WHY PARTICIPATE IN THE NATIONAL?
APMA’s Annual Scientific Meeting (The National) is the nation’s premier foot and ankle meeting, attracting podiatric physicians, assistants, and other health-care professionals from across the country and around the world. The faculty consists of the top names in podiatry. Meeting attendees get the opportunity to network with their colleagues and friends in a comfortable setting devoted to podiatric medicine and its practitioners.

WHAT CAN THE NATIONAL DO FOR YOU?
Participating in The National will increase your organization’s visibility and reputation in the medical marketplace. It is the ideal venue to enhance your sales and marketing objectives. At The National, you’ll receive:

- guaranteed access to your target audience;
- face-to-face interaction with current clients and prospects;
- generation of leads and new sales; and
- heightened company recognition and brand awareness.

Whether you participate in the meeting as a sponsor, exhibitor, or both, APMA promotes your company and your support through various mechanisms (benefits vary depending on support type and level). You receive heightened visibility to APMA’s vast membership network through recognition in:

- meeting program book, daily newspaper, and mobile app;
- APMA website;
- APMA News magazine; and
- meeting site.

HOW CAN YOU PARTICIPATE?
Grants and Sponsorship
APMA offers grant and sponsorship opportunities for budgets of all sizes. Sponsorship provides you with access to the majority of all foot and ankle health professionals in the country, and automatically enrolls you in the corresponding giving level of the corporate membership program. Corporate members enjoy year-round exposure to APMA membership. Visit www.apma.org for details about corporate membership. See complete details about sponsorship and benefits on pages 3-9.

Exhibitions
The meeting’s expansive hall allows you to showcase your products and services at the premier event in podiatry. As an exhibitor at The National, you interact face-to-face with an audience that has unparalleled authority and reach among patients. See complete details about exhibiting and benefits on pages 10-16.

WHO IS TODAY’S PODIATRIST?
Podiatrists are physicians, surgeons, and specialists who are highly trained to diagnose and treat conditions affecting the foot, ankle, and related structures of the leg. Podiatrists complete years of rigorous foot and ankle training in podiatric medical school and hospital-based residency training, making them uniquely qualified to care for this part of the body.

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

ABOUT APMA
Founded in 1912, the American Podiatric Medical Association (APMA), headquartered in Bethesda, MD, is the leading resource for foot and ankle health information. Currently, the organization represents a vast majority of the estimated 15,000 podiatrists in the country. In addition to the national headquarters, APMA boasts 53 state component locations throughout the United States and its territories, as well as affiliated societies.
EDUCATIONAL GRANTS

- Educational grants are used to fund APMA’s continuing education programs.

- APMA pursues grant funding to assist in offsetting the rise in the overall costs of live continuing education required by the podiatric medical profession and to keep fees reduced for APMA podiatric physician and surgeon attendees.

- 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.).

- APMA is approved by the Council on Podiatric Medical Education (CPME) as a provider of continuing education in podiatric medicine. APMA complies with all CPME standards, requirements, and procedures as a provider of continuing education.

- All programs are coordinated by the APMA Scientific Affairs Department and its committees, made up of podiatric physicians and surgeons from across the country.

- Non-continuing education programs and sponsorship opportunities are outlined on pages 5–7.
EDUCATIONAL GRANT OPPORTUNITIES

GENERAL SESSION LECTURE TRACK
$12,500
• Grant supports program costs for general session tracks (detailed grant agreement will be sent after APMA’s receipt of attached application)
• Format: multiple 30-minute lectures on single track
• Attendance varies based on number of tracks (200–500 physician attendees)

SURGICAL/WOUND CARE PRE-CONFERENCE WORKSHOPS*
$10,000–$25,000
• Grant supports program costs for workshops (detailed grant agreement will be sent after APMA’s receipt of attached application)
• Attendance is based on specific program and available space

† 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.).

BREAKFAST SYMPOSIUM LECTURE
$50,000
• Grant supports program costs for breakfast symposium lecture program (detailed grant agreement will be sent after APMA’s receipt of attached application)
• Format: 1.5 hours of lecture with two expert speakers
• Attendance: 300–600 physician attendees

PLENARY SESSION LECTURE
$50,000
• Grant supports program costs for plenary lecture program (detailed grant agreement will be sent after APMA’s receipt of attached application)
• Format: one-hour lecture on cutting-edge topic
• Attendance: 600–1,000 physician attendees

30 PERCENT OF AMERICAN ADULTS WHO HAVE HAD A BUNION VISITED A PODIATRIST.
SPONSORSHIP OPPORTUNITIES

SPONSORSHIPS
- Sponsorship opportunities are available for non-continuing education programs.
- These opportunities include programs such as sponsorship of the opening session, product promotion theaters, exhibit hall advertisements, poster abstract reception sponsorship, cyber stations, etc.
- Sponsorship automatically enrolls your company in the corresponding giving level of the corporate membership program. Corporate members enjoy year-round exposure to APMA membership. Visit www.apma.org/CorporateOpportunities for details.

SPONSORSHIP OPPORTUNITIES/BENEFITS:
These opportunities are available on a first-come, first-served basis. (Mark choice[s] on application.)

OPENING SESSION SPEAKER .............................................................................................................$25,000
Sponsorship for this event provides significant exposure and visibility to the sponsor. The opening session event is highly publicized to all members once a speaker is selected and sponsorship confirmed, which can begin as early as January and last for several months leading up to the event, during the event, and in post-meeting materials. Visibility includes name and logo in all pre- and post-meeting promotion materials, program materials and mailings that include promotion of the opening session, logo signage behind the speaker on the stage backdrop, and post-session autograph signing in the sponsor booth (if agreed to by the speaker).

