THE NATIONAL: 2015 ANNUAL SCIENTIFIC MEETING

APMA PROSPECTUS

MEETING: JULY 23-26, 2015
EXHIBITS: JULY 23-25, 2015

SAVE ON BOOTH SPACE WITH EARLY-BIRD REGISTRATION!
SEE PAGE 13 FOR DETAILS.

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SPONSORSHIP OPPORTUNITIES
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EXHIBITOR OPPORTUNITIES
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ASSOCIATE DIRECTOR
Development and Corporate
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WHY PARTICIPATE IN THE NATIONAL?
The APMA Annual Scientific Meeting (The National) is a multi-faceted education program for podiatrists and health-care professionals across the nation, as well as international foot and ankle health-care providers. The faculty consists of the top names in podiatry. The meeting gives doctors the opportunity to network with their colleagues and friends in a comfortable setting devoted to podiatric medicine and its practitioners. By participating in The National you increase your organization’s visibility and reputation in the medical marketplace.

SPONSORSHIP
Sponsorship provides you with access to the majority of all foot and ankle health professionals in the country. Here are some of the benefits you’ll receive (for a complete list of benefits, see the sponsor recognition information on pages 6-7):
• Invitation to the Annual Meeting Corporate Membership Reception hosted by the APMA Board of Trustees
• Pre- and post-meeting recognition in the award-winning APMA News magazine
• Company name featured throughout meeting site
• Booth recognition marker
• Priority points toward future exhibit hall placement
• Recognition in daily meeting newspaper
• Recognition on APMA website with link to company home page
• Annual Meeting Sponsor ribbon

EXHIBITIONS
The meeting’s expansive exhibit hall allows you to showcase your company’s products and services and to interact face-to-face with your target audience at the premier event in podiatry. As an exhibitor, you’ll get:
• 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
• Recognition in mobile meeting app, with link to company home page

As a sponsor or exhibitor (or both), you’ll enjoy concentrated, productive time and exposure to current and potential clients under one roof.

WHO IS TODAY’S PODIATRIST?
Doctors of Podiatric Medicine (DPMs) are podiatric physicians and surgeons, also known as podiatrists, qualified by their education and training to diagnose and treat conditions affecting the foot, ankle and related structures of the leg. Within the field of podiatry, practitioners can focus on many different specialty areas, including surgery, sports medicine, biomechanics, geriatrics, pediatrics, orthopedics, or primary care.

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, full speaker coordination, 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 sponsor of continuing education in podiatric medicine. APMA complies with all CPME standards, requirements, and procedures as a sponsor 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.

Additional costs (+) may be included if program requirements exceed estimates included in this prospectus (e.g., additional speakers, additional food and beverage, upgraded materials, and upgraded audiovisual).
### Educational Grant Opportunities

**General Session Lecture Track**

- **Amount:** $12,250
- **Details:**
  - Grant amount includes all program costs for general session lecture program.
  - Format: includes multiple 30-minute lectures on single track
  - Attendance varies based on number of tracks (200-500 physician attendees)

**Surgical/Wound Care Pre-Conference Workshops**

- **Amount:** $10,000–$25,000
- **Details:**
  - Grant amount includes program costs for workshops.
  - Final program costs will vary depending on program
  - Attendance is based on specific program and available space

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**Breakfast Symposium Lecture**

- **Amount:** $48,000–$52,000
- **Details:**
  - Grant amount includes program costs for breakfast symposium lecture program.
  - Format: includes 1.5 hours of lecture with two expert speakers
  - Attendance: 300-600 physician attendees

**Plenary Session Lecture**

- **Amount:** $50,000–$54,000
- **Details:**
  - Grant amount includes program costs for plenary lecture program.
  - Format: 1-hour lecture on cutting-edge topic
  - Attendance: 600-1,000 physician attendees
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.

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

SPONSORSHIP OPPORTUNITIES/BENEFITS:

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

OPENING SESSION SPEAKER ................................................................. $25,000–$50,000
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 speaker).

