

NY16

**PODIATRIC
CLINICAL CONFERENCE
AND EXHIBITION**



JANUARY 22-24, 2016
NEW YORK MARRIOTT MARQUIS

EXHIBITOR PROSPECTUS



WWW.NYSPMA.ORG/NY16

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

We're dedicated to building a valuable marketplace for you at NY16:

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

NEW THIS YEAR!

- Sweet16 Scorecard - Looking for a cost effective way to drive booth traffic? Buy a square on the NY16 Sweet16 Scorecard. Each attendee will receive a Sweet16 scorecard at registration and must visit each participating exhibitor to receive a stamp on the card. Attendees turn in their completed card for a chance to win prizes. See page 8 to reserve your space.

NEW THIS YEAR!

- Sweet16 Savings Book - Another great opportunity to draw attention and traffic to your booth. Promote your latest products, show specials, money-saving opportunities or prize drawings with a coupon in the Savings Book. This 5.5" x 3" single-sided coupon book will be distributed onsite at registration to all conference attendees. Space is limited. See page 8 for details.

NEW THIS YEAR!

- Learning Labs - We know a captive, seated audience is invaluable, and we're working hard to help you get one at a great cost. The Learning Lab is an enclosed transparent meeting room located on the 5th Floor of the Exhibit Hall that can accommodate up to 20 attendees for a dedicated presentation on your product or service in whatever format works for you. See page 5 for more details.

Register now to be a part of the action!

NY16 EXHIBIT HALL HOURS

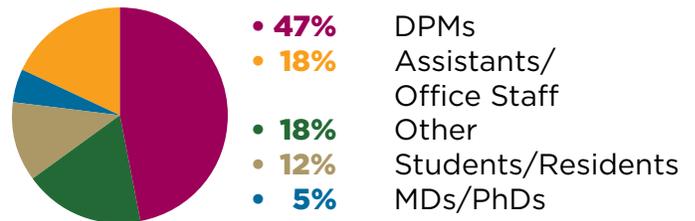
Friday, January 22, 2016	9:30am - 5:00pm
Saturday, January 23, 2016	9:30am - 5:00pm
Sunday, January 24, 2016	9:30am - 1:30pm

WHO ATTENDS

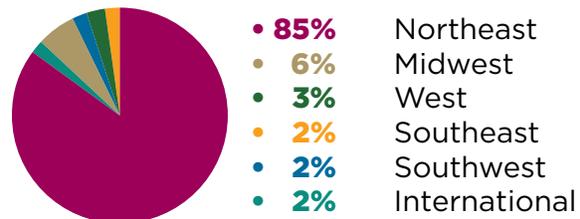
This year's conference was one of the largest and most diverse podiatric conferences in the country:

- 3,206** total registrants
- 36** states plus Canada and Puerto Rico represented
- 226** exhibit booths
- 198** exhibiting companies

NY15 ATTENDEE JOB FUNCTION BREAKDOWN



NY15 ATTENDEE GEOGRAPHIC BREAKDOWN



NY16 SPONSORSHIP PACKAGES

	TITANIUM \$45,000	PLATINUM \$35,000	GOLD \$25,000	SILVER \$20,000	BRONZE \$10,000	COPPER \$5,000
Complimentary Booths	3	2	1	1	50% Discount	25% Discount
Sponsorship recognition: • In registration brochure • In onsite program • On conference website • On conference signage	X	X	X	X	X	X
Ad space in onsite brochure	Full Page	Full Page	Full Page	Half Page	Half Page	Half Page
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	10 sec.	5 sec.	3 sec.	1 sec.		
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		
Post-event survey inclusion	2 questions	2 questions	1 question	1 question		
Access to post-event survey results	X	X	X	X		
Additional event sponsorship	Lunch Symposium	Break Symposium	Lunch Learning Lab	Break Learning Lab		
Sweet 16 Square and Coupon	X	X	X	X	X	X
Custom sponsor ribbons for namebadges	X	X	X	X	X	X

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

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

Opportunity: **Leadership / Student Reception**
Investment: \$15,000 (1 available - Saturday night)
Details: We’ll mine our attendee list for Board Members, Division Presidents, Foundation Directors, VIPs, Student Program speakers and attendees to invite to your 90-minute cocktail hour including open bar and passed hors d’oeuvres for up to 100 guests (including your staff). We’ll send out branded email invitations and branded email confirmations on your behalf, and create custom signage and cocktail napkins for onsite use. Most importantly, you’ll have the ability to give a five (5) minute presentation on a topic of your choice.

Opportunity: **Lunch Symposium**
Investment: \$15,000 (6 available - two per day)
Details: Host a 60-minute box lunch and non-CECH lecture during the conference lunch break. We’ll send out Symposium marketing emails, arm you with custom tickets to distribute onsite and create branded signage for the event. You’ll have a dedicated meeting room set for 100 to deliver your own non-CECH content. NY16 event staff will be on hand to help check your guests in and scan their badges so they don’t need to wait in line on the exhibit floor.

Note: this year we are allowing two (2) symposiums per lunch hour.

Opportunity: **Morning or Afternoon Break Coffee Station**
Investment: \$10,000
(6 available - 2 each on Friday, Saturday, Sunday)
Details: Includes a dedicated, branded morning or afternoon break coffee stations on the 5th and 6th floors. Includes custom signage, cocktail napkins, and logo recognition in onsite program.

