



# NY25

## PODIATRIC CLINICAL CONFERENCE & EXHIBITION

**JANUARY 24-26, 2025**  
**New York Marriott Marquis**

Exhibitor Prospectus

**3**  
Days

**2**  
Floors

**2,000+**  
Attendees

**1,200+**  
DPMs, MDs  
and Professionals

**24.5**  
CECH Credits

### ABOUT NY25

The numbers all add up every January at the NY25 Podiatric Clinical Conference and Exhibition at the iconic Marriott Marquis. A must-attend for every facet of the podiatric community, this event offers cutting-edge educational programs and up-close experiences with technical exhibits. The New York Clinical Conference is also designed for exhibitors to exceed your marketing goals by meeting face-to-face with decision makers, buyers, influencers and more through our expo halls and side symposia and workshops.

### OUR COMMITMENT TO BUILDING A VALUABLE MARKETPLACE FOR YOUR BRAND AT NY25

- Two (2) daily 30-minute breaks and one (1) 60-minute lunch break free from General Lectures ensures attendees will have ample time to explore the exhibits
- Mandatory CECH scanning in a key location guarantees at least twice daily traffic in exhibit areas
- Enhanced conference website allows you to interface with potential clients early and often
- Pre-conference attendee list with emails
- Exhibitor-only opt-in to share specials with via all attendees electronically

### NY25 EXHIBITORS HAVE A UNIQUE OPPORTUNITY TO:

- Meet in-person with buyers, thought leaders and innovators in the podiatric medicine community
- Showcase new products and engender brand awareness
- Network face-to-face with your peers, industry luminaries and target audience
- Learn about new trends and the latest innovations amplifying your presence within the industry
- Interact with members of the press
- Strengthen relationships with existing customers, manufacturers and distributors
- Forge new business connections

**It's all at the Crossroads of the World this January!  
Can you afford to miss this unprecedented opportunity?**



#### NYSPMA

330 West 38th Street, Suite 1105  
New York, NY 10018  
[www.nyspma.org/ny24](http://www.nyspma.org/ny24)

#### NY25 EXHIBIT HALL HOURS

- Friday, January 24, 2025
- Saturday, January 25, 2025
- Sunday, January 26, 2025

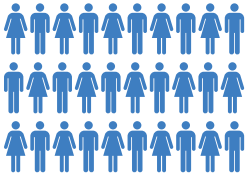
9:30am - 5:30pm  
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9:30am - 1:00pm

#### CONTACT Karen Koza

[kkoza@nyspma.org](mailto:kkoza@nyspma.org)



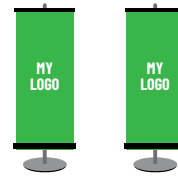
Our NY24 in-person conference was one of the largest and most diverse podiatric conferences in the country.



