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FPMA.com



The 2025 FPMA *Summer Conference*

Bonita Springs, Florida
(Hyatt Regency Coconut Point Resort and Spa)
June 5 - 8, 2025

**SPONSORSHIP OPPORTUNITIES
AND
EXHIBITOR PROSPECTUS**

Welcome to the FPMA 2025 Summer Conference!



Karen Lambert

FPMA CEO/Executive Director
klambert@fpma.com

Dear Potential Industry Supporter,

On behalf of the Florida Podiatric Medical Association (FPMA), I would like to invite your company to be a partner and exhibit your products and services at the FPMA 2025 Summer Conference. This year's conference will take place June 5 - 8, 2025 in Bonita Springs, Florida at the Hyatt Regency Coconut Point Resort and Spa.

The Florida Podiatric Medical Association (FPMA) is the largest statewide podiatric physician advocate organization in the United States, representing more than 1,200 members. As the voice of podiatric medicine in Florida, FPMA offers the perfect marketing platform for organizations seeking to reach the state's podiatric community.

There are several options for your company to support the FPMA 2025 Summer Conference. I encourage you to look over the various opportunities outlined in this prospectus. Providing sponsorship is a great way to show your support for the Podiatric profession and our members.

Three (good) reasons for supporting the FPMA 2025 Summer Conference:

1. **This conference sells out every year.** The FPMA Summer Conference is a perennial favorite of FPMA members and always in demand. Physician attendance is guaranteed so we cap attendance at 250 podiatric physicians. The conference exhibit hall also sells out annually so do not delay in submitting your booth selection. Space will be limited.
2. **We keep it small intentionally.** For those of you who exhibited/sponsored FPMA's recent annual Science & Management Symposium (SAM), you understand. With 150+ exhibitors, SAM is large. FPMA intentionally limits the size of the Summer Conference exhibit hall to allow for more exclusive time and better engagement with our physician attendees.
3. **For physician wellbeing (and yours), we provide a balance.** Summer Conference physician attendees enjoy quality education until midday, with afternoons and evenings free for organized leisure activities and networking. FPMA encourages our industry partners to make use of this "down time" effectively by coordinating afternoon appointments with physician attendees, or even better, joining physician attendees in the scheduled leisure activities and building rapport in a more relaxed environment. Make maximum use of your time to network while enjoying all that lush and tropical Southwest Florida has to offer.

More information can be found at https://fpma.com/fpma_2025_summer_conference.php

FPMA sincerely values our industry partners and looks forward to partnering with you to ensure valid return on your investment. Please join us to elevate your brand, forge new alliances, and make a lasting impact on the field of Podiatry.

Should you have any questions regarding **sponsorship opportunities**, please contact klambert@fpma.com or call 850-224-4085. Please send all **exhibitor inquiries** to breesee@fpma.com.

Sincerest thanks for your support of the FPMA 2025 Summer Conference! We look forward to seeing you in June in Bonita Springs!

Karen N. Lambert
FPMA CEO/Executive Director

FPMA 2024 Summer Conference

By the Numbers



200

Podiatric Physicians

69

Podiatric
X-Ray
Assistants



47 Exhibitors

Sold Out Exhibit Hall



14

Lectures



13 Speakers

11

Major Sponsors



8.5 Available CECH

The FPMA 2025 Summer Conference Offers GREAT BENEFITS at all Sponsor Levels

Why Exhibit?

Tap into attendee buying power and engage with decision makers by signing up to exhibit.

Sponsor Universal Benefits

All conference sponsors receive the benefits listed below. See the chart on page 5 for category-specific benefits.

- Complimentary pre-conference physician attendee list
- Select table top location in the exhibit hall
- Table top recognition marker with company name and table top #
- Pre- and post-conference recognition in print and digital platforms (conference web page)
- Company name and/or logo featured throughout conference with on-site signage

*All sponsors planning to exhibit must submit an Exhibit Space application and contract.

Exhibit Space FAQs

Who is eligible to exhibit? Exhibits are an extension of FPMA's educational program. In order for FPMA to accept an exhibitor application, the products and services must promote podiatric medicine and/or enhance the podiatric profession. FPMA reserves the right to refuse applications for any reason.

