

Special Project Opportunities

The National—Drawing 1,200–1,400 podiatrists each year, the APMA Annual Scientific Meeting (The National) remains the premier avenue for corporate partner involvement. Partners can make unrestricted educational grants, sponsor product theaters and receptions, and brand a variety of elements at this flagship conference, including the Team APMA 5K Run/Walk.

APMA Registry (new)—Develop customized research programs in conjunction with APMA.

Coding Resource Center—The premier online coding reference in podiatry, with over 1,500 subscribers.

Coding Seminar—Make an unrestricted educational grant to support this popular event offering continuing education contact hours (CECH) and drawing over 150 participants. Sponsor opportunities are still available for the March 2020 seminar in Dallas.

Educational Foundation—Make a tax-deductible gift and join a transformative effort to shape our field. The 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 Relations Campaigns: Associate your brand with our signature public education campaigns on important health topics such as diabetes, foot and ankle surgery, sports medicine, and more. Your brand is included in outreach to the public through APMA's social media platform, 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. Sponsors may place educational content on the site.

Regional Lecture Series—Work with APMA to design a customized non-CECH regional lecture series lunch 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 (new)—Join our initiative to increase the number of qualified applicants to podiatric medical schools. Visibility will be offered through an unbranded website, digital

media campaigns, and the Step into Podiatry event at The National.

Webinars—Sponsor the APMA coding webinar series or the MACRA Made Easy webinar series. In 2017, there were 5,500 live and recorded views of our webinars.

Weekly Focus digital publication—With a 27 percent open rate, this weekly news publication reaches 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:

- The Young Physicians' Institute (YPI): Taking place in Nashville, TN, every fall, the YPI brings together 50 newer practitioners and those in residency to expand their leadership skills, learn about growing a practice, and hear from experts on financial planning and other critical issues. Attendees take the knowledge gained back to their state component society and help ensure the success of the profession. Sponsors may send representatives to the meeting.
- 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. Ask us about metrics for this new program.
- Young Physicians' Reception and Lunch & Learn Sessions at The National: The Young Physicians' Reception at The National is a networking event intended for residents and young practitioners. Lunch & 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.