



# 2019 NYSPMA SPONSORSHIP & MARKETING

*Gain Visibility on a Year-Round Basis with  
the Market Leader You've Been Looking For*





# 2019 | NYSPMA

## SPONSORSHIP & MARKETING

*Gain Visibility on a Year-Round Basis with the Market Leader You've Been Looking For*

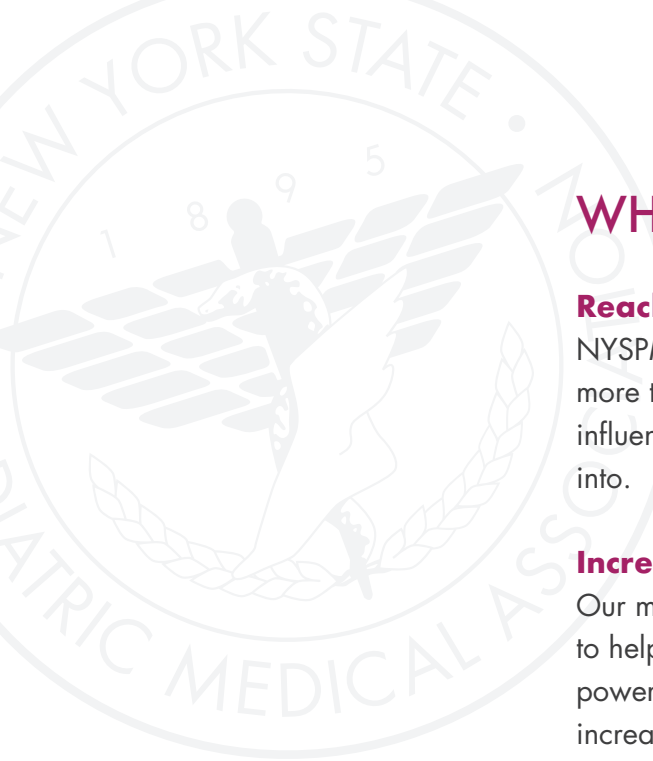
The NYSPMA Annual Partner Program provides industry partners with the opportunity for **year-round visibility to podiatrists** and other medical professionals.

The New York State Podiatric Medical Association (NYSPMA) is a tax-exempt not-for-profit, voluntary professional association uniting **3 of every 4 doctors of podiatric medicine** (DPM's) in New York State. NYSPMA is the largest statewide component of the American Podiatric Medical Association (APMA) & its affiliated national network of certifying boards and professional colleges. Our professional members are dedicated to promoting foot and ankle health, member service, and professional excellence. Our focus on public health is advancing the growth and stability of podiatric medicine by increasing nationwide awareness of foot and ankle health through public education and legislative advocacy.

**Participate in the Annual Partner Program and keep your products and services in front of your customers and prospects throughout the year.**

### NEW YORK STATE PODIATRIC MEDICAL ASSOCIATION

For more information, please contact  
Dani SanMarco, Corporate Relations Manager  
[dani@nyspma.org](mailto:dani@nyspma.org)



## WHY CONSIDER SPONSORSHIP?

### Reach Podiatrists and Other Medical Professionals

NYSPMA member associations have a combined membership of more than **2,500 medical professionals**, making them the influential gatekeepers to the medical market you're looking to tap into.

### Increase Sales

Our members are always searching for new products and services to help them achieve an optimal patient experience. With spending power exceeding \$3,000,000 per year, NYSPMA members can increase your sales and market share in the podiatric medicine industry.

### Opportunities to Fit Your Needs

#### In-Person

Annual Clinical Conference  
Board Meetings and Dinners  
Strategic Planning Weekends  
House of Delegates Meetings  
Young Members Institute—**NEW!**  
Special Interest Groups

#### Web & Electronic

nyspma.org Advertising  
Weekly President's Message  
Clinical Conference Event Materials  
Webinars  
Quarterly Membership Newsletter

### Year-round brand exposure

- A platform to showcase your products, services, and publications in front of the podiatric medicine community
- Networking with professional and academic leaders
- Exposure to targeted audiences
- Enhanced corporate image by showing your support and commitment to the podiatric medicine industry

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## KNOW YOUR REACH!

