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Tallahassee, FL 32308  
850-224-4085  
FPMA.com

 The 2023   
Summer Conference  
June 8-11, 2023



**SPONSORSHIP OPPORTUNITIES AND  
EXHIBITOR PROSPECTUS**

# Welcome to the 2023 Summer Conference!



Dear Potential Industry Partner,

On behalf of the Florida Podiatric Medical Association, I would like to extend an invitation to partner and exhibit your products and services at the upcoming FPMA 2023 Summer Conference. This year's event will take place June 8 - 11, 2023 in Bonita Springs, Florida at the Hyatt Regency Coconut Point.

For those of you who participated in the FPMA annual Science and Management Symposium (SAM) in February of this year, thank you! We appreciate your commitment to the podiatric profession and are grateful for your consideration of ongoing support.

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**Karen Lambert**

*CEO/Executive Director*  
klambert@fpma.com

## **Why should you consider attending the FPMA 2023 Summer Conference?**

The Florida Podiatric Medical Association's Summer Conference provides participants with continuing education opportunities, networking, sharing of best practices, association news, award recognition and important updates in the field of podiatry.

The Florida Podiatric Medical Association (FPMA) is the largest podiatric physician advocate organization in the United States, representing more than 1,000 members. As the voice of podiatric medicine in Florida, the FPMA [offers the perfect marketing platform for organizations seeking to reach the state's podiatric physician community.](#) Sponsoring or exhibiting at FPMA events is the best way to market your business directly to Florida podiatric physicians, [providing visibility, access to conference attendees, and multiple opportunities to exhibit your products and services in 2023.](#)

[Lectures will be provided up until midday with afternoons and evenings free for leisure activities with family and networking with peers.](#) We've got an exciting line up of leisure activities and you are invited! Join conference attendees at a closest to the pin competition, or on daily kayak and paddleboard tours. Make maximum use of your time to network while enjoying all that lush and tropical Southwest Florida has to offer.

Please visit [fpma.com/fpma\\_2023\\_summer\\_conference.php](https://fpma.com/fpma_2023_summer_conference.php) for more information. If you have any questions, contact FPMA CEO/Executive Director Karen N. Lambert directly at [klambert@fpma.com](mailto:klambert@fpma.com) or call her at (850) 224-4085.

# The FPMA 2021 Summer Conference By the Numbers



**231**

Podiatric Physicians

Podiatric  
X-Ray  
Assistants

**101**



**43** Exhibitors

Sold Out Exhibit Hall



**21**

Lectures



**17** Speakers

**12**

Major Sponsors



**13** Available CECH

# SPONSORSHIP TIERS

Tier	Diamond	Platinum	Gold	Silver	Bronze
<b>Sponsorship Amount</b>	<b>\$8,000- \$9,999</b>	<b>\$6,000- \$7,999</b>	<b>\$4,000- \$5,999</b>	<b>\$2,000- \$3,999</b>	<b>\$1,000- \$1,999</b>
<b>Listing as Sponsor in all Conference materials</b>	<b>X</b>	X	<b>X</b>	X	<b>X</b>
<b>Link on FPMA Website</b>	<b>X</b>	X	<b>X</b>	X	<b>X</b>
<b>Pre-Conference &amp; Post-Conference Attendee List</b>	<b>X</b>	X	<b>X</b>	X	<b>X</b>
<b>Conference Booth Space</b>	<b>X</b>	X	<b>X</b>	X	
<b>Attendance Confirmation Sponsor</b>	<b>X</b>	X	<b>X</b>	X	
<b>Ad in Conference Program</b>	<b>Full Page Ad</b>	Half Page Ad	<b>Quarter Page Ad</b>		
<b>Social Media Sponsor</b>	<b>X</b>	X			
<b>Logo on FPMA Mobile App</b>	<b>X</b>				

# SPONSORSHIP OPPORTUNITIES

## PRE-CONFERENCE

### Pre- and Post-Conference Attendee List \$300

Get a head start by advertising to your client base and raising visibility prior to the conference. Your company will receive a current registered attendee mailing list two weeks prior to the first day of the conference and a post-conference list two weeks post-conference.

### E-Blast to FPMA Members \$500

FPMA sends e-blasts to its 1,000+ members leading up to the conference. These emails include information regarding Summer Conference speakers, lecture topics, and events. Your company will have the opportunity to provide a logo and link to your company website to all FPMA members. One blast per week will be sent for up to eight weeks prior to the conference.