**2,000+**  
total  
registrants



**156**  
exhibit  
booths

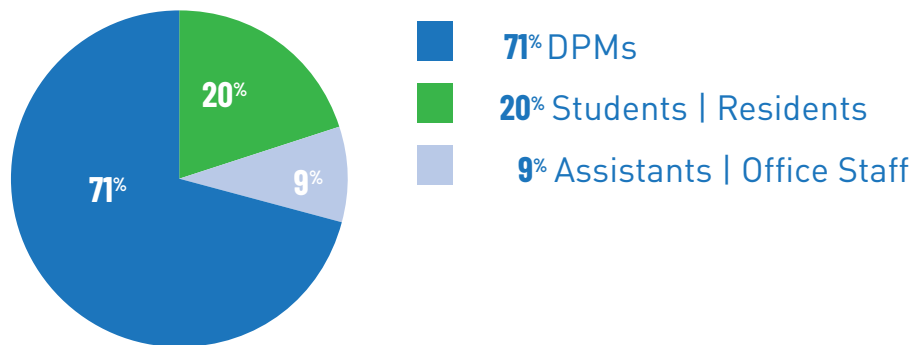


**134**  
exhibiting  
companies

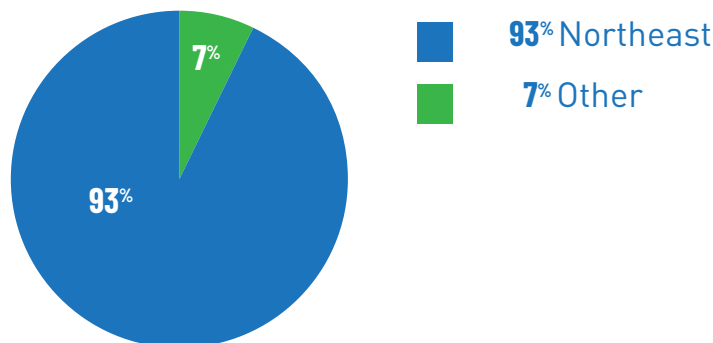


**39 & 9**  
states & countries  
represented

## NY24 ATTENDEES - Job Function



## NY24 ATTENDEES - Geographic



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[kkoza@nyspma.org](mailto:kkoza@nyspma.org)

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

	PLATINUM \$50,000	GOLD \$25,000	SILVER \$20,000	BRONZE \$10,000	COPPER \$5,000
<b>ACCESS TO PREMIUM BOOTHS</b> Please contact Karen Koza at <a href="mailto:kkoza@nyspma.org">kkoza@nyspma.org</a>	X	X	X	X	X
Sponsorship recognition: <ul style="list-style-type: none"> <li>In registration brochure</li> <li>In onsite program</li> <li>On conference website</li> <li>On conference signage</li> </ul>	X	X	X	X	X
Full Page ad in digital onsite brochure	X	X	X	X	
Pre- and post-conference registration lists with email	X	X	X	X	
Pre-conference postcard mailer	X	X	X		
Conference bag insert	X	X	X		
Onstage verbal recognition during NYSPMA President's Address + 1 minute opening remarks before NYSPMA President's Address	X	X	X	X	
Upgraded app benefits: <ul style="list-style-type: none"> <li>Banner and landing page</li> <li>Specially colored booth on exhibit floorplan</li> <li>Highlighted listing on exhibitor list</li> <li>Weighted banners</li> </ul>	X	X	X		
Shared Sponsor promotional email to all attendees	X	X	X	X	
Know Before You Go Email	X	X			
Custom sponsored promotional email to meeting attendees December through February (sent by NYSPMA and subject to approval)	4	2	1		
Custom Designed Meter Panels with Sponsor Messaging	4	3	2		
<b>PLUS ADDITIONAL BENEFITS</b> <ul style="list-style-type: none"> <li>Premier Booth (30x30) in a key location</li> <li>Premium never-before-done Platinum Sponsor Recognition</li> <li>On all conference brochure, program, website and signage</li> </ul>	X				



## ALSO AVAILABLE

### BANNERS & SIGNAGE

- Column Wraps
- Exhibit Hall Banners
- Escalator Clings

### GENERAL

- Scanning Stations

### CONTACT

Karen Koza at  
kkoza@nyspma.org  
for more information

As a partner in NY25, you have so many unique opportunities to get your company top-of-mind with your target audience!

### PRESIDENT'S COCKTAIL RECEPTION [SOLD]

**\$30,000 (1 available – Friday Evening, January 24, 2025)**

- Host a 90-minute cocktail reception for 150 guests of your choice
- This is THE most anticipated event at the conference, so make it yours!
- These special guests can be selected from a carefully curated list of conference attendees, including members of our Board of Trustees, Foundation Directors, VIPs, speakers and others
- Reception to feature an open bar and gourmet hors d'oeuvres
- We will issue branded email invitations (and confirmations) on your behalf
- Additional brand exposure via custom signage and tickets
- Our team will collaborate with you on a specialty cocktail or drink named after your brand and promoted on signage at the bar
- Cocktail napkins with your logo will be placed throughout the venue, further highlighting your esteemed sponsorship
- Our team will also create a fun #hashtag for attendees to take selfies, group photos and more, incorporating your brand name and taking your sponsorship to the next level (our team will provide an incentive for guests to be eligible for a prize for utilizing the branded hashtag, leading to a viral sensation!)
- BONUS: An opportunity to give a 5-minute presentation on the topic of your choice to this select audience

