

NY27

PODIATRIC CLINICAL CONFERENCE & EXHIBITION

JANUARY 22-24, 2027



New York Marriott Marquis

FOUNDATION FOR PODIATRIC MEDICINE 1986

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"It is both an honor and a privilege to participate as an exhibitor at the 2027 New York State Podiatric Medical Association Clinical Conference. This event has for many years been an unparalleled platform for exhibitors to showcase their latest innovations, share knowledge, and foster collaborations that have helped shape the future of podiatric medicine. At NY 26, Sagis Podiatric Pathology assumed a large supporting role and with the amazing cooperation of the event planning staff, we were able to contribute meaningfully to the vibrant community of attendees at the meeting and effectively get our message out. Our support of the President's Reception was a smashing success both for the attendees and Sagis. Sagis leadership had a wonderful opportunity to address the packed room to a resounding response. We also introduced the inaugural Sagis Podiatric Pathology Foot Bowl Residency competition. This event created great excitement on the exhibit floor all day long. NYSPMA staff did everything they could in the planning of this event to help us hit a grand slam!

If you understand that events like this are essential for fostering innovation and professional growth within the podiatric field, your business needs to be present at NY27."
—Dr. Bryan C. Markinson, DPM, Sagis Diagnostics

*Floorplans are currently for viewing purposes only.

WHAT YOU CAN EXPECT

There's a New Floorplan, a New Flow and a New Energy at NY27! Everything you'd expect from NYSPMA. Elevated!

Lead Generation & Quality
Qualified leads over volume from actual decision-makers and buyers

Competitive Intelligence
A pulse on what peers and competitors are doing, what's trending in the market, and how YOUR offerings stack up in real time

Seamless Logistics & Support
Easy setup, responsive show management, clear communication, and a floor plan that is set up for success

Networking & Relationship Building
Reconnecting with existing clients and forging new partnerships—with both attendees and fellow exhibitors

Meaningful Conversations
Face-to-face time with DPMs, MDs, and procurement professionals who have real purchasing power and quality engagements that move prospects down the sales funnel

Visibility Beyond the Booth
Sponsorship integrations, signage, digital touchpoints, speaking opportunities that extend outside the exhibit hall and January 2027

Product Demonstrations
The ability to showcase how YOUR products, services, and devices actually work in a hands-on, immersive setting that digital channels simply can't replicate

Measurable ROI
Analytics and reporting you can demonstrate to your leadership team

NYSPMA
330 West 38th Street, Suite 1105
New York, NY 10018
www.nyspma.org/ny27

NY27 EXHIBIT HALL HOURS

• Friday, January 22	9:30am - 6:00pm
• Saturday, January 23	9:30am - 7:30pm
• Sunday, January 24	8:00am - 10:30am

CONTACT
Karen Koza
kkoza@nyspma.org

Dear NY27 Partner,

As an important contributor to the podiatric community, the NYSPMA Clinical Conference and Exhibition on January 22-24, 2027 belongs on YOUR calendar without exception.

This is where the best-of-the-best in our profession comes together — for breakthrough education, live product experiences, and meaningful connections with the colleagues and innovators shaping the field. Exhibitors gain direct access to key decision-makers through our expo halls and networking opportunities. Sponsors enjoy elevated opportunities to connect directly with your target audience.

NY27 is the premier event podiatric insiders look forward to all year.

And, as you may have heard, something exciting is coming to the Marriott Marquis courtesy of our NY27 team — and we can't wait to share more with you.

Our team is proud to unveil a completely reimagined Exhibition Floor on Level 6 of the Marriott Marquis, designed from the ground up to elevate the experience for exhibitors, sponsors, and attendees alike. The new layout features a smarter, more intuitive flow that puts your brand in front of more podiatric professionals, creates natural gathering moments, and maximizes meaningful engagement throughout the event.

This isn't just a new floor plan — it's a new standard for how the podiatric industry connects, discovers, and does business.

We invite you to be part of it.

Registration for booths will officially launch later this Summer so we appreciate your patience until we unveil our updated inventory and availability!

In the interim, please review our official NY27 Prospectus and feel free to reach out to Karen Koza in Corporate Relations at NYSPMA at kkoza@nyspma.org regarding sponsorship and partnership opportunities outlined in this document.

We look forward to seeing you at NY27!
The NY27 Clinical Conference Team

"Every year, the leaders of our profession make one trip non-negotiable — and this is it. The NYSPMA Podiatric Clinical Conference and Exhibition is where cutting-edge education meets real clinical impact, where exhibitors reach the decision-makers who matter, and where our community comes together to shape the future of podiatric medicine. I can't wait to see you there in January 2027."
— Dr. Nicholas Argerakis, DPM
President, New York State Podiatric Medical Association Board of Trustees

BENEFITS	PREMIUM PARTNERSHIP LEVELS			
	HERITAGE	KEYSTONE	THOUGHT LEADER	SUMMIT
	$50,000+ commitment	$35,000+ commitment	$25,000+ commitment	$15,000+ commitment
Custom Designed Meter Panels with Sponsor Messaging in Key Traffic Areas	Included			
Top Sponsor Billing and Enhanced Brand Presence on All Collateral	Included			
Invitation to the President's Suite Open House on choice of Thursday, Friday or Saturday evenings to network with our Board of Trustees	Included			
Welcome Remarks during NY27 by one key representative from your brand	Included			
Exclusive Invitation to attend Thursday's NYSPMA Board of Trustees luncheon to engage with our most influential cohort	Included			
Know Before You Go Email - sent on behalf of Heritage Sponsor/s	Included			
Co-Sponsored Welcome Email to All Attendees as Key Sponsors detailing event highlights	Included	Included		
Full Page Ad in Digital Online Brochure	Included	Included		
Conference Bag Insert	Included	Included		
Pre- and Post-Conference Attendee Lists in December 2026 and January and February 2027, including opt-in emails for promotion	Included	Included		
Shared Sponsor promotional email to all attendees	Included	Included	Included	
Upgraded app benefits: 1. Highlighted booth on exhibit floorplan 2. Showcase listing on exhibitor list	Included	Included	Included	
Custom Sponsored promotional email from your brand to conference attendees December 2026 through February 2027 (sent by NYSPMA and subject to approval)	2 Included	1 Included	1 Included	
Sponsorship Recognition: 1. In Registration Brochure 2. In online program 3. On conference website 4. On select conference signage	Included	Included	Included	Included
Social Media Postings prior to NY27, during NY27 and post NY27	3 exclusive to sponsor, 10 co-sponsored Included	2 exclusive to sponsor, 10 co-sponsored Included	1 exclusive to sponsor, 10 co-sponsored Included	10 co-sponsored Included

