



## EXHIBIT & SPONSORSHIP OPPORTUNITIES

**EXHIBITS: JANUARY 28, 30, 31**

***NYSPMA and the Foundation for Podiatric Medicine are excited to bring you the world-class Clinical Conference – virtually, and re-imagined! That includes the Exhibit Hall, with many opportunities for your company to showcase your technologies and services plus thought leadership, all while supporting the world’s premier meeting for professionals in podiatric medicine.***

## ABOUT THE NY21 VIRTUAL EXHIBIT HALL

*We hope you'll join us at our first-ever Virtual Exhibit Hall. Our members have been reaching out about this — it's a favorite conference experience they are VERY excited about! No travel hassles, lower costs, and flexible virtual access, too.*

**Fully Interactive Exhibitor Booths** Our 2021 Virtual Exhibit Hall will be fully interactive, just like our meeting. Attendees will be able to engage with exhibitors in a centralized location to browse the different exhibits, watch the latest product demos, view technology in action and connect directly – all within the virtual booths!

**The Exhibit Hall** will seamlessly integrate into the virtual event experience and will be prominently displayed on the event platform including a tab in the navigation menu. We'll use call outs and push notifications to advertise the specific exhibit hall hours on the agenda each day. Exhibitors can add pre-recorded demo videos, photos, links to job openings, and text to guide the conversation. You can also schedule livestream presentations at specific times or send coupons and setup giveaways & raffles to increase traffic to your booth.

**Exhibit Hall Passport Game with Prizes!** We're setting up an Exhibit Hall Passport Game and will give prizes to our attendees who earn the most points for visiting booths and attending booth demonstrations. Attendees will collect stamps by interacting with Exhibitors at as many booths as possible.

**Dedicated Exhibit Hall Hours** We'll have dedicated exhibit hall hours over the lunch break each day of the meeting. No sessions will take place during this time to give meeting attendees opportunities to explore the virtual exhibit hall. Please note that the exhibit hall will be open at all times during the meeting, and the virtual booths will be up before the meeting begins and will remain active for 10 months after the meeting ends.

**Thursday, January 28**      **NY21 Happy Hour Kickoff in the Exhibit Hall**

**7:00 pm – 8:30 pm**

**Saturday: January 30**      **9:30 am – 5:30 pm**

**Dedicated Exhibit Hall Hours**

**10:00 am – 10:30 am**

**12:00 pm – 1:00 pm**

**3:00 pm – 3:30 pm**

**Sunday, January 31**      **9:30 am – 1:00 pm**

**Dedicated Exhibit Hall Hours**

**10:00 am – 10:30 am**

**12:00 pm – 1:00 pm**

## ABOUT OUR AUDIENCE

Each January, over 1500 DPM's descend on the New York Marriott Marquis to take part in the New York Clinical Conference & Exhibition. While this year's event is reimagined for the virtual space, those attendees are still looking for the cutting edge solutions that NY21 exhibitors can provide.