### NY25 ONE STEP AHEAD PAVILION [BRAND NEW TO NY25]

**\$37,500 (1 available)**

**A branded experience for one sponsor to own the NY25 One Step Ahead Pavilion for the following three brand-new opportunities at a special price.**

- Own this exclusive opportunity to keep your brand front and center with NY25's 2,000 VIPs, influencers and attendees at the never-before-done NY25 One Step Ahead Pavilion
- Align your brand with this coveted space at the conference offering attendees a chance to stay one step ahead by seeing the future via virtual reality, keeping their important devices alive and having fun with their colleagues in a fun and interactive "photo-shop"
- Available on a first-come, first-served basis and may be individually sponsored if not purchased for the entire pavilion



#### NYSPPA

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**If purchased individually:**

**BRANDED VIRTUAL REALITY EXPERIENCE [BRAND NEW TO NY25]**  
\$20,000 (1 available)

- This never-before-done sponsorship is available to only one brand looking to align with the latest in tech, engaging NY25 attendees in a one-of-a-kind experience certain to be remembered and discussed for months after the conference
- Our team will work with this lucky sponsor to create a custom and unique-to-your-brand virtual reality experience for NY25 attendees visiting the Exhibit Hall
- Our team will also create a fun #hashtag for attendees to take selfies, group photos and more, incorporating your brand name and taking your sponsorship to the next level (our team will provide an incentive for guests to be eligible for a prize for utilizing the branded hashtag, leading to a viral sensation!)

**BRANDED CHARGING EMPORIUM [BRAND NEW TO NY25]**  
\$12,000 (1 available)

- Sign on as the exclusive sponsor of this new-to-market sponsorship opportunity at NY25, to be prominently placed in the Exhibit Hall
- Align your brand with the latest in technology for charging must-have digital devices throughout the multiple days of the conference
- NY25 attendees can forget about waiting around a charging station to juice up (how 2024!)—with our upgraded system, attendees will visit the Branded Charging Emporium, courtesy of your brand, to pick up an individual power bank for their exclusive use throughout the conference to keep their devices powered up
- At the conclusion of NY25, participants can return their power banks to the recyclable receptacles – branded with your logo – as they exit the hotel
- Own this new opportunity to be remembered as the “powered by” brand that kept attendees charged and connected throughout NY25



**BRANDED PHOTO ALLEY [BRAND NEW TO NY25]**  
\$12,000 (1 available)

- This outstanding opportunity is available to one sponsor seeking to be captured and remembered in the liveliest of team and group photos from NY25
- Our team will create a large branded step-and-repeat along with branded props and accessories to encourage “foot traffic” to the Branded Photo Alley for fun and festive breaks during the conference
- Our team will also create a fun #hashtag for attendees to take selfies, group photos and more, incorporating your brand name and taking your sponsorship to the next level (our team will provide an incentive for guests to be eligible for a prize for utilizing the branded hashtag, leading to yet another viral sensation!)



**NY25 EXHIBIT HALL HOURS**



“”

*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

## BRANDED CONFERENCE WI-FI

**\$17,500 (1 available)**

- Partner with us as our official NY25 wi-fi sponsor and provide the ultimate productivity tool for all VIPs, attendees, speakers, exhibitors, sponsors and guests
- Your brand will be promoted on all signage, emails and programs
- Custom exclusive opportunity for your brand: provide your company name or tagline as a password to unlock the NY25 wi-fi network

## ONSITE REGISTRATION

**\$12,500 (1 available)**

- Let your brand stand out as one of the first things all attendees experience at registration
- Your logo and booth number will be prominently displayed on the meter boards on the ground level as guests arrive at the Marriott Marquis
- Your brand will also get additional on-the-go exposure on the backs of the special NY25 tees, featuring your logo, booth number and custom messaging, worn by all event and registration staff

## ATTENDEE EDUCATIONAL WORKSHOPS

**\$7,500 - \$10,000**

- Exhibiting companies are invited to support a workshop that provides CMEs
- To participate, 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 speaker and topic
- Topics will coincide with the exhibiting company's core strengths and focus
- Contact Karen Koza at [kkoza@nyspma.org](mailto:kkoza@nyspma.org) for more information on providing an unrestricted educational grant