Note: does not include private room or speaking opportunity.

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

Opportunity: **Registration**
Investment: \$10,000 (1 available)
Details: 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 all registration emails and signage, including 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. Two weeks before the conference each pre-registered attendee will be emailed their official attendee barcode, allowing them to generate their badge onsite from their smartphone or print out a hard copy of the email to scan onsite. When they pull up the email onsite or pull out the email your company logo and booth number will be top of mind.

Opportunity: **Conference Lanyards**
Investment: \$5,000 (1 available)
Details: The one thing every attendee is required to wear for all three days? Their conference badge. Guarantee that every time the badge is lifted to scan, attendees (and envious other exhibitors) think of you. Sponsor to provide 2,500 lanyards.

Opportunity: **Break Symposium**
Investment: \$7,500
(4 available - Friday PM, Saturday AM, Saturday PM, Sunday AM)
Details: Host a 30-minute cookie break during the conference AM or PM breaks. 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 custom non-CECH message.

NY16 ADDITIONAL OPPORTUNITIES

Opportunity: **Conference Bags**

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

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

Opportunity: **Morning Coffee Station**

Investment: \$5,000 per day *(3 available - 1 per day)*

Details: Start the day off right and help attendees do the same. Host a sponsored coffee station from 7:30am - 8:30am each morning. Coffee will be positioned in the 1300 row on the way into general lectures and is the perfect place to station one of your reps to meet new people. Branded signage, cocktail napkins and logo recognition in program included.

Opportunity: **Lunch Learning Lab**

Investment: \$5,000 *(3 available - 1 per day)*

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

NEW THIS YEAR!

Opportunity: **Directional Floor Decals**

Investment: \$5,000 *(2 available - 5th floor, 6th floor)*

Details: 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, NY16 to print and position in exhibit hall.

NEW THIS YEAR!

Opportunity: **Pocket Guide**

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

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

Opportunity: **Break Learning Lab**

Investment: \$3,500

(4 available - Friday PM, Saturday AM, Saturday PM, Sunday AM)

Details:

NEW THIS YEAR!

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

Opportunity: **Student Tote Bags**

Investment: \$2,500 *(1 available)*

Details: Invest in the future of podiatry! Our student program grew by 30% next year and we're anticipating the same for 2016. Each student will receive a tote bag at check in. Includes acknowledgement in student program marketing and onsite program. Sponsor to provide 200 tote bags.

Opportunity: **Post-Conference Thank You and Survey Request**

Investment: \$2,500 *(1 available)*

Details:

NEW THIS YEAR!

Want attendees to remember you? Sponsor the post conference wrap up email. On the Monday after the conference, all attendees will receive a thank you email including a conference survey, 2017 Save the Date, link to conference wrap up posting on the website and your company logo and contact information. You also have the option to include three (3) questions of your choice in the event survey. Survey results will be delivered to you within 45 days of conference conclusion. As a reward for completing the survey one lucky attendee will win a 2-night stay at the Marriott over the 2017 dates - and a member of your team will be tasked with giving them the great news!

Opportunity: **Conference Bag Inclusion**
Investment: \$1,000 *(10 available)*
Details: You produce the piece, we'll put it in our conference bags. Price is based on 1 marketing item, delivered to the Foundation office one week prior to conference. We recommend promotional items such as key chains, pens, samples - avoid the paper brochures if you want to be noticed. Please budget for 1,850 items.

Opportunity: **Booth F&B**
Investment: \$500 plus cost of food and beverage *(5 available per day)*
Details: If there's one thing our attendees love, it's free food. We'll work with you and the hotel to come up with the perfect treat to distribute at your booth - then bill you back for the cost. We're limiting this opportunity to five booths per day.

Opportunity: **Pre-Conference Attendee List**
Investment: \$350
Details: List will be sent out once - on Monday, January 4. Purchase entitles recipient to one excel list including first name, last name and mailing address as of January 4. Updates to the list are not available and phone, fax or email addresses will not be included.

Opportunity: **Student Sponsor**
Investment: \$300
Details: Invest in the future of podiatry! Our student program grew by 30% next year and we're anticipating the same for 2016. Includes acknowledgement in student program marketing and onsite program.

ALSO AVAILABLE

BANNERS AND SIGNAGE:
Column Wraps
Exhibit Hall Banners
Meter Panels
Exhibitor Locators
Digital Signage

FOOD AND BEVERAGE:
Water Stations
Break Food
Coffee Sleeves
Student Program Lunch