PRODUCT THEATER SPONSORSHIP .................................................. $25,000–$48,000
APMA product theater sponsorship was introduced at the 2009 APMA 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. For more information, please contact APMA. 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 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.
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, 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
- 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 3, 2014)
- 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

**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
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

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
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 7, 2014.
(SEE PAGE 9)

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 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 under 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.

ON A DAILY BASIS, PODIATRISTS TREAT FOOT AND ANKLE CONDITIONS OF PATIENTS WITH CHRONIC ILLNESSES SUCH AS DIABETES, ARTHRITIS, OBESITY, HEART DISEASE, AND PERIPHERAL ARTERIAL DISEASE.
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
SPONSORSHIP/EDUCATIONAL GRANT APPLICATION

2015 ANNUAL SCIENTIFIC MEETING
Marriott Orlando World Center • Exhibit Dates: July 23–25, 2015

NAME ____________________________________________________________________________________________

TITLE _____________________________________________________________________________________________

COMPANY __________________________________________________________________________________________

ADDRESS (STREET) __________________________________________________________________________________

ADDRESS (CITY/STATE/ZIP) __________________________________________________________________________

PHONE ______________________ FAX ________________________________

E-MAIL ______________________ SIGNATURE __________________________

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. EDUCATIONAL COMPONENT

☐ Yes, we want to provide an educational grant. Subject areas of interest included in APMA’s scientific program are listed on page 8.

☐ Plenary Session or Breakfast/Lunch/Dinner 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:
Tonia D. Jones, MS, Assistant Director, Development and Corporate Relations
9312 Old Georgetown Rd., Bethesda, MD 20814 • 301-581-9242 • F: 301-530-2752 • E: tdjones@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 7, 2014.

APMA will contact you following receipt of the application with detailed information and agreement including all additional costs.

www.apma.org/thenational 9
1st Providers Choice-Podiatry EMR
20/20 Imaging, LLC
ABL Medical, LLC
ACell, Inc.
ASICS America Corporation
American Association of Colleges of Podiatric Medicine
American Board of Podiatric Medicine
American Board of Podiatric Surgery
American College of Foot and Ankle Surgeons
American Podiatric Medical Association
American Society of Podiatric Medical Assistants
Amerx Health Care Corporation
Amniox Medical
Anacor Pharmaceuticals Inc.
Association of Extremity Nerve Surgeons
athenahealth
Axcess Compounding
BSN Medical, Inc.
Bako Integrated Physician Solutions
Biofreeze/Performance Health
Biomet Bone Healing
Bonapeda Enterprises LLC
Brooks Running
California School of Podiatric Medicine at Samuel Merritt University
Cardiovascular Systems, Inc.
CareCredit
Crelata Pharmaceuticals
CrocsRx
CryoDerm
Cutera
DJO Global
DOLA
Derma Sciences
Dr. Comfort
Dr. William M. Scholl College of Podiatric Medicine at Rosalind Franklin University of Medicine and Science
European Footcare Supply
Fight 4 My Feet
FootBalance System, Inc.
Footmaxx
Good Feet Worldwide
Hawaiian Moon
Henry Schein MicroMD
Hilo Hattie
Horizon Pharma, Inc.
Hush Puppies Footwear
IM Custom
Kerasal
Medi USA, LP
MediTouch EHR, A HealthFusion Solution
Merz North America
Metasurg
MiMedx Group, Inc.
Midmark Corporation
Midwestern University Arizona School of Podiatric Medicine
Mile High Orthotics Lab
NEUROGENX, Inc.
New Balance Athletic Shoe, Inc.
Northwest Podiatric Laboratory, Inc.
Organogenesis Inc.
Osiris Therapeutics, Inc.
Pedorthic Footcare Association
Physician Claim Corp.
Physician Web Pages/Eppointments
Podiatry Insurance Company of America (PIcA)
Podiatry Management Magazine
Podiatry Today
Premier Shockwave, Inc.
RTI Surgical Inc.
Renewed Nail/Keratone
SIUI America, Inc.
SOLS
Samuel Merritt University-Health Sciences Simulation Center
Sarapin-High Chemical Company
Smith & Nephew
Spenco Medical Corporation
SteriShoe by Shoe Care Innovations
Stryker Foot & Ankle
Superfeet Worldwide, Inc.
Support the Foot
SureFit
Swede-O, Inc.
Televere Systems/TigerView
The Tetra Corporation
Timberland PRO
Universal Imaging
Upsher-Smith Laboratories, Inc.
VIONIC with Orthaheel Technology
Valeant Pharmaceuticals North America LLC
Vasamed, Inc.
Western University of Health Sciences College of Podiatric Medicine
Wright Medical Technology

