

NY24

**PODIATRIC CLINICAL
CONFERENCE
& EXHIBITION**



**JAN
18-21
2024**

**NEW YORK
MARRIOTT MARQUIS**



NY24

ABOUT NY24

For three full days every January, over 2,000 attendees, including 1,200 DPMs, MDs, Podiatric Assistants, students, and residents descend on the New York Marriott Marquis to participate in cutting-edge educational programs and visit two floors of technical exhibits. Designed as a must-attend event for both attendees and exhibitors, the New York Clinical Conference is tailored to meet your marketing needs through extended face time with decision makers, affordable exhibit space with high-profile support options, and opportunities for side symposia and workshop participation with a large and interested audience.

WE'RE DEDICATED TO BUILDING A VALUABLE MARKETPLACE FOR YOU AT NY24

- Two daily 30-minute breaks plus a full hour lunch break with no competing General Lectures ensures attendees have ample time to visit exhibits
- Expanded and improved conference website allows you to reach potential clients early and often
- Mandatory CECH scanning in the exhibit hall guarantees twice daily traffic in exhibit halls
- Pre-conference attendee list with emails **(NEW!)**
- Exhibitor opt-in to show specials sent electronically to all attendees **(NEW!)**

AS AN NY24 EXHIBITOR, YOU WILL:

- Meet in-person with buyers, thought leaders, and innovators in the podiatric medicine community
- Highlight new products and build brand awareness
- Network with the podiatric medicine community
- Keep up-to-date on new trends and innovative ideas
- Interact with members of the press
- Boost your presence in the industry
- Strengthen relationships with existing customers, manufacturers, and distributors
- Build new business connections



NYSPMA

330 West 38th Street, Suite 1105
New York, NY 10018
www.nyspma.org/ny24

NY24 EXHIBIT HALL HOURS

- | | |
|------------------------------|-----------------|
| • Friday, January 19, 2024 | 9:30am - 5:30pm |
| • Saturday, January 20, 2024 | 9:30am - 5:30pm |
| • Sunday, January 21, 2024 | 9:30am - 1:00pm |



CONTACT Dani SanMarco, CEM dani@nyspma.org

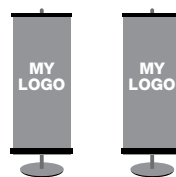
Our NY23 in-person conference was one of the largest and most diverse podiatric conferences in the country.



2,137
total registrants



156
exhibit booths

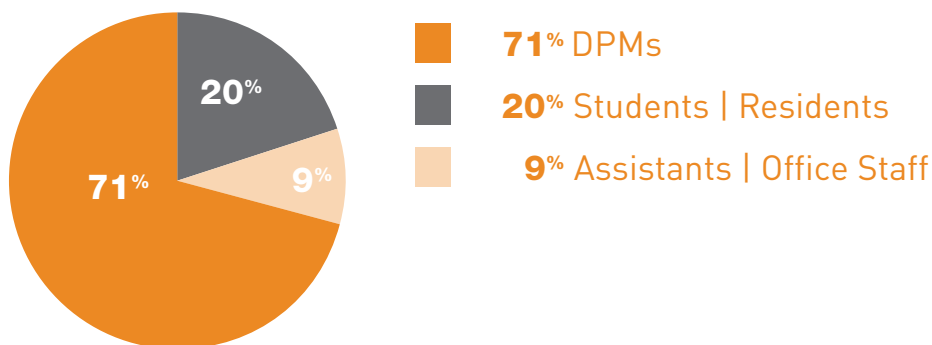


134
exhibiting companies

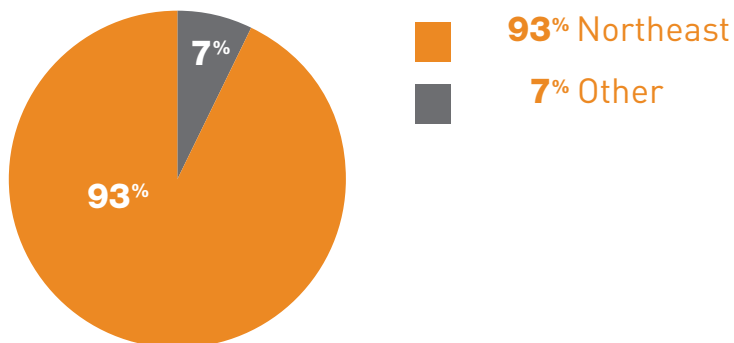


39 & 9
states & countries represented

NY23 ATTENDEES - Job Function



NY23 ATTENDEES - Geographic



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Here's what you'll get at each of our sponsorship levels!

	GOLD \$25,000	SILVER \$20,000	BRONZE \$10,000	COPPER \$5,000
Sponsorship recognition: • In registration brochure • In onsite program • On conference website • On conference signage	X	X	X	X
Full Page ad in digital onsite brochure	X	X	X	
Pre- and post-conference registration lists with email	X	X	X	
Pre-conference postcard mailer	X	X		
Conference bag insert	X	X		
Onstage verbal recognition during NYSPMA President's Address	X	X	X	
Upgraded app benefits: • Banner and landing page • Specially colored booth on exhibit floorplan • Highlighted listing on exhibitor list • Weighted banners	X	X		
Shared Sponsor promotional email to all attendees	X	X	X	
Know Before You Go Email	X			
Custom sponsored promotional email to meeting attendees December through February (sent by NYSPMA and subject to approval)	2	1		
Custom Designed Meter Panels with Sponsor Messaging	3	2		



NY24 EXHIBIT HALL HOURS



ALSO AVAILABLE

BANNERS & SIGNAGE

- Column Wraps
- Exhibit Hall Banners
- Meter Panels
- Digital Signage
- Escalator Clings
- Restroom Mirror Clings

FOOD & BEVERAGE

- Water Stations
- Break Food
- Coffee Sleeves
- Student Program Lunch

GENERAL

- Wi-Fi Lounge
- Charging Stations
- Scanning Stations

CONTACT

Dani SanMarco, CEM at
dani@nyspma.org
for more information

As a partner in the conference, you get your company front-and-center with some special benefits included!

