

TPMA

2012 Exhibitor Opportunities



January 28-29

Plano

June 28 - July 1

Galveston

September 14-16

Frisco



**Use TPMA as Your
Marketing & Promotional
Resource to Effectively Target the
Podiatric Medical Market**

**Texas Podiatric Medical Association
www.txpma.org**

SPONSORSHIP & ADVERTISING OPPORTUNITIES

Corporate Sponsorships

Platinum Partner: \$15,000 Annual Contribution

- Exhibit booth at 3 conferences
- Priority for lecture or workshop at all conferences (Meeting room and basic AV provided for all. Includes fees for speaker at one meeting.)
- 2 page spread magazine ad in bi-annual issues of TPMA Magazine
- Rotating footer banner ad on the TPMA website under membership directory listing
- 12 time access to member labels
- Listing and link on TPMA website
- Signage at all conferences
- Listing in all conference programs
- Plaque and introduction at TPMA Annual Meeting
- Option for presentation at TPMA board meeting

Gold Partner: \$10,000 Annual Contribution

- Exhibit booth at 2 conferences
- Priority for lecture or workshop at one conference (Meeting room and basic AV provided)
- 1 full page magazine ad in bi-annual issues of TPMA Magazine
- Rotating footer banner ad on the TPMA website under membership directory listing
- 8 time access to member labels
- Listing and link on TPMA website
- Signage at all conferences
- Listing in all conference programs
- Plaque and introduction at TPMA Annual Meeting

Silver Partner: \$5,000 Annual Contribution

- Exhibit booth at 1 conference
- 1/2 page magazine ad in bi-annual issues of TPMA Magazine
- Rotating footer banner ad on the TPMA website under membership directory listing
- 4 time access to member labels
- Listing in all conference programs
- Plaque and introduction at TPMA Annual Meeting

Are you looking for more ways to advertise?

The Texas Podiatric Medical Association is what you've been looking for! Advertising to fit any budget and exposure to podiatrist's state wide! Podiatric Medicine is the official publication of the Texas Podiatric Medical Association. It is published bi-annually and is circulated to over 600 physician offices. See page 5 for ad rates and deadlines.

Sponsorship Opportunities Contact:
Shana Spring, Association Manager
shana@txpma.org

Advertising Opportunities Contact:
Melinda Daise, Membership Manager
melinda@txpma.org

512-494-1123, 512-494-1129 Fax

Meeting Sponsorships

President's Reception: \$7,500 per workshop

- 1 page promotional flyer in attendee registration packet
- 1 exhibit booth in exhibit hall
- Signage at reception and in meeting brochure
- Company logo linked to company website on TPMA conference webpage

Happy Hour/Welcome Reception Sponsor: \$5,000

- 1 page promotional flyer in attendee registration packet
- 1 exhibit booth in exhibit hall
- Signage at reception and in meeting brochure
- Company logo linked to company website on TPMA conference webpage

Lunch Sponsor: \$5,000

Buy lunch for all attendees in the exhibit hall!

- 1 page promotional flyer in attendee registration packet
- 1 exhibit booth in exhibit hall
- Signage on the lunch tables and in the meeting brochure
- Company logo linked to company website on TPMA conference webpage

CE Workshop Sponsor: \$4,000 per workshop

Sponsorship allows a vendor to work with the TPMA to establish a topic to be covered in a workshop where attendee's can obtain CE hours. Includes lecture/workshop slot, meeting room, basic audio visual, speaker fee and travel for one speaker, signage, one exhibit booth, and an attendee list. (CE programming must meet all CPME 720 criteria)

Lecture Sponsor: \$1,000 - \$4,000 per speaker

Sponsorship allows a vendor the option to support a lecturer on the program whose honorarium is higher than the guidelines TPMA has set for speaker reimbursement. Includes signage and notation in the meeting brochure.

Breakfast Sponsor: \$4,000

- 1 page promotional flyer in attendee registration packet
- 1 exhibit booth in exhibit hall
- Signage on breakfast tables and in meeting brochure
- Company logo linked to company website on TPMA conference webpage

Non-CE Workshop Sponsor: \$1,500 per workshop

This sponsorship allows a vendor to choose their speaker and subject matter for a workshop where attendee's do not receive CE hours. Includes lecture/workshop slot, meeting room, basic audio visual, signage, one exhibit booth, and an attendee list.