## LUNCH SYMPOSIUM [ONLY 4 LEFT!]

**\$7,500 + F&B (6 available - 2 per day)**

- Our mealtime symposiums are highly coveted by both sponsors as well as attendees for the opportunity to "lunch and learn" in a private setting at the Marriott Marquis
- Sponsors can host 40 to 100 attendees of their choosing for a boxed lunch or plated meal – which presents an excellent opportunity for sponsors to gather a highly curated audience during the conference mid-day break when no other sessions are being offered
- The non-CECH lecture and luncheon will be promoted by our NY25 team with personalized email invitations, custom tickets and on-site branded signage
- NY25 staff will be on hand to seamlessly check in guests and scan their badges on behalf of the sponsor
- These sessions sell out quickly so please be sure to contact us to learn about ways we can customize your lunch symposium for the ultimate ROI



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“”

*It's always a pleasure to exhibit at the NYSMA 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

## CONFERENCE BAGS [SOLD!]

**\$6,000 (1 available)**

- Take your logo or messaging on the go – literally – with conference tote bags that will be carried around throughout the expo and for months to come
- 1,200 of these bags will be distributed to conference attendees, speakers and VIPs for their convenience at the conference while they gather their swag, samples, materials and other important items from NY25
- Sponsor to provide bags

## DAILY BREAK STATIONS [ONLY 2 LEFT!]

**\$5,000 per day (1 available each day on Friday, Saturday or Sunday)**

- Who doesn't want to be that brand aligned with snack time?
- Be front of mind with over 2,000 attendees who refuel with coffee and treats during the morning and afternoon breaks in the Exhibit Hall
- Enjoy extra traffic towards your booth as the NY25 team will position the break station within close proximity of your booth

## ONLINE REGISTRATION WEB BANNER AND CONFIRMATION EMAILS

**\$4,000 (1 available)**

- 90% of attendees registered online for NY24 which means this sponsorship ensures your brand will be the only one that the majority of registrants see
- Company name, logo and direct link to your site will appear on the online registration homepage and every email confirmation mailed to attendees
- Maximize the value of this opportunity by securing this high-impact sponsorship as soon as possible as registration opens in Fall 2024

## NY25 COUNTDOWN CLOCK SPONSORSHIP

**\$3,500 (1 available)**

- Catch the eye of key decision-makers and influencers by promoting your brand and products on the NY25 digital clock on the NY25 conference website, counting down the days and minutes until the show's opening
- Sponsorship of this exciting innovation is the ideal way to build excitement ahead of your product launch, demo or breaking news

## WATER BOTTLE AND FILLING STATIONS

**\$3,500 (1 available)**

- Here is your chance to make your brand the latest "bottle craze" in 2025 – just like the Stanley Cup in 2024!
- Water bottles – branded with the sponsor logo - will be available for free to all NY25 attendees
- Leverage this sponsorship to highlight your branding throughout the Marriott Marquis as attendees carry their bottles over the three day conference
- Branding will also be prominent on the filling stations
- Sponsor to supply water bottles



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## RESTROOM MIRROR CLINGS [SOLD]

**\$3,500 (1 available)**

- Mirror, mirror on the wall.....it's your brand that they'll recall!
- Place your logo on all restroom mirrors on the 5th and 6th floors of the Marriott Marquis
- Take advantage of this opportunity to get some simple but effective brand awareness and recognition

## DIRECTIONAL FLOOR DECALS [1 SOLD!]

**\$3,000 (3 available)**

- Direct attendees right to the General Lectures – or even your booth – with highly visible colored floor decals customized with your logo
- Decals are 2'x3' and the NY25 team will position them throughout the Exhibit Hall
- Sponsor to provide artwork

## CONFERENCE LANYARDS [SOLD!]

**\$3,000 (1 available)**

- All conference attendees are required to display their badges, meaning sponsorship of conference lanyards are an ideal way to promote your brand in a significant way at NY25 among all registrants
- Every time a badge is lifted to be scanned, there is your brand – at the forefront among attendees and other exhibitors
- Sponsor to provide lanyards

## CONFERENCE BAG INCLUSION

**\$1,000 (10 available)**

- Turnkey opportunity for you to get your brand in their hands of your target audience
- You provide the item – a pen, keychain, mints, or product samples – and Team NY25 will place it in our conference bags
- The more creative your item is, the more your brand stands out!
- Please budget for 1,500 items and two weeks advance time to our fulfillment center

