

# SPONSORSHIP & EXHIBITOR OPPORTUNITIES

— FOUNDATION —

≡ **N Y 1 9** ≡

FOR  
PODIATRIC MEDICINE

**JANUARY 18–20, 2019**

**NEW YORK MARRIOTT MARQUIS**



# JANUARY 18-20, 2019

**NEW YORK  
MARRIOTT MARQUIS**

“”

The NYSPMA medical conference has been one of our most productive conferences for our company over the last 5 years. Thank you and keep up the great work!

**Corey Laulom**  
Senior Director, Event Marketing  
HealthFusion, Inc.

### ABOUT NY19

For three full days every January nearly 3,500 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 NY19

- 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

#### NY19 EXHIBIT HALL HOURS

- Friday, January 18, 2019
- Saturday, January 19, 2019
- Sunday, January 20, 2019

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

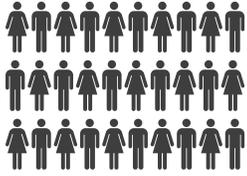
#### CONTACT

Dani SanMarco, CEM  
dani@nyspma.org

#### NYSPMA

555 Eighth Avenue | Suite 1902  
New York, NY 10018  
[www.nyspma.org/ny19](http://www.nyspma.org/ny19)

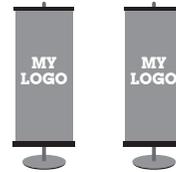
This year's conference was one of the largest and most diverse podiatric conferences in the country.



**3,281**  
total registrants



**214**  
exhibit booths

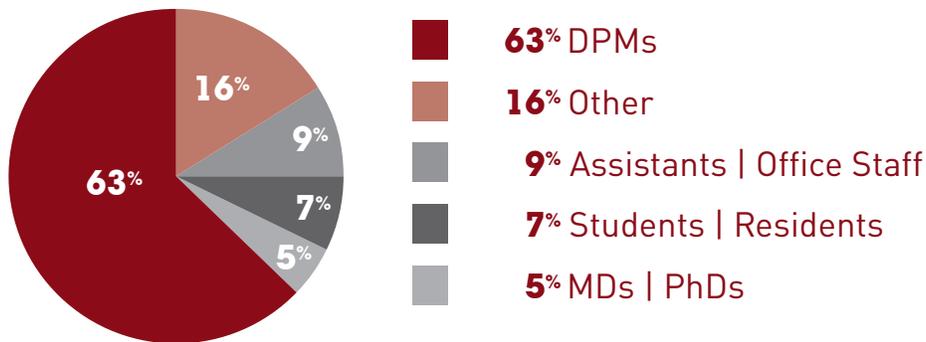


**180**  
exhibiting companies

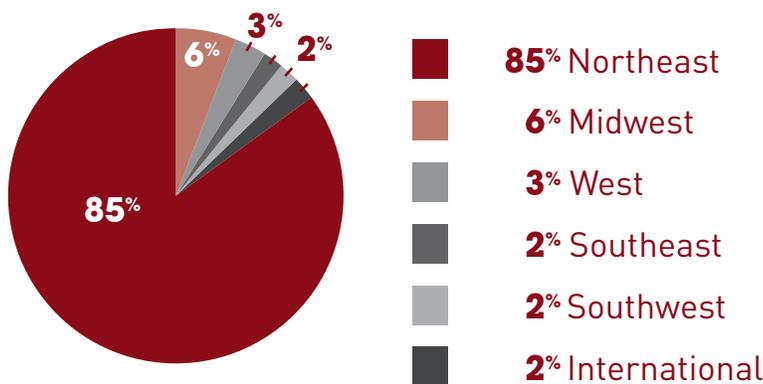


**29 & 6**  
states & countries represented

**NY18 ATTENDEES - Job Function**



**NY18 ATTENDEES - Geographic**



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Sponsorship has its benefits! 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>	<b>COPPER \$5,000</b>
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
Full Page ad in onsite brochure	X	X	X	X	X	X
Pre- and post-conference registration lists	X	X	X	X		
Pre-conference postcard mailer	X	X	X	X		
Conference bag insert	X	X	X	X		
Promotional slide during lecture breaks	X	X	X	X		
Onstage verbal recognition during NYPMA 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 NYPMA and subject to approval)	X	X	X	X		
Additional complimentary event sponsorship	Lunch Symposium	Break Symposium				

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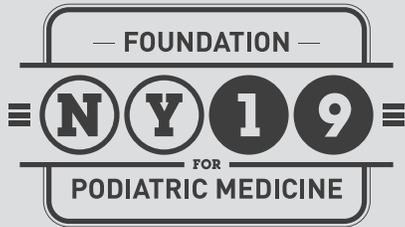
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**ALSO AVAILABLE**

**BANNERS & SIGNAGE**

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

**FOOD & BEVERAGE**

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

**GENERAL**

- Cyber Café
- Charging Stations
- Scanning Stations
- Notepads and Pens

**CONTACT**

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

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

**DINNER SYMPOSIUM**

\$35,000 (2 available—Friday or Saturday night)

A hungry audience is a captive audience. Host a 30-minute reception followed by a 3-course dinner with wine service for up to 100 guests (including your staff) right after the day’s final scan. We’ll work with your team to send out branded email invitations and confirmations on your behalf to a curated invite list, and create custom signage and cocktail napkins for onsite use. Most importantly, you’ll have the ability to give a sixty (60) minute non-CECH presentation on a topic of your choice.

**LEADERSHIP RECEPTION**

\$17,500 (1 available – Saturday night)

We’ll mine our attendee list for Board Members, Division Presidents, Foundation Directors, VIPs, speakers and special attendees to invite to your 90-minute cocktail hour including open bar and passed hors d’oeuvres for up to 100 guests (including your staff). We’ll send out branded email invitations and branded email confirmations on your behalf, and create custom signage and cocktail napkins for onsite use. Most importantly, you’ll have the ability to give a five (5) minute presentation on a topic of your choice.