SPEAKING AND PRESENTING PARTNERSHIPS

Lunch or Breakfast Symposiums

ALL NEWLY DESIGNED

$9,000 — Includes meal and speaking opportunity

4 available – 2 per day (Friday & Saturday)

- Our mealtime symposiums are highly coveted by both sponsors as well as attendees for the opportunity to "learn and dine" in a private setting at the Marriott Marquis
- Sponsors can host up to 50 attendees for a plated or buffet breakfast or up to 40 attendees for a boxed or buffet lunch—an excellent opportunity for sponsors to convene a highly curated audience during the conference when no other sessions are being offered
- The non-CECH lecture and meal will be promoted by our NY27 team via email
- Sponsors of Breakfast and Lunch Symposiums will be recognized at the Thought Leader Partnership Level (see page 5 for benefits)
- Includes attendee lists and email addresses

Please note we can also customize a breakfast or lunch for up to 20 guests. Kindly contact Karen Koza at kkoza@nyspma.org.

Attendee Educational Workshops

$7,500 - $10,000

- Exhibiting companies are invited to support a workshop that provides CMEs
- Align your brand with thought leadership or education on a key area of interest
- Providers of educational grants will be recognized as a Thought Leadership sponsor at the corresponding level (please see page 5 for benefits)
- Topic and speaker subject to approval by the Foundation Committee
- Includes attendee lists and email addresses

Speaker Sponsorship

$5,000-$7,500

- Sponsors may provide an unrestricted educational grant for a selected speaker's honoraria
- Support our cutting-edge educational program offering continuing education contact hours (CECH) with an educational grant
- Providers of educational grants will be recognized as a Thought Leadership sponsor at the corresponding level (please see page 5 for benefits)
- Any recognition for educational grants must be in compliance with all rules and regulations surrounding grants to associations for medical education programs.
- Topic and speaker subject to approval by the Foundation Committee
- Includes attendee lists and email addresses

Attendee Promotional Workshops

$7,500 - $10,000

- Exhibiting companies are invited to support a workshop that provides key insights on a sponsored topic of your choice for attendees
- Align your brand with thought leadership or education on a key area of interest
- Providers of educational grants will be recognized as a Thought Leadership sponsor at the corresponding level (please see page 5 for benefits)
- Topic and speaker subject to approval by the Foundation Committee
- Includes attendee lists and email addresses



HOSTING & HOSPITALITY PARTNERSHIPS

President's Cocktail Reception
$35,000

1 Event Available – Friday Evening, January 22*

- Host the crown jewel and most-celebratory event of the NY27 Conference: your own exclusive 75 minute reception inviting a highly curated list of 100 VIPs and influencers selected by your brand
- Reception to feature an open bar and gourmet hors d'oeuvres
- Branded tickets, emails and custom signage on your behalf
- 3-minute kick-off remarks to select audience
- Sponsor will receive a stream of social media posts and app notifications
- Sponsor will receive custom created tickets for distribution driving traffic to your booth
- The NY27 team will partner with the sponsor to create a custom branded drink named after your brand
- The sponsor will receive programming support from the NY27 team for any specialty educational initiatives on Saturday during the conference

SOLD

Young Members Reception
$15,000

1 Event Available – Saturday, January 23*

- Network with the newest additions to our podiatric community at an exclusive reception following Saturday afternoon's programming
- Your brand will be the exclusive sponsor of the YM Reception and be recognized on all YMI signage and select NY27 collateral within the confines of the NYSPMA Lounge
- Your brand will receive additional exposure and social media presence via branded cocktail napkins and a bespoke appetizer station
- Sponsor will have 3 minutes of remarks at the conclusion of programming and distribute 200 drink tickets

Say Podiatry!
Photo Lounge
Professional Headshot Sponsor
$7,500

1 Available – Friday and Saturday

- Be the most buzz-worthy sponsor at NY27 by offering attendees an opportunity for professional headshots or an official team photo for promotional use on corporate websites and other collateral
- Drive DPMs and other key target audience attendees directly to your booth to collect a voucher for a head or group shot (please note: only voucher holders will be able to enjoy the Photo Lounge so sponsor will have discretion over distribution)
- The Say Podiatry! Photo Lounge will be branded prominently with your company logo within the NYSPMA Lounge, one of our most visited destinations throughout the conference, and you will receive heightened brand presence with a callout to your booth
- Sponsor will be recognized at the Thought Leadership Sponsor level and enjoy all of the elevated benefits in that category
- **BONUS: Sponsor will also receive 50 custom branded drink tickets for the NYSPMA Lounge to also "say cheers" to the assembled attendees waiting for their head/group shots.**

"Participating as a Thought Leader Sponsor at NYSPMA allowed Fusion Orthopedics to engage directly with forward-thinking podiatric professionals in a collaborative and highly educational setting. The relationships built and conversations had throughout the conference reinforced the value NYSPMA brings to both clinicians and industry partners."
–Lantz Kulp, Creative Director, Fusion Orthopedics

