



TEXAS
PODIATRIC
MEDICAL
ASSOCIATION

2019

Exhibitor & Sponsorship Opportunities

2 GREAT CONFERENCES

June 27-29
Lost Pines, TX

September 12-14
Frisco, TX



Be Visible

Build Partnerships

Make Connections

TPMA MARKETING OPPORTUNITIES

ABOUT TPMA TPMA is an elite group of over 700 Podiatrists located throughout Texas. The association was formed in 1917 with the goal of unifying and empowering podiatric physicians in providing excellence in foot and ankle care for all Texans. TPMA conferences provide continuing medical education and give doctors the opportunity to connect with exhibitors and peers.

Sponsorships get you noticed! TPMA invites companies to take advantage of the opportunity to provide grant or sponsorship funding in support of programs and services that will help strengthen podiatric medicine. Sponsorships provide an excellent opportunity to spread the message that your company supports podiatric medicine. By agreeing to be a sponsor of TPMA, you will increase your visibility and promote your company among conference participants. Companies may elect to provide unrestricted support, or choose to direct their support to a specific initiative such as continuing medical education, conference sponsorships, advertising, public awareness, or website activity. Please let us know if you have questions or suggestions on how to enhance your marketing within the podiatric industry in Texas. All levels of corporate partnerships can be geared to the needs of your company.

CORPORATE PARTNERSHIP

PLATINUM PARTNER: \$15,000 ANNUAL CONTRIBUTION

- Exhibit booth in prime location at 2 conferences
- Selection of combined educational grant support and/or sponsorship not to exceed \$5,000
- 1 full page magazine ad in each quarterly TPMA Magazine
- Rotating footer banner ad on the TPMA website
- Access to member database (excludes email addresses)
- Listing and link on TPMA website
- Signage at all conferences
- Listing in all conference programs and conference app
- Plaque and introduction at TPMA Annual Conference

GOLD PARTNER: \$10,000 ANNUAL CONTRIBUTION

- Exhibit booth in prime location at 2 conferences
- Selection or combined sponsorship not to exceed \$2,000
- 1 full page magazine ad in each quarterly TPMA Magazine
- Rotating footer banner ad on the TPMA website
- Access to member database (excludes email addresses)
- Listing and link on TPMA website
- Signage at all conferences
- Listing in all conference programs and conference app
- Plaque and introduction at TPMA Annual Conference

SILVER PARTNER: \$5,000 ANNUAL CONTRIBUTION

- Exhibit booth in prime location at 1 conference
- 1/2 page magazine ad in each quarterly TPMA Magazine
- Rotating footer banner ad on the TPMA website
- Access to member database (excludes email addresses)
- Listing in all conference programs and conference app
- Plaque and introduction at TPMA Annual Conference

All sponsorships will include signage and listing in the conference program and app.

EVENT OPPORTUNITIES

PRESIDENT'S RECEPTION SPONSOR (ANNUAL CONFERENCE ONLY): \$15,000

- 1 page promotional flyer in attendee registration packet
- 1 exhibit booth in prime location
- Signage at reception
- 5 tickets to attend the reception

WELCOME RECEPTION SPONSOR: \$7,500

- 1 page promotional flyer in attendee registration packet
- 1 exhibit booth in prime location
- Signage at reception

GOLF SPONSOR (ANNUAL CONFERENCE ONLY): \$5,000

- Entry for 2 players and all amenities
- Prominent recognition on tournament signage
- Podium recognition at awards party
- Two tickets to the President's Reception

CONFERENCE SPONSORSHIPS

WIFI SPONSOR: \$10,000

Be the company / institution that makes it possible for attendees and speakers to access internet throughout the meeting space. The WI FI password will be your company name!

- 1 page promotional flyer in attendee registration packet
- 1 exhibit booth in prime location
- Two (2) conference app push notification

BREAK SPONSOR: \$2,000

- Signage at break stations

WATER HYDRATION STATIONS: \$2000

See your company / institution name on cups that will be set at all the water stations in the exhibit hall. Company should provide imprinted cups.

CONFERENCE LANYARD: \$2000

See your company / institution name on the official lanyard holding attendee's badges. Lanyards are distributed to all attendees and used throughout the conference.

