



APMA
American Podiatric Medical Association



THE
NATIONAL
APMA ANNUAL SCIENTIFIC MEETING
WASHINGTON, DC / JULY 12-15, 2018

Prospectus



Gaylord National Resort & Convention Center
Washington, DC

Contents

GRANT AND SPONSORSHIP OPPORTUNITIES

Educational Grant Opportunities	4
Subject Areas for Educational Grants	6
Sponsorship Opportunities.....	7
Support Levels and Recognition	8
Sponsorship and Educational Grant Application...	10

EXHIBITOR OPPORTUNITIES

Exhibit Space FAQs.....	12
Marketing Opportunities	12
Rules and Regulations	12, 16
Timeline, Shipping, and Hotel Information	13
Exhibit Hall Floor Plan	14
Exhibit Space Application	15



SPONSORSHIP OPPORTUNITIES

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Promote with APMA

Put your company's name at the forefront of our attendees' minds at the APMA 2018 Annual Scientific Meeting (The National). Build name recognition with annual meeting sponsorship, grant support, and exhibiting opportunities that benefit and support your marketing efforts.

WHY PARTICIPATE IN THE NATIONAL?

APMA's Annual Scientific Meeting (The National) is the nation's premier foot and ankle meeting, attracting podiatric physicians and surgeons, assistants, and other health-care professionals from across the country and around the world.

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.

Whether you participate in the meeting as a sponsor, exhibitor, or both, APMA promotes your company and your support to APMA's vast membership network.

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 podiatric physicians and surgeons in the country, and automatically enrolls you in the corresponding giving level of the corporate membership program.

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.

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
- ▲ Geriatrics
- ▲ Sports Medicine
- ▲ Wound Care
- ▲ Pediatrics
- ▲ Dermatology
- ▲ Biomechanics
- ▲ Diabetic 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 throughout the United States.

DID YOU KNOW?



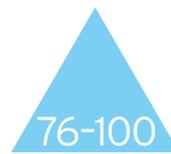
Of the approximately 15,000 licensed podiatric physicians and surgeons nationwide, over 12,000 are members of APMA, and 76 percent of APMA members are board qualified or certified in podiatric surgery by the American Board of Foot and Ankle Surgery (ABFAS).



Number of podiatrists who own a practice



Average number of podiatrists with two office-based practice locations



Average number of patients seen weekly by 32 percent of podiatrists



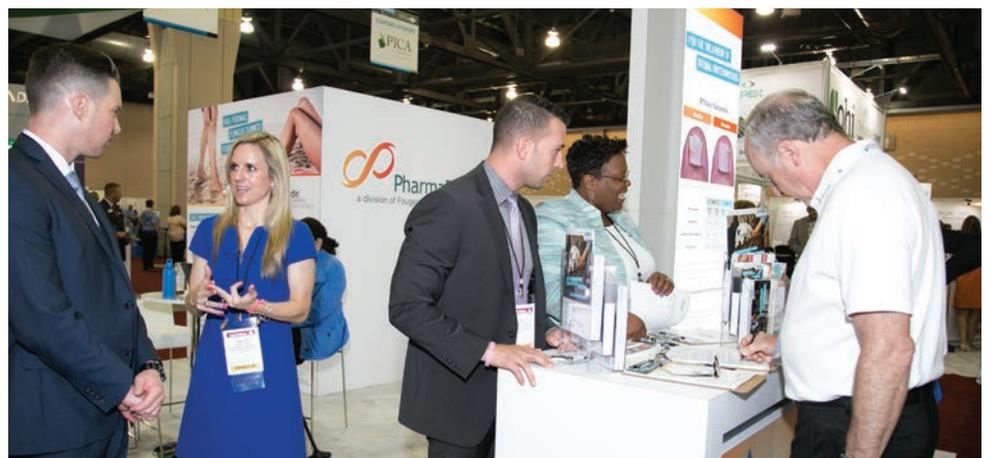
Total dollar amount of annual spending by APMA members on products and services

Sources: Naylor Association Solutions; APMA Podiatric Practice Survey (2014)



Educational Grant Opportunities

- ▲ 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.