2014 ANNUAL SCIENTIFIC MEETING EXHIBITORS *(AS OF MAY 27, 2014)*

**DIAMOND**
Merz North America
Podiatry Insurance Company of America (PIcA)
Valeant Pharmaceuticals North America LLC

**PLATINUM**
Bako Integrated Physician Solutions
MediTouch EHR/HealthFusion

**GOLD**
Anacor Pharmaceuticals Inc.
Organogenesis Inc.
Smith & Nephew

**SILVER**
ASICS America Corporation
Crelata Pharmaceuticals
CrocsRx
Mallinckrodt Pharmaceuticals
RTI Surgical Inc.
Spenco Medical Corporation
Upsher-Smith Laboratories, Inc.

**BRONZE**
New Balance Athletic Shoe, Inc.

**PEWTER**
AcCell, Inc.
Biomet Bone Healing
BSN Medical, Inc.
Cutera
Medi USA, LP
MiMedx Group, Inc.
Stryker Foot and Ankle
Universal Imaging
Vasamed, Inc.

**COPPER**
ICS Software, Ltd.
The Tetra Corporation
SHIPPING INFORMATION

ADVANCE SHIPMENT TO ORLANDO WAREHOUSE

c/o Global Experience Specialists (GES)
American Podiatric Medical Association
[Company Name/Booth Number]
7945 Mandarin Drive
Orlando, FL 32819

• First day to receive: Wednesday, June 17, 2015
• Last day to receive: Thursday, July 16, 2015

* Shipping information is subject to change. Please refer to exhibitor kit for any updates. The kit will be available March 30, 2015 at www.apma.org/exhibits.

DIRECT SHIPMENT TO EXHIBIT SITE

c/o Global Experience Specialists (GES)
[Company Name/Booth Number]
8701 World Center Drive
Orlando, FL 32821

• Only day to receive: Wednesday, July 22, 2015, 8:00 a.m.–Noon

Move-out:
• Saturday, July 25, 2015; 2:30 p.m.–6:00 p.m.

EXHIBIT SCHEDULE

Set-up .................................................... Wednesday, July 22
Exhibit Hall Open ................................. Thursday, July 23
Exhibit Hall Open ................................. Friday, July 24
Exhibit Hall Open ................................. Saturday, July 25
Dismantle ............................................. Saturday, July 25

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

HOTEL INFORMATION

MARRIOTT ORLANDO WORLD CENTER
8701 World Center Drive
Orlando, FL 32821
T: 407-239-4200

Orlando International Airport just 20 minutes away.

Note: do not use hotel’s main phone number for reservations. 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 31, 2014–FRIDAY

Last day to submit application for space assignment via Priority Point system.

JANUARY 9, 2015–FRIDAY

Last day for early-bird registration. Prices increase by 10-percent for all booth types after January 9.

MARCH 30–MONDAY

Exhibitor Kit available online at www.apma.org/exhibits.

JULY 7–TUESDAY

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

JUNE 19–FRIDAY

Certificate of Liability Insurance due to APMA.

MARCH 30–MONDAY

Contract balance due to APMA.