GENERAL:
Cyber Cafe
Charging Stations
Scanning Stations
Notepads and Pens

Email sarah@nyspma.org for pricing

CONTACT INFORMATION

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

*All conference communication will take place via email

SPONSORSHIP LEVEL

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

ADDITIONAL OPPORTUNITIES

- | | | | |
|--|-----------|--|----------|
| <input type="radio"/> Dinner Symposium | \$ 35,000 | <input type="radio"/> Lunch Learning Lab | \$5,000 |
| <input type="radio"/> Leadership/Student Reception | \$ 15,000 | <input type="radio"/> Directional Floor Decals | \$5,000 |
| <input type="radio"/> Lunch Symposium | \$ 15,000 | <input type="radio"/> Pocket Guide | \$5,000 |
| <input type="radio"/> Morning or Afternoon Break Station | \$ 10,000 | <input type="radio"/> Break Learning Lab | \$3,500 |
| <input type="radio"/> Thursday Lunch Symposium | \$ 10,000 | <input type="radio"/> Student Tote Bag | \$2,500 |
| <input type="radio"/> Registration | \$ 10,000 | <input type="radio"/> Post-Conference Thank You/Survey | \$2,500 |
| <input type="radio"/> Break Symposium | \$ 6,000 | <input type="radio"/> Conference Bag Inclusion | \$ 1,000 |
| <input type="radio"/> Lanyards | \$ 5,500 | <input type="radio"/> Booth F&B | \$ 500 |
| <input type="radio"/> Conference Bags | \$ 5,000 | <input type="radio"/> Pre-Conference Attendee List | \$ 350 |
| <input type="radio"/> Morning Coffee Station | \$ 5,000 | <input type="radio"/> Student Sponsor | \$ 300 |

PAYMENT INFORMATION

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

Payment is due in full by Monday, November 2, 2015.

Payment is due in full for all applications received after November 2, 2015.

Payment Method:

- MasterCard Visa American Express Check Payable to NYSPMA

Payment Amount _____

Card Holder's Name _____

Card Number _____ Exp. Date _____ Security Code _____

Signature _____

Email applications to sarah@nyspma.org

Fax applications to 646-672-9344

Mail applications to 555 Eighth Avenue, Suite 1902 — New York, NY 10019

INCREASE YOUR BOOTH TRAFFIC!

Purchase a square on the Sweet 16 Scorecard or coupon for the Savings Book and have your information distributed to every attendee.

- **Promote your new products, services and show discounts.**
- **Reach 2,000 Podiatric Professionals on site at NY16.**
- **Limited space available. Based on first-come, first-serve basis.**



SWEET16 SCORECARD SQUARE—\$250

Looking for a cost effective way to drive booth traffic? Buy a square on the NY16 Sweet16 Scorecard. Each attendee will receive a Sweet16 scorecard and must visit each participating exhibitor to receive a stamp on the card. Attendees turn in their completed card for a chance to win prizes. Space is limited.

SWEET16 COUPON—\$250

Another great opportunity to draw attention and traffic to your booth. Promote your latest products, show specials, money-saving opportunities or prize drawings with a coupon in the Savings Book distributed to each attendee at registration. Space is limited.

SWEET16 BUNDLE—\$400 (Save \$100)

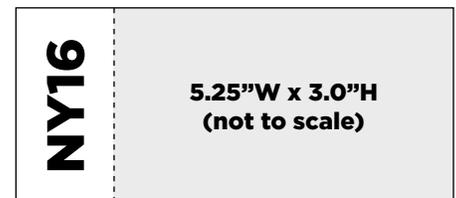
Purchase a square AND a coupon and save \$100! See above for individual details. Space is limited.

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

* All conference communication will take place via email

TERMS

- Send a high-resolution PDF (300dpi) with full payment by **December 18, 2015**.
- Specs: 5.25"W X 3.0"H—Black and White only—No bleed.
- Artwork must be complete. NYSPMA reserves the right to decline artwork if deemed inappropriate.
- NYSPMA reserves the right to cancel this program at any time before the **December 18, 2015** deadline. Exhibitors will be notified and fully refunded, if necessary. Any refunds due to a cancellation will be made within four weeks of the cancellation date.



PAYMENT INFORMATION

Payment Method:

- MasterCard Visa American Express Check Payable to NYSPMA

Payment Amount _____
 Card Holder's Name _____
 Card Number _____ Exp. Date _____ Security Code _____
 Signature _____

Email applications to sarah@nyspma.org

Fax applications to 646-672-9344

Mail applications to 555 Eighth Avenue, Suite 1902 — New York, NY 10019

PRICING

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

EXHIBIT HALL HOURS

Friday, January 22, 2016	9:30am - 5:00pm
Saturday, January 23, 2016	9:30am - 5:00pm
Sunday, January 24, 2016	9:30am - 1:30pm

INCLUSIONS

What does a booth include?

- 8 x 10 booth space (unless otherwise noted)
- Side and back drape
- One 7" x 44" identification sign
- One six-foot skirted table with two chairs
- Recognition in registration brochure **(if confirmed by August 14)**
- Registration for up to five (5) company representatives
- Company listing in the onsite program, online exhibitor directory, interactive floorplan and meeting app
- Post-conference attendee list including first name, last name, mailing address - distributed within 10 business days after the conference. List does NOT include phone, fax or email addresses.
- Note: exhibit hall is carpeted

What doesn't a booth include?

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

METROPOLITAN EXPOSITION SERVICES, INC.

Metropolitan Exposition Services, Inc. is the exclusive decorator and service contractor for NY16. Please contact Veronica Jack-Drake at exhibitorservices@metro-expo.com with any questions or concerns. The exhibitor manual, including set-up and shipping information will be distributed via email on **October 15, 2015**.

EXPOTRAC, INC.