PRODUCT THEATER SPONSORSHIP .............................................................................. $25,000–$48,000
APMA product theater sponsorship was introduced at the APMA 2009 Annual Scientific Meeting in Toronto. The product theaters are very well received and will continue to be offered depending on space availability. The product theaters are large enough to accommodate a lecture program with up to 50 podiatric physician and surgeon attendees with theater-style seating, wireless headsets, and audiovisual screens. Sponsorship is $25,000 plus any set-up fees, food/beverage service, audiovisual, speaker fees, and signage, etc. All additional costs are billed directly to the sponsor.

CYBER STATIONS .................................................................................................................................. $20,000
Four free-standing kiosks with two computer stations on each kiosk will be placed around the meeting space and exhibit hall. Visibility includes: branded walls of kiosks with graphics and company logo/product information, logo screen saver on monitors, and separate pocket to accommodate brochures or required product information.

EXHIBIT HALL ADVERTISEMENT ......................................$10,000–$20,000 (EACH OPTION BELOW)
(all artwork provided by sponsor)
- Meter Board Ads—located in a high-traffic area in the convention center
- Table Top Sticker Ads (20)—tables in the exhibit hall food court area will be covered by artwork from the sponsoring company

YOUNG PHYSICIANS’ PROGRAM RECEPTION ..............................................................$15,000–$25,000
The Young Physicians’ Program reception is hosted by the APMA Board of Trustees and held in the president’s suite (pending availability). Be a sponsor of this special reception and receive recognition in all pre- and post-reception announcements and promotion. Your company name or logo will appear on signage, reception napkins, invitations, and all other appropriate opportunities for visibility.

EXHIBIT HALL GRAND OPENING ....................................................................................................... $10,000
Start the meeting off right at a reception in the exhibit hall where attendees can meet new colleagues and greet old friends in a relaxed social setting. This well-attended event will make networking with key customers and prospects easy. Your company name and logo will be prominently displayed on-site and on any pre- and post-meeting promotional materials.

POSTER ABSTRACT SESSION SPONSORSHIP .................................................................$10,000
The poster abstract session is a sponsorship opportunity that will offer sponsors visibility at the site of the posters as well as during the poster abstract reception. Visibility includes company name and/or logo displayed on signage at the poster display area, printed on the poster reception, napkins, and reception signage, and on any pre- and post-meeting promotional materials.

www.apma.org/thenational
RECOGNITION LEVELS OF TOTAL SUPPORT

Total support will be recognized by the level of sponsorship support for the APMA Annual Scientific Meeting (The National): Copper, Pewter, Bronze, Crystal, Silver, Gold, Platinum, or Diamond. 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.

MEETING SPONSORS RECEIVE:
- invitation to the Annual Meeting Corporate Membership Reception hosted by the APMA Board of Trustees;
- pre- and post-meeting recognition in APMA News;
- company name featured throughout meeting site;
- booth recognition marker;
- priority points toward future exhibit hall placement;
- recognition on APMA website with link to company home page;
- recognition in Preliminary Program mailing; and
- annual Meeting Sponsor ribbon.

DIAMOND ........................................ $125,000+
Sponsorship at the DIAMOND LEVEL:
- Sponsorship totaling $125,000+ will receive the benefits for the specific selected programs and the following recognition:

Recognition at the DIAMOND LEVEL:
- Prime, deluxe 20’ x 20’ premier island exhibit space (or larger if requested by Monday, November 4, 2016)
- Room drop
- Two full-page ads in the final meeting materials
- Prominent recognition in the final meeting materials
- Member data disc (one year’s use)
- Pre-registrant mailing labels
- Full-page corporate profile in APMA News
- Right to use APMA meeting logo

GOLD ............................................. $50,000–$99,999
Sponsorship at the GOLD LEVEL:
- Sponsorship totaling $50,000–$99,999 will receive the benefits for the specific selected programs and the following recognition:

Recognition at the GOLD LEVEL:
- 20’ x 20’ standard exhibit space
- Two full-page ads in the final meeting materials
- Member data disc (one year’s use)
- Pre-registrant mailing labels
- Right to use APMA meeting logo

PLATINUM .................................... $100,000–$124,999
Sponsorship at the PLATINUM LEVEL:
- Sponsorship totaling $100,000–$124,999 will receive the benefits for the specific selected programs and the following recognition:

Recognition at the PLATINUM LEVEL:
- Prime, deluxe 20’ x 20’ island exhibit space
- Room drop
- Two full-page ads in the final meeting materials
- Prominent recognition in the final meeting materials
- Member data disc (one year’s use)
- Pre-registrant mailing labels
- Full-page corporate profile in APMA News
- Right to use APMA meeting logo

CRYSTAL ...................................... $35,000–$49,999
Sponsorship at the CRYSTAL LEVEL:
- Sponsorship totaling $35,000–$49,999 will receive the benefits for the specific selected programs and the following recognition:

Recognition at the CRYSTAL LEVEL:
- 10’ x 10’ aisle standard exhibit space
- One full-page ad in the final meeting materials
- 50-percent discount on purchase of member data disc
- Pre-registrant mailing labels
- Right to use APMA meeting logo

77 PERCENT OF ADULTS EXPERIENCE FOOT PROBLEMS AT SOME TIME IN THEIR LIVES.

6 2017 APMA Annual Scientific Meeting Prospectus
SILVER ......................................... $25,000–$34,999
Sponsorship at the SILVER LEVEL:
• Sponsorship totaling $25,000–$34,999 will receive the benefits for the specific selected programs and the following recognition:

