



THE
NATIONAL

APMA ANNUAL SCIENTIFIC MEETING
DENVER, CO • JULY 29–AUGUST 1, 2021

2021 PARTNERSHIP
OPPORTUNITIES

apma ▶

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FUTURE MEETING DATES

The National 2022

July 28–31
Marriott Orlando World Center
Orlando, FL

The National 2023

July 13–16
Gaylord Opryland Resort &
Convention Center
Nashville, TN

Dear Industry Friends,

APMA continues to stand strong and set the standard for continuing medical education programs, whether virtual or live. Despite recent challenges, the world of podiatry continues to move and change. New advances in medicine and technology mean that the need for cutting-edge education continues, and ensuring that our members are up-to-date on the newest treatments and technologies will always be a focus for APMA.

To that end, we invite you to participate in the APMA 2021 Annual Scientific Meeting (The National), which will be held July 29–August 1 in Denver at the Gaylord Rockies Resort & Convention Center. We also invite you to explore the many beneficial ways your company can partner with APMA, whether in digital, print, or live formats.

As usual, the meeting will draw attendees from across the nation. It will feature an outstanding faculty and a dynamic show floor featuring companies from all walks of industry. This event is your opportunity to showcase your products and services, connect with thought leaders, and reinforce your brand influence in the podiatric medical community.

Establish your presence at The National as a sponsor, exhibitor, or both. Educational grant opportunities are also available. Sponsorship options that offer the most visibility and access are limited and sell quickly, so you'll want to finalize your plans early. If you're interested in a customized solution, we stand ready to create a package tailored to your specific needs. Priority booth assignment is also limited. You'll find complete details on all opportunities to partner with APMA within this prospectus.

We look forward to The National 2021, and hope you'll join us as we present an amazing experience in Denver!

Sincerely,
The APMA Team

CORPORATE PARTNER PROGRAM

Corporate Partnership with APMA

MAKE AN IMPRESSION AT THE WORLD'S LARGEST ASSOCIATION FOR PODIATRISTS

WHAT IS APMA?

With 12,500 members, APMA is the world's largest professional society for foot and ankle specialists.

WHY INVEST IN APMA?

In any given year, more than 200 companies partner to expand their visibility among podiatric physicians and surgeons. These companies recognize APMA's value in building brand awareness across the entire membership of the organization, and they embrace APMA's mission to advance and advocate for the specialty of podiatric medicine and surgery for the benefit of its members and the health of the public.

APMA MEMBER HIGHLIGHTS

Gender Breakdown



Age Breakdown



90% of APMA members are **board certified** or qualified by the American Board of Foot and Ankle Surgery.



APMA is the **largest organization serving podiatric surgeons** in the country.



Practice Areas

- Surgery
- Wound Care
- Diabetic Care
- Biomechanics
- Sports Medicine
- Geriatrics
- Pediatrics
- Dermatology



Practice Owners

65% of APMA members are **practice owners**.



OWNER TYPE

- 61% Solo Practice
- 35% Group Practice: Podiatry Only
- 4% Group Practice: Multi Specialty

Nearly 25% of practice owners see **76–100 patients weekly**.



In a recent survey, **80% of DPMs** reported being more likely to **choose a product/service offered by an APMA corporate partner**, than an equal-quality product/service from a non-partner. 45% would be "a lot more likely" to choose the partner product.



APMA members comprise **70% of podiatrists in the US**.

Members **spend \$345 million** on products and services each year.



HOW CAN I CONNECT?

There are **THREE** pathways to engage with APMA's members:

1 Corporate Partner Program
Align your brand with APMA's innovative priorities as a corporate Partner, Leader, or Associate.

2 Annual Scientific Meeting
Align your brand with our most popular event as a corporate Partner or Leader.

3 Exhibit Hall
Showcase your product or service in the exhibit hall of our Annual Scientific Meeting.

JOIN THE CORPORATE PARTNER PROGRAM

Join the approximately 50 companies each year that amplify their visibility through targeted sponsor and grant opportunities within our corporate partner 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.**

KEY

- Live
- Digital
- Print

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 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. Explore The National further on pages 7–13.

