



# MIDWEST PODIATRY CONFERENCE

THE PREMIER MEETING FOR FOOT AND ANKLE PHYSICIANS, SURGEONS AND ASSISTANTS

# 2021 VIRTUAL EXHIBITOR & SPONSOR PROSPECTUS



**THURSDAY, JUNE 17 -  
SUNDAY, JUNE 20, 2021**

*Virtual Conference*



Discover. Perform. Master.

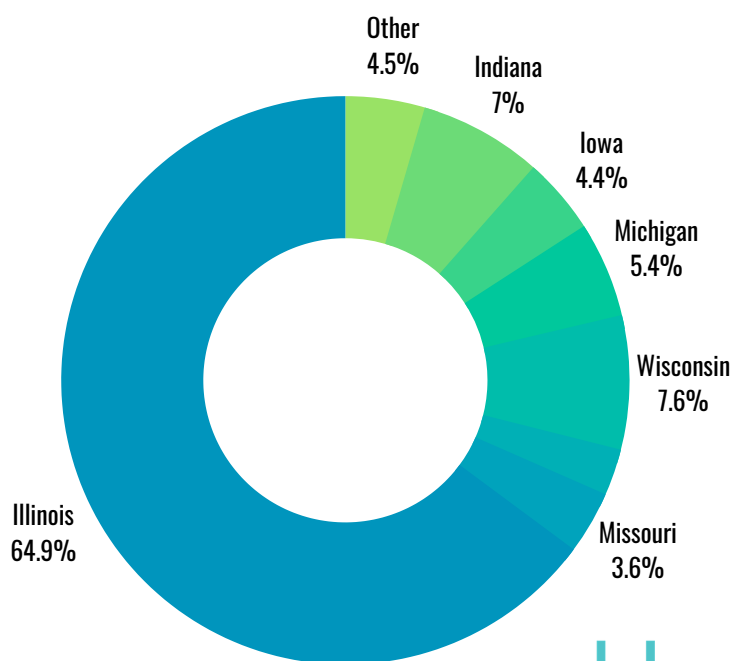
# ABOUT THE MIDWEST PODIATRY CONFERENCE

For over 50 years the Midwest Podiatry Conference has strived to promote the art and science of podiatric medicine. Our conference hosts over 1,000 attendees from 43 states and Canada turning our regional conference into one of the largest podiatric shows in the nation! We represent a broad spectrum of podiatric professionals who specialize in surgery, sports medicine, diabetics, geriatrics, arthritis, orthopedics, pediatrics, biomechanics, wound care and, of course, general podiatric care.

## WHO ATTENDS?

The Midwest Podiatry Conference isn't just for DPMs. It's for the whole practice! Assistants, Practice Managers, Office Managers, and guests are all welcome to the Midwest Podiatry Conference and more often than not they are THE decision makers when it comes to purchasing. Residents also make up a large number of our attendees and are perfect for building that new client relationship.

