



S A M 25

Science & Management Symposium

# Sponsorship Opportunities and Exhibitor Prospectus

January 29 - February 2, 2025

*Disney's Coronado Springs Resort,  
Lake Buena Vista, Florida*



Science & Management Symposium

## Dear Industry Partners & Friends,

The Florida Podiatric Medical Association's annual Science & Management Symposium (SAM) will return to Disney's Coronado Springs Resort for SAM 2025, taking place January 29 - February 2, 2025 in Lake Buena Vista, Florida. We invite you to join us for this exceptional event where cutting-edge knowledge, innovation, and camaraderie will converge for an unforgettable experience.

For our valued vendors, we offer an exceptional opportunity to showcase your products and services in a conducive and beneficial environment. The exhibit hall at SAM has been designed for your success in mind. We have strategically scheduled long lunch breaks in the SAM 2025 exhibit hall, providing ample time for conference attendees to explore the exhibit hall fully. This means you will have extended interactions with potential customers, fostering meaningful connections that can translate into lasting partnerships.

It's worth mentioning that this year's SAM is exclusively a live event, with no virtual component. We understand the value of face-to-face interactions and the unparalleled benefits that can be achieved through in-person networking. This decision was made in response to overwhelming feedback from past attendees who have praised the efficacy of live meetings in fostering professional growth and collaboration.

SAM 2025 is projected to host over 900 Podiatric Physicians, along with more than 400 Assistants (Podiatric X-Ray Assistants and Podiatric Medical Assistants). This diverse and dynamic audience represents a prime opportunity for vendors to connect with the leading minds in the field of podiatry. The event promises to bring together professionals from various specialties, providing you with a unique chance to showcase your products and services to a highly receptive and influential audience.

For the majority of FPMA members, attendance of FPMA educational conferences like this one is a complimentary service and benefit of membership. It is also an opportunity for both FPMA members and non-members to earn continuing education contact hours (CECH) while mingling with colleagues and fellow alums.

As we converge on Disney's Coronado Springs Resort for SAM 2025, we encourage our esteemed vendors to seize this unparalleled opportunity to elevate their brands, forge new alliances, and make a lasting impact in the field of podiatry. Your participation is vital to the success of SAM, and we eagerly anticipate your presence in the exhibit hall.

Let us unite in knowledge, innovation, and collaboration at SAM 2025, forging a future that advances podiatric medicine and enhances patient care. We look forward to welcoming you all to this enriching experience that promises to shape the future of podiatric medicine.

Sincerely,

Drs. Dennis Frisch and Rob Frimmel  
FPMA Convention Committee Co-Chairs



# VENUE INFORMATION



Science & Management Symposium



## Disney's Coronado Springs Resort

1000 W. Buena Vista Drive, Lake Buena Vista, FL 32830

### Discounted Group Room Rates for SAM 2025 Attendees:

Campus (Run of House): \$255.00 per room, per night

Tower (Run of House): \$305.00 per room, per night

Tower Concierge: \$405.00 per room, per night

**Book your room by January 6, 2025**

SAM 2025 guests can book reservations by using FPMA's online booking microsite at  
<https://book.passkey.com/event/50799644/owner/70576/home>

# EXHIBIT HALL INFORMATION



## Exhibit Hall Hours (Veracruz Ballroom B & C)

**Exhibitors must wear SAM 2025 conference name badges while in the exhibit hall.**

<b>Wednesday, January 29, 2025</b>	<b>Exhibit Hall Set-Up: 1:00 PM to 6:00 PM</b>
<b>Thursday, January 30, 2025</b>	<b>Exhibit Hall Hours 10:00 AM to 4:00 PM</b> <i>11:00 AM to 2:00 PM (Physician lunch break/no conflicting lectures)</i> <i>*Premier exhibit hall time for meals, games, and giveaways*</i>
<b>Friday, January 31, 2025</b>	<b>Exhibit Hall Hours 10:00 AM to 4:00 PM</b> <i>11:00 AM to 2:00 PM (Physician lunch break/no conflicting lectures)</i> <i>*Premier exhibit hall time for meals, games, and giveaways*</i>
<b>Saturday, February 1, 2025</b>	<b>Exhibit Hall Hours 10:00 AM to 2:00 PM</b> <i>11:00 AM to 2:00 PM (Physician lunch break/no conflicting lectures)</i> <i>*Premier exhibit hall time for meals, games, and giveaways*</i>

