

*The New National Meeting Educating
Leaders in the Field of Podiatry.*



**2017
EXHIBITOR
PROSPECTUS**

 **Advance**
by PodiatryToday®

OCTOBER 13-15, 2017

The Westin Michigan Avenue | Chicago, IL



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The Westin Michigan Avenue | Chicago, IL

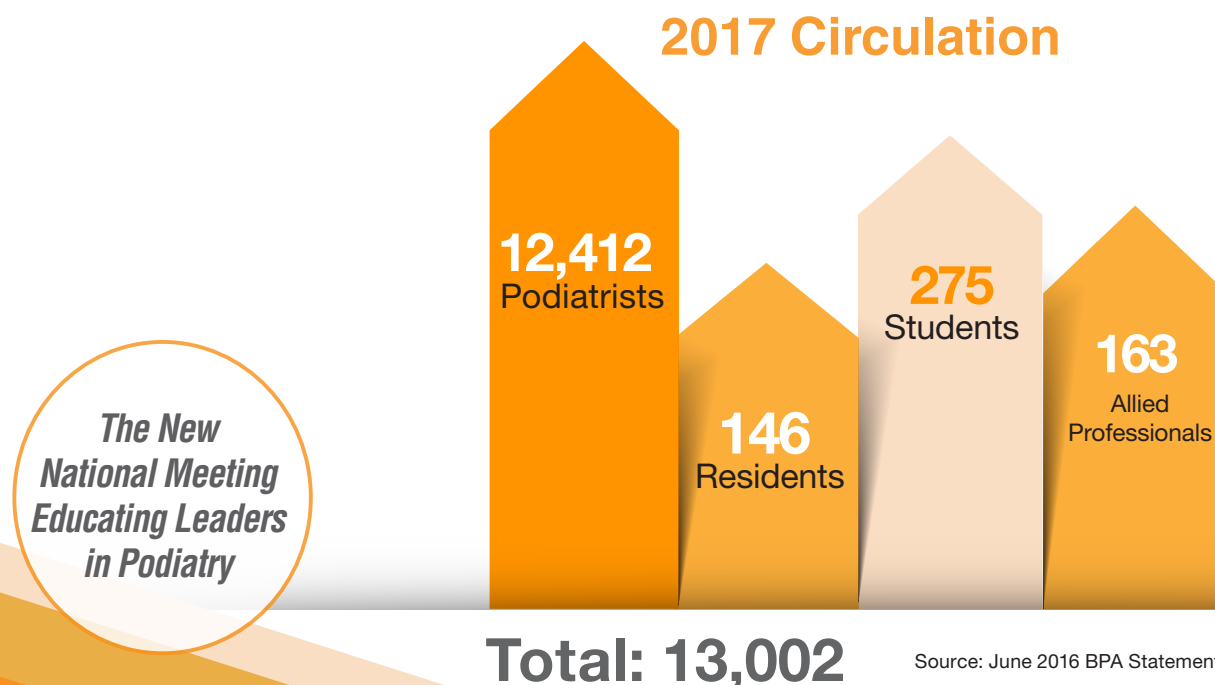
Advance Your Podiatric Knowledge. Your Potential. Your Profession.

For 30 years, *Podiatry Today* has been the leader in education and information for the podiatric community. In 2017, the award-winning publication is introducing a new national meeting that will deliver a mix of practical and provocative clinical content in a live setting.

You will:

- Forge important connections with the top podiatric experts and rising stars
- Gain visibility with attendees interested in enhancing their knowledge of both advanced foot and ankle procedures and conservative care techniques
- Align your brand with the publication working to elevate the field of podiatry

Strong Reach. Advance by *Podiatry Today* will draw from the readers of *Podiatry Today*, which include:



Sponsorship Opportunities

ADVERTISEMENT IN THE EXHIBITOR GUIDE

\$2,500 per page

The **Advance by Podiatry Today** Exhibitor Guide will be provided to all attendees in their conference tote bag. Get your message in their hands with an advertisement that will be seen as attendees refer to the exhibitor guide for important conference information. The sponsoring company will receive a four-color, full-page ad.

BAG INSERT \$2,500 per page

Educate attendees on a specific product or service from your company with a custom insert stuffed into **Advance by Podiatry Today** tote bags that are distributed to registered attendees as they check in at the **Advance by Podiatry Today** registration desk. Pricing is based on an 8.5" x 11" double-sided flyer. Materials must be created and shipped by the sponsor.