** F&B budget and menu selections will be at the discretion of NYSPMA*

Podiatry Steps Up Official Selfie Wall

$6,000

1 Available

- Gain brand traction as the official Podiatry Steps Up Selfie Wall Sponsor for fun and interactive group photos during the conference
- The Podiatry Steps Up Selfie Wall, co-branded with your logo and the Official NY27 logo, will be located within the NYSPMA Lounge, a highly trafficked destination for all DPMs, attendees and exhibitors and available during all open conference hours
- Sponsor will enjoy additional exposure via exclusive brand sponsorship on signage and custom branded signs and props featuring your logo for use in all photos
- Our NY27 team will use your designated #personalhashtag to repost select photos to draw attention to your social media presence and sponsorship of this all-new feature at NY27
- **Drive traffic to your booth with the ability to distribute 50 custom branded drink tickets to encourage attendees to visit your custom Podiatry Steps Up Selfie Wall ($2,000 value)**

Young Members Saturday Coffee Break

$5,000

1 Event Available – Saturday, January 23

- Welcome the youngest constituents of our podiatric community to a coffee and refreshment break during Saturday afternoon's dedicated programming
- Your brand will be the exclusive sponsor of the YM Coffee Break and be recognized correspondingly on all YMI signage and select NY27 collateral





Re-Introducing the All Popular NYSPMA Lounge

Open Exclusively to NY27 Attendees, Speakers and Exhibitors

Hosted in an exclusive location for NY27 Attendees only, the NYSPMA Lounge will feature a place for attendees to scan your credentials, relax in lounge seating and enjoy a mocktail or cocktail of choice during open hours. This is an excellent opportunity for exhibitors to drive traffic to your booth to retrieve complimentary drink tickets for the NYSPMA Lounge during open hours (TBD).

NYSPMA Lounge Pioneering Sponsor

$4,000

- Logo to appear as top billing on the NYSPMA Lounge signage
- 100 branded tickets to distribute at your booth
- Be upgraded to Summit Sponsor level
- Promotional support prior to and during NY27 via email, select social media and other select outreach platforms.

NYSPMA Lounge Discoverer Sponsor

$2,000

- Logo appears on NYSPMA Lounge backdrop
- 50 branded tickets to distribute at your booth
- Promotional support prior to and during NY27 via email, select social media and other select outreach platforms

NYSPMA Lounge Enhancements ALL NEW

- Be one of the first sponsors offering memorable and upgraded elements to the ever-popular NYSPMA Lounge including:
- Customized Appetizer Station (named for your brand with custom cocktail napkins/signage)
- Entertainment (DJ, musical trio or quartet, illusionist or any idea of your own!)
- Contact Karen Koza at kkoza@nyspma.org to discuss possibilities

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ALL NEW OPPORTUNITIES

Our team is pleased to announce the following never-before-offered exclusive opportunities to take key ownership roles at NY27!

Board of Trustees Luncheon Sponsorship

$5,000

1 Available - Thursday, January 21

Several times a year, our Board of Trustees convenes to meet and discuss the most pressing issues facing the podiatric community. This installment convenes during NY27 and presents an ideal opportunity for a sponsor to join our BoT for meaningful interaction.

- A brand Sponsor will be the exclusive sponsor of the luncheon and have an opportunity to network with our influential Board of Trustees (BoT) members throughout the meal, which includes the following suite of benefits:
- A brand representative from Sponsor is invited to join the BoT for lunch at the Marriott Marquis and to make remarks at the start of the meal
- Sponsor will have an opportunity to share a presentation to be emailed to the Trustees
- Sponsor will receive a minimum of 2 social media posts before, during and after the BoT lunch
- Sponsor will be recognized on select NY27 signage
- Sponsor will receive 20 drink tickets to entertain guests of their choice at the NYSPMA Lounge during the conference





Division and Past Presidents Luncheon Sponsorship

$7,000

1 Available — Saturday, January 23

Once a year, NYSPMA Division Presidents and past NYSPMA Board of Trustees Presidents convene during the NYSPMA Clinical Conference in the President's Suite.

- A brand Sponsor will be the exclusive sponsor of the luncheon and have an opportunity to network with this esteemed collection of top NY state podiatrists throughout the meal, which includes the following suite of benefits:
- A brand representative from Sponsor is invited to join this group of 25-35 DPMs for lunch in the President's Suite to make remarks at the start of the meal
- Sponsor will have an opportunity to share a presentation to be emailed to the attendees
- Sponsor will receive a minimum of 2 social media posts before, during and after the lunch
- Sponsor will be recognized on select NY27 signage
- Sponsor will receive 20 drink tickets to entertain guests of their choice at the NYSPMA Lounge during the conference

Exclusive VIP Nightcap Sponsorship in the President's Suite

$3,500

3 Available — Thursday, Friday, and Saturday Evenings 10-11PM

A brand Sponsor will "own the evening" with an exclusive reception in the President's Suite.

- The brand Sponsor will have an opportunity to network with an esteemed collection of top NY state podiatrists, including the NYSPMA President, Board of Trustees and select others throughout the nightcap session which includes the following suite of benefits:
- Up to three brand representatives from the Sponsor organization are invited to join this group of 20-30 DPMs for drinks and late night snacks in the President's Suite and have a chance to make remarks at a select time during the reception
- Sponsor will have an opportunity to share a presentation to be emailed to the Trustees
- Sponsor logo to be exclusively featured on cocktail napkins
- Sponsor will receive a minimum of 2 social media posts before, during and after the reception
- Sponsor will be recognized on select NY27 signage

*One sponsor may opt to own this opportunity exclusively for all three evenings for $10,000







BRANDING PARTNERSHIPS

Official NY27 Branded Conference Wireless Sponsor NEWLY ENHANCED

$20,000

1 Available

- Partner with us as our official NY27 Wireless sponsor and provide the ultimate productivity tool for all VIPs, attendees, speakers, exhibitors, sponsors and guests and **enjoy a unique and amplified brand presence throughout NY27**
- Your brand will be promoted on signage, select emails and prominently featured on the front of the agenda
- Custom exclusive opportunity for your brand: provide your company name or tagline as a password to unlock the NY27 Wireless network – an exclusive benefit NO other sponsor will be able to claim!
- Enjoy an elevated presence at our Registration Area – where every attendee, exhibitor, speaker and guest MUST visit AND interact with your brand to access wireless connectivity
- Additionally, each registrant will also receive a customized pen with your logo and wireless passcode at Registration, an item they will be sure to keep handy throughout NY27
- Our branded Wi-Fi partner will:
  - be featured on the all-important Know Before You Go brochure distributed to every attendee
  - receive up to 4 push notifications on the NY27 mobile app
  - be the sole sponsor of 3 social media messages – one on each day of the conference – calling attention to your Wi-Fi sponsorship and a custom message driving traffic to your booth
  - automatically be upgraded to Keystone status (please see page 5 for all benefits) (up to a $5,000 upgrade)