Break Sponsor: \$1,500

- 1 exhibit booth in exhibit hall
- Signage at break stations and in meeting brochure
- Company logo linked to company website on TPMA conference webpage

Lanyard Sponsor: \$500

- Recognition on signage
- Company logo linked to company website on TPMA conference webpage

EXHIBIT BOOTH CONTRACT

All exhibitors must complete this form to participate in TPMA 2012 Conferences. This form serves as a binding contract. Please read the Terms, Conditions and Rules on page 3 before signing the contract below. The deadline for inclusion and listing in the onsite program is three weeks prior to each meeting. Payment in full for booth or sponsorship must be enclosed with the contract to be confirmed. Written notice of cancellation received in the office 90 days prior to the meeting will receive a refund of monies submitted, less a 25% processing fee. Cancellations 89-30 days prior to a meeting will be refunded less 50%, and cancellation 29 days prior to a meeting or no shows will not be refunded.

Company: _____

Representative Name: _____ Email: _____

Address: _____ City/ST/Zip: _____

Phone: _____ Fax: _____

List Onsite Representatives (only 2 per booth): _____

Additional Representatives (\$125 each): _____

Exhibit and Sponsorship Selection

Exhibit Booth Space- Please indicate your top three preferred booth locations you wish to be assigned under each respective meeting. The exhibit hall floor plans for each meeting can be found at <http://www.txpma.org/conference.html>.

Dallas County/ TPMA Winter Conference

Booth Display (\$550 by 1/6, \$650 after 1/6)

Preferred booth locations (pick three):

1. _____
2. _____
3. _____

- Welcome Reception Sponsor (\$5,000)
- Lunch Sponsor (\$5,000)
- Breakfast Sponsor (\$4,000)
- Break Sponsor (\$1,500)
- Lanyard Sponsor (\$500)

TPMA/Podiatry Institute Scientific Conference and Annual Meeting

Booth Display (\$1150 by 6/1, \$1250 after 6/1)

Preferred booth locations (pick three):

1. _____
2. _____
3. _____

- President's Reception (\$7,500)
- Welcome Reception Sponsor (\$5,000)
- Lunch Sponsor (\$5,000)
- Breakfast Sponsor (\$4,000)
- Break Sponsor (\$1,500)
- Lanyard Sponsor (\$500)

Southwest Foot & Ankle Conference

Booth Display (\$795 by 8/17, \$895 after 8/17)

Preferred booth locations (pick three):

1. _____
2. _____
3. _____

- Welcome Reception Sponsor (\$5,000)
- Lunch Sponsor (\$5,000)
- Breakfast Sponsor (\$4,000)
- Break Sponsor (\$1,500)
- Lanyard Sponsor (\$500)

Payment Method

Visa MasterCard AMEX Check # _____

Card Number: _____ Expiration Date: _____

Card Holder Name: _____

Billing Address: _____ City/ST/Zip: _____

Signature: _____ Total: \$ _____

Return Form with payment to TPMA, 918 Congress Ave., Ste. 200, Austin, TX 78701
512-494-1129 fax / 512-494-1123 phone

TPMA 2012 EXHIBITOR POLICIES & PROCEDURES

An application for exhibit space, when co-signed by a representative of the Texas Podiatric Medical Association and a person representing a company, institution, agency, or organization, becomes a contract subject to the following terms and conditions:

1. **Exhibit Purpose:** Exhibits are intended for educational and informational purposes to improve podiatric education, practice, and research. Materials/equipment should not contain inaccurate or misleading information. The Texas Podiatric Medical Association (TPMA) reserves the right to determine if an exhibit meets the objectives and standards of the TPMA.

2. **Eligibility to Exhibit:** Exhibitors must agree to meet the objectives stated above. Exhibitors may sell merchandise or services in the exhibit area. No product, apparatus, instrument, device, or drug that is the subject of litigation pending before the Food & Drug Administration (FDA) may be exhibited. Products, etc., in cases of pending compliance or noncompliance with the FDA may be exhibited if a disclaimer is posted stating: FDA Listing Pending. All products or services exhibited must comply with all state and local regulations and with all current FDA regulations for such products and services, except as provided above.