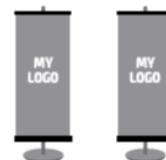
**3,168**

total  
registrants



**190**

exhibit  
booths



**167**

exhibiting  
companies

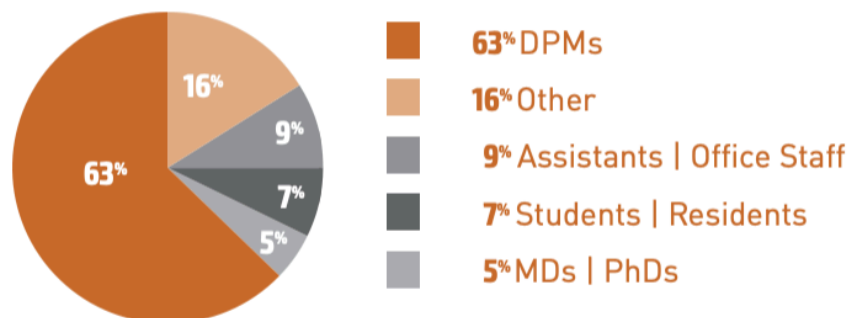


**35 & 4**

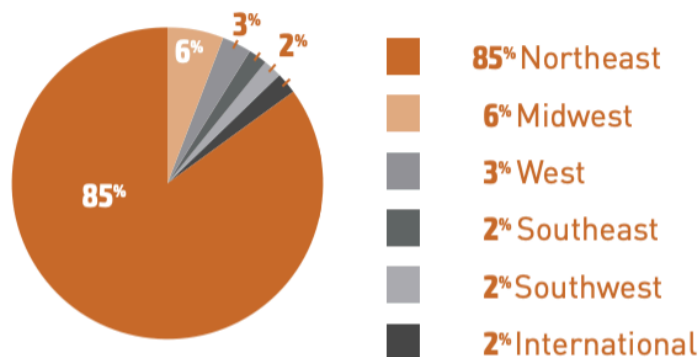
states & countries  
represented

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### NY19 ATTENDEES - Job Function



### NY19 ATTENDEES - Geographic



## WHY PARTICIPATE IN THE NY21 VIRTUAL EXHIBIT HALL?

We are committed to ensuring that the podiatric medicine community can access the latest devices and resources to serve our patients best. Here are just a few reasons why your company should partner with NY21 as part of our Virtual Exhibit Hall.

**INCREASED AUDIENCE** We anticipate that this year's meeting attendance will be greater than ever as podiatric medicine professionals will be able to allow more staff to participate in the virtual Clinical Conference from their office or home. Our immersive virtual format will offer attendees an efficient way to learn about your products and services.

**COST SAVINGS** Your company will save thousands of dollars in travel costs, booth fees, and shipping charges. Our virtual environment will allow you to connect with podiatric medicine professionals and decision-makers who seek information and solutions for their practice to serve their patients better.

**PROLONGED VISIBILITY** Exposure to your products and services will not end when the exhibit hall closes. Our virtual Exhibit Hall will remain active for 30 days after the Exhibit Hall ends, which allows you more time for interactions and connection with potential customers.

**SCALABLE NETWORKING OPPORTUNITIES** A virtual meeting can make networking more accessible than an in-person meeting. Instead of coordinating schedules or tracking potential customers in a large hotel venue, virtual conference attendees will have many opportunities for direct communication, instant messaging, and impromptu conversations at the click of a button.

## EXHIBITOR LEVELS

The NY21 Virtual Exhibit Hall will bring you TWO levels of exhibits that are designed to get you noticed!

- Every exhibitor receives a featured tile on our virtual conference that links to their virtual booth
- Your company and contact info listed in the virtual convention brochure that every attendee will receive

### Premium Exhibitor Booth

**\$1500**

The premium virtual booth includes greater visibility in the exhibit hall several opportunities to be seen.

- Virtual Exhibit Booth Directory Tile and Booth space in the Premium exhibit hall section (filled top down after sponsors on a first-come, first-served basis) with logo, 150-word description website, embedded video, and links to 7 assets (PDF, video, Social Media, etc.)
- An opportunity to host a Live Vendor Chat via your in-house platform (Zoom, Teams, WebEx, etc.) - during any of our scheduled breaks.
- An option to be a part of our traffic driving and lead generation **Virtual Treasure Trek** (*more info in Add-Ons on page 6*)
- All your giveaways or event specials will be highlighted in our attendee email prior to the event and on your page!
- Option to host an in-booth raffle/giveaway
- Includes pre-conference attendee mailing list (no emails) of all attendees registered by 1/14/21

**Horizon Therapeutics**  
[www.horizontherapeutics.com](http://www.horizontherapeutics.com)

Horizon is focused on researching, developing and commercializing medicines that address critical needs for people impacted by rare and rheumatic diseases. Our pipeline is purposeful: we apply scientific expertise and courage to bring clinically meaningful therapies to patients. We believe science and compassion must work together to transform lives.