Recognition at the SILVER LEVEL:
• 10’ x 10’ aisle standard exhibit space
• One full-page ad in the final meeting materials
• 50-percent discount on purchase of member data disc
• Pre-registrant mailing labels
• Right to use APMA meeting logo

PEWTER ......................................... $10,000–$14,999
Sponsorship at the PEWTER LEVEL:
• Sponsorship totaling $10,000–$14,999 will receive the benefits for the specific selected programs and the following recognition:

Recognition at the PEWTER LEVEL:
• Half-page ad in the final meeting program
• 25-percent discount on member data disc

BRONZE ......................................... $15,000–$24,999
Sponsorship at the BRONZE LEVEL:
• Sponsorship totaling $15,000–$24,999 will receive the benefits for the specific selected programs and the following recognition:

Recognition at the BRONZE LEVEL:
• $500 discount on 10’ x 10’ exhibit space
• One full-page ad in the final meeting program
• 25-percent discount on purchase of member data disc
• Pre-registrant mailing labels
• Right to use APMA meeting logo

PEWTER ......................................... $10,000–$14,999
Sponsorship at the PEWTER LEVEL:
• Sponsorship totaling $10,000–$14,999 will receive the benefits for the specific selected programs and the following recognition:

Recognition at the PEWTER LEVEL:
• Half-page ad in the final meeting program
• 25-percent discount on member data disc

COPPER ......................................... $5,000–$9,999
Sponsorship at the COPPER LEVEL:
• Sponsorship totaling $5,000–$9,999 will receive the benefits for the specific selected programs and the following recognition:

Recognition at the COPPER LEVEL:
• Quarter-page ad in the final meeting program
• 10-percent discount on member data disc

Please submit completed application by November 4, 2016.
(SEE PAGE 9)

CONSIDERATIONS

- 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 hours (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).
- Exhibit Hall Booth Space: All sponsors planning to exhibit, even those receiving a discount or complimentary space, must submit the Exhibit Space Application in the exhibitor section of this prospectus.
- Member Data: Use of member data must be in accordance with APMA policy. Sponsor must complete the Data Use Agreement in advance.
- Meeting Logo: Materials on which the logo appears must be pre-approved by APMA.
SUBJECT AREAS FOR EDUCATIONAL GRANTS

PLEASE WRITE IN TOPICS OF INTEREST ON THE APPLICATION PAGE UNDER EDUCATIONAL COMPONENT.

PLENARY SESSION AND BREAKFAST/LUNCH/DINNER SYMPOSIUM SUBJECT AREAS

- Wound Healing/Management
- Surgery/Advanced Surgery
- Pain Management
- Diabetes
- Osteoporosis
- Sports Medicine
- Risk Management
- Dermatology

GENERAL SESSION LECTURE TOPIC AREAS

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

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

- Peripheral Arterial Disease (PAD)
  - Medical Management of PAD
  - Vascular Evaluation Prior to Podiatric Surgery
  - Recent Advancements in Endovascular Surgery

- Pain Management
  - CRPS
  - Chronic Pain Patients
  - Fibromyalgia

- Sports Medicine
  - Amputee Athletes
  - Patellofemoral Pain Syndrome/Runners
  - Custom Foot Orthoses
  - Surgery
  - Gait Analysis
  - Injuries
  - Athlete Evaluation

- Biomechanics and Orthopedic Medicine
  - Plantar Heel Pain Syndrome
  - Gait Analysis
  - Custom Foot Orthoses

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

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

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

- Rheumatology
  - Update on Pharmacological Treatment
  - Bracing and Splinting Treatment

- Radiology
  - New Diagnostic Imaging Modalities
  - Utilizing Advanced Imaging Modalities in the Treatment of Foot and Ankle Disorders

- Practice Management
  - In-Office Dispensing
  - Referrals
  - Marketing
  - Staffing
  - Patient Education
  - Using the Internet Effectively in Podiatric Practice
  - EHR/EMR

- Coding
  - Appropriate Coding for the Podiatric Practice
  - Updates and Changes in Coding

HANDS-ON WORKSHOP SUBJECT AREAS

- Surgical
- Advanced Surgical
- Wound Care
2017 ANNUAL SCIENTIFIC MEETING
Gaylord Opryland Resort & Convention Center—Ryman Halls B1–6 • Exhibit Dates: July 27–29, 2017

1. SPONSORSHIP/GRANT LEVELS

- DIAMOND .............................................................................................................. $125,000
- PLATINUM ............................................................................................................. $100,000–$124,999
- GOLD ....................................................................................................................... $50,000–$99,999
- CRYSTAL ................................................................................................................ $35,000–$49,999
- SILVER ...................................................................................................................... $25,000–$34,999
- BRONZE .................................................................................................................. $15,000–$24,999
- PEWTER ................................................................................................................... $10,000–$14,999
- COPPER .................................................................................................................... $5,000–$9,999

2. SPONSORSHIP OPPORTUNITIES

- Opening Session Speaker ...................................................................................... $25,000
- Product Theater Sponsorship ................................................................................ $25,000–$48,000
- Young Physicians’ Program Reception ................................................................. $15,000–$25,000
- Cyber Stations ........................................................................................................... $20,000
- Exhibit Hall Advertisement .................................................................................... $10,000–$20,000
- Meter Boards, Table Top Ads (please circle selection)
- Exhibit Hall Opening Reception ............................................................................. $10,000
- Poster Abstract Session Sponsorship ..................................................................... $10,000

3. EDUCATIONAL COMPONENT

- Yes, we want to provide an educational grant or a non-CECH lunch program. Subject areas of interest included in APMA’s scientific program are listed on page 8.
- Plenary Session or Breakfast/Lunch Symposium Subject Areas
- General Session Lecture Track Subject Areas
- Hands-On Workshop Subject Areas

Additional costs (+) may be included if program specs exceed estimates included in this prospectus (e.g., additional speakers, food and beverage, materials, audiovisual, room set-up). Payment must be in the form of a check.