### **Exhibit Hall breakdown begins at 2:00 PM (Saturday, February 1)**

#### **Additional Incentives for Attendee Engagement: Bring us your ideas! Let's work together.**

SAM 2025 was designed around our vendors and sponsors to be an "in-person meeting" and not virtual. This will encourage more interactions between our physician attendees and your company. We strongly recommend that you maximize physician attendance at your booth by providing additional incentives or discounts for physicians to visit your footprint in the exhibit hall. Please strongly consider meaningful giveaways. We suggest having at least one valuable raffle prize, or potentially one prize for each exhibit day. Make the giveaway worth someone stopping by and registering. Bring back a true show special -- offer a special that only people who are at the show are entitled to receive.

**FPMA is willing to assist your company in driving contacts to your booth, but we need your help. Please provide us with your intended "show special", "discounts," or "prizes" no later than December 18, 2024 for proper marketing purposes. Please forward this information to [admin@fpma.com](mailto:admin@fpma.com)**

# SPONSORSHIP PACKAGES



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## Sponsorship Value: \$75,000

### Includes:

- 20' x 20' Island Booth
- Up to 8 Exhibit Hall Name Badges/Lunch Tickets
- Up to 3 Industry Theatre Sessions (30 minutes each, non-CECH, take place in Exhibit Hall during Exhibit Hall hours)
- Up to 3 Breakfast & Learns (1 hour each, non-CECH, Cost of food not included)
- Company Mobile Lab (Vehicle Inside Exhibit Hall: 8' x 10 - 12' or Vehicle Outside: Less restricted)
- FPMA General Membership Meeting Sponsor (Recognized during meeting)
- Banner on Conference Mobile App
- Signage and Advertising throughout the conference
- SAM Website Sponsor
- Logo in 9 SAM 2025 e-newsletters sent to physicians
- Up to 6 Mobile App push notifications
- Up to 6 FPMA Social Media Posts (one post per month)
- Full page ad in SAM 2025 Program



## Sponsorship Value: \$50,000

### Includes:

- 20' x 20' Island Booth
- Up to 8 Exhibit Hall Name Badges/Lunch Tickets
- Up to 3 Industry Theatre Sessions (30 minutes each, non-CECH, take place in Exhibit Hall during Exhibit Hall hours)
- FPMA General Membership Meeting Sponsor (Recognized during meeting)
- Banner on Conference Mobile App
- Signage and Advertising throughout the conference
- SAM Website Sponsor
- Logo in 8 SAM 2025 e-newsletters sent to physicians
- Up to 5 Mobile App push notifications
- Up to 5 FPMA Social Media Posts (one post per month)
- Full page ad in SAM 2025 Program



## Sponsorship Value: \$25,000

### Includes:

- Double Premium Booth (Two 10' x 10' Booths)
- Up to 6 Exhibit Hall Name Badges/Lunch Tickets
- One Industry Theatre Session (30 minutes, non-CECH, takes place in Exhibit Hall during Exhibit Hall hours)
- FPMA General Membership Meeting Sponsor (Recognized during meeting)
- Banner on Conference Mobile App
- Signage and Advertising throughout the conference
- SAM Website Sponsor
- Logo in 5 SAM 2025 e-newsletters sent to physicians
- Up to 4 Mobile App push notifications
- Up to 4 FPMA Social Media Posts (one post per month)
- Half page ad in SAM 2025 Program



# SPONSORSHIP PACKAGES (Cont.)



## Sponsorship Value: \$15,000

### Includes:

- Double Premium Booth (Two 10' x 10' Booths)
- Up to 5 Exhibit Hall Name Badges/Lunch Tickets
- Signage and Advertising throughout the conference
- SAM Website Sponsor
- Logo in 3 SAM 2025 e-newsletters sent to physicians
- Up to 2 Mobile App push notifications
- Up to 2 FPMA Social Media Posts (one post per month)
- Half page ad in SAM 2025 Program

## Sponsorship Value: \$10,000

### Includes:

- Single Premium Booth (One 10' x 10' Booth)
- Up to 4 Exhibit Hall Name Badges/Lunch Tickets
- Signage and Advertising throughout the conference
- SAM Website Sponsor
- Logo in 1 SAM 2025 e-newsletter sent to physicians
- 1 Mobile App push notification
- 1 FPMA Social Media Post
- Quarter page ad in SAM 2025 Program