What does the table top fee include? Exhibitors at the FPMA 2025 Summer Conference will receive:

- One (1) 6 foot x 2.5 foot exhibit table, two (2) chairs, and a company identification sign at no additional cost (please note that no table linen will be provided)
- Complimentary pre-conference physician attendee list
- Two (2) complimentary registrations/name badges for your booth personnel (additional registration/name badge fee: \$45.00 each)
- Complimentary refreshment break with attendees (Friday and Saturday)
- Listing on FPMA website conference page
- Listing in print and digital meeting promotions

**EARLY BIRD SAVINGS – Reserve your table top by Monday, April 21 and SAVE!
Prices increase after 4/21/25.**

Exhibit Details

Links to the exhibit hall floor plan and table top applications are available at https://www.fpma.com/fpma_2025_summer_conference.php

Please visit for additional information and updates up until the conference takes place.

Sponsorship Tiers

Tier	Diamond	Platinum	Gold	Silver	Bronze
Sponsorship Amount	\$10,000	\$8,000	\$6,000	\$4,000	\$2,000
Listing as Sponsor in All Conference Materials					
Link on FPMA Website Conference Page					
Pre-Conference Attendee List					
Booth Location: Conference Table Top (6 feet x 2.5 feet)	Pre-Function Area	Pre-Function Area	Pre-Function Area	Exhibit Hall	Exhibit Hall
Ad in Conference Program	Full Page Ad	Half Page Ad	Half Page Ad	Quarter Page Ad	Quarter Page Ad
Conference Bag Inserts		N/A	N/A	N/A	N/A
Registration Desk LED Screen Welcome Message and/or Logo			\$250	\$250	\$250
FPMA Presents Interview segment aired on social media featuring you and your product		\$250	\$250	\$250	\$250

Sponsorship Opportunities

Pre-Conference

Post-Conference Physician Attendee List - \$300

FPMA provides a complimentary **pre-conference** physician registrant list to all exhibitors and sponsors for pre-conference marketing. This information may be used to send a brief email identifying your table top # to physician attendees and notifying them of **SHOW SPECIALS** you will provide exclusively at the conference.

Be sure to sign up for the post-conference attendee list, which will also include all on-site physician registrants for post-conference follow-up.

E-Blast to FPMA Members/Conference Attendees - \$500

In the weeks leading up to the conference FPMA sends e-blasts to its 1,200+ members. These emails include information regarding Summer Conference speakers, lecture topics, and events. Your company will have the opportunity to provide a brief company description, logo, and link to your company website. One blast per week will be sent for up to eight weeks prior to the conference.

Advertising

Ad in Summer Conference Program

The FPMA 2025 Summer Conference Program will be available to attendees in PDF format via the FPMA 2025 Summer Conference page on the FPMA website at

https://www.fpma.com/fpma_2025_summer_conference.php

Design your program ad to prominently display your company name, logo, table top #, and message.

Due Date: May 9, 2025

Full Page	\$1,000
Half Page	\$500
Quarter Page	\$250

Sponsor Recognition

Continental Breakfast - \$1,000

If breakfast really is the most important meal of the day, this sponsor will be conference MVP! Your company's sponsorship will be featured in the conference program. Your company will also receive recognition (with logo) in the food and beverage service area. Priced for one meal. Two breakfasts available (Friday and Saturday).

Refreshment Break - \$1,000

Lectures will be paused each day mid-morning for a well-deserved refreshment break in the exhibit hall. Break sponsors will be featured in the conference program and will receive recognition in the designated food & beverage area. Priced for one break. Two refreshment breaks available (Friday and Saturday).

Sponsorship Add-Ons

Branding

Physician Attendee Laptop Bag or Backpack - \$2,000

Make a lasting impression! Custom branded bags will remind attendees of your company long after the conference concludes. FPMA logo must be featured along with your company logo. FPMA ultimately approves the selected bag/backpack. A quantity of 250 will be required.

