

## 2011 Indiana Podiatric Medical Association Fall Convention Exhibitors

Advanced BioHealing  
Advanced OrthoPro. Inc  
Allied OSI Labs  
Alternative to Crutches  
Amex Health Care Corporation  
Arthrex/OrthoMedica  
Ascension Orthopedics  
Bako Podiatric Pathology Services  
BioMedix  
Brown & Brown Insurance/ Medical Protective  
Center for Diagnostic Imaging  
Comfortland Medical Inc.  
Cutera  
Decatur Vein Clinic  
Dermopath Diagnostics.com  
DJO LLC  
Dr. Comfort  
Formula 3® Antifungal  
Genesis Medical Inc.  
Henry Schein Foot & Ankle  
Innovative Medical Group  
Integrated Orthotic Lab  
KraMark  
Lerkins Billing & Consulting Professionals  
Merck & Co., Inc.  
Mid-America Pathology Services  
Moore Medical LLC  
MTF Sports Medicine  
Organogenesis Inc.  
Orthofeet Inc.  
Orthofix  
OsteoMed LP  
Pamlab LLC  
Pinkus Dermatopathology Laboratory  
Podiatry Insurance Company of America  
PrimeSource Healthcare  
ProScan Imaging  
Rapp Medical  
Sbi (Small Bone Innovations)  
Smith & Nephew  
Sound Skin LLC  
Sroufe Healthcare Products  
Stryker Orthopaedics  
Synovis Orthopedic and Woundcare Inc.  
Synthes  
VeinSolutions  
Wabash Medical  
Wright Medical Technology Inc.

LaJolla CA  
Indianapolis IN  
Indianapolis IN  
Avon IN  
Clearwater FL  
Indianapolis IN  
Austin TX  
Alpharetta GA  
St. Paul MN  
Carmel IN  
Beech Grove IN  
Mebane NC  
Brisbane CA  
Indianapolis IN  
Indianapolis IN  
Vista CA  
Mequon WI  
Eaton Rapids MI  
Indianapolis IN  
Melville NY  
Dayton OH  
Brownsburg IN  
Carmel IN  
Crawfordsville IN  
Indianapolis IN  
Indianapolis IN  
Farmington CT  
Edison NJ  
Canton MA  
North Vale NJ  
Lewisville TX  
Addison TX  
Manderville LA  
Monroe MI  
Franklin TN  
Buffalo Grove IL  
Carmel IN  
Indianapolis IN  
Morrisville PA  
Memphis TN  
River Forest IL  
Ligonier IN  
Carmel IN  
Irvine CA  
West Chester PA  
Carmel IN  
Indianapolis IN  
Monroe OH

## INDIANA PODIATRIC MEDICAL ASSOCIATION

### 2012 Fall Convention Exhibitor/Sponsor Opportunities

Hyatt Regency Indianapolis  
Indianapolis, Indiana



### Why Indianapolis?

- Experience the Circle City while marketing your products to podiatrists from all over the state
- Find out more inside...

**November 1-3, 2012**

November 2011

Dear IPMA Sponsor:

We are grateful for those who have supported our Annual Convention in the past and hope you will continue this support. Listed below is the information for our 2012 Convention.

The Indiana Podiatric Medical Association will be holding its 87th Annual Fall Convention on November 1-3, 2012, at the Hyatt Regency Indianapolis in downtown Indianapolis, Indiana. We cordially invite you to participate in our convention as an exhibitor. All exhibitors will receive one free membership mailing in the month of their choosing.

Downtown Indianapolis is an outstanding opportunity for you to showcase your products, as well as experience all the Circle City has to offer. We feel the convention provides a meeting place between companies and their customers or potential customers. Exhibit space at the Hyatt will be limited to a 8' x 10' booth that include one 6-foot table, white tablecloth and 2 chairs with electrical outlets as needed. Each day's breakfast and breaks will be held in the exhibit area.

The following information contains the requirements for participation in the 2012 Convention.