APMA Registry (New) ●

Develop customized research programs in conjunction with APMA.

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 150 participants, while the virtual platform registration exceeds 500 participants.

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 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. 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 is offered through a brand-neutral website, digital media campaigns, and the Step into Podiatry event at The National.

Webinars ●

Sponsor an APMA webinar series. From January 2019 to June 2020, these programs received more than 7,000 live and recorded views. See page 9 for details about sponsoring your own webinar.

CORPORATE PARTNER 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:

- **The Young Physicians' Institute (YPI):** Taking place 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 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. Ask us about metrics for this new program.
- **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.

Questions?

Contact Kenna Barrett, Director of Development, at kbarrett@apma.org or 301-581-9240.

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
12,500
podiatrists



APMA Weekly Focus distribution
14,000



The National: premium booth placement and direct access to
1,200–1,400
podiatrists

Young Physicians' Program website (2019)
TOTAL PAGE VIEWS
3,778
UNIQUE PAGE VIEWS
1,742



REdRC metrics (2019)
TOTAL PAGE VIEWS
8,220
UNIQUE PAGE VIEWS
6,375



Webinars
More than 7,000
live and recorded views



A non-CECH lunch program at The National or Regional Lecture Series
80+ podiatrists

Young Physicians' Institute:
direct interaction with
50 young podiatrists
(residency through first seven years of practice)



Corporate Partner Program Benefits Snapshot

BENEFIT	apma Corporate Partner		apma Corporate Leader		apma Corporate Associate
	\$125,000	\$100,000	\$25,000	\$5,000	\$2,500
Individually-tailored recognition	✓				
Highest level of recognition at The National and on APMA website	✓	✓			
Eligibility to host high-visibility non-CECH events	✓	✓	✓		
Eligibility to sponsor individual APMA programs	✓	✓	✓	✓	
Complimentary/discounted advertising	✓	✓	50% off	25% off	20% off
Complimentary/discounted member data	✓	✓	50% off	25% off	10% off
Company profile in APMA News	✓	✓	✓	✓	new Associates only
Logo and hyperlink from APMA website to company homepage	✓	✓	✓	✓	✓
Permission to use APMA Partner/Leader/Associate logo	✓	✓	✓	✓	✓
Company name featured in APMA News (circulation 14,500)	✓	✓	✓	✓	✓
Complimentary subscription to APMA ePublications and APMA News	✓	✓	✓	✓	✓
Invitation to corporate reception at The National	✓	✓	✓	✓	✓

JOIN OUR CORPORATE ASSOCIATES PROGRAM AT THE \$2,500 LEVEL

When you become a Corporate Associate (non-sponsoring, general member) you enjoy advertising benefits, a free corporate profile in APMA News magazine (new associates only), and much more. See the "Corporate Associate" column in the chart above for full details.

ANNUAL SCIENTIFIC MEETING EDUCATIONAL GRANTS

Educational Grant Opportunities



Support our cutting-edge educational program offering continuing education contact hours (CECH). Educational grants offset the cost of education and maintain APMA's position as the leading provider of continuing medical education for podiatrists. APMA is approved by the Council on Podiatric Medical Education (CPME) as a provider of continuing education and adheres to all CPME standards and requirements.

The National offers comprehensive podiatric education in dermatology, surgery, wound care, and much more. All programs are coordinated by the APMA Continuing Education and Programs department and its committees, made up of podiatric physicians and surgeons from across the country.

Continuing education grant estimates for programs outlined in this prospectus include total estimated costs (e.g., content development, program promotion, attendee registration, signage, materials such as cadavers, on-site meeting/program management, continuing education approval fees, etc.). Providers of educational grants will be recognized as a meeting sponsor at the corresponding level of meeting sponsorship. Any recognition for educational grants must be in compliance with all rules and regulations surrounding grants to associations for medical education programs.