### Included with all SAM 2025 Sponsorship Packages:

- Exhibitor Booth with company sign, wastebasket, 6' table, and two chairs
- Company name and logo featured in the Sponsor Spotlight in the SAM 2025 Conference Program
- Company name and logo featured in Sponsor List on Conference Website
- Company listed as Conference Sponsor on FPMA Mobile App
- Sponsorship recognition via on-site signage
- Pre- and Post-Conference Physician Attendee lists

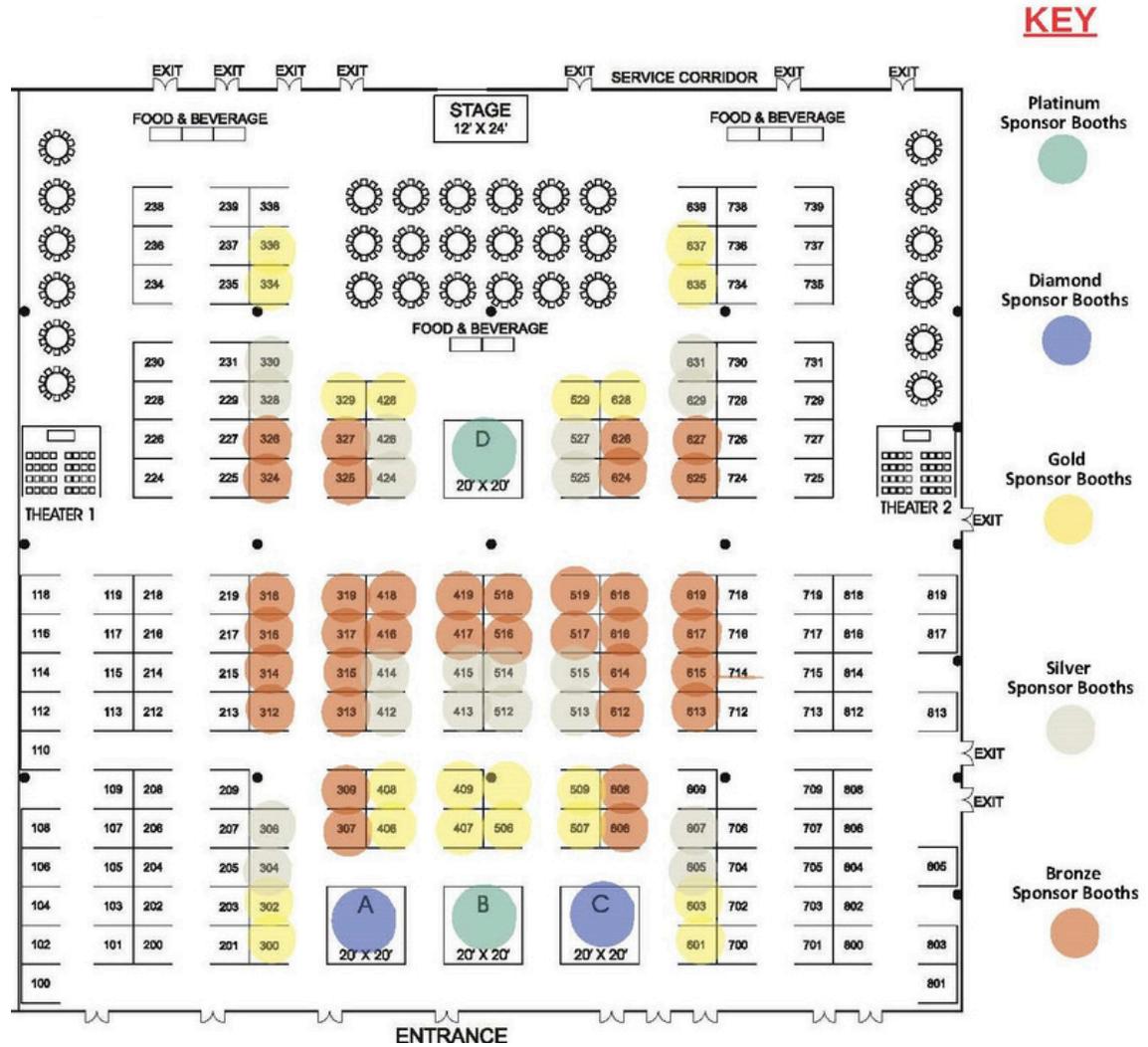
**For additional information about the conference, go to  
<https://www.fpmasamconference.com>**

# EXHIBIT HALL LAYOUT & PRICING



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- Each standard single booth measures 10' x 10'.
- Items included with each SAM 2025 Exhibitor Booth: Company sign, wastebasket, 6' wide table, and two chairs
- 20' x 20' Island Booths (A, B, C, and D) are reserved for conference sponsors.
- For additional information about SAM 2025 sponsorships, access the Sponsorship Packages information on pages 4 and 5.
- This exhibit hall layout is subject to change.