PRESIDENT'S HAPPY HOUR

\$30,000 (1 available – Friday night)

We'll mine our attendee list for Board Members, Division Presidents, Foundation Directors, VIPs, speakers and special attendees to invite to your 90-minute cocktail hour including open bar and heavy hors d'oeuvres for up to 150 guests (including your staff). We'll send out branded email invitations and branded email confirmations on your behalf, and create custom signage and tickets for the event. Most importantly, you'll have the ability to give a five (5) minute presentation on a topic of your choice.

BRANDED CONFERENCE WI-FI – NEW!

\$17,500 (1 available)

Partner with NY24 and become our official Annual Meeting Wi-Fi sponsor! Conference Wi-Fi is a crucial productivity tool for all conference attendees. We'll promote the Wi-Fi in emails, the onsite program, and onsite signage! A quick search for nearby networks will produce to NY24 network name and can be opened with the sponsor's company name or custom password!

ONSITE REGISTRATION

\$12,500 (1 available)

Sponsor the area in which every attendee begins his or her conference experience – registration. Your company logo and booth number will be prominently displayed on the first signs attendees see as they get to the Marriott—meter boards on the ground level. In addition, registration and event staff will be clad in can't-miss custom t-shirts sporting the conference logo on the front with your logo, booth number and message on the back.

ATTENDEE EDUCATIONAL WORKSHOPS

\$7,500 - \$10,000

Any exhibiting company is welcome to support a workshop that provides CMEs for attendees. In order to do so, companies need to provide an unrestricted educational grant, and provide all equipment and specimens for the workshop. Once the unrestricted educational grant is approved and confirmed by the supporting company, The Foundation will select a topic and speaker. Topics would coincide with the exhibiting organization's core focus and strengths. Contact dani@nyspma.org for more information on providing an unrestricted educational grant.



NYSPPMA

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“““

It's always a pleasure to exhibit at the NYSPMA Clinical Conference. The conference is always very well organized and always draws an incredible crowd.

Elizabeth Watt
Regional Sales Manager & Sales Trainer
Bako Integrated Physician Solutions

LUNCH SYMPOSIUM

\$7,500 + F&B (6 available – two per day)

Host a 60-minute box lunch and non-CECH lecture during the conference lunch break. We'll send out Symposium marketing emails, arm you with custom tickets to distribute onsite and create branded signage for the event. NY24 event staff will be on hand to help check your guests in and scan their badges so they don't need to wait in line on the exhibit floor. A dedicated meeting room will be set for 40-100 to deliver your own non-CECH content. **Sponsor to pay actual F&B.**

CONFERENCE BAGS

\$6,000 (1 available)

Who doesn't love a great tote bag? Over the course of the conference we'll distribute over 1,200 bags, most of which continue on home with our attendees, keeping you top of mind as they use for groceries, running errands and more. Sponsor to supply bags.

DAILY BREAK STATIONS

\$5,000 per day (1 available – Friday, Saturday, Sunday)

Don't miss out on this great opportunity to be the first brand that attendees think of when refueling with coffee and snacks during the morning and afternoon Exhibit Hall breaks! Sponsors may provide marketing materials for break stations. A break station will be placed in closest proximity to their booth.

ONLINE REGISTRATION WEB BANNER AND CONFIRMATION EMAILS

\$4,000 (1 available)

90% of NY23 attendees registered online. Be the ONLY exhibitor they see when they register this year! Your company name with a direct link to your website will appear on NY24's online registration homepage as well as in every show confirmation emailed to attendees who register online. Attendee registration opens Fall 2023 so the sooner you secure this high-impact sponsorship, the greater the value!

NY24 COUNTDOWN CLOCK SPONSORSHIP

\$3,500 (1 available)

Catch the eye of key decision-makers by promoting your products and brand on the new NY24 digital clock on the NY24 Conference Website, counting down the days, hours, minutes until the show's opening—the perfect way to build excitement ahead of your product launch, demo or happening.



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“““

The NYSPMA Podiatric Clinical Conference & Exhibition is a great way to interact with policyholders. We are here for the professional. The one-on-one interaction that the conference affords us lets us keep them posted as to what is new at PICA, educate attendees on what we can provide, and gives us the opportunity to let podiatrists know that we are here supporting them.

Lauren Walton
National Sales Advisor
PICA

WATER BOTTLES & FILLING STATIONS

\$3,500 (1 available)

Water bottles will be provided for FREE to all NY24 attendees. If you want to turn every water bottle at NY24 into a lead magnet, this is your opportunity! Water Bottle sponsorship simply means your branding will be on every single water bottle and filling station at NY24...Meaning your branding will literally be everywhere, at all times! Sponsor to provide water bottles.

RESTROOM MIRROR CLINGS

\$3,500 (1 available)

What's the one room ALL attendees visit during any event...? You guessed it! The Restroom! Get your brand some guaranteed attention, by putting your logo on all restroom mirrors at NY24 5th and 6th floors. It's a simple but very effective way to get some serious brand awareness and quality leads!

DIRECTIONAL FLOOR DECALS

\$3,000 (3 available – 5th floor, 6th floor)

Point attendees right to the General Lectures (or your booth) with high visibility colored floor decals customized with your logo. Includes 6 2'x3' decals. Sponsor to supply artwork, NY24 to print and position in exhibit hall.

CONFERENCE LANYARDS

\$3,000 (1 available)

The one thing every attendee is required to wear for all three days? Their conference badge. Guarantee that every time the badge is lifted to scan, attendees (and envious other exhibitors) think of you. Sponsor to provide lanyards.

CONFERENCE BAG INCLUSION

\$1,000 (10 available)

You produce the piece, we'll put it in our conference bags. Price is based on 1 marketing item, delivered to our fulfillment center two weeks prior to conference. We recommend promotional items such as key chains, pens, samples—avoid the paper brochures if you want to be noticed. Please budget for 1,500 items.

PRE-CONFERENCE ATTENDEE LIST—NOW WITH EMAIL!

