

Georgia Podiatric Medical
Educational Foundation presents

23
Annual
GEORGIA
Summit &

Vendor Prospectus

March 26-28, 2020
InterContinental Buckhead Atlanta

For more information, visit www.gapma.com/vendors



Dear Industry Member

It is my pleasure to invite you to participate in the **23rd Annual Georgia Summit on March 26-28, 2020 at the InterContinental Buckhead Atlanta.**

Our conference has been recognized as one of the premiere state meetings attracting around **200 DPMs and 30 assistants at one event.** Attendees receive high quality didactic and clinical learning experiences through instructional sessions including expert panels and case studies aimed at significantly enhancing patient care, treatment protocols, and practice efficiency. Workshops provide hands-on training to enhance practitioners' skills in foot and ankle treatments and surgery.



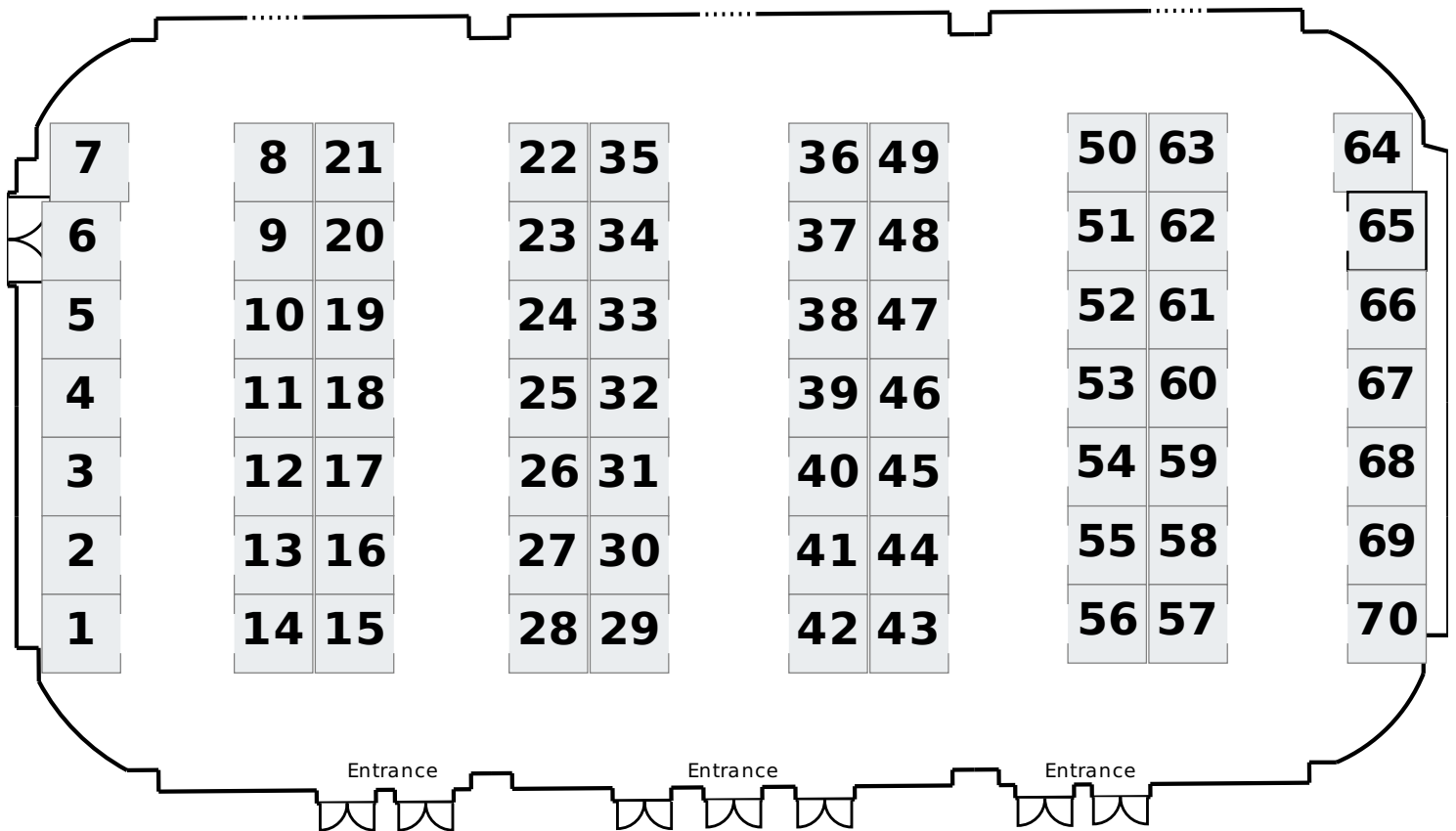
Exhibiting at the Georgia Summit is your opportunity to **increase your company's visibility and build solid business relationships with leaders and decision-makers, not only in the Georgia podiatric medical community, but from Florida, Tennessee, South Carolina, and Alabama as well.** You can also distinguish yourself from your competition and generate leads through targeted exposure with the many sponsorship opportunities available and educational grants to support our program.