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 the 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 the 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 the 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 the attached application)
- Format: one-hour lecture on cutting-edge topic
- Attendance: 600–1,000 physician attendees

Providers of educational grants will be recognized as a meeting sponsor at the corresponding level of meeting sponsorship. Any recognition for educational grants must be in compliance with all rules and regulations surrounding grants to associations for medical education programs.



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

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

GENERAL SESSION LECTURE TOPIC AREAS

▲ Surgery

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

▲ Advanced Surgery

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

▲ Peripheral Arterial Disease (PAD)

- Medical Management of PAD
- Recent Advancements in Endovascular Surgery
- Vascular Evaluation Prior to Podiatric Surgery

▲ Pain Management

- CRPS
- Chronic Pain Patients
- Fibromyalgia

▲ Sports Medicine

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

▲ Biomechanics and Orthopedic Medicine

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

▲ Wound Care

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

▲ Diabetes

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

▲ Dermatology

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

▲ Rheumatology

- Bracing and Splinting Treatment
- Update on Pharmacological Treatment

▲ Radiology

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

▲ Practice Management

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

▲ Coding

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

HANDS-ON WORKSHOP SUBJECT AREAS

- Advanced Surgical
- Surgical
- Wound Care



Sponsorship Opportunities

NON-CONTINUING EDUCATION PROGRAMS

SPONSORSHIPS

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.

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 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

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 makes 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 offers 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.



Support Levels and Recognition

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

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 markers;
- ▲ 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+

Diamond-level sponsors will receive the benefits for the specific selected programs and the following recognition:

- Prime, deluxe 20' x 20' premier island exhibit space (or larger if requested by Monday, November 15, 2017)
- Room drop
- Two full-page ads in the final meeting program
- 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

PLATINUM \$100,000-\$124,999

Platinum-level sponsors will receive the benefits for the specific selected programs and the following recognition:

- Prime, deluxe 20' x 20' island exhibit space
- Room drop
- Two full-page ads in the final meeting program
- 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

Gold-level sponsors will receive the benefits for the specific selected programs and the following recognition:

- 20' x 20' standard exhibit space
- Two full-page ads in the final meeting program
- Member data disc (one year's use)
- Pre-registrant mailing labels
- Right to use APMA meeting logo

CRYSTAL \$35,000-\$49,999

Crystal-level sponsors will receive the benefits for the specific selected programs and the following recognition:

- 10' x 10' aisle standard exhibit space
- One full-page ad in the final meeting program
- 50-percent discount on purchase of member data disc
- Pre-registrant mailing labels
- Right to use APMA meeting logo

SILVER \$25,000-\$34,999

Silver-level sponsors will receive the benefits for the specific selected programs and the following recognition:

- 10' x 10' aisle standard exhibit space
- One full-page ad in the final meeting program
- 50-percent discount on purchase of member data disc
- Pre-registrant mailing labels
- Right to use APMA meeting logo

BRONZE \$15,000-\$24,999

Bronze-level sponsors will receive the benefits for the specific selected programs and the following recognition:

- \$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

Pewter-level sponsors will receive the benefits for the specific selected programs and the following recognition:

- Half-page ad in the final meeting program
- 25-percent discount on member data disc

COPPER \$5,000-\$9,999

Copper-level sponsors will receive the benefits for the specific selected programs and the following recognition:

- Quarter-page ad in the final meeting program
- 10-percent discount on member data disc



Please submit completed application by November 15, 2017.

CONDITIONS

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

- APMA is responsible for control of content and selection of presenters and moderators.
- Sessions are developed by APMA for continuing education contact 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. The sponsor must complete the Data Use Agreement in advance.

▲ Meeting Logo: Materials on which the logo appears must be pre-approved by APMA.