\$400

List will be sent out once—on Thursday, January 4. Purchase entitles recipient to one Excel list including first name, last name and mailing address, and email address, as of 1/3/23. Updates to the list are not available. Attendees may opt out of exhibitor communications.



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“”

We exhibited at our first NYSMA conference in 2003 and walked away saying what an experience; what a fantastic event. Along the way we've secured many business relationships and made many new friends.

Fourteen years later, we still walk away saying what an experience, what a fantastic event!

**Bob Salzman
President**

**20/20 Imaging LLC, a division of
Konica Minolta Healthcare Americas, Inc.**

Show off your latest products and services, and help develop long-lasting business relationships!

PRICING

Mini Booth (8x8)	\$3,300
Standard Booth	\$4,000
Corner Booth	\$5,000
Premium Booth	\$6,000

Booths may be combined to make a larger space.

INCLUSIONS

- 10 x 10 booth space (unless otherwise noted)
- Side and back drape
- One 7" x 44" identification sign
- One six-foot skirted table with two chairs
- Recognition in registration brochure (if confirmed by September 15)
- Registration for up to five (5) company representatives
- Company listing in the onsite program, online exhibitor directory, interactive floorplan and meeting app
- Post-conference attendee list including first name, last name, mailing address – distributed within 10 business days after the conference. List does NOT include phone or fax numbers.
- Note: exhibit hall is carpeted

NOT INCLUDED

- Wi-fi
- Power
- Shipping, receiving, delivery
- Set-up and cleaning
- Custom furniture, signage
- Lunch for reps

GLOBAL EXPERIENCE SPECIALISTS (GES)

GES is the exclusive service contractor for NY24. Please contact The GES Service center in live chat at www.ges.com/chat or at 800-475-2098 with any questions or concerns. The exhibitor manual will be distributed via e-mail in mid-November.

LEAD RETRIEVAL

Ordering information will be included in the exhibitor manual distributed via email in mid November.

REP REGISTRATION

Online exhibitor booth staff registration will open in mid-November 2022. All confirmed and paid exhibitors will be emailed a password to gain access to the registration system. Each booth purchase includes five (5) complimentary expo hall only registrations. All company representatives must be registered by January 11, 2023. Additions or changes after this date are subject to a \$79 fee.

SLEEPING ROOMS

A block of rooms has been reserved at the New York Marriott Marquis for NY24 exhibitors and attendees.

<https://book.passkey.com/e/50571147>



NYSMA

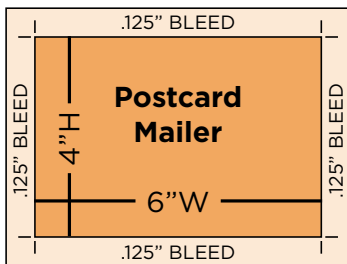
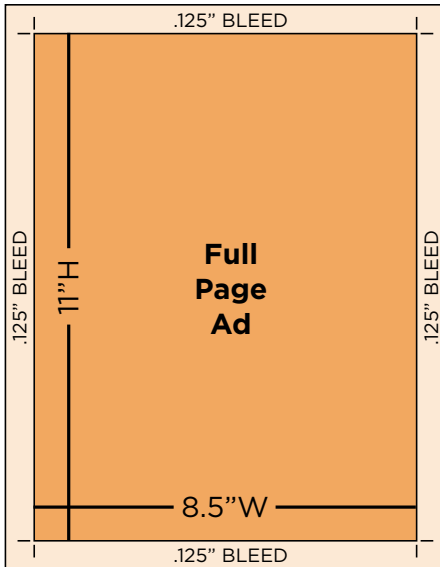
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* For reference only. Not drawn to scale.

Expose your brand to the largest audiences and include your company in conference digital publications!

REGISTRATION BROCHURE AD—\$500

Start your brand exposure early with a full-page, 8.5 x 11, full-color ad in the NY24 registration brochure. Emailed to all attendees and NYSPMA members in September, the brochure is the primary source of information for potential attendees. A PDF version will also be posted on the conference website.

Due: Thursday, September 21, 2023.

PRE-CONFERENCE POSTCARD MAILER—\$1,000

Be included in our pre-conference postcard mailer sent out approximately two weeks prior to the conference. All participating postcards will be shrink-wrapped and mailed together to all pre-registered attendees. Send us your artwork and we'll send out the postcards.

Due: Thursday, December 14, 2023.

DIGITAL ONSITE PROGRAM AD

Increase your brand exposure with a full-color ad in the NY24 onsite program— ensuring your brand gets into the hands of every NY24 attendee!

Due: Thursday, December 14, 2023.

Full Page Ad \$ 750

ADVERTISING BUNDLE—\$2,000 — BEST VALUE

Includes full page registration brochure ad, full page onsite program ad, pre-conference mailer and a pre-show mailing list. See deadlines above and specs below.

SPECS

- Files should be press-ready PDF, CMYK (no Pantone colors included), 300dpi images and fonts embedded
- Files should include .125" bleed on all four sides and submitted with crop marks at the trim line
- Logo files should be submitted as vector-based EPS files with any Pantone colors converted to CMYK— 300dpi JPGs are also accepted