Thank you for your consideration and we look forward to your participation in our advertising program and in our Annual Fall Convention. If you have any questions or need further information, please feel free to contact Ginny Jewell at our Central Office, 317-222-3847, Fax – 317-222-3849 or e-mail [inpma@indianapodiatic.org](mailto:inpma@indianapodiatic.org).

Sincerely,



Andrew J. Rader DPM  
Exhibits Chairman  
Indiana Podiatric Medical Association



C. S. Grandfield DPM  
Convention Director

cc: IPMA Board of Trustees  
IPMA Continuing Education Committee

### IPMA Will Provide The Company With The Following Corporate Partner Benefits:

- One Booth at our Annual Meeting – Dates are November 1-3, 2012. This includes acknowledgment as a 2012 Corporate Partner Sponsor in all IPMA promotional convention literature.
- Your representative will be introduced, thanked and presented with a framed Corporate Partner certificate at our Annual Meeting.
- IPMA will send a letter to members, by your company's sales areas, announcing and thanking your company as a Corporate Partner, introducing your company's sales representative and asking members to support your company by seeing their sales representative.
- Two full-page, black and white advertisements or flyer inserts in the IPMA newsletter on a quarterly basis.
- Member contact information (excluding email) lists sorted by ZIP Code and ALPHA by last name for use by the company's sales representatives.
- Four-time access to membership labels.

### Your Company Will Provide IPMA With The Following Corporate Partner Benefits:

Your company will pay an annual Corporate Partner fee of \$3,500.00 to IPMA, check payable to Indiana Podiatric Medical Association.

Your company's representatives will provide all advertising copy, and other informational materials, required under the terms of this agreement, to the IPMA office electronically and in a timely fashion, as mutually agreed.

Your company's representatives will actively promote attendance of Indiana podiatrists at IPMA sponsored meetings and events and promote the fact that they are Corporate Partner Sponsors in correspondence with podiatrists in Indiana.

## Corporate Sponsorship Program

The Corporate Partner Sponsor program gives your company the opportunity to market your product on a whole new level for the 2012 year. This flexible and cost-effective sponsorship program runs for one year from January 1 – December 31 or upon the time of signing by both parties. To participate in the program this agreement must be signed by January 30, 2012. Our association, founded in 1925, advocates for and represents about 220 podiatric physician foot specialists in the State of Indiana. We thank you for your past support of podiatric medicine and look forward to working with you over the next year to help you market your products or services more effectively here in Indiana.

As a Corporate Partner, IPMA will join forces with your company to provide you with special access to our 220 podiatric physician members, under conditions that will be favorable to helping you achieve your sales and marketing objectives. The following addendum, Addendum A., will outline what IPMA and your company will each contribute and receive, under the terms of this proposed agreement, and will be included and made part of this agreement. To become a 2012 Corporate Partner we are requesting an unrestricted grant in the amount of \$3,500.00, payable to Indiana Podiatric Medical Association, in support of our 2012 Continuing Medical Education Program and related events. This grant should be paid within 30 days of the agreement being signed, however, should you wish to participate but need to pay this grant in January of 2012 to get this expense into next year's budget that is also an option.

**Changes/Termination:** Any changes to this agreement must be in writing and approved by both parties. IPMA and your company reserve the right to terminate this agreement at any time, by giving the other party 30 days prior written notice, via certified mail, at their appropriate and usual mailing address. The IPMA Board of Trustees reserves the right to refuse a sponsorship and the granting of such sponsorship is not an endorsement by the Association. By signing and returning this agreement to IPMA without change, your company acknowledges and is deemed to have accepted all terms and conditions of this agreement.

**To become a corporate sponsor, please contact the Indiana Podiatric Medical Association Central Office at 317.222.3847.**

## Indiana Podiatric Medical Association

### EXHIBITOR REQUIREMENTS

#### REGISTRATION DEADLINE

All registrants must register with the Indiana Podiatric Medical Association's Central Office on the enclosed official application form **prior to September 15, 2012** in order to meet the program-printing deadline. No telephone requests for space will be honored.