**LUNCH SYMPOSIUM**

\$17,500 (6 available – two per day)

Host a 60-minute box lunch and non-CECH lecture during the conference lunch break. We’ll send out Symposium marketing emails, arm you with custom tickets to distribute onsite and create branded signage for the event. You’ll have a dedicated meeting room set for 100 to deliver your own non-CECH content. NY19 event staff will be on hand to help check your guests in and scan their badges so they don’t need to wait in line on the exhibit floor.

**ONSITE REGISTRATION**

\$12,500 (1 available)

Sponsor the area in which every attendee begins his or her conference experience – registration. Your company logo and booth number will be prominently displayed on the first signs attendees see as they get to the Marriott—meter boards on the ground level. In addition, registration and event staff will be clad in can’t-miss custom t-shirts sporting the conference logo on the front with your logo, booth number and message on the back.

**MORNING OR AFTERNOON COFFEE STATION**

\$10,000 (6 available – 2 each on Friday, Saturday, Sunday)

Includes all 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.*



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**““”**

It's always a pleasure to exhibit at the NYSPMA Clinical Conference. The conference is always very well organized and always draws an incredible crowd.

**Elizabeth Watt**  
Regional Sales Manager & Sales Trainer  
Bako Integrated Physician Solutions

**THURSDAY LUNCH SYMPOSIUM**

\$10,000 (1 available – Thursday only)

Host a 45-minute non-CECH lunch symposium during the Codingline lunch break for up to 75 guests (including your staff). We'll send out a branded event marketing email to pre-registered Codingline registrants of your choice and work with you to get the perfect mix of attendees. You'll have a dedicated meeting room and box lunches for 75 plus standard A/V equipment. NY19 event staff will be on hand to help check your guests in and make sure your event runs smoothly.

**INTERACTIVE EXHIBITOR LOCATOR**

\$7,500 per locator (1 available)

Four interactive exhibitor locators will be placed strategically on the 5th and 6th floors. Exhibitor locators display the Exhibit Hall floor plan, as well as the list of exhibitors and products. Attendees can touch the screen to easily find the company or product for which they are looking. The sponsor of the exhibitor locator will be acknowledged on the kiosk screen saver.

**CONFERENCE LANYARDS**

\$7,000 (1 available)

The one thing every attendee is required to wear for all three days? Their conference badge. Guarantee that every time the badge is lifted to scan, attendees (and envious other exhibitors) think of you.

**CONFERENCE BAGS**

\$6,000 (1 available)

Who doesn't love a great tote bag? Over the course of the conference we'll distribute over 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.

**INFO BOOTHS + GUIDES**

\$6,000 each (2 available – 1 per floor)

Information guides stationed at staffed booths on the 5th and 6th floors of the hotel will be valuable resources for attendees. These info booths will be branded with your company logo, highlighted on the event floorplan and you'll have the exclusive right to distribute materials at the booths.

**PRINTED FLOORPLAN MAP**

\$6,000 (1 available)

Help attendees find their way around the show and, most importantly, to YOUR booth. In response to the needs of our attendees, this attractive, double-sided map is an extremely valuable tool for all who attend NY19. Your company and will be the exclusive sponsor with your booth highlighted on the floorplan. Distributed at registration, each attendee will receive one—and check it often.

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**“““**

The NYSPPMA 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

**EARLY MORNING COFFEE STATION**

\$5,000 per day (3 available – 1 per day)

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 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.

**DIRECTIONAL FLOOR DECALS**

\$5,000 (2 available – 5th floor, 6th floor)

Point attendees right to the General Lectures (or your booth) with high visibility colored floor decals customized with your logo. Includes 20 decals. Sponsor to supply artwork, NY19 to print and position in exhibit hall.

**POCKET GUIDE**

\$6,000 (1 available)

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

**ONLINE REGISTRATION WEB BANNER AND CONFIRMATION EMAILS**

\$5,000 (1 available)

90% of NY18 attendees registered online. Be the ONLY exhibitor they see when they register this year! Your company name with a direct link to your website will appear on NY19’s online registration homepage as well as in every show confirmation emailed to attendees who register online. Attendee registration opens Fall 2018 so the sooner you secure this high-impact sponsorship, the greater the value!

**CONFERENCE BAG INCLUSION**

\$1,500 (10 available)

You produce the piece, we’ll put it in our conference bags. Price is based on 1 marketing item, delivered to the Foundation office one week prior to conference. We recommend promotional items such as key chains, pens, samples—avoid the paper brochures if you want to be noticed. Please budget for 1,850 items.

**PRE-CONFERENCE ATTENDEE LIST**

\$350

List will be sent out once—on Friday, January 5. Purchase entitles recipient to one Excel list including first name, last name and mailing address as of January 4, 2019. Updates to the list are not available and phone, fax or email addresses will not be included.

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

**PRICING**

Mini Booth	\$3,000
Standard Booth	\$3,600
Corner Booth	\$4,600
Premium Booth	\$5,600

*Booths may be combined to make a larger space.*

**INCLUSIONS**

- 8 x 10 booth space (unless otherwise noted)
- Side and back drape
- One 7" x 44" identification sign
- One six-foot skirted table with two chairs
- Recognition in registration brochure **(if confirmed by August 17)**
- 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 NY19. Please contact The GES Service center in live chat at

[www.ges.com/chat](http://www.ges.com/chat) or at **800-475-2098** with any questions or concerns. The exhibitor manual will be distributed via e-mail in late October.