3. **Booth Assignments:** Contracts and payment in full for exhibit space are accepted on a first-come, first-serve basis. Booth assignments will be made in order of receipt of payment in full and as space permits. To obtain the best booth assignment possible, your contract and payment in full should be submitted as soon as possible. A company that has not settled all previous accounts with TPMA will not be assigned booth space. TPMA determines the eligibility of any company or product to be exhibited at the exposition either before or after the proper execution of the contract.

4. **Insurance & Liability:** Each exhibitor is required to insure themselves against property loss or damage, and against liability for personal injury at their own expense. The exhibitor indemnifies and agrees to hold harmless the Texas Podiatric Medical Association and the Host Hotel and their owners, officers, directors, employees, and agents from and against any actions, losses, costs, damages, claims, and expenses (including attorney's fees) arising from any damage to property or bodily injury to exhibitor, his agents, representatives, and/or employees by reason of the exhibitor's occupancy or use of the exhibition facilities. Upon signing the exhibitor contract, the exhibitor expressly releases the foregoing institutions, individuals, and committees from any and all claims for loss, damage, or injury. This also includes the period of storage before and following the meeting.

5. **Booth Payment & Cancellation Refunds:** A check for payment in full per booth requested must be submitted with your completed contract. Non-payment of space will be interpreted to mean the exhibiting company no longer wishes to reserve space, and the booth reservation will be cancelled. The Association reserves the right to resell this space to another company. Written notice of cancellation received in the TPMA office by 90 days prior to show will allow for a refund of monies submitted less a 25% handling fee. A refund of 50% will be given for cancellations between 89 and 30 days, no refunds will be given for cancellations within 30 days of the meeting & for no shows. All cancellations must be received on the company's letterhead. Payment in full must be received before space can be occupied.

6. **Registration & Badges:** All exhibitors should register their personnel in advance on the forms provided by TPMA. Exhibitor employees who do not register in advance and who wish to register on-site must have with them their business cards bearing the exhibiting company's name. Any additions or changes in the registrations made during the exposition must be certified by the exhibitor's authorized representative.

7. **Installation & Removal of Exhibits:** The exhibit area will be available as listed in agendas for exhibit preparation. Each booth must be ready for final inspection no later than 15 minutes prior to hall opening. All exhibits must remain intact until the show closes as listed. It is mutually agreed that each exhibitor will be responsible for the delivery and removal of his/her equipment and display materials to and from the exhibit area. The Host Hotel will not accept or store freight prior to the exhibition, nor be responsible for any shipping after the exhibits close. If help is required, the decorator is the exclusive handler of such materials. The exhibitor will be charged according to the Material Handling Instructions found in the Exhibitor's Service Manual. Display booths and other exhibit materials should not be placed in such a manner as to interfere with other exhibits. Side wings should not obstruct a view of the adjacent booths. Complete information, instructions, and schedule of prices regarding shipping, drayage, labor, electrical use, furniture, carpets, etc. will be included in the Exhibitor's Service Manual that will be sent to exhibiting companies by the decorator after the booth assignments are made.

8. **Exhibitor Registration:** Each representative of an exhibiting firm is asked to wear an exhibitor badge in the exhibit hall at all times. Booth fees do not include session registrations.

9. **Failure to Occupy Space:** Unless previously arranged, booth space not occupied by the exhibiting company by 30 minutes prior to show opening will forfeit space without refund to the exhibitor, and the space may be resold or used by TPMA. All booths are to be open during show hours. Vendors may not tear down booth until show is closed, or vendor is subject to penalty fee and restriction to exhibit in the future. Attendees rely on exhibitors to be available during show hours.

10. **Exhibit Activities:** All business activities, circulars, and advertising matter of the exhibitor may be conducted and/or distributed only within the booth(s) assigned to the exhibitor. No material may be placed on seats, attached to walls, ceilings, or woodwork in the exhibit quarters. Aisles must be clear and exhibits arranged so that exhibit personnel are inside the space rented.