#### REGISTRATION FEE

The registration fee is \$550.00 per booth. Please make your check payable to the Indiana Podiatric Medical Association. We also would appreciate receiving a list of your company's representatives who plan to attend the Convention and an indication of how you wish your company's name to appear in the program book via the enclosed registration form.

**PREMIUM BOOTHS:** The registration fee for a premium booth is \$850.00. There are only twelve booths available and these are closest to the food and the entrance. They are near food—booths 6, 15, 16, 25, 26 and 35; near entrance—booths 10, 11, 20, 21, 30 and 31. Be sure to register early to obtain one of these booths.

The \$550.00 registration fee covers only registration for the Convention for each company. This does not cover any other costs such as lunch or hotel room costs. Equipment costs, which you might need for your display purposes, are to be negotiated with the hotel and/or our Exhibit Set-Up Company, Geo. Fern Co.

#### EXHIBIT HOURS

*Hours for the sponsors' room will be approximately as follows:*

Thursday, November 1	Set Up - 2-6 p.m.
Friday, November 2	Registration & Set Up - 6:30 - 7:30 a.m. Display hours - 7:00 a.m. - 5:00 p.m.
Saturday, November 3	Display hours - 7:00 a.m. - 11:00 a.m.

**NOTE:** So that you may plan your hours, a schedule of activities will be mailed to you at least 30 days prior to the convention, as soon as the time schedule and program have been finalized. Please note the address to which this schedule should be sent, on the registration form.

#### LIABILITY/AGREEMENT ACCEPTANCE

Neither IPMA nor the Hyatt Regency Indianapolis shall be liable to an exhibitor for any damage to, or for the destruction or loss of, an exhibit or other property of an exhibitor, or injuries to his/her person resulting from any cause. It is mutually agreed that the exhibitor expressly waives all claims for any loss, damage, and/or injury. Exhibitors agree to assume all responsibility for damage to the exhibit hall and to indemnify the IPMA and the Hyatt Regency Indianapolis from all liability that may occur from any cause whatsoever.

By accepting an application for an exhibit, the Association does not assume responsibility for any charges or costs related thereto. It is the obligation of the exhibitor, or his authorized agent, to provide payment for services related to the exhibit.

## OTHER SPONSORSHIP OPPORTUNITIES

There are added opportunities to promote your company and its products, which will enable you to reach all of our membership. Sponsorship can be structured to fit your needs. You could specifically underwrite any of the programs we have planned. Your sponsorship could be used for any of the following: speaker honorarium and/or expenses, luncheon expenses, continental breakfast, refreshment break expenses or a cocktail party. Please note your interest on the enclosed registration form.

### Membership Mailings

The Indiana Podiatric Medical Association has opened its membership mailings to advertising. Your provided copy will be inserted via the conditions and prices listed below.

Membership mailings are published six times per year. You provide copy, preferably electronic files or via a CD, of your ad to the IPMA Central Office no later than the 5th of the month in which you wish your ad to appear. **Convention exhibitors will receive one mailing free.** The normal charge for advertising in each membership mailing is \$250.00. If you wish to make more than the free mailing offered with your exhibit fee, your check, made payable to the Indiana Podiatric Medical Association, must accompany the ad copy.

Those sponsors preferring to do their advertising directly in-house can order mailing labels. Each order request for labels is \$250.00.

### Advertisements

A Convention program will be given to each participant. It contains all pertinent information for the entire Convention. Increase your exposure by utilizing an ad in this book. Ads for this book are available on a first come-first served basis. Camera-ready ads, preferably electronic files – PDF, are required. Prices for ads are:

1/2 page ad (5" x 4") = \$100.00

Full page ad (8" x 10") = \$250.00

### Continental Breakfast and/or Breaks

Be the first name attendees see in the morning. Breakfast and break sponsors are acknowledged at the entrance to the exhibit hall and in program literature.

### Educational Grants (amounts vary by instructor needs)

Educational sessions will be attended by all conference registrants. Sponsors will underwrite speaker honoraria, instructional audio-visual/technological needs, travel and lodging. Acknowledgement is made in all program advertising and in the program book.