## PRECONFERENCE ATTENDEE LIST - EMAILS PROVIDED!

**\$400**

- Purchase entitles buyer to one Excel list, including:
  - First name
  - Last name
  - Mailing address
  - Email address
- List will be distributed in early January
- Recipients may opt out of exhibitor communications



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“”

We exhibited at our first NYSPMA 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)	\$3,500
Standard Booth	\$4,500
Corner Booth	\$5,500
Premium Booth	\$6,500

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 NY25. Please contact The GES Service center in live chat at [www.ges.com/chat](http://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 2024. 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 10, 2025. 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 NY25 exhibitors and attendees.

[https://www.nyspma.org/aws/NYSPMA/pt/sd/news\\_article/572150/\\_PARENT/conference\\_layout\\_details/false](https://www.nyspma.org/aws/NYSPMA/pt/sd/news_article/572150/_PARENT/conference_layout_details/false)



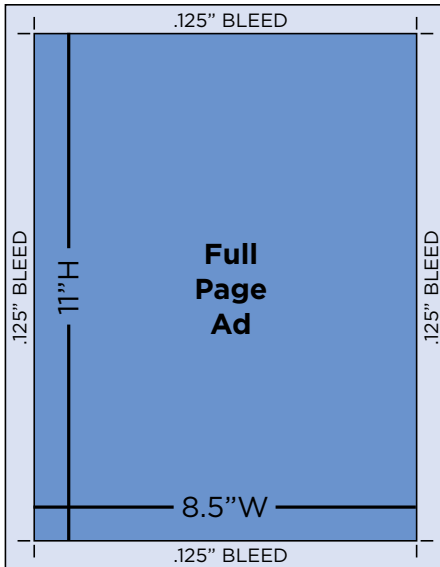
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**Expose your brand to the largest audiences and include your company in conference digital publications!**

**REGISTRATION BROCHURE AD—\$500**

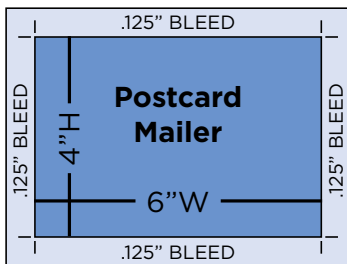
Start your brand exposure early with a full-page, 8.5 x 11, full-color ad in the NY25 registration brochure. Emailed to all attendees and NYSPMA members in September, the brochure is the primary source of information for potential attendees. A PDF version will also be posted on the conference website.

**Due: Friday, October 25, 2024.**

**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 13, 2024.**



**DIGITAL ONSITE PROGRAM AD**

Increase your brand exposure with a full-color ad in the NY25 onsite program— ensuring your brand gets into the hands of every NY25 attendee!

**Due: Thursday, December 13, 2024.**

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

\* For reference only. Not drawn to scale.