MAIL OR FAX COMPLETED FORM TO:
Maria Hrabak, Coordinator, Development and Corporate Relations
9312 Old Georgetown Rd., Bethesda, MD 20814 • 301-581-9242 • F: 301-530-2752 • E: mshrabak@apma.org
NOTE: Sponsors wishing to exhibit must submit the Exhibit Space Application contained in the exhibitor section of this prospectus.

Please submit completed application by November 4, 2016.
APMA will contact you following receipt of the application with detailed information and agreement including all additional costs.

www.apma.org/thenational
2016 ANNUAL SCIENTIFIC MEETING EXHIBITORS
(As of 5.3.16)

California School of Podiatric Medicine at Samuel Merritt University
CareCredit
ChartLogic, Inc.
Collegiate Consolidation Services
Comfort Fit Orthotics
Complink Business Systems
Coverys Podiatry Preferred
CryoProbe
CuraMedix
CurveBeam, LLC
Cutting Edge Laser Technologies
DARCO International, Inc.
Delta Technologies
Dent-Eq
Derma Sciences, Inc.
Dia-Foot
DJO Global, Inc.
Doctor.com
DoctorsInternet.com
Dr. Jill's Foot Pads
Dr. William M. Scholl College of Podiatric Medicine at Rosalind Franklin University of Medicine and Science
Dr.'s Remedy Enriched Nail Polish
Eastern Podiatry Lab, Inc.
Elsevier
Enacte
European Footcare Supply
Foot Management Inc.
Footmaxx
Frankford Leather Co., Inc.
Fresenius Vascular Care
Gensco Laboratories, LLC
Gill Podiatry Supply & Equipment Company
Goldfarb Foundation
Gordon Laboratories
GraMedica
gSource, LLC
Hawaiian Moon
Henry Schein Foot & Ankle
Henry Schein MicroMD
Hopewell Pharmacy & Compounding Center
IMS Medical Equipment LLC
In2Bones USA, LLC
Integra LifeSciences
Intellucare, Inc.
Jan L Inc.
JM Orthotics
Kamedis
Kintec Lab Services
Koven Technology, Inc.
LightForce Therapy Lasers by LifeCore Medical
MDPrivateLabel.com
Medi USA, LP
Medlogic Sciences Corporation
Medimetriks Pharmaceuticals, Inc.
MediTouch EHR/HealthFusion
MedPro Group
Merz North America
Mile High Orthotics Lab
MIMedx
Moberg Pharma
Moore Medical LLC
MTI
Multi Radiance Medical
Musculoskeletal Transplant Foundation
Nestle Health Science - PamLab
NeuroMetrix
New Balance Athletic Shoe, Inc.
New Jersey Podiatric Medical Society
New York College of Podiatric Medicine
Northwest Podiatric Laboratory
NOVADAQ
NuTech Medical, Inc.
The OHI Family of Brands: OHI, Apex, Arizona AFO, Langer Biomechanics, SafeStep
Organogenesis Inc.
Ortho-Jelly Organic Pain Relief
OrthoFeet, Inc.
OrthoFix
Osiris Therapeutics, Inc.
Patient Account Services
PBHS
Podics Research
PediFix Footcare Inc.
Pennsylvania Podiatric Medical Association
Pharmaceutix
PharmaDerm, a division of Fougera Pharmaceuticals Inc.
Phits Insoles
Physician Claim Corp.
Physician Web Pages/Eppointments
PICA
Pilgrim Shoes
The Podiatree Company
Podiatry Content Connection
Podiatry Management Magazine
Podiatry Today
Powerstep
Providence Management, Inc.
Puracy Plus
Quick Tape by Support the Foot
Redi-Thotics
RYBO Medical, Inc.
SAMMY SYSTEMS
Smith & Nephew
SOLE
Solo Supports, Inc.
SOLO Laboratories, Inc.
Spence Medical Corporation
STI Computer Services
Straight Arrow Products
Stratus Pharmaceuticals, Inc.
Stryker
Superfeet
SureFit Labs
Tekscan
televe Systems
Temple University School of Podiatric Medicine
The Tetra Corporation
TRAKnet
Trilliant Surgical
Tutttnauer USA
U.S. Podiatry Registry
Universal Imaging
Upsher-Smith Laboratories, Inc.
Valent Pharmaceuticals North America LLC
Vionic Group, LLC
Western University of Health Sciences
College of Podiatric Medicine
Wolters Kluwer Health
Xiamen Kon Technology Co., Ltd.
Zimmer MedizinSystems

2017 ANNUAL SCIENTIFIC MEETING SPONSORS
(AS OF 4.8.16)

DIAMOND ($125,000)
PICA
 Valeant Pharmaceuticals North America LLC

PLATINUM ($100,000)
Bako Integrated Physician Solutions
MediTouch EHR/HealthFusion
PharmaDerm, a division of Fougera Pharmaceuticals Inc.