To learn more about TEPEZZA, visit <http://tepezzahcp.com>

Connect with a Horizon Therapeutics Representative:



- 1-855-380-0472

Horizon Patient Services™

- Phone: 1-833-5-TEPEZZA
- Email: [TEPEZZAHPS@horizontherapeutics.com](mailto:TEPEZZAHPS@horizontherapeutics.com)

Medical Information:

- Phone: 1-866-479-6742
- Email: [medicalinformation@horizontherapeutics.com](mailto:medicalinformation@horizontherapeutics.com)



**Join our WebEx Virtual Booth:**

**Availability**  
Monday & Tuesday 7-8 a.m/12-1:15 p.m.-during the morning breaks

**Launch Booth**  
[▶ Launch](#)

## Standard Exhibitor Booth

\$900

The standard booth options includes:

- Virtual Exhibit Booth Directory Tile and Booth space in the Exhibit Hall section (filled top down after sponsors on a first-come, first-served basis) with logo, 50-word description, website and links to three assets (PDF, Video, Social Media, etc.)
- An opportunity to host a Live Vendor Chat via your in-house platform (Zoom, Teams, WebEx, etc.) - during any of our scheduled breaks.
- Option to host an in-booth raffle/giveaway

"Logisolve delivers the right solution every time to meet our clients' unique business objectives.



As a leading business and technology services provider, we are agile, innovative, and provide a powerful combination of business acumen, strong technology expertise, and strategic insight.

### Join our WebEx Virtual Booth:

#### Availability

Monday & Tuesday 7-8 a.m./12-1:15 p.m.-during the morning breaks

#### Launch Booth

 Launch

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Trissential delivers end-to-end quality solutions with leading edge expertise and best practices, helping organizations gain sustainable competitive advantage in today's fast-paced digital world.



[Visit Website](#)  
[Video Link](#)

### Join our Teams Virtual Booth:

#### Availability

09/28&29/2020 @ 12:00 PM - 1:15 PM (CDT):

#### Launch Booth

 Launch

Please enter our Raffle for a chance to win a Ring Video Doorbell Pro - Enter before 5 pm September 29. Winner announced September 30. This item will be shipped to winner

[Enter Raffle Here](#)

## THE VIRTUAL EXHIBIT HALL TILE LAYOUT SAMPLE

Welcome to the NY21 Virtual Exhibit Hall. Of course, the actual layout will be spruced up – this is just to give a visual. The designated tiles will be sequences as expressed below. Your company provided logo and information is required by January 8, 2021. The tiles are sequenced alphabetically as a directory would be. However, exhibit booths will be placed in the order they were received, with sponsors getting top placement. Your attendees will visit your customized Virtual Exhibitor Page by clicking on our link that will be listed here.

### The Live Breaks are scheduled for the following times:

Thursday, January 28                      7:00 pm – 8:30 pm

Saturday, January 30                    10:00 am – 10:30 am, 12:00 pm – 1:00 pm, 3:00 pm – 3:30 pm

Sunday, January 31                    10:00 am – 10:30 am, 12:00 pm – 1:00 pm

Please be sure to have enough staff to handle the flow of traffic during these times

To access an Exhibitor Booth, simply click on the Logo of that Exhibitor. This will open a new tab within your browser. Make use of these browser tabs to navigate back to the Conference Space. Each booth will also have a 'Return to Super Conference' link at the bottom of the page.

## ADD-ONS

### **NY21 Treasure Trek**

**\$500**

Drive traffic to your booth and capture attendee leads using this fun gamification tool. Attendees visit your booth and answer a question about your company (supplied by you) to be eligible to win gift card prizes provided by the Clinical Conference

### **Digital Product Showcase Add-on**

**\$300**

Feature a new product or highlight a current promotion with high quality images and videos. Generate leads as attendees request information about your specific product.

### **Pre-Conference Attendee List**

**\$250**

Mailing List of all attendees pre-registered for the event (emails not included). *This list is included in the Premium Exhibitor Booth.*

### **Post-Conference Attendee List**

**\$350**

Mailing List of all attendees pre-registered for the event (emails not included).