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JULY 20, 2023

NY23 Sponsors may begin applying for space

AUGUST 2, 2023

NY23 Exhibitors may begin applying for space

AUGUST 11, 2023

All companies may begin applying for space

SEPTEMBER 15, 2023

Deadline to be included in registration brochure

SEPTEMBER 21, 2023

Artwork due for registration brochure ad

NOVEMBER 2, 2023

Booth payments due in full

NOVEMBER 3, 2023

Deadline to cancel booth for full refund, minus 10% processing fee

NOVEMBER 14, 2023

Exhibitor manual emailed to confirmed exhibitors

NOVEMBER 14, 2023

Exhibitor registration opens for paid exhibitors

DECEMBER 14, 2023

Postcard pre-mailer artwork and onsite program ads due

DECEMBER 27, 2023

Deadline to apply for exhibit space and sponsorships

JANUARY 12, 2024

Last day to add / change / cancel representative registrations without penalty



NYSPMA

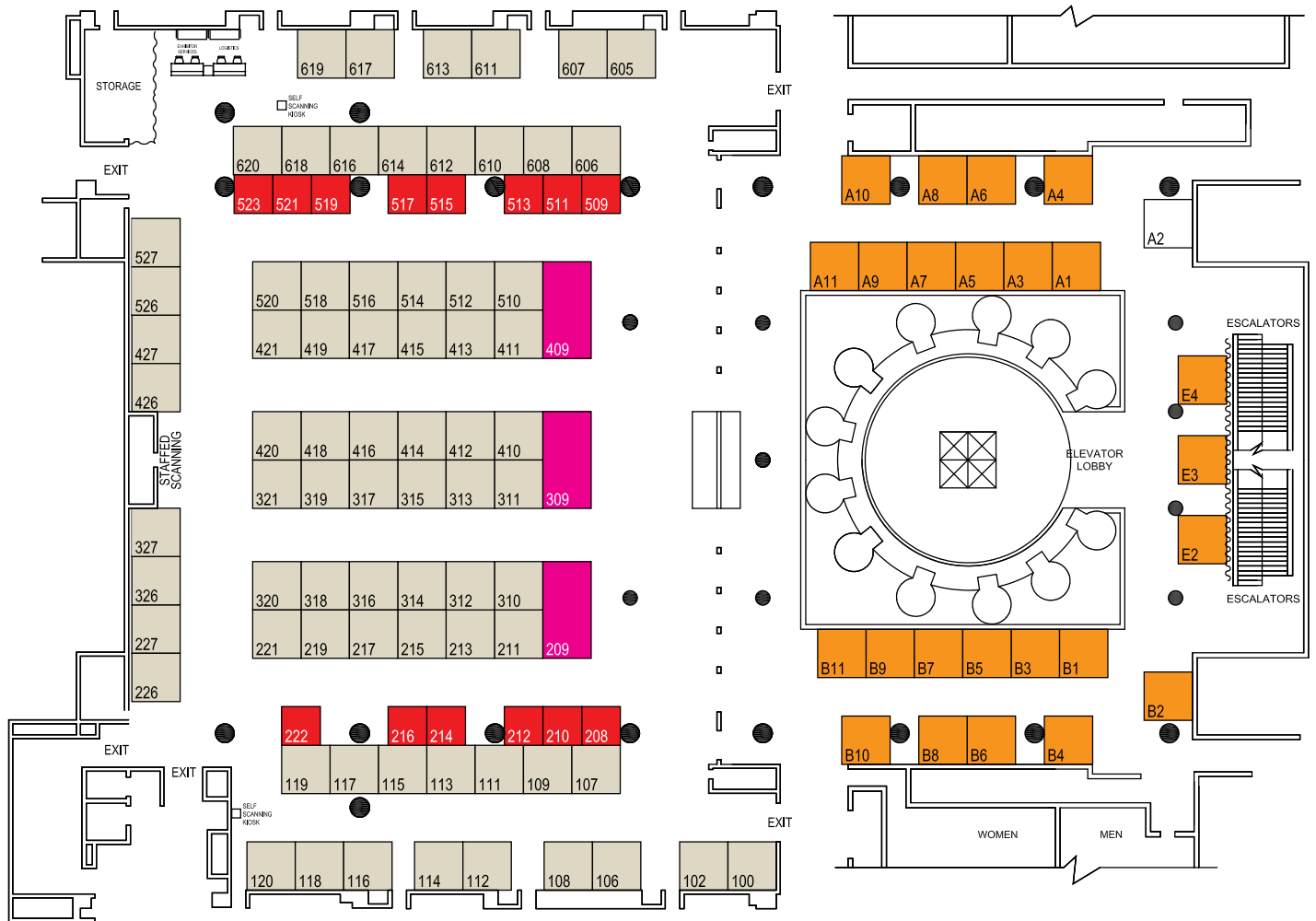
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Floorplan subject to change

BOOTH SELECTION

■ Premium	\$6,000
■ Sponsor Premium	\$5,000
■ Standard*	\$4,000
■ Mini-Booth (8x8)	\$3,300

