2024 Partnership Opportunities

Make an impression at the world's largest association for podiatrists
Table of Contents

WHY APMA?
APMA Member Highlights ........................................... 1

ANNUAL SCIENTIFIC MEETING
Educational Grant Opportunities .............................................. 3
Support Level and Recognition ............................................. 6
Exhibitions and FAQs ......................................................... 8
Marketing ................................................................................. 11
Corporate Membership Benefits Chart .................................... 12

Show Location
WALTER E. WASHINGTON CONVENTION CENTER
801 Allen Y. Lew Pl., NW
Washington, DC 20001

APMA CORPORATE AND FOUNDATION RELATIONS TEAM CONTACTS

SPONSORSHIP/GRANTS
Tina Carter, Director • tcarter@apma.org
Melanie Carter, Associate Director • mcarter@apma.org

EXHIBITS
Melanie Carter, Associate Director • mcarter@apma.org

APMA ANNUAL SCIENTIFIC MEETING
WASHINGTON, DC | AUGUST 8–11, 2024
WITH 12,000 MEMBERS, APMA IS THE LARGEST ORGANIZATION SERVING PODIATRIC PHYSICIANS AND SURGEONS IN THE COUNTRY.

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.

HOW CAN I CONNECT?

Take advantage of these pathways to engage with APMA’s members:

- ANNUAL SCIENTIFIC MEETING (THE NATIONAL): Align your brand with our most popular event as a meeting sponsor.
- EXHIBIT HALL: Showcase your product or service in the exhibit hall of our Annual Scientific Meeting.
- TARGETED SPONSORSHIP OPPORTUNITIES: Sponsor live, print, or digital initiatives. See options on page 12.

Become an APMA Corporate Member and garner year-around exposure to APMA’s nationwide network of podiatric physicians and surgeons. See the full list of membership benefits on page 12.

APMA MEMBER HIGHLIGHTS

GENDER BREAKDOWN

- 75% Male
- 25% Female

AGE BREAKDOWN

- 50% Under 50
- 50% Over 50

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

APMA MEMBERS AND THE APMA ANNUAL SCIENTIFIC MEETING (THE NATIONAL)

- 80% of attendees have buying power or influence buying decisions.
- Learning about new products and services is cited as the top reason for visiting the exhibit hall.
- In a survey, nearly half 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. 30% would be “a lot more likely” to choose the member product.
Join the approximately 50 companies each year that amplify their visibility through the targeted sponsorship opportunities listed below. All members of the program receive generous advertising and recognition, and all sponsorships include complimentary corporate membership.

- APMA Annual Scientific Meeting (The National)
- The APMA Podcast
- APMA Registry
- Coding Resource Center
- Coding Seminar
- Educational Foundation
- Legislative Advocacy
- Public/Member Education Campaigns
- Residency Education Resource Center (REdRC)
- Regional Lecture Series
- State Advocacy Forum
- Student Recruitment
- Webinars
- Weekly Focus Digital Publication
- Young Physician Programming
  - Young Physicians’ Institute and Emerging Leaders Program
  - Young Physicians’ Reception; Lunch-and-Learn Sessions at The National
  - Young Physician Infographics
  - The APMA Career Center at The National

WHAT IS MY RETURN ON INVESTMENT (ROI)?
APMA is committed to ensuring your visibility. At your request, APMA will develop a customized ROI plan tailored to your programmatic interests.

HERE’S A LOOK AT KEY METRICS:

**APMA membership**

<table>
<thead>
<tr>
<th>12,000 podiatrists</th>
</tr>
</thead>
</table>

**APMA.org (2022)**

| Total page views | 2,926,449 |
| Unique page views | 1,311,688 |

**Young Physicians’ Program website (2021)**

| Total page views | 17,282 |
| Unique page views | 7,467 |

**REdRC metrics (2022)**

| Total page views | 5,839 |
| Unique page views | 4,647 |

**Coding Resource Center Metrics (2022)**

| Total page views | 539,950 |
| Unique page views | 448,728 |

**Social Media**

- Member Facebook | 43,000 followers
- LinkedIn | 9,300 followers
- Twitter | 33,200 followers

*Continuing Education Contact Hours*
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.

EDUCATIONAL GRANT CONDITIONS

- APMA is responsible for control of content and selection of presenters and moderators.
- Any recognition for educational grants must be in compliance with all rules and regulations surrounding grants to associations for medical education programs.
- Sessions are developed by APMA for continuing education contact hour (CECH) credits. (Some non-CECH options are available.)
SUBJECT AREAS FOR EDUCATIONAL GRANTS

PLENARY SESSION AND BREAKFAST/LUNCH/DINNER SYMPOSIUM SUBJECT AREAS
- Arthritic Conditions
- Dermatology
- Diabetes
- Osteoporosis
- Pain Management
- Peripheral Arterial Disease
- Practice Management
- Risk Management
- Sports Medicine
- Surgery/Advanced Surgery
- Wound Healing/Management

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
- Falls 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

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

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
SPONSORSHIP OPPORTUNITIES
Your exposure at The National will soar with meeting sponsorship. It not only guarantees repeated exposure and visibility on-site, but you’ll also garner pre- and post-meeting visibility across numerous print and digital platforms.

