

# PODIATRY MEANS BUSINESS



THE 2019  
IPMA ANNUAL MEETING

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EXHIBITOR AND SPONSORSHIP PROSPECTUS

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OCTOBER 24 - 26, 2019  
RENAISSANCE | SCHAUMBURG, IL

## ABOUT THE ILLINOIS PODIATRIC MEDICAL ASSOCIATION

For over 100 years, the Illinois Podiatric Medical Association has represented a majority of the doctors of podiatric medicine in the state of Illinois. IPMA members comply with rigid ethical standards and participate in numerous programs and events that benefit patients, the profession and the community. When patients select a podiatrist who is a member of the IPMA, they are assured of having chosen a skilled practitioner to care for their feet.

## WHO ATTENDS?

The IPMA Annual Conference is developed for podiatric physicians and surgeons of all specialties. We've designed our program to ensure we are appealing to DPMs across all disciplines and from private practice, large group practices, hospitals and health systems. The IPMA Annual Conference brings you a highly targeted and qualified audience, representing a wide variety of podiatric decision-makers that are interested in your product portfolio. By supporting the mission of the IPMA Annual Conference, you are helping to provide the best educational and training resources available to this critical audience. Exhibiting at the IPMA Annual Conference and supporting through sponsorship is a way to impact the field and raise awareness of your brand and products. **IPMA members have stated they are 75% more likely to purchase from vendors who support their meetings and education by exhibiting and/or sponsoring.**

## TABLE OF CONTENTS

- 3** Exhibiting Cost & Benefits
- 4** Sponsorship Opportunities
- 7** Educational Grant Information
- 8** Print Advertising Opportunities
- 11** Sponsorship Application Form
- 12** 2018 Exhibitor Registration Form



## EXHIBITING AT THE IPMA ANNUAL MEETING

We invite you to join us in our intimate exhibit hall where you can make and nurture relationships with over 200 attendees from Illinois and surrounding states! All of our educational sessions are built around unopposed breaks which allow every attendee ample time to visit with exhibitors.

## EXHIBITOR COST & BENEFITS

Each table top exhibit space is \$1,495. In addition to a booth in the Exhibit Hall, exhibitors receive the following benefits:

- (1) six foot table
- (2) Chairs
- A free post-conference attendee mailing list of IPMA members Valued at \$150.
- (2) non-transferable exhibit only badges.
- Listing in the exhibitor's directory within the Program Guide. This invaluable on-site resource is viewed and referred to many times during the conference.
- NEW – Company listing in the mobile app with link to company website.
- NEW – Exhibiting companies offering discounts on products/services in the exhibit hall will have their name, booth number, and discount offer published in the onsite program guide and in the mobile app to attract attendees.

## EXHIBIT HALL HOURS\*

### WEDNESDAY OCTOBER 23RD

2:00PM - 5:00PM [Exhibit Hall Set Up]

### THURSDAY OCTOBER 24TH

9:30AM - 3:00PM

4:30PM - 5:30PM [Happy Hour and Scanning in Exhibit Hall]

### FRIDAY OCTOBER 25TH

9:30AM - 3:00PM

6:00PM - 7:00PM [President's Reception]

### SATURDAY OCTOBER 26TH

9:30AM - 1:00PM

*The Exhibit Hall teardown is from 1:00PM - 3:00PM Saturday afternoon.*

\*Please note: these hours are based on the preliminary program and will be condensed and published in the exhibitor manual after the program is finalized. Hosting any events/meetings during the above hours is strictly prohibited.

## MAJOR SPONSORSHIP OPPORTUNITIES

Sponsoring the Annual Meeting not only increases your exposure during our meeting, but year round to our entire membership! We've got something for everyone and every budget – don't miss this opportunity, purchase a sponsorship today!

	<b>GOLD \$13,000</b>	<b>SILVER \$10,000</b>	<b>BRONZE \$7,000</b>
Exhibit Space	X	X	X
Premier placement of logo recognizing sponsorship in Onsite Program	X	X	X
Recognition of sponsorship level with logo and click through to sponsor website on IPMA homepage	X	X	X
Signage placed throughout the conference recognizing sponsorship level with logo	X	X	X
Promotional Piece in Attendee Bags	X	X	X
Executive Council Meet & Greet	X	X	X
Pre & Post conference mailing lists	Full IPMA Membership	Registered Attendee	Registered Attendee
Ad space in onsite program guide	Full Page	Half Page	Quarter Page
Ad space in IPMA eNewsletter	4 issues	2 issues	1 issue
Promotional Article in our IPMA Newsletter	2 issues	1 issue	
Promotional Email blast to conference attendees – Sponsor to provide electronic ad	1 pre-conference and 1 post-conference	1 pre-conference	
Mobile App Banner Ad with Click through to sponsor website	X		

EACH SPONSORSHIP IS FULLY CUSTOMIZABLE TO MEET YOUR MARKETING NEEDS! Please contact Ricci McDonald at 630-537-9743 or at [Meetings@ipma.net](mailto:Meetings@ipma.net) to discuss your opportunities today!