## ATTENDEES BY STATE



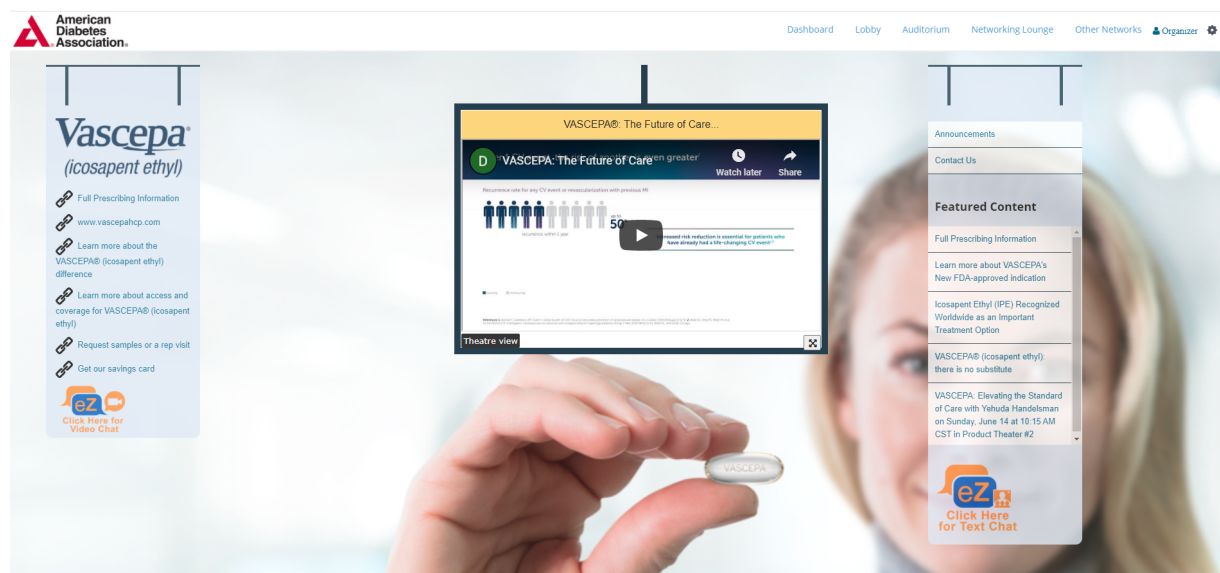
## ASSISTANTS VS. DPMS: 2019

ASSISTANTS: 128 DPMS: 1,315



# EXHIBITING AT THE MIDWEST PODIATRY CONFERENCE

Whether your goal is to build a new client base or nurture existing relationships, the Midwest Podiatry Conference is THE premier conference to exhibit at! The 2021 conference boasts an impressive exhibit hall.



## ONLINE EXHIBITOR REGISTRATION

### HOW CAN I REGISTER AND PURCHASE SPONSORSHIPS?

Online registration is the safest, quickest method of registering. Follow these quick and easy steps to get registered today!

- Log on to [www.midwestpodconf.org](http://www.midwestpodconf.org)
- Select the EXHIBITORS menu at the top of the page and click ONLINE EXHIBITOR REGISTRATION
- Select your company name from the drop-down menu OR enter your company information under new exhibitor
- Select the perfect booth space for your company
- Select sponsorship opportunities
- **Pay the \$850 non-refundable deposit per booth to reserve your space and you're all set to exhibit! You will not receive your preferred booth selection if the non-refundable deposit is not paid at the time of registering.**

**DEADLINE** to register for the 2021 Midwest Podiatry Conference is May 9, 2021; the exhibit hall does sell out and all registration is done on a first come, first serve basis.

# VIRTUAL EXHIBITOR REGISTRATION FORM

*\*Online registration is the safest, quickest method of registering. See Page 3 for details.*

## Please Check:

- I understand that **all space must be paid for in full by May 9, 2021**. If the assigned space is not paid in full by this date, it may be reassigned to another exhibitor at the discretion of MPC.

## EXHIBITOR INFORMATION

Company Name \_\_\_\_\_  
(as you would like it to appear in all MPC publications, booth signage and name badges)

Primary Contact \_\_\_\_\_  
(all conference information and materials will be sent to this person)

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**Category:** Indicate up to two categories that best describe your products and/or services.

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Ambulatory Devices                 | <input type="checkbox"/> Implants & Surgical Devices      | <input type="checkbox"/> Publications                 |
| <input type="checkbox"/> Anesthesia                         | <input type="checkbox"/> Instruments                      | <input type="checkbox"/> Schools and Associations     |
| <input type="checkbox"/> Billing: Software or Services      | <input type="checkbox"/> Laboratory & Diagnostic Services | <input type="checkbox"/> Shoes and Hosiery            |
| <input type="checkbox"/> Business Services                  | <input type="checkbox"/> Medical Supplies                 | <input type="checkbox"/> Skin Care                    |
| <input type="checkbox"/> Chairs & Other Podiatric Equipment | <input type="checkbox"/> Office Supplies                  | <input type="checkbox"/> Treatment/Therapy Modalities |
| <input type="checkbox"/> Computer Software                  | <input type="checkbox"/> Orthotics and Corrective Devices | <input type="checkbox"/> Wound Care                   |
| <input type="checkbox"/> Equipment - Diagnostic             | <input type="checkbox"/> Pharmaceuticals                  |   |