BRANDING OPPORTUNITIES
Raise your profile throughout the site with digital ops (ads/videos), clings, and more.

QUESTIONS? LOOKING FOR SOMETHING ELSE?
Contact a member of the corporate and foundation relations team for more information about existing and new opportunities.

Support podiatric medical students through TEAM APMA 5K RUN/WALK sponsorship.
Contact the corporate and foundation relations team for details.
UNIVERSAL BENEFITS

All meeting sponsors receive the benefits listed below. See the chart on the following page for category-specific benefits.

- Complimentary meeting pre-registrant data file
- Prime booth location in exhibit hall
- Booth recognition marker (floor decal)
- Pre- and post-meeting recognition in print and digital platforms
- Company name and/or logo 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 (see chart on page 12 for benefits)
## CUSTOMIZED BENEFITS
The chart below reflects benefits specific to each sponsorship package.

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>BOOTH SPACE</th>
<th>ADVERTISING</th>
<th>APMA MEMBER DATA FILE</th>
<th>ENHANCED VISIBILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIAMOND</td>
<td>20 x 20 Premium island</td>
<td>Complimentary full-page ad in meeting daily, <em>The National Today</em></td>
<td>Complimentary</td>
<td>Heightened visibility through print and digital platforms</td>
</tr>
<tr>
<td>PLATINUM</td>
<td>$125K+</td>
<td>Complimentary banner ad in APMA Engage app</td>
<td></td>
<td>Company logo featured on sponsor listing on APMA website</td>
</tr>
<tr>
<td>GOLD</td>
<td>10 x 10 Premium booth</td>
<td>Complimentary half-page ad in meeting daily, <em>The National Today</em></td>
<td>70-percent discount</td>
<td>Company logo featured on signage throughout meeting site</td>
</tr>
<tr>
<td>CRYSTAL</td>
<td>$100K–$124,999</td>
<td>60-percent discount</td>
<td>Company name featured on sponsor listing in meeting daily, <em>The National Today</em></td>
<td></td>
</tr>
<tr>
<td>SILVER</td>
<td>$50K–$99,999</td>
<td>Prime booth location</td>
<td>Company logo featured on floor decal in exhibit hall</td>
<td></td>
</tr>
<tr>
<td>BRONZE</td>
<td>$35K–$49,999</td>
<td>Prime booth location</td>
<td>Company name featured throughout the day on slide show presented between educations sessions</td>
<td></td>
</tr>
<tr>
<td>PEWTER</td>
<td>$25K–$34,999</td>
<td>Prime booth location</td>
<td>Company name featured on sponsor listing in <em>APMA News</em> magazine</td>
<td></td>
</tr>
<tr>
<td>COPPER</td>
<td>$15K–$24,999</td>
<td>Prime booth location</td>
<td>Complimentary banner ad in APMA Engage app</td>
<td></td>
</tr>
</tbody>
</table>

### BOOTH SPACE

All sponsors planning to exhibit, even those receiving a discount or complimentary space, must submit the Exhibit Space application. Booth is not equipped with table, chairs, or any other furnishings. All booth floors must be finished (carpet, etc.). Booth supplies can be ordered at the Expresso by GES website. Application and further information is available at [www.apma.org/exhibits](http://www.apma.org/exhibits).
WHY EXHIBIT?

The number of APMA members attending The National is cited by industry representatives as a top reason for exhibiting. 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 (based on booth size), 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 10, 2023. 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

INDUSTRY STATS

70% are repeat exhibitors
33% have exhibited at The National for more than 10 years
30% cite sales goals as a top reason for exhibiting

To benefit from the Priority Points rating, the application for exhibit space must be received on or before Friday, November 10, 2023. Applications received after Friday, November 10, 2023 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.

IMPORTANT ITEMS TO NOTE

Complete show rules and regulations are provided with the booth space application, available at www.apma.org/exhibits.

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. CANCELLATION: Cancellation of booth-space contracts must be received in writing. For full details and refund schedule, see “Cancellation” section in the Rules and Regulations provided with the booth application, available at www.apma.org/exhibits.