Lanyards - \$500

Promote your company with lanyards featuring your company logo. Each physician attendee will need a lanyard for their name badge. A quantity of 250 will be required.

Conference Bag Inserts - \$250

Reinforce your pre-conference attendee communications by placing an informational flyer in each physician conference bag. Clearly highlight your table top number to draw physician interaction and encourage facetime. Remind attendees about the reason they should visit with you (new product/service, exclusive show special, etc.). Logo'd keychains, USBs, etc. are also acceptable. Item must be provided by your company and approved by FPMA in advance.

Registration Desk - \$500

First impressions mean a lot! Digitally display your company logo and welcome message to hundreds of attendees at the official conference registration desk. Be the first to greet attendees and make a lasting first impression.

Attendee WiFi - \$2,500

The WiFi name and password may be fully customized to display your company name and password. Now is the time to get creative: Conference attendees will need to enter your company name multiple times during the conference to access the internet. Subliminal advertising at its best! FPMA will include a flyer in all registration bags that includes your company logo and WiFi log-in instructions. One available for purchase.

Hotel Keycards - \$2,500

Upon hotel check-in, attendees will receive a customized keycard branded with your company logo that they will carry with them throughout the event. This marketing item literally guarantees top of mind awareness. Please inquire about specifications. One available for purchase.

Sponsorship Add-Ons (Cont.)



The Entertainer

Gamification and Prizes

We think it's high time you got into the game! Each conference attendee will receive a printed gamecard in their conference registration bag and will be asked to visit the booth of participating companies listed on the card to receive a stamp. All fully completed gamecards will be placed in a daily drawing for prizes. Drawings will be held on-site on both Friday and Saturday. Are you ready to increase foot traffic at your table top? This will do the trick.

SPACE IS LIMITED: Only twelve industry partners may participate on Friday. Only twelve industry partners may participate on Saturday.

Three prizes will be awarded daily.

Claim your company bingo square for just \$250.00 per day and get in the game!

Welcome Reception - \$6,000

This event is the official kickoff to the FPMA 2025 Summer Conference and is hosted on the Waterfall Pool Deck amidst numerous fountains and lush tropical gardens as the sun sets.

The sponsoring company will have an exclusive opportunity to greet attendees and make a brief introduction during the reception. Sponsorship will be recognized in pre-conference emails, the conference program, and on-site signage. Food and beverage to be provided by your company at additional cost. One available for purchase.

SOLD



Sponsorship Add-Ons (Cont.)

Non-CECH Breakfast and Learn (Sponsored Breakfast Lecture) - \$2,500

Are you seeking an opportunity to speak directly and in-depth to conference attendees about your product or service? A non-CECH Breakfast and Learn event is designed to deliver one hour of uninterrupted time to get your message across while attendees enjoy a robust breakfast service. **Because FPMA intends to only provide a limited breakfast service on Friday and Saturday, attendees will surely rise and shine for your event.**

Sponsorship does not include the cost of food and beverage. Your company selects the extent of the menu provided. Food and beverages must be purchased directly through hotel catering.

Function space (for up to 100 attendees) and AV (screen, projector, laptop, audio) to be provided at no charge.

Two Breakfast and Learn opportunities are available on Friday (7:00am - 8:00am); only one is available on Saturday (7:00am - 8:00am).

Non-CECH Lunch and Learn (Sponsored Lunchtime Lecture) - \$2,500

Conference attendees will surely forgo the daily boxed lunch to join a sponsored Lunch and Learn. **The named sponsor will have an entire hour to exclusively provide a presentation during this event.** Sponsorship does not include the cost of food and beverage. Your company selects the extent of the menu provided. Food and beverages must be purchased directly through hotel catering at additional cost.

Function space (for up to 100 attendees) and AV (screen, projector, laptop, audio) to be provided at no charge.

Two Lunch and Learn opportunities are available on Friday (12:45pm - 1:45pm); only one is available on Saturday (12:45pm - 1:45pm).