JUNE 19–FRIDAY

Booth personnel information due.

JULY 23–25, 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.
PLEASE NOTE THESE IMPORTANT ITEMS

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 Marriott Orlando World Center, and GES do not provide insurance covering the exhibitor’s property.

2. 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.

3. 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. Management reserves the right to require removal of any objectionable display elements or prohibit any unauthorized exhibitor selling activity.

Exhibitors are the only parties authorized to hold hospitality suites during the Annual Scientific Meeting (The National). Non-exhibitors are not granted this privilege.

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.

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 19, 2015. 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 31, 2014. Applications received after Friday, October 31, 2014, 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 9, 2015 and save. Prices increase by 10-percent for all booth types after Friday, January 9, 2015.

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

Booth rental fee does not include admittance to the scientific sessions. DPMs wishing to attend these sessions are 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 [DATE]. 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.

NOTE: The exhibit hall at the Marriott Orlando World Center is fully carpeted.
EARLY-BIRD REGISTRATION ENDS JANUARY 9, 2015. ALL BOOTH RATES INCREASE BY 10-PERCENT AFTER THAT DATE.

Marriott Orlando World Center-Cypress Ballroom
Exhibit Dates: July 23-25, 2015

**Floor Plan Key**
- CORNER STANDARD: $2,850
- CORNER PREMIUM: $3,400
- AISLE PREMIUM: $2,750
- PREMIUM ISLAND: $9,600
- AISLE STANDARD: $2,650

- All booth rates increase by 10-percent after January 9, 2015.
- Booth price does not include furnishings or any other booth supplies (see details on p. 13).
- Cypress Ballroom ceiling height is 30 feet.
- Beginning January 9, 2015, refer to online floor plan at www.apma.org/exhibits.
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/Hosiery
- 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 Products (Implants, Dressings, etc.)
- Surgical Instruments
- 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.

TOTAL NUMBER OF BOOTHS 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 9, 2015.

List up to two exhibitors you do not want in proximity to your booth(s). Specific names of companies must be listed. Once 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 19, 2015, 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 meeting printed materials.

- We have submitted with this application a typed description that will be used on the APMA website. APMA reserves the right to edit the description provided.

6. GENERAL LIABILITY INSURANCE CERTIFICATE
All exhibitors must submit the insurance policy certificate. Please indicate company name as it appears on file with the insurance provider. Deadline to submit certificate: Friday, June 19, 2015. Coverage requirements are listed in the exhibition Rules and Regulations section, p. 16.

- Insurance policy certificate enclosed.

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

Exhibit dates: July 23-25, 2015
Marriott Orlando World Center • Exhibit Dates: July 23-25, 2015

www.apma.org/thenational 15
SPACE ASSIGNMENT: Exhibit space is assigned based on the exhibitor point system designed by the American Podiatric Medical Association, Inc. Subleasing of space is not permitted. Exhibitor may not exhibit, advertise, or offer products for sale which are manufactured or sold by that exhibitor in his or her regular course of business as detailed on the application form.

The exhibitor may not receive or permit the receipt of legal services, nor shall any goods be delivered for which any future payment is made. The exhibitor is responsible for any local sales taxes on orders.

DISPLAY REQUIREMENTS: Please review the enclosed lay-out of the exhibit floor carefully and consider the needs of your display when selecting your booth(s). In standard “in line” booths, 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 one-half the 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.

SOLICITATION REGULATION: Distribution of printed materi- als, souvenirs, or other items 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. Management reserves the right to require the removal of 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 oral discussions that take place in the exhibit booth, comply with all applicable FDA and other federal and state regulatory requirements.

IRREGULAR ACTIVITIES: All sound presentations must be done either in a soundproof environment or through the use of earphones so that neighboring exhibitors are not disturbed. Exhibitor with equipment that may be objectionable to other exhibitors because of noise or other disagreeable features must notify the association of such in writing in advance of the meeting, and agree to accept booth assignment determined by the association.