ExpoTrac, Inc. is the exclusive lead retrieval contractor for NY16. Ordering information will be included in the exhibitor manual distributed via email on **October 15, 2015**.

REP REGISTRATION

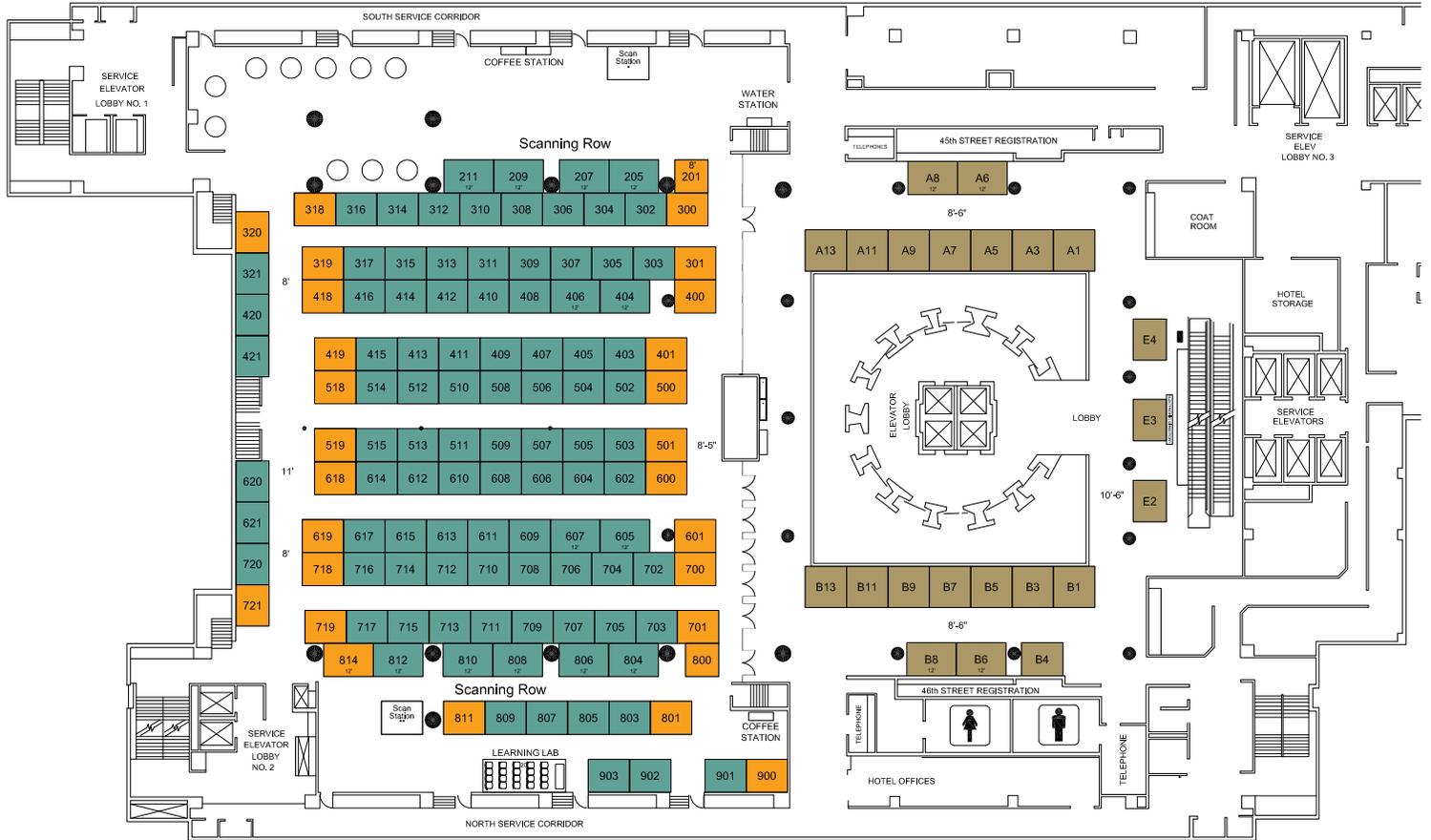
Online exhibitor representative registration will open in mid-September 2015. All confirmed exhibitors will be emailed a password to gain access to the registration system. Each booth purchase includes five (5) complimentary expo hall only registrations. All company representatives must be registered by **January 4, 2016**. 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 NY16 attendees. Rooms may be reserved until **Friday, December 18, 2015** or until block is filled. Confirmed exhibitors will receive an email when the block is opened.