## PRINT

### Ad in Summer Conference Program

The program will be included in every attendee's registration packet and will prominently display your company name and logo. All artwork should be submitted as an AI, PSD, JPEG or PNG file. Graphics should be of high resolution and have a minimum of 300 DPI.

**Due Date: May 12, 2023**

Full Page      **\$1,000**

Half Page      **\$500**

Quarter Page **\$250**

## FOOD AND BEVERAGE

### Continental Breakfast \$3,500

Breakfast will be served on Friday and Saturday. This is an opportunity to receive full recognition without competing companies. Your company will be featured in the program as a sponsor and receive recognition in the food and beverage area. Priced for one meal. Two breakfasts available.

### Physician and Exhibitor Lunch \$5,000

Lunch will be served in the exhibit hall Friday and Saturday to increase attendee traffic. Your company will be featured in the program as a sponsor and will receive recognition in the food and beverage area. Priced for one meal. Two lunches available for purchase.

### Refreshment Break \$1,500

Refreshments will be served each day. Your company will be featured in the program as a sponsor and receive recognition in the designated areas. Priced for one refreshment break. Two Refreshment Breaks available for purchase.

# SPONSORSHIP OPPORTUNITIES (CONT.)

## BRANDING

### **Conference Bag Inserts \$500**

FPMA will place an insert advertising your company in each registration bag. These must be small in size and can include flyers, keychains, USBs, a flyer, etc. Item must be provided by your company and approved by FPMA in advance.

### **Registration Desk \$500**

Display your company logo prominently to hundreds of attendees who pick up their registration packets and check in at the desk every day. Your logo will be the first thing they see when entering the conference. One available for purchase.

### **Attendee WiFi \$2,500**

The WiFi name and password can be fully customized to display your company name. FPMA will include a flyer in all registration packets that advertise your company logo and Wi-Fi instructions. One available for purchase.

### **Hotel Keycards \$2,500**

Upon hotel check-in, attendees will receive a customized keycard branded with your company logo. Logos must be of high resolution. One available for purchase.

### **Mobile App**

Feature your company logo as a banner on multiple pages on the FPMA mobile app. Gain maximum exposure as attendees utilize the app to navigate the conference. Options are as follows:

#### **Sponsor Ad**

#### **Social Ad**

#### **Sponsor Splash Page**

Please inquire for all opportunities.

### **Mobile App Push Notifications \$500**

Push notifications are fully customizable and sent to all conference attendees. Advertise booth, products, events, and more. Priced per notification. Limited to a total of 5 per day. First come, first served.

### **Meter Boards \$585**

Promote your company with a three-sided meter board visible from all angles. The board measures 36" x 84" x 0.5" and will be placed along the walkway to the exhibit hall.

# SPONSORSHIP OPPORTUNITIES (CONT.)

## The Entertainer

### Gamification and Prizes

Conference attendees who complete their bingo card will be placed in a drawing for exciting prizes. Conference attendees will be instructed to visit the booth of participating companies listed on the card, ask them for a sticker, and place the sticker over the company name. Fully completed cards must be turned in later than Saturday, June 10 before the 9:30am to 10:30am lecture break for the drawing. Drive traffic to your booth thru participation. For a small fee, you can guarantee booth visits!

**Claim your company bingo square for just \$200.00!**  
**Available prizes may include:**

### Gift Cards



### Apple Watch



### iPad



## Welcome Reception

The sponsoring company will have an exclusive opportunity to network, receive e-mail, program, and signage recognition, and make a brief introduction during the reception. Food and beverage to be provided by your company. One available for purchase.

**SOLD**

# SPONSORSHIP OPPORTUNITIES (CONT.)

## The Entertainer (CONT.)

### **Executive Board Meeting \$1,000 (Thursday, June 8, 2023)**

You will have the opportunity to sponsor a meeting attended by the FPMA Executive Board. Your company will receive recognition on branded signage at the designated meeting space. One available for purchase.

### **Coding and Cool Ones \$1,800 (Friday, June 9, 2023)**

Gain exposure at this highly requested E&M question and answer session. Your company logo will be featured in on-site signage. The sponsor will have five (5) minutes of presentation time. This presentation is very well attended by physician conference attendees due to the content. Don't miss this opportunity!

### **Lunch and Learns \$3,000 (Friday, June 9 & Saturday, June 10)**

Conference attendees will surely forgo the daily boxed lunch to join a sponsored Lunch and Learn. The presenting sponsor will have a one-hour opportunity to provide a presentation during the event. Sponsorship pricing does not include the cost of food and beverage served. Your company selects the extent of the menu provided. Food and beverage must be purchased directly through the hotel catering department.

