

The
National

APMA ANNUAL
SCIENTIFIC MEETING
NASHVILLE | JULY 13-16, 2023

www.apma.org/thenational

2023

**PARTNERSHIP
OPPORTUNITIES**



apma ▶

**American Podiatric Medical
Association, Inc.**

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ANNUAL SCIENTIFIC MEETING

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EXHIBITIONS

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Corporate Partner

Corporate Leader

Corporate Associate

DEAR INDUSTRY FRIENDS,

Maximize your footprint in the podiatric medical community by becoming involved with APMA. Our nationwide network of more than 12,000 podiatric physicians and surgeons gives you unparalleled visibility. We invite you to explore the many beneficial ways your company can partner with APMA, whether in digital, print, or live formats.

Our Annual Scientific Meeting (The National) is podiatry's premier educational and networking event. The 2023 meeting takes place July 13-16 at the Gaylord Opryland Resort & Convention Center. As usual, the meeting will draw attendees from across the nation. It will feature an outstanding faculty and a dynamic show floor featuring companies from all walks of industry. This event is your opportunity to showcase your products and services, connect with thought leaders, and reinforce your brand influence in the podiatric medical community.

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

We look forward to The National 2023, and hope you'll join us as we present an amazing experience in Nashville!

Sincerely,
The APMA Team

SHOW LOCATION

Gaylord Opryland Resort
& Convention Center
2800 Opryland Drive
Nashville, TN 37214



CORPORATE MEMBER PROGRAM

MAKE AN IMPRESSION

at the world's largest association for podiatrists

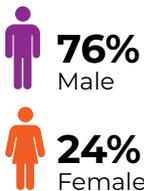
CORPORATE MEMBERSHIP WITH APMA

What is APMA? With 12,000 members, APMA is the world's largest professional society for foot and ankle surgeons.

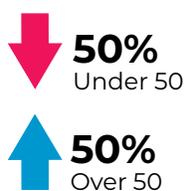
Why Invest in APMA? In any given year, more than 200 companies engage with APMA to expand their visibility among podiatric physicians and surgeons. These companies recognize APMA's value in building brand awareness across the entire membership of the organization, and they embrace APMA's mission to advance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

APMA MEMBER HIGHLIGHTS

Gender Breakdown



Age Breakdown



Practice Owners

65% of APMA members are practice owners.



Owner Type

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

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



Practice Areas

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



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

APMA members comprise **78%** of practicing podiatrists in the US.



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



Members **spend \$320 million** on products and services each year.

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

HOW CAN I CONNECT?

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

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

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

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

JOIN THE CORPORATE MEMBER PROGRAM

Join the approximately 50 companies each year that amplify their visibility through targeted sponsor and grant opportunities within our corporate member program, ranging from \$5,000–\$125,000. Make an unrestricted educational grant to support our continuing medical education programs, or sponsor various APMA activities. All members of the program receive generous advertising and recognition.

The following programs are available for partnership. Live ●, digital ●, and print ● options are available.

The National ●

Drawing a nationwide network of podiatric physicians and surgeons each year, the APMA Annual Scientific Meeting (The National) remains the premier avenue for corporate Member involvement. Partners, Leaders, and Associates can make unrestricted educational grants, sponsor symposia and receptions, and brand a variety of elements at this flagship conference, including the Team APMA 5K Run/Walk. Explore The National further on pages 7–13.

APMA Registry ●

The APMA Data Registry is a powerful information warehouse capable of providing provider, practice, and membership metrics, and more. Request specific queries relating to products or services our members perform or use, or partner with APMA to develop a customized research project.

Coding Resource Center ●

The premier online coding reference in podiatry, with more than 1,000 subscribers.

Coding Seminar ●●

Make an unrestricted educational grant to support this popular event offering continuing education contact hours (CECH). The live meeting draws more than 100 participants, while the virtual platform registration averages 200 participants.

Educational Foundation ●●

Make a tax-deductible gift and join a transformative effort to shape our field. The APMA Educational Foundation has given more than \$4 million in financial aid to academically talented students at colleges of podiatric medicine since 2005.

Legislative Advocacy ●

APMA is the only organization lobbying for podiatrists and patients on Capitol Hill.