EXHIBITOR TIMELINE

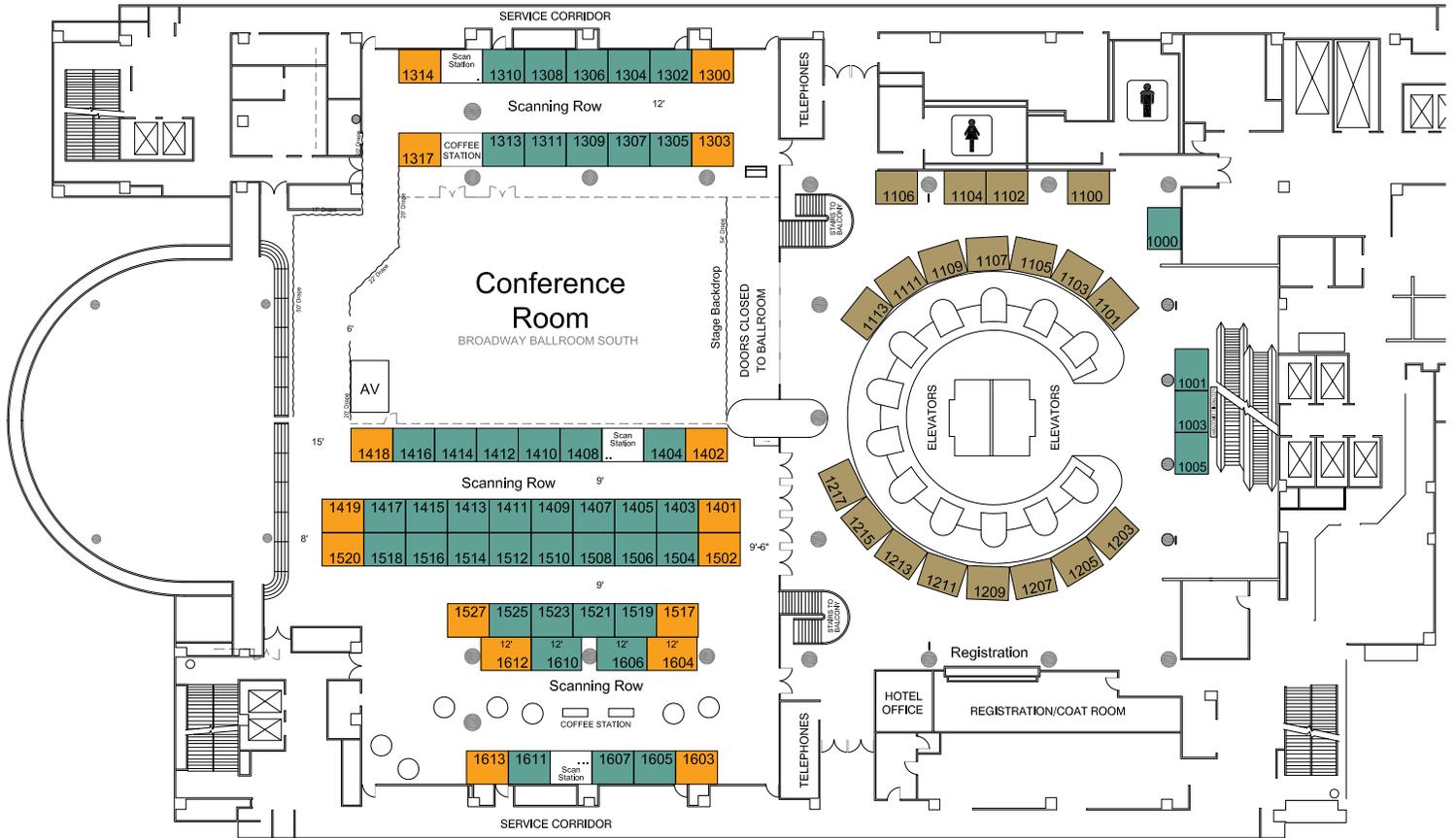
April 1, 2015	NY15 Sponsors may begin applying for space
April 15, 2015	NY15 Exhibitors may begin applying for space
May 1, 2015	Non-NY15 participants may begin applying for space
August 14, 2015	Deadline to be included in registration brochure
August 14, 2015	Artwork due for registration brochure ad
September 15, 2015	Exhibitor registration and room block opens
September 30, 2015	NY16 attendee registration goes live
September 30, 2015	Deadline to cancel booth for full refund, minus processing fee
October 15, 2015	Exhibitor manual emailed to confirmed exhibitors
November 3, 2015	Booth payments due in full
November 20, 2015	Deadline to cancel booth for 50% refund, minus processing fee
December 7, 2015	Postcard pre-mailer artwork due
December 15, 2015	Deadline to apply for exhibit space and sponsorships
December 18, 2015	Sleeping room cut-off at the New York Marriott Marquis
December 18, 2015	Onsite program ads due
January 4, 2016	Last day to add / change / cancel representative registrations without penalty



BOOTH SELECTION

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

NY16 6th FLOOR FLOORPLAN



BOOTH SELECTION

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

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 NY15 Included below (or will send today via email)

Booth Selection

1. _____ 2. _____ 3. _____

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

1. _____ 2. _____ 3. _____

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

BOOTH SELECTION

Standard Booth: \$3,500 Corner Booth: \$4,500 Premium Booth: \$5,500
 _____ No. of booths X _____ Booth Cost \$ _____ Total Due

PAYMENT INFORMATION

A 50% deposit must accompany this form to reserve sponsorship.
Payment is due in full by Monday, November 2, 2015.
Payment is due in full for all applications received after November 2, 2015.



Payment Method:

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

Each booth includes

- 8 x 10 booth space
- Side and back drape
- One 7" x 44" identification sign
- One six-foot skirted table with two chairs
- Recognition in registration brochure **(if confirmed by August 14)**
- Registration for up to five (5) company representatives
- Company listing in the onsite program, online exhibitor directory, interactive floorplan and meeting app
- Post-conference attendee list including first name, last name, mailing address - distributed within 10 business days after the conference.