Room Drops - \$6.00/room

Leave a treat, trinket, or treasure branded with your company logo and custom message for attendees. Hotel personnel will see to it that your item is securely placed inside your chosen guestrooms. Use the pre-conference registration list FPMA will provide to designate which attendees are to receive your gift and message. Send a few or send to all... **here's one more way to get in front of attendees and get them back to your exhibitor table top for a more extended conversation.**

Promotional items to be purchased by company and must be approved by FPMA in advance.

Sponsorship Add-Ons (Cont.)

Leisure Activity Sponsorships

The FPMA Summer Conference traditionally takes a different tack than the annual FPMA Science and Management Symposium (SAM), offering equal parts lecture and leisure. This conference plan offers attendees the opportunity to attend CECH lectures each morning and then take advantage of a multitude of leisure and self-enrichment activities available on-site and in the local community each afternoon. This way, attendees can reconnect with family, network with colleagues, and enjoy downtime with family-friendly activities planned each day.

FPMA has just the prescription to reduce stress and inject some fun with a full lineup of leisure activities, **and you (our Industry Partners) are officially invited to join in on the fun.**

Position your company as a sponsor of one of the following events and spend the remainder of the afternoon networking and engaging with physician participants, building rapport in a more relaxed environment.

Mixology Class (available Friday only) - **\$450 Sponsorship**

Get hands-on experience under the instruction of the talented Hyatt Regency bartenders and learn how to mix perfect and unique cocktails. Impress your friends with your newly acquired bartending skills and learn to serve up the season's trendiest cocktails like a pro. Recipes provided. Class begins at 1:30pm. Allow for up to 1 1/2 hours.

Participants will secure the class on their own. Sponsor company logo and name will appear on on-site signage.

FPMA Fun Walk (Friday, Saturday, and Sunday) - **\$500 Sponsorship**

Rise and shine early for FPMA's 2025 Summer Conference Fun Walk! Set the pace or take your time. All participants welcome. Walk with a friend, colleague, or family member. No pressure, no awards, just pure aerobic activity.

Participants will join FPMA Past President Dr. Rob Frimmel in front of the hotel each morning at 6:00am. Sponsor company logo and name will appear on on-site signage.

Sponsorship Add-Ons (Cont.)

Leisure Activity Sponsorships (cont.)

Camp FPMA S'mores (Friday only at sunset) - **\$200 Sponsorship**

Join FPMA under the palm trees in the Banyon Courtyard/Terrace and make delectable S'mores (and memories) over the fire pit with the entire family. Enjoy views of the resort's lake and fountains while Caribbean music and flaming tiki torches create the perfect ambience.

Sponsor company logo and name will appear on on-site signage.



FPMA Golf Tourney (available Saturday only)

Between the hawks, osprey, and deer and the lush native plantings everywhere you look, Saltleaf Golf Preserve brings a whole new meaning to "keep your eye on the ball." Saltleaf Golf Preserve is sure to level up everyone's game. Check-in will be at 12:30 p.m., and tee-off will be at 1:30 p.m., with players playing nine (9) holes. All proceeds from the FPMA Golf Tournament go to support FPMA podiatric student scholarships.

Cost per player will be \$100.00 (tax and service charge are included in this price)

Sponsor is encouraged to provide giveaways with a golf theme in the form of logo'd company items.

Tee Box Sponsorship (available Saturday only) - **\$200/sign**

NEW THIS YEAR: Each of the tee boxes in the FPMA nine (9) hole golf tournament offers an opportunity for industry sponsorship. For a fee of only \$200, industry partners will be provided sponsor signage at one hole and, in return, receive elevated visibility and direct engagement with players.