Sponsorship and Educational Grant Application

2018 ANNUAL SCIENTIFIC MEETING

Gaylord National Resort & Convention Center • July 12-15, 2018

NAME _____

TITLE _____

COMPANY _____

ADDRESS (STREET) _____

ADDRESS (CITY/STATE/ZIP) _____

PHONE _____ FAX _____

EMAIL _____ SIGNATURE _____

1. SPONSORSHIP/GRANT LEVELS

- \$125,000+
- \$100,000-\$124,999
- \$50,000-\$99,999
- \$35,000-\$49,999
- \$25,000-\$34,999
- \$15,000-\$24,999
- \$10,000-\$14,999
- \$5,000-\$9,999

2. SPONSORSHIP OPPORTUNITIES

- Opening Session Speaker \$25,000
- Product Theater Sponsorship \$25,000-\$48,000
- Cyber Stations \$20,000
- Young Physicians' Program Reception..... \$15,000-\$25,000
- 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 6.
- 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 15, 2017.

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

2017 Annual Scientific Meeting Exhibitors

1st Providers Choice—Podiatry EMR 20/20 Imaging, a division of Konica Minolta 360care Acelity Acupath Laboratories, Inc Allied OSI Labs Allied Powers LLC Allpresan Footcare Altra Footwear American Academy of Podiatric Sports Medicine American Association for Women Podiatrists American Association of Colleges of Podiatric Medicine American Podiatric Medical Association American Board of Foot & Ankle Surgery American Board of Multiple Specialties in Podiatry American Board of Podiatric Medicine American Specialty Health Amerx Health Care Anodyne Arthrex, Inc. ASICS America Corporation athenahealth, Inc. AVEX, LLC - Footbeat B Young, LLC Bako Integrated Physician Solutions Bard Davol Barry University School of Podiatric Medicine Beneficial Equipment Finance Corp. Bianco Brothers Instruments Blaine Labs, Inc. Blue Ridge X-Ray Co. Inc. Brooks Running Brown & Brown Insurance California School of Podiatric Medicine at Samuel Merritt University CareCredit	Compulink Business Systems CryoProbe CuraMedix Cutting Edge Laser Technologies DARCO International, Inc. Delta Surgical Instruments Dent-Eq DeRoyal Industries, Inc. Dia-Foot DJO Global, Inc. Doctor.com Dr. Jill's Foot Pads Dr. William M. Scholl College of Podiatric Medicine at the Rosalind Franklin University of Medicine and Science Dr.'s Remedy Enriched Nail Care — Adwill Labs Effective Management Erchonia Corporation Exeltis USA Footmaxx Gensco Pharma Gill Podiatry Supply & Equipment Company Goldfarb Foundation Gordon Laboratories GraMedica gSource, LLC Hames Ortho Tech Hapad, Inc. Hawaiian Moon Henry Schein Foot & Ankle Henry Schein MicroMD Horizon Pharma IMS Medical Equipment LLC In2Bones USA, LLC Infra Waves Integra LifeSciences Ipsium Diagnostics JM Orthotics K-Laser Kent State University College of Podiatric Medicine Koven Technology, Inc. Marlinz Pharma MDSOX	Medical Technology Industries MediTouch/NextGen Healthcare Medline Industries, Inc. Midwestern University Arizona School of Podiatric Medicine Mile High Orthotics Lab Milliken Healthcare Products, LLC MiMedx Group, Inc. Moberg Pharma North America — Kerasal, New Skin Moore Medical LLC MSI Orthotic Lab MTF Wound Care New Balance Athletic Shoe, Inc. New Step Orthotic Lab Inc. New York College of Podiatric Medicine Northwest Podiatric Laboratory Nurse Mates OCPM Foundation Officite Organogenesis Orthofeet Inc. Orthofix Osiris Therapeutics, Inc. Paragon 28 PatientPop PBHS Inc. Pedicis Research PediFix Footcare Inc. Performance Health/Biofreeze PharmaDerm, a division of Fougera Pharmaceuticals, Inc. Physician Web Pages/ Eppointments PICA Podiaguard Professional Liability Insurance Podiatry Content Connection <i>Podiatry Management Magazine</i> <i>Podiatry Today</i> Powerstep Protex Medical Products, Inc. Quantum Pathology Quell by NeuroMetrix Quick Tape by Support The Foot RadmediX Rayence Inc.	Rebound Medical, LLC Redi-Thotics Revere Comfort Shoes SAMMY SYSTEMS Santus SAS—San Antonio Shoemakers Sebela Pharmaceuticals, Inc. Smith & Nephew SOLE Sole Supports, Inc. SOLO Laboratories, Inc. Spenco Medical/Implus Straight Arrow Products Inc. StrataDx Stridelite Stryker Superfeet SureFit SURGENEX Talar Capital Partners Tekscan Televere Systems Temple University School of Podiatric Medicine The Medicines Company The Natural Foot Orthoses/ Rothschild's Orthopedic Appliances The OHI Family of Brands: OHI, Apex, Arizona AFO, Langer Biomechanics, SafeStep The Tetra Corporation Thomas Machinery Limited TRAKnet Universal Imaging Valeant Pharmaceuticals North America LLC ViewMedica Vilex Inc Vionic Group, LLC Western University of Health Sciences College of Podiatric Medicine Winlind Skincare LLC Wolters Kluwer Xiamen Kon Technology Co., Ltd. Zimmer MedizinSystems
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(as of May 2, 2017)