Email applications to sarah@nyspma.org
Fax applications to 646-672-9344
Mail applications to 555 Eighth Avenue, Suite 1902 — New York, NY 10019

NY16 RULES AND REGULATIONS

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

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

Exhibitors may not exhibit, advertise, or offer products other than those manufactured or sold by that Exhibitor in the regular course of business. Exhibitors may not receive or permit the receipt of legal tender, or anything of value for goods and/or services in the exhibit area or in any other facility provided or controlled by NYSPMA, 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 NYSPMA to accept your application, the products and services must promote podiatric medicine and/or enhance the podiatric profession. NYSPMA reserves the right to refuse applications for any reason.

DISPLAY REGULATIONS Please review the enclosed layout of the exhibit floor carefully and consider the needs of your display when selecting your booth(s). In standard "in line" booth units, all display material is restricted to a maximum height of 36 inches, except for the back wall of the display, which is limited to 8 feet in height and one-half the depth of the booth. The NYSPMA 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 CME CREDITS IS STRICTLY PROHIBITED. Any exhibitor representative who scans a DPM's badge at a CME 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 NYSPMA 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 NYSPMA in writing in advance of the exhibition, and agree to accept booth assignments as determined by NYSPMA.

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 2, 2015**. In the event of conflicts regarding space requests or conditions beyond its control, NYSPMA 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 NYSPMA without obligation on the part of NYSPMA for any refund whatsoever.

CANCELLATION of booth space contracts must be received in writing. Payments will be refunded until **September 30, 2015** less \$79 processing fee. If company logo has appeared on any advertising for NY16 at time of cancellation, only 50% of payment will be refunded. Vendors whose cancellations are received prior to **November 20, 2015** will be refunded 50% of payment UNLESS their company name and/or logo has appeared on advertising for NY16. Vendors cancelling after **November 30, 2015** will not receive a refund.

EXHIBIT PERSONNEL Each exhibiting company may register five (5) representatives per booth purchased at no additional cost. All representatives must be pre-registered no later than **January 4, 2016**. 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 21, 2016 and between 6:00 am and 8:00 am on Friday, January 22, 2016. All exhibits must be fully set up by 9:30 am Friday or they will be ordered set by Metropolitan Exposition at an additional cost to the Exhibitor. NYSPMA reserves the right to alter exhibit hours in accordance with the convention program. Exhibitors will be duly notified prior to the conference if such changes are necessary.

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

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

FURNISHINGS, EQUIPMENT AND CLEANING SERVICES No supplies, materials, posters, or other objects shall be posted or tacked, nailed, screwed or otherwise attached to columns, walls, floors, or other parts of the building or furniture.

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

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

INSURANCE All property of the Exhibitor is understood to remain under its custody and control in transit to and from or within the confines of the exhibit area. NYSPMA and The New York Marriott Marquis do not provide insurance covering Exhibitor's property.

SECURITY NYSPMA 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 NYSPMA priority. However, neither NYSPMA, 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 NYSPMA, 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 NYSPMA has no control, or should NYSPMA 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, NYSPMA 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, NYSPMA 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, NYSPMA 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 NYSPMA, its agents, servants, employees, or contractors. If any provision of the agreement is breached by the Exhibitor or if the Exhibitor is in default, NYSPMA 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 NYSPMA in this agreement, NYSPMA 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 NYSPMA. NYSPMA shall have the full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of the Exhibitors. Each Exhibitor, for itself and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

DEFAULT Exhibitors will not be permitted to set up their exhibits and will be subject to eviction, without refund, if this contract is violated.

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

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

Signature

Print Name

Company Name

REGISTRATION BROCHURE AD—\$500

Start your brand exposure early with a full-page, 8.5 x 11, full-color ad in the NY16 registration brochure. Mailed to all NY15 attendees and NYSPMA members in September, the printed brochure is the primary source of information for potential attendees. A PDF version will be posted on the conference website and included in email marketing.

Specs: 8.5”W x 11”H, full-color, +.125” bleed. Please submit artwork as print-ready PDF file with fonts and 300dpi (CMYK) images embedded. **Due: Friday, August 14, 2015.**

PRE-CONFERENCE POSTCARD MAILER—\$1,000

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

Specs: 4x6 double-sided postcard mailer, +.125” bleed—no space for address. Please submit artwork as print-ready PDF file with fonts and 300dpi (CMYK) images embedded. **Due: Monday, December 7, 2015.**

ONSITE PROGRAM AD

Please submit artwork as a print-ready PDF file with fonts and 300dpi (CMYK) images embedded. **Due: Friday, December 18, 2015.**

Full Page Ad 8.5”W x 11”H, Full color +.125” Bleed	\$ 1,000	Inside Front Cover Ad 8.5”W x 11”H, Full color +.125” Bleed	\$ 1,500
Half Page Ad 8.5”W x 5.375”H, Full color +.125” Bleed	\$ 500	Back Cover Ad 8.5”W x 11”H, Full color +.125” Bleed	\$1,750

