

JOIN THE CORPORATE MEMBER PROGRAM

Join the approximately 50 companies each year that amplify their visibility through targeted sponsor and grant opportunities within our corporate member program, ranging from \$5,000–\$125,000. Make an unrestricted educational grant to support our continuing medical education programs, or sponsor various APMA activities. All members of the program receive generous advertising and recognition.

The following programs are available for partnership. Live ●, digital ●, and print ● options are available.

The National ●

Drawing a nationwide network of podiatric physicians and surgeons each year, the APMA Annual Scientific Meeting (The National) remains the premier avenue for corporate Member involvement. Partners, Leaders, and Associates can make unrestricted educational grants, sponsor symposia and receptions, and brand a variety of elements at this flagship conference, including the Team APMA 5K Run/Walk. Explore The National further on pages 7–13.

APMA Registry ●

The APMA Data Registry is a powerful information warehouse capable of providing provider, practice, and membership metrics, and more. Request specific queries relating to products or services our members perform or use, or partner with APMA to develop a customized research project.

Coding Resource Center ●

The premier online coding reference in podiatry, with more than 1,000 subscribers.

Coding Seminar ●●

Make an unrestricted educational grant to support this popular event offering continuing education contact hours (CECH). The live meeting draws more than 100 participants, while the virtual platform registration averages 200 participants.

Educational Foundation ●●

Make a tax-deductible gift and join a transformative effort to shape our field. The APMA Educational Foundation has given more than \$4 million in financial aid to academically talented students at colleges of podiatric medicine since 2005.

Legislative Advocacy ●

APMA is the only organization lobbying for podiatrists and patients on Capitol Hill.

Public/Member Education Campaigns ●●

Associate your brand with our signature public education campaigns on timely foot and ankle health topics. Your brand is included in outreach to the public through APMA's social media platforms, as well as grassroots materials used by members. The campaigns are supported by significant earned media and paid advertising efforts.

Residency Education Resource Center (REdRC) ●

Thanks to our sponsors, the REdRC is a free online educational resource for APMA-member residents.

Regional Lecture Series ●●

Work with APMA to design a customized non-CECH regional lecture series program, or support a CECH regional lecture series program at conferences hosted

by our component organizations or regions.

State Advocacy Forum ●

Sponsor this one-of-a-kind meeting that brings together APMA's state component leaders to strategize and collaborate on state legislative and legal issues affecting podiatrists and their patients.

Student Recruitment ●●

Join our initiative to increase the number of qualified applicants to podiatric medical schools. Visibility is offered through a brand-neutral website, digital media campaigns, and the Step into Podiatry event at The National.

Webinars ●

Our sponsored webinars are the perfect way to expand your reach and generate more qualified leads while positioning your brand as a thought leader in the field.

Our one-hour webinar package utilizes a strategic promotional campaign that incorporates social media and exclusive e-blasts.

The post-webinar report includes registrant data and social media engagement metrics. Sponsors may place educational content on the site.

A recording of your webinar will also be published on the APMA Media Hub for on-demand access.

CORPORATE MEMBER PROGRAM (CONTINUED)

Weekly Focus Digital Publication ●

With a nearly 30 percent open rate, this weekly news publication is sent to our entire membership of 12,500 podiatrists, as well as others in the podiatric medical community. Ask about other publications options.

Young Physician Programming ●●●

APMA's young physician members have unique and evolving needs. APMA has many opportunities to support events targeted to this important demographic:

Young Physicians' Institute and Emerging Leaders Program: The APMA Emerging Leaders Program (ELP) is a leadership-intensive program designed to support an exclusive group of young physicians with a vested interest in future leadership opportunities. Training is provided through in-person and virtual events throughout the year. The program kicks off at the Young Physicians' Institute (YPI) and concludes with a recognition ceremony at the APMA Annual Scientific Meeting (The National).

The YPI allows ELP participants to expand their leadership skills and take the knowledge gained back to their state component society, helping to ensure the present and future success of the profession.

The APMA Podcast: The APMA Podcast serves as another platform for members to receive valuable and exclusive member-only content on a variety of topics. Each individual episode is embedded directly in the APMA website, so

members can listen to each episode on the site. Sponsor an episode, mini-series, or full season.

Young Physicians' Reception; Lunch and Learn Sessions at The National: The Young Physicians' Reception at The National is a networking event intended for residents and young practitioners. Lunch and Learn sessions give young physicians the opportunity to present a one-hour lecture (or a series of brief lectures) on topics relevant to their peers.

Young Physician Infographics: As part of its ongoing efforts to provide helpful tools and resources, the program provides numerous informational resources

(infographics) for young physicians. Topics have included the residency match process, Relative Value Units, top-ten tips on timely matters, and more. Infographics are featured in print and digital platforms.

The APMA Career Center at The National: The APMA Career Center at The National is an activity hub for APMA's Young Physician members. Beyond networking opportunities, the Career Center at The National features headshot photography, access to the online Career Center and other APMA career resources, a social media wall, the opportunity to meet and connect with potential employers and more.

WHAT IS MY RETURN ON INVESTMENT (ROI)?

APMA is committed to ensuring your visibility. At your request, APMA will develop a customized ROI plan tailored to your programmatic interests. **Here's a look at key metrics:**

APMA membership
12,000
podiatrists



APMA Weekly
Focus distribution
12,500



A non-CECH, industry-sponsored symposium at The National or Regional Lecture Series
80+ podiatrists



Young Physicians' Program website (2021)

Total page views · **17,282**
Unique page views · **7,467**

REdRC metrics (2021)

Total page views · **10,650**
Unique page views · **8,812**

Coding Resource Center Metrics (2021)

Total page views · **624,981**
Unique page views · **512,870**



The National: premium booth placement and direct access to decision makers who have buying power
80% of attendees