FPMA 2025 Summer Conference Deliverable Specs

Deliverables	Size	Details	Due Date
Full Page Ad in Summer Conference Program	8.375" x 10.875"	Accepted File Types: Tiff or PDF Minimum Resolution: 300 DPI Color: CMYK process 0.125" Bleed	May 9, 2025
Half Page Ad in Summer Conference Program (Horizontal)	7.875" x 4.937"	Accepted File Types: Tiff or PDF Minimum Resolution: 300 DPI Color: CMYK process No Bleeds	May 9, 2025
Quarter Page Ad in Summer Conference Program	3.875" x 4.937"	Accepted File Types: Tiff or PDF Minimum Resolution: 300 DPI Color: CMYK process No Bleeds	May 9, 2025
Sponsored E-Blast	400 Word Limit	Send as Word Document; any graphics include in PNG format	Content due at least 10 days prior to E-Blast
Conference Bag Insert	Any Size (usually 8.5" x 11")	Deliver printed inserts to FPMA Office	May 9, 2025

SPONSORSHIP FORM

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ Phone: _____

Fax: _____ Website: _____

Email: _____

Please invoice me for the following opportunities.

Sponsorship Tier: _____

Add-On(s): _____

INVOICE TOTAL:

For additional questions or information, please contact Karen Lambert,
FPMA CEO/Executive Director.

Email: klambert@fpma.com

Phone: 850-224-4085





**HYATT
REGENCY®**

Hotel Information

Location:

Hyatt Regency Coconut Point Resort & Spa
Bonita Springs, FL

The Hyatt Regency Coconut Point Resort & Spa invites FPMA Summer Conference attendees to create memories that will last a lifetime at their award-winning tropical resort near Naples, Florida. Here you'll find exciting resort amenities unlike any other in the Naples area. Experience a massive three-acre poolscape with a private waterpark featuring multiple waterslides, a heated adults-only pool, hot tub, walk-in adventure pool, and cool waterfall pool. Five distinctive restaurants and bars feature local cuisine and healthy choices, along with Regency Club and Tanglewood To Go options. The resort features gorgeous fountains, lush tropical gardens, an 18-hole golf course, tennis courts, recreational activities, and tranquil spaces to experience Florida's natural landscape. Hyatt Regency Coconut Point Resort is a top award winner and the closest resort to RSW International airport, as well as Spring Training ballparks, major shopping malls, entertainment venues, and attractions.

Room rate (double, single occupancy): \$219.00

Reservation Deadline: May 5, 2025

Call 239-444-1234 for reservations [or](#)

[BOOK HERE](#)



EXHIBITOR INFORMATION

Exhibitor Table Top Prices	By April 21, 2025	After April 21, 2025
Regular Table Top	\$1,175	\$1,575
Premium Table Top	\$1,550	\$1,950

Please note: An initial deposit of \$500 will be required to hold a table top. Balance will be due no later than May 9, 2025.