## CELEBRITY KEYNOTE

### SPONSOR OUR FIRST EVER CELEBRITY KEYNOTE SPEAKER \*BIG VISIBILITY

Sole Partner: \$50,000 | Co-Partner: \$25,000 (limit 2)

IPMA is excited to welcome a keynote speaker unlike any from year's past. This year we are proud to welcome Jon Taffer, host of Spike TV's number-one show, *Bar Rescue*. Jon will share his unprecedented business knowledge and thought leadership to help our doctors rethink their approach to the growth and development of their business and profession through a unique and healthy perspective. Sometimes it's incredibly helpful to look at your business through a new set of eyes to understand what it takes to be your very best!

Jon will present his keynote address on Friday, October 25th at 3:30PM. This is a not-to-be missed opportunity sure to impact everyone in attendance!

This sponsorship opportunity includes:

- Advertisement in all pre-conference email-blasts
- Sponsorship recognition on IPMA website, mobile app and all signage
- Full page ad in program guide
- Exclusive opportunity to speak to attendees for 5 minutes before keynote and introduce Jon Taffer
- A one hour meet and greet after keynote presentation\*
- A photo opportunity with Taffer in front of a backdrop with your organization's branding

\*Sole sponsor will have the opportunity to invite up to 100 people to the meet and greet and photo opportunity, Co-sponsors will be able to invite up to 50



CELEBRITY KEYNOTE SPEAKER

# JON TAFFER

# BRANDING

## ATTENDANCE CONFERENCE BAGS

\$3,000

The #1 way to gain exposure at the meeting! Your logo will be highly visible as attendees carry this to educational sessions, networking meetings, in the exhibit hall and after the conference!

## ATTENDEE CONFERENCE BADGES

\$2,500

A great branding opportunity! Each attendee is required to wear a name badge which will include your prominently placed logo. Attendees will promote your company as they walk throughout the meeting wearing your company logo proudly!

## REGISTRATION BAG INSERT

\$500

Market your booth or other exciting news from your company to all attendees with an insert in the registration bags. Sponsors can place one (1) item in the registration bag for maximum exposure among attendees. Sponsor must design and print inserts, pending approval from IPMA.

## ONSITE BRANDED METER BOARDS (2) \*NEW THIS YEAR

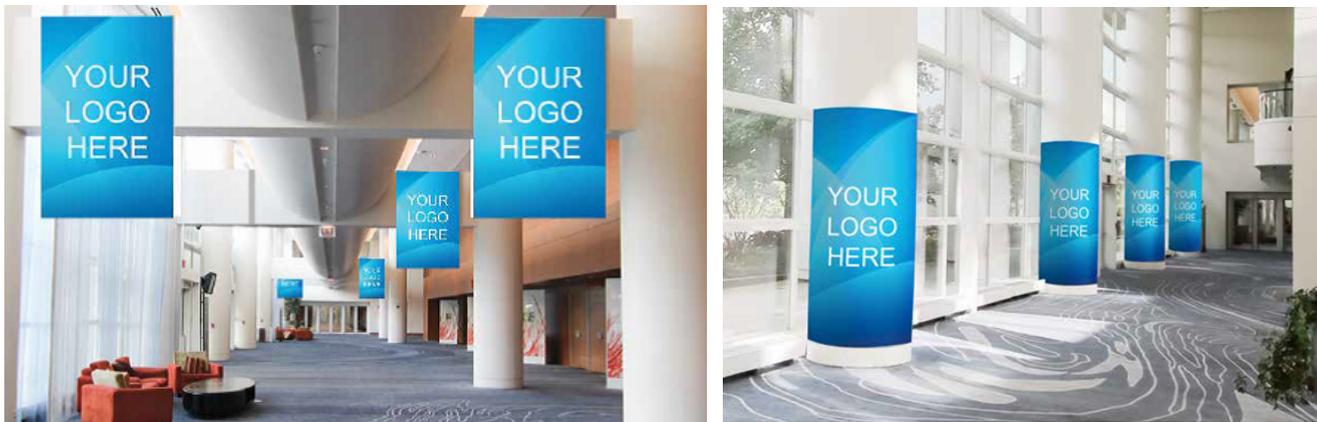
\$1,500

Catch the attention of our attendees with a branded meter board (38" wide x 84" high). Meter boards will be placed in high traffic areas throughout the Schaumburg Foyer outside general session rooms. Catch the eyes of attendees as they enter sessions or enjoy breakfast in the foyer each morning of the conference.