Booth Size	By November 1, 2024	After November 1, 2024, By December 18, 2024
<b>Standard Single</b>	<b>\$2,850.00</b>	<b>\$3,450.00</b>
<b>Standard Double</b>	<b>\$5,700.00</b>	<b>\$6,850.00</b>
<b>Sponsor Booth</b>	<b>INCLUDED WITH SAM 2025 SPONSORSHIP; SEE SPONSORSHIP PACKAGES ON PAGES 3 - 4</b>	

# ADD-ONS: THE BRAND BUILDER



## **Conference Bag Insert | \$1,000**

Attendees will be excited to find an item bearing your branding in their conference bag. Any small item may be included, from a flyer identifying your exhibit booth number to custom branded items such as keychains, USBs, pens, notepads, etc. Item must be provided by your company and approved by FPMA in advance. **Mail to FPMA by December 18, 2024.**



## **Attendee Lanyards | \$4,500**

Proudly display your logo on lanyards worn by Physicians, X-Ray Assistants, and Medical Assistants throughout the entirety of the conference.



## **Physician Attendee Laptop Bag or Backpack | \$10,000**

Make a lasting impression! Custom branded bags will remind attendees of your company long after SAM concludes. FPMA logo must be featured along with your company logo. FPMA ultimately approves the selected bag. A quantity of 1,000 will be required.



## **Assistant Attendee Bags | \$4,500**

Provide registered X-Ray Assistant and Medical Assistant attendees with specially branded bags featuring the FPMA logo and showcasing your company as they make their way through SAM 2025, at home and beyond! This sponsorship has longevity!



## **Pre-Conference Invitation to Attend Mailer | \$2,000 (up to five spots available)**

Have your logo displayed on an invitational brochure mailed to 1,000+ FPMA members and non-members throughout the state of Florida. **Deadline for inclusion: October 2, 2024.**



## **Pre-Conference Emails | \$350 each or 3 for \$950**

Showcase your company's featured products and services as well as events, activities, and promotions through our pre-conference emails to registered SAM 2025 physician attendees. Include a brief synopsis to accompany your company logo. Up to ten "Know Before You Go" emails will be distributed pre-conference to registered SAM 2025 physician attendees. Previous open rates averaged 63 - 67%.

# ADD-ONS: THE BRAND BUILDER Continued



## **Ad in SAM 2025 Program**

Every attendee (physicians and assistants) will receive a copy of the program.

- Full Page (8.5"w x 11"h) - \$2,000
- Half Page (8.5"w x 5.5"h) - \$1,000
- Quarter Page (4.25"w x 5.5"h) - \$500

**File Type:** Press-ready PDF file. Please embed or include all fonts and graphics.

**Minimum Resolution:** 300 DPI

**Color:** CMYK process

**Bleeds:** 0.125" bleed on full-page ads.

**Margin:** 0.5 inch on full-page ads.



## **Full Color Advertisement in *FPMA Footprints Magazine***

- Every FPMA member will receive a printed copy of the magazine
- An electronic version of the magazine is posted on the FPMA website
- Twice a year publication for added exposure
- Full Page (8.5"w x 11"h) - \$2,480
- Half Page (8.5"w x 5.5"h) - \$1,240
- Quarter Page (4.25"w x 5.5"h) - \$620



## **Mobile App Sponsor | One per day available**

Wednesday: \$1,500

Thursday: \$3,000

Friday: \$3,000

Saturday: \$3,000

Sunday: \$1,500

Feature your company logo as the main sponsor of the FPMA Mobile App. Your logo will be featured each time attendees enter the app or access their digital badge.

Conference attendees will utilize the mobile app to access the event schedule, receive call to action items, push notifications, news, etc.



## **Mobile App Push Notifications | \$250 per notification | Four per day available**

Personalized push notifications will be sent to all conference attendees on behalf of your company during SAM 2025. Push notifications may be scheduled at the time of the sponsor/exhibitor's choice.