Public/Member Education Campaigns ●●

Associate your brand with our signature public education campaigns on timely foot and ankle health topics. Your brand is included in outreach to the public through APMA's social media platforms, as well as grassroots materials used by members. The campaigns are supported by significant earned media and paid advertising efforts.

Residency Education Resource Center (REdRC) ●

Thanks to our sponsors, the REdRC is a free online educational resource for APMA-member residents.

Regional Lecture Series ●●

Work with APMA to design a customized non-CECH regional lecture series program, or support a CECH regional lecture series program at conferences hosted

by our component organizations or regions.

State Advocacy Forum ●

Sponsor this one-of-a-kind meeting that brings together APMA's state component leaders to strategize and collaborate on state legislative and legal issues affecting podiatrists and their patients.

Student Recruitment ●●

Join our initiative to increase the number of qualified applicants to podiatric medical schools. Visibility is offered through a brand-neutral website, digital media campaigns, and the Step into Podiatry event at The National.

Webinars ●

Our sponsored webinars are the perfect way to expand your reach and generate more qualified leads while positioning your brand as a thought leader in the field.

Our one-hour webinar package utilizes a strategic promotional campaign that incorporates social media and exclusive e-blasts.

The post-webinar report includes registrant data and social media engagement metrics. Sponsors may place educational content on the site.

A recording of your webinar will also be published on the APMA Media Hub for on-demand access.

Weekly Focus Digital Publication

With a nearly 30 percent open rate, this weekly news publication is sent to our entire membership of 12,500 podiatrists, as well as others in the podiatric medical community. Ask about other publications options.

Young Physician Programming

APMA's young physician members have unique and evolving needs. APMA has many opportunities to support events targeted to this important demographic:

Young Physicians' Institute and Emerging Leaders Program: The APMA Emerging Leaders Program (ELP) is a leadership-intensive program designed to support an exclusive group of young physicians with a vested interest in future leadership opportunities. Training is provided through in-person and virtual events throughout the year. The program kicks off at the Young Physicians' Institute (YPI) and concludes with a recognition ceremony at the APMA Annual Scientific Meeting (The National).

The YPI allows ELP participants to expand their leadership skills and take the knowledge gained back to their state component society, helping to ensure the present and future success of the profession.

The APMA Podcast: The APMA Podcast serves as another platform for members to receive valuable and exclusive member-only content on a variety of topics. Each individual episode is embedded directly in the APMA website, so

members can listen to each episode on the site. Sponsor an episode, mini-series, or full season.

Young Physicians' Reception; Lunch and Learn Sessions at The National: The Young Physicians' Reception at The National is a networking event intended for residents and young practitioners. Lunch and Learn sessions give young physicians the opportunity to present a one-hour lecture (or a series of brief lectures) on topics relevant to their peers.

Young Physician Infographics: As part of its ongoing efforts to provide helpful tools and resources, the program provides numerous informational resources

(infographics) for young physicians. Topics have included the residency match process, Relative Value Units, top-ten tips on timely matters, and more. Infographics are featured in print and digital platforms.

The APMA Career Center at The National: The APMA Career Center at The National is an activity hub for APMA's Young Physician members. Beyond networking opportunities, the Career Center at The National features headshot photography, access to the online Career Center and other APMA career resources, a social media wall, the opportunity to meet and connect with potential employers and more.

WHAT IS MY RETURN ON INVESTMENT (ROI)?

APMA is committed to ensuring your visibility. At your request, APMA will develop a customized ROI plan tailored to your programmatic interests. **Here's a look at key metrics:**

<p>APMA membership 12,000 podiatrists</p> 	<p>Young Physicians' Program website (2021) Total page views · 17,282 Unique page views · 7,467</p>
<p>APMA Weekly Focus distribution 12,500</p> 	<p>REdRC metrics (2021) Total page views · 10,650 Unique page views · 8,812</p>
<p>A non-CECH, industry-sponsored symposium at The National or Regional Lecture Series 80+ podiatrists</p> 	<p>Coding Resource Center Metrics (2021) Total page views · 624,981 Unique page views · 512,870</p>
<p>The National: premium booth placement and direct access to decision makers who have buying power 80% of attendees</p> 	

