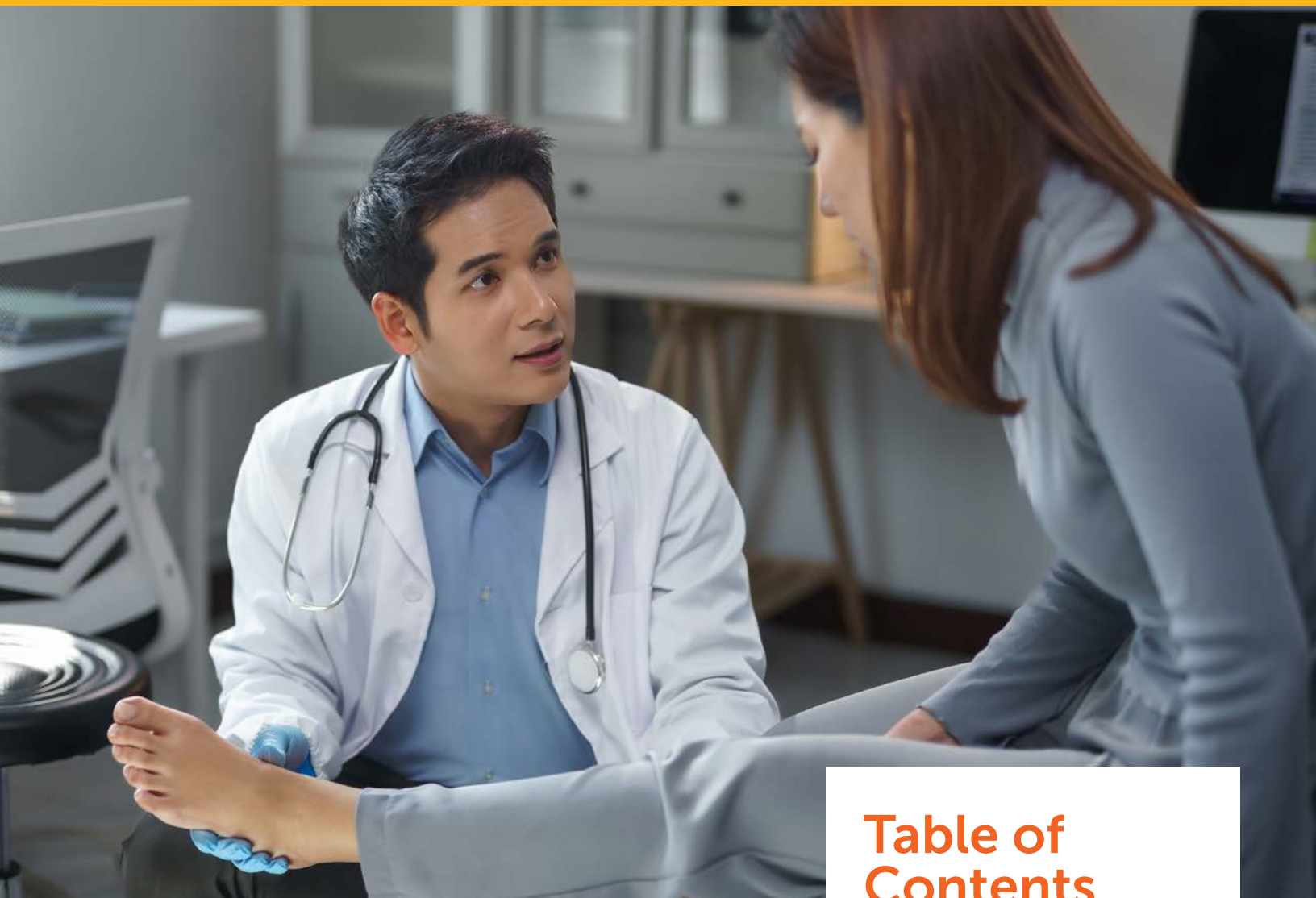


2026 Corporate Engagement Prospectus



*The nation's largest professional organization
representing podiatric physicians and surgeons.*

American Podiatric Medical Association, Inc.
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Why APMA?

APMA is the nation's largest professional organization representing podiatric physicians and surgeons.

Partnering with APMA is a direct investment in your company's visibility, credibility, and impact within the podiatric community. As the leading voice for podiatric physicians and surgeons nationwide, APMA offers unmatched access to a highly engaged audience that influences patient care, product selection, and clinical innovation. This partnership places your product or service directly in front of the decision-makers who purchase, recommend, and rely on them every day. Your support strengthens APMA's mission and positions your company as a trusted partner in the future of podiatric medicine and surgery.



Take action today
to build lasting
relationships and
elevate your company's
presence in this
influential field.

APMA Highlights

90%

of APMA members are board certified or qualified by the American Board of Foot and Ankle Surgery.

APMA members
comprise

78%

of practicing
podiatrists
in the US.

Members spend

**\$320
million**

on products and services
each year.