# ADD-ONS: THE BRAND BUILDER Continued



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## LED Posters NEW

This year, we're offering an exclusive opportunity to put your company front and center in a BIG way! Imagine your logo prominently displayed on state-of-the-art LED posters, strategically placed throughout the event. This is your chance to get your brand in front of hundreds of attendees—physicians, industry leaders, and potential clients—all gathered in one place. Your logo will be unmissable, ensuring that everyone at SAM 2025 sees your company's name and associates it with innovation, quality, and industry leadership. Don't miss out on this perfect opportunity to make your company stand out and leave a lasting impression on the crowd! Limited spots are available, so act fast and secure your LED poster space today!

**★Contact Douglas Loran at 954-347-3789 to reserve your spot and make your brand the star of SAM 2025!★**

### Pricing Details:

- **List price for an Animated Loop: \$650**
- **Special Introductory Price: \$250**  
*(Limited time only - Act now!)*

### Offer Includes:

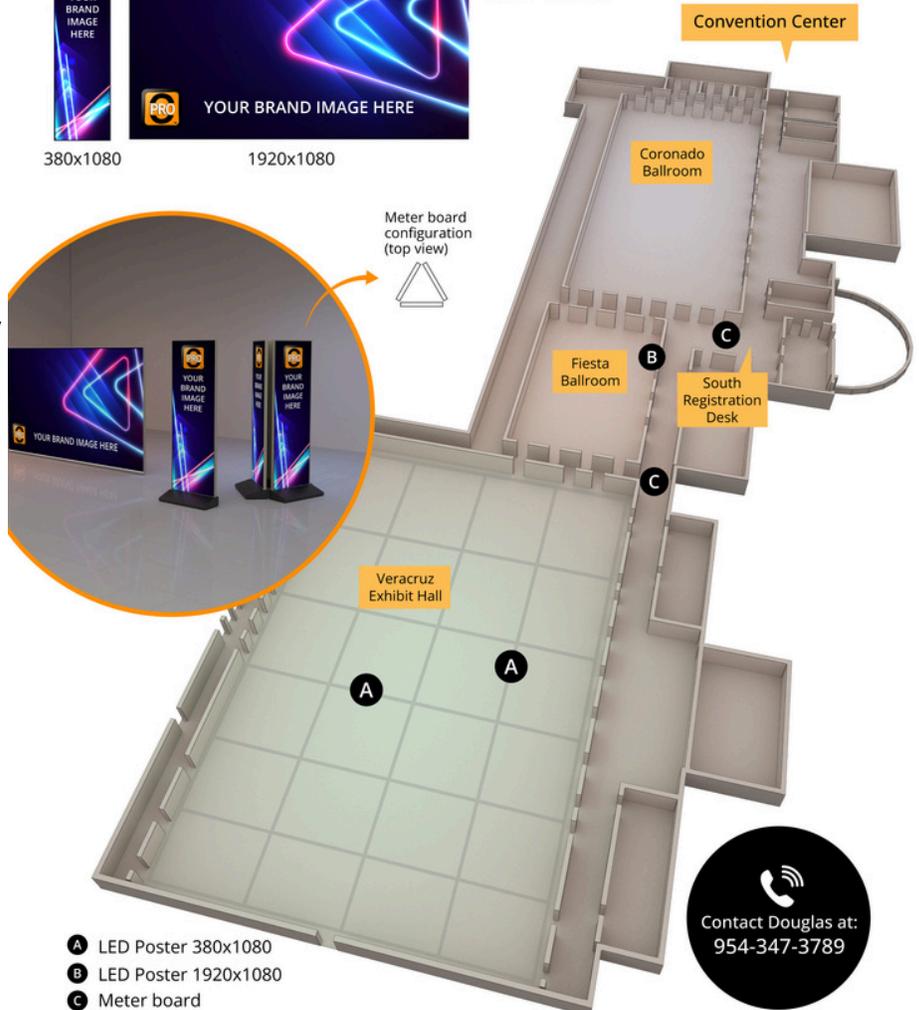
- 10-second animated loop of your company's brand image (**Total time on screen is approximately 3 minutes per hour throughout each day of the event**); Image dimensions: 320 pixels X 1080 pixels
- LED posters strategically placed throughout the event
- Brand exposure to hundreds of podiatric professionals and industry leaders

### Custom Opportunity:

- Custom 1920 X 1080 HD Video played at various times on the video wall located between Fiesta 5 & 6



Specifications for LED Posters



# ADD-ONS: STORYTELLER & EDUCATOR



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## **Cadaver or Sawbones Lab | \$5,000**

This is an excellent opportunity to provide one-on-one learning and have your organization recognized as leader educators in the field of Podiatry. Sponsors will be requested to provide instrumentation and staff to conduct the lab. FPMA will provide a pre-conference attendee list for pre-event marketing purposes.