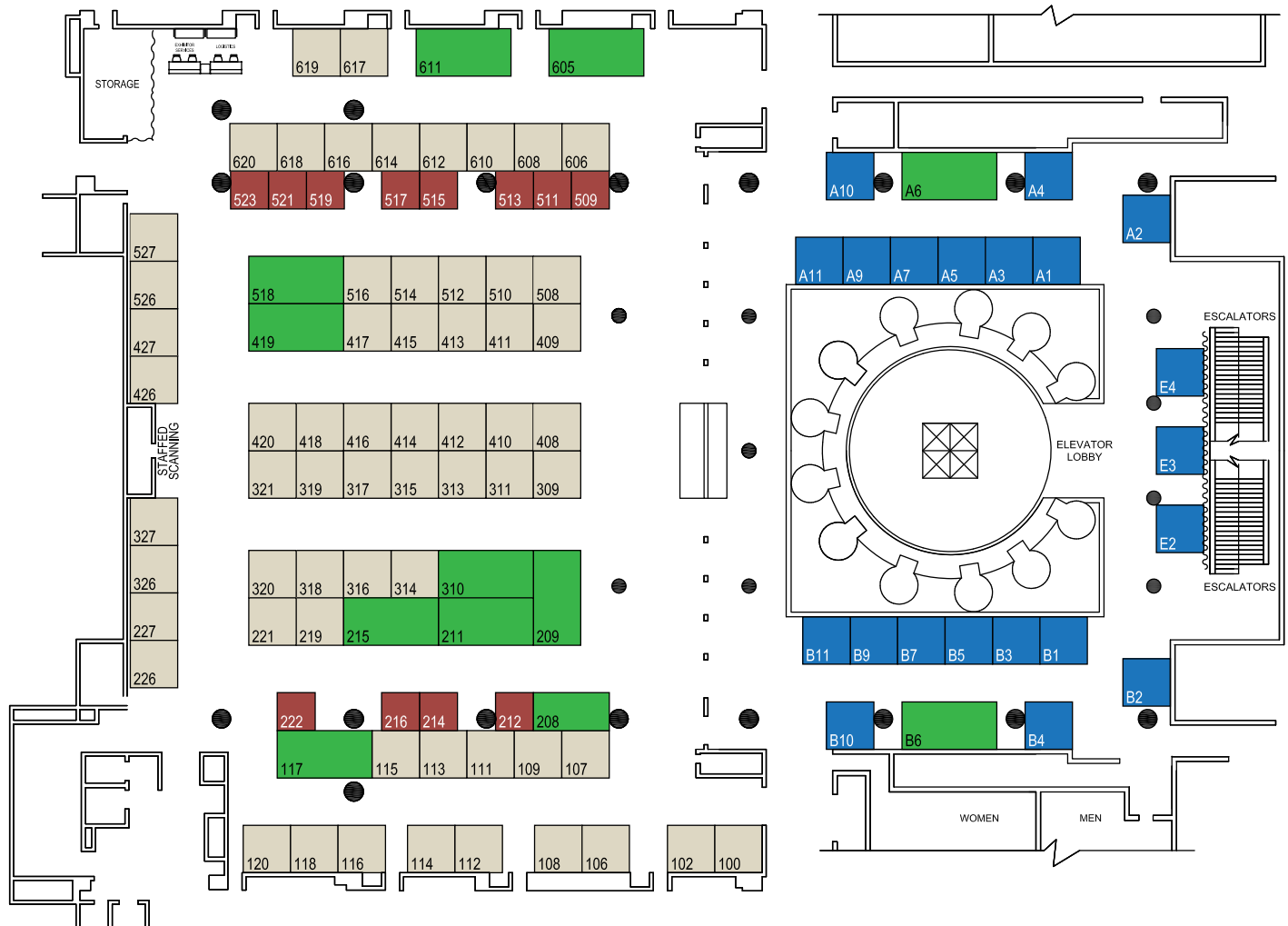


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Floorplan subject to change

## BOOTH SELECTION

<span style="color: blue;">■</span> Premium	\$6,500
<span style="color: green;">■</span> Sponsor Premium	\$5,500
<span style="color: tan;">■</span> Standard*	\$4,500
<span style="color: red;">■</span> Mini-Booth (8x8)	\$3,500