CORPORATE MEMBER PROGRAM BENEFITS SNAPSHOT

BENEFIT	apma > Corporate Partner		apma > Corporate Leader		apma > Corporate Associate
	\$125,000	\$100,000	\$25,000	\$5,000	\$2,500
Individually-tailored recognition	✓				
Highest level of recognition at The National and on APMA website	✓	✓			
Eligibility to host high-visibility non-CECH events	✓	✓	✓		
Eligibility to sponsor individual APMA programs	✓	✓	✓	✓	
Complimentary/discounted advertising	✓	✓	50% off	25% off	20% off
Complimentary/discounted member data	✓	✓	70% off	60% off	50% off
Company profile in APMA News	✓	✓	✓	✓	new Associates only
Company name and hyperlink from APMA website to company homepage	✓	✓	✓	✓	✓
Permission to use APMA Partner/Leader/Associate logo	✓	✓	✓	✓	✓
Company name featured in APMA News (circulation 14,500)	✓	✓	✓	✓	✓
Complimentary subscription to APMA ePublications and APMA News	✓	✓	✓	✓	✓
Invitation to corporate reception at The National	✓	✓	✓	✓	✓

BECOME A GENERAL MEMBER (ASSOCIATE) AT THE \$2,500 LEVEL

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

ANNUAL SCIENTIFIC MEETING EDUCATIONAL GRANTS

EDUCATIONAL GRANT OPPORTUNITIES

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

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

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

EDUCATIONAL GRANT CONDITIONS

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



General Session Tracks • \$10,000

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

Hands-On Workshops • \$10,000

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

Podiatry Student Quiz Bowl • \$10,000

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

Breakfast Symposia • \$50,000

These popular 1.5-hour morning lectures attract 200–300 podiatrists.

Plenary Lecture • \$50,000

These popular, unopposed one-hour lectures attract between 600–800 podiatrists.

SUBJECT AREAS FOR EDUCATIONAL GRANTS

Plenary Session and Breakfast/Lunch/Dinner Symposium Subject Areas

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

General Session Lecture Topic Areas

Surgery

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

Advanced Surgery

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

- Trauma Surgery of the Foot and Ankle
- Triple Arthrodesis

Vascular Surgery/Conditions

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

Biomechanics and Orthopedic Medicine

- Custom Foot Orthoses
- ESWT
- Fall Prevention/Risk Analysis
- Gait Analysis
- Plantar Heel Pain Syndrome

Wound Care

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

Diabetes

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

Dermatology

- Bacterial Infections
- Biopsy Techniques
- Fungal Infections
- Laboratory Tests and Physical Exams
- Malignancy

- Onychomycosis
- Skin Structure Infections
- Warts/Verruca

Rheumatology

- Bracing and Splinting Treatment
- Gout
- Psoriatic Arthritis
- Update on Pharmacological Treatment

Radiology

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

Pain Management

- Chronic Pain Patients
- CRPS
- Opioid Prescribing
- Painful Diabetic Peripheral Neuropathy

Sports Medicine

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

Practice Management

- Appropriate Documentation and Coding
- MIPS
- Risk Management
- Social Media
- Telemedicine

Hands-On Workshop Subject Areas

- Medical and Surgical Topics

ANNUAL SCIENTIFIC MEETING SPONSORSHIP

SPONSORSHIPS

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

Looking for something else? New options are being added, so check with us about additional opportunities.



Opportunities
are limited.

ACT NOW

to reserve your
opportunity!

- **Industry Sponsored Symposium (Non-CECH)**
(Limit 6) • \$25,000–\$50,000*
- **Exhibit Hall Grand Opening Title Sponsor**
(Limit 1) • \$25,000
- **Innovation Café** • \$15,000
- **Meter Boards** • \$15,000
- **Hotel Key Cards** (Limit 1) • \$15,000
- **Opening Session** (Limit 2) • \$12,500
- **Convention Center Branding Opportunities** • \$5,000+
- **Exhibit Hall Grand Opening** • \$5,000
- **Directional Floor Decals** • \$5,000
- **Refreshment Break** • \$5,000
- **Charging Station** • \$5,000

*Additional costs apply.

TEAM APMA 5K RUN/WALK

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

- **Title Sponsorship**
(Limit 2) • \$5,000
- **General Sponsorship**
(Limit 8, Includes Enhanced Recognition) • \$2,500
- **General Sponsorship**
(Limit 10) • \$1,000

Benefits include recognition on the official race T-shirt. Option to provide race bag insert is available at the \$2,500 level and above. Contact us to learn more about supporting the virtual race, establishing a scholarship endowment, and other ways to support podiatric medical students.