CONFERENCE TOTE BAGS \$7,500

Place your company or product logo on conference bags distributed to attendees as they check in at the **Advance by Podiatry Today** registration desk. One color, one-side imprinting is included.



CYBER CENTER \$12,500

The Cyber Center allows attendees to access computer stations with complimentary Internet while they are in between sessions. The Cyber Center will be located in a high traffic foyer near the session rooms. Computers will display the sponsor's logo and the Cyber Center will be branded with the sponsor's artwork.

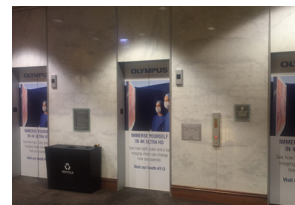


E-BLAST TO ATTENDEES \$2,500

Send a custom email to registered **Advance by Podiatry Today** attendees. Copy must be provided by the sponsor. **Advance by Podiatry Today** will manage the email distributions on the sponsor's behalf, and will provide click-through data and reports.

ELEVATOR DOOR CLINGS \$10,000 Elevators by the General Session Room / \$10,000 Elevators by the Exhibit Hall

Your graphics will be immediately in sight on the outside of the elevator doors on the second floor of the Westin Michigan Avenue. Two elevator banks are located in the **Advance by Podiatry Today** meeting space. The sponsorship includes your branding on all three sets of doors by either the elevator bank near the General Session Room (Michigan Ballroom) or the Exhibit Hall (Great Lakes Ballroom).



FLOOR DECALS \$10,000

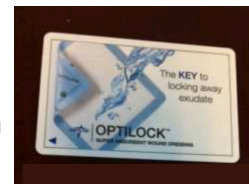
Printed floor ads placed around the second floor foyer of the Westin Michigan Avenue will be sure to grab the attention of participants as they walk to and from the **Advance by Podiatry Today** registration desk and between function rooms. Cost includes the production of six 2' x 2' stickers and placement. Artwork is provided by the sponsor.



GUEST ROOM KEY CARDS

\$5,000 (without key packets) or \$7,000 (with key packets)

Put your message right in the hands of the attendees. Have your company's message included on the room key card at the Westin Michigan Avenue. This puts your company at the top of attendees' minds throughout the conference. The sponsor can elect to brand the keys alone or include branding on the key packets for an additional fee. The key card can be branded on both the front and back. The sponsor will be given specifications and dimensions on the areas it can customize.



HANGING BANNER \$10,000

Display your message on a 10' wide x 2' tall double-sided banner to be hung in the foyer of the meeting space. Sponsor can elect to have its banner hung in the Superior West Foyer, near the general session room, or in the Superior East Foyer near the **Advance by Podiatry Today** registration desk and exhibit hall. Limited to two clients. Sponsor will provide the electronic artwork and show management will oversee production and on-site logistics.

Sponsorship Opportunities

HOTEL ROOM DOOR DROP \$4,000

Hotel room door drops allow you to deliver your own company literature right to the attendee's hotel door at the Westin Michigan Avenue. Materials must be printed and shipped by the sponsor. Cost includes distribution of one double-sided 8.5" x 11" flyer. **Advance by Podiatry Today** will manage the on-site logistics.

LANYARDS \$3,500

Place your logo on the lanyard that attendees wear with their required name badge. Electronic artwork must be provided by the sponsor. Price assumes one color imprinting. The **Advance by Podiatry Today** will manage production and on-site logistics.



MAILING LIST RENTAL \$1,500

Rent the mailing list of pre-registered **Advance by Podiatry Today** attendees and/or final participants for a one-time use.

Take the first
step to maximizing
your ROI.
**BECOME
A SPONSOR
TODAY!**

MOBILE APP SPONSORSHIP \$8,500

Get your message literally in the hands of your target audience through their smartphones and other mobile devices by sponsoring an easy to use mobile app that provides pertinent conference information including the session schedule, daily events, and exhibitor listings. The sponsor will receive two push notifications deployed on the dates/times of its choosing, and the sponsor's logo will be prominently displayed on the home screen to the app. Attendees who download the app will be entered into a prize drawing.



MOBILE APP PUSH NOTIFICATION \$1,500

Drive attendees to your booth or innovation theater with a mobile app announcement. Customized messages must be created and provided by the sponsor (character limitations apply). Announcements are appropriately timed to maximize your traffic.