**This Application is a deposit form to reserve virtual space at the 2021 Midwest Podiatry Conference. Booth numbers or locations are not guaranteed until space selection is complete and a contract is signed by both parties.**

## PAYMENT INFORMATION

ALL REGISTRATION FORMS MUST BE SUBMITTED WITH A NON-REFUNDABLE DEPOSIT OF \$850 PER BOOTH RESERVE YOUR SPACE. FORMS WILL NOT BE PROCESSED WITHOUT DEPOSIT.

Amount to be paid with this application \$ \_\_\_\_\_

Check (Payable to Midwest Podiatry Conference) Check Number \_\_\_\_\_

AMEX  MasterCard  Visa  Discover

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

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

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

Midwest Podiatry Conference 2021  
Tel: (630) 537-9743 | www.midwestpodconf.org | Email: meetings@midwestpodconf.org

# 2021 MPC SPONSOR OPPORTUNITIES

## VIRTUAL

### PLATINUM LEVEL

\$25,000

- Prominent Recognition in the Virtual Expo Hall & Virtual Conference Landing Page
- Virtual Exhibit Booth
- 45-minute session with MPC Board Members pre or post conference (virtual)
- (1) 60-minute CPME Approved Lecture with Speaker(s) during conference
- Full-page Ad in Digital Program
- (6) complimentary conference registrations (to be used by your team members or can be given to customers)
- Pre/Post Conference Attendee List (Pre-conference list will be provided 4-weeks prior to the conference and post-conference list will be provided within 1-week of conference)
- Premium Logo/Banner location in the Exhibit Hall
- 4-month Social Media Recognition - **8 total posts** dedicated to your brand! (2 tweets on MPC's Twitter & 2 posts will be published on MPC's LinkedIn Pages in April, May, June & July 2021)
- Participation in Virtual Scavenger Hunt
- Featured on MPC Conference Website landing page with direct link to company website
- Recognition on all MPC 2021 Communications to attendees, speakers, etc.
- **First Choice** of Booth Placement for **2022** MPC before floorplan goes public

### GOLD LEVEL

\$20,000

- Prominent Recognition in the Virtual Expo Hall & Virtual Conference Landing Page
- Virtual Exhibit Booth
- 30-minute session with MPC Board Members pre or post conference (virtual)
- (5) complimentary conference registrations (to be used by your team members or can be given to customers)
- Half-page Ad in Digital Program
- Pre/Post Conference Attendee List (Pre-conference list will be provided 4-weeks prior to the conference and post-conference list will be provided within 1-week of conference)
- Premium Logo/Banner location in the Exhibit Hall
- 3-month Social Media Recognition - **6 total posts** dedicated to your brand! (2 tweets on MPC's Twitter & 2 posts will be published on MPC's LinkedIn Pages in April, May & June 2021)
- Participation in the Virtual Scavenger Hunt
- Featured on MPC Conference Website landing page with direct link to your company website
- Recognition on all MPC 2021 Communications to attendees, speakers, etc.
- **Second Choice** of Booth Placement for **2022** MPC before floorplan goes public



# 2021 MPC SPONSOR OPPORTUNITIES

## VIRTUAL

### SILVER LEVEL

\$15,000

- Recognition in the Virtual Expo Hall
- Virtual Exhibit Booth
- 20-minute virtual session with MPC Board Members
- Quarter-page Ad in Digital Program
- (4) complimentary conference registrations (to be used by your team members or can be given to customers)
- Pre/Post Conference Attendee List (Pre-conference list will be provided 4-weeks prior to the conference and post-conference list will be provided within 1-week of conference)
- Logo/Banner location in the Exhibit Hall
- 2-month Social Media Recognition - **4 total posts** dedicated to your brand! (2 tweets on MPC's Twitter & 2 posts will be published on MPC's LinkedIn Pages in May & June 2021)
- Featured listing on MPC Conference Website with direct link to your company website
- Recognition on all MPC 2021 Communications to attendees, speakers, etc.
- **Third Choice** of Booth Placement for **2022** MPC before floorplan goes public to larger audience