GOLD ($50,000)
Acelity (KCI, LifeCell, Systagenix)
Intellucare, Inc.
NOVADAQ
Smith & Nephew Vionic Group, LLC

SILVER ($25,000)
ASICS America Corporation
Merz North America
MIMedx Group, Inc.
Organogenesis Inc.
Osiris Therapeutics, Inc.
Spenco Medical Corporation

BRONZE ($15,000)
New Balance Athletic Shoe, Inc.

PEWTER ($10,000)
Amerx Health Care Corporation
Stryker Foot and Ankle
Universal Imaging

COPPER ($5,000)
Athenahealth, Inc.
Cook Medical
DJO Global, Inc.
SureFit Labs
Upsher-Smith Laboratories, Inc.

2016 APMA Annual Scientific Meeting Prospectus

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TIMELINE, SHIPPING, AND HOTEL INFORMATION

SHIPPING INFORMATION
ADVANCE SHIPPING
c/o Global Experience Specialists (GES)
American Podiatric Medical Association
[Company Name/Booth Number]
Global Experience Specialists-Nashville
UPS Freight
45 Teledyne Pl.
La Vergne, TN 37086
• First day to receive: Wednesday, June 21, 2017
• Last day to receive: Thursday, July 20, 2017
• Warehouse hours: 8 a.m.–4:30 p.m.
* Shipping information is subject to change. Please refer to exhibitor kit, available at www.apma.org/exhibits, for any updates.

DIRECT SHIPMENT TO EXHIBIT SITE
c/o Global Experience Specialists (GES)
[Company Name/Booth Number]
Gaylord Opryland Resort Ryman B Loading Dock (East)
2816 Opryland Drive
Nashville, TN 37214-1210
• Only day to receive: Wednesday, July 26, 2017
  8 a.m.–4:30 p.m.
Move-out:
• Saturday, July 29, 2017
  (visit www.apma.org/exhibits for timeline)

EXHIBIT SCHEDULE
Set-Up .........................................................Wednesday, July 26
Exhibit Hall Open ............................................Thursday, July 27
Exhibit Hall Open .............................................Friday, July 28
Exhibit Hall Open ............................................ Saturday, July 29
Dismantle .......................................................Saturday, July 29
For the complete exhibit hall schedule, visit www.apma.org/exhibits.

HOTEL INFORMATION
GAYLORD OPRYLAND RESORT & CONVENTION CENTER
2800 Opryland Drive
Nashville, TN 37214
615-889-1000
Visit www.apma.org/thenational for complete reservation information.

APMA ROOM BLOCK IS LIMITED.
To guarantee a room within the APMA group rate, it is recommended that you make your reservations immediately. Please be aware that the block of rooms available at the group rate is limited.

OCTOBER 28, 2016–FRIDAY
Last day to submit application for space assignment via Priority Point system.

JANUARY 6, 2017–FRIDAY
Last day for early-bird registration. Prices increase by 10 percent for all booth types after January 8, 2017.

MAY 1–MONDAY
Exhibitor Kit available online at www.apma.org/exhibits.

JUNE 23–FRIDAY
Contract balance due to APMA. Booth personnel information due.

JUNE 23–FRIDAY
Certificate of Liability Insurance due to APMA.

JULY 5–WEDNESDAY
Exhibitor Kit Discount: last day to place orders with payment and receive discounted price.

JULY 27–29
THURSDAY–SATURDAY
Exhibit at APMA meeting. Visit www.apma.org/exhibits for specific times and for set-up and dismantling schedule.

CONTACTS
Melanie R. Carter
Associate Director
Development and Corporate Relations
301-581-9243 • F: 301-530-2752
mrcarter@apma.org

Global Experience Specialists (GES)
Exhibit Official Service Contractor (National Service Center)
800-475-2098 • F: 866-329-1437
www.ges.com/contact

GET EXHIBITION INFORMATION 24/7 AT WWW.APMA.ORG/EXHIBITS.
RULES AND REGULATIONS

PLEASE NOTE THESE IMPORTANT ITEMS
THE COMPLETE SHOW RULES AND REGULATIONS ARE LOCATED ON THE REVERSE SIDE OF THE EXHIBIT SPACE APPLICATION.

1. EXHIBITOR INSURANCE REQUIREMENTS
All property of the exhibitor is understood to remain under its custody and control in transit to and from or within the confines of the exhibit area. APMA, Inc., the Gaylord Opryland Resort & Convention Center, and GES do not provide insurance covering the exhibitor’s property. See “Insurance” section on p. 16 for complete requirements.

2. SOLICITATION REGULATION
Distribution of printed matter, souvenirs, or any other articles shall be restricted to the contracted booth area. No part of the facility other than the exhibitor’s booth shall be used for display, order taking, or selling purposes of any kind. The exhibitor may not receive or permit the receipt of legal tender, or anything of value, for goods and/or services in the exhibit area or in any other facility provided or controlled by APMA, nor shall any goods be delivered for which any future payment is made. The exhibitor is responsible for any local sales taxes on orders. Management reserves the right to require removal of any objectionable display elements or prohibit any unauthorized exhibitor selling activity.

Exhibitor represents and warrants that all marketing activities, including but not limited to display and printed information for distribution and oral discussions that take place in the exhibit booth, comply with all applicable federal and state laws, including FDA and FTC regulations.

3. CANCELLATION
Cancellation of booth-space contracts must be received in writing. See “Cancellation” section on p. 16 for all conditions and requirements.