**EXPOTRAC, INC.**

ExpoTrac, Inc. is the exclusive lead retrieval contractor for NY19. Ordering information will be included in the exhibitor manual distributed via email in late October.

**REP REGISTRATION**

Online exhibitor representative registration will open in mid-September 2018. 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 11, 2019**. 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 NY19 attendees. Rooms may be reserved until **Friday, December 21, 2018** or until block is filled. Confirmed exhibitors will receive an email when the block is opened.

“””

We exhibited at our first NYSMA conference in 2003 and walked away saying what an experience; what a fantastic event. Along the way we've secured many business relationships and made many new friends.

Fourteen years later, we still walk away saying what an experience, what a fantastic event! Sign up early for 2019, we will be!

**Bob Salzman**  
President

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

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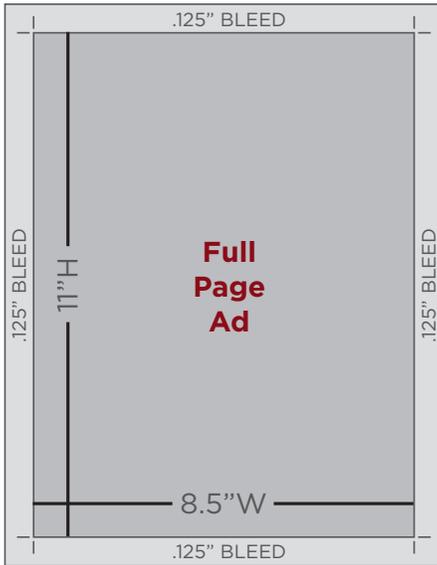
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Expose your brand to the largest audiences and include your company in conference publications!

**REGISTRATION BROCHURE AD—\$500**

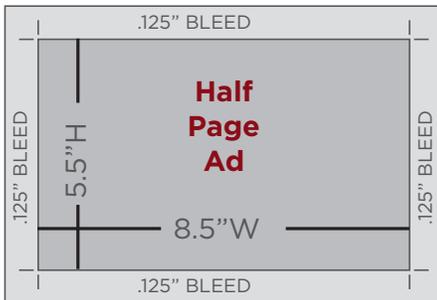
Start your brand exposure early with a full-page, 8.5 x 11, full-color ad in the NY19 registration brochure. Emailed to all NY19 attendees and NYSPPMA members in September, the brochure is the primary source of information for potential attendees. A PDF version will also be posted on the conference website.

**Due: Friday, August 17, 2018.**

**PRE-CONFERENCE POSTCARD MAILER—\$1,000**

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

**Due: Friday, December 7, 2018.**

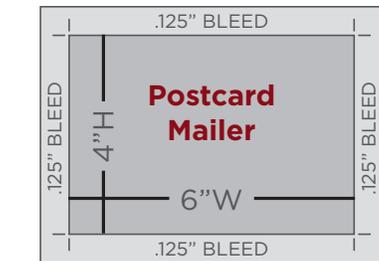


**ONSITE PROGRAM AD**

Increase your brand exposure with a full-page, full-color ad in the NY19 onsite program—ensures your brand gets into the hands of every NY19 attendee!

**Due: Friday, December 7, 2018.**

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



**ADVERTISING BUNDLE—\$2,000 (SAVE \$500)**

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

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

**SPECS**

- Files should be press-ready PDF, CMYK (no Pantone colors included), 300dpi images and fonts embedded
- Files should include .125" bleed on all four sides and submitted with crop marks at the trim line
- Logo files should be submitted as vector-based EPS files with any Pantone colors converted to CMYK—300dpi JPGs are also accepted

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- **JUNE 12, 2018**  
NY18 Sponsors may begin applying for space
- **JUNE 26, 2018**  
NY18 Exhibitors may begin applying for space
- **JULY 10, 2018**  
Non-NY18 participants may begin applying for space
- **AUGUST 17, 2018**  
Deadline to be included in registration brochure
- **AUGUST 17, 2018**  
Artwork due for registration brochure ad
- **SEPTEMBER 14, 2018**  
Exhibitor registration and room block opens
- **OCTOBER 1, 2018**  
NY19 attendee registration goes live
- **OCTOBER 1, 2018**  
Deadline to cancel booth for full refund, minus processing fee
- **OCTOBER 31, 2018**  
Exhibitor manual emailed to confirmed exhibitors
- **NOVEMBER 2, 2018**  
Booth payments due in full
- **NOVEMBER 16, 2018**  
Deadline to cancel booth for 50% refund, minus processing fee
- **DECEMBER 7, 2018**  
Postcard pre-mailer artwork due
- **DECEMBER 7, 2018**  
Onsite program ads due
- **DECEMBER 14, 2018**  
Deadline to apply for exhibit space and sponsorships
- **DECEMBER 21, 2018**  
Sleeping room cut-off at the New York Marriott Marquis
- **JANUARY 11, 2019**  
Last day to add / change / cancel representative registrations without penalty