CONFERENCE APP SPONSOR: \$1000

Gain extra exposure through a banner ad in the conference mobile app. This is a fantastic opportunity to place your organization's information in the hands of all attendees. Price is per conference. Download the conference app by searching TPMA Conferences in your app store.

EDUCATIONAL GRANTS / SPONSORSHIPS

Educational grants are used to fund TPMA's continuing education programs. TPMA pursues grant funding to assist in offsetting the rise in the overall costs of live continuing education required by the podiatric medical profession, and to keep fees reduced for TPMA podiatric physician and surgeon attendees. TPMA is approved by the Council on Podiatric Medical Education (CPME) as a partner of continuing education in podiatric medicine. TPMA complies with all CPME standards, requirements, and procedures as a provider of continuing education.

CME HANDS ON WORKSHOP: \$5,000 PER WORKSHOP

- This unrestricted educational grant allows a company to work with TPMA to establish a topic to be covered in a workshop where attendees can obtain CME hours. Sponsors will be requested to provide instrumentation to conduct workshop. The TPMA Program Chair will develop content and select speakers for the workshop. The educational grant includes lecture/workshop slot, meeting room, basic audio visual, speaker fee and travel for one to two speakers, and signage. (CME programming must meet all CPME 720 criteria)

NON-CME WORKSHOP/PRODUCT THEATER/HUB SESSION SPONSOR: \$2,500 PER WORKSHOP

- This sponsorship allows a company to choose their speaker and subject matter for a workshop where attendee's do not receive CME hours. Includes lecture/workshop slot, meeting room, basic audio visual, advertising, signage, one exhibit booth, and an attendee list. Non CME Workshops cannot be at the same time as CME programming. *HUB Sessions are only available at the TPMA Southwest Foot and Ankle Conference.*

NON-CME POSTER SESSION: \$200

- Posters will be on display throughout the conference. Take advantage of this high visibility sponsorship that directly connects your company / institution to the goal of providing exceptional scientific research and studies along with prominent branding opportunities. Company must be registered to exhibit in order to display a poster. *Poster Session is only available at the TPMA Southwest Foot and Ankle Conference.*

Name: _____ Phone: _____
Company: _____ Email: _____
Address: _____ City/ST/Zip: _____

Please choose from the following.

- | | |
|--|--|
| <input type="checkbox"/> CME Workshop Sponsor: \$5,000 per workshop | <input type="checkbox"/> Non-CME Sponsor: \$2,500 per workshop |
| <input type="checkbox"/> TPMA Annual Conference
June 28-29, 2019 | <input type="checkbox"/> TPMA Annual Conference
June 27-28, 2019 |
| <input type="checkbox"/> TPMA Southwest Foot and Ankle Conference
September 12-14, 2019 | <input type="checkbox"/> TPMA Southwest Foot and Ankle Conference
September 12-14, 2019 |
| <input type="checkbox"/> Non-CME HUB Session Sponsor: \$2,500 per Session | <input type="checkbox"/> Non-CME Poster Sponsor: \$200 per poster |
| <input type="checkbox"/> TPMA Southwest Foot and Ankle Conference
September 13-14, 2019 | <input type="checkbox"/> TPMA Southwest Foot and Ankle Conference
September 13-14, 2019 |

Subject areas we are interested in supporting are as follows:

Payment Method

Visa MasterCard AMEX Check # _____

Card Number: _____

Exp Date: _____ CVC Code: _____ Amt Due \$: _____

Name on Card: _____

Billing Address: _____

Billing City/State/Zip: _____

Signature: _____

Please mail, email or fax completed form to: Melinda Daise, TPMA Association Manager, 918 Congress Ave., Suite 200, Austin, TX 78701, melinda@txpma.org, 512-494-1129 fax. For questions call 512-494-1123.

TPMA will contact you following receipt of application with detailed information and agreement.

Cancellation Policy: Written notice of cancellation received in the office 90 days prior to the conference will receive a refund of monies submitted, less a 25% processing fee. Cancellations 89-30 days prior to a conference will be refunded less 50%, and cancellation 29 days prior to a conference or no shows will not be refunded.