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

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

<input type="radio"/> Registration Brochure—Full Page	\$ 500	<input type="radio"/> Onsite Program—Inside Front Cover	\$1,500
<input type="radio"/> Pre-Conference Postcard Mailer	\$1,000	<input type="radio"/> Onsite Program—Back Cover	\$ 1,750
<input type="radio"/> Onsite Program—Full Page	\$1,000	<input type="radio"/> Advertising Bundle	\$ 2,000
<input type="radio"/> Onsite Program—Half Page	\$ 500		

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

Payment Method:

MasterCard Visa American Express Check Payable to NYSPMA

Payment Amount _____
 Card Holder’s Name _____
 Card Number _____ Exp. Date _____ Security Code _____
 Signature _____

Email applications to sarah@nyspma.org

Fax applications to 646-672-9344

Mail applications to 555 Eighth Avenue, Suite 1902 — New York, NY 10019

20/20 Imaging
 ABL Medical, LLC
 Accurate Manufacturing Inc
 Acelity (KCI)
 Acupath Laboratories, Inc.
 Advanced DME Services
 Aerolase
 Aetrex Worldwide Inc.
 Akina Pharmacy
 AliMed Inc
 Alliqua BioMedical
 AllPro Imaging
 AAPP
 ABMSP
 American Board of Podiatric Medicine
 American Express Open
 APMA
 Amerx Health Care Corporation
 Apis Footwear Company
 Applied Biologics, LLC
 Arizona AFO/Central Casting
 Arthrex
 Aspen Laser Systems
 athenahealth, Inc.
 Bako Integrated Physician Solutions
 Bellevue Pharmacy
 Bergmann Orthotic Lab
 Bianco Brothers Instruments
 Biomet New York Inc
 BioPro, Inc.
 Blaine Labs, Inc.
 Blaine Labs, Inc.
 Blue Orchid Marketing
 BME, Inc.
 BNA Burz North America
 BONAPEDA Enterprises LLC
 BSN Medical Inc.
 Capture Proof
 Cellerate Rx - Wound Care Innovations
 ClearPath Diagnostics
 ComfortFit Orthotic Laboratories
 Compulink Business Systems, Inc.
 Crealta Pharmaceuticals
 CryoProbe
 Cutting Edge Laser Technologies
 DARCO International, Inc.
 Delta Surgical Instruments
 Derma Sciences
 DG Instruments
 Dia-Foot
 DJO Global
 DoctorInsole
 DoctorsInternet.com
 DPM Preferred, a Data Trace Company
 Dr. Comfort
 Dr. Jill's Foot Pads
 Dr.'s Remedy Enriched Nail Polish
 East River Medical Imaging
 Electro Medical Systems
 Eneslow The Foot Comfort Center
 Enovative Technologies
 Erchonia
 European Footcare Supply
 Exeltis Dermatology Inc.
 FAPA Fraternal Corp.
 Ferris Mfg. Corp. (PolyMem)

Fiber Orthotics
 First National Guild for Medical Providers
 of the Lower Extremity (The Guild)
 Footmaxx
 Fresenius Vascular Care
 Game Ready
 Gebauer Company
 Gill Podiatry Supply Co.
 Global Wound Care Products Inc.
 Gordon Laboratories
 Gramercy Surgery Center, Inc.
 Greenway Health / SuccessEHS
 gSource, LLC
 Haldey Pharmaceutical Compounding
 HARTMANN USA, Inc.
 Harvest Technologies
 Henry Schein Foot & Ankle
 Hersco Ortho Labs
 Horizon Pharma, Inc.
 IMS Medical Equipment LLC
 Integra
 Iroko Pharmaceuticals LLC
 Jan L
 JM Orthotics
 Juzo
 KeryFlex Nail Restoration System
 Koven Technology, Inc.
 Langer Biomechanics
 Light Age Inc.
 ManukaMed USA
 Maxibrace Orthopedic Supplies
 McClain Laboratories, LLC
 MED SOLES, LLC
 MEDENT
 medi USA
 Medical Facets NC, LLC
 Medical IT Systems
 Medical Protective
 Medimetriks Pharmaceuticals Inc.
 MediTouch EHR/HealthFusion
 Merz Dermatology
 Metasurg®
 Microwize Technology, Inc.
 Midmark Corporation
 Miltex, an Integra Company
 MiMedx®
 Mini C Sales
 Moberg Pharma North America - Kerasal
 Molecular AF
 Moore Medical LLC
 MTI
 Multi Radiance Medical
 National Government Services (NGS
 Medicare)
 New York College of Podiatric Medicine
 The New York Times
 NEUROGENX, Inc.
 Nextremity Solutions, Inc.
 NHIC, Corp. DME MAC Jurisdiction A
 Nomir Medical
 NovoNail
 Officite
 Organogenesis, Inc.
 Ortho-Rite, Inc.
 Osiris Therapeutics, Inc.
 OsteoMed, LLC