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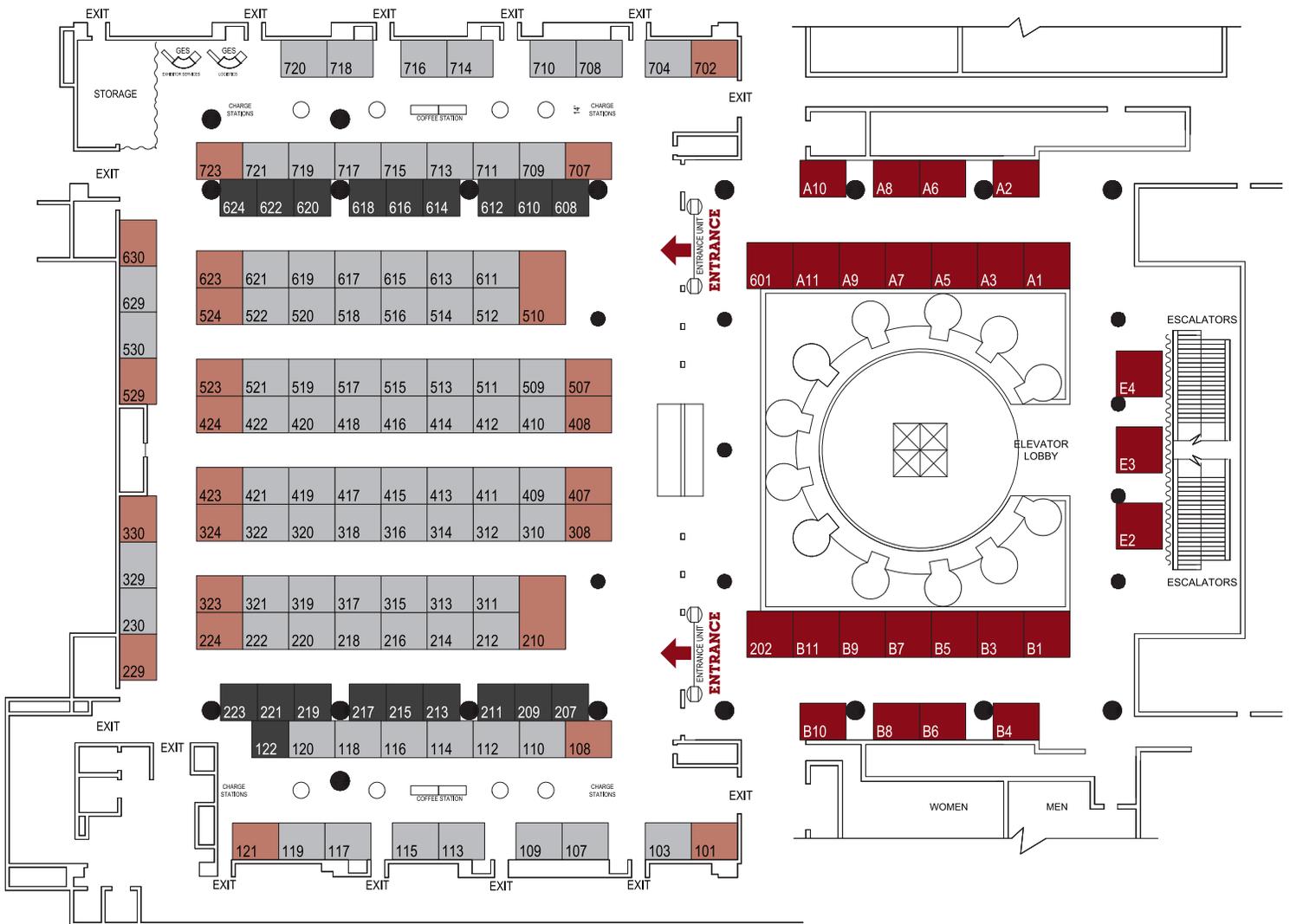
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### BOOTH SELECTION

<span style="display:inline-block; width:15px; height:15px; background-color:#800000;"></span> Premium	\$5,600
<span style="display:inline-block; width:15px; height:15px; background-color:#C0504D;"></span> Corner	\$4,600
<span style="display:inline-block; width:15px; height:15px; background-color:#A9A9A9;"></span> Standard	\$3,600
<span style="display:inline-block; width:15px; height:15px; background-color:#333333;"></span> Mini-Booth	\$3,000

Floorplan subject to change

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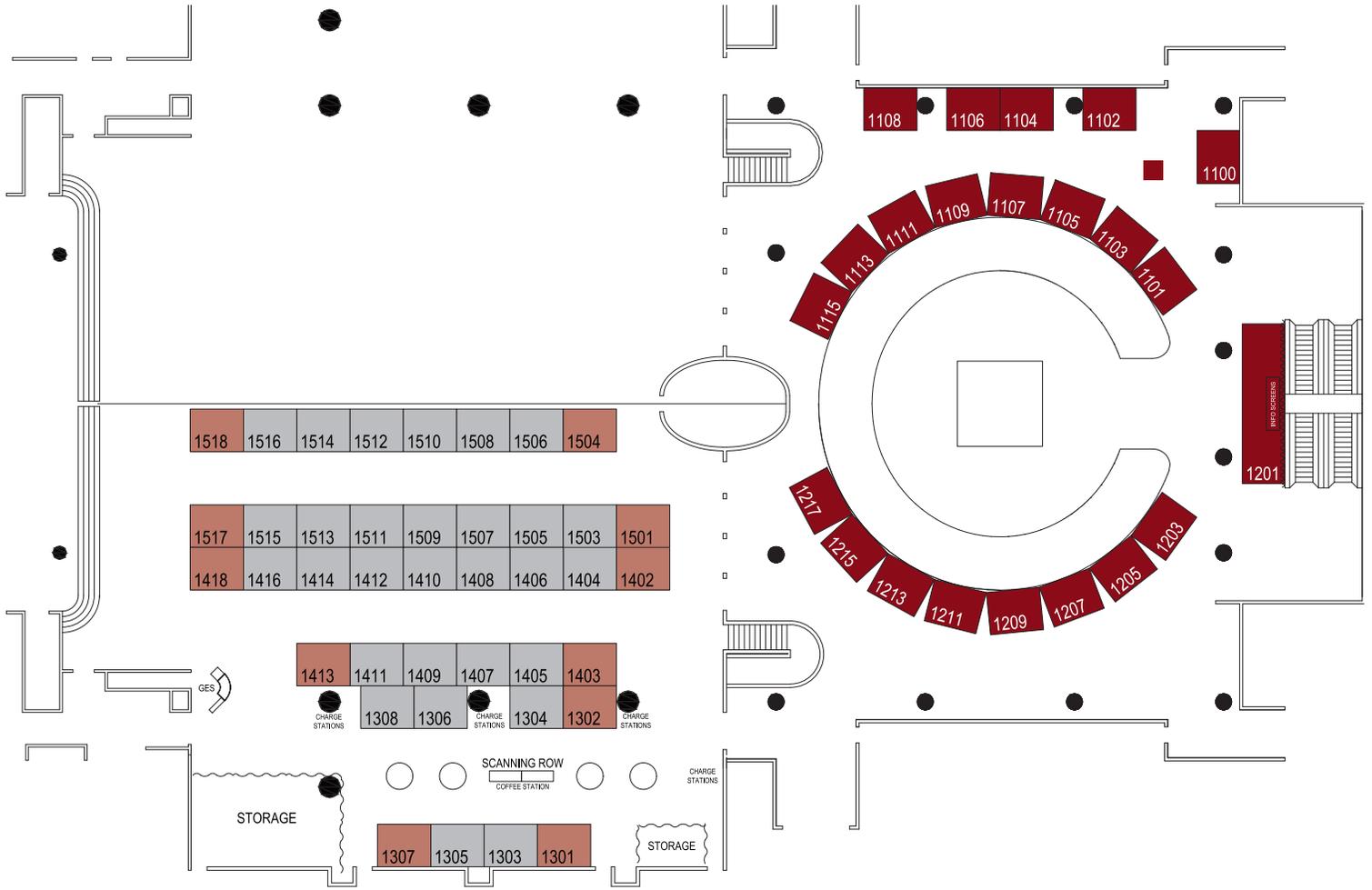
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**BOOTH SELECTION**