4. CO-MARKETING REQUESTS & SPACE SHARING
If two or more companies wish to be assigned exhibit space adjacent to one another, each company must attach a cover letter to its exhibit space application, explain the request, and copy the other company on the request. The space assignment will then be made by averaging the co-marketing companies’ points. No subletting or sharing of exhibit space is 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.

Carefully read the complete show Rules and Regulations on the reverse side of the Exhibit Space Application for information on cancellations, labor and booth configuration regulations, and exhibit exclusions.
HERE’S HOW TO SECURE EXHIBIT SPACE
Complete the Exhibit Space Application on page 15 and mail with your 50-percent deposit or full payment to:

American Podiatric Medical Association, Inc.
Annual Meeting Department
Attn: Melanie R. Carter
9312 Old Georgetown Road
Bethesda, MD 20814-1621

OR

If payment is made by credit card, applications may be e-mailed to mrcarter@apma.org, or faxed to 301-530-2752.

A 50-percent deposit must accompany signed contracts for processing. Full payment for exhibit space must be received by APMA no later than Friday, June 23, 2017. Contracts received after that date must be accompanied by full payment.

WHO IS ELIGIBLE TO EXHIBIT?
The exhibits are an extension of the educational program of the American Podiatric Medical Association, Inc. In order for APMA to accept the 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?
APMA’s Priority Point system exhibit space is assigned by the exhibitor point system designed by APMA. This system develops a priority number for each exhibitor, based on four criteria of support for APMA:

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, October 28, 2016. Applications received after Friday, October 28, 2016, 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. Since 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.

HOW CAN I SAVE ON THE COST OF A BOOTH?
Take advantage of early-bird registration! Purchase your booth by Friday, January 6, 2017, and save. Prices increase by 10 percent for all booth types after Friday, January 6, 2017.

WHAT IS INCLUDED IN THE BOOTH FEE?
The booth rental fee includes:
- booth with pipe, drape and a company identification sign;
- complimentary set of meeting pre-registrant data (self-stick labels or Excel file);
- complimentary badges for registered booth personnel;
- complimentary refreshment breaks in the hall with attendees;
- recognition on APMA website with link to company home page;
- recognition in daily meeting newspaper; and
- recognition in mobile meeting app, with link to company home page.

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

HOW DO I ORDER BOOTH SUPPLIES?
Booth supplies and services can be ordered online at the Expresso site created by GES beginning May 1, 2017. A printable (PDF) exhibitor services manual is also available at that site. Exhibitors that have an appointed contractor should forward the Expresso link or PDF manual as necessary.

GET EXHIBITION INFORMATION 24/7 AT WWW.APMA.ORG/EXHIBITS.
GET EXHIBITION INFORMATION 24/7 AT www.APMA.ORG/EXHIBITS.

Gaylord Opryland Resort & Convention Center—Ryman Halls B1-6 • Exhibit Dates: July 27-29, 2017
EXHIBIT SPACE APPLICATION
(RULES AND REGULATIONS ON REVERSE SIDE.)
GET EXHIBITION INFORMATION 24/7 AT www.apma.org/exhibits.

2017 ANNUAL SCIENTIFIC MEETING
Gaylord Opryland Resort & Convention Center—Ryman Halls B1–6 • Exhibit Dates: July 27–29, 2017

1. OFFICIAL COMPANY NAME AND REPRESENTATIVE TO RECEIVE ALL MAILINGS
(To avoid delays in processing your application, please print all information legibly.)

COMPANY NAME _____________________________________________

REPRESENTATIVE NAME/TITLE _____________________________________________

ADDRESS (REQUIRED) _____________________________________________ CITY/STATE/ZIP _____________________________________________

WEBSITE _____________________________________________

CONTACT PHONE ____________________ CONTACT E-MAIL ____________________

PUBLIC (TOLL-FREE) ____________________ PUBLIC E-MAIL ____________________

I am an authorized representative of the company with full power to sign and deliver this application. The company listed agrees to comply with all instructions, rules, and regulations appearing on the back of this contract and agrees to promptly submit all information requested by APMA.

SIGNATURE _____________________________________________ DATE ____________

PRINT NAME _____________________________________________

2. COMPANY TYPE

☐ Dermatology
☐ Diagnostic Equipment
☐ Education
☐ Footwear/Hosiers
☐ Insurance/Management Services
☐ Laser Therapy
☐ Medical Equipment and Supplies
☐ Orthotics
☐ Office Equipment
☐ Pain Management
☐ Pathology Services
☐ Pharmaceutical
☐ Podiatric Organization
☐ Practice Marketing
☐ Publications
☐ Software (Billing/EMR)
☐ Surgical Instruments
☐ Surgical Products
☐ Wound Care
☐ Other (please specify):

3. BOOTH SELECTIONS
By submitting a signed copy of this contract, we hereby apply for exhibit space for the APMA Annual Scientific Meeting. We request the location(s) listed below, in order of preference. (Please indicate five choices in the event that some of your preferences have already been assigned.) APMA reserves the right to assign the next-best substitute space when the requested space is not available and to reassign exhibit space as necessary.

BOO THS REQUESTED:

1ST CHOICE: Booth number(s) ________ Booth rate(s): __________
2ND CHOICE: Booth number(s) ________ Booth rate(s): __________
3RD CHOICE: Booth number(s) ________ Booth rate(s): __________
4TH CHOICE: Booth number(s) ________ Booth rate(s): __________
5TH CHOICE: Booth number(s) ________ Booth rate(s): __________

* All booth rates increase by 10 percent after Friday, January 6, 2017.