SUPPORT LEVELS AND RECOGNITION

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

UNIVERSAL BENEFITS

All meeting sponsors receive the following benefits:

- Complimentary meeting pre-registrant data file
- Prime booth location in exhibit hall
- Booth recognition marker (floor decal)
- Complimentary registration for booth personnel
- Complimentary badges for booth personnel (based on booth size)
- Pre- and post-meeting recognition in print and digital platforms
- Company name featured throughout meeting site
- Invitation to the Annual Meeting Corporate Member Reception hosted by the APMA Board of Trustees
- Priority points toward future exhibit hall placement
- Ability to use APMA meeting logo
- Annual Meeting Sponsor ribbon
- Complimentary enrollment in Corporate Member program



GREAT BENEFITS
at all sponsorship levels!



CUSTOMIZED BENEFITS				
The chart below reflects benefits specific to each sponsorship package.				
CATEGORY	BOOTH SPACE	ADVERTISING	APMA MEMBER DATA FILE	ENHANCED VISIBILITY
DIAMOND \$125K+	20 x 20 Premium island	Complimentary prime ad space in meeting publication Complimentary banner ad in mobile app	Complimentary	Ability to provide room drop* Full-page profile in APMA News magazine Visibility throughout meeting site
PLATINUM \$100K–\$124,999				
GOLD \$50K–\$99,999				
CRYSTAL \$35K–\$49,999	10 x 10 Premium booth	Complimentary ad space in meeting publication or complimentary banner ad in mobile app	70-percent discount	Visibility throughout meeting site
SILVER \$25K–\$34,999				
BRONZE \$15K–\$24,999	\$500 discount Prime booth location	Complimentary banner ad in mobile app	60-percent discount	
PEWTER \$10K–\$14,999	Prime booth location			
COPPER \$5K–\$9,999				

* Sponsor is responsible for hotel room drop fees.

Booth Space

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

Member Data

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

Meeting Logo

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

ANNUAL SCIENTIFIC MEETING EXHIBITIONS

EXHIBITIONS

APMA's members spend over \$300 million on products and services each year. Tap into this buying power and engage with decision makers by signing up to exhibit. You'll enjoy unopposed hall hours, nationwide visibility, free registration for your booth personnel, and more.

EXHIBIT SPACE FAQS

Who is eligible to exhibit?

The exhibits are an extension of APMA's educational program. In order for APMA to accept an application, the products and services must promote podiatric medicine and/or enhance the podiatric profession. APMA reserves the right to refuse applications for any reason.

How is space assignment determined?

The APMA Priority Point system is used to determine space assignment for all booth space requests received by Friday, November 4, 2022. This system develops a priority number for each exhibitor, based on the company's support of APMA for the past three years, using the following criteria:

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

To benefit from the Priority Points rating, the application for exhibit space must be received on or before Friday, November 4, 2022. Applications received after Friday, November 4, 2022 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.

EARLY BIRD SAVINGS!

Purchase your booth by Friday, January 13, 2023, and save. Prices increase by 10 percent for all booth types after Friday, January 13, 2023.

The booth rental fee includes:

- pipe, drape, and company identification sign (note: sign available to island booths upon request);
- complimentary meeting pre-registrant data file;
- complimentary registration/badges for your booth personnel:
 - 100 sq. ft: up to three badges
 - 200–300 sq. ft: up to five badges
 - 400+ sq. ft.: up to eight badges
- Additional registration/badge fee: \$75 each
- complimentary lunch and refreshment breaks in the hall with attendees;
- recognition on APMA website with link to company home page;
- recognition in print and digital meeting promotions;
- recognition in mobile meeting app, with link to company home page; and
- complimentary basic listing in APMA Buyers' Guide.

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

BOOTH RATES		
BOOTH TYPE	THROUGH 1/13/2023	AFTER 1/13/2023
10 X 10 AISLE STANDARD	\$2,915	\$3,205
10 X 10 AISLE PREMIUM	\$3,025	\$3,325
10 X 10 CORNER STANDARD	\$3,135	\$3,440
10 X 10 CORNER PREMIUM	\$3,740	\$4,100
20 X 20 PREMIUM ISLAND	\$10,560	\$11,600

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

ANNUAL SCIENTIFIC MEETING • EXHIBITIONS (CONTINUED)

present its products or service in the most effective manner possible. Please review the complete show Rules and Regulations which are provided as part of the booth application, available at www.apma.org/exhibits.