<span style="display:inline-block; width:15px; height:15px; background-color:red; border:1px solid black;"></span> Premium	\$5,600
<span style="display:inline-block; width:15px; height:15px; background-color:lightcoral; border:1px solid black;"></span> Corner	\$4,600
<span style="display:inline-block; width:15px; height:15px; background-color:lightgrey; border:1px solid black;"></span> Standard	\$3,600

Floorplan subject to change

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

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

Exhibitors may not exhibit, advertise, or offer products other than those manufactured or sold by that Exhibitor in the regular course of business. Exhibitors may not receive or permit the receipt of legal tender, or anything of value for goods and/or services in the exhibit area or in any other facility provided or controlled by NYSPPMA, nor shall any goods be delivered for which any future payments are made. Exhibitor activities are restricted to the booth allocated only.

**ELIGIBILITY FOR EXHIBITING** Exhibits are an extension of the educational program of the New York State Podiatric Medical Association's Foundation for Podiatric Medicine. In order for NYSPPMA to accept your application, the products and services must promote podiatric medicine and/or enhance the podiatric profession. NYSPPMA reserves the right to refuse applications for any reason.

**DISPLAY REGULATIONS** Please review the enclosed layout of the exhibit floor carefully and consider the needs of your display when selecting your booth(s). In standard "in line" booth units, all display material is restricted to a maximum height of 48 inches, except for the back wall of the display, which is limited to 8 feet in height and one-half the depth of the booth. The NYSPPMA Exhibit Halls follow the IAEE guidelines. The display guidelines are designed to ensure that each exhibitor, regardless of size, has the opportunity to present their products or service in the most effective manner possible.

**SCANNING A DPM'S BADGE FOR CECH CREDITS IS STRICTLY PROHIBITED.** Any exhibitor representative who scans a DPM's badge at a CECH scanning station will be escorted from the conference floor. In addition, the exhibitor's booth will be closed down immediately. There will be no refunds given. This rule will be strictly enforced.

**GENERAL DISTURBANCES** All sound presentations must be done at low decibel levels so that neighboring Exhibitors are not disturbed. Exhibitors with audio/visual presentations MUST comply with NYSPPMA representative's on-site instructions regarding acceptable levels. Exhibitors with equipment, which may be objectionable to other Exhibitors because of noise or other disagreeable features, must notify NYSPPMA in writing in advance of the exhibition, and agree to accept booth assignments as determined by NYSPPMA.

**RATES, DEPOSITS & REFUNDS** Booth space is charged as stated on the contract. No booth will be assigned without a 50% deposit. Space must be paid in full by **November 2, 2018**. In the event of conflicts regarding space requests or conditions beyond its control, NYSPPMA reserves the right to rearrange the exhibit hall floor plan. Any space not claimed and occupied (for which no special arrangements have been made 48 hours prior to the exhibit opening) will be resold or reassigned by NYSPPMA without obligation on the part of NYSPPMA for any refund whatsoever.

**CANCELLATION** of booth space contracts must be received in writing. Payments will be refunded until **October 1, 2018** less \$79 processing fee. If company logo has appeared on any advertising for NY19 at time of cancellation, only 50% of payment will be refunded. Vendors whose cancellations are received prior to **November 16, 2018** will be refunded 50% of payment UNLESS their company name and/or logo has appeared on advertising for NY19. Vendors cancelling after **November 16, 2018** will not receive a refund.

**EXHIBIT PERSONNEL** Each exhibiting company may register ten (10) representatives per booth purchased at no additional cost. All representatives must be pre-registered no later than **January 11, 2019**. 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 17, 2019**. 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 1:30 pm on **Sunday, January 20, 2019**. Failure to observe this regulation will result in a \$250 early dismantle fee per booth.