## ADDITIONAL BRANDING OPPORTUNITIES \*NEW THIS YEAR

Contact for cost.

Show our attendees you mean business with unique branding to keep your organization top-of-mind. Opportunities include hanging banners, column wraps, floor decals, window clings, and wall clings outside of session rooms. See below for examples.



## MOBILE APP

### SOLE MOBILE APP SPONSORSHIP \*POPULAR OPPORTUNITY

**\$8,500**

Did you know that over 74% of our attendees downloaded and interacted with our conference mobile app in 2018? Don't miss this chance to get your organization noticed by being the sole sponsor of the IPMA 2019 mobile conference app.

Sponsorship includes:

- Personalized Splash Page viewed each time someone opens the mobile app
- A branded rotating Banner Ad linked to your website (artwork supplied by you)
- Promotional mention in conference email blasts leading up to the conference and in our onsite program guide.
- Personalize our brand new on-site social media wall that will highlight a live composite of IPMA's social media activity and conference activity feed in the registration area for everyone to see.

### BRANDED BANNER ADS

**\$2,000 (limit 3)**

Get high visibility on our conference mobile app with a customizable rotating banner ad (artwork to be supplied by you). Your banner will appear at the top of each attendee's mobile phone screen each time attendees open the app. This sponsorship is a cost-effective way to create impactful brand awareness and offer a direct click-through to your website.

### MOBILE APP PUSH NOTIFICATION

**\$3,500 (limit 3 sponsors)**

Reach conference Attendees on their mobile devices and tablets with a personalized message. Your company can create a message of up to 140 characters and IPMA will push it out to attendees twice on your sponsored date. Messages will reach attendees those who have downloaded the app. Content of message is subject to IPMA approval.

## TRAFFIC BUILDING

### PASSPORT TO PRIZES\*

**\$400 (limit 10)**

Participation in this affordable opportunity is the best way to guarantee to drive foot traffic to your booth! Each attendee will receive a passport game card at registration. Attendees must visit each participating exhibitor to receive a stamp on his/her passport and turn in a completed passport for a chance to win a prize! Drawing will be held on Saturday at the conclusion of lunch. There are only a limited number of spaces available!

*\*Sponsors are responsible for providing prize to IPMA for drawing*

### FULL IPMA MEMBERSHIP MAILING LIST

**\$300**

This is your chance to market to our full list of IPMA Members! Purchasing this list gives you access to all registered attendees AND over 700 IPMA Members! This is your opportunity to let registered members know you're coming and encourage unregistered members to sign up today!

## BREAKS AND LUNCHES

### PRESIDENT'S RECEPTION ON FRIDAY, OCTOBER 26TH

Sole Partner: \$10,000 | Co-Partner: \$5,000 (limit 2)

Get exclusive time with the attendees and the IPMA Board of Directors by sponsoring the IPMA President's reception. Enjoy the additional visibility of branded signs placed throughout the reception as well as branded napkins and listing as the sponsor on our promotional emails, on site program and mobile app. and in the onsite program. Sponsor will be recognized in announcement by the President as well as have an opportunity to address the reception.

### KICK OFF HAPPY HOUR ON THURSDAY, OCTOBER 25TH \*NEW THIS YEAR

\$6,000

Sponsor our first ever IPMA Happy Hour to kick off the conference on Thursday, October 24th. Opportunity includes advertisement in program guide and company recognition through email blasts prior to the conference, a push notification in our mobile app, signage recognizing sponsorship, scanning station and a specially branded bar located near your exhibit table during the happy hour. All bars will contain company branded beverage napkins and company branded signage. Sponsor will be recognized by IPMA during happy hour and will have the opportunity to address attendees.

### SATURDAY MORNING SCIENTIFIC KEYNOTE BLOODY MARY'S AND MIMOSA'S \*NEW THIS YEAR

\$7,500

Help our attendees wake up with a Bloody Mary and Mimosa bar before they head into our Saturday morning Keynote session. Sponsor table will be set up in the foyer outside of the session room to enable you an opportunity to network with attendees as they enter the Keynote session. Sponsor will receive recognition through email blasts, in the onsite program, a push notification through the mobile app, and special listing in mobile app.