List up to two exhibitors you do not want in proximity to your booth(s). Specific names of companies must be listed. Once the online booth sales module is activated, APMA cannot assume responsibility for the location of competing companies with like products in proximity.

1. _____________________________________________
2. _____________________________________________

4. PAYMENT

☐ Full Payment
☐ 50-percent Deposit – Minimum due. Failure to submit balance on or before Friday, June 23, 2017, will be cause for cancellation of exhibit space.

Enclosed is check No. __________ in the amount of $ __________

☐ Credit Card: ☐ MasterCard ☐ Visa ☐ American Express

Credit Card Number __________/________/________/________
Exp. Date __________

Name Printed on Card ____________________

CSV Code (Required) __________

Signature __________

5. PROGRAM BOOK AND EXHIBIT HALL INFORMATION

(APMA is not responsible for mistakes in the information.)

COMPANY NAME _____________________________________________

Indicate name exactly as it should appear in the printed materials.

Instructions for providing a company description for publication on the APMA website will be provided in the booth confirmation notice.

6. GENERAL LIABILITY INSURANCE CERTIFICATE

All exhibitors must submit a certificate of liability insurance. Please review the “Insurance” section of the Rules and Regulations located on p. 16 of the prospectus. Instructions for uploading the certificate will be provided in the booth confirmation notice.

7. SUBMIT COMPLETED FORM TO:
American Podiatric Medical Association, Inc.
9312 Old Georgetown Road, Bethesda, MD 20814
E-mail: mrcarter@apma.org • Fax: 301-530-2752

www.apma.org/thenational
RULES AND REGULATIONS

APPROVAL: No agreement for the rental of exhibit space exists unless signed by an authorized agent of APMA (APMA) provides written acceptance. At that time, it becomes a legally binding agreement between the exhibitor and APMA, and exhibitor agrees to and accepts all rules and regulations, including any addendums subsequent to the written agreement.

ELIGIBILITY: APMA reserves the right to determine eligibility of exhibitor for inclusion in the event.

EXHIBIT SPACE ARRANGEMENT:
A. Method: The method of determining space assignments shall be established by APMA and may be changed from time to time without notice to the exhibitor. The exhibitor shall be currently assigned based on the exhibitor point system designed by APMA. Space assignments shall be as indicated on the exhibitor schedule of space agreement. However, should there be no agreement or situations warrant, APMA reserves the right to rearrange exhibitors or adjust the floor plan to accommodate the best interests of the event. The floor plan maintains for APMA shall be the official floor plan. Changes may occur at any time to accommodate event needs.

B. Subletting: Exhihibitor shall not assign, sublet, share or apportion the whole or any part of the space allotted, or have representatives, products, equipment, signs or printed materials from other than its own firm in its exhibit space without the written consent of APMA.

Assignment/Transfer: The agreement is non-assignable by exhibitor except where assignment is in connection with sale or other transfer of the assignee's trade or business to the assignee. Such assignments shall be void if any unauthorized exhibitor sells or assigns the contractual booth area. No part of the facility other than the exhibitor's booth shall be used for display, order taking, or selling purposes of any kind. The exhibitor may not receive or permit agents, employees, representatives or others to be on the premises. Exhibitor activities are restricted to the booth allocated.

DISPLAY REGULATIONS: Please review the enclosed layout of the exhibit floor carefully and consider the needs of your display when selecting your booth(s). In standard “in line” booth units, all display material is restricted to a maximum height of 36 inches, except for the back wall of the display, which is limited to 8 feet in height and 8 feet in depth of the booth.

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.

Exhibitor may not exhibit, advertise, or offer products other than those manufactured or sold by that exhibitor. Exhibitors are required to conform to all laws or regulations. APMA, in its sole judgment, will determine the appropriateness of products exhibited, and reserves the right to prohibit display or advertisement of products that are in violation of this paragraph or do not meet the event objectives or conficts with the rules and regulations.

SOLICITATION REGULATION: Distribution of printed material, souvenirs, or any other materials shall be restricted to the contracted booth area. No part of the facility other than the exhibitor's booth may be used for the solicitation of trade or selling purposes of any kind. The exhibitor may not receive or permit the receipt of money or any value, or any objects other than with the purchase of products, services in the exhibit area or in any other facility provided or controlled by APMA, nor shall any goods be delivered for which any future compensation is to be made.

The exhibitor is responsible for paying all local sales taxes on orders. Management reserves the right to require removal of any objectionable display elements or prohibit any unauthorized exhibitor selling activity.

Exhibitor represents and warrants that all marketing activities, including but not limited to display and printed information for distribution and oral discussions that take place in the exhibit booth, conforms to applicable federal and state laws, including FDA and FTC regulations.

IRREGULAR ACTIVITIES: NOISE: All sound presentations must be done in an environment that is not prohibited by the surrounding environment or through use of earphones so that neighboring exhibitors are not disturbed. All exhibitors with equipment that may be objectionable to other exhibitors must contact APMA to notify APMA of such in writing in advance of the meeting, and agree to accept booth assignments as determined by APMA.

PHOTOGRAPHY AND VIDEO RECORDERS: Exhibitors are not permitted to take photographs or video tape any booth other than that of the company they represent. These activities are permitted only before or after exhibit hall hours. Security arrangements for such activities are at the discretion of the exhibitor's hall manager. Only the official meeting photographer is allowed open access to photographing the event.