GENERAL SESSION TRACKS

\$10,000

General sessions are 10–30-minute lectures on specific topics such as those listed on page 6.

HANDS-ON WORKSHOPS*

\$10,000

Workshops focused on medical and surgical topics demonstrate the application of specific techniques and products.

PODIATRY STUDENT QUIZ BOWL

\$10,000

In its fourth year, this popular CECH event features participants selected from the nine podiatry schools, a panel of judges, 25 questions categorized into five areas of knowledge, and a room full of school spirit.

BREAKFAST SYMPOSIA

\$50,000

These popular 1.5-hour morning lectures attract 300–600 podiatrists.

PLENARY LECTURE

\$50,000

These popular, unopposed one-hour lectures attract between 600–1,000 podiatrists.

** Additional costs may be included if program requirements exceed estimates included in this prospectus (e.g., additional speakers, food and beverage, materials and audiovisual, additional set-up, etc.).*

Questions?

Contact Kenna Barrett, Director of Development, at kbarrett@apma.org or 301-581-9240.

SUBJECT AREAS FOR EDUCATIONAL GRANTS

Plenary Session and Breakfast/ Lunch/Dinner Symposium Subject Areas

- Arthritic Conditions
- Dermatology
- Diabetes
- Osteoporosis
- Pain Management
- Peripheral Arterial Disease
- Risk Management
- Sports Medicine
- Surgery/Advanced Surgery
- Wound Healing/Management

General Session Lecture Topic Areas

Surgery

- Arthrodesis
- Bone Grafts
- Foot and Ankle Internal/External Fixation
- Forefoot Surgery
- Fractures and Bone Healing
- Hallux Abducto Valgus
- Implants
- Rearfoot Surgery
- Surgical Complications
- Surgical Management of the Arthritic Foot

Advanced Surgery

- Achilles Tendon Disorders
- Amputations
- Calcaneal Osteotomy
- Charcot Foot Reconstruction
- Compartment Syndrome
- Gastrocnemius Recession
- Pediatric Flatfoot and Reconstructive Surgery
- Peroneal Tendon Repair
- Subtalar Arthroereisis or Arthrodesis
- Tarsal Tunnel Repair
- Trauma Surgery of the Foot and Ankle
- Triple Arthrodesis

Vascular Surgery/Conditions

- PAD/PVD/CLI
- Recent Advancements in Endovascular Surgery
- Spatial Frequency Domain Imaging
- Vascular Evaluation Prior to Podiatric Surgery

Biomechanics and Orthopedic Medicine

- Custom Foot Orthoses
- ESWT
- Gait Analysis
- Plantar Heel Pain Syndrome

Wound Care

- Amputation Prevention
- Antibiotic-Resistant Wound Infections
- Biopsy Techniques
- Chronic Wound Care
- Debridement
- Micro Wound Care
- Multidisciplinary Approach to Wound Management
- New Therapies
- Off-Loading of Wounds
- Wound Mapping

Diabetes

- Diabetic Foot Infections
- Diabetic Peripheral Neuropathy (DPN)
- Pediatric Diabetic Care
- Treatment of Painful DPN

Dermatology

- Bacterial Infections
- Fungal Infections
- Laboratory Tests and Physical Exams
- Malignancy
- Onychomycosis
- Skin Structure Infections

Rheumatology

- Bracing and Splinting Treatment
- Update on Pharmacological Treatment

Radiology

- Gout
- New Diagnostic Imaging Modalities
- Psoriatic Arthritis
- Utilizing Advanced Imaging Modalities in the Treatment of Foot and Ankle Disorders

Pain Management

- Chronic Pain Patients
- CRPS
- Painful Diabetic Peripheral Neuropathy

Sports Medicine

- Athlete Evaluation
- Custom Foot Orthoses
- Gait Analysis
- Injuries
- Patellofemoral Pain Syndrome/Runners
- Surgery

Practice Management

- Appropriate Documentation and Coding
- Risk Management
- Social Media
- Telemedicine
- Updates and Changes in Coding

Hands-On Workshop Subject Areas

- Medical and Surgical Topics



ANNUAL SCIENTIFIC MEETING SPONSORSHIP

Sponsorships

Deepen your exposure at The National by branding popular elements of the meeting. Branding can help increase traffic by providing repeated exposure and visibility.