### BRONZE LEVEL

\$10,000

- Recognition in the Virtual Expo Hall
- Virtual Exhibit Booth
- (3) complimentary conference registrations (to be used by your team members or can be given to customers)
- 1/8-page Ad in Digital or Printed Program
- Pre/Post Conference Attendee List (Pre-conference list will be provided 4-weeks prior to the conference and post-conference list will be provided within 1-week of conference)
- Logo/Banner location in the Exhibit Hall
- 1-month Social Media Recognition – **2 total posts** dedicated to your brand! (1 tweets on MPC's Twitter & 1 posts will be published on MPC's LinkedIn Pages in May or June 2021)
- Featured listing on MPC Conference Website with direct link to company website
- Recognition on all MPC 2021 Communications to attendees, speakers, etc.
- **Fourth Choice** of Booth Placement for **2022** MPC before floorplan goes public to larger audience

### FRIENDS OF MPC

\$5,000

- (2) complimentary conference registrations (to be used by your team members or can be given to customers)
- Pre/Post Conference Attendee List (Pre-conference list will be provided 4-weeks prior to the conference and post-conference list will be provided within 1-week of conference)
- Company listing on MPC Conference Website & Digital Program
- Recognition on all MPC 2021 Communications to attendees, speakers, etc.
- **Fifth Choice** of Booth Placement for **2022** MPC before floorplan goes public



# 2021 MPC SPONSOR OPPORTUNITIES

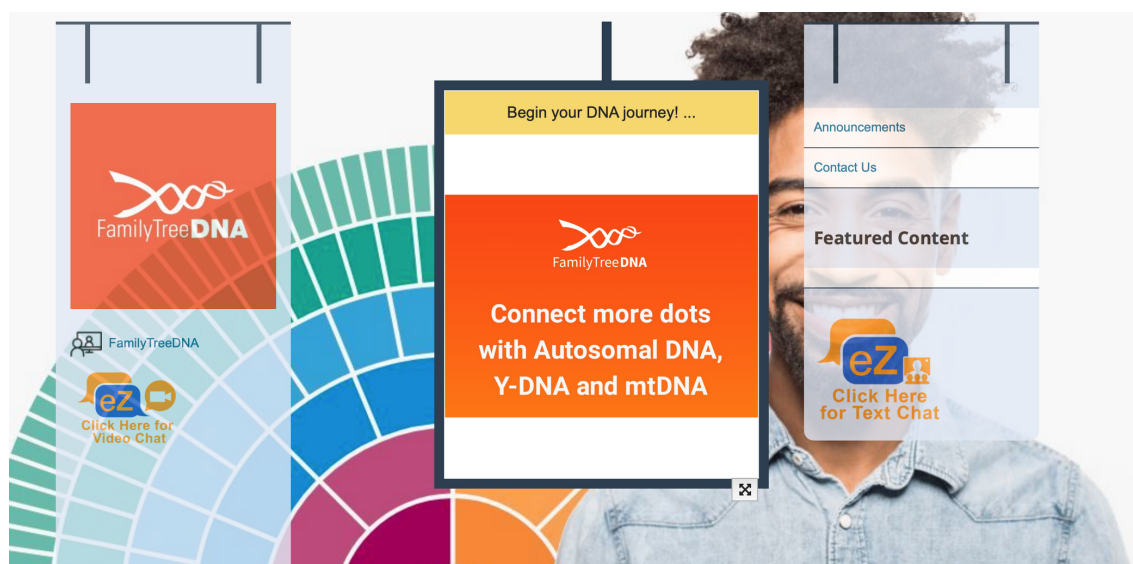
## VIRTUAL

### VIRTUAL EXHIBIT BOOTH

\$1,500

- 1) complimentary conference registrations (to be used by your team members or can be given to customers)
- Pre/Post Conference Attendee List (Pre-conference list will be provided 4-weeks prior to the conference and post-conference list will be provided within 1-week of conference)
- Company listing on MPC Conference Website & Digital Program