RATES, DEPOSITS, AND REFUNDS: Booth space is charged as stated on the contract. No booth will be assigned without a 50 percent deposit accompanying the exhibit space application. Space must be maintained within 30 days of the event opening date. If full payment is not received by this date, the assigned space may be re-assigned at the option of APMA. Deposits will be refunded if full payment is received in a timely manner and is subject to the rules and regulations established by APMA. Any space not claimed and occupied (for which no special arrangements have been made 24 hours prior to exhibit opening) will be resold or reassigned by APMA without obligation on the part of APMA or the exhibitor. No refunds will be awarded in the event an exhibitor application is declined. In the event of conflicts regarding space requests or conditions beyond its control, APMA reserves the right to adjust the configuration of the space.

Any space not claimed and occupied (for which no special arrangements have been made 24 hours prior to exhibit opening) will be resold or reassigned by APMA without obligation on the part of APMA or the exhibitor. No refunds will be awarded in the event of conflicts regarding space requests or conditions beyond its control, APMA reserves the right to adjust the configuration of the space.

CANCELLATION: Cancellation of booth-space contracts must be sent to APMA in writing. Cancellations received by APMA at least 60 days before exhibit opening date will be refunded, less a $250 processing fee. No refund will be made if notice of cancellation is received by APMA fewer than 60 days prior to the meeting.

EXHIBIT PERSONNEL: Each exhibiting company may register representatives at no cost to APMA. Representatives shall be registered with the convention office. DPM exhibitors will be admitted to the Annual Meeting Scientific Sessions only if they are additionally registered as a meeting participant.

INSTALLATION AND DISMANTLING: Exhibits may be installed on Wednesday, July 26, 2017. Visit www.apma.org/exhibits for installation hours. All exhibits must be fully set up prior to show commencement. Exhibitors who require additional time for setup must obtain prior approval from APMA. APMA reserves the right to charge a fee for any additional time taken by exhibitors to set up their booths. Exhibitors who do not comply with the guidelines may be resold or reassigned by APMA without obligation on the part of APMA or the exhibitor. No refunds will be awarded in the event of conflicts regarding space requests or conditions beyond its control, APMA reserves the right to adjust the configuration of the space.

Advance shipment to warehouse: All exhibit material and equipment must be consigned to GES, the official service contractor, and bills of lading must be completed with all charges prepaid as follows:

GES, Advance Warehouse:
c/o Global Executive Specialists (GES)
American Podiatric Medical Association
company Name/Booth No.
GES Executive Specialists - Nashville
UPS Freight
45 Tealdrum Pl
La Vergne, TN 37086
Visit www.apma.org/exhibits for direct shipment information.

FURNISHINGS AND EQUIPMENT: APMA designated Exhibitor Services Coordinator will provide forms and information for rental of furnishings and equipment, shipment, and installation of your exhibit. All exhibits must conform to the standards set for that exhibitor by APMA. All furniture must conform to the electrical code and must be approved by Underwriters Laboratory, Inc. (UL) or another recognized laboratory. Further specifications will be provided by the exhibitor service contractor. Voltages, flammable, or explosive substances or materials prohibited by city or federal regulations are not allowed on the premises. Exhibitor activities are restricted to the booth allocated.

TIPPING: GES requests that exhibitors do not tip its employees. They are paid an excellent wage scale denoting a professional status, and tipping is not necessary. This policy applies to all GES employees.

SAFETY: Standing on chairs, tables, or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. GES cannot be responsible for injuries or falls caused by the improper use of this furniture. If assistance is required in assembling your booth, please order labor on the display labor order form, and the necessary ladders and tools will be provided.

INSURANCE: All property of the exhibitor is understood to remain under its custody and control in transit to and from or within the confines of the exhibit area. APMA, the Gaylord Opryland Resort & Convention Center, and its licensees or contractors, if any provision of the agreement is breached by the exhibitor or if the exhibitor is in default hereunder, APMA shall have the right, without any liability whatsoever, to notify the agents, servants, employees, or other persons then operating exhibitor's booth(s) to cease and desist from operating the booth(s), and to remove the booth(s), and other materials in the booth(s) of the exhibitor immediately upon notice. Furthermore, APMA shall have the additional right to prevent the use of the property of the exhibitor or other representatives from the exhibit area and the exhibit halls and facilities, and to enforce the provisions hereof by having the Gaylord Opryland resort & convention center officials, without liability to APMA, its agents, servants, employees, or contractors, if any provision of the agreement is breached by the exhibitor or if the exhibitor is in default hereunder, APMA shall have the right, and is hereby authorized, to retain all monies therefrom paid by exhibitor as liquidated damages. In addition to any powers, prerogatives, or remedies otherwise provided by APMA in this agreement, APMA shall have any and all rights and remedies otherwise available at law or equity.

AMENDMENTS: Any and all matters not specifically covered by these rules and regulations and the other terms and conditions contained in the Exhibitor Service Manual shall be subject to the decision of APMA. APMA shall have the full power to interpret, amend, and enforce these rules and regulations, provided any amendments thereto made are an integral part of the exhibits, and that each exhibitor, for itself and its employees, agrees to abide by the rules and regulations and by any amendments or additions thereto in conformity with such rules and regulations.

DEFUALT: In the event of a breach of this agreement, exhibitors will not be permitted to set up their exhibits or will be subject to eviction, without refund.

GOVERNING LAW: This contract shall be governed by the laws of the State of Tennessee. This Agreement to abide by the rules and regulations of the Gaylord Opryland Resort & Convention Center.

PROBLEMS: Any questions or disputes should be reported to the APMA exhibit hall manager, APMA meetings administrator, or the APMA executive director.