Custom Key Cards

$15,000

1 Available

- Be the exclusive sponsor of custom hotel room key cards for NY27
- Your brand will be omnipresent among all NY27 hotel guests over the long weekend
- The NY27 team will work with you to create a custom and branded look for the room keys

Feet First Onsite Registration

$12,500

1 Available, first-come, first-served basis

- Let your brand stand out as one of the first things all attendees see at registration
- Your brand will be the exclusive Feet First footwear sponsor for an exclusive showcase opportunity for your products OR an invitation to senior event staff who will wear, promote and socialize your brand on top sites with the 15,000+ steps the NY27 team takes daily!
- Your logo and booth number will be prominently displayed on the meter boards on the ground level as guests arrive
- Your brand will also get on-the-go exposure on the backs of the special NY27 tees, with your logo, booth number and custom messaging.
- **Our Feet First Sponsor will receive 100 branded drink tickets and be recognized as a Pioneering Sponsor of the NYSPMA Lounge.**

Conference Lanyards

$10,000

1 Available

[SOLD]

- All conference attendees are required to display their badges at all times—a perfect way to promote your brand in a significant way
- Every time a badge is lifted to be scanned, there is your brand – at the forefront among attendees and other exhibitors

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ALL NEW!

NY27 Official Welcome Amenity Partner

$12,000

1 Available

Take advantage of this **brand-new sponsorship opportunity** to be the first brand our influential attendees see by having your logo on registration and associated correspondence! An added bonus is that your brand will be the official sponsor of the NY27 Coat Check, offering many of our daily visitors a welcome place to store their belongings and be introduced first-hand to your personalized brand messaging via dissemination of your specific materials.

Online Registration Web Banner and Confirmation Emails

- 95% of attendees registered online for NY26 which means this sponsorship ensures your brand will be the only one that the majority of registrants see
- Company name, logo and direct link to your site will appear on the online registration
- Add your booth number and an offer to drive traffic to your booth during the conference
- Maximize the value of this opportunity by securing this high-impact sponsorship as soon as possible as registration opens in Fall 2026

(Coat) Check, Please!

- Align your brand with this highly convenient offering to the many local attendees who need a place to store their coats and belongings during the conference
- The coat check will be branded with your logo and brand presence
- All claim tickets will be stamped with your branding and booth number
- Coat check personnel will distribute one coupon or piece of collateral material to drive awareness of your brand and traffic to your booth

Conference Bags

$10,000

1 Available

Conference bags are a walking billboard for your brand!

- Take your logo or messaging on the go—literally— with conference tote bags that will be carried around throughout the expo and for months to come
- 1,200 of these bags will be distributed to conference attendees, speakers and VIPs for their convenience at the conference while they gather their swag, samples, materials and other important items from NY27
- Sponsor to provide bags.

NY27 Portable Charging Pods

$7,500

1 Available

- Align your brand with portable “on the go” chargers with branding and recognition at NY27 “as powered by” your brand!
- Chargers may be borrowed at no fee and will fully charge devices in an hour
- Allow your brand to energize attendees for a full three days during the conference

Restroom Mirror Clings

$6,000

1 Available

[SOLD]

- Place your logo on all restroom mirrors on the 6th and 7th floors
- Place your booth number on these simple and effective, and sure-to-be-seen clings—direct them to visit your station

Daily Break Stations

$5,000 per day

Available AM and PM on Friday and Saturday and Sunday AM

- Be front of mind with over 2,000 attendees who refuel with coffee and tea during the breaks in the Exhibit Hall
- The extremely popular break stations will be strategically placed near your booth to drive outstanding traffic in mid-mornings and mid afternoons
- Your brand will receive significant promotions as your booth will be highlighted on select signage and digital communications for those seeking the well-trafficked Break Stations
- **Enjoy extra traffic towards your booth as the NY27 team will position the break station within close proximity of your booth**

* Sponsor may purchase all three days at a discounted $10,000 as our Exclusive Daily Break Sponsor

NY27 Fueling Station

$5,000

1 Available

- Own all things related to hydration at NY27!
- Provide branded cups (or bottles) at all water stations on Levels 6 and 7 at the Marriott Marquis
- Provide coffee cups for the Daily Break Stations hosting tea and coffee for attendees in the morning and afternoon

NY27 Countdown Clock Sponsorship

$5,000

1 Available

- Catch the eye of key decision-makers and influencers by promoting your brand and products on the NY27 digital clock on the NY27 conference website, counting down the days and minutes until the show's opening
- Reach significant scale for your brand as the Countdown Clock will be featured on select emails to over 9,500 subscribers, with a 44% average open rate
- Sponsorship of this exciting innovation is the ideal way to build excitement ahead of your product launch, demo or breaking news
- **Sponsor will receive 50 branded drink tickets to be announced in emails and on the website**

Directional Floor Decals

$4,000

3 Available – 6th and 7th Floors

- Direct attendees right to the General Lectures—or even your booth—with highly visible colored floor decals customized with your logo
- Decals are 2'x3' and the NY27 team will position them throughout the Exhibit Hall
- Sponsor to provide artwork

"With the growing recognition of the essential role podiatrists play in patient care, this is a very exciting time for the podiatric medical community in the state of New York. Bako Diagnostics feels the renewed energy and optimism, and we are proud to be a part of it! CHEERS to the recent progress made by NYSPMA leadership! We can't wait to celebrate at NY27."
–The Entire Team at BakoDx

OUTREACH OPPORTUNITIES

Conference Bag Inclusion

$1,500

10 Available

- Turnkey opportunity for you to get your brand in the hands of your target audience
- You provide the item – a pen, keychain, mints, or product samples – and Team NY27 will place it in our conference bags
- The more creative your item is, the more your brand stands out!
- Please budget for 1,500 items and two weeks advance time to our fulfillment center

Digital Onsite Program Ad

$1,500

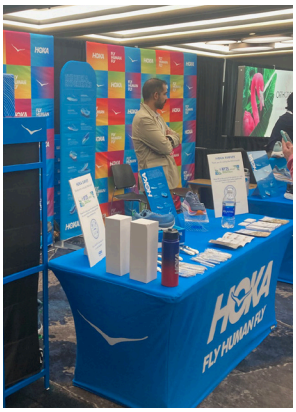
- Increase your brand exposure with a full-color ad in the NY27 onsite program – ensuring your brand gets into the hands of every NY27 attendee. Ad deadlines have been extended to January 6, 2027.