*\*Virtual Booth comes with: Exhibitor Logo, Weblink, Introductory Paragraph, Contact Form, Embedded Video, Image Gallery, Ability to load Informational Brochures, Chat Functionality, and Private Vendor Demo Room.*



## ADDITIONAL OPPORTUNITIES

### VIRTUAL SCAVENGER HUNT

\$700 (Limit 16)

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 MPC for drawing.*

### PRE OR POST-CONFERENCE ATTENDEE LIST

\$300

Promote your presence to your client base/ attendees by contacting them beforehand. This mailing list will be sent out one time 3 weeks prior to the event and ONLY includes mailing addresses. Absolutely no phone numbers, email addresses or fax numbers are included. NO EXCEPTIONS!

# **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 Midwest Podiatry Conference 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.



## **INTERNATIONAL POST GRADUATE RESEARCH SYMPOSIUM**

**SOLE PARTNER: \$10,000**

**CO PARTNER: \$5,000**

Help MPC nurture great minds and ground-breaking research by sponsoring the 2021 Post Graduate Research Symposium. Your company can make an important contribution to the field of podiatry by supporting new research and abstract submissions from residents, fellows and preceptees on topics changing the field of podiatry. Through your sponsorship of IPGRS, your company will receive recognition on our website, on-site program, mobile app, onsite signage and PR. In addition, your monetary contribution will enable you to host a special breakfast reception on the day of abstract presentations, create awards for the top 3 winners, and an opportunity to present each participant with branded certificates and awards.



## **COMMERCIALY SPONSORED SESSIONS AND WORKSHOPS**

**\$2,000**

Host a commercially sponsored non-CECH session or workshop in the Virtual Exhibit Hall and get more time to reach your target audience! MPC will provide the promotion of your session via emails, mobile app, the conference website, and the digital program. Sponsor is responsible for the cost and coordination of speakers (fees, travel, lodging, etc.), collateral/print materials, and any other items need to produce their session.

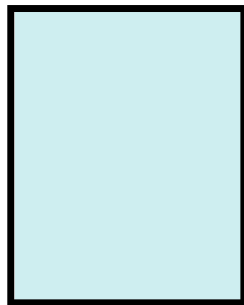




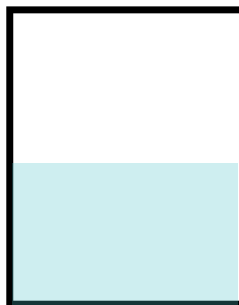
# DIGITAL PROGRAM ADVERTISING OPPORTUNITIES

AD SIZE	FULL PAGE	HALF PAGE (Vertical or Horizontal)	QUARTER PAGE	1/8 PAGE
DIGITAL PROGRAM	\$1,500	\$1,000	\$750	\$500

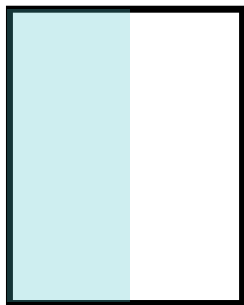
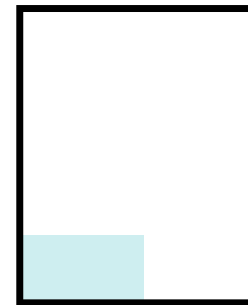
## AD SIZE



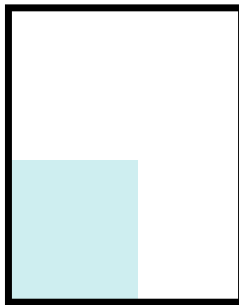
**FULL PAGE**  
8.5 x 11 in.