## **Industry Theatre (*Please Inquire*) | \$2,500**

*Four 30-minute sessions available per day Thursday thru Saturday in each Theatre Area (#1 and #2)*

### Available Times Each Day:

11:15 am - 11:45 am/12:00 pm - 12:30 pm/12:45 pm - 1:15 pm/1:30 pm - 2:00 pm

This 30-minute non-CECH session allows you to privately deliver your message to SAM attendees in one of our two Industry Theatres located in the SAM 2025 exhibit hall. Industry Theatres take place during exhibit hall hours with no competing lectures. These sessions will allow you to discuss and present details about the value of your product or service to conference attendees.

You are encouraged to pre-market your Industry Theatre presence, explaining the benefits of attending. Draw attendees in with light snacks and/or beverages (must be purchased directly through hotel catering).

Sessions will be promoted by FPMA via email.

Area will be fitted with pipe and drape, with seating for approximately 30 - 40 attendees. You will be provided one eight foot table and a large screen TV. Bring your presentation on a thumb drive and plug and play. Audio headpieces will also be provided to attendees so they may hear the presenter/presentation clearly and reduce ambient noise.



## **Lunch & Learns (2 Total) | \$5,000 each (1:00 pm - 2:00 pm Wednesday only) \***

These will be the only Lunch & Learn opportunities provided at SAM 2025. Each non-CECH Lunch & Learn will be one hour in duration and provides an opportunity for you to speak directly about the benefits of your product or service. Sponsorship price does not include the cost of food and beverage. Your company selects the extent of the menu provided. Food and beverage must be purchased directly through hotel catering.



## **Breakfast & Learns (2 total per day) | \$5,000 each (7:00 am - 8:00 am Thursday - Saturday) \***

These will be the only Breakfast & Learn opportunities provided at SAM 2025. Each non-CECH Breakfast & Learn will be one hour in duration and provides an opportunity for you to speak directly about the benefits of your product or service. Sponsorship price does not include the cost of food and beverage. Your company selects the extent of the menu provided. Food and beverage must be purchased directly through hotel catering.

**\* Breakfast and Lunch Symposiums will be promoted in the SAM 2025 program, on-site signage, and pre-conference emails. Additional marketing and promotion to ensure a successful event is the responsibility of the sponsor.**

# ADD-ONS: STORYTELLER & EDUCATOR Continued



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## **General Membership Meeting | \$2,500 (up to four sponsorships available)**

FPMA pauses all lectures for our General Membership Meeting with invitations extended to all FPMA members. Your company will be recognized as an elite sponsor, with signage recognition.

*This event is scheduled for Wednesday, January 29th.*



## **Women in Podiatry Breakfast | \$2,500 (up to two sponsorships available)**

Now in its 4th year, the SAM Women In Podiatry Breakfast is very popular! Be recognized as a sponsor, with your company logo featured in onsite signage and invitation material. Event will accommodate approximately 40 attendees. This sponsorship allows for a brief (5 - 7 minute) sponsor presentation.

*This event is tentatively scheduled for Thursday, January 30th.*



## **Attendee Refresh (Coffee Service) | \$1,000 (multiple sponsorships available)**

FPMA will be offering coffee service in the exhibit hall each day. You are welcome to provide cups with your logo. Signage onsite will reflect your company's commitment.



## **Conference WiFi | \$4,500**

Assist conference attendees in staying in touch with their practices and continuing daily business while away from the office. Your company logo will appear when wifi is accessed.



## **Room Drop | \$5.00 outside/\$6.00 inside room drops**

Leave a treat, trinket, or treasure branded with your company logo or a custom message for attendees to find inside or outside their guestroom after a long day. Items must be approved by FPMA in advance.