80%

of meeting
attendees have
buying power
or influence buying decisions.

72%

of APMA meeting
attendees say they
would be more likely
to purchase a product or service from an
APMA corporate partner.

Corporate Opportunities

Ways to Engage

Amplify your company's visibility through targeted engagement opportunities. Our exclusive sponsorships are carefully designed to position your company as a thought leader, engage with our powerful audience, and expand your brand reach.

ANNUAL SCIENTIFIC MEETING

Engage with podiatrists from across the country at our largest meeting of the year.

EDUCATIONAL GRANTS

Support cutting-edge educational programming offering continuing educational contact hours (CECH).

APMA-HOSTED PODCASTS

A unique platform to reach APMA members! Present a 20-minute podcast on a topic of your choice.

ONLINE LEARNING CENTER

Sponsor APMA's popular Online Learning Center where members go for continuing education opportunities.



FOCUS GROUPS

Secure exclusive access to a curated group of podiatric physicians for a focused discussion and valuable feedback.

WEBINARS

Our sponsored webinars are the perfect way to expand your reach and position your brand as a thought leader in the field.

CODING RESOURCE CENTER

APMA's Coding Resource Center (CRC) is the single best online resource for foot and ankle coding and reimbursement information.

CODING SEMINARS

APMA offers comprehensive live and virtual coding education programs throughout the year.

REGIONAL LECTURE SERIES

Take your message on the road and reach regional audiences as you present at podiatry's largest conferences.

YOUNG PHYSICIAN PROGRAMMING

Our Young Physicians' program serves this engaged, energetic and dynamic group of doctors who have graduated from podiatric medical school within the past 10 years.

LEGISLATIVE CONFERENCE

Support the future of podiatry and network with industry leaders at our legislative meeting.

Annual Scientific Meeting



THE
NATIONAL

NASHVILLE, TN · AUGUST 6-9, 2026

APMA ANNUAL SCIENTIFIC MEETING

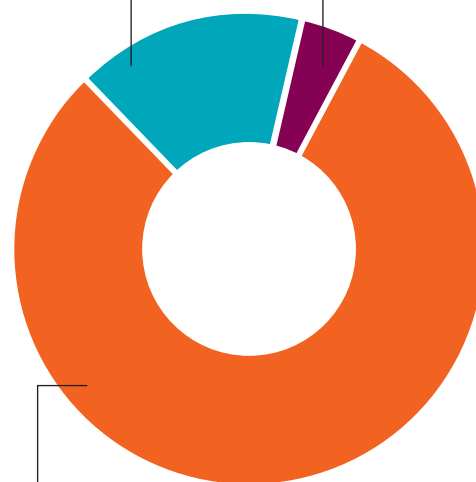
2025 Attendee Analysis

14%

Podiatric
Medical
Students

6%

Podiatric
Medical
Assistants



80% Doctors of Podiatric
Medicine (DPMs)

Why The National?

100% of meeting
attendees visit
the exhibit hall

93% of attendees rated
the exhibit hall as
excellent or great

APMA members spend over

\$320 million

on products and services each year

Annual Meeting Sponsorships

Put your brand front and center at the annual meeting with one of these sponsorship opportunities.

INDUSTRY SPONSORED LUNCH & LEARN

Educate meeting attendees during your own 60-minute presentation. Share your expertise or showcase your product with an enthusiastic audience.

SOLUTIONS STAGE

Showcase your product in a 20-minute session set in a relaxed, inviting atmosphere during an exhibit hall break.

SKILLS ZONE

Give attendees what they've asked for—more hands-on training! Through interactive, case-based examples, your company's clinical staff will train attendees on how your products can be used to improve patient care.

CUSTOM HOTEL KEY CARDS

Highlight your brand on the hotel keycards attendees will receive when they check-in to their hotel for the meeting.

podEXPO GAMES

Bring some friendly competition to the exhibit hall with a vibrant arcade space featuring backyard and arcade favorites. Your sponsorship includes a branded leaderboard, push notifications to attendees, lead retrieval and more.

HEADSHOT LOUNGE

Sponsor the photo studio where attendees can get a headshot with a professional photographer. You'll gain great exposure on-site as well as follow-up emails after the meeting.

CHARGING STATION

Sponsor this networking corner with inviting seating for attendees (and their devices) to recharge. Branding available on charging station.

CONFERENCE BAGS

This evergreen opportunity provides you with repeated exposure to meeting attendees for the duration of the conference and beyond.

HYDRATION STATION

Gain maximum visibility with your logo on reusable water bottles distributed to conference attendees. This is a great opportunity to promote attendee well being and environmental consciousness. Branding will also be at refill stations.

RELAXATION STATION

Provide attendees with a moment of relaxation and stress relief by offering 5-minute chair massages. Boost your booth traffic by distributing tickets from your booth.

WELCOME PARTY

Help kick-off the fun as the sponsor of our reimagined opening party. We'll welcome attendees to Nashville in style with great food and beverage, entertainment, and lots of opportunities to network with colleagues and friends.