**HALF PAGE**  
(Horizontal)  
8.5 x 5.5 in  
2550 x 1650 px



**HALF PAGE**  
(Vertical)  
4.25 x 11 in  
1275 x 3300 px



**QUARTER PAGE**  
4.25 x 5.5 in  
1275 x 1650 px

**EIGHTH PAGE**  
4 x 2.5 in  
384 x 240 px

**DEADLINES:** Digital Program Ads must be submitted **by May 9, 2021**

## AD MATERIAL SPECIFICATIONS

### PREFERRED FILE FORMATS:

**Full Page:** PDFX1A with fonts and 300 dpi (CMYK) images embedded.

**Half, Quarter, or Eighth Page:** JPG or PNG; 25MB maximum file size.

### UNACCEPTABLE FILE FORMATS

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

To purchase an advertisement, please complete form on Page 10.

# VIRTUAL SPONSORSHIP APPLICATION FORM

*\*Online registration is the safest, quickest method of registering. See Page 3 for details.*

## CLIENT INFORMATION

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

## PREMIER PARTNERSHIPS

- Platinum \$25,000
- Gold \$20,000
- Silver \$15,000
- Bronze \$10,000
- Friend \$5,000
- Virtual Exhibit Booth \$1,500

## PRINT ADVERTISING

- Full Page \$1,500
- Half Page (Vertical) \$1,000
- Half Page (Horizontal) \$1,000
- Quarter Page \$750
- Eighth Page \$500

## TRAFFIC BUILDING

- Passport to Prizes \$700 (Limit 16)
- Conference Attendee List \$300

## COMMERCIAL PRESENTATION OPPORTUNITIES

- Commercial Lecture or Workshop \$2,000
- IPGRS Sponsor \$10,000
- Co-IPGRS Sponsor \$5,000

## PAYMENT INSTRUCTIONS

AMEX  MasterCard  Visa  Discover

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

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

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

Check (Payable to Midwest Podiatry Conference) Check Number \_\_\_\_\_

**A 50% deposit is due at the time of commitment for your partnership. The full balance must be paid by May 9, 2021.**

*Your sponsorship is not deductible as a charitable contribution. It may be deductible as a business expense. Check with your tax advisor.*

**If you are unable to register online, please mail commitment form and full payment to:**  
The Midwest Podiatry Conference || 745 McClintock Drive, Suite 340 || Burr Ridge, IL 60527

**Questions?** Contact us at (630) 537-9743.

# EDUCATIONAL GRANT FORM

## TERMS & CONDITIONS

**The Midwest Podiatry Conference, hereafter referred to as “MPC”, and the Grant Supporter, hereafter referred to as “Company” agree to abide by the following terms and conditions:**

1. Statement of Purpose: Program is for scientific and educational purposes only and will not promote the Company’s products, directly or indirectly.
2. Control of Content and Selection of Presenters and Moderators: MPC is responsible for control of content and selection of presenters and moderators. The Company agrees not to direct the content of the program. The Company, or its agents, will respond only to MPC-initiated requests for suggestions of instructors or sources of possible instructors. The Company will provide in writing: Suggestion of more than one name (if possible), instructor qualifications, and disclosure of financial or other relationship(s) between Company and instructors. MPC will record role of Company, or its agents, in suggesting instructor(s); will seek suggestions from other sources and will make selection of instructor(s) based on balance and independence.
3. Disclosure of Financial Relationships: MPC will ensure meaningful disclosure to the activity audience, at the time of the program of
  - a) Company funding and
  - b) Any significant relationship between the MPC and the Company (e.g. grant recipient) or between individual instructors or moderators and the Company.
4. Involvement in Content: There will be no “scripting”, emphasis, or direction of content by the Company or its agents.
5. Ancillary Promotional Activities: No promotional activities will be permitted in the same room or oblique path as the educational activity. No product advertisements will be permitted in the program room or in the enduring material. Company will not sponsor any social events which compete with, or take precedence over, the educational program.
6. Objectivity & Balance: MPC will make every effort to ensure that data regarding the Company’s products (or competing products) are objectively selected and presented, with favorable and unfavorable information and balanced discussion of prevailing information on the product(s) and/or alternative treatments.
7. Limitation on Data: MPC will ensure, to the extent possible, meaningful disclosure of limitation on data; e.g., ongoing research, interim analysis, preliminary data or unsupported opinion.
8. Discussion of Unapproved Uses: MPC will require that instructors disclose when a product is not approved in the United States for the use under discussion.
9. Opportunities for Debate: MPC will ensure meaningful opportunities for questioning or scientific debate.
10. Independence of MPC on the Use of Contributed Funds:
  - a) Funds should be in the form of an unrestricted educational grant made payable to: Midwest Podiatry Conference
  - b) Grant funds not used to support the activity will be used for management and oversight of educational activities.
  - c) All other support associated with this activity (e.g., advertising, brochures, preparing slides, etc.) must be given with full knowledge and approval of the Midwest Podiatry Conference.
  - d) No other funds from the commercial Company will be paid to the program director, faculty, or others involved with the continuing education activity (additional honoraria, extra social events, etc.)
11. The Commercial Supporter agrees to abide by all requirements of the CPME and ACCME Standards for Commercial Support of Continuing Podiatric Medical Education (appended).
12. The Midwest Podiatry Conference agrees to: Abide by the CPME and ACCME Standards for Commercial Support of Continuing Podiatric Medical Education, Acknowledge educational support from the commercial Company in program brochures, syllabi, and other program materials, and Upon request, furnish the commercial supporter a report concerning expenditure of the funds provided.