Should your company wish to sponsor any of these events via sponsorship, please contact FPMA CEO/Executive Director Karen Lambert at [klambert@fpma.com](mailto:klambert@fpma.com) or call FPMA at (850) 224-4085 for further details and pricing.



# 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](mailto:klambert@fpma.com)

Phone: 850-224-4085



# The 2023 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: \_\_\_\_\_

### Exhibit Categories (please check one):

- |   |   |
|---|---|
| <input type="checkbox"/> Ambulatory Devices                   | <input type="checkbox"/> Medical Supplies                       |
| <input type="checkbox"/> Billing: Software or Services        | <input type="checkbox"/> Office Supplies                        |
| <input type="checkbox"/> Business Services                    | <input type="checkbox"/> Orthotics & Corrective Devices         |
| <input type="checkbox"/> Chairs and other Podiatric Equipment | <input type="checkbox"/> Pharmaceuticals                        |
| <input type="checkbox"/> Compounding Pharmacy/Lab             | <input type="checkbox"/> Schools & Associations                 |
| <input type="checkbox"/> Computer Software                    | <input type="checkbox"/> Skin Care Treatment/Therapy Modalities |
| <input type="checkbox"/> Shoes                                | <input type="checkbox"/> Other (please list: _____)             |
| <input type="checkbox"/> Implants & Surgical Devices          |   |
| <input type="checkbox"/> Instruments                          |   |
| <input type="checkbox"/> Wound Care                           |   |
| <input type="checkbox"/> Laboratory & Diagnostic Services     |   |

**Table Top Preference:** Please review available table tops on the live schematic (link located on the FPMA website) *BEFORE* indicating your five preferences for the 2023 Summer Conference. 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 \$975 if secured by April 19, 2023 (after this date, the fee will be \$1,050). The premium table top fee is \$1,350 by April 19, 2023 (after this date, the fee will be \$1,550). An initial deposit of \$250 will be required to hold a table top. Balance will be due no later than May 12, 2023.

**No exhibit may be assembled until the fee is paid in full.**

<input type="checkbox"/>	Visa	Card Number_____	Exp. Date _____	CVV _____
<input type="checkbox"/>	MasterCard	Cardholder Name _____		
<input type="checkbox"/>	American Express	Cardholder Signature _____		
<input type="checkbox"/>	Check Enclosed	Billing Address _____		

*Please make checks payable to Florida Podiatric Medical Society, Address: 3375-F Capital Circle NE, Ste. 201, Tallahassee, FL 32308*

Charge for: \_\_\_\_\_ Entire table top cost                  \_\_\_\_\_ Deposit only

It is our pleasure to include two (2) complimentary name badges and two (2) complimentary lunches per table top. To receive a printed name badge, all company representative names must be submitted no later than May 12, 2023.

Any additional name badges/lunches may be purchased for \$35.00 each.