PAL Health Technologies
 Paragon 28
 Pedicis Research, LLC
 PediFix
 Performance Health
 PharmaDerm, a division of Fougera
 Pharmaceuticals, Inc.
 Physician Claim
 Physician Web Pages
 PodiaGuard Professional Liability
 PICA
 Podiatry Content Connection
 Podiatry Management Magazine
 Podiatry Today
 Powerstep
 Propét USA
 Prosenex, LLC
 Redi-Thotics
 SafeStep
 Sammy Systems
 SARAPIN - High Chemical Company
 Smith & Nephew
 Smith & Nephew (Biotherapeutics)
 SOLO Laboratories, Inc.
 SOLS Systems
 Spectrum Healthcare
 Spenco Medical Corporation
 SteriShoe®
 StrataDx
 Stratus Pharmaceuticals, Inc.
 Stryker Foot and Ankle
 STS Company
 STJ Orthotic Services, Inc.
 Superfeet Worldwide, Inc.
 SureFit
 Synergy Pharmacy Services
 TEI Medical Inc.
 Tekscan, Inc.
 Televet Systems
 Telos Solutions, LLC
 Temple University School of Podiatric
 Medicine
 Tenex Health
 The Gideons International
 The Orthotic Group
 The Podiatree Company
 The Tetra Corporation
 The Tetra Corporation
 TLD Systems Inc.
 Topricin® Foot Therapy Cream
 Tornier
 Total Vein Systems
 TRAKnet PM
 Trilliant Surgical
 Universal Imaging, Inc.
 Upsher-Smith Laboratories, Inc.
 Valeant Pharmaceuticals USA
 Väsamed, Inc.
 Vilex, Inc.
 Vionic Group / Vasyli Medical
 Web Power Video
 Wolters Kluwer Health
 Wright Medical Technology, Inc.
 X-Cel X-Ray Corp.
 Zimmer MedzinSystems

Interested in hosting a meeting or reception at NY16?

Please complete the request form below and an NY16 representative will be in touch to discuss details.

Company Name _____

Mailing Address _____

City, State, Zip _____

Contact Name _____

Contact Phone _____ Contact Email Address* _____

* All conference communication will take place via email

FUNCTION DETAILS

Function Name _____

Preferred Function Date Thursday Friday Saturday Sunday

Preferred Function Time _____

Number of Attendees Expected _____

Preferred Room Set-Up Theater Classroom Conference Banquet Reception

A/V Required _____

F&B Required _____

FUNCTION TYPE

Meeting Staff Meeting Reception Dinner Other _____

Yes, please publish my event in the registration brochure, onsite program, pocket guide, website and app

No, please keep my event private

NOTE

- Functions may not conflict with educational programming or official NY16 events.
- All food and beverage, audio/visual, shipping or receiving or other event-related costs are the sole responsibility of the requestor.
- Functions arranged directly with the New York Marriott Marquis or any other host location are the sole responsibility of the contracting party. NY16 assumes no responsibility for meeting space, audio/visual or food and beverage for events contracted directly.
- If approved, a detailed Agreement and Memo of Understanding will be forwarded to the listed contact. Space is not considered reserved until a signed Agreement and Memo of Understanding is received.

Requestor's Signature _____ Date _____

**Email applications to sarah@nyspma.org
 Fax applications to 646-672-9344**

The Foundation for Podiatric Medicine is seeking grant support to offset the rise in cost of delivering live continuing medical education to the podiatric medical profession. Educational Grants will be approved and utilized at the sole discretion of the Foundation for Podiatric Medicine. Council on Podiatric Medical Education (CPME) guidelines will be strictly adhered to.

CONTACT INFORMATION

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

* All conference communication will take place via email

GRANT TYPE (Check One)

- Unrestricted Educational Grant
- Unrestricted Educational Grant in support of a General Lecture/Faculty Name _____
- Unrestricted Educational Grant in support of a CECH Workshop

GRANT AMOUNT \$ _____

WORKSHOP INFORMATION (To be filled out for grants in support of a workshop only)

Proposed Workshop Title _____
 Proposed Workshop Faculty _____
 Type of Workshop (cadaver, sawbones, etc.) _____
 Proposed Workshop Objectives _____

Preferred Workshop Day	<input type="radio"/> Friday	<input type="radio"/> Saturday	<input type="radio"/> Sunday
Preferred Workshop Time	<input type="radio"/> AM	<input type="radio"/> PM	
Proposed Workshop Audience Size	<input type="radio"/> 10 DPMs	<input type="radio"/> 20 DPMs	<input type="radio"/> 30 DPMs

Workshop Budgeting Tool

Room Rental	\$1,000
A/V Equipment	\$1,000
Administration (marketing, registration, onsite staffing, CECH filing)	\$1,000
Faculty Honoraria	\$ _____ (if included in grant)
Faculty Expenses	\$ _____ (if included in grant)
Workshop Materials	\$ _____ (if included in grant)
WORKSHOP TOTAL	\$ _____

- Proposals will be reviewed by the Foundation for Podiatric Medicine in the order received.
- If approved, a detailed Grand Agreement and Memo of Understanding will be forwarded to the listed contact.
- Grant support will not be promoted or publicized until all paperwork and payment in full has been received.
- The Foundation for Podiatric Medicine reserves the right to cancel any grant supported activity due to lack of participation and reassign funds to be used elsewhere.
- Grant providers will receive recognition as a conference supporter in the registration brochure, onsite program, conference app and conference website.

Requestor's Signature _____ Date _____

Email applications to sarah@nyspma.org
Fax applications to 646-672-9344
Mail applications to 555 Eighth Avenue, Suite 1902 — New York, NY 10019