EXHIBITOR INFORMATION

Exhibit Opportunities Exhibiting at one or all of the TPMA conferences allows you to showcase your company's products and services and to interact face-to-face with your target audience.

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.

Exhibit Space Includes

- Booths are 10' Deep x 10' Wide
- Pipe and Drape: 8' back with 3' sides
- Company Identification Sign
- One 6' Skirted Table and Two Chairs
- Company Listing, Description and Logo on Conference App
- 2 Complimentary Badges
- Complimentary Exhibitor Lunch: provided prior to attendee lunch break
- Complimentary Continental Breakfast and PM Snack
- Complimentary Pre Conference and Post Conference Attendee list
- Company Listing in Final Program

Exhibit Hall Information Please note that the *exhibit rental fee does not include internet or electrical use*. Exhibit hall is carpeted. All booth personnel must be identified with an TPMA exhibitor badge. Booth set up and contents may not obscure the view of surrounding exhibitors booth space.

Assignment of Space TPMA allows vendors to choose their booths on a first come, first serve basis. Please review the floor plans found at www.txpma.org/exhibit to choose your booth for the 2019 conferences. All exhibitors shall be governed by the Exhibitor Policies and Procedures, included on page 6 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 online at www.txpma.org/exhibit starting six weeks prior to each conference. The decorator for both conferences 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 and can be ordered through the hotel.

Exhibit Hall Schedule Exhibit hours are subject to change as program schedules develop. For up-to-date schedule information, visit www.txpma.org/exhibit. *TPMA asks that no packing or dismantling take place until the exhibit area has officially closed.*

Conference App Please email your company logo and a brief company description to melinda@txpma.org so we may include your business on the conference app. Conference app sponsorships are available. To download, search *TPMA Conferences* in your app store.

TPMA ANNUAL CONFERENCE JUNE 27-29, 2019

Thursday, June 27, 2019

5:00pm – 7:00pm Exhibitor Check-in and Set-up

Friday, June 28, 2019

7:00am – 4:00pm Exhibit Hall Open

Saturday, June 29, 2019

7:30am – 10:30am Exhibit Hall Open

10:30am - 11:30am Exhibitor Tear Down

Hotel: Hyatt Regency Lost Pines Resort and Spa

575 Lost Pines Road, Lost Pines, TX 78612

1-512-308-1234

TPMA Room Rate: \$199 plus \$10 resort fee

Cut-off date: June 5, 2019 by 5:00pm

Projected Attendance: 200 DPMs

TPMA SOUTHWEST FOOT AND ANKLE CONFERENCE SEPTEMBER 12-14, 2019

Thursday, September 12, 2019

5:00pm – 7:00pm Exhibitor Check-in and Set-up

Friday, September 13, 2019

8:00am - 4:00pm Exhibit Hall Open

Saturday, September 14, 2019

7:30am – 4:00pm Exhibit Hall Open

4:00pm - 6:00pm Exhibitor Tear Down

Hotel: The Embassy Suites Hotel & Convention Center

7600 John Q. Hammons Drive, Frisco, Texas 75034

972-712-7200

TPMA Room Rate: \$156 single/double

Hotel Cutoff Date: August 23, 2019

Projected Attendance: 375 DPMs, 80 Podiatric Medical Assistants

Questions? Contact

Melinda Daise, Association Manager

melinda@txpma.org

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

Take advantage of these marketing opportunities to increase your company's visibility and establish yourself as an industry leader and supporter.

EXHIBIT BOOTH CONTRACT

All exhibitors must complete this form or register online to participate in TPMA 2019 Conferences. This form and online registration serves as a binding contract. *Please read the Terms, Conditions and Rules on page 6 before signing the contract below.* The deadline for inclusion and listing in the onsite program is three weeks prior to each conference. Payment in full for booth or sponsorship must be enclosed with the contract to be confirmed.

Company: _____ Description: _____

Contact Name: _____ Email: _____

Address: _____ City/ST/Zip: _____

Phone: _____ Website: _____

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 conference. The exhibit hall floor plans for each conference can be found at www.txpma.org/exhibit.