2017 ANNUAL SCIENTIFIC MEETING SPONSORS (AS OF MAY 23, 2017)

DIAMOND (\$125,000)

PICA
Valeant Pharmaceuticals North America LLC

PLATINUM (\$100,000-\$124,999)

MediTouch/NextGen Healthcare
PharmaDerm, a division of Fougera Pharmaceuticals Inc.

GOLD (\$50,000-\$99,999)

Horizon Pharma, Inc.
Spenco Medical by Implus
Vionic Group, LLC

SILVER (\$25,000-\$34,999)

ASICS America Corporation
MiMedx Group, Inc.
MTF Wound Care
Organogenesis Inc.
Osiris Therapeutics, Inc.
Smith & Nephew
SureFit Lab

BRONZE (\$15,000-\$24,999)

Acelity
Marlinz Pharma
OCPM Foundation

PEWTER (\$10,000-\$14,999)

Amerx Health Care Corporation
BSN medical
Erchonia Corporation
Stryker
Universal Imaging

COPPER (\$5,000-\$9,999)

Altra Footwear
Arthrex, Inc.
athenahealth, Inc.
Cook Medical
Doctor.com



Exhibition Space FAQs and Marketing Opportunities

EXHIBIT SPACE FAQs

WHO IS ELIGIBLE TO EXHIBIT?

The exhibits are an extension of the educational program of the American Podiatric Medical Association. 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?

The APMA Priority Point system is used to determine space assignment for all booth space requests received by Friday, October 27, 2017. This system develops a priority number for each exhibitor, based on the company's support of APMA for the past three years, using the following criteria:

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

To benefit from the priority points rating, the application for exhibit space must be received on or before **Friday, October 27, 2017**. Applications received after **Friday, October 27, 2017**, will be assigned space in order of date received. APMA reserves the right to assign the next-best substitute space when the requested space is not available. Because it is not possible to contact each company, please do not concentrate all choices in one area of the exhibit hall. APMA reserves the right to reassign exhibit space.

MARKETING OPPORTUNITIES

You will heighten the visibility of your brand and product by advertising in these materials created specifically for The National.

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

THE NATIONAL TODAY (SHOW DAILY)

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

EXHIBITOR MARKETPLACE

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

BIN BRANDING

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

HOW CAN I SAVE ON THE COST OF A BOOTH?