Preconference Attendee List

$1,500

- Reach all influencers and business decision makers BEFORE the conference with your brand messaging and invite them to visit you at your booth!
- Purchase entitles buyer to 3 branded Excel lists, including:
  - First name
  - Last name
  - Mailing address
  - Email address
- Multiple, updated lists will be distributed in December and throughout January
- You MUST be an exhibitor to purchase the list
- Recipients may opt out of exhibitor communications







GLOBAL EXPERIENCE SPECIALISTS (GES)

GES is the exclusive service contractor for NY27. Please contact The GES Service center in live chat at **www.ges.com/chat** or at 800-475-2098 with any questions or concerns. The exhibitor manual will be distributed via e-mail in mid-November.

FLOOR PLAN TO BE RELEASED LATE SUMMER 2026

Pricing is provided for exhibitor planning purposes only.

PRICING

Premium Mini Booth (8x8) - Level 7	$ 4,500
Mini Booth (8x8) - Level 6	$4,000
Corner Mini Booth (8x8) - Level 6	$4,500
Standard Booth (10x10) - Level 6	$5,000
Corner Booth (10x10) - Level 6	$6,000
Premium 8x10 Booth - Level 6	$7,000
Premium 10x10 Booth - Level 6	$7,500

NY27 will offer a select number of tabletops on Thursday outside the Coding Seminar and provide table, two chairs and tablecloths for $2,500.

INCLUSIONS

- 10 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
- Registration for up to five (5) company representatives
- Company listing in the onsite program, online exhibitor directory, interactive floorplan, 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 or fax numbers.
- **Note: exhibit hall is carpeted**

NOT INCLUDED

Please refer to the Exhibitor Manual for all add-ons.

- Power or Wi-Fi
- Shipping, receiving, delivery
- Set-up and cleaning
- Custom furniture, signage
- Lunch for reps

LEAD RETRIEVAL

Ordering information will be included in the exhibitor manual distributed via email in mid November.

REP REGISTRATION

Online exhibitor booth staff registration will open in late Fall 2026. All confirmed and paid 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 14, 2027. Additions or changes after this date are subject to a late fee.

SLEEPING ROOMS

A block of rooms has been reserved at the New York Marriott Marquis for NY27 exhibitors and attendees.

Click here to book your reservation at the NYC Marriott Marquis: https://book.passkey.com/event/51299740/owner/1322/home

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 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 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 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 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 1, 2026. NYSPMA reserves the right to cancel booths without refund for all booths not paid in full by November 1, 2026. Vendor shall be responsible for costs of enforcement in the event of any breach, including reasonable attorneys' fees. 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 November 6, 2026 less a 10% processing fee. Vendors cancelling after November 6, 2026 will not receive any credit or refund.

EXHIBIT PERSONNEL Each exhibiting company may register up to five (5) representatives per booth purchased at no additional cost. Representatives utilizing the complimentary registrations must be pre-registered no later than January 14, 2027. Failure to pre-register exhibit booth personnel by this date will incur a late fee. Each additional exhibit personnel registration beyond the complimentary five is subject to a $100 fee. All onsite registrants will be charged $100—no exceptions will be made for guests of vendors. Rep substitutions made online prior to January 19, 2027 will incur no additional charge; onsite substitutions will incur a fee. Once a badge has been printed, exhibit personnel registrations are non-transferable. DPM exhibitors will only be admitted to the scientific sessions if they are additionally registered as a meeting participant.

EXHIBIT PERSONNEL BADGE PICKUP Exhibit personnel are asked to pick up their badges on Thursday, January 21, 2027, during Registration hours. Exhibitor personnel badge pickup may not be available outside of these hours due to high-volume attendee badge printing. Exhibitors are encouraged to plan accordingly to ensure all company representatives are badged in advance of the exhibit hall's opening.

AFFILIATE EVENTS No exhibitor or any affiliate thereof may conduct any meeting or event in the host city during show hours that diverts or encourages attendees to leave the New York Clinical Conference & Exhibition and its authorized events. The offering of ANY educational programming that competes with NY27 is strictly prohibited. Violators will have their functions closed. Only exhibiting companies will be permitted to have meeting rooms or hospitality/business suites in the New York Marriott Marquis. NY27 reserves the right to control activities associated with the Clinical Conference & Exhibition, including those sponsored by the exhibitor during the period of the meeting, whether inside or outside of the convention facilities. Exhibitors must inform NY27 of any hospitality/business suites, functions, classes, seminars, or exhibits being held at venues other than the exhibit floor, and must receive express written consent from NY27 for said activities prior to the show. Offsite room hours shall not conflict with posted NY27 exhibit and conference hours. With the sole exception of business/internal meetings, no exhibitor is permitted to schedule or be affiliated with meetings, functions, classes, seminars, exhibits, or hospitality events that compete with or divert attendees from the NY27 Clinical Conference & Exhibition.