LOOKING FOR SOMETHING ELSE? New options are being added, so check with us about additional opportunities.

Product Promotion Luncheon **\$25,000–\$50,000**
(Limit 6)

Exhibit Hall Grand Opening **\$25,000**
Title Sponsor (Limit 1)

Innovation Cafe **\$15,000**

Meter Boards **\$15,000**

Hotel Key Cards (Limit 1) **\$15,000**

Water Stations **\$15,000**

Opening Session (Limit 2) **\$12,500**

Elevator Clings **\$5,000**

Exhibit Hall Grand Opening **\$5,000**

Directional Floor Decals **\$5,000**

Coffee Station **\$5,000**

Charging Station **\$5,000**

TEAM APMA 5K RUN/WALK

Sponsorship opportunities are available for the popular Team APMA 5K, drawing more than 1,700 runners and walkers since its inception. Proceeds from the event support the APMA Educational Foundation, which has given more than \$4 million in scholarships to podiatric medical students since 2005.

Title Sponsorship (Limit 2) **\$5,000**

General Sponsorship
(Limit 8, Includes Enhanced Recognition) **\$2,500**

General Sponsorship (Limit 10) **\$1,000**

Sponsorship opportunities for the virtual 5K are also available. Contact us to learn more about supporting the virtual race, establishing a scholarship endowment, and other ways to support podiatric medical students.

Opportunities
are limited.
ACT NOW to
reserve your
opportunity!



Support Levels and Recognition

Total support will be recognized by the level of sponsorship support for the APMA Annual Scientific Meeting (The National): Diamond, Platinum, Gold, Crystal, Silver, Bronze, Pewter, or Copper. Please note that any recognition for educational grants must be in compliance with all rules and regulations surrounding grants to associations for medical education programs.

Universal Benefits

All meeting sponsors receive the following benefits:

- Complimentary meeting pre-registrant data file
- Prime booth location in exhibit hall
- Booth recognition marker
- Complimentary registration for booth personnel
- Complimentary badges for booth personnel
- Pre- and post-meeting recognition in print and digital platforms:
 - **Print:** meeting program book, meeting newspaper, preliminary program mailing, *APMA News* magazine
 - **Digital:** meeting app, APMA website with link to company homepage
- Company name featured throughout meeting site
- Invitation to the Annual Meeting Corporate Partner Reception hosted by the APMA Board of Trustees
- Priority points toward future exhibit hall placement
- Ability to use APMA meeting logo
- Annual Meeting Sponsor ribbon
- Complimentary enrollment in Corporate Partner program

CUSTOMIZED BENEFITS				
The chart below reflects benefits specific to each sponsorship package.				
CATEGORY	BOOTH SPACE	ADVERTISING	APMA MEMBER DATA FILE	ENHANCED VISIBILITY
DIAMOND \$125K+	20' x 20' Premium island	Two full-page ads in meeting program book	Complimentary	Ability to provide room drop* Full-page profile in <i>APMA News</i> magazine Visibility throughout meeting site
PLATINUM \$100K–\$124,999				
GOLD \$50K–\$99,999				
CRYSTAL \$35K–\$49,999	10' x 10' Premium booth	One full-page ad in meeting program book	50-percent discount	Visibility throughout meeting site
SILVER \$25K–\$34,999				
BRONZE \$15K–\$24,999	\$500 discount Prime booth location	Half-page ad in meeting program book	25-percent discount	
PEWTER \$10K–\$14,999	Prime booth location			
COPPER \$5K–\$9,999				

* Sponsor is responsible for hotel room drop fees.