Take advantage of early-bird registration! Purchase your booth by Friday, January 5, 2018, and save. Prices increase by 10 percent for all booth types after Friday, January 5, 2018.

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.

Booth supplies can be ordered via the GES online ordering site: Expresso. A link will be available in the spring.

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.

MEETING MOBILE APP

More than half of APMA Annual Scientific Meeting attendees utilize the event mobile app. Advertise in the app to gain access to those who are networking on the show floor, in client meetings, or sessions by having your brand at their fingertips. The APMA mobile app is supported by Android and iOS platforms.

E-BLAST OPPORTUNITIES

These specialized e-blasts build your brand with APMA attendees and members and are sure to extend your reach before, during, and after the meeting. Save when you purchase a bundled package.

Several options are available:

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

* All ad opportunities have deadlines. View the media kit at www.apma.org/exhibits for dates and prices.



Timeline, Shipping, and Hotel Information

SHIPPING INFORMATION

Advance and direct shipping information will be available at apma.org/exhibits. Please note the following:

1. No privately-owned vehicle area is available at the facility. Please plan your shipment accordingly.
2. For convenience and to reduce shipping fees, ship your materials to the GES advance warehouse. Details will be posted at www.apma.org/exhibits. If you ship to the hotel, you will be charged material handling rates by the hotel, which will increase your shipping costs.

EXHIBIT SCHEDULE

Set-Up.....Wednesday, July 11
 Exhibit Hall Open Thursday, July 12
 Exhibit Hall Open Friday, July 13
 Exhibit Hall Open Saturday, July 14
 Dismantle.....Saturday, July 14
 For the complete exhibit hall schedule, visit apma.org/exhibits.

HOTEL INFORMATION

GAYLORD NATIONAL RESORT & CONVENTION CENTER

201 Waterfront Street, National Harbor, MD 20745
301-965-4000

Visit 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.

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

OCTOBER 27, 2017–FRIDAY

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

JANUARY 5, 2018–FRIDAY

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

APRIL 2–MONDAY

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

JUNE 8–FRIDAY

Contract balance due to APMA. Booth personnel information due.

JUNE 8–FRIDAY

Certificate of Liability Insurance due to APMA.

JUNE 22–FRIDAY

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

JULY 12-14

THURSDAY-SATURDAY

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

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 Gaylord National 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

APMA follows the guidelines of the International Association of Exhibitions and Events (IAEE). Any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of the IAEE Exhibition Policy will be asked to leave immediately. Additional penalties may be applied. Please report any violation you may observe to show management. See "Solicitation Regulation" section on p. 16 for complete rules.

3. CANCELLATION

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

4. SPACE SHARING

Subletting or sharing of exhibit space is not permitted.

5. SET-UP/DISMANTLE

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

6. HALL ETIQUETTE

As a courtesy to APMA's Annual Scientific Meeting attendees and to your fellow exhibitors, exhibitors are requested to open their exhibit on time each day and staff it throughout the day of the meeting until the scheduled closing of exhibits. Companies that dismantle their booth early will be subject to a penalty. See "Installation and Dismantling" section on p. 16 for details.

Carefully read the complete show Rules and Regulations on the reverse side of the Exhibit Space Application.



Exhibit Space Floor Plan

2018 ANNUAL SCIENTIFIC MEETING

Gaylord National Resort & Convention Center • Prince George's Halls C-E • Exhibit Dates: July 12-14, 2018

FLOOR PLAN KEY

	10X10 AISLE STANDARD	10X10 AISLE PREMIUM	10X10 CORNER STANDARD	10X10 CORNER PREMIUM	20X20 PREMIUM ISLAND
EARLY BIRD THROUGH JANUARY 5, 2018	\$2,650	\$2,750	\$2,850	\$3,400	\$9,600
AFTER JANUARY 5, 2018	\$2,915	\$3,025	\$3,135	\$3,740	\$10,560

Booth is equipped with pipe, drape and company identification sign (sign available to island booths upon request).
Booth fee does not include furnishings or any other booth supplies.