Exhibit Hall Set-Up

Thursday, June 5, 2025
1:30 PM - 6:00 PM

Exhibit Hall Hours

Friday, June 6, 2025
7:00 AM - 1:00 PM

Saturday, June 7, 2025
7:00 AM - 1:00 PM

Exhibit Hall breakdown begins promptly at 1:00 PM

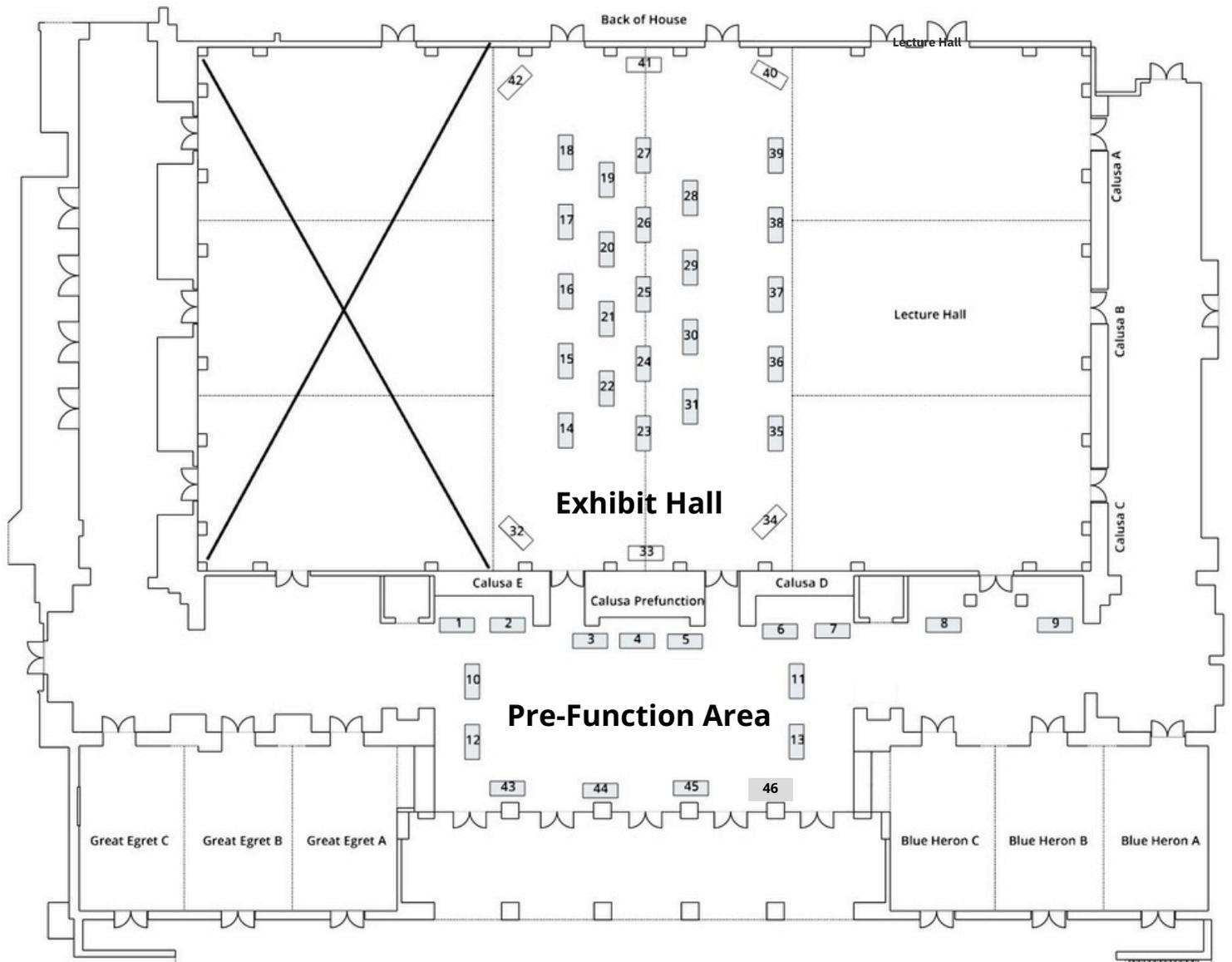
Please note the following break in the FPMA 2025 Summer Conference physician schedule on Friday and Saturday:

- Daily AM break from 9:45 am - 10:45 am
- Boxed lunches served at Noon

EXHIBIT HALL DIAGRAM

Prior to selecting a table top, please review available table top locations on the live Exhibit Hall Schematic accessible via a link on the FPMA 2025 Summer Conference page on the FPMA website:

https://www.fpma.com/fpma_2025_summer_conference.php



The 2025 Summer Conference Exhibit Space Application and Contract

Please complete the following company information as it will appear in conference literature. Complete information must be provided. *(Please print clearly and make a copy of this application for your records.)*

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ Phone: _____

Fax: _____ Website: _____

Email: _____

Exhibitor Categories (please check one):

- Business/Legal/Financial Services
- Compounding Pharmacy/Lab
- Diagnostics
- Footwear
- Implants
- Lab/Pathology Services
- Lab Equipment
- Medical Devices/Supplies
- Nail/Skin Care
- Office Equipment/Supplies
- Orthobiologics
- Orthotics

- Pharmaceuticals
- Podiatric Boards/Associations
- Practice Marketing
- Software
- Surgical Instruments/Products
- Therapy
- Treatment/Operating Services
- Website/Publications
- Wound Management
- X-Ray/Imaging Services

Other *(please specify below)*:

Table Top Preference: Please review available table tops on the live Exhibit Hall Schematic accessible via a link on the FPMA 2025 Summer Conference page on the FPMA website at https://www.fpma.com/fpma_2025_summer_conference.php *BEFORE* indicating your five preferences below. Placement cannot be guaranteed, but every effort will be made to honor your first choice. In areas of conflict, priority will be given to companies that have demonstrated financial support to the Association, as well as attendance seniority.