CONDITIONS

Breakfast/Lunch/Dinner Symposia, Plenary Sessions, General Session Lectures, and Hands-On Workshops

- APMA is responsible for control of content and selection of presenters and moderators.
- Sessions are developed by APMA for continuing education contact hour (CECH) credits. (Some non-CECH options are available.)
- Additional costs (+) may be included if program specs exceed estimates included in this prospectus (e.g., additional speakers, food and beverage, materials, and audiovisual).

Booth Space

All sponsors planning to exhibit, even those receiving a discount or complimentary space, must submit the Exhibit Space application, available at www.apma.org/exhibits. Booth supplies are not included.

Member Data

Use of member data must be in accordance with APMA policy. The sponsor must complete the Data Use Agreement in advance.

Meeting Logo

Materials on which the logo appears must be pre-approved by APMA.



THE FUTURE IS COMING!

Looking for a dynamic way to connect with APMA members? Expand your reach, generate more leads, and connect with new members through APMA's new high-engagement suite of digital opportunities.

Sample: APMA Webinar Package (One-Hour Webinar)

Provide your non-CECH content to APMA members, and get these great benefits:

- APMA Weekly Focus Ad – *three total*
 - one before webinar
 - one week of webinar
 - one post event (linked to on-demand webinar)
- Social Media – *six total*
 - one post on Professional Education Facebook page
 - one post on LinkedIn
 - one post on public Facebook page
 - two posts on Twitter
 - one post on Instagram
- Exclusive E-Blast
 - one scheduled at sponsor's discretion
- APMA Member Data File

Add-Ons

- APMA News – full page ad (Corporate Partner discount may apply)
- Regional segmentation and stream time
- Additional e-blasts

ROI

- Attendance reports
- Metrics on social media
- Metrics on e-blasts
- Metrics on APMA Weekly Focus
- Banner ad metrics
- On-demand metrics given quarterly

Questions?

Contact
Tilman Gerald II,
Manager of
Development, at
tgerald@apma.org
or 301-581-9242.

ANNUAL SCIENTIFIC MEETING EXHIBITIONS

Exhibit Space FAQs

Who is eligible to exhibit?

The exhibits are an extension of APMA's educational program. In order for APMA to accept an application, the products and services 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 Friday, November 6, 2020. This system develops a priority number for each exhibitor, based on the company's support of APMA for the past three years, using the following criteria:

1. Consecutive years exhibited with APMA
2. Number of booths taken per year
3. Advertising placed in APMA publications
4. Support for APMA educational programs and other APMA programs

To benefit from the Priority Points rating, the application for exhibit space must be received on or before Friday, November 6, 2020. Applications received after Friday, November 6, 2020, will be assigned space in order of date received. APMA reserves the right to assign the next-best substitute space when the requested space is not available. Because it is not possible to contact each company, please do not concentrate all choices in one area of the exhibit hall. APMA reserves the right to reassign exhibit space.

BOOTH RATES		
BOOTH TYPE	THROUGH 1/29/2021	AFTER 1/29/2021
10 X 10 AISLE STANDARD	\$2,650	\$2,915
10 X 10 AISLE PREMIUM	\$2,750	\$3,025
10 X 10 CORNER STANDARD	\$2,850	\$3,135
10 X 10 CORNER PREMIUM	\$3,400	\$3,740
10 X 10 PREMIUM ISLAND	\$9,600	\$10,560

The booth rental fee includes:

- pipe, drape, and company identification sign (note: sign available to island booths upon request);
- complimentary meeting pre-registrant data file;
- complimentary registration for your booth personnel;
- complimentary badges for your booth personnel;
- complimentary refreshment breaks in the hall with attendees;
- recognition on APMA website with link to company home page;
- recognition in print and digital meeting promotions;
- recognition in mobile meeting app, with link to company home page; and
- complimentary basic listing in APMA Buyers' Guide.