### 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 Indiana Podiatric Medical Association 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 Indiana Podiatric Medical Association, 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.

### ENTERTAINMENT

The Exhibitor agrees not to sponsor group functions such as luncheons, receptions, speeches or other activities during periods when exhibits, meetings or regular Association events are scheduled that would in any way interfere with attendance at regular activities or induce visitors away from the exhibition or sessions. The exhibitor must clear with Indiana Podiatric Medical Association staff any intended group functions.

### COPYRIGHT

The Exhibitor represents and warrants that it shall not violate any copyright, trademark, or other similar intellectual property laws and that it shall comply with all copyright restrictions including, but not limited to, any license which the Indiana Podiatric Medical Association may obtain or any other laws and restrictions with respect to the use or performance of music, whether live or recorded. The Exhibitor further represents and warrants that it shall obtain any additional license or grant of authority required of the Exhibitor under the copyright laws and present the Indiana Podiatric Medical Association with a copy of such license or grant no less than (30) days prior to the start of the Association.

### OTHER REGULATIONS

The Indiana Podiatric Medical Association shall have the sole authority to interpret and enforce all rules and regulations governing exhibitors and the Convention. Any and all matters not specifically covered herein are subject to decision by the Indiana Podiatric Medical Association. These rules and regulations may be amended at any time by the Indiana Podiatric Medical Association 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 Indiana Podiatric Medical Association from time to time. Any exhibitor or exhibitor representative who, in the opinion of the Indiana Podiatric Medical Association, conducts itself unethically may immediately be dismissed from the Association without refund or other appeal.

### VIOLATION OF RULES

Any violation of these Rules and Regulations by exhibitor may, at the Indiana Podiatric Medical Association'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, and/or prohibition on future participation in Associations. 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 Indiana. Exhibitor shall abide by these Rules and Regulations, as well as any rules and regulations of the Hyatt Regency - Indianapolis, the policies of Geo. E. Fern Company, 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.

### FLAMMABLE MATERIALS

Combustible or flammable decorations such as crepe paper, tissue paper, cardboard, corrugated paper, etc., shall not be used in the exhibit area. Helium balloons of any size and/or description are expressly forbidden. All packing containers, excelsior, wrapping paper, etc., are to be removed from the floor and must not be stored under tables or behind displays. Exhibitors represent and warrant that they shall comply with all national, state, and local fire regulations and accept full responsibility for such compliance.

### SECURITY

The Indiana Podiatric Medical Association provides security guard service during non-exhibit hours to restrict access.

### LIABILITY

The Exhibitor hereby assumes responsibility and agrees to indemnify and defend the Indiana Podiatric Medical Association, its officers, members and staff, and the Hyatt Regency - Indianapolis, its respective employees and agents against claims or expenses arising out of the use of the exhibition premises, unless the damages or injury is due solely to the negligence or willful misconduct of the Indiana Podiatric Medical Association and the Hyatt Regency - Indianapolis.

Exhibitor further waives any and all rights it may have against the Indiana Podiatric Medical Association, the Hyatt Regency - Indianapolis, and their respective directors, officers, members, agents, employees, and successors, and each of them, and releases and discharges them from any claim relating to exhibitor's occupancy and use of the exhibit area, or any part thereof.