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

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

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

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

**SECURITY** NYSPPMA provides security guard service throughout the exhibit hall. In addition, guard service is provided during the hours the exhibits are closed to attendees. Loss prevention of Exhibitor inventory and records is an NYSPPMA priority. However, neither NYSPPMA, the official security service, The New York Marriott Marquis, nor the official drayage company will be responsible for loss or damage due to any cause.

**LIABILITY** The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of Exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless The New York Marriott Marquis, its owner, and its management company, as well as their respective agents, servants, and employees from any losses, damages, and claims. The Exhibitor further agrees to indemnify, defend, and hold harmless NYSPPMA, its officers, members, staff and official service companies from any claim of whatever nature arising from the use of any product or service exhibited, or any claim or representation made in connection therewith by the Exhibitor or any person acting on its behalf.

**FORCE MAJEURE** In the event The New York Marriott Marquis or any part of the exhibit area thereof is unavailable whether for the entire event, or a portion of the event as a result of fire, flood, tempest or any such act of God, or as a result of government intervention, malicious damage, acts of war, strike, lock-out,

labor dispute, riot or any other cause or agency over which NYSPPMA has no control, or should NYSPPMA decide that because of any such cause it is necessary to cancel, postpone, or re-site the exhibit or reduce installation time, exhibit time, or move in time, NYSPPMA shall not be liable to indemnify or reimburse the Exhibitor in respect to any damage or loss, direct or indirect, arising as a result thereof.

**VIOLATIONS** In the event an Exhibitor violates any provision of this contract, NYSPPMA shall have the right without any liability whatsoever, to notify the agents, servants, employees, or other persons then operating Exhibitor's booth(s) to close said booth(s) immediately upon notice. Furthermore, NYSPPMA shall have the additional right to bar the Exhibitor, his or her agents, servants, employees, or other representatives from the exhibit area and the exhibit halls and facilities, and to enforce the provisions hereof by having the responsible local government official enforce this provision, all without liability to NYSPPMA, its agents, servants, employees, or contractors. If any provision of the agreement is breached by the Exhibitor or if the Exhibitor is in default, NYSPPMA shall have the right, and is hereby authorized, to retain all monies theretofore paid by the Exhibitor as liquidated damages. In addition to any powers, prerogatives, or remedies otherwise provided by NYSPPMA in this agreement, NYSPPMA shall have any and all rights and remedies available at law or equity.

**AMENDMENTS** Any and all matters not specifically covered by the preceding rules and regulations and the other terms and conditions contained in the Exhibitor Kit shall be subject to the decision of NYSPPMA. NYSPPMA shall have the full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of the Exhibitors. Each Exhibitor, for itself and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

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

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

NYSPPMA reserves the right to address and resolve any matters not specifically covered in these rules and regulations.

These rules and regulations, and those contained in the Exhibitor Services Manual, become part of the agreement between the Exhibitor and NYSPPMA and contain the complete agreement between the parties and supercede any prior understandings, agreements or representations by or between the parties, written or oral, which may be related to the subject matter hereof in any way. This agreement shall be governed by and construed under the laws of the State of New York. The venue of any action arising out of this Agreement shall be in the State of New York, County of New York.



## NY19 EXHIBIT HALL HOURS

- Friday, January 18, 2019
- Saturday, January 19, 2019
- Sunday, January 20, 2019

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

## CONTACT

Dani SanMarco, CEM  
dani@nysppma.org

## NYSPPMA

555 Eighth Avenue | Suite 1902  
New York, NY 10018  
[www.nysppma.org/ny19](http://www.nysppma.org/ny19)

20/20 Imaging, a division of Konica Minolta  
 Abbott/St. Jude Medical  
 Acelity  
 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 PAC  
 Amerx Health Care  
 Anodyne  
 Apis Footwear Company  
 Apollo Orthotics  
 Army Healthcare  
 Arthrex  
 athenahealth  
 Azura Vascular Care  
 Bako Diagnostics  
 Beneficial Malpractice Insurance  
 Bianco Brothers Instruments  
 BioPro, Inc.  
 Blaine Labs, Inc.  
 Blue Orchid Marketing  
 Bonapeda Enterprises LLC  
 Brownmed, Inc.  
 Cartiva  
 ComfortFit Orthotic Labs  
 Complete Orthopedic Services Inc.  
 CPR/Active Management  
 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.com  
 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  
 EC3D Ortho  
 Effective Management  
 Empire Orthotic Labs  
 Empire Wealth Strategies  
 Eneslow  
 Erchonia Corporation  
 European Footcare Supply  
 Exeltis USA  
 FAPA Fraternal Corp.  
 Fiber Orthotics  
 FlowAid Medical Technologies Inc.  
 Footmaxx

Gensco Pharma  
 Gideons International  
 Gill Podiatry  
 Gordon Laboratories  
 GraMedica  
 Gramercy Surgery Center, Inc.  
 gSource, LLC  
 GWR Medical  
 Henry Schein  
 Horizon Pharma  
 IMS Medical Equipment  
 In2Bones USA  
 Integra LifeSciences  
 Jan L  
 JM Orthotics  
 Kerasal - Moberg Pharma North America  
 Klara Technologies Inc.  
 Koven Technology, Inc  
 Marlinz Pharma  
 McClain Laboratories  
 Medartis, Inc.  
 Medical Technology Industries, Inc. (MTI)  
 Medical Wave  
 Medline Industries, Inc.  
 Medloop LLC  
 MedPro Group  
 Melinta Therapeutics  
 Metanx - Alfasigma USA  
 Mettler Electronics Corp.  
 Microwize Technology  
 MiMedx  
 Mini C Sales  
 Moore Medical  
 National Government Services (NGS) - Medicare Administrative Contractor  
 NEMO Health - TRAKnet  
 Network Solutions IPA  
 Neubourg Medical  
 New York College of Podiatric Medicine  
 New York Life  
 NextGen Healthcare/MediTouch  
 Noridian Healthcare Solutions, Inc.  
 Northwest Podiatric Laboratory  
 Nova Innovations  
 Novastep Inc.  
 Novum Pharma  
 NuLife Med  
 NYU Langone Health  
 Officite  
 OHI  
 Organogenesis  
 Ortho Dermatologies  
 OrthoFeet  
 Osiris Therapeutics, Inc.  
 OsteoMed, LLC  
 Paragon 28  
 Pedicis Research  
 PediFix Medical Footcare  
 PharmaceutiX  
 PharmaDerm, a division of Fougere Pharmaceuticals Inc.  
 Physician Claim