OUTBOARDING Exhibitor agrees that in consideration for NY27 holding exhibit space for the NY27 Clinical Conference & Exhibition and in recognition of and consideration for the significant investment NY27 makes in attracting attendees to New York City for the Clinical Conference and Exhibition, exhibitor will be an official 2027 exhibitor and will refrain from displaying product or sharing content outside of the NY27 exhibit hall. If for any reason exhibitor cancels space and outboards in any non-official exhibit venue of NY27, the exhibitor will lose all space seniority for future Clinical Conferences and will be assessed liquidated damages that are calculated at 100%, based upon lost revenue and not as a penalty.

NY27 strictly prohibits solicitation of business in any public areas occupied by NY27 Clinical Conference & Exhibition, including public areas in conference hotel. Solicitations are limited to badged individuals within registered booths in the exhibit hall only.

INSTALLATION & DISMANTLING Exhibits may be installed between 10:00 am and 5:00 pm on Thursday, January 21, 2027. 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. NYSPMA reserves the right to alter exhibit hours, including reducing, extending, or canceling any day of the exhibition, in accordance with the convention program or circumstances beyond NYSPMA's control (including but not limited to severe weather, venue restrictions, or safety concerns). Whenever possible, Exhibitors will be notified of such changes in advance of the conference; where advance notice is not possible, NYSPMA will provide notice as promptly as practicable via email to each exhibit booth staff member's registered email address. Exhibitors are responsible for ensuring all booth staff registrations reflect current, monitored email addresses, and for checking email regularly during the conference dates. Exhibitor booths must be free of materials, boxes, trash, paper, etc. after dismantle.

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 10:30 am on Sunday, January 24, 2027. Failure to observe this regulation will result in a $250 early dismantle fee per booth.

Booths must be broken down by 2PM on Sunday, January 24, 2027. Failure to do so will incur additional fees from GES.

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 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. 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. NYSPMA 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 NYSPMA and contain the complete agreement between the parties and supersede 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.

EXHIBITOR SLEEPING ROOM MANDATE Exhibitors and sponsors who need hotel accommodations must book in the official Foundation for Podiatric Medicine/NYSPMA room block at the NY Marriott Marquis. Any exhibitor or sponsor who violates this requirement will be charged a fee of $300.

Please visit this link for details and booking your room: https://www.nyspma.org/aws/NYSPMA/pt/sp/conference_hotel

Please be advised that the only way to book a room at the host hotel for NY27 is through the information provided by The Foundation/NYSPMA. For your own protection, do not make reservations through any other housing provider or travel company. Reservations made other than through the information provided by The Foundation/NYSPMA will be at your own risk. If you have been contacted by another company purporting to represent one of our host hotels or The Foundation/NYSPMA, please report them to nyclinicalconference@nyspma.org.

FAMILY HOUR POLICY We welcome families to join us for our designated Family Hour on Saturday, January 23 from 4:30 to 6:30 PM in the Exhibit Hall (Levels 6 and 7). During this time, children accompanied by a registered adult attendee are welcome in the specified area. All other conference spaces and sessions remain restricted to registered attendees only. Children must be supervised by an adult at all times during Family Hour.

HOST HOTEL SLEEPING ROOM REQUIREMENT All companies exhibiting at the NY27 Clinical Conference who require sleeping rooms must book at the New York Marriott Marquis through the official NYSPMA room block.

The NY27 Clinical Conference Room Block booking details are now up on the website. They can be found below: https://www.nyspma.org/aws/NYSPMA/pt/sp/conference_hotel

Reservations made outside the NYC Marriott Marquis do not support NYSPMA and are financially damaging to NYSPMA. Any exhibiting company that fails to support NYSPMA by booking outside of NYSPMA room block at the New York Marriott Marquis for the NY27 Clinical Conference will be assessed a non-compliance fee of $500.00. This fee will be applied to the company's exhibitor invoice for the NY28 Clinical Conference and must be paid in full prior to the company's booth assignment being confirmed for the NY28 Clinical Conference.

SHIPPING AND FREIGHT SERVICES All exhibitor materials, equipment, and freight must be shipped to and from the NY27 Clinical Conference & Exhibition exclusively through Global Experience Specialists (GES), the official drayage and freight contractor for NY27. Exhibitors are required to use GES for all inbound and outbound shipments, including advance warehouse deliveries, direct-to-show-site shipments, and post-conference return freight.