PHOTOGRAPHY AND VIDEO RECORDERS: Exhibitors are not permitted to photograph or videotape 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 must be made in advance at the exhibitor’s expense. Only the official meeting photographer is allowed open access to photograph in the exhibit hall.

RATES, DEPOSITS, AND REFUNDS: Booth space is charged as stated on the contract. No booth will be assigned without a 50% deposit accompanying the exhibit space application. Space is limited to full 30 days prior to the exhibit opening-date. If assigned space is not paid for by this date, it may be reassigned at the option of APMA without refund of deposit. APMA will refund deposits in the instance where an exhibit application is declined. In the event of conflicts regarding space requests or conditions beyond its control, APMA reserves the right to rearrange the floor plan.

Any space not claimed and occupied (for which no special fee. No refund will be made of the deposit if notice of cancella- tion is received fewer than 60 days prior to the meeting.

EXHIBIT PERSONNEL: Each exhibiting company may reg- ister up to six (6) representatives at no additional cost. All representatives must be pre-registered with the convention office. DPM exhibitors will be admitted to the Annual Meet- ing Scientific Sessions only if they are additionally regis- tered as a meeting participant.

INSTALLATION AND DISMANTLING: Exhibits may be in- stalled on Wednesday, July 22, 2015 and Thursday morn- ing, July 23, 2015. Visit www.apma.org/exhibits for instal- lation hours. All exhibits must be fully set up prior to show commencement. Exhibitors who require additional time for set-up must obtain prior approval from APMA.

APMA reserves the right to alter exhibit hours in accor- dance with the convention program. Exhibitors will be duly notified if such changes are necessary. An exhibitor regis- tration desk will be open during exhibit installation hours immediately outside the exhibit hall.

All exhibit materials must be dismantled, packed and ready to ship no earlier than 6:00 a.m. on Friday, July 24. Visit www.apma.org/exhibits for specific hours. Failure to observe this as- sociation regulation may result in rejection of application for space at future APMA annual meetings.

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

GES, Advance Warehouse:

C/o Global Experience Specialists (GES) American Podiatric Medical Association
Company Name/Booth Number
7945 Mandarin Drive
Orlando, FL 32819

FURNISHINGS AND EQUIPMENT: Notice of space assign- ment will include the necessary forms and information from the Exhibitor Service Contractor for rental of furnishings and equipment, shipment, and installation of your exhibit.

APMA requires each booth to have booth carpet. Carpet may be purchased from a service provided by GES, installed by three hours prior to the show opening. APMA will have GES install a standard color (gray) at the exhibitor’s expense.

All exhibits must conform to the standards set by the IAE. No supplies, materials, posters, or other objects shall be post- ed or tacked, nailed, screwed, or otherwise attached to col- umns, walls, floors, or other parts of the building or furniture.

All electrical equipment must conform to the electrical code and must be approved by Underwriters Laboratory (UL) or another recognized laboratory. Further specifica- tions will be provided by the exhibitor service contractor. Voltatile, flammable, or explosive substances or materials prohibited by city ordinance or by insurance carriers will not be permitted on the premises.

Exhibit activities are restricted to the booth allocated.

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

EXHIBIT INSTALLATION: Detailed exhibitor and hand- carried freight guidelines will be included in the exhibitor service manual.

SAFETY: Standing on chairs, tables, or other rental furni- ture is prohibited. Exhibitors are encouraged to secure 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 to accompany your order form, and the neces- sary 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. The American Po- diatric Medical Association, Inc., the Marriott Orlando World Center, and GES do not provide insurance covering exhibitor’s property.