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

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

GES National Service Center:
Phone: 800-475-2098
Fax: 866-329-1437
www.ges.com/contact

The floor plan and booth space application are available at www.apma.org/exhibits.

EXHIBITOR STATISTICS

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



32% cite **number of attendees** as top reason for exhibiting



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



70% are **repeat exhibitors**

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

IMPORTANT ITEMS TO NOTE

Complete show rules and regulations are available on the reverse side of the booth space application.

- 1. Exhibitor Insurance Requirements:** All exhibitors must provide a show-compliant certificate of liability insurance. See “Insurance” section in the Rules and Regulations provided with the booth application, available at www.apma.org/exhibits.
- 2. Solicitation Regulation:** APMA follows the guidelines of the International Association of Exhibitions and Events (IAEE). Any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company’s booth, or in violation of any portion of the IAEE Exhibition Policy will be asked to leave immediately. Additional penalties may be applied. Please report any violation you may observe to show management. See “Solicitation Regulation” section in the Rules and Regulations provided with the booth application, available at www.apma.org/exhibits.
- 3. Cancellation:** Cancellation of booth-space contracts must be received in writing. See “Cancellation” section in the Rules and Regulations provided with the booth application, available at www.apma.org/exhibits.
- 4. Space Sharing:** Subletting or sharing of exhibit space is not permitted.
- 5. Set-Up/Dismantle:** During set-up and dismantling of booths, no one under the age of 18 is allowed in the exhibit hall.
- 6. Hotel Reservations:** Exhibitors and sponsors who need hotel accommodations must book in the official APMA room block. Any exhibitor or sponsor who violates this requirement will be automatically charged a fee of \$300 and, in APMA’s discretion, may be subject to forfeiture of exhibit space or sponsorship and/or prohibited from participating in future APMA conferences or events. The only way to book a room at one of the APMA host hotels for The National is through the information provided by APMA. For your own protection, do not make reservations through any other housing provider or travel company. Reservations made other than through the information provided by APMA will be at your own risk. If you are contacted by another company purporting to represent one of our host hotels or APMA, email thenational@apma.org.

TIMELINE • SHIPPING • HOTEL

Exhibit Schedule

Set-Up	Wednesday, July 12
Exhibit Hall Open	Thursday, July 13
Exhibit Hall Open	Friday, July 14
Exhibit Hall Open	Saturday, July 15
Dismantle	Saturday, July 15

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

Shipping Information

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



QUESTIONS?

Contact the exhibit hall manager:
thenational@apma.org

IMPORTANT DATES

November 4, 2022 • Friday

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

January 13, 2023 • Friday

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

May 1 • Monday

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

May 12 • Friday

Contract balance due to APMA.

June 9 • Friday

Certificate of Liability Insurance due to APMA.

June 16 • Friday

Last day to submit booth personnel names. Request badges onsite after deadline.

July 13–16 • Thursday–Saturday

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

Hotel Information

Gaylord Opryland
2800 Opryland Drive
Nashville, TN 37214

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

NEXT STEPS

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

MARKETING OPPORTUNITIES

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

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

The National Today (Show Daily)

The popular meeting newspaper, *The National Today*, captures important information attendees need to know. 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. It is also available online.

Exhibitor Marketplace

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

Bin Branding & Hand Sanitizer Stations

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

SEND YOUR AD DIRECTLY TO ATTENDEES!

Send your printed advertisement or digital ad directly to meeting registrants!

Contact the exhibit hall manager for details: thenational@apma.org.

Social Media Postings

Connect with APMA's nationwide membership by sponsoring our social media wall, or post on one of our thriving social media platforms: Twitter, LinkedIn, FaceBook, Instagram, and more. Bundled social media packages also available.

Meeting Mobile App

The APMA Meetings app enjoys an adoption rate approaching 100%. Advertise in the app and attendees will have your brand at their fingertips, no matter where they are. The APMA mobile app is supported by Android and iOS platforms.

Exclusive E-Blast Opportunities

E-Blast notices and Newsletters

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

Several options are available:

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





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