PODIATRY PURSUIT BOOTH TRAFFIC ENHANCER \$5,000

This booth traffic enhancer gives attendees an extra incentive to stop by your booth. Your company name is printed on the "Podiatry Pursuit" game piece supplied to all professional attendees in the conference tote bag. Your company listing shows that you are a participating exhibitor and eligible to sign attendees' passports so they can qualify for a prize drawing, enticing maximum traffic to your booth. Attendees must earn the signature by speaking with your staff about your available offerings.



OTHER SPONSORSHIP OPPORTUNITIES

Do you have an idea that is not included on this list? Let us know how we can achieve your goals. For more information, please contact:

Jeremy Bowden

Senior VP/ Group Publisher
Wound Care/Podiatry Division
HMP Communications
Office: 610-560-0500 x 4219
Mobile: 610-585-2103
jbowden@hmpcommunications.com

Jeff Cieszkowski

Publisher, *Podiatry Today*
HMP Communications
Office: 610-560-0500 x 4263
Mobile: 610-209-9420
jeffc@hmpcommunications.com

Sponsorship Agreement

Company name _____

Company address _____

City _____ State _____ Zip code _____

Company telephone _____ Company fax _____

Company website _____

CONTACT INFORMATION

Contact name _____ Contact title _____

Contact email _____ Contact telephone _____

Authorized Signature _____ Date _____

Please note that by submitting this form, you understand that your use of this space is subject to the conditions and terms provided, which, upon acceptance by **Advance by Podiatry Today**, will become a binding contract between you, as the exhibitor, and **Advance by Podiatry Today**.

PAYMENT INFORMATION We agree to pay the total sponsorship fee for the item(s) we have selected. Make check payable to HMP Communications or provide credit card information below. A 3% administrative fee will be applied to all credit card payments.

CANCELLATIONS Notification of intent to cancel must be provided in writing. Cancellations before December 16, 2016 will result in forfeiture of 50% of the total fee. Cancellations after this will result in the forfeiture of the total fee.

Charge the entire amount to my credit card at this time.

Check enclosed: Make check payable to HMP Communications and mail with your application to:

HMP Communications, Dept. 1110039, PO Box 150422, Hartford, CT 06115-0422

Credit card type: Visa MasterCard American Express Discover

Name on credit card (please print) _____

Credit card number _____

Expiration date _____ **Security code** _____ **Postal code** _____

Authorized Signature _____ Date _____

Return completed agreement to:

Jeremy Bowden

Senior VP/Group Publisher
Wound Care/Podiatry Division
HMP Communications
Office: 610-560-0500 x 4219
Mobile: 610-585-2103
jbowden@hmpcommunications.com

Jeff Cieszkowski

Publisher, *Podiatry Today*
HMP Communications
Office: 610-560-0500 x 4263
Mobile: 610-209-9420
jeffc@hmpcommunications.com

SPONSORSHIP OPPORTUNITIES

All sponsorships are **EXCLUSIVE** to one company unless the item is marked with an asterisk.

Cyber Center - \$12,500

Elevator Clings (by General Session Room) - \$10,000

Elevator Clings (by Exhibit Hall) - \$10,000

Floor Decals - \$10,000

Hanging Banner* – \$10,000

Mobile App Sponsorship - \$8,500

Conference Tote Bags - \$7,500

Guest Room Key Cards

Choose one:

Keys with packet - \$7,000

Keys without packet - \$5,000

Hotel Room Door Drop* - \$4,000

Lanyards - \$3,500

Advertisement in Exhibitor Guide* - \$2,500

Bag Insert* - \$2,500


E-blast to Attendees* - \$2,500

Podiatry Pursuit Booth Traffic Enhancer* - \$5,000

Mailing List Rental* - \$1,500

Contact Jeff Cieszkowski or Jeremy Bowden to inquire about these opportunities.

Exhibit Information



**RESERVE YOUR
BOOTH TODAY!**

The Exhibit Hall for Advance by *Podiatry Today* will complement the innovative educational program designed for the meeting and will showcase today's leading companies with podiatric advances. Attendees will be interested in a mix of sophisticated and practical products and procedures, specifically related to new developments in foot and ankle surgery, dermatology, wound care, orthotics and practice management.

WHO SHOULD EXHIBIT?