1st _____ **2nd** _____ **3rd** _____ **4th** _____ **5th** _____

List Exhibitors you do **NOT** want to be placed near. Every effort will be made to accommodate your request.

Exhibitor Table Top Fees: The standard table top fee is \$1,175 if secured by April 21, 2025 (after this date, the fee will be \$1,575). The premium table top fee is \$1,550 by April 21, 2025 (after this date, the fee will be \$1,950). An initial deposit of \$500 will be required to hold a table top. Balance will be due no later than May 9, 2025.

No exhibit may be assembled until the exhibitor table top fee is paid in full.

Visa Card Number _____ Exp. Date _____ CVV _____
 MasterCard Cardholder Name _____
 American Express Cardholder Signature _____
 Check Enclosed Billing Address _____

Please make checks payable to: Florida Podiatric Medical Society City _____ State _____ Zip _____

Address: 3375-F Capital Circle NE
Suite 201
Tallahassee, FL 32308

Charge for: Entire table top cost Deposit only

It is our pleasure to include two (2) complimentary name badges per table top. To receive a printed name badge, all company representative names must be submitted no later than May 23, 2025.

Any additional name badges may be purchased for \$45.00 each.

Badge Name(s): _____

Please read the Exhibitor Rules and Regulations portion of this application/contract and then print your name and sign below.

I hereby agree to the conditions and stipulations in this contract as stated in the Exhibitor Rules and Regulations and declare myself authorized executive officer of the company stated in this contract.

Printed Name _____ Signature _____

Date _____

**Please return this form via email or fax to FPMA at
Email: breeze@fpma.com
Fax: (850) 681-0899**

EXHIBITOR RULES AND REGULATIONS

SPACE ASSIGNMENT, RESTRICTIONS, AND LAYOUT:

Subletting or sharing of space is not permitted. Exhibitor may not show, advertise, or offer any other products than those sold or manufactured by that Exhibitor in his or her regular course of business, as stated on the application form. Please review the enclosed Exhibit Hall diagram carefully. All table top furnishings must conform to the Fire Marshal's regulations in the jurisdiction of the city of Bonita Springs, Florida, in the Hyatt Regency Coconut Point Resort. FPMA reserves the right to alter table top locations.

GENERAL DISTURBANCES: All sound presentations at the exhibitor table top must be done in a sound-proof environment or with earphones, and must not disturb other exhibitors. If any exhibitor has equipment or devices that may disturb another exhibitor, because of noise or other objectionable features, they must notify the Association in writing prior to the conference and agree to accept a table top assignment as determined by the Association or the Exhibit Managers.

CANCELLATIONS: The Exhibitor may request, in writing, a refund as follows: Ninety (90) days prior to the conference, a 100% refund will be issued, less a \$250 handling fee; eighty-nine (89) to forty-five (45) days before the conference, a 50% refund will be issued; less than forty-five (45) days, no refund will be issued. If a confirmed Exhibitor does not occupy the table top for any reason, including failure to exhibit or arrive at the site, the Exhibitor is responsible for the total booth fee without refund.

EXHIBIT CONTRACTORS AND SHIPPING:

Shipping costs are not included in the table top price. Please do not ship materials to the hotel c/o FPMA. Thank you for your cooperation.

FURNISHINGS AND EQUIPMENT: All structural work, such as extra shelves, signs, display racks, spotlights, etc. must be approved by the Association and/or the Exhibit Managers. No supplies, materials, posters, or other objects shall be displayed, posted, tacked, nailed, pasted, or otherwise attached to columns, walls, floors, or any other parts of the building or furniture.