### INSURANCE

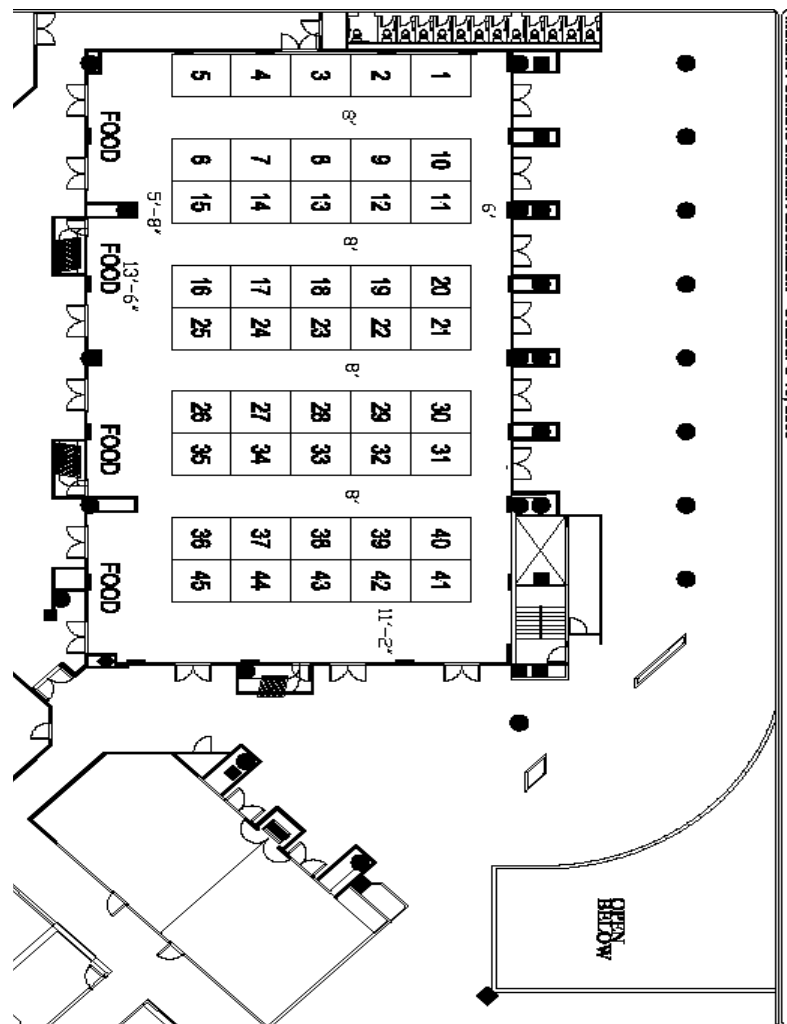
All property of the exhibitor is understood to remain under its custody and control in transit to and from and within the confines of the exhibit area. The Indiana Podiatric Medical Association and the Hyatt Regency - Indianapolis do not provide insurance covering exhibitor's property, and exhibitor expressly waives and releases any claim or demand it may have against them by reason of any damage to or loss of property of the exhibitor.

The Exhibitor shall carry comprehensive general liability coverage, including premises, operations and contractual liability coverage of at least \$500,000 for personal injury liability, \$1,000,000 for personal damage liability, and statutory workmen's compensation with employer's liability with a limit of at least \$100,000.

### CANCELLATION

In the event that the Association 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 Indiana Podiatric Medical Association will be to return to exhibitors their space payment on a pro rata basis after deduction of all Association related costs and expenses incurred by the Indiana Podiatric Medical Association through the date of cancellation, an administrative fee, and overhead charges.

# Exhibit Hall Layout



Please review these rules and regulations carefully. Your signature on the application binds you and your company to this contract and the terms expressed herein.

#### **PRODUCTS/SERVICES EXHIBITED**

Products or services exhibited (or referred to) must be those related to the interests and educational values of the Indiana Podiatric Medical Association and normally manufactured or supplied by the exhibitor. Exhibitor may exhibit only those products/services approved by the Indiana Podiatric Medical Association staff. The Indiana Podiatric Medical Association 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 Indiana Podiatric Medical Association, with the general character and objectives of the Indiana Podiatric Medical Association.

#### **TERMS OF PAYMENT**

All monies paid shall be retained by the Association as liquidated damages, in the event the exhibitor violates this contract, cancels the exhibit space at any time prior to the Convention, withdraws from the exhibit at any time or fails to fulfill the terms of this contract. All payments made by the exhibitor shall be retained by the Association should the exhibitor cancel on or after October 10, 2012.

#### **BOOTH SPACE**

Exhibit space is assigned based on the order in which completed applications and required deposits are received in the Indiana Podiatric Medical Association office. Carefully review the enclosed exhibit floor plan. All booths at the Hyatt Regency – Indianapolis are 8'x10'.