Any company that wants to reach podiatrists, who specialize in foot and ankle surgery, lower extremity dermatology, wound care and/or other clinical areas in foot and ankle care.

VALUE-ADDED BENEFITS

- Recognition through a comprehensive and innovative promotional campaign of emails, direct mail, and advertising targeted to over 13,000 podiatrists.
- Extensive pre-conference coverage/promotion via the *Podiatry Today* print publication, the *Podiatry Today* website and the *Podiatry Today* social networking sites (over 7,300 likes on Facebook and over 9,100 followers on Twitter).
- Hyperlink on the official conference website.
- Press opportunities on the official conference website.

BOOTH FEES

- 8' x 10' booth: \$3,500 (Includes 3 badges per booth)
- 8' x 20' booth: \$7,000 (Includes 5 badges per booth)

INCLUDED IN BOOTH FEES

- Standard 7"x 44" booth identification sign showing exhibitor name
- Draped 8' back wall and 3' side rails
- Exhibitor company description in the exhibition guide
- Complimentary exhibit badges (quantity based on the size of the booth space)

EXHIBIT HALL SCHEDULE

Friday, October 13, 2017

Opening Reception in Exhibit Hall

Saturday, October 14, 2017

Morning Coffee Break

Lunch

Afternoon Refreshment Break

Reception in Exhibit Hall

Exhibit Information



All applications for space must be submitted on an exhibitor agreement form. Please keep a copy for your records. It is not always possible to assign one of your preferred choices. However, the management company will try to assign a space in your requested area. The primary consideration in the assignment of space to exhibitors shall be in the best interest of **Advance by Podiatry Today**. **Advance by Podiatry Today** may, at its discretion, accept or reject any application for space, and reserves the right to relocate or reassign exhibit booths at any time. Space assignments are contingent upon a timely receipt of application, the size of exhibit requested, physical layout and characteristics of the exhibit hall, compatibility of exhibitors, and other factors (such as overall support of the meeting) as determined by **Advance by Podiatry Today**.

TERMS OF PAYMENT/CANCELLATION

Prices of exhibit booths are as indicated on the exhibitor agreement. Applications for each exhibit space must be accompanied by a 50% deposit in the form of a credit card payment, check, or money order made payable to HMP Communications, LLC. The balance of the payment shall be due no later than July 13, 2017. Applications submitted after July 13, 2017 must be accompanied by payment in full. Should any contingency prevent **Advance by Podiatry Today** or the exhibition from occurring, **Advance by Podiatry Today** shall not be held liable for any expenses incurred by exhibitors. If **Advance by Podiatry Today** receives written notice of space cancellation prior to July 13, 2017, a 50% refund of the total booth fee will be made. Cancellations after this date will result in the forfeiture of the total booth fee. Notice of cancellations must be submitted in writing.

INSTALLATION/DISMANTLING

The official exhibit contractor, Freeman, will provide an exhibitor services kit containing literature and rates for all labor, services, electrical connections, furniture, and miscellaneous equipment to exhibitors after space assignment has been confirmed. Please check your exhibitor kit for order deadline dates. Freeman will also provide instructions for submitting forms online.

Exhibitor Agreement

Complete this form to reserve exhibit space for the **Advance by Podiatry Today** at the Westin Michigan Avenue in Chicago October 13-15, 2017. Please note that by submitting this form, you understand that your use of this space is subject to the conditions and terms provided on the back of this agreement, which upon acceptance by **Advance by Podiatry Today** will become a binding contract between you, as the exhibitor, and **Advance by Podiatry Today**.

EXHIBITING COMPANY INFORMATION (as it should appear in the Exhibitor Guide)

Company/Organization Name _____

Address line 1 _____

Address line 2 _____

City _____ State _____

Zip _____ Country _____

Phone _____ Fax _____

Website _____

CONTACT INFORMATION

Contact Name _____

Contact Title _____

Contact Email _____

Contact Phone _____

PAYMENT INFORMATION: We agree to pay the total booth cost as rental for the space allotted to us. We understand that a 50% deposit must accompany the application with the balance due July 13, 2017. After this date, payment in full must accompany all space applications. Make check payable to HMP Communications or provide credit card information below.

CANCELLATIONS: Notification of intent to cancel must be provided in writing. Cancellations before July 13, 2017 will result in forfeiture of 50% of the total booth fee. Cancellations after this date will result in the forfeiture of the total booth fee. Notice of cancellations must be submitted in writing.