Physician Specialty Pharmacy  
 Physician Web Pages / Eppointments  
 PICA  
 PNC Healthcare Business Banking  
 PodiaGuard Professional Liability  
 Podiatry Content Connection  
 Podiatry Management Magazine  
 Podiatry Today  
 Powerstep  
 Practice EHR  
 Propét USA  
 Rebound Medical, LLC  
 Redi-Thotics  
 revere Comfort Shoes  
 Royal Solutions Group, LLC  
 RoyalZ  
 Sammy Systems  
 SBA Loan Group  
 Scientific Solutions  
 Sebelo Pharmaceuticals  
 Sericin Plus  
 Shrinivas, Elliott & Eday, LLP  
 Silipos  
 Smith and Nephew Advanced Wound Management  
 SOLO Laboratories, Inc.  
 Soluble Systems  
 Spades Cosmetics  
 Spenco Medical + TriggerPoint by Implus LLC  
 STJ Orthotic Services Inc.  
 StrataDx  
 Stryker Orthopaedics  
 Superfeet  
 SureFit  
 Surestep  
 Surgicore Surgical Centers  
 Talar Medical  
 Televere Systems  
 Temple University School of Podiatric Medicine  
 TenJet  
 TenStim LLC  
 The Podiatree Company  
 The Tetra Corporation  
 Thermocare Plus LLC  
 Titanium Group  
 TLD Systems Inc  
 Top Med LLC  
 TransDermSolutions.com  
 Treace Medical Concepts, Inc.  
 Tri-State Biologics  
 Universal Imaging  
 Vionic/Vasyli Medical  
 Web Power Advantage  
 Wolters Kluwer  
 Wright Medical  
 X-Cel X-Ray Corporation  
 Yamuna  
 Zero Gravity Skin  
 Zimmer Biomet  
 Zimmer MedzinSystems


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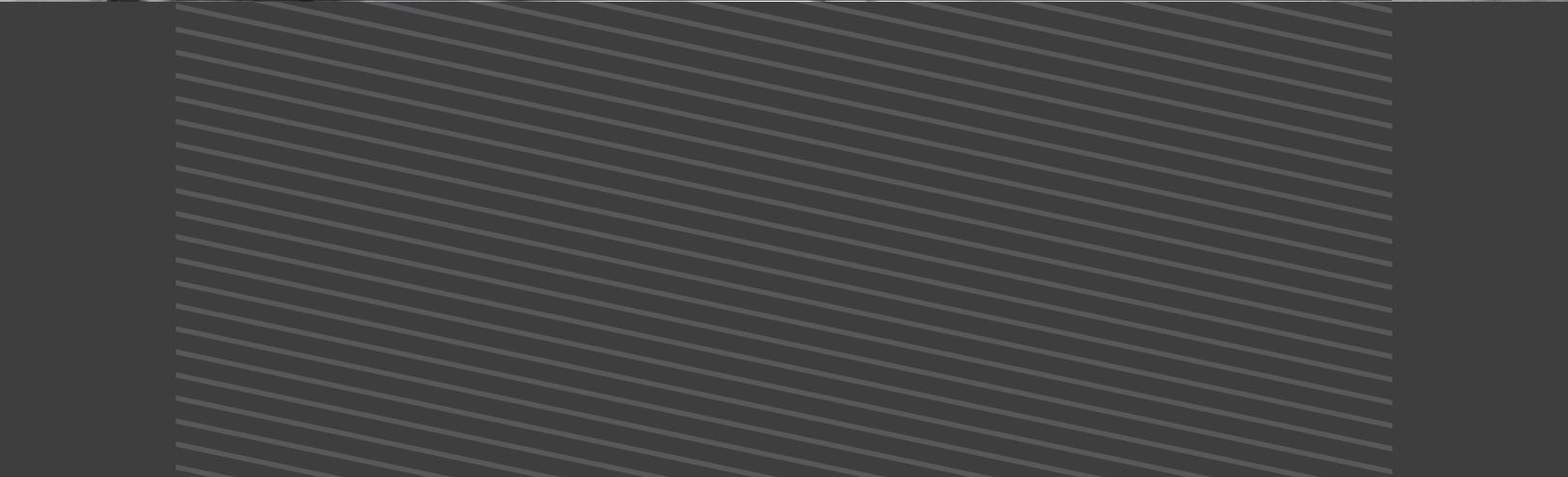
**CONTACT**

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 dani@nyspma.org

**NYSPMA**

555 Eighth Avenue | Suite 1902  
 New York, NY 10018

[www.nyspma.org/ny19](http://www.nyspma.org/ny19)



**CONTACT INFORMATION**

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

\*All conference communication will take place via email

**SPONSORSHIP LEVEL**

- |                                |          |                              |          |
|--------------------------------|----------|------------------------------|----------|
| <input type="radio"/> Titanium | \$45,000 | <input type="radio"/> Silver | \$20,000 |
| <input type="radio"/> Platinum | \$35,000 | <input type="radio"/> Bronze | \$10,000 |
| <input type="radio"/> Gold     | \$25,000 | <input type="radio"/> Copper | \$ 5,000 |