### BREAKFAST

\$3,000

Say "Good Morning" to attendees by sponsoring an enhanced continental breakfast and get your company noticed before the day's sessions. Benefits include: logo placed on placards throughout the breakfast buffet, signage in the breakfast area, and recognition near breakfast area; acknowledgement in printed materials including program guide (if booked prior to print date); (1) company representative stationed at breakfast buffet to greet attendees. Breakfast hosting opportunities are available on Thursday, Friday, and Saturday mornings.

### AFTERNOON BREAK

\$3,000

Keep attendees fueled through the end of the day by sponsoring the afternoon break. Benefits include: logo placed on placards through the snack buffet and recognition near snack area; acknowledgement in printed materials including program guide (if booked prior to print date); (1) company representative stationed at buffet to greet attendees. Afternoon breaks are available on Thursday, Friday and Saturday afternoons.

## COMMERCIAL LECTURE

### PRESENTATION OPPORTUNITIES

Promotional Lecture \$3,000 | Promotional Workshop or Demo \$5,000

Educate IPMA/AAPSM Convention attendees on your company's current product(s) and/or service(s) by hosting a one hour presentation or hands-on workshop. IPMA/AAPSM will advertise the workshop on your behalf through email communications to all registered attendees, track registration, and promote your session in our on-site program, mobile app, and on signage. Sponsor will be notified with room capacity prior to contracting.

# INTERESTED IN SUPPORTING OUR EDUCATION? PROVIDE AN EDUCATIONAL GRANT

Educational Grants are utilized as a means of enhancing scientific knowledge, professional skills, medical advancement, and delivery of effective health care for the benefit of patients.

Educational Grants will be approved and utilized at the sole discretion of the IPMA for continuing education activities or to allow attendance by medical students, residents, fellows and other health care professionals in training. Guidelines set forth by the Council on Podiatric Medical Education (CPME) will be strictly adhered to.

## General Grant Support

This opportunity provides funding, within your budget, for continuing education activities during the conference. Grants will be utilized at the sole discretion of the IPMA. Grant Supporters will be recognized in email communications, the on-site program guide, entrance signage to the Exhibit Hall, and entrance signage outside of the general session room.



# PRINT ADVERTISING OPPORTUNITIES

AD SIZE	ON SITE PROGRAM
FULL PAGE	\$500
HALF PAGE (Vertical or Horizontal)	\$375
QUARTER PAGE	\$300

**DEADLINES** **Onsite Program:** Ads must be submitted by October 1st

**SUBMISSION INSTRUCTIONS:** Please submit your final artwork as a high res PDF file by emailing it to: [Meetings@ipma.net](mailto:Meetings@ipma.net)

## AD MATERIAL SPECIFICATIONS

**PREFERRED FILE FORMATS:**  
PDFX1A with fonts and 300 dpi (CMYK) images embedded.

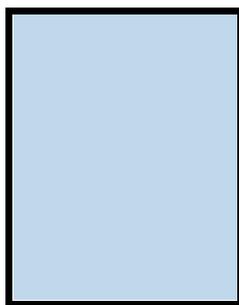
**ACCEPTABLE FILE FORMATS INCLUDE:**  
**Adobe InDesign CS/CS2/CS3/CS4/CS5/CS5.5/CS6** – include all mac screen and printer fonts and all resources used in the layout.

**Adobe Illustrator CS/CS2/CS3/CS4/CS5/CS5.5/CS6** – images must be linked, not embedded, and included. All fonts must be converted to outlines.

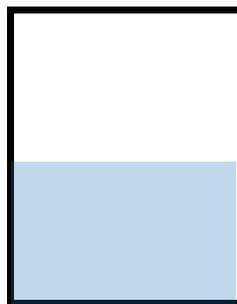
**Adobe Photoshop CS/CS2/CS3/CS4/CS5/CS5.5/CS6** – must be CMYK, 300 dpi resolution, layered photoshop document with all fonts included.

## UNACCEPTABLE FILE FORMATS

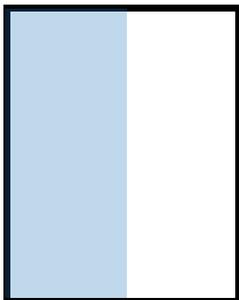
JPG, GIF, BMP, PNG, and any other file extensions are not acceptable.