The booth fee does not include furnishings or any other booth supplies. Booth supplies can be ordered at the Espresso by GES site. Visit www.apma.org/exhibits for the link.



HOW CAN I SAVE ON THE COST OF A BOOTH?

Take advantage of early-bird registration!

Purchase your booth by Friday, January 29, 2021, and save. Prices increase by 10 percent for all booth types after Friday, January 29, 2021.

ANNUAL SCIENTIFIC MEETING | EXHIBITIONS (CONTINUED)

The APMA exhibit hall follows the International Association of Exhibits and Events guidelines. The display guidelines are designed to ensure that each exhibitor, regardless of size, has the opportunity to present its products or service in the most effective manner possible. Please review the complete show Rules and Regulations which are provided as part of the booth application, available at www.apma.org/exhibits.

The booth rental fee does not include admittance to the educational program. Any podiatrist wishing to attend these sessions is required to register as a meeting attendee.

GES (Global Experience Specialists) is the official exhibitor services contractor:

GES National Service Center

Phone: 800-475-2098 | Fax: 866-329-1437

www.ges.com/contact

EXHIBITOR STATISTICS

40% have exhibited at The National for **more than 10 years**



25% cite **number of attendees** as top reason for exhibiting



30% cite **sales goals** as top reason for exhibiting



70% are **repeat exhibitors**

80% of attendees at The National are responsible for **purchasing decisions**



IMPORTANT ITEMS TO NOTE

1. Exhibitor Insurance Requirements

All exhibitors must provide a show-compliant certificate of liability insurance. See "Insurance" section in the Rules and Regulations which are provided with the booth application, available at www.apma.org/exhibits.

2. Solicitation Regulation

APMA follows the guidelines of the International Association of Exhibitions and Events (IAEE). Any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of the IAEE Exhibition Policy will be asked to leave immediately. Additional penalties may be applied. Please report any violation you may observe to show management. See "Solicitation Regulation" section in the Rules and Regulations which are provided with the booth application, available at www.apma.org/exhibits.

3. Cancellation

Cancellation of booth-space contracts must be received in writing. See "Cancellation" section in the Rules and Regulations which are provided with the booth application, available at www.apma.org/exhibits.

4. Space Sharing

Subletting or sharing of exhibit space is not permitted.

5. Set-Up/Dismantle

During set-up and dismantling of booths, no one under the age of 18 is allowed in the exhibit hall.

6. Hall Etiquette

As a courtesy to APMA's Annual Scientific Meeting attendees and to your fellow exhibitors, exhibitors are requested to open their exhibit on time each day and staff it throughout the day of the meeting until the scheduled closing of exhibits. Companies that dismantle their booth early will be subject to a penalty. See "Installation and Dismantling" section in the Rules and Regulations which are provided with the booth application, available at www.apma.org/exhibits.

7. Floor Covering

All exhibitors are required to cover the floor of their booth. Carpet may be ordered through GES. Exhibitors are also allowed to provide their own floor covering. If booth floor is not covered prior to show opening, GES will install a standard color at exhibitor's expense.

Timeline | Shipping | Hotel

Exhibit Schedule

Set-Up	Wednesday, July 28
Exhibit Hall Open	Thursday, July 29
Exhibit Hall Open	Friday, July 30
Exhibit Hall Open	Saturday, July 31
Dismantle	Saturday, July 31

For the complete exhibit hall schedule, visit www.apma.org/exhibits.

Shipping Information

Advance and direct shipping addresses, as well as delivery dates and deadlines, will be available at www.apma.org/exhibits.