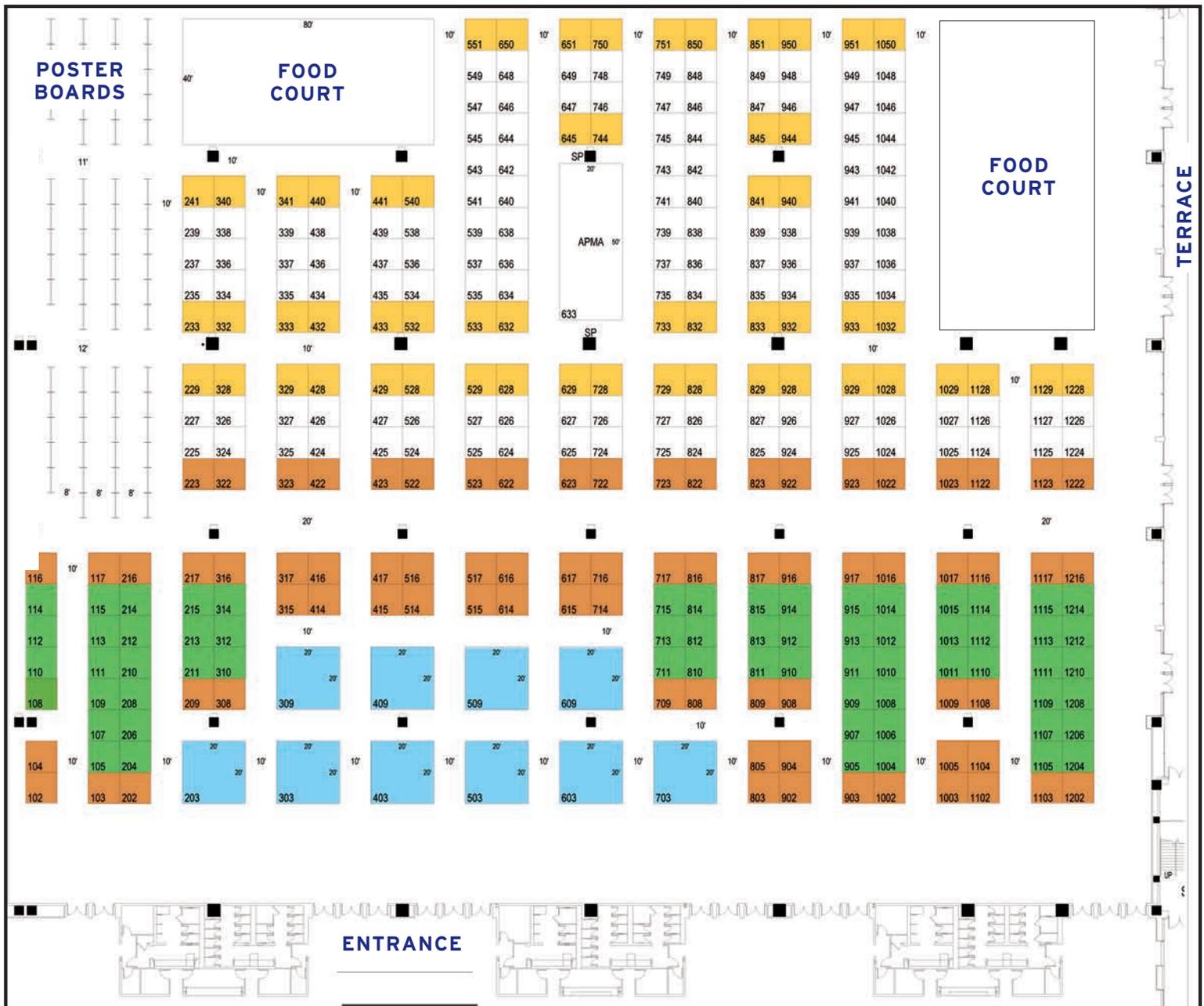




Exhibit Space Application

2018 ANNUAL SCIENTIFIC MEETING

Gaylord National Resort & Convention Center • Prince George's Halls C-E • Exhibit Dates: July 12-14, 2018

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 EMAIL _____

PUBLIC (TOLL-FREE) _____ PUBLIC EMAIL _____

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 Instruments
- Surgical Products (Implants, Dressings, etc.)
- 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.