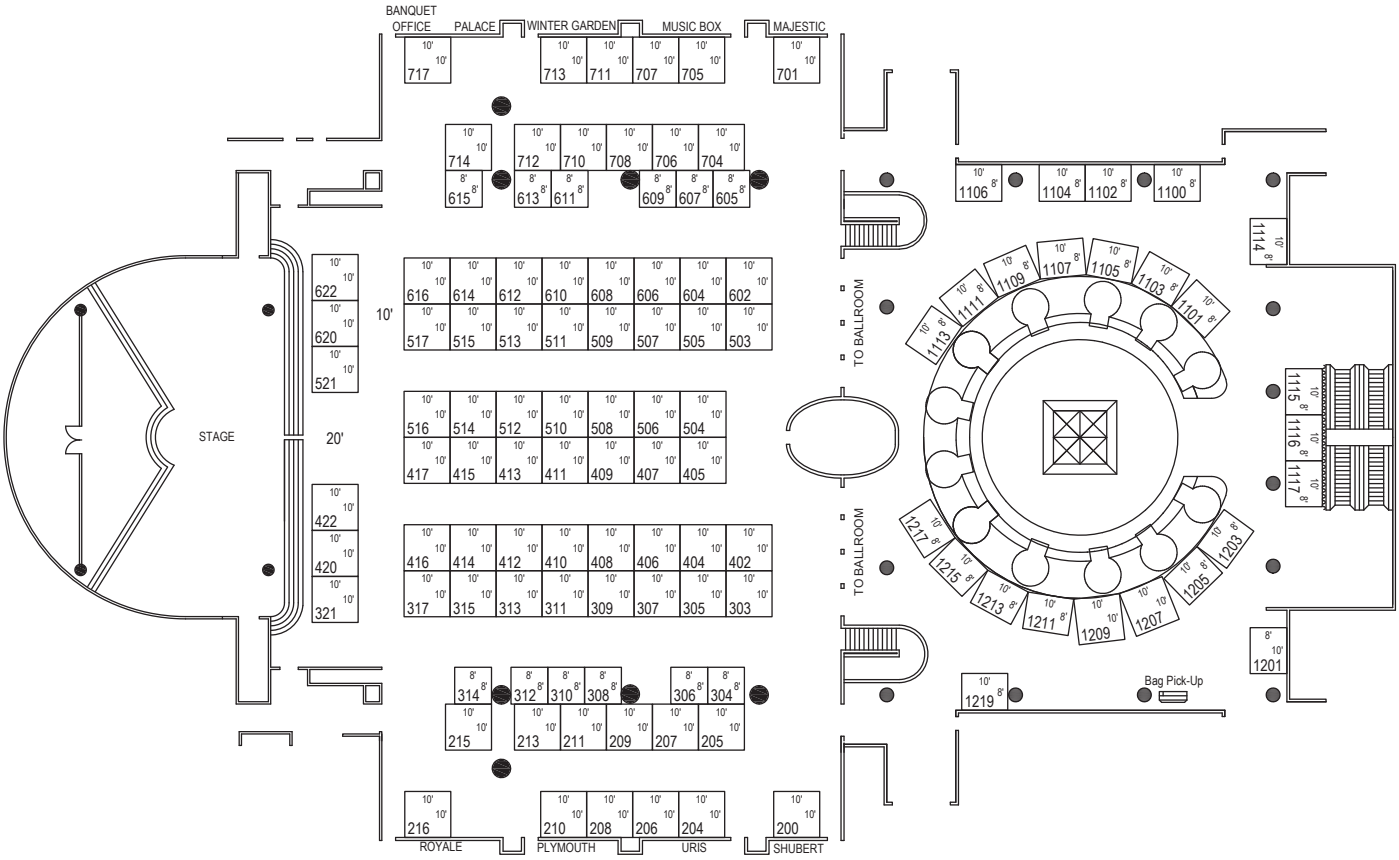
Exhibitors who elect to ship materials through any carrier or freight provider other than GES do so entirely at their own risk. NYSPMA, the New York Marriott Marquis, and GES assume no responsibility for loss, damage, delay, misdelivery, or failure to deliver any materials or equipment shipped outside of the official GES freight program. NYSPMA will not intervene on behalf of any exhibitor who experiences shipping or freight issues arising from the use of an unauthorized carrier, and no refund, credit, or accommodation will be provided in connection with such loss or damage.

All questions regarding shipping, freight, material handling, and drayage should be directed to the GES Service Center via live chat at www.ges.com/chat or by phone at 800-475-2098. Additional details, deadlines, and shipping instructions will be included in the Exhibitor Services Manual, distributed via email in mid-November 2026.

20/20 Imaging/Konica and Minolta
3D Thotics
Acera Surgical
Advanced Oxygen
Aevum
American Board of Foot and Ankle Surgery
American Board of Multiple Specialties in Podiatry
American Board of Podiatric Medicine
AmerX
Anodyne
APMA PAC
Arbutus Medical
Athelas
AVR Innovation
Bako
Bianco Instruments
Biocomposites
Biomedix
Blaine Labs
Blue Orchid Marketing
BONESUPPORT
Brooks Sports
Comfort Fit
Compulink
Con Med
Cryos Technology
Curalta
Cutting Edge Laser
Darco
DiaFoot
Dr. Antifungus
Dr. Comfort
Dr. Jills Foot Pads
Dr. Multimedia
Dr.'s Remedy
EBM Medical
Elite Wound Care
Eneslow
Enovis
Eo2 Concepts
Footmaxx/Foot Lever Sales
Forward Motion
Free Life
FunghiClear
Fusion
Gill Podiatry
gSource
GWR Medical
Henry Schein
Hudson Regional Health
HyperFlex Medical
Jan L Ram
Kerecis
Koven
Kyur
Lewin & Baglio
LifeNet Health
Marlinz
McClain Labs
McGowan Medical
MediDyne
MedPro
MegaAid
MIMEDX
ModMed
ModMed Majestic Ballroom
Nail Lift
Natrox Wound Care
New Cast Industry
NextGen Healthcare

NYCPM
OHI
One Health Partners
OPED Medical
Organogenesis
Ortho Dermatologics
Ortho Fix
OrthoFeet
Orthotica Labs
Paragon28
Paratek
PediFix
Performance Laboratories
Physician Claim
PICA
Podiatree
Podiatry Management
Power Step
Propet
Prosper
Pulsewise
Redithotics
Remy Laser
Reprise
Restorix
Sagis Diagnostics
Sanara Medtech
Sanuwave
Shoreline Medical
Smart-ABI
Smith and Nephew
Solution Practice Management
Stability
Stryker
SureFit
Swift/Emblation
Talar Medical
Televere
Tetra Corporation
Toe FX
Treace Medical
US Air Force
Vertex
Vital Wound Care
VOOM Medical
Web Power Advantage
Xcel Xray
Zimmern
Zwanger Perisi

"Why exhibit at NY27? The Clinical Conference is by far the best meeting in the country to meet and greet current clients and meet new ones! We love coming to the show every year because of the results! We have been coming for the last 15 years because it is the best meeting to get new business! We have had continual success, year after year, at the NY Clinical Conference."
–Kim Rhatigan, Technical Director, McClain Labs