* Open Corners - \$1,000 additional



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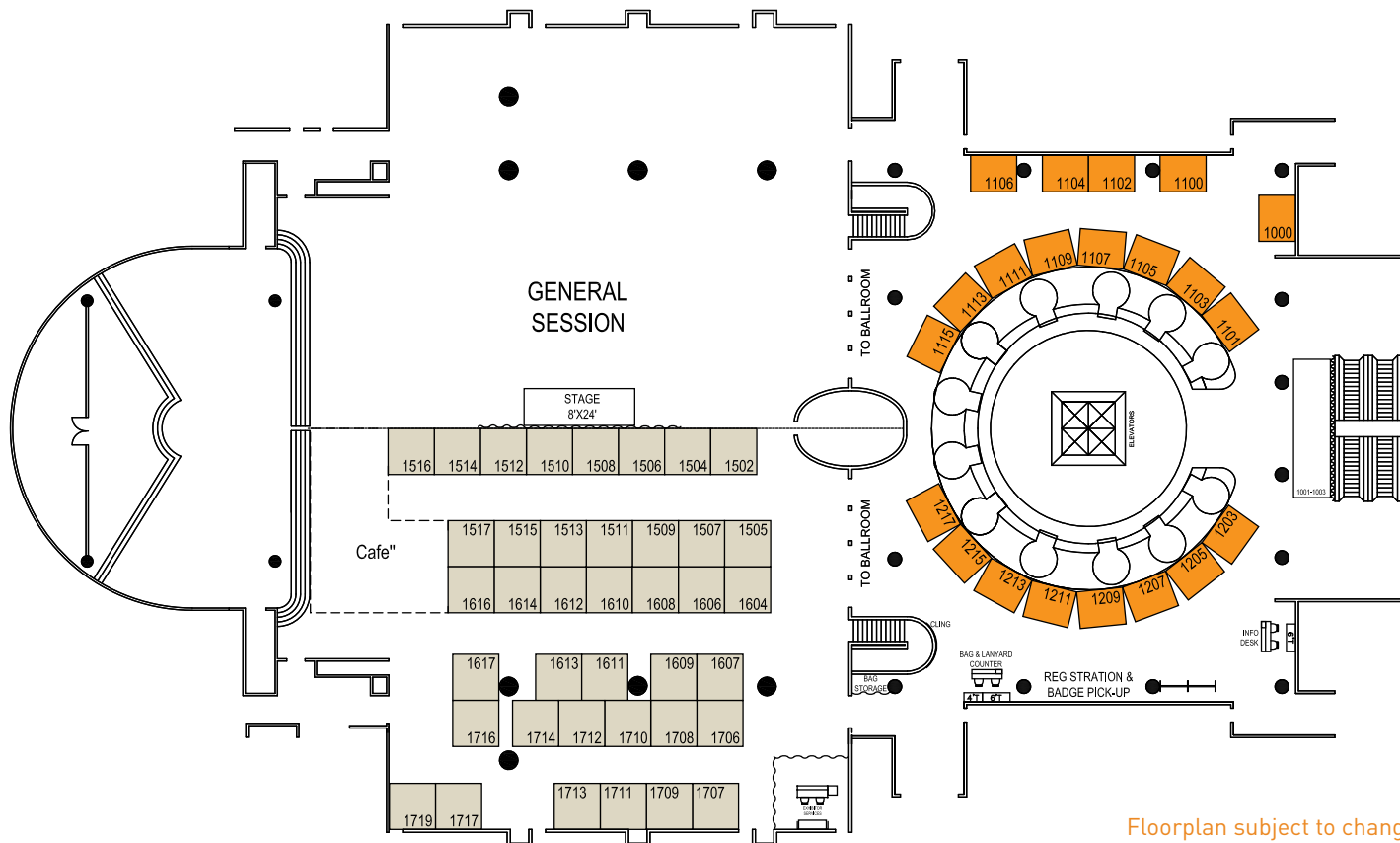
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Floorplan subject to change

BOOTH SELECTION

NEW! ALL BOOTHS ARE 10x10 UNLESS OTHERWISE NOTED

- Premium \$6,000
- Standard* \$4,000

* Open Corners - \$1,000 additional



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SPACE ASSIGNMENT Exhibit space will be assigned on a first come, first served basis. A 50% deposit must accompany your application in order for your request to be processed.

The subletting, assignment, or apportionment of the whole or any part of an exhibitor's space by the exhibitor is prohibited.

Exhibitors may not exhibit, advertise, or offer products other than those manufactured or sold by that Exhibitor in the regular course of business. Exhibitors may not receive or permit the receipt of legal tender, or anything of value for goods and/or services in the exhibit area or in any other facility provided or controlled by NYSPPMA, nor shall any goods be delivered for which any future payments are made. Exhibitor activities are restricted to the booth allocated only.

ELIGIBILITY FOR EXHIBITING Exhibits are an extension of the educational program of the New York State Podiatric Medical Association's Foundation for Podiatric Medicine. In order for NYSPPMA to accept your application, the products and services must promote podiatric medicine and/or enhance the podiatric profession. NYSPPMA reserves the right to refuse applications for any reason.

DISPLAY REGULATIONS Please review the enclosed layout of the exhibit floor carefully and consider the needs of your display when selecting your booth(s). In standard "in line" booth units, all display material is restricted to a maximum height of 48 inches, except for the back wall of the display, which is limited to 8 feet in height and one-half the depth of the booth. The NYSPPMA Exhibit Halls follow the IAEE guidelines. The display guidelines are designed to ensure that each exhibitor, regardless of size, has the opportunity to present their products or service in the most effective manner possible.

SCANNING A DPM'S BADGE FOR CECH CREDITS IS STRICTLY PROHIBITED. Any exhibitor representative who scans a DPM's badge at a CECH scanning station will be escorted from the conference floor. In addition, the exhibitor's booth will be closed down immediately. There will be no refunds given. This rule will be strictly enforced.

GENERAL DISTURBANCES All sound presentations must be done at low decibel levels so that neighboring Exhibitors are not disturbed. Exhibitors with audio/visual presentations MUST comply with NYSPPMA representative's on-site instructions regarding acceptable levels. Exhibitors with equipment, which may be objectionable to other Exhibitors because of noise or other disagreeable features, must notify NYSPPMA in writing in advance of the exhibition, and agree to accept booth assignments as determined by NYSPPMA.

RATES, DEPOSITS & REFUNDS Booth space is charged as stated on the contract. No booth will be assigned without a 50% deposit. Space must be paid in full by **November 2, 2023**. NYSPPMA reserves the right to cancel booths without refund for all booths not paid in full by **November 2, 2023**. In the event of conflicts regarding space requests or conditions beyond its control, NYSPPMA reserves the right to rearrange the exhibit hall floor plan. Any space not claimed and occupied (for which no special arrangements have been made 48 hours prior to the exhibit opening) will be resold or reassigned by NYSPPMA without obligation on the part of NYSPPMA for any refund whatsoever.

CANCELLATION of booth space contracts must be received in writing. Payments will be refunded until **November 3, 2023** less a 10% processing fee. Vendors cancelling after **November 3, 2023** will not receive any credit or refund.

EXHIBIT PERSONNEL Each exhibiting company may register five (5) representatives per booth purchased at no additional cost. All representatives must be pre-registered no later than **January 12, 2024**. All onsite registrants will be charged \$79--no exceptions will be made for guests of vendors. There will be no additional charge for rep substitutions. DPM exhibitors will only be admitted to the scientific sessions if they are additionally registered as a meeting participant.