Only charge the deposit to my credit card at this time and approve automatically charging the balance to this credit card on July 13, 2017.

Charge the entire amount to my credit card at this time.

Check enclosed: Make check payable to HMP Communications and mail with your application to:

HMP Communications, Dept. 1110039, PO Box 150422, Hartford, CT 06115-0422

METHOD OF PAYMENT Please choose from the following options:

A 3% administrative fee will be applied to all credit card payments.

Credit card (check one) MasterCard Discover Visa American Express

Name on Card _____

Credit Card Number _____

Expiration Date _____ Security Code _____ Billing Postal Code _____

Signature of the Cardholder _____ Date _____

BOOTH SIZES	BOOTH RATES	NUMBER OF BADGES ALLOCATED PER BOOTH
8' x 10' booth	\$3,500	3
8' x 20' booth	\$7,000	5

Preferred booth size: _____ x _____

Booth Cost: \$ _____

Booth #: _____

BOOTH LOCATION 1st choice: _____ 2nd choice: _____ 3rd choice: _____

Authorized Signature _____ Date _____

This form indicates the policies and regulations set forth as part of the contract for sponsorship with **Advance by Podiatry Today** and its organizing committee, hereinafter referred to as **Advance by Podiatry Today**, for the **Advance by Podiatry Today** meeting being held at the Westin Michigan Avenue. **Advance by Podiatry Today** reserves the sole right to render all interpretations, to amend and enforce these policies and regulations, and to establish any and all further regulations not specifically covered below to ensure the general success and well-being of the conference. **Advance by Podiatry Today** reserves the right to decline, prohibit, and/or deny any sponsorship that in its sole judgment is contrary to the character, objectives, and best interests of the conference or suitable for its attendee audience.

Terms & Conditions

General Exhibit Information: All exhibits must be set up by 4 p.m., Friday, October 13, 2017 without exception. The exhibits officially close at 4 p.m., Saturday, October 14, 2017. No exhibitors may dismantle exhibits until the official closing time. **Advance by Podiatry Today** reserves the right to assign booth space. All booths must reflect a uniform image. Each exhibitor will be permitted to display the following items only: literature, logos, company signs, and samples.

Exhibitor Services: The following services will be provided for exhibitors at no additional charge: 7" x 44" identification sign, 8-foot-high back wall, and 3-foot side drape. The official decorating and drayage company of **Advance by Podiatry Today** will provide and distribute an exhibitor kit containing literature and rates for all services and equipment. All furnishings and special requirements should be ordered through that decorating company.

Ceiling Height: The ceiling height in the exhibit hall is 13 feet. Only island booths are permitted to have hanging signs, and must be approved by show management. **Advance by Podiatry Today** follows the IAEE Guideline for Display Rules and Regulations.

Exhibit Coordinator: The official decorating company will direct and manage all of the following services, and will have a service desk in operation at the time of installation and dismantle.

Exhibitor's Information Kit: A complete Exhibitor's Information Kit containing all the necessary order forms for drayage, electrical service, furniture rental, carpeting, cleaning, etc., will be sent via email to each exhibitor at least 60 days prior to the exhibition. The official decorating company of **Advance by Podiatry Today** will also provide instructions within the kit so forms may be processed online.

Photography in the Exhibit Hall: The use of cameras (including but not limited to cellular phones, film, digital video taking, or image or sound capturing) or audiotaping equipment is prohibited anywhere during the conference without prior permission from **Advance by Podiatry Today** and/or the presenting author.

Subletting of Space: The exhibitor agrees that the display will be confined to the area of space reserved, and that subletting or showing products other than those manufactured or represented by the exhibitor is strictly prohibited.

Arrangement of Exhibits: The exhibitor agrees to manage its exhibits so as not to obstruct or interfere in any way with the general view, the view of the exhibits of other exhibitors, or the free passage of attendees. The decision of **Advance by Podiatry Today** as to what constitutes such obstruction or interferences will be final.

Care of Space: The exhibitor agrees not to deface, injure, or mar the exhibition hall of the Westin Michigan Avenue, any of the furniture or fixtures contained therein, and/or any of the property of whatever nature placed therein. All materials used by exhibitors must conform to the requirements of the Fire Department of Chicago, Ill. X-ray equipment is to be disconnected.