\* Open Corners - \$1,000 additional



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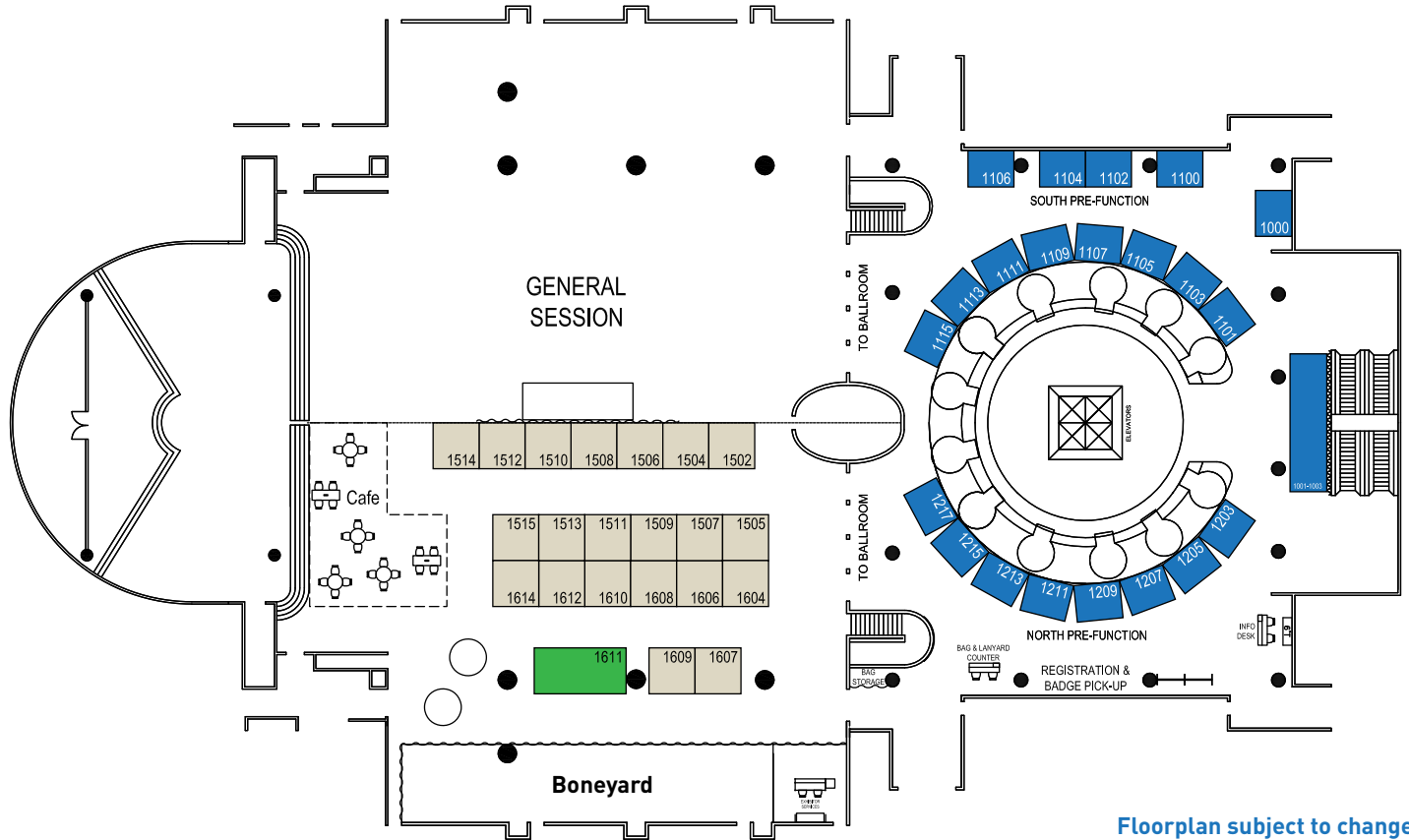
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Floorplan subject to change

**NEW! ALL BOOTHS ARE 10x10  
UNLESS OTHERWISE NOTED**

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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 1, 2024**. NYSPPMA reserves the right to cancel booths without refund for all booths not paid in full by **November 1, 2024**. 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 6, 2024** 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 1, 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 NY25 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. NY25 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 NY25 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 NY25 for said activities prior to the show. Offsite room hours shall not conflict with posted NY25 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 NY25 Clinical Conference & Exhibition.

**OUTBOARDING** Exhibitor agrees that in consideration for NY25 holding exhibit space for the NY25 Clinical Conference & Exhibition and in recognition of and consideration for the significant investment NY25 makes in attracting attendees to New York City for the Clinical Conference and Exhibition, exhibitor will be an official 2025 exhibitor and will refrain from displaying product or sharing content outside of the NY25 exhibit hall. If for any reason exhibitor cancels space and outboards in any non-official exhibit venue of NY25, 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.