**ADDITIONAL OPPORTUNITIES**

- |  |           |  |          |
|--|-----------|--|----------|
| <input type="radio"/> Dinner Symposium                   | \$ 35,000 | <input type="radio"/> Info Booths + Guides             | \$ 6,000 |
| <input type="radio"/> Leadership Reception               | \$ 17,500 | <input type="radio"/> Early Morning Coffee Station     | \$ 6,000 |
| <input type="radio"/> Lunch Symposium                    | \$ 17,500 | ___ Friday ___ Saturday ___ Sunday                     |          |
| <input type="radio"/> Onsite Registration                | \$ 12,500 | <input type="radio"/> Pocket Guide                     | \$ 6,000 |
| <input type="radio"/> Morning or Afternoon Break Station | \$ 10,000 | <input type="radio"/> Printed Floorplan Map            | \$ 6,000 |
| <input type="radio"/> Thursday Lunch Symposium           | \$ 10,000 | <input type="radio"/> Directional Floor Decals         | \$ 5,000 |
| <input type="radio"/> Interactive Exhibitor Locator      | \$ 7,500  | <input type="radio"/> Post-Conference Thank You/Survey | \$ 2,500 |
| <input type="radio"/> Conference Lanyards                | \$ 7,000  | <input type="radio"/> Conference Bag Inclusion         | \$ 1,500 |
| <input type="radio"/> Conference Bags                    | \$ 6,000  | <input type="radio"/> Pre-Conference Attendee List     | \$ 350   |

**PAYMENT INFORMATION**

A 50% deposit must accompany this form to reserve sponsorship.  
 Payment is due in full by **Friday, November 2, 2018**.  
 Payment is due in full for all applications received after **November 2, 2018**.

**Payment Method:**

- MasterCard     Visa     American Express  
 Check Payable to Foundation for Podiatric Medicine

Payment Amount \_\_\_\_\_  
 Card Holder's Name \_\_\_\_\_  
 Card Number \_\_\_\_\_  
 Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_ Card Holder's Zip Code \_\_\_\_\_  
 Signature \_\_\_\_\_

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

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

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



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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 NY18  Included below (or will send today via email)  
 \_\_\_\_\_  
 \_\_\_\_\_

Booth Selection  
 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_  
 Competitors you'd prefer not to be placed next to:  
 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_  
 Kindly note that placement cannot be guaranteed, but every effort will be made to honor your requests.

**BOOTH SELECTION**

Mini Booth: \$3,000  Standard Booth: \$3,600  Corner Booth: \$4,600  Premium Booth: \$5,600  
 \_\_\_\_\_ No. of booths X \_\_\_\_\_ Booth Cost \$ \_\_\_\_\_ Total Due

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

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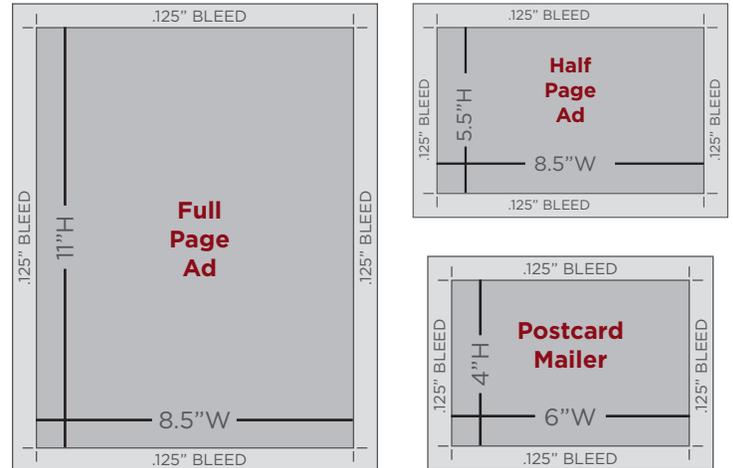
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 Mailing Address \_\_\_\_\_  
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 Contact Name \_\_\_\_\_ Contact Phone \_\_\_\_\_  
 Contact Email Address\* \_\_\_\_\_

**ADVERTISING OPTIONS**

- Registration Brochure Ad \$ 500  
8.5"W x 11"H + .125" Bleed\*  
**Due: Friday, August 17, 2018**
- Pre-Conference Postcard Mailer \$1,000  
6"W x 4"H + .125" Bleed\*  
**Due: Friday, August 17, 2018**
- Onsite Program Ad - Full Page \$1,000  
8.5"W x 11"H + .125" Bleed\*  
**Due: Friday, December 14, 2018**
- Onsite Program Ad - Half Page \$ 500  
8.5"W x 5.5"H + .125" Bleed\*  
**Due: Friday, December 14, 2018**
- Onsite Program Ad - Inside Front Cover \$1,500  
8.5"W x 11"H + .125" Bleed\*  
**Due: Friday, December 14, 2018**
- Onsite Program Ad - Back Cover \$ 1,750  
8.5"W x 5.5"H + .125" Bleed\*  
**Due: Friday, December 14, 2018**
  
- 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**

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- MasterCard  Visa  American Express
- Check Payable to Foundation for Podiatric Medicine

Payment Amount \_\_\_\_\_  
 Card Holder's Name \_\_\_\_\_  
 Card Number \_\_\_\_\_  
 Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_ Card Holder's Zip Code \_\_\_\_\_  
 Signature \_\_\_\_\_

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**SEE YOU**

— FOUNDATION —

≡ **N Y 1 9** ≡

FOR  
**PODIATRIC MEDICINE**

**IN JANUARY!**