#### **SUBLETTING AND USE OF SPACE**

Exhibitors shall not assign or sublet any space allotted to them and shall not advertise or display goods other than those manufactured or sold by them in the regular course of their business. No person, firm or organization that has not contracted with the Indiana Podiatric Medical Association for occupancy of exhibit space will be permitted to display or demonstrate any products, processes or services, solicit orders, wear exhibitor identification badges, or distribute advertising or other materials at the Convention. Any infringement of this regulation will result in prompt removal of the offending person(s). The Indiana Podiatric Medical Association does not in any manner endorse any of the products or services related to the exhibits which have been accepted for display during the Convention.

#### **REGISTRATION AND BADGES**

Admission to the exhibit area will be by official Association badge only, which must be worn at all times when in the exhibit area.

#### **HOTEL RESERVATIONS**

All exhibitors and exhibitor personnel must reserve hotel sleeping rooms through the Indiana Podiatric Medical Association's room block at the Hyatt Regency - Indianapolis so long as such rooms are available.

#### **EXHIBIT SPACE ACTIVITIES**

Business activities, circulars and advertising material of the exhibitor shall only be conducted and/or distributed within the exhibit space assigned to the exhibitor. Exhibitors are prohibited from conducting any activities on the outside grounds, parking area, or elsewhere inside of the Hyatt Regency - Indianapolis, without prior consent. Exhibitors are required to keep the assigned exhibit space in good order at all times. Exhibitors may not place anything in the aisles during open hours. Promotional activities considered to be objectionable and not in the best interest of the Indiana Podiatric Medical Association and its purpose of education will be expressly prohibited. All unusual or atypical promotional activities, in the Indiana Podiatric Medical Association's sole discretion, must be approved in writing by the Indiana Podiatric Medical Association no later than sixty (60) days prior to the opening of the Association. Audiovisual and other sound and attention-getting devices are permitted only in such intensity as, in the sole discretion of the Indiana Podiatric Medical Association, does not interfere with the activities of other exhibitors. Films purely for entertainment, without educational or informational value, will not be permitted.

#### **USE OF DIAGNOSTIC IMAGING EQUIPMENT**

In compliance with the recommendation of the U.S. Department of Health and Human Services, exhibitors shall not demonstrate diagnostic imaging equipment using either ionizing or non-ionizing radiation (including diagnostic ultrasound). In addition, demonstrations of activated therapeutic lasers are prohibited.

#### **FDA APPROVAL**

Exhibitors are responsible for knowing which of their products require FDA approval and shall provide, on request, the FDA status of any and all products intended for exhibit.

#### **EXHIBIT INSTALLATION AND DISMANTLING**

**Exhibitor set-up is Thursday, November 1, 2012 from 1:00 – 6:00 pm. We would appreciate exhibitors not to dismantle any exhibit prior to 11:00 a.m. on Saturday, November 3, 2012.** Failure to observe Indiana Podiatric Medical Association regulations may result in rejection of your application for space at future Conventions. The exhibit hall is located on the third floor of the Hyatt Regency – Indianapolis.

Exhibitor will receive the necessary forms and instructions from Geo. E. Fern Company to facilitate the shipment and installation of your exhibit. These materials will be mailed by September 30, 2012.

#### **SHIPPING INSTRUCTIONS**

All exhibit material and equipment may be shipped to Geo. E. Fern Company.

#### **BOOTH AND SIGN INFORMATION**

All booth draperies are fireproofed and conform to the fire regulations of the City of Indianapolis. Drapery back walls are 8 feet in height and side dividers are 3 feet high. Booth dimensions are 8' x 10'. An identification sign will be provided with each exhibit space. Please complete and mail the appropriate form in the Exhibitor Service Packet.

#### **FURNISHINGS AND EQUIPMENT**

Exhibit space is equipped with pipe and draping, a 6-foot skirted, 30-inch high table; and 2 plastic side chairs,

Additional furniture and equipment may be rented from Geo. E. Fern Company. Order forms will be included with your Exhibitor Service Packet.