

NYSPMA Sponsorship Prospectus

AI for the Modern Podiatry Practice

A Four-Part Webinar Series



AI for the Modern Podiatry Practice

Artificial intelligence is rapidly becoming one of the most consequential shifts in clinical medicine since the introduction of the electronic health record. For podiatrists, the opportunity is significant and AI tools are already:

- reducing documentation time
- improving diabetic foot screening
- accelerating prior authorizations and helping practices operate more profitably

But adoption requires education, vetted guidance, and trusted partners.

AI for the Modern Podiatry Practice is a four-part webinar series designed to meet podiatrists precisely at the intersection of daily practice and ongoing education. Each installment combines clinical relevance, practical demonstrations, and frank discussion of the legal and operational realities of AI adoption. The series will reach an engaged audience of decision-makers who are actively evaluating and considering new tools, vendors, and clinical workflows.

Sponsorship of this series places your brand in front of a high-intent audience at a moment of real purchasing consideration.

The Opportunity

This Series - Critical to Business Resilience Right NOW

Podiatry is a specialty defined by high-volume patient care, complex documentation, dense diabetic and wound-care workloads, and tight operational margins. These are precisely the pressures that AI tools are built to address. Yet most podiatrists report they have had little structured education on AI and remain uncertain about where to start, what is safe and trustworthy, and what actually delivers value.

This series fills that gap with practical, cutting-edge education led by clinicians and subject-matter experts. It is positioned to become a reference point for the specialty as AI adoption accelerates.

Audience Profile

The series is built for and marketed to:

- Practicing podiatrists in solo, group, and hospital-affiliated practices
- Practice owners, partners, and administrators with purchasing authority
- Practice managers and revenue cycle leaders
- Clinical staff including medical assistants and wound-care nurses
- Residents, fellows, and early-career podiatrists
- And anyone in the podiatric community looking to incorporate and leverage AI into daily tasks

Projected Reach

Combined live attendance and on-demand viewership across the four episodes is projected to reach a meaningful cross-section of the U.S. podiatric community, with additional reach through partner associations, email marketing, podiatry-focused publications, and social channels.

Final reach metrics, registration data, and engagement reports will be shared with sponsors after the series concludes.

Benefits of Sponsorship

Sponsorship of this series delivers significant value across three distinct value propositions for your brand:

Brand Visibility

Your logo, messaging, and voice reach a focused, qualified audience of podiatric decision-makers across pre-event marketing, live broadcasts, recordings, and post-event follow-up, across the entire campaign cycle.

Thought Leadership

Higher tiers include speaking roles, panel participation, and content collaboration. This positions your subject-matter experts as trusted voices in the AI conversation, not just as vendors.

Lead Generation

Registrants opt in to sponsor communications based on tier. Sponsors receive registration data, engagement metrics, and the opportunity to follow up directly with prospects who have demonstrated active interest in AI adoption.

Sponsorship Tiers

Four tiers are available, designed to accommodate companies of varying size and goals. Custom packages are available on request.

Benefit	Presenting \$18,000	Episode \$5,000	Supporting \$2,000	Friend \$1,000
Naming rights to series	✓	—	—	—
Naming rights to one episode	✓	✓	—	—
Speaking role or panel seat	Opening + 1 episode	Within episode	—	—
Logo on all marketing	Top placement	✓	✓	Listing
Dedicated email to registrants	2 emails	1 email	—	—
Social media	4 dedicated	2 dedicated	1 dedicated	Group post
Registration data (opt-in)	Full series	Sponsored episode	Aggregate only	—

Benefit	Presenting \$18,000	Episode \$5,000	Supporting \$2,000	Friend \$1,000
Logo on recording landing pages	✓	✓	✓	✓
30-second sponsor video in episode	All 4 episodes	Sponsored episode	—	—
Resource download in follow-up	✓	✓	✓	—
Slots available	1	4	6	Open

Presenting Sponsor — \$18,000 (Exclusive)

The Presenting Sponsor is the headline partner of the entire series. Benefits include:

- Your brand appears in the official series title ("AI for the Modern Podiatry Practice, presented by "Your Brand") and across every promotional asset, email, recording, and follow-up communication
- The Presenting Sponsor may open the first episode with brief remarks, provides a senior subject-matter expert for one panel discussion, and receives the full opt-in registration list across all four episodes, in addition to regularly updated list of registrants who downloaded
- Receive a 30 second pre-recorded spot during all four installments in the series
- Receive four (4) social media posts
- Receive two (2) dedicated emails to our highly engaged database of **,000 subscribers
- This tier is ideal for a company seeking maximum visibility and association with the series as a whole

Episode Sponsor — \$5,000 per episode

Episode Sponsors are aligned with a single installment that fits their product or expertise.

- The Episode Sponsor is introduced at the top of the sponsored episode and may contribute a subject-matter expert to the conversation or Q&A, and receive opt-in registration data for that episode
- A 30-second sponsor video is shown at the beginning or following the broadcast
- Receive two (2) social media posts
- Receive one (1) dedicated emails to our highly engaged database of **,000 subscribers
- This tier is ideal for companies with a specific product or message that aligned with this particular niche on the topic of AI

Supporting Sponsor — \$2,000

Supporting Sponsors will receive:

- logo presence across all marketing, recordings, and resource pages
- One (1) dedicated social media post

- This tier is ideal for companies seeking brand visibility and content distribution without a speaking commitment.

Friend of the Series — \$1,000

Friend of the Series sponsors will receive:

- Recognition in a group format on landing pages, in registration confirmations, and in a dedicated thank-you social post
- This tier is ideal for smaller vendors, startups, and partners who want to demonstrate community support and gain modest brand visibility

Recommended Sponsor Pairing by Episode

The four episodes appeal to distinct sponsor categories. The pairings below are recommendations to help frame conversations with prospective sponsors.

Episode	Topic Focus	Best-Fit Sponsor Categories
1. AI 101 for Podiatrists	Foundational education, definitions, use-case overview	EHR vendors, practice management platforms, podiatry associations, CME providers
2. Legal, Ethical & Compliance	HIPAA, BAAs, malpractice, FDA, consent	Malpractice carriers, healthcare law firms, compliance and HIPAA SaaS, cyber insurance
3. Perfecting the Prompt	Prompt engineering, AI scribes, documentation tools	Ambient scribe vendors, AI-powered EHR add-ons, medical writing AI, dictation companies
4. AI in Action	Diabetic foot AI, wound imaging, RCM automation, ROI	Wound care imaging companies, diabetic foot device makers, RCM and prior auth automation, podiatry distributors

How to Sponsor

To discuss sponsorship of **AI for the Modern Podiatry Practice**, request a custom package, or receive the further details, including timeline and creative specifications, please contact **Karen Koza** in Corporate Relations at kkoza@nyspma.org.

Sponsorship commitments are accepted on a first-come basis, with priority given to category exclusivity for higher tiers. Please note that these packages are customizable. We look forward to partnering with you to bring high-quality AI education to the podiatric community.