

ALL NEW FOR NY27

NY27 proudly introduces its first-ever Spanish Speaking Track — a dedicated two-day educational program (Friday & Saturday) created for Spanish-speaking podiatric professionals from across the United States and around the world. This inaugural track offers sponsors a rare, focused opportunity to align their brand with an engaged, international audience of decision-makers, with bilingual brand presence found nowhere else at the conference. Sessions will be set classroom-style for approximately 40 attendees.

TRACK PARTNERSHIP LEVELS

Presenting Sponsor **\$8,000**

EXCLUSIVE — 1 AVAILABLE

Own the inaugural naming rights: “NY27 Spanish Speaking Track, presented by [Your Brand].” The flagship tier includes all Track Sponsor benefits below, plus:

- Tabletop exhibit both days (Friday & Saturday) positioned directly outside the Spanish Speaking Track meeting room
- Registration for up to five (5) company representatives
- Top-billing logo lockup on all track signage, promotional flyers, and the onsite brochure page — in both English and Spanish
- Promotional materials placed at each attendee seat
- Brand naming in all track-related emails and social posts, including one dedicated Spanish-language social post
- Three-minute welcome remarks to open the track on Friday morning
- Recognition on select main-conference signage and in the NY27 onsite program
- Spanish Speaking Track attendee list — full mailing address and email (opt-in)

Track Sponsor **\$4,000**

LIMITED — 2 AVAILABLE

Establish a strong presence throughout the track and connect directly with a curated international audience:

- Tabletop exhibit both days (Friday & Saturday) positioned directly outside the Spanish Speaking Track meeting room
- Registration for up to three (3) company representatives
- Logo on track signage
- Logo on promotional flyers and session/workshop descriptions
- Promotional materials displayed on the back table of the meeting room
- Logo on the track onsite brochure page
- Spanish Speaking Track attendee list — full mailing address and email (opt-in)

FEATURED ADD-ON OPPORTUNITIES

Available to Presenting and Track Sponsors, or as standalone opportunities. May be combined with any partnership level.

Table at Spanish Speaking Track **\$2,500**

- Tabletop exhibit both days (Friday & Saturday) positioned directly outside the Spanish Speaking Track meeting room
- Registration for up to three (3) company representatives

Workshop Sponsor **\$5,000 + speaker travel & lodging**

2 AVAILABLE — 1 FRIDAY, 1 SATURDAY

- Select the speaker and topic for a track workshop (non-CME/promotional; topic and speaker subject to approval by the Planning Committee)
- Sponsor covers the selected speaker’s travel and hotel accommodations
- Logo featured on the session description, room signage, and presentation screen
- Spanish Speaking Track attendee list — full mailing address and email (opt-in)

Coffee / Snack Break Sponsor **\$3,000**

4 AVAILABLE — 2 PER DAY

- Exclusive sponsor of a coffee and refreshment break for the ~40 track attendees during Friday or Saturday programming
- Logo on break signage, cocktail napkins, and select track collateral

Track Welcome Reception “Bienvenida” **\$6,000**

EXCLUSIVE — 1 AVAILABLE — FRIDAY EVENING

- Own the track’s kickoff networking reception welcoming Spanish-speaking attendees on Friday evening
- Sponsor will earn exclusive naming, branding, and access rights to the Track Welcome Reception
- Bilingual custom signage and a branded signature drink
- Three-minute bilingual welcome remarks to the assembled group
- Branded cocktail napkins
- One dedicated Spanish-language social post

Note: F&B menu selections and final budget are coordinated with and subject to the approval of NYSPMA and the New York Marriott Marquis.

OPTIONAL ENHANCEMENT

Interpretation Sponsor **\$3,000–\$5,000**

1 AVAILABLE

Spanish Speaking Track attendees will be invited to view the NY27 General Lectures on Sunday.

- Underwrite simultaneous interpretation service for the track with exclusive “Interpretation powered by [Your Brand]” recognition on signage and at each interpretation station