This agreement may be cancelled by mutual agreement at any time or by MPC upon written notice to the Company. The Company shall indemnify and hold MPC harmless from and against any and all loss, expense, or damage to MPC arising out of the negligence, willful misconduct, or breach of this agreement by the company, its agents, or employees.

**All payments for grant support must be received by May 9, 2021  
or received on the same day if grant is approved after deadline date.**

# EDUCATIONAL GRANT FORM

*\*Online registration is the safest, quickest method of registering. See Page 3 for details.*

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Contact Name \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

The above company wishes to provide support in the

form of an unrestricted educational grant in the amount of: \$ \_\_\_\_\_

\_\_\_\_\_  
REQUESTOR'S SIGNATURE

\_\_\_\_\_  
DATE

*Completed forms must be submitted to Midwest Podiatry Conference at [meetings@midwestpodconf.org](mailto:meetings@midwestpodconf.org).  
Upon approval of completed forms, a written agreement outlining details of the grant will be sent to the Contact Name on the form.*

*Questions/Concerns about Educational Grants? Please contact:  
Midwest Podiatry Conference / Phone: 630-537-9743 / Email: [meetings@midwestpodconf.org](mailto:meetings@midwestpodconf.org)*

## PAYMENT INSTRUCTIONS

AMEX     MasterCard     Visa     Discover

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

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

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

Check (Payable to Midwest Podiatry Conference)    Check Number \_\_\_\_\_

All payments for grant support must be received by May 9, 2021 or received on the same day if grant is approved after deadline date.

Make a copy of this application for your records.

If you are unable to register online, please mail commitment form and full payment to:  
The Midwest Podiatry Conference || 745 McClintock Drive, Suite 340 || Burr Ridge, IL 60527

Questions? Contact us at (630) 537-9743.

# RULES AND REGULATIONS

## THE MIDWEST PODIATRY CONFERENCE

JUNE 17 - JUNE 20, 2021

VIRTUAL

Please review these rules and regulations carefully as they may have changed. Checking the box on the application binds you and your company to this contract and the terms expressed herein.

### 2021 EXHIBITOR RULES AND REGULATIONS

#### PRODUCTS/SERVICES EXHIBITED

Products or services exhibited (or referred to) must be those related to the interests and educational values of the Midwest Podiatry Conference and normally manufactured or supplied by the exhibitor. Exhibitor may exhibit only those products/services approved by the Midwest Podiatry Conference staff. The Midwest Podiatry Conference may refuse to accept the Application of any company or person whose display of goods or services is not compatible, in the sole opinion of the Midwest Podiatry Conference, with the general character and objectives of the Midwest Podiatry Conference.