### **President's Message – Conference Special!**

**\$1000**

Normally available in only 3-month increments, have your banner ad promoting your participation in the conference sent weekly to all NYSPMA members any 4 weeks between December – February.

### **Conference Program Advertising (full page)**

**\$500**

Provided to all attendees, this digital program contains all the information attendees need to get the most of their participation at NY21—updated sessions, links, etc.



# NY21 SPONSOR PACKAGES

## Platinum (limit 2)

**\$8,000**

- Company logo on NY21 Virtual Conference website and NYSPMA Conference Pages
- Featured stand-alone **NAMED SPONSOR TAB** within the Virtual Conference, serving as a company resource center. Your company name will appear as part of the NY21 Conference Navigation Tabs
- Premium placement of Exhibit Hall Tile
- Opportunity to send two fully customized scheduled emails (one pre-, one post-) to all conference attendees (approved and sent by NYSPMA)
- Choice of sponsored break topics, with the opportunity to provide video introduction the break presentation (Saturday or Sunday): Brain Break, Music Break or Healthy Happy Hour
- Company logo inclusion and recognition in all marketing emails
- Participation in NY21 Treasure Trek (attendees must have at least one platinum sponsor submitted)
- Logo listed on Conference Sponsorship acknowledgement in President's Message (1,500 unique recipients)
- USPS *mailing list* of all Virtual Conference Attendees (pre- and post)
- Company recognized in Conference welcome session opening announcements

## Gold Sponsor

**\$5,000**

- Inclusion on NY21 Official Sponsors Tab
- Premium placement of Exhibit Hall Booth
- Company logo on NY21 Virtual Conference website and NYSPMA Conference Pages
- Opportunity to send one fully customized scheduled email (pre- or post-) to all conference attendees (approved and sent by NYSPMA)
- Company logo inclusion and recognition in all marketing emails
- Participation in NY21 Treasure Trek (attendees must have at least one gold sponsor submitted)
- Logo listed on Conference Sponsorship acknowledgement in President's Message (1,500 unique recipients)
- USPS *mailing list* of all Virtual Conference Attendees (pre- and post)
- Company recognized in Conference welcome session opening announcements

## Bronze Sponsor

**\$3,000**

- Company logo on NY21 Virtual Conference website and NYSPMA Conference Pages
- Premium placement of Exhibit Hall Booth
- Inclusion on NY21 Official Sponsors Tab
- Company logo inclusion and recognition in all marketing emails
- Participation in NY21 Treasure Trek
- Logo listed on Conference Sponsorship acknowledgement in President's Message (1,500 unique recipients)
- USPS *mailing list* of all Virtual Conference Attendees (pre- and post)
- Company recognized in Conference welcome session opening announcements
- Option to participate in sponsor and exhibitor raffle drawings



## Virtual Conference Exhibitor and Sponsorship Order Form

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Email (main contact for  
conference communication) \_\_\_\_\_

Phone: \_\_\_\_\_

Company Address \_\_\_\_\_

Company Address 2 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

I agree to the NY21 Virtual Exhibit Booth Contract Rules and Regulations:

Signature \_\_\_\_\_

### EXHIBITS (please select)

Standard Booth. \$900

Premium Booth \$1500

### SPONSORSHIPS (please select)

Platinum \$8,000

Gold \$5000

Bronze \$3000

### ADVERTISING/ADD-ONS (please select)

NY21 Treasure Trek \$500

Digital Product Showcase \$300

Pre-Conference Attendee List \$250

President's Message \$1,000

Post-Conference Attendee List \$350

Conference Guide (full page ad) \$500

**Category:** Indicate up to three categories that best describe your products and/or services.

- |  |   |   |   |
|--|---|---|---|
| <input type="checkbox"/> Ambulatory Devices                | <input type="checkbox"/> Computer Software                | <input type="checkbox"/> Medical Supplies               | <input type="checkbox"/> Schools and Associations     |
| <input type="checkbox"/> Anesthesia                        | <input type="checkbox"/> Equipment - Diagnostic           | <input type="checkbox"/> Publications                   | <input type="checkbox"/> Shoes and Hosiery            |
| <input type="checkbox"/> Billing: Software or Services     | <input type="checkbox"/> Implants & Surgical Devices      | <input type="checkbox"/> Office Supplies                | <input type="checkbox"/> Skin Care                    |
| <input type="checkbox"/> Business Services                 | <input type="checkbox"/> Instruments                      | <input type="checkbox"/> Orthotics & Corrective Devices | <input type="checkbox"/> Treatment/Therapy Modalities |
| <input type="checkbox"/> Chairs/ Other Podiatric Equipment | <input type="checkbox"/> Laboratory & Diagnostic Services | <input type="checkbox"/> Pharmaceuticals                | <input type="checkbox"/> Wound Care                   |

### PAYMENT INFORMATION

Full payment is due to reserve the above.

Email applications to [dani@nyspma.org](mailto:dani@nyspma.org) or fax to 646-365-7426

Payment Method: (circle) MC Visa American Express Check\*

\*For all check payments, please submit this form and we will issue you an invoice to pay from.

Payment Amount \$ \_\_\_\_\_

Card Holder's Name \_\_\_\_\_

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Security Code \_\_\_\_\_ ZIP Code \_\_\_\_\_

Signature \_\_\_\_\_

For Office Use Only:

Booth: \_\_\_\_\_ Sponsor: \_\_\_\_\_ Adv: \_\_\_\_\_

TOTAL: \_\_\_\_\_



## Virtual Exhibit Booth Contract Rules and Regulations

NYSPMA has adopted a series of rules and regulations designed to increase the quality of company participation virtually at the NY21 Virtual Clinical Conference & Exhibition. Firms and organizations must agree to abide by these regulations to be eligible to participate in the event.

1. In respect to the licensing of the NY21 Virtual Conference booth space, sponsorship, advertisement and related services - the amount and payment terms are stated on the Order Confirmation email you will receive once your contract has been approved.
2. All payments are non-refundable except as otherwise stated by the cancellation policy.
3. The entire Virtual Conference Fee must be paid in full prior to the Virtual Event dates.
4. If the exhibitor fails to pay the entire virtual event participation fee at the time specified, or fails to comply with any of the terms and conditions or rules and regulations, Show Management may remove the exhibiting company's logo and company information from the event platform
5. Exhibitors will be listed alphabetically by sponsorship level. Show Management is not responsible if a perceived competitors' logo(s) are located near or next to each other in the digital listing.
6. Show Management shall have no liability for its failure or inability to comply with the exhibitor's requests, and the exhibitor shall have no right to cancel this agreement because of Show Management's failure to comply with the exhibitor's requests.
7. No assignment or "subletting" of space. The assigned booth space is for use by the registered exhibiting company only. The exhibitor may not assign this agreement and may not permit or "sublet" all or any part of its assigned digital listing to any other business or firm, unless Show Management has given prior written approval. Any such assignment, permission or sublease without Show Management's prior written approval will be deemed in violation of this agreement.
8. Show Management reserves the right to remove exhibits which because of conduct of exhibitors, method of operation, materials, or any other reason becomes objectionable.
9. NYSPMA reserves the right to prohibit or remove any exhibit which in the opinion of Show Management may detract from the general character of the exhibition as a whole. This includes but is not limited to persons, things, conduct, resources, or anything of a character which the management determines is objectionable. In the event of such removal, Show Management will not issue any refunds for virtual booth or any costs associated with exhibiting.
10. Show Management shall not be responsible for delays, claims, demands, damages, losses, increased costs, liabilities, changes, actions, expenses or any other unfavorable direct or indirect consequential or otherwise conditions arising by virtue of any cause not within the control of Show Management.
11. The phrase "cause not within the control of Show Management" shall include exhibitor internet service, fire, casualty, flood, epidemic, earthquake, explosion or accident. blockage, embargo. inclement weather, governmental restraints, restraints or orders of civil defense or military authorities, act of public enemy, riot or civil disturbance or commotion, malicious damage, sabotage, vandalism, acts of terrorism, or other similar activities, strike, lockout, boycott or other labor dispute or disturbance, inability to secure sufficient labor; technicolor other personnel, absence of premises required for the Exhibition, failure, Impairment or lack of adequate transportation facilities, inability to obtain or requisition or commandeering of necessary supplies or equipment, change in local, state or other law, ordinance, rule, order; decree or regulation, whether legislative, executive or judicial, and whether constitutional, or act of God and the words act(s) or shall include "threat of or perceived threat."