TPMA reserves the right to restrict exhibits which detract from the general character of the display. This reservation includes persons, objects, conduct, printed material, or anything of a character that may be objectionable to the exhibits as a whole. Expulsion of, or restrictions placed on an exhibitor may not give rise to a claim for any refund of rentals or other exposition expenses. Smoking in the exhibit hall is strictly prohibited. Exhibitors will be responsible for any damage done to the hotel building by themselves or their employees. No nails or screw may be driven into the walls, columns, or floor of the exhibit hall. All property destroyed or damaged by exhibitors must be replaced in its original condition by the exhibitor, at the exhibitor's expense.

All draping and display materials must be made of cloth that is fireproofed. Under no circumstances will combustible oils or gases be permitted in the exhibition area. All electrical work and equipment must be ordered through the decorator or the hotel to ensure that it will meet all safety requirements.

11. **Canvassing by Non-Exhibitors:** The exhibit is limited to registered attendees and guests of the TPMA conference, as well as registered employees of business firms, manufacturers, professional organizations, and dealers who have contracted and paid for exhibit space. No other persons or concerns will be permitted to demonstrate their products, distribute advertising materials or solicit in the exhibit hall.

12. **Subletting of Space:** Exhibitors may not assign, sublet, or apportion the whole or any part of the space allocated. Exhibitors may not display or advertise products other than those manufactured or sold by them in the regular course of their businesses.

13. **Security:** The TPMA shall not be held responsible for the loss of or damage to, any material for any cause and encourages the exhibitor to exercise normal precautions to prevent loss or damage. Normal security will be provided by the hotel security staff. The exhibit hall will be secured during non-exhibit hours.

14. **Exhibit Hall Furnishings:** The draping will be color appropriate. Furniture, electrical connections, and other needs may be ordered through the official exhibitor contractor, Freeman Decorating Company, or the hotel.

15. **Cancellation of Exposition:** Should any situation beyond the control of the TPMA arise to prevent the conference, TPMA will not be held liable for any expenses incurred by the exhibitor except the rental cost of booth space. In the event of a dispute between the exhibitor and the exhibit managers, it is agreed that the questions may be referred to the Executive Committee of TPMA and that their decision shall be final. TPMA shall assume no responsibility for financial transactions between the exhibitor and the decorator, hotel, drayage firm, or subcontractors.

16. **Program Material:** All persons attending the conference will receive material identifying the firms exhibiting, and the final schedule. The deadline for printing this information is 21 days prior to the conference date.

17. **Policy Changes:** Policies are subject to the discretion of the Association. Show times are subject to change. It is the responsibility of all exhibitors to confirm show dates and times before booking travel.

EXHIBITOR INFORMATION

Eligibility for Exhibiting

The exhibits are an extension of the educational program of the Texas Podiatric Medical Association. In order for TPMA to accept the contract, the products and services must promote podiatric medicine and/or enhance the podiatric profession. TPMA reserves the right to refuse contract if they do not meet this criteria.

Booth & Exhibit Hall Information

Booth rental fee includes one 10' x 10' exhibit space, pipe and drape (excluding Winter Conference), one company identification sign, one 6' skirted table, and two chairs. Please note that the exhibit rental fee does not include internet or electrical use. Forms for your additional requirements will be included in your exhibitor service kit.

Assignment of Space

TPMA is now allowing vendors to choose their booths on a first come, first served basis. Please review the floor plans found at <http://www.txpma.org/conferences.html> to choose your booth for each of the 2012 meetings. All exhibitors shall be governed by the Terms, Conditions, & Rules for Exhibiting in a TPMA-Sponsored Exhibition, included on page 3 of this brochure. Please read this information carefully before signing the Exhibitor Contract.

Service Kit

The exhibitor service manual, containing order forms for the most often-requested exhibitor services will be available on-line at <http://www.txpma.org/conference.html> starting six weeks prior to each conference. The decorator for TPMA's Annual Meeting and SW Foot & Ankle Conference will be Freeman Company. Freeman will be responsible for providing labor services, custom signs, furniture rentals, and shipping/drayage/storage for exhibit materials. Electrical and internet service will be available upon request. Decorating forms will be included in your exhibitor services kit sent via email.