#### TERMS OF PAYMENT

A non-refundable deposit of \$850 per booth must accompany your completed application for exhibit space. DEPOSITS ARE NON- REFUNDABLE. (i.e. If you register for two booths a deposit of \$850 is required for each booth. If either of the booths should be cancelled the initial \$850 deposit is non-refundable.) **The balance of your exhibit and/or sponsorship fee must be completely paid by the close of business (5:00 p.m. - Central Standard Time) on May 9, 2021.**

**All payments made by the exhibitor shall be retained by the Conference should the exhibitor cancel on or after May 9, 2021. All monies paid shall be retained by the Conference as liquidated damages, in the event the exhibitor violates this contract, cancels the exhibit space at any time on or after May 9, 2021 withdraws from the exhibit at any time or fails to fulfill the terms of this contract. The Conference reserves the right to reassign without refund any space not claimed or occupied or for which special arrangements have not been made as of 5:00 pm CST on May 9, 2021.**

#### CANCELLATION

In the event that the Conference shall not be held for any reason whatsoever, then and thereupon the contract for exhibit space shall be terminated. In such case, the exhibitor shall waive all damages and claims for damages and agrees that the sole liability of the Midwest Podiatry Conference will be to return to exhibitors their space payment on a pro rata basis after deduction of all Conference related costs and expenses incurred by the Midwest Podiatry Conference through the date of cancellation, an administrative fee, non-refundable fees, and overhead charges.

#### AMERICANS WITH DISABILITIES ACT

The exhibitor represents and warrants

- i) that its exhibit will be accessible to the full extent required by law;
- ii) that its exhibit will comply with the Americans with Disabilities Act ("ADA") and with any regulations implemented by that Act; and
- iii) that it shall indemnify and hold the Midwest Podiatry Conference harmless from and against any and all claims and expenses, including attorneys' fees and litigation expenses, that may be incurred by or asserted against the Midwest Podiatry Conference, its officers, directors, members, agents or employees on the basis of exhibitor's breach of this paragraph or non-compliance with any of the provisions of the ADA.

### INTELLECTUAL PROPERTY

Exhibitor shall obtain any and all licenses or grants of authority required under the copyright laws, including, but not limited to, those relating to the performance of music, whether live or recorded. Copies of such licenses and grants will be furnished to the Midwest Podiatry Conference no less than thirty (30) days prior to the start of the Conference. In addition, exhibitor represents and warrants that it shall not display any product or related materials or take any action that infringes on the intellectual property rights of others, including, without limitation, copyright, patent, or trademark rights.

### OTHER REGULATIONS

The Midwest Podiatry Conference shall have the sole authority to interpret and enforce all rules and regulations governing exhibitors and the Conference. Any and all matters not specifically covered herein are subject to decision by the Midwest Podiatry Conference. These rules and regulations may be amended at any time by the Midwest Podiatry Conference upon written notice to all exhibitors. Each exhibitor expressly agrees to be bound by the rules and regulations set forth herein and by any amendments thereto adopted by the Midwest Podiatry Conference from time to time. Any exhibitor or exhibitor representative who, in the opinion of the Midwest Podiatry Conference, conducts itself unethically may immediately be dismissed from the Conference without refund or other appeal.

### VIOLATION OF RULES

Any violation of these Rules and Regulations by exhibitor may, at the Midwest Podiatry Conference's discretion, result in denial of access to the exhibit area, denial of exhibit space installation, closing or removal of the exhibitor's exhibit space, loss of Exhibitor Rewards and/or prohibition on future participation in Conferences. In the event exhibitor violates the Rules and Regulations and is prohibited from continued use of the exhibit space, exhibitor's exhibit space fee, or any portion of it, is non-refundable.

### APPLICABLE LAWS

This contract shall be governed by the laws of the State of Illinois. Exhibitor shall abide by these Rules and Regulations, as well as any rules and regulations of the Hyatt Regency - Chicago, the policies of GES Exposition Services/Chicago, including, without limitation, the terms and conditions set forth in its Exhibitor's Manual, and all applicable local, state, federal or other laws, rules and regulations.

### SEVERABILITY

Should any part of this contract be found by a court of law to be void, unconstitutional, or unenforceable, the remaining provisions shall remain in full force and effect.