Exhibitors must provide a certificate of insurance verifying the following coverage:

COMMERCIAL GENERAL LIABILITY
• $2 Million General Aggregate
• $1 Million Products-Completed Operations
• $1 Million Bodily Injury/Property Damage
• $1 Million Personal and Advertising Injury
• $5,000 Medical Expense Limit (per person)

AUTOMOBILE LIABILITY
• $1 Million Combined Single Limit Bodily Injury and Property Damage

WORKERS COMPENSATION/EMPLOYERS LIABILITY
• As required by statute

Exhibitor shall secure and furnish to APMA before three (3) months prior to the first license day of facility usage, and maintain during the entire license period, above stated poli- cies. The policies shall be maintained in force or materially altered prior to the termination of the facility license period or until APMA has been given at least thirty (30) days’ written notice of such cancellation or alteration.

SECURITY: The American Podiatric Medical Association, Inc., provides security guard service during exhibit hours to restrict access to annual meeting registrants displaying valid name badges. In addition, there will be guard service during the hours exhibits are closed to attendees. Loss prevention of your inventory and records is an APMA priority. However, neither APMA, the official security service, Marriott Orlando World Center, nor GES will be responsible for loss or dam- age due to any cause.

LIABILITY: Exhibitor hereby agrees to indemnify and save harmless the American Podiatric Medical Association, Inc., its officers, members, and staff, its agents, GES, and the Marriott Orlando World Center, its managers, officers, sponsors, employees, agents, successors, and assigns from any suit or claim for personal injury or for property damage or for loss of use of property whomever sustained on or about exhibitor’s participation in the exhibit, unless the damage or injury is due solely to the negligence or willful misconduct of the American Podiatric Medical Association, Inc., or the Marriott Orlando World Center. Exhibitor fur- ther agrees to indemnify and hold harmless the American Podiatric Medical Association, Inc., its officers, members, and staff, from any claim of whatever nature arising from the use of any product or service exhibited, or any claim or representation made in connection therewith by the ex- hibitor or any person acting in its behalf.

FORCE MAJEURE: In the event the Marriott Orlando World Center, American Podiatric Medical Association, Inc., or its contractors, or any local or state authority, or any other cause or agency over which the Ameri- can Podiatric Medical Association, Inc., has no control, or should APMA decide that because of any such cause it is necessary to cancel, postpone, or reschedule the event, or reduce the installation time, exhibit time, or move-out time, APMA shall not be liable to indemnify or reimburse the exhibitor in respect of any damage or loss, direct or indirect, arising as a result thereof.

VIOLATIONS: In the event an exhibitor violates any provi- sions of this agreement, the exhibitor shall be notified, without any liability whatsoever, to notify the agents, serv- vants, employees, or other persons then operating exhibi- tor’s booth(s) to close said booth(s) immediately and to move all the exhibits and other materials in the booth(s) of the exhibitor immediately upon notice. Furthermore, the association shall have the additional right to bar the exhibitor, his or her agents, servants, employees, or other representatives from the exhibit area and the exhibit halls and facilities, and to enforce the provisions hereof by having the responsible local government official enforce this provision, all liability to the association, its agents, servants, employees, or other representatives, and any pro- vision of the agreement is breached by the exhibitor or if the exhibitor in default hereunder, the association shall have the right, and is hereby authorized, to retain monies theretofore paid by exhibitor as liquidated damages in addition to any powers, prerogatives, or remedies otherwise provided by the association in this agreement, the association shall have any and all rights and remedies otherwise available at law or equity.

AMENDMENTS: Any and all matters not specifically cov- ered by the preceding rules and regulations and the other terms and conditions contained in the Exhibitor Service Manual shall be subject to the decision of the American Podiatric Medical Association. The association shall have the full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of the exhibitors. Each exhibitor, for itself and its employees, agrees to abide by the foregoing rules and regulations and any amendments thereto in conformance with the preceding sentence.

DEFAULT: Exhibitors will not be permitted to set up their exhibits or will be subject to eviction, without refund, if this contract is violated.

LAWS APPLICABLE: This contract shall be governed by the laws of the city of Orlando, FL. Exhibitor agrees to abide by the rules and regulations of the Marriott Orlando World Center.

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