

2025

Corporate Engagement Prospectus



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

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Why APMA?

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

Partnering with APMA brings significant benefits to your company, including boosting your reputation among podiatric physicians and surgeons across the country. By collaborating with APMA, you'll increase your brand's visibility within the podiatry community and align with a powerful mission to advance and advocate for podiatric medicine and surgery. This partnership not only strengthens your brand but also contributes to improving public health and supporting the vital work of APMA's members. 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

\$340 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



DALLAS/FORT WORTH • JULY 24-27, 2025
THE NATIONAL
APMA ANNUAL SCIENTIFIC MEETING

Why The National?

98% of meeting attendees visit the exhibit hall

92% of attendees rated the exhibit hall as excellent or great

APMA members spend over

\$340 million

on products and services each year

72% of APMA meeting attendees say they would be more likely to purchase a product or service from an APMA corporate partner.

70% of exhibitors return year after 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.

INNOVATION CAFÉ

Showcase your product in a 30-minute session set in a relaxed, inviting atmosphere during the morning 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.

HOTEL KEY CARDS

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

CHARGING STATION

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

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.

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.

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.

BACKYARD 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.

WELCOME PARTY

Help kick-off the fun as the sponsor of our reimagined opening party. We'll welcome attendees to Texas 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.

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.

LANYARDS

Gain consistent visibility with hundreds of attendees throughout the meeting by branding the conference lanyards.

CONFERENCE BAGS

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



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 December 13, 2024. 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, 2025: 50% deposit required
Purchase after June 19, 2025: 100% payment required

Cancellation Policy

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

- Notice of cancellation by December 31, 2024: 50-percent refund
- Notice of cancellation by April 25, 2025: 25-percent refund
- After April 25, 2025: 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.





BOOTH RENTAL

Exhibit space includes the item 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, July 23, GES will install a standard color at exhibitor's expense.

EXHIBIT SCHEDULE

Set-Up

Wednesday, July 23

8:00 a.m.-5:00 p.m.

Thursday, July 24

8:00 a.m.-Noon

podEXPO Open

Thursday, July 24

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

Friday, July 25

9:30 a.m.-2:00 p.m.

Saturday, July 26

9:30 a.m.-2:30 p.m.

Dismantle

Saturday, July 26

2:30-6:00 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.

[Learn more here.](#)

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

QUESTIONS? CONTACT US:

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IMPORTANT DATES

December 13, 2024

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

December 31, 2024

Last day for early-bird booth registration. Prices increase by 10 percent for all booth types after this date.

May 5, 2025

Exhibitor services site, Expresso by GES, available.

May 23, 2025

Contract balance due to APMA

June 27, 2025

Certificate of Liability Insurance (COI) due to APMA.