Bonus:

Commit to two or more meetings at once and save \$150 off your booth total!

Register early and choose your exhibit booth placement!

Exhibit Hall Schedule

Exhibit hours are subject to change as program schedules develop. For up-to-date schedule information, visit <http://www.txpma.org/conference.html>.

Dallas County/TPMA Winter Conference January 28-29, 2012

Saturday, January 28, 2012

6:00am - 7:30am

Exhibitor Check-in and Set-up

7:30am - 4:30pm

Exhibit Hall Open

Hotel

Marriott at Legacy Town Center (972) 473-8484

7121 Bishop Road, Plano, Texas 75024

<http://www.marriott.com/hotels/travel/dalpt-dallas-plano-marriott-at-legacy-town-center/>

TPMA Room Rate: \$119 single/double

Hotel Cutoff Date: January 6, 2012

TPMA/Podiatry Institute Scientific Conference and Annual Meeting June 28-July 1, 2012

Thursday, June 28, 2012

10:00am - 12:00pm

Exhibitor Check-in and Set-up

12:00pm - 4:15pm

Exhibit Hall Open

Friday, June 29, 2012

7:00am - 4:15pm

Exhibit Hall Open

Saturday, June 30, 2012

7:00am - 11:00am

Exhibit Hall Open

Hotel

Moody Gardens Hotel & Spa Resort (409) 741-8484

7 Hope Boulevard, Galveston, Texas 77554

<http://www.moodygardens.com/>

TPMA Room Rate: \$199 single/double

Hotel Cutoff Date: June 6, 2012

Southwest Foot & Ankle Conference September 14-16, 2012

Friday, September 14, 2012

8:00am - 11:30am

Exhibitor Check-in and Set-up

11:30am - 4:30pm

Exhibit Hall Open

Saturday, September 15, 2012

7:00am - 3:30pm

Exhibit Hall Open

Hotel

The Embassy Suites Hotel & Convention Center (972) 712-7200

7600 John Q. Hammons Drive, Frisco, Texas 75034

www.embassysuitesfrisco.com

TPMA Room Rate: \$135

Hotel Cutoff Date: August 13, 2012



Advertising Opportunities

with the Texas Podiatric Medical Association

Are you looking for more ways to advertise?

The Texas Podiatric Medical Association is what you've been looking for. Advertising to fit any budget and exposure to podiatrist's state wide! Podiatric Medicine is the official publication of the Texas Podiatric Medical Association, it is published bi-annually and is circulated to over 600 physician offices.

Sign us up!

Company: _____

Contact: _____

Street: _____

City, State, Zip: _____

Phone: _____ Email: _____

Advertising Choices (circle all that apply)

Ad Dimensions	Width	Height
Full Page	7.5 in.	10 in.
1/2 Page	7.5 in.	5 in.
1/4 Page	3.5 in.	5 in.
Business Card	3.5 in.	2 in.

Advertising Rates

Back Cover/Full Page	\$950
Inside Cover/Full Page	\$950
Full Page	\$750
1/2 Page	\$450
1/4 Page	\$200
Business Card	\$150

Color Rates

1 additional color	\$125
Full Color	\$450

Select Ad Size

- Full Page
- Half Page
- Quarter Page
- Business Card
- Cover (inside back)
- Cover (outside back)

Please keep all text and important information at least .25" from edges. Ad copy may be submitted in a high-resolution pdf, jpg, tif or eps format. All advertising copy is subject to space availability. All advertising must be prepaid.

Select Ad Color

- Black and White
- 1 additional color
- Full Color

Publications

- 1st Annual
- 2nd Annual
- Purchase ads in both publications by January 2nd and receive a 10% discount.

Total: \$ _____

Issue Closing Dates

Issue	Closing Date	Mailing Date
1st Annual	February 15	March 1
2nd Annual	August 1	August 15

Payment Information

Check # _____ VISA MC AMEX

Card Number: _____ Exp: _____

Name on Card: _____

Billing Address: _____ City, ST, Zip: _____

Signature: _____ Total: \$ _____

Send completed form to:

918 Congress Avenue, Ste. 200 - Austin, TX 78701
512-494-1129 fax - melinda@txpma.org - 512-494-1123