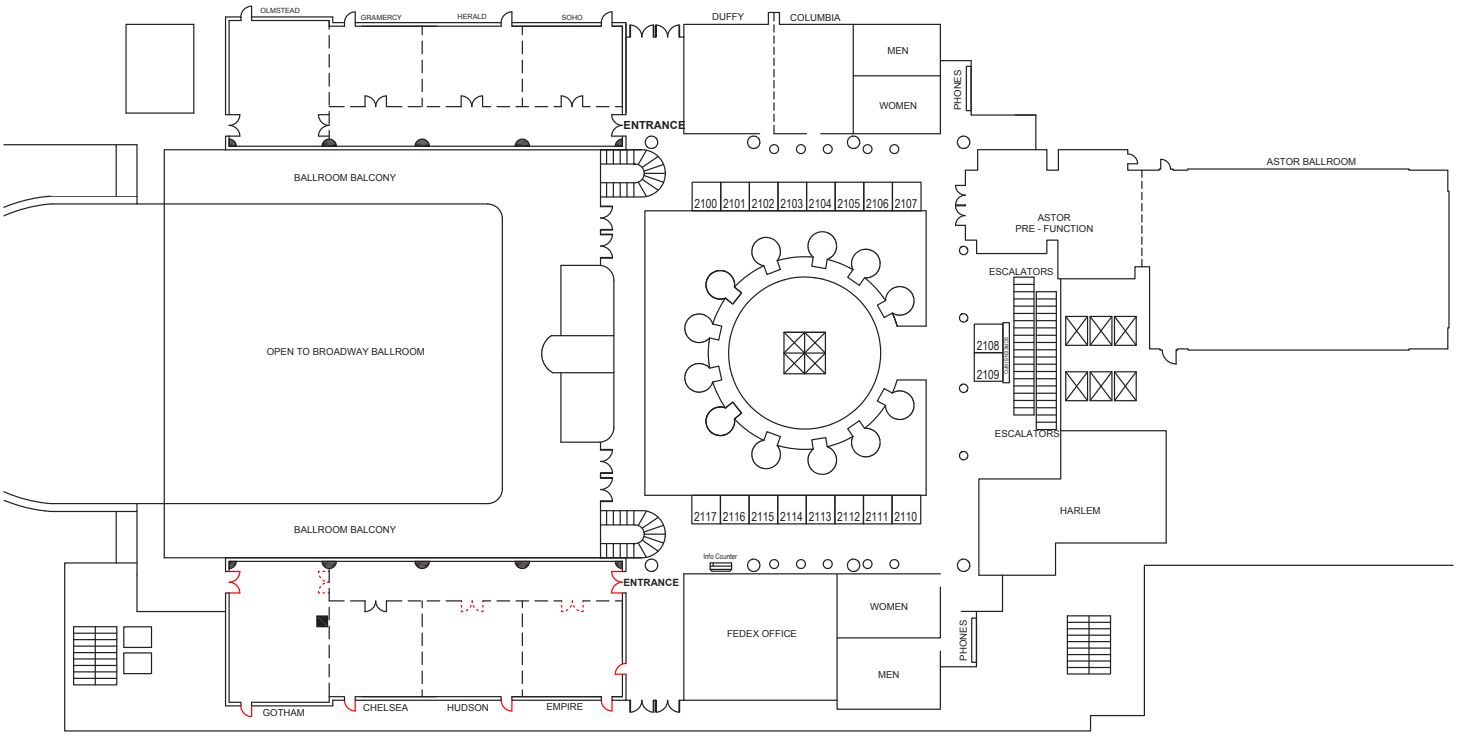
FOR VIEWING PURPOSES ONLY
BOOTH REGISTRATION WILL BEGIN IN LATE SUMMER 2026
AND WE CANNOT ACCOMMODATE ANY REQUESTS UNTIL THAT TIME

NYSPMA
330 West 38th Street, Suite 1105
New York, NY 10018
www.nyspma.org/ny27

NY27 EXHIBIT HALL HOURS

• Friday, January 22	9:30am - 6:00pm
• Saturday, January 23	9:30am - 7:30pm
• Sunday, January 24	8:00am - 10:30am

CONTACT
Karen Koza
kkoza@nyspma.org



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SPONSORSHIPS AT YOUR FINGERTIPS

Please click the link above to select and pay for your sponsorship choice today to ensure you get the valuable partnership opportunity you want before it's gone.

Speaking & Presenting Partnerships

◯ Breakfast Symposium F&B	$9,000	◯ Lunch Symposium F&B	$9,000
◯ Speaker Sponsorship	$5,000	◯ Speaker Sponsorship	$7,500
◯ Attendee Educational Workshop	$7,500	◯ Attendee Educational Workshop	$10,000
◯ Attendee Promotional Workshop	$7,500	◯ Attendee Promotional Workshop	$10,000

Hosting & Hospitality Partnerships

◯ President's Cocktail Reception	$35,000	◯ Young Members Reception	$15,000
◯ Photo Lounge	$7,500	◯ Selfie Wall	$6,000
◯ Young Members Saturday Coffee	$5,000	◯ NYSPMA Lounge Pioneering Sponsor	$4,000
◯ NYSPMA Lounge Discoverer Sponsor	$2,000	◯ Board of Trustees Luncheon	$5,000
◯ Divisions & Past Presidents Luncheon	$7,000	◯ VIP Nightcap, President's Suite Thursday	$3,500
◯ VIP Nightcap, President's Suite Friday	$3,500	◯ VIP Nightcap, President's Suite Saturday	$3,500
◯ VIP Nightcap, President's Suite Bundle Thursday, Friday, Saturday	$10,000		

Branding Partnerships

◯ Branded Conference Wireless	$20,000	◯ Custom Key Cards	$15,000
◯ Feet First On-Site Registration	$12,500	◯ Conference Lanyards	$10,000
◯ Official Welcome Amenity Partner	$12,000	◯ Conference Bags	$10,000
◯ Portable Charging Pods	$7,500	◯ Restroom Mirror Clings	$6,000
◯ Daily Break Stations-Friday	$5,000	◯ Daily Break Stations-Saturday	$5,000
◯ Daily Break Stations-Sunday AM	$2,500	◯ NY27 Countdown Clock	$5,000
		◯ Daily Break Stations Bundle Friday, Saturday, Sunday	$10,000

Outreach Opportunities

◯ Conference Bag Inclusion	$1,500
◯ Digital On-Site Program Ad	$1,500
◯ Pre-Conference Attendee List	$1,500

A 50% deposit must accompany this form to reserve sponsorship. Payment by credit card or make checks payable to: Foundation for Podiatric Medicine. Please print emailed confirmation after submitting this application and remit with payment.Payment is due in full by November 7th, 2026. Payment is due in full for all applications received after November 7th, 2026.

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