FURNISHINGS AND EQUIPMENT (CONT.):

All electrical equipment must conform to the Hyatt Regency Coconut Point Resort, Bonita Springs, Florida electrical code and must be approved by Underwriters Laboratory (U.S.) or another recognized authority. Volatile, flammable, radioactive, or explosive substances or other materials prohibited by Local Ordinance or by Insurance Carriers will not be permitted on the premises. If an outside contractor or other labor is used, a written notice to FPMA and approval of such is required thirty (30) days in advance, and must be accompanied by a Certificate of Insurer certifying coverage of the same type and amount as hereafter provided.

INSURANCE: All property of the Exhibitor is understood to remain under the Exhibitor's custody and control to and from, or within, the confines of the exhibit area. FPMA, and the Hyatt Regency Coconut Point Resort do not provide insurance covering Exhibitors' property. Exhibitors shall carry comprehensive general liability coverage, including premises, operations, and contractual liability coverage of at least \$500,000 for personal injury liability and \$500,000 for property damage liability. Statutory Workers Compensation with employer's liability, with a limit of at least \$100,000, must be obtained. The Exhibitor shall secure and furnish to FPMA one (1) month prior to the first licensed day of the facility usage (May 5, 2025), and must maintain during the entire license period, the above stated coverage. The policies shall provide that they will not be controlled or materially altered prior to the termination of the facility license period or until FPMA has been given at least thirty (30) days' written notice of such cancellation or alterations.

SALES TAX: In accordance with Florida Statutes Section 212.18(3)(b)3, this agreement authorizes the retail sales of tangible personal property or services subject to sales tax. The Exhibitor must be registered with the Florida Department of Revenue and collect and remit the tax imposed on such sales.

SECURITY: Loss prevention of Exhibitors' property will be a priority; however, neither FPMA, nor the Hyatt Regency Coconut Point Resort will be responsible for loss or damage due to any cause.

LIABILITY: The Exhibitor hereby agrees to indemnify and hold harmless FPMA, its officers, members, agents and staff, and the Hyatt Regency Coconut Point Resort, its managers, officers, sponsors, employees, agents, successors, and assigns from any lawsuit or claim, including but not limited to an action relating to personal injury, product liability, false claims, or property damage or for loss of use of property by whomsoever sustained as a result of Exhibitor's participation in the exhibit, except only for damages or injury due to negligence or willful misconduct of the indemnities.

COMPLIANCE: The Exhibitor shall comply with all federal, state, and local laws, rules, and regulations, including but not limited to those relating to safe usage, advertising, and marketing of products and services. Devices that emit radiation, light waves, sound waves, or other emissions that require or should reasonably require the use of safety equipment shall not be used in the exhibit hall or any part of the hotel without express prior authorization of FPMA and Hyatt Regency Coconut Point Resort. The Exhibitor shall also comply with all provisions relating to continuing education of the Council for Podiatric Medical Education.

FORCE MAJEURE: In the event that the Hyatt Regency Coconut Point Resort, 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 cause, or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or any other cause or agency over which FPMA has control, or should FPMA decide that because of such causes, it is necessary to cancel, postpone, or reset the exhibit or reduce the exhibit time or move out time, FPMA 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.

OTHER RULES: Canvassing or distribution of advertising, promotional materials, gifts, or refreshments outside the Exhibitor's assigned space is not permitted. Solicitations or conferences in the interest of business, except by Exhibitors, are prohibited on the premises during the conference. Hospitality suites and receptions may be allowed if no FPMA official function is scheduled. Written requests must be made sixty (60) days prior to the event for approval by FPMA.

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

AMENDMENTS: Any and all matters not specifically covered by the preceding rules and regulations and other terms and conditions contained in the Exhibitors Service Manual shall be subject to the decision of FPMA. FPMA shall have the full power to interpret, amend, or enforce these rules and regulations, provided any amendments or additions thereto are in conformance with the preceding sentence.

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

LAWS AND RULES APPLICABLE: This Agreement and accepted paid contract shall be governed by the laws, rules, and regulations of the State of Florida. The Exhibitor agrees to abide by the rules and regulations of the Hyatt Regency Coconut Point Resort while on resort property and understands where rules and regulations of the host hotel is more stringent than any of the above FPMA rules, such hotel regulations shall take precedence.