AFFILIATE EVENTS No exhibitor or any affiliate thereof may conduct any meeting or event in the host city during show hours that diverts or encourages attendees to leave the New York Clinical Conference & Exhibition and its authorized events. The

offering of ANY educational programming that competes with NY24 is strictly prohibited. Violators will have their functions closed. Only exhibiting companies will be permitted to have meeting rooms or hospitality/business suites in the New York Marriott Marquis. NY24 reserves the right to control activities associated with the Clinical Conference & Exhibition, including those sponsored by the exhibitor during the period of the meeting, whether inside or outside of the convention facilities. Exhibitors must inform NY24 of any hospitality/business suites, functions, classes, seminars, or exhibits being held at venues other than the exhibit floor, and must receive express written consent from NY24 for said activities prior to the show. Offsite room hours shall not conflict with posted NY24 exhibit and conference hours. With the sole exception of business/internal meetings, no exhibitor is permitted to schedule or be affiliated with meetings, functions, classes, seminars, exhibits, or hospitality events that compete with or divert attendees from the NY24 Clinical Conference & Exhibition.

OUTBOARDING Exhibitor agrees that in consideration for NY24 holding exhibit space for the NY24 Clinical Conference & Exhibition and in recognition of and consideration for the significant investment NY24 makes in attracting attendees to New York City for the Clinical Conference and Exhibition, exhibitor will be an official 2024 exhibitor and will refrain from displaying product or sharing content outside of the NY24 exhibit hall. If for any reason exhibitor cancels space and outboards in any non-official exhibit venue of NY24, the exhibitor will lose all space seniority for future Clinical Conferences and will be assessed liquidated damages that are calculated at 100%, based upon lost revenue and not as a penalty.

NY24 strictly prohibits solicitation of business in any public areas occupied by NY24 Clinical Conference & Exhibition, including public areas in conference hotel. Solicitations are limited to badged individuals within registered booths in the exhibit hall only.

INSTALLATION & DISMANTLING Exhibits may be installed **between 10:00 am and 5:00 pm on Thursday, January 18, 2024**. All exhibits must be fully set up by 8:30 am Friday or they will be ordered set by GES at an additional cost to the Exhibitor. NYSPPMA reserves the right to alter exhibit hours in accordance with the convention program. Exhibitors will be duly notified prior to the conference if such changes are necessary.

Exhibitor booths must be free of materials, boxes, trash, paper, etc. after dismantle. The exhibitor booth should be left the way it was when you arrived. Failure to observe this regulation will result in a clean-up charge of \$150 per booth.

Exhibitor materials and equipment may not be dismantled prior to **1:00 pm on Sunday, January 21, 2024**. Failure to observe this regulation will result in a \$250 early dismantle fee per booth.

FURNISHINGS, EQUIPMENT AND CLEANING SERVICES No supplies, materials, posters, or other objects shall be posted or tacked, nailed, screwed or otherwise attached to columns, walls, floors, or other parts of the building or furniture.

Electrical, internet and cleaning services must be ordered directly through The New York Marriott Marquis.

SAFETY Standing on chairs, tables or other rental furniture is prohibited. This furniture is not engineered to support the weight of an adult. NYSPPMA and GES are not responsible for injuries or falls caused by the improper use of this furniture.

INSURANCE All property of the Exhibitor is understood to remain under its custody and control in transit to and from or within the confines of the exhibit area. NYSPPMA and The New York Marriott Marquis do not provide insurance covering Exhibitor's property.

SECURITY NYSPPMA provides security guard service throughout the exhibit hall. In addition, guard service is provided during the hours the exhibits are closed to attendees. Loss prevention of Exhibitor inventory and records is an

NYSPPMA priority. However, neither NYSPPMA, the official security service, The New York Marriott Marquis, nor the official drayage company will be responsible for loss or damage due to any cause.

LIABILITY The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of Exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless The New York Marriott Marquis, its owner, and its management company, as well as their respective agents, servants, and employees from any losses, damages, and claims. The Exhibitor further agrees to indemnify, defend, and hold harmless NYSPPMA, its officers, members, staff and official service companies from any claim of whatever nature arising from the use of any product or service exhibited, or any claim or representation made in connection therewith by the Exhibitor or any person acting on its behalf.

FORCE MAJEURE In the event The New York Marriott Marquis or any part of the exhibit area thereof is unavailable whether for the entire event, or a portion of the event as a result of fire, flood, tempest or any such act of God, or as a result of government intervention, malicious damage, acts of war, strike, lock-out,

labor dispute, riot or any other cause or agency over which NYSPPMA has no control, or should NYSPPMA decide that because of any such cause it is necessary to cancel, postpone, or re-site the exhibit or reduce installation time, exhibit time, or move in time, NYSPPMA shall not be liable to indemnify or reimburse the Exhibitor in respect to any damage or loss, direct or indirect, arising as a result thereof.

VIOLATIONS In the event an Exhibitor violates any provision of this contract, NYSPPMA shall have the right without any liability whatsoever, to notify the agents, servants, employees, or other persons then operating Exhibitor's booth(s) to close said booth(s) immediately upon notice. Furthermore, NYSPPMA shall have the additional right to bar the Exhibitor, his or her agents, servants, employees, or other representatives from the exhibit area and the exhibit halls and facilities, and to enforce the provisions hereof by having the responsible local government official enforce this provision, all without liability to NYSPPMA, its agents, servants, employees, or contractors. If any provision of the agreement is breached by the Exhibitor or if the Exhibitor is in default, NYSPPMA shall have the right, and is hereby authorized, to retain all monies theretofore paid by the Exhibitor as liquidated damages. In addition to any powers, prerogatives, or remedies otherwise provided by NYSPPMA in this agreement, NYSPPMA shall have any and all rights and remedies available at law or equity.

AMENDMENTS Any and all matters not specifically covered by the preceding rules and regulations and the other terms and conditions contained in the Exhibitor Kit shall be subject to the decision of NYSPPMA. NYSPPMA shall have the full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of the Exhibitors. Each Exhibitor, for itself and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

DEFAULT Exhibitors will not be permitted to set up their exhibits and will be subject to eviction, without refund, if this contract is violated.

LAWS APPLICABLE This contract shall be governed by the laws of New York State. Exhibitor agrees to abide by the rules and regulations of the New York Marriott Marquis. NYSPPMA reserves the right to address and resolve any matters not specifically covered in these rules and regulations.