3. SPACE SHARING: Subletting or sharing of exhibit space is not permitted.

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

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

GES (Global Experience Specialists) is the official exhibitor services contractor:
GES National Service Center:
Phone: 800-475-2098 • Fax: 866-329-1437
www.ges.com/contact

**Booth Rates**

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Through 1/12/2024</th>
<th>After 1/12/2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ X 10’ Aisle Standard</td>
<td>$2,915</td>
<td>$3,205</td>
</tr>
<tr>
<td>10’ X 10’ Aisle Premium</td>
<td>$3,025</td>
<td>$3,325</td>
</tr>
<tr>
<td>10’ X 10’ Corner Standard</td>
<td>$3,135</td>
<td>$3,440</td>
</tr>
<tr>
<td>10’ X 10’ Corner Premium</td>
<td>$3,740</td>
<td>$4,100</td>
</tr>
<tr>
<td>10’ X 20’ Corner Premium</td>
<td>$7,480</td>
<td>$8,200</td>
</tr>
<tr>
<td>20’ X 20’ Premium Island</td>
<td>$10,560</td>
<td>$11,600</td>
</tr>
</tbody>
</table>

**The Booth Rental Fee Includes:**
(visit www.apma.org/exhibits for details)
- 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 based on booth size (additional registration/badge fee: $75 each);
- complimentary refreshment breaks in the hall with attendees;
- complimentary lunch in the hall with attendees;
- lunch ticket distribution based on booth size;
- listing on APMA website with link to company home page;
- listing in print and digital meeting promotions;
- listing in APMA Engage app, with link to company home page; and
- complimentary basic listing in APMA Buyers’ Guide.

The booth fee does not include table, chairs, or any other furnishings. All booth floors must be finished (carpet, etc.). Booth supplies can be ordered at the Expresso by GES website. Visit www.apma.org/exhibits for the link.
EXHIBIT DETAILS

Visit the exhibit information page at www.apma.org/exhibits for additional information and updates.

EXHIBIT SCHEDULE

<table>
<thead>
<tr>
<th>Activity</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set-Up</td>
<td>Wednesday, August 7</td>
</tr>
<tr>
<td>Exhibit Hall Open</td>
<td>Thursday, August 8</td>
</tr>
<tr>
<td>Exhibit Hall Open</td>
<td>Friday, August 9</td>
</tr>
<tr>
<td>Exhibit Hall Open</td>
<td>Saturday, August 10</td>
</tr>
<tr>
<td>Dismantle</td>
<td>Saturday, August 10</td>
</tr>
</tbody>
</table>

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

IMPORTANT DATES

**NOVEMBER 10, 2023 • FRIDAY**
Last day to submit application for space assignment via priority point system.

**JANUARY 12, 2024 • 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.

**JUNE 28 • FRIDAY**
Contract balance due to APMA.

**JUNE 28 • FRIDAY**
Certificate of Liability Insurance due to APMA.

**JULY 12 • FRIDAY**
Last day to submit booth personnel names. Request badges on-site after deadline.

**AUGUST 8–10 • THURSDAY-SATURDAY**
Exhibit at APMA meeting. Visit www.apma.org/exhibits for specific times and for set-up and dismantling schedule.

HOTEL INFORMATION

**MARRIOTT MARQUIS**
901 Massachusetts Ave., NW
Washington, DC 20001

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.

Questions?
Contact the exhibit hall manager:
thenational@apma.org
MARKETING OPPORTUNITIES

Showcase 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](http://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. The daily is distributed to attendees each morning, and 85 percent of attendees report they read it each day.

**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 space.

**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.

**APMA ENGAGE APP**
The APMA Engage 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 app is supported by Android and iOS platforms.

**EXCLUSIVE E-BLAST OPPORTUNITIES**

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

Several options are available:
- eDaily (before meeting)
- ePreview (before meeting)
- eWeekly (after meeting)
- ePost (after meeting)

**SEND YOUR AD DIRECTLY TO ATTENDEES!**
Send your printed advertisement or digital ad directly to meeting registrants!

Contact the exhibit hall manager for details:
[thenational@apma.org](mailto:thenational@apma.org)
**CORPORATE MEMBER PROGRAM BENEFITS SNAPSHOT**

All meeting sponsors receive complimentary enrollment in the corporate membership program at the level that corresponds to their sponsorship commitment. Visit [www.apma.org/corporatemember](http://www.apma.org/corporatemember) for more information about the program.

<table>
<thead>
<tr>
<th>Benefit</th>
<th>apma Corporate Partner</th>
<th>apma Corporate Leader</th>
<th>apma Corporate Associate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individually-tailored recognition</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Highest level of recognition at The National and on APMA website</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Eligibility to host high-visibility non-CECH events</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Eligibility to sponsor individual APMA programs</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Complimentary/discounted advertising</td>
<td>✔</td>
<td>✔</td>
<td>50% off</td>
</tr>
<tr>
<td>Complimentary/discounted member data</td>
<td>✔</td>
<td>✔</td>
<td>70% off</td>
</tr>
<tr>
<td>Company profile in APMA News</td>
<td></td>
<td>new corporate members only</td>
<td></td>
</tr>
<tr>
<td>Company name and hyperlink from APMA website to company homepage</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Permission to use APMA Partner/Leader/Associate logo</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Company name featured in APMA News (circulation 14,500)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Complimentary subscription to APMA ePublications and APMA News</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Invitation to corporate reception at The National</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

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

When you become a Corporate Associate (non-sponsoring, general member), you enjoy 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.