          |
|---|----------|
| Registration Brochure Ad<br>8.5"W x 11"H + .125" Bleed*<br><b>Due: September 29, 2022</b>                     | \$ 500   |
| Pre-Conference Postcard Mailer<br>6"W x 4"H + .125" Bleed* <b>Due:</b><br><b>December 16, 2022</b>            | \$ 1,000 |
| Digital Onsite Program Ad - Full Page<br>8.5"W x 11"H + .125" Bleed * <b>Due:</b><br><b>December 16, 2022</b> | \$ 750   |
| Digital Onsite Program Ad - Half Page<br>8.5"W x 5.5"H + .125" Bleed*<br><b>Due: December 16, 2022</b>        | \$ 500   |

**Advertising Bundle** \$ 2,000  
Full Page Registration and Digital Onsite Brochure  
Ads, Postcard Mailer, and Pre-Conference List  
**Due: December 16, 2022**

**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

MasterCard    Visa    American Express

Check Payable to Foundation for Podiatric Medicine

Payment Amount \_\_\_\_\_

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Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_ Card Holder's Zip Code \_\_\_\_\_

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