These rules and regulations, and those contained in the Exhibitor Services Manual, become part of the agreement between the Exhibitor and NYSPPMA and contain the complete agreement between the parties and supercede any prior understandings, agreements or representations by or between the parties, written or oral, which may be related to the subject matter hereof in any way. This agreement shall be governed by and construed under the laws of the State of New York. The venue of any action arising out of this Agreement shall be in the State of New York, County of New York.



NYSPPMA

330 West 38th Street, Suite 1105
New York, NY 10018
www.nysppma.org/ny24

NY24 EXHIBIT HALL HOURS

- Friday, January 19, 2024 9:30am - 5:30pm
- Saturday, January 20, 2024 9:30am - 5:30pm
- Sunday, January 21, 2024 9:30am - 1:00pm



CONTACT Dani SanMarco, CEM dani@nysppma.org

20/20 Imaging, a division of Konica Minolta
 3M Medical Solutions
 8sole
 Abbott Nutrition
 AbbVie Pharmaceuticals
 Accufix Surgical
 Acera Surgical
 Active Management
 Acupath Laboratories, Inc.
 Advanced Oxygen Therapy Inc.
 AIMA BMS
 Alfagma USA, Inc.
 AliMed
 Allergan
 Alliance Financial Group
 Allied OSI Labs
 AllPro Imaging
 ALTRA
 American Board of Foot and Ankle Surgery
 American Board of Multiple Specialties
 in Podiatry
 American Board of Podiatric Medicine
 American Endovascular & Amputation
 Prevention
 American Podiatric Medical Association
 American Women in Podiatry
 Amerx Health Care
 Anodyne
 Apis Footwear Company
 APMA
 Aria Health
 Arize, an HP Solution
 Arthrex
 ArthroSurface
 Aryse
 Averitas Pharma
 Bako Diagnostics
 Bianco Brothers Instruments
 BioPro Implants
 Bioventus
 Blaine Labs, Inc.
 Blue Orchid Marketing
 BlueWave Technologies, Inc.
 Bonapeda
 Bonesupport
 Brooks Sports Inc.
 Canodyne CBD
 CBD Clinic
 Celia Ruiz Therapeutic Wellness Footwear

CME Online
 ComfortFit Orthotic Labs
 Computink
 Convatec
 Coverys-Kempski Malpractice Insurance
 Creative Wealth Planning, LLC
 CryoProbe (H&O)
 CuraMedix
 Cutting Edge Laser Technologies
 Darco International
 Delta Surgical Instruments
 DePuy Synthes
 Dia-Foot
 DJO Global
 DocShop Pro LLC
 Doctor Multimedia
 DoctorsInternet.com
 Dr. Comfort, a DJO Company
 Dr. Jill's Foot Pads
 Dr.'s Remedy Enriched Nail Care
 DT Insurance Agency - A Data Trace
 Company
 EBM Medical
 Empire City Laboratories
 Eneslow - SAS
 Eneslow Shoes and Orthotics
 E02 Concepts
 Erchonia Corporation
 Esaote North America
 Euroimmin US
 EvenUp
 Footmaxx
 Forward Motion Medical
 Frankford Leather
 Free Life Labs (Formerly NerveReverse)
 Fusion Orthopedics
 Genadyne
 Gideons International
 Gill Podiatry
 Globus Medical
 Gordon Laboratories
 GraMedica
 Gramercy Surgery Center
 Green Wealth Management - UBS
 Financial Services Inc.
 gSource, LLC
 GWR Medical
 Health Best International
 Henry Schein Foot & Ankle

Heron Therapeutics
 HOKA ONE ONE
 Horizon Therapeutics
 IBSA Pharma
 Imbed Biosciences
 In2Bones USA
 Integra LifeSciences
 IQ Medical
 JM Orthotics
 Kerecis
 Koven Technology, Inc
 Kowa Pharma
 Lamo Sheepskin
 Lewin Baglio
 LifeNet Health
 Marlinz Pharma
 McClain Laboratories
 Medartis, Inc.
 Medi-Dyne
 Medical Technology Industries, Inc. (MTI)
 Medline
 Medloop LLC
 MedPro Group
 Medpro Inc.
 Medtronic
 Metro Vein Centers
 MiMedx
 Misonix
 Modernizing Medicine
 Moleculight, Inc.
 MTF Biologics
 Natrox Oxygen Wound Therapy
 NEMO Health - TRAKnet
 NerveReverse-Nutrition for Nerves
 Network Solutions IPA
 Neurogenx, Inc.
 Nevro
 New York College of Podiatric Medicine
 NextGen Healthcare
 Noridian Healthcare Solutions, Inc.
 Northwest Podiatric Laboratory
 NYSPPMA CPR/Active Management
 Officite
 OHI
 OOFOS Recovery Footwear
 OPED Medical/ EvenUp
 Organogenesis
 Orpyx Medical Technologies
 Ortho Dermatologies



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Ortho-Rite
 OrthoFeet
 Orthotica Labs
 OsteoMed, LLC
 PAL Health Technologies
 Paragon 28
 Paratek Pharmaceuticals
 Patient Pop
 Patient7
 Pedicis Research
 PediFix Medical Footcare
 PeditRite
 PharmaceutiX
 PharmaDerm, a division of Fougera
 Pharmaceuticals Inc.
 Physician Claim
 PICA
 PodiaGuard Professional Liability
 Podiatree Company, The
 Podiatry Content Connection
 Podiatry Management Magazine
 Podiatry Today
 Powerstep
 Practice EHR
 Prestige Medical Imaging
 Propét USA

Realm Labs
 Reapplix
 Redi-Thotics
 Royal Biologics
 Sagis Diagnostics
 Sanuwave
 saorsa
 Sebela Pharmaceuticals
 Silipos
 Smart ABI
 Smith and Nephew Advanced
 Wound Management
 SOLO Laboratories, Inc.
 Spenco by Implus
 STJ Orthotic Services Inc.
 Stryker Orthopaedics
 Subchondral Solutions
 SureFit
 Surestep
 Surgicore Surgical Centers
 Talar Medical
 TayCo Brace, LLC
 Televere Systems
 Temple University School
 of Podiatric Medicine
 Teregen / Apti Pharma