Security: **Advance by Podiatry Today** will provide security to control access to the exhibit hall during overnight hours beginning at 7:00 p.m., October 12, 2017 and continuing through 7:00 p.m., October 14, 2017. **Advance by Podiatry Today** and the Westin Michigan Avenue are not responsible for loss of or damage to exhibitor property. Exhibitors will be required to display proper credentials to gain access to the floor.

Liability: **Advance by Podiatry Today** will not be liable for any damages in the event that performance of this contract is rendered impossible for any of the following causes: destruction of the exhibit hall or any substantial portion thereof by fire, earthquake, the elements, a public enemy, strikes or other public disorder; impossibility of performance created by lay or any public authority; and/or for any cause beyond its control or the control of the Westin Michigan Avenue.

Children: Under no circumstances will children under 18 be allowed in the exhibit hall during installation or dismantle. For reasons of insurance, children are not permitted on the show floor. Due to limited seating capacity and the highly technical nature of the programs, children under 18 are not invited to attend presentations.

Shipping Instructions: Please ship early and prepay all transportation charges. Collect shipments will not be accepted and all shipments should be labeled with a return address. Additional shipping instructions and labels will be provided in the decorating kit. All shipments should be packed securely and fully prepaid. Bills of lading should be forwarded to the drayage agent when shipment is made. Each exhibitor agrees to ship its materials at the company's own risk and expense.

Conduct for Exhibits: All booths must be uniform. Interviews, demonstrations, and distribution of literature or samples must be made within the booth area assigned to the exhibitor. Canvassing or distributing of promotional materials outside the exhibitor's own booth will not be permitted. Any and all educational activities conducted at the booth must be delivered via headsets with no exceptions. **Advance by Podiatry Today** reserves the right to monitor and reduce the sound of any system so it does not interfere with the show and/or other exhibitors. Exhibitors may not serve or dispense food or beverages of any type from their booths or in the exhibit area without the consent of **Advance by Podiatry Today**. No part of the display, including products, is permitted outside the exhibit space. Products and furnishings should be arranged with the safety of the exhibitors and attendees in mind. Each exhibitor must make provisions for the safeguarding of its goods, materials, equipment, and display at all times. The exhibit hall will be secure during closed hours, but neither **Advance by Podiatry Today** nor the Westin Michigan Avenue will be held liable for personal injuries or for damage to property owned or controlled by the exhibitor in the rented exhibition space. All of the exhibitor's property should be deemed to remain under the exhibitor's custody and control in storage, in transit to or from, or within the confines of **Advance by Podiatry Today** or its service contractor. Each exhibiting company should acknowledge that it is responsible for obtaining insurance coverage in such amounts as it deems appropriate to comply with its obligations hereunder and for its own protection. Each exhibiting company that wishes to insure its exhibit and display materials against loss of any kind must do so at its own expense.

Electrical Power and Utilities: Rates and data on electrical power, telephone connections, etc., will be provided in the Exhibitor Service Manual from the decorator.

Telecommunication Services: Rates and data will be provided in the Exhibitor Service Manual from the decorator.

Cancellation Policy: Cancellations before July 13, 2017 will result in forfeiture of 50% of the total booth fee. Cancellations after this date will result in the forfeiture of the total booth fee. Notice of cancellations must be submitted in writing.

Booth Relocation: **Advance by Podiatry Today** reserves the right to rearrange the floor plan at any time. **Advance by Podiatry Today** reserves the right to relocate exhibitors should it become necessary for causes beyond the control of **Advance by Podiatry Today**, or advisable in the best judgment of **Advance by Podiatry Today**. After assignment of space, exhibitor agrees to accept relocation to other comparable space if **Advance by Podiatry Today** deems such a relocation to be necessary or appropriate.

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800-237-7285 | www.hmpcommunications.com

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National Meeting
Educating Leaders
in Podiatry***



OCTOBER 13-15, 2017

The Westin Michigan Avenue | Chicago, IL

Book your exhibit and/or sponsorship opportunity today!

For sponsorship pricing, please contact:

Jeremy Bowden

Senior VP/Group Publisher

Wound Care/Podiatry Division

HMP Communications

Office: 610-560-0500 x 4219

Mobile: 610-585-2103

jbowden@hmpcommunications.com

Jeff Cieszkowski

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jeffc@hmpcommunications.com

podiatrytoday.com/advance