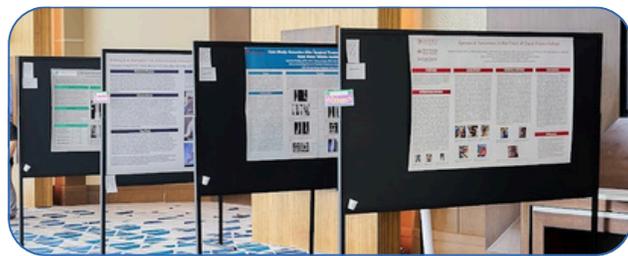
# EDUCATIONAL GRANT PACKAGES



## Physician Hands-On Workshops *(please inquire)*

Multiple opportunities available. Please inquire about available dates, times, locations, and pricing. These popular workshops fill up quickly and offer an intimate environment for attendees to learn one-on-one by performing advanced techniques. Sponsor will be requested to provide instrumentation and staff to conduct a workshop.

Sponsors will receive recognition on the SAM website, the conference mobile app, and in emails sent to conference attendees. FPMA will provide a pre-conference attendee list for pre-event marketing purposes.



## Poster Competition | \$1,250 (four available)

Posters are a legitimate and popular presentation format for research and clinical vignettes. They efficiently communicate concepts and data to an audience using a combination of visuals and text. Poster presentations allow the author to meet and speak informally with interested viewers, facilitating a greater exchange of ideas and networking opportunities than with oral presentations.

Poster presentations often are the first opportunities for

young physicians to present their work at important scientific meetings and are preparatory for publication in a peer-reviewed journal.

Help sponsor academic research by sponsoring the SAM 2025 annual poster competition. Opportunities are available to sponsor 1st through 3rd place awards. Your company logo will be prominently featured on signage in the poster exhibition area.

## Quiz Bowl | \$800.00

Help sponsor the wildly popular student Quiz Bowl competition. This interactive format tests students' podiatric knowledge and skill, serves as a showcase for podiatric talent, and provides a bonding experience for participants. This event will be held in the SAM 2025 exhibit hall on Saturday afternoon and will be an excellent opportunity to showcase your support for the next generation of Podiatric Physicians. On-site signage in the Quiz Bowl area and branding (with logo) on Quiz Bowl slides will recognize your support.



**For additional information about the options on this page, contact [klambert@fpma.com](mailto:klambert@fpma.com)**

# ADD-ONS ORDER FORM



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To order sponsorship add-ons, check the boxes below. FPMA will send you an invoice for all items ordered.

## ADD-ONS: THE BRAND BUILDER

- Conference Bag Insert | \$1,000
- Attendee Lanyards | \$4,500
- Physician Attendee Laptop Bag or Backpack | \$10,000
- Assistant Attendee Bags | \$4,500
- Pre-Conference Emails | \$350 each or 3 for \$950

### Ad in SAM 2025 Program

- Full Page (8.5" w x 11" h) - \$2,000
- Half Page (8.5" w x 5.5" h) - \$1,000
- Quarter Page (4.25" w x 5.5" h) - \$500

### Ad in Spring 2025 Issue of FPMA Footprints Magazine

- Full Page (8.5" w x 11" h) - \$2,480
- Half Page (8.5" w x 5.5" h) - \$1,240
- Quarter Page (4.25" w x 5.5" h) - \$620

### Mobile App Sponsor | One Per Day, Available

- Wednesday: \$1,500
- Thursday: \$3,000
- Friday: \$3,000
- Saturday: \$3,000
- Sunday: \$1,500

- Mobile App Push Notifications | \$250 Per Notification  
Four Per Day Available

### LED Posters:

Contact Douglas Loran at 954-347-3789 to reserve your spot

## ADD-ONS: STORYTELLER & EDUCATOR

- Cadaver or Sawbones Lab | \$5,000
- Industry Theatre | \$2,500
- Lunch & Learns (2 Total) | \$5,000 each
- Breakfast & Learns (2 Total Per Day) | \$5,000 each
- General Membership Meeting Sponsor | \$2,500  
(Up to Four Sponsorships Available)
- Women in Podiatry Breakfast | \$2,500  
(Up to Two Sponsorships Available)
- Attendee Refresh (Coffee Service) | \$1,000  
(Multiple Sponsorships Available)
- Conference WiFi | \$4,500
- Room Drop | \$5.00 Each - Outside of Room / \$6.00 Each - Inside of Room

## ADD-ONS: EDUCATIONAL GRANT PACKAGES

Physician Hands-on Workshop (*Please Inquire*)

- Poster Competition Sponsor | \$1,250  
(Four Available)
- Quiz Bowl Sponsor | \$800

**THANK YOU FOR YOUR  
SPONSORSHIP!!**