Hotel Information

Gaylord Rockies Resort & Convention Center
6700 N. Gaylord Rockies Blvd.
Aurora, CO 80019
720-452-6900

Visit www.apma.org/thenational in January for complete details and to make a reservation. Please be aware that the block of rooms available at the group rate is limited. You should only use the information provided on the APMA website for your hotel arrangements. Booking through any other source may result in significant personal inconvenience and financial loss.

Important Dates

November 6, 2020 | Friday

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

January 29, 2021 | Friday

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

May 3 | Monday

Order booth supplies and services at the Expresso by GES site; link posted at www.apma.org/exhibits.

June 25 | Friday

Contract balance due to APMA. Booth personnel information due.

June 25 | Friday

Certificate of Liability Insurance due to APMA.

June 29 | Tuesday

Exhibitor Kit Discount: last day to place orders with payment and receive discounted price.

July 29–31 | Thursday–Saturday

Exhibit at APMA meeting. Visit www.apma.org/exhibits for specific times and for set-up and dismantling schedule.

Questions?

Contact
Melanie Carter,
Associate Director,
Development, at
mrcarter@apma.org
or 301-581-9200.



NEXT STEPS

If you're ready to purchase your booth, view the floorplan and download the booth space application by visiting www.apma.org/exhibits.

Marketing Opportunities

Heighten the visibility of your brand and product by advertising in materials created specifically for The National. All ad opportunities have deadlines. View the media kit at www.apma.org/exhibits for dates and prices.

- **Be seen before, during, and after the meeting.**
- **Many offerings provide exposure to the entire APMA membership, not just meeting attendees.**
- **Print and digital opportunities are available.**

The National Today (Show Daily)

The popular meeting newspaper, *The National Today*, captures important information attendees need to know, but without the bulk of the meeting program book. Opportunities from cover to quarter-page ads are available. The daily is distributed to attendees each morning as they enter the meeting, and 85 percent of attendees report they read it each day.

Exhibitor Marketplace

Looking to make a splash? Showcase your brand and booth in the Exhibitor Marketplace featured in *The National Today*.

Bin Branding & Hand Sanitizer Stations

Get daily visibility for your company logo and/or product photo by branding the distribution bins for *The National Today* and hand sanitizer stations. Bins and sanitizer stations are placed strategically throughout the meeting and expo space.

Meeting Mobile App

More than half of The National's attendees utilize the event mobile app. Advertise in the app and attendees will have your brand at their fingertips, no matter where they are. The APMA mobile app is supported by Android and iOS platforms.

Exclusive E-Blast Opportunities

E-Blast notices and Newsletters

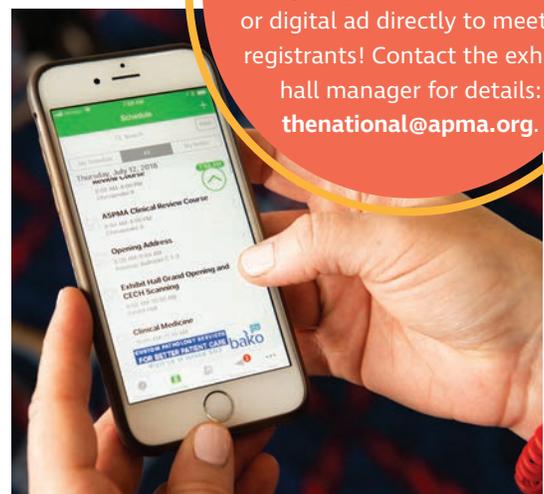
Place your ad in customized e-blast notices and newsletters and build your brand with APMA attendees and members. You'll extend your reach before, during, and after the meeting. Save when you purchase a bundled package.

Several options are available:

- eDaily (before meeting)
- ePreview (before meeting)
- eWeekly (after meeting)
- ePost (after meeting)

SEND YOUR AD DIRECTLY TO ATTENDEES!

Send your printed advertisement or digital ad directly to meeting registrants! Contact the exhibit hall manager for details: thenational@apma.org.





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www.apma.org

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