### Website Stats

nyspma.org

**1:17**

Average time  
on page

**5,582**

Page Views

**2,210**

Annual Users

### Weekly NYSPMA President's Message Stats

**1,500**

Member Recipients  
per Week

## ANNUAL PARTNER PROGRAM LEVELS AND BENEFITS

The NYSPMA Annual Partner Program is an opportunity for companies to highlight their commitment and support for the podiatric medicine industry through its activities. The NYSPMA database, website, event pages, publications, webcasts and local and national events provide our partners with the most diverse distribution and communication channels in the podiatric medicine industry. With three different levels of corporate participation, and benefits that are flexible to our partners' needs, NYSPMA Partner Program will keep you visible year-round.

### Signature Benefits

#### (All Sponsorship Levels Include Signature Benefits)

- Visibility to the podiatric medicine community through a presence on the NYSPMA website, including rotating banners on the NYSPMA homepage and annual Clinical Conference web page (subject to approval by NYSPMA)
- NYSPMA Corporate Member Logo
- Exclusive Annual Partner Conference Benefits such as the Hotel Welcome Newsletter and the Pre-Conference sponsor Highlight email

### NYSPMA Corporate Membership

Includes access to weekly President's Message as well as discounted registration rates for NYSPMA meetings and workshops, and more

- Recognition in one calendar month of President's Message (weekly distribution to 1,500)
- Recognition in the Clinical Conference Program & Exhibit Guide, the mobile meeting app, and through exclusive Annual Partner Program on-site signage at NYSPMA meetings
- Social media promotion, including Facebook and Twitter

**All sponsors receive the Signature Benefits listed above, plus benefits listed on the next page!**

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## SPONSORSHIP LEVELS

(ALL INCLUDE SIGNATURE BENEFITS LISTED ON PREVIOUS PAGE)

### **Executive—\$25,000**

20 Minute presentation at NYSPMA Board

Meeting Sponsor/Co-sponsor NYSPMA

Strategic Planning Weekend

Six benefits from either Group A or Group B

#### **OR**

One live webinar, topic and content subject to NYSPMA approval

Six benefits from either Group A or Group B

### **Director—\$15,000**

Four benefits from Group A

Three benefits from Group B

### **Associate—\$7,500**

Three benefits from either Group A or Group B

### **Group A**

- Print advertisement in Clinical Conference Program & Exhibit Guide (full page, 4-color)
- White Paper promotion via email, driving prospective customers to your website for more information (limit one per one-year sponsorship period; subject to NYSPMA approval)
- Online rotating tower banner advertisement on [www.NYSPMA.org](http://www.NYSPMA.org) (6 months)
- Mobile meeting app banner; rotating top banner on homepage and meeting program tab (limit one banner per meeting)
- Online rotating banner advertisement under Clinical Conference (3 months)
- Email distribution tailored to your specific audience (Executive and Directors levels only)
- NY Clinical Conference Registration Bag Insert (subject to NYSPMA approval)
- Clinical Conference post-conference mailing to registration list
- Corporate literature displayed in high-traffic registration areas at NYSPMA meetings

### **Group B**

- Webinar sponsorship, topic and content subject to approval by NYSPMA
- Double-sided full color meter panel located in high-traffic area at NYSPMA Annual Clinical Conference (placement determined by NYSPMA)
- Up to two marketing promotion email blasts (announcing a new product, upcoming webinar, personnel changes, etc.). Content subject to NYSPMA approval. All transmissions completed through NYSPMA.
- Email distribution tailored to your specific audience (Executive and Directors levels only)
- Up to two 30-day Network job postings on the NYSPMA Job Board

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**NEW  
FOR  
2018  
2019**

**Relevant Topics  
May Include**

Physician Leadership  
Communication Skills  
Coding  
Contracts  
Employment Setting  
Physician Burnout  
Stormy Weather:  
What To Do?  
Boards

**NYSPMA  
YOUNG MEMBERS INSTITUTE (YMI)**

NYSPMA is committed to meeting the needs of young members, those podiatrists who graduated from podiatric medical school in the past 10 years, including residents! NYSPMA's Young Members Institute was established to ensure the next generation of podiatric leaders have a voice within the organization and provide the tools necessary so today's young members may become tomorrow's leaders.

With quarterly meetings throughout the calendar year, sponsors will have the ability to target this demographic both in-person and electronically!

**Sponsorship Levels per Meeting**

**Platinum Sponsor \$5,000**

Sponsor two dinner meetings, receive title billing at the meetings of their choice, registration for two representatives and include the opportunity to address the audience, table display with your promotional materials, and your 2-3 slide presentation may be shown during a portion of the meetings. Sponsor may include a giveaway (pre-approval required) for meeting attendees. Includes logo on YMI website.