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 5, 2018.**

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. _____

APMA Office Use: Booth Assignment _____ Payment 1 _____ Amount \$ _____ Authorization Code _____

Payment 2 _____ Amount \$ _____ Authorization Code _____

Meeting Sponsor Yes No Level: _____ Discount: _____ Final Booth Cost: _____

4. PAYMENT

- Full Payment
- 50-percent Deposit - Minimum due. Failure to submit balance on or before Friday, June 8, 2018, 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
Email: mrcarter@apma.org • Fax: 301-530-2752

Rules and Regulations

APPROVAL: No agreement for the rental of exhibit space exists until American Podiatric Medical Association (APMA) provides written acceptance. At that time, it becomes a legally binding agreement between the exhibitor and APMA, and exhibitor agrees to comply with these rules and regulations, including any adopted subsequent to the written agreement.

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

EXHIBIT SPACE ASSIGNMENT:

- A. METHOD.** The method of determining space assignments shall be established by APMA and may be changed from time to time without notice to exhibitors. Exhibit space is currently assigned based on the exhibitor point system designed by APMA. Space assignments shall be as indicated on the exhibit space rental agreement. However, should conditions or situations warrant, APMA reserves the right to rearrange exhibitors or adjust the floor plan to accommodate the best interest of the event. The floor plan maintained by APMA shall be the official floor plan. Changes may occur at any time to accommodate event needs.
- B. SUBLETTING SPACE.** Exhibitor 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.
- C. ASSIGNMENT/TRANSFER.** The agreement is non-assignable by exhibitor except where assignment is in connection with sale or other transfer of the assignor's trade or business to the assignee, but such assignee shall display only products or services manufactured or marketed by the assignor. In the event of such an assignment, exhibitor must provide written notification to APMA.

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 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.

Exhibitor may not exhibit, advertise, or offer products other than those manufactured or sold by that exhibitor in his or her regular course of business as detailed on the application form.

No exhibitor shall display any product or display or distribute advertisements for a product that is considered by APMA to infringe on another exhibitor's US intellectual property rights (patent, trademark, trade dress or copyright), or that violates US 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 conform to these regulations.

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.

The 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.

IRREGULAR ACTIVITIES/NOISE: All sound presentations must be done either in a soundproof environment or through use of earphones so that neighboring exhibitors are not disturbed. All exhibitors with equipment that may be objectionable to other exhibitors because of noise or other disagreeable features must 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 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-percent deposit accompanying the exhibit space application. Space must be paid for in full no later than 30 days prior to the exhibit opening date. If full payment is not received by this date, the assigned space may be

reassigned at the option of APMA without refund of the deposit. APMA will refund deposits in the event 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 arrangements have been made 24 hours prior to exhibit opening) will be resold or reassigned by APMA without obligation on the part of APMA for any refund whatsoever.

CANCELLATION: Cancellation of booth-space contracts must be sent to APMA in writing. Cancellations received by APMA at least 60 days prior to the meeting 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 additional cost. All representatives must 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: During set-up and dismantling of booths, no one under the age of 18 is allowed in the exhibit hall.

Exhibits may be installed on Wednesday, July 11, 2018. 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 set-up must obtain prior approval from APMA. APMA reserves the right to alter exhibit hours in accordance with the convention program. Exhibitors will be duly notified if such changes are necessary. An exhibitor registration desk will be open during exhibit installation hours. Detailed exhibitor and handcarried freight guidelines will be included in the exhibitor service manual.