NY25 strictly prohibits solicitation of business in any public areas occupied by NY25 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 superede 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](http://www.nysppma.org/ny24)

### NY25 EXHIBIT HALL HOURS

• Friday, January 24, 2025	9:30am - 5:30pm
• Saturday, January 25, 2025	9:30am - 5:30pm
• Sunday, January 26, 2025	9:30am - 1:00pm

### CONTACT Karen Zoza

[kkoza@nysppma.org](mailto:kkoza@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  
Alfasigma 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  
EO2 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  
NYSPPA CPR/Active Management  
Officite  
OHI  
OOFOS Recovery Footwear  
OPED Medical/ EvenUp  
Organogenesis  
Orpyx Medical Technologies  
Ortho Dermatologics



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**CONTACT** Karen Koza

[kkoza@nysppa.org](mailto:kkoza@nysppa.org)

Ortho-Rite  
OrthoFeet  
Orthotica Labs  
OsteoMed, LLC  
PAL Health Technologies  
Paragon 28  
Paratek Pharmaceuticals  
Patient Pop  
Patient7  
Pedicis Research  
PediFix Medical Footcare  
PediRite  
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  
Trece 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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**CONTACT** Karen Koza

[kkoza@nysppa.org](mailto:kkoza@nysppa.org)





# NY25

## PODIATRIC CLINICAL CONFERENCE & EXHIBITION

**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

Platinum	\$50,000	Gold	\$25,000	Silver	\$20,000
Bronze	\$10,000	Copper	\$5,000		

## ADDITIONAL OPPORTUNITIES

President's Happy Hour	\$ 30,000	Daily Break Stations	\$ 5,000
Branded Virtual Reality Experience	\$ 20,000	___ Friday ___ Saturday ___ Sunday	
Conference Wi-Fi	\$ 17,500	Online Registration Banner & Email	\$ 4,000
Onsite Registration	\$ 12,500	NY25 Countdown Clock	\$ 3,500
Branded Charging Emporium	\$ 12,000	Restroom Mirror Clings	\$ 3,500
Branded Photo Alley	\$ 12,000	Water Bottles & Filling Stations	\$ 3,500
Thursday Coding Seminar Lunch Symposium	\$ 10,000	Directional Floor Decals	\$ 3,000
Lunch Symposium (+ Actual F&B) Non CECH	\$ 7,500	Conference Lanyards (sponsor produced)	\$ 3,000
Conference Bags (sponsor produced)	\$ 6,000	Post-Conference Thank You/Survey	\$ 2,500
		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 1, 2024**.  
 Payment is due in full for all applications received after **Thursday, November 1, 2024**.  
 NYSPMA and/or Foundation for Podiatric Medicine will charge the remaining balance to the credit card below on **Thursday, November 1, 2024**.

### Payment Method:

MasterCard    Visa    American Express  
 Check Payable to Foundation for Podiatric Medicine

Payment Amount \_\_\_\_\_  
 Card Holder's Name \_\_\_\_\_  
 Card Number \_\_\_\_\_  
 Card Address \_\_\_\_\_  
 Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_ Card Holder's Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

**Email applications to**  
[kkoza@nyspma.org](mailto:kkoza@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 Booth: \$3,500    Standard Booth: \$4,500    Corner Booth: \$5,500    Premium Booth: \$6,500

\_\_\_\_\_ No. of booths    X    \_\_\_\_\_ Booth Cost    \$ \_\_\_\_\_ Total Due

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MasterCard    Visa    American Express    Check Payable to NYSPPMA

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

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

Card Number \_\_\_\_\_

Card Address \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_ Card Holder's Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

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

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**New York, NY 10018**



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

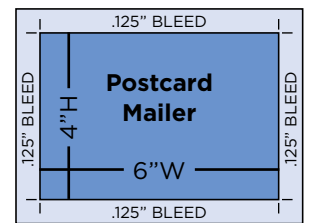
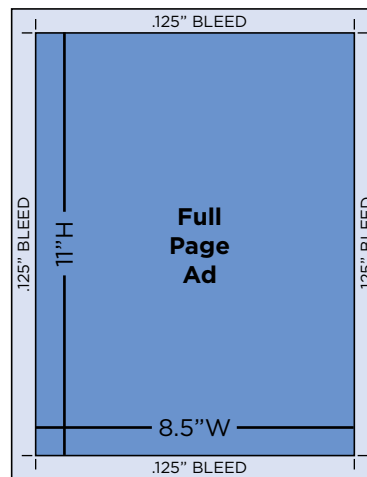
## ADVERTISING OPTIONS

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

**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 \_\_\_\_\_

Card Address \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_ Card Holder's Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

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