Badge Name(s): \_\_\_\_\_

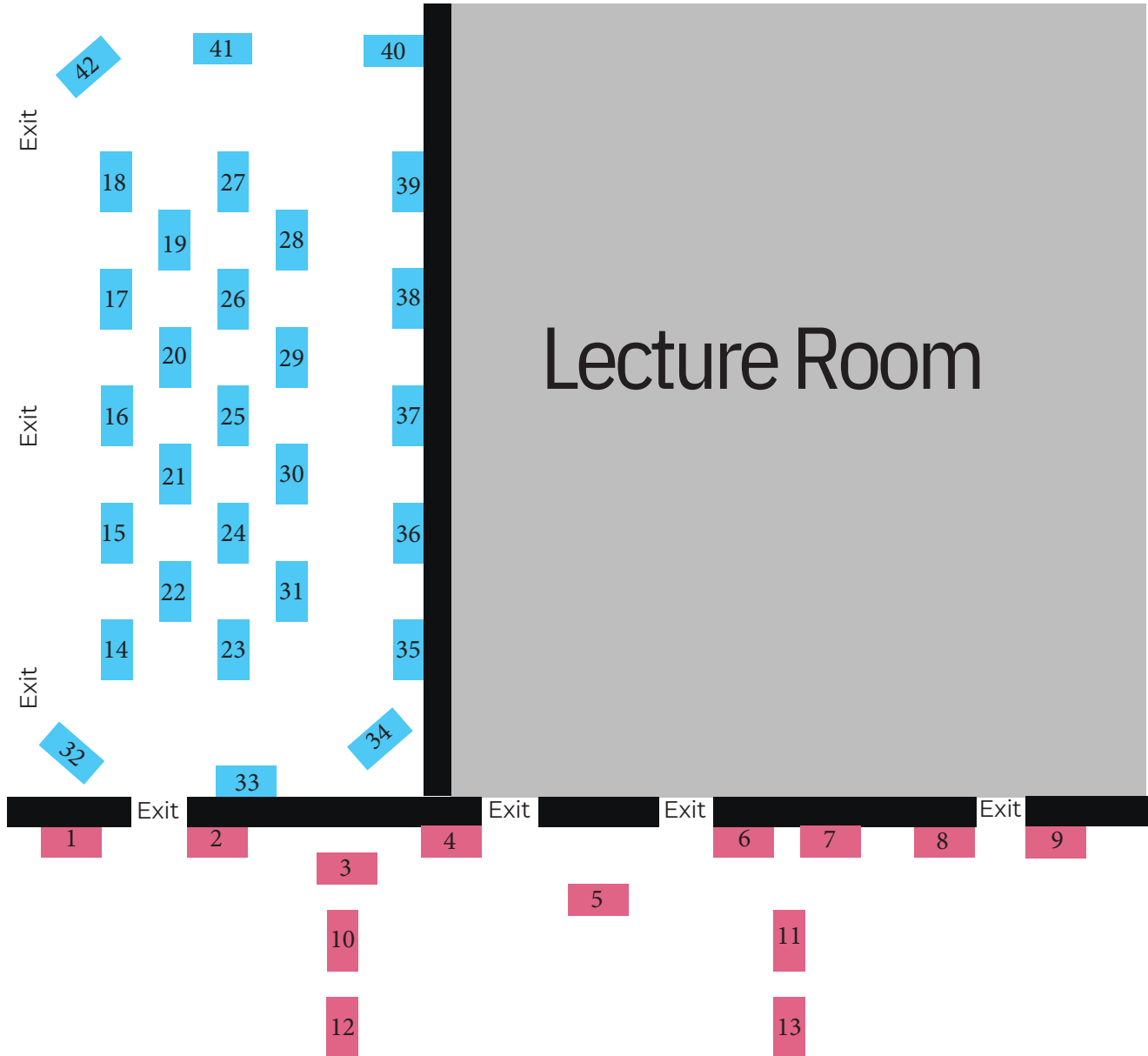
Please read the Exhibitor Rules and Regulations portion of this application/contract and then print your name and sign below.

I hereby agree to the conditions and stipulations in this contract as stated on the following two pages 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: admin@fpma.com  
Fax: (850) 681-0899

# Exhibit Hall



# EXHIBITOR INFORMATION

Exhibitor Table Top Prices	By April 19, 2023	After April 19, 2023
Regular Table Top	\$975	\$1,050
Premium Table Top	\$1,350	\$1,550

**Please note: An initial deposit of \$250 will be required to hold a table top. Balance will be due no later than May 12, 2023.**

## Exhibit Hall Set-Up

Thursday, June 8, 2023  
1:30 PM - 10:00 PM

## Exhibit Hall Hours

Friday, June 9, 2023  
8:00 AM - 1:00 PM

Saturday, June 10, 2023  
8:00 AM - 1:00 PM

*Exhibit Hall breakdown begins promptly at 1:00*

**Please note the following breaks in the 2023 Summer Conference physician schedule on Friday and Saturday:**

- **Daily AM break: 9:45 AM - 10:15 AM**
- **Daily Lunch service: Noon - 1:00 PM**

# HOTEL INFORMATION

## Location

Hyatt Regency Coconut Point Resort & Spa  
Bonita Springs, FL

The Hyatt Regency Coconut Point Resort 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 & bars feature local cuisine and healthy choices, along with Regency Club and Tanglewood To Go options. The resort features gorgeous fountains, lush tropical gardens, 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: \$209.00

Call 1-800-233-1234 for reservations

[\*\*Book Online Here\*\*](#)



# 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 Floor Plan layout 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. FPMA reserves the right to alter booth locations.

**GENERAL DISTURBANCES:** All sound presentations in 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 meeting 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 meeting, a 100% refund will be issued, less a \$250 handling fee; eighty-nine (89) to forty-five (45) days before the meeting, 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 table top rental 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, 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 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 8, 2023), 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 FL 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 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, 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 exhibition hall or any part of the hotel without express prior authorization of FPMA and Hyatt Regency Coconut Point. 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, 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 tabletop 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 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.