12. Cancellation policy is determined by date of cancellation and fee schedule is as follows: 100% total cost of booth for any cancellation received on or after December 11, 2020. Any refunds will be subject to a \$300 administration fee.
13. Exhibitor recognizes and agrees that NYSPMA retains full power and authority to interpret and enforce all rules and regulations for the NY21 Virtual Conference, including the authority to amend or adopt new rules and regulations that NYSPMA considers necessary and proper for the event. Failure to comply with these or any other regulations or amendments shall constitute sufficient cause for NYSPMA to require the immediate removal of the offending exhibitor. This may result in forfeiture of all fees paid and the opportunity to exhibit at future conferences or exhibitions sponsored by NYSPMA.
14. Management reserves the right to make modifications to the exhibit hours as may be necessary to meet conference needs.
15. Exhibitors will forfeit their virtual presence if their balance is not paid in full by Friday, January 8, 2021.
16. Exhibitors must only show goods or services manufactured or dealt in by them in the regular course of business. All materials must be relevant to the exhibitor's products and services and shall not be made primarily to attract or amuse.
17. Distribution of items other than literature describing the organizations' product or services is discouraged.
18. Exhibitors must adhere to state and local laws regarding holding raffles in their booth.
19. Right to Reject or Eject –Show Management may reject, eject or prohibit the Exhibit in whole or part, or the Exhibitor or its representatives, with or without giving cause. If any exhibit or the Exhibitor or its representatives is ejected for violation of any provisions of this Agreement or for any other stated reason, no refund of any portion of the contract price shall be made.
20. Licenses/Permits - The Exhibitor shall be responsible for obtaining any licenses, permits or approvals required under local or state law applicable to the Exhibit and activity at the Exhibition. The Exhibitor shall be responsible for paying all taxes, license fees or other charges that shall become due to any government authority in connection with the Exhibit and their activities at the Exhibition.
21. The Site may contain links to third-party websites that are not owned or controlled by Show Management (NYSPMA). NYSPMA assumes no responsibility for the content, privacy policies, or practices of any third-party websites.
22. The Site will not and cannot censor or edit the content of any third-party website. You acknowledge that NYSPMA will not be liable for any and all claims, demands, and damages of any kind and nature arising out of or in any way connected from any and all potential liabilities arising from the use of any third-party website.
23. NYSPMA cannot guarantee the availability or performance of any third-party services used to support the Site.
24. Such third-party services may change their operations without notice to us. Therefore, we shall not be liable for any outages, version changes, delivery delays, failures, bugs, or termination of third-party network service.
25. Third-party networks have their own terms of use, and you must comply with any terms and/or conditions provided by any third-party network.
26. We have the right to refuse access, service or disable your account on our Site at any time for any reason or no reason without notice, explanation or liability of any kind.
27. NYSPMA and all third-party services with access to or storage of personal data shall comply with General Data Protection Regulation (GDPR). NYSPMA's customers are considered the controller of the data from a GDPR perspective, making our customers ultimately responsible for fulfilling data subject rights and ensuring that opt-in consent is in place. NYSPMA, as the data processor, understands that our customers will need to rely on NYSPMA to collect the opt-in information because they use the NYSPMA platform to collect information for user registrants (data subjects). Customers should refer to their contract documents for further information.