TerumoBCT
 Tetra Corporation, The
 The Podiatry Foundation
 TLD Systems Inc
 Toray Performance Materials Corporation
 Treace Medical Concepts
 Tri-State Biologics
 Universal Imaging
 Vascular Centers of America
 VertaClean
 Vionic/Vasyli Medical
 Weave
 Web Power Advantage
 WebMD
 Wound Solutions
 Wright Medical
 X-Cel X-Ray Corporation
 Xelero Shoes
 Zimmer Biomet
 Zimmer MedzinSystems
 Zwanger-Pesiri



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APPLICATIONS



CONTACT INFORMATION

Company Name _____
 Mailing Address _____
 City, State, Zip _____
 Contact Name _____
 Contact Phone _____
 Contact Email Address* _____

*All conference communication will take place via email

SPONSORSHIP LEVEL

Gold	\$25,000	Silver	\$20,000
Bronze	\$10,000	Copper	\$5,000

ADDITIONAL OPPORTUNITIES

President’s Happy Hour	\$ 30,000	Online Registration Banner & Email	\$ 4,000
Conference Wi-Fi	\$ 17,500	NY24 Countdown Clock	\$ 3,500
Onsite Registration	\$ 12,500	Restroom Mirror Clings	\$ 3,500
Thursday Coding Seminar Lunch Symposium	\$ 10,000	Water Bottles & Filling Stations	\$ 3,500
Lunch Symposium (+ Actual F&B) Non CECH	\$ 7,500	Directional Floor Decals	\$ 3,000
Conference Bags (sponsor produced)	\$ 6,000	Conference Lanyards (sponsor produced)	\$ 3,000
Daily Break Stations	\$ 5,000	Post-Conference Thank You/Survey	\$ 2,500
___ Friday ___ Saturday ___ Sunday		Conference Bag Inclusion	\$ 1,000
		Pre-Conference Attendee List	\$ 400
		Attendee Educational Workshop	Unrestricted Grant

PAYMENT INFORMATION

A 50% deposit must accompany this form to reserve sponsorship.
 Payment is due in full by **Thursday, November 2, 2023**.
 Payment is due in full for all applications received after **Thursday, November 2, 2023**.
 NYSPMA and/or Foundation for Podiatric Medicine will charge the remaining balance to the credit card below on **Thursday, November 2, 2023**.

Payment Method:

MasterCard Visa American Express
 Check Payable to Foundation for Podiatric Medicine

Payment Amount _____
 Card Holder’s Name _____
 Card Number _____
 Exp. Date _____ Security Code _____ Card Holder’s Zip Code _____

Signature _____

**Email applications to
 dani@nyspma.org**

**Fax applications to
 646-365-7426**

**Mail applications to
 330 West 38th Street
 Suite 1105
 New York, NY 10018**



Company Name (as it will appear in marketing materials) _____
 Mailing Address (as it will appear in marketing materials) _____
 City, State, Zip _____
 Company Phone _____ Company Fax _____
 Company Website _____
 Contact Name _____ Contact Phone _____
 ContactEmailAddress* _____

**All conference communication will take place via email*

Company Category (Please list one) _____
 50-word Company Description Please use description from NY23 Included below (or will send today via email)

Booth Selection
 1. _____ 2. _____ 3. _____

Competitors you'd prefer not to be placed next to:
 1. _____ 2. _____ 3. _____

Kindly note that placement cannot be guaranteed, but every effort will be made to honor your requests.

BOOTH SELECTION

Mini -SOLD OUT Standard Booth: \$4,000 Corner Booth: \$5,000 Premium Booth: \$6,000
 _____ No. of booths X _____ Booth Cost \$ _____ Total Due

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 Signature _____

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Company Name _____
 Mailing Address _____
 City, State, Zip _____
 Contact Name _____ Contact Phone _____
 Contact Email Address* _____

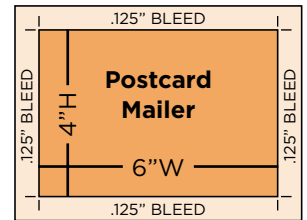
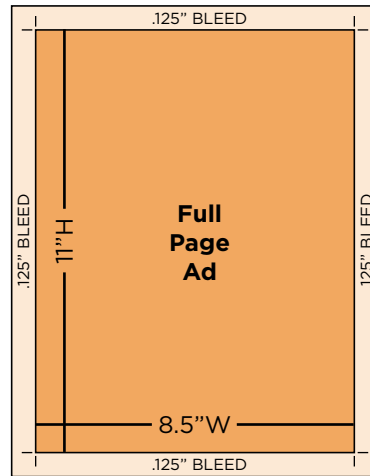
ADVERTISING OPTIONS

- Registration Brochure Ad \$ 500
 8.5"W x 11"H + .125" Bleed*
Due: September 21, 2023
- Pre-Conference Postcard Mailer \$ 1,000
 6"W x 4"H + .125" Bleed*
Due: December 14, 2023
- Onsite Program Ad - Full Page \$ 750
 8.5"W x 11"H + .125" Bleed*
Due: December 14, 2023

Advertising Bundle - Save 25% \$ 2,000
 Full Page Registration and Onsite Brochure Ads,
 Postcard Mailer, and Pre-Conference List [\$2,650 value]!
Due: December 14, 2023

TOTAL \$ _____

ADVERTISING SPECS



Specs

- Files should be press-ready PDF, CMYK (**no Pantone colors included**), 300dpi images and fonts embedded
- Files should include .125" bleed on all four sides and submitted with crop marks at the trim line
- Logo files should be submitted as vector EPS files with any Pantone colors converted to CMYK—300dpi JPGs are also acceptable

PAYMENT INFORMATION

MasterCard Visa American Express
 Check Payable to Foundation for Podiatric Medicine
 Payment Amount _____
 Card Holder's Name _____
 Card Number _____
 Exp. Date _____ Security Code _____ Card Holder's Zip Code _____
 Signature _____

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