FOCUS GROUP

Secure exclusive access to a curated group of podiatric physicians for a focused discussion and valuable feedback exchange during a 60-minute in-person meeting.

LANYARDS

Gain consistent visibility with hundreds of attendees throughout the meeting by providing the conference lanyards. Specs available from APMA.

OPENING SESSION

Make an impression as the exclusive sponsor of the conference opening session.

REGISTRATION CONFIRMATION EMAIL

Put your brand at the front of the attendee journey by sponsoring the confirmation email sent to all registrants. Your banner ad is guaranteed great visibility.

TRAFFIC BUILDING PACKAGES

Create buzz and guide attendees directly to your exhibit booth. Packages include meeting bag inserts, email blasts, banner ads, and more!

PUPPY PARK

Bring joy and stress relief by sponsoring the interactive puppy park. The presence of these lovable pups not only brings delight but also provides an excellent opportunity to connect with attendees.



podEXPO: Exhibit at the National

Get Your Spot at podEXPO Today!

Exhibiting at The National is a prime opportunity to connect with key decision-makers. Register for your space in the podEXPO and you'll benefit from exclusive, non-competing hall hours, nationwide exposure, complimentary registration for your booth staff (based on booth size), and additional perks.

Who is eligible to exhibit?

Exhibits are an extension of APMA's educational program. Products and services offered by exhibitors must promote podiatric medicine and/or enhance the podiatric profession. APMA reserves the right to refuse applications for any reason.

How is space assignment determined?

The APMA Priority Point system is used to determine space assignment for all booth space requests received by January 9, 2026. This system develops a priority number for each exhibitor, based on the company's support of APMA. [Learn more here.](#)

IMPORTANT INFORMATION TO NOTE

(See booth [space application](#) for complete show rules and regulations.)

Exhibitor Insurance Requirements

All exhibitors must provide a show-compliant certificate of liability insurance. See "Insurance" section in the Rules and Regulations of the [booth space application](#).

Payment Schedule

Purchase by June 19, 2026: 50% deposit required

Purchase after June 19, 2026: 100% payment required

Cancellation Policy

Cancellation of booth-space contracts must be sent to APMA in writing.

- Notice of cancellation by January 30, 2026: 50-percent refund
- Notice of cancellation by May 7, 2026: 25-percent refund
- After May 7, 2026: no refund

Space Sharing

Subletting or sharing of exhibit space is not permitted.

Housing

Exhibitors and sponsors who need hotel accommodations must book in the official APMA room block. Any exhibitor or sponsor who violates this requirement will be charged a fee of \$300. See show rules and regulations in [booth space application](#) for details.

Attendees indicate that visiting vendors and learning about new products and services are key factors in their decision to visit podEXPO.





BOOTH RENTAL

Exhibit space includes the items listed below. Visit the [floorplan](#) for booth types and rates.

- Pipe, drape, and company identification sign (note: sign available to island booths upon request)
- Meeting pre-registrant data file
- Badges for your booth personnel (based on booth size)
- Refreshment breaks in the hall with attendees
- Lunch in the hall with attendees (lunch ticket distribution based on booth size)
- Listing in print and digital platforms and promotions
- Listing in APMA Engage app, with link to company homepage
- Basic listing in [APMA Buyers' Guide](#)

The booth fee does not include table, chairs, or any other furnishings. All booth floors must be finished (carpet, etc.). If booth floor is not covered by 5 p.m. Wednesday, August 5, GES will install a standard color at exhibitor's expense.

EXHIBIT SCHEDULE

Set-Up

Wednesday, August 5

1:00 p.m. - 5:00 p.m.

Thursday, August 6

8:00 a.m. - Noon

podEXPO Open

Thursday, August 6

2:15 p.m. - 6:00 p.m.

podPARTY: 4:00 p.m. - 6:00 p.m.

Friday, August 7

9:30 a.m. - 3:45 p.m.

Saturday, August 8

9:30 a.m. - 1:30 p.m.

Dismantle

Saturday, August 8

1:30 - 6:00 p.m.

MARKETING OPPORTUNITIES

Showcase your brand and product by advertising in print and digital materials created specifically for The National. You'll be seen before, during and after the meeting. Some platforms include visibility to APMA's entire membership network.

- *The National Today* (meeting daily)
- APMA Engage App
- Branding Opportunities
- Social Media Postings
- E-Blasts

QUESTIONS? CONTACT US:

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Melanie Carter

mcarter@apma.org



IMPORTANT DATES

January 9, 2026

Last day to submit application for space assignment via priority point system.

January 9, 2026

Last day for early-bird booth registration. All prices return to normal rates after this date.

May 5, 2026

Exhibitor services site, Expresso by GES, available.

June 19, 2026

Contract balance due to APMA

July 10, 2026

Certificate of Liability Insurance (COI) due to APMA.