TPMA Annual Conference - June 27-30, 2019

Booth Display (\$1,050 by 5/24, \$1,250 after 5/24)

Preferred booth locations (pick three):

1. _____ 2. _____ 3. _____

Companies you prefer **not** to be next to:

- President's Reception (\$15,000) *includes exhibit booth
- Welcome Reception Sponsor (\$7,500) *includes exhibit booth
- Golf Sponsor (\$5,000)/ Dual (\$3,000)
- Break Sponsor (\$2,000)
- Water Hydration Stations (\$2,000)
- Conference Lanyard (\$2,000)
- Conference App (\$1,000)

TPMA Southwest Foot And Ankle Conference - SEPTEMBER 12-15, 2019

Booth Display (\$1,250 by 8/2, \$1,450 after 8/2)

Preferred booth locations (pick three):

1. _____ 2. _____ 3. _____

Companies you prefer **not** to be next to:

- WiFi Sponsor (\$10,000) *includes exhibit booth
- Welcome Reception Sponsor (\$7,500) *includes exhibit booth
- Break Sponsor (\$2,000)
- Water Hydration Stations (\$2,000)
- Conference Lanyard (\$2,000)
- Conference App (\$1,000)

Cancellation policy: Written notice of cancellation received in the office 90 days prior to the conference will receive a refund of monies submitted, less a 25% processing fee. Cancellations 89-30 days prior to a conference will be refunded less 50%, and cancellation 29 days prior to a conference or no shows will not be refunded.

Payment Method

Visa MasterCard AMEX Check # _____

Card Number: _____ Expiration Date: _____

Card Holder Name: _____ CVC Code: _____

Billing Address: _____ City/ST/Zip: _____

Signature: _____ Total: \$ _____

TPMA 2019 EXHIBITOR POLICIES and 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 and 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 and Liability:** Each exhibitor is required to insure themselves against property loss or damage, and against liability for personal injury at their own expense. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. 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 conference.

5. **Booth Payment and 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 conference and 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 and 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 and 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 teardown 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.



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! All publications will be circulated to over 700 physicians.

- Podiatric Medicine is the official publication of the Texas Podiatric Medical Association. It is published quarterly. Magazine publish dates are subject to change.
- Electronic newsletters are emailed to the TPMA membership. Ads are linked to your company's website.
- Advertise at the TPMA Conferences by putting an ad in the conference app.
- TPMA website banner ads. Ads are linked to your company's website.

SIGN US UP!

Company: _____ Contact: _____

Street: _____ City, State, Zip: _____

Phone: _____ Email: _____

ADVERTISING OPTIONS & RATES

MAGAZINE (PODIATRIC MEDICINE)

All ads must be received by 3 weeks prior to publish date.

- 1st quarter - February 1st
- 2nd quarter - May 1st
- 3rd quarter August 1st
- 4th quarter - November 1st

ADVERTISING RATES & SIZES FOR MAGAZINE

All ads are 4 color.

- \$1000 - Full Page with bleeds (ad size is 8.75x11.25in.)
- \$500 - 1/2 Page (ad size is 7.5x5in.)
- \$250 - 1/4 Page (ad size is 5x5in.)

TPMA UPDATES (AD LINKED TO COMPANY'S WEBSITE)

Electronic updates published weekly. Prices for 4 times.

- \$1000 - Leaderboard (728 X 90 pixels)
- \$500 - Rectangle Ads (180 X 150 pixels)

TPMA CONFERENCE APP

- \$1000 - Logo on Banner Ad (180 x 120 pixels)
- \$250 - Timeline Ad (180 x 120 pixels)

List conference: _____

ROTATING BANNER AD ON TPMA WEBSITE (AD LINKED TO COMPANY'S WEBSITE)

- \$1500 for 6 months (size 468 X 60 pixels)

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 is subject to space availability. Electronic Advertising cannot exceed 100KB. All advertising must be prepaid.

PAYMENT INFORMATION

Check # _____ VISA MC AMEX

Card Number: _____ Exp: _____ CVC Code: _____

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



Texas Podiatric Medical Association

918 Congress Avenue, Suite 200

Austin, TX 78701

www.txpma.org

First Class
US Postage
PAID
Austin, TX
Permit #272

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