All exhibit materials must be dismantled, packed and ready to ship no earlier than Saturday, July 14, 2018. Visit www.apma.org/exhibits for specific hours. A penalty of \$500 will be assessed against exhibitors that dismantle prior to hall closing. Future requests for booth space will be denied unless this fine is paid. Upon payment of the fine, if, at a future meeting, the exhibitor does not dismantle prior to hall closing, the exhibitor may have the fine refunded or credited toward booth space at the next year's meeting. If, at that subsequent meeting, the exhibitor dismantles early again, the fine will not be refunded and cannot be applied to any future meeting.

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 fully prepaid. Visit www.apma.org/exhibits for additional information about advance and direct shipping.

FURNISHINGS AND EQUIPMENT: APMA's designated exhibitor service contractor will provide the necessary forms and information for rental of furnishings and equipment, shipment, and installation of your exhibit. All exhibits must conform to the standards set by the IAEE. No supplies, materials, posters, or other objects shall be posted or tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. All electrical equipment must conform to the city electrical code and must be approved by Underwriters Laboratory (UL) or another recognized laboratory. Further specifications will be provided by the exhibitor service contractor. Volatile, flammable, or explosive substances or materials prohibited by city ordinance or by insurance carriers will not be permitted 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 National Resort & Convention 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
- APMA and its trustees, directors, officers and employees shall be named

as additional insureds on these policies. The exhibitor shall secure and furnish certificates to APMA before three (3) months prior to the first license day of facility usage, and maintain during the entire license period, above said policies. The policies shall provide that they will not be canceled 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: APMA 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, Gaylord National Resort & Convention Center, nor GES will be responsible for loss or damage due to any cause.

LIABILITY; INDEMNIFICATION: The exhibitor is responsible for any and all demands on account of any injury or death, or damage to property occurring in or upon any portion of the Gaylord National Resort & Convention Center used by the exhibitor which are caused by the acts or omissions of exhibitor, or their employees, representatives, servants, agents, licensees, invitees, patrons, guests, or contractors. The exhibitor is also solely responsible for any injuries or damages sustained or caused by it in connection with the event, whether or not they occur at the Gaylord National Resort & Convention Center. This includes, but is not limited to, booth construction, booth set-up, travel to or from the event, activities of the exhibitor's employees or third parties subject to the supervision of exhibitor, or any other activities carried on in connection with the event. The exhibitor shall defend, indemnify, and hold harmless APMA, Gaylord National Resort & Convention Center, and their respective directors, trustees, members, managers, officers, employees, agents, successors, and assigns from and against any and all claims, demands, actions, causes of actions, penalties, judgments, and liabilities of every kind and description (including court costs and reasonable attorneys' fees) for injury to and death of persons, and damage to and loss of property which are caused by, arise from or grow out of the exhibitor's use or occupancy of the premises, from any breach by the exhibitor of any condition of this contract, from any act or omission of the exhibitor, or its employees, representatives, servants, agents, invitees, patrons, guests, licensees, or contractors, or from the use of any product or service exhibited or any claim or representation made in connection therewith by the exhibitor or any person acting in its behalf. The exhibitor agrees to make no claim for any act or omission of APMA taken in accordance with, or to enforce, these regulations.

FORCE MAJEURE: In the event the Gaylord National Resort & Convention Center or any part of the exhibit area thereof is unavailable, whether for the entire event or a portion of the event, as a result of fire, flood, tempest, or any such act of God, or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or any other cause or agency over which APMA has no control, or should APMA decide that because of any such cause it is necessary to cancel, postpone, or resite the exhibit 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 provision of this agreement, 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 close said booth(s) immediately and to remove all the exhibits and other materials in the booth(s) of the exhibitor immediately upon notice. Furthermore, APMA 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 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 theretofore 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, 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 by any amendments or additions thereto in conformance with the preceding sentence.

DEFAULT: 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 city of National Harbor, MD. Exhibitor agrees to abide by the rules and regulations of the Gaylord National Resort & Convention Center.

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