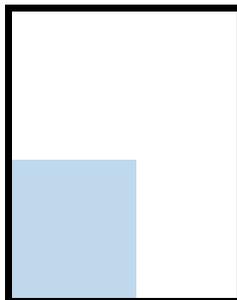
**FULL PAGE**  
(Including covers)  
Trim size: 8.5 x 11  
Bleed: 8.75 x 11.25  
Non-bleed: 8 x 10.5



**HALF PAGE**  
(Horizontal)  
Bleed: 8.75 x 5.125  
No bleed: 8 x 5



**HALF PAGE**  
(Vertical)  
Bleed: 4.25 x 11.25  
No bleed: 4 x 10.5



**QUARTER PAGE**  
No bleed: 4 x 10.5

# SPONSORSHIP APPLICATION FORM

## CLIENT INFORMATION

Company Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

### PREMIER SPONSORSHIPS

- Gold \$13,000  
 Silver \$10,000  
 Bronze \$7,000

### BRANDING

- Attendee Conference Bags \$3,000  
 Attendee Conference Badges \$2,500  
 Bag Insert \$500  
 Onsite Branded Meter Boards \$1,500  
 Additional Branding Opportunities

### CELEBRITY KEYNOTE

- Sponsor Celebrity Keynote  
 \$50,000 (Sole), \$25,000 (Co)

### COMMERCIAL LECTURE OPPORTUNITY

- Promotional Lecture: \$3,000  
 Promotional Workshop or Demo: \$5,000

### TRAFFIC BUILDING

- Passport to Prizes \$400 (limit 10)  
 Full IPMA Membership List \$300

### BREAKS & LUNCHES

- Friday's President's Reception \$10,000 (Sole), \$5,000 (Co)  
 Thursday's Happy Hour \$6,000  
 Saturday's Morning Keynote Bloody Mary's & Mimosa's \$7,500  
 Breakfast \$3,000 (Thursday, Friday, Saturday)  
 Afternoon Break \$3,000 (Thursday, Friday, Saturday)

### MOBILE APP

- Sole Sponsorship \$8,500  
 Branded Banner Ad \$2,000  
 Push Notification \$3,500

### ADVERTISING

- Full Page \$500  
 Half Page \$375  
 Quarter Page \$300

## PAYMENT INSTRUCTIONS

- AMEX  MasterCard  Visa  Discover

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_ Security Code \_\_\_\_\_  
 Amount \_\_\_\_\_ Name of Cardholder \_\_\_\_\_  
 Signature of Cardholder \_\_\_\_\_

- Check made payable to the "Illinois Podiatric Medical Association"

**A 50% deposit is due at the time of commitment for your sponsorship.  
 The full balance must be paid by October 1, 2019.**

# 2019 EXHIBITOR REGISTRATION FORM

The total cost to exhibit is \$1,495. Please complete all fields below. Space is available on a first come, first serve basis and will be assigned in order of registration date. A nonrefundable deposit of \$650 must accompany the completed application in order to reserve booth space. Applications can be submitted to the attention of Ricci McDonald via fax to (312) 427-5813 OR email to meetings@ipma.net OR mail to: 745 McClintock Drive, Suite 340 Burr Ridge, IL 60527.

## COMPANY CONTACT INFORMATION

All conference materials & information will be sent to the PRIMARY contact. At least one of the contacts should be an on-site representative.

Company Name:

(As you would like it to appear in all printed and digital materials)

### PRIMARY CONTACT

Name \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

### SECONDARY CONTACT

Name \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

## CATEGORY

Indicate up to two categories that best describe your products and/or services

## BOOTH PREFERENCES

*While every effort is made to accommodate your requests, the IPMA cannot guarantee they will be met. This application is a deposit form to reserve space. Booths cancelled on or before July 31, 2019 will be refunded all paid exhibit fees less the \$650 non-refundable deposit. After this date, there will be no refunds issued for cancellations or no shows.*

NUMBER OF EXHIBIT SPACES REQUESTED:

COMPANIES THAT YOU PREFER NOT TO BE PLACED NEXT TO:

## PAYMENT INSTRUCTIONS

AMEX     MasterCard     Visa     Discover

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_ Security Code \_\_\_\_\_

Amount \_\_\_\_\_ Name of Cardholder \_\_\_\_\_

Signature of Cardholder \_\_\_\_\_

Check made payable to the "Illinois Podiatric Medical Association"

**A \$650 deposit is required to secure your exhibit space. The full balance must be paid by October 1, 2019.**

**Booths selection will be first come first serve.**