**Gold Sponsor \$2,500**

Sponsor one dinner meeting, receive their logo displayed on site, verbal recognition from NYSPMA Committee and the ability to display materials on site. Includes logo on YMI website.

**Silver Sponsor \$1,000**

Includes logo on YMI website.

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## ADVERTISE WITH NYSPMA

We can help you reach your target customers! Placing a linked ad on [nyspma.org](http://nyspma.org) or in the weekly President's Message instantly directs potential clients to your website and entices them to buy!

**nyspma.org**

**1:17**

Average Time On Page

**2,210**

Annual Users

**5,582**

Page Views

**METRICS**

Provided Quarterly

### Fine Print & Specs

Ad Size: 728W x 90H  
File Size: 30KB Max

File Type: JPG and GIF only  
Animation: Not Allowed

Each banner can accommodate up to three ads in rotation

### Investment

\$1,000 per month (minimum three month purchase)

## NYSPMA President's Message

**1,500**

NYSPMA Member  
Recipients Per Week

### Fine Print & Specs

Ad Size: 728W x 90H  
File Size: 30KB Max

File Type: JPG and GIF only  
Animation: Not Allowed

Each banner can accommodate up to three ads in rotation

### Investment

\$3,500 for 10 weeks (10 messages)

## Contact and Billing Information

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

☐ Website Ad – \$3,000 (3 months)

☐ President's Message – \$3,500 (10 weeks/10 messages)

Total \_\_\_\_\_ Payment Method ☐ Visa ☐ MasterCard ☐ AMEX ☐ Check

Credit Card Number \_\_\_\_\_ Exp \_\_\_\_\_ CVC \_\_\_\_\_

Desired Start Date \_\_\_\_\_

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## **BECOME A PREFERRED MEMBER BENEFIT PARTNER**

### **Our asks of you to become a preferred member benefit partner of NYSPMA**

- Offer your product/service at a discount to NYSPMA members
- Provide a royalty payment back to NYSPMA
- Exhibit at either NYSPMA's annual Clinical Conference or Shuffle off to Buffalo conference
- Commit to \$5,000 of advertising on the NYSPMA website or sponsorship of the President's message

### **The Value provided to NYSPMA's Preferred Member Benefit Partners:**

- Listing and direct link to your website on the NYSPMA Member Benefit Partner Program page
- Endorsement by NYSPMA which can be used on partner's marketing material and digital media
- Exposure to NYSPMA members, their colleagues, office, and staff
- Increase in sales from NYSPMA members and colleagues
- Website and weekly President's Message advertising
- Associate level membership in NYSPMA Sponsors Program included (\$7500 Value!) and choice of associate benefits (see page 4 for details)

## **Save \$2,500 on Sponsorship Benefits, Increase Your Sales, and Connect With 1,500 NY Podiatrists**

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## POTENTIAL BUSINESS-PARTNER SUMMARY

Thank you for your interest in developing a business partnership with us. The New York State Podiatric Medical Association (NYSPMA) is a tax-exempt not-for-profit, voluntary professional association uniting 3 of every 4 doctors of podiatric medicine in New York State. NYSPMA is the largest statewide component of the American Podiatric Medical Association and represents approximately 1200 members.

The Membership Committee seeks strategic business partnerships and affiliations for the benefit of our members, business partners, the public and the association itself.

**In order to have a better and more concrete idea of the partnership please answer the following:**

Company Name \_\_\_\_\_

Contact. #1 \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Contact. #2 \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Web site \_\_\_\_\_

What product or service(s) do you offer?

\_\_\_\_\_  
\_\_\_\_\_

Who are your main competitor(s)?

\_\_\_\_\_  
\_\_\_\_\_

What advantages do you offer over your competitors?

\_\_\_\_\_  
\_\_\_\_\_

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The association only recommends products or services which are found to be the best for its members and which are at the absolute best price. What specific benefit or price will you offer our members?

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1. Are you willing to enter into a business partnership where NYSPMA would be receive a royalty or stipend?

☐ Yes ☐ No

2. Do you require a NDA?

☐ Yes ☐ No

3. Will you be willing to participate and pay for the cost of participating in the annual N.Y. Clinical Conference & Exhibition (usually in January) in order to promote and market your business?

☐ Yes ☐ No

4. Are you willing to promote and market your services to our members?

☐ Yes ☐ No

What other considerations should the Membership Committee take into account when doing business with your company?

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Signature\_\_\_\_\_ Date \_\_\_\_\_

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