The information in this prospectus outlines the wide variety of opportunities available at the Georgia Summit for industry. Exhibit space sells out quickly, so we encourage you to register soon. Booths are assigned on a first come, first assigned basis with priority premiere exhibit space outside of the exhibit hall reserved for corporate partners and sponsors.

Should you have any questions, please contact us at 651-778-0575 or info@gapma.com. **We look forward to the opportunity to partner with you at the 23rd Annual Georgia Summit.**

Javan Bass, DPM
Scientific Committee Chairman

Exhibit Hall Layout



**Corporate Member & Sponsor Premiere
Exhibit Space**

Exhibit & Sponsorship Opportunities



EXHIBIT BOOTH – \$1,500

Includes a 6' skirted table with two chairs, pipe, drape, electricity, and pre-and-post conference attendee lists. Boxed lunches are available for purchase. Space is reserved on a first, come first served basis with priority premiere exhibit space outside of the exhibit hall given to corporate members and sponsors.

FRIDAY NIGHT ALL-ATTENDEE RECEPTION – \$3,000

All attendees are invited to attend a reception on Friday evening of the conference to enjoy cocktails, appetizers, and entertainment. The sponsor will be introduced by the GPMA's President at the reception. Sponsorship includes a booth at the reception to showcase your products or services, an advertisement on the conference app, and signage in the room.

CONFERENCE BAGS – \$3,000

Be the first and most consistent company seen by meeting attendees. Attendees will carry your logo on their bag throughout the conference. Sponsorship includes one promotional item in the bag and an advertisement on the conference app. Sponsor supplies pre-approved bags.

BADGE HOLDERS – \$3,000

Display your company name/logo on the badge holders received and worn throughout the conference by all attendees. Sponsorship includes one promotional item in the conference bag and an advertisement on the conference app. Sponsor supplies pre-approved badge holders.

WiFi – \$1,500

Promote your company and drive traffic to your booth by sponsoring the WiFi for attendees at the conference. Attendees will be directed to your booth to receive a card with the WiFi password on it.

IN-BOOTH FOOD OR BEVERAGE STATION - \$1,000 + food/beverage costs (limit 3 per day)

Be the most sought-after booth to visit at the conference! Host a mimosa, bloody mary, or coffee bar or serve warm chocolate-chip cookies or other treats at your booth on Thursday, Friday, or Saturday. Sponsorship will be promoted on the mobile app.



DONATE VISIT THE VENDOR GAME PRIZES!

You will announce the winner of your prize in the ballroom at the end of the day. A sign will be displayed next to your prize at the prize table acknowledging that you donated the prize. Contact the GPMA if you are interested in donating a prize.

CONFERENCE BAG INSERT – \$250

Promote your company by supplying a promotional item to be placed in the official attendee bags.

REFRESHMENT BREAKS – \$1,000

Sponsor a morning or afternoon break with refreshments on Thursday, Friday or Saturday. Sponsorship includes signage at the refreshment area and an advertisement on the conference app. Sponsor is welcome to bring imprinted napkins, plates or other marketing material.

PENS AND NOTEPADS – \$500

Market your company and increase its visibility by sponsoring the conference pens or notepads received by all attendees. Sponsor supplies pens or notepads.

MOBILE CONFERENCE APP BANNER – \$250

Your banner advertisement will be prominently displayed on the mobile app used by all conference attendees and is a great way to increase your exposure.

COMPLIMENTARY PARKING VOUCHERS

Become an unforgettable exhibitor by treating attendees to free parking! Sponsor will receive parking vouchers (to be used in conjunction with the hotel's parking ramp) with your company branding on them to distribute at your booth. The sponsor will be promoted onsite at the registration desk and through announcements on the mobile app. Maximum availability is 50 vouchers per day on Thursday, Friday, or Saturday.

DAILY PARKING VOUCHER - \$10

OVERNIGHT PARKING VOUCHER - \$25

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. They are approved and utilized at the sole discretion of the Minnesota Podiatric Medical Association for continuing education activities and comply with Council on Podiatric Medical Education (CPME) guidelines. Grant supporters are recognized in the on-site program guide and mobile conference app.

Educational grants are negotiated on an individual basis and support the following sessions:

- Workshops
- Cadaver Labs
- Breakfast and Learns
- Lunch and Learns

Contact the GPMA to discuss these opportunities!

Corporate Membership Program



GPMA extends to industry the opportunity to benefit from the association’s leadership, standing, and organization by taking advantage of corporate membership. As a GPMA corporate member you will benefit from the specific advantages offered in our corporate membership program and your position in the healthcare marketplace will be strengthened. Corporate members have unparalleled access to podiatrists in Georgia. Supporting podiatric medicine increases your credibility and positions you as a leader in your product or service area. Industry plays a significant role in the advancement of the practice of podiatric medicine. We have much to gain by working together to support Georgia’s podiatric physicians and surgeons. ** All of the packages below can be tailored to fit your specific needs. Please contact the GPMA for more information.*

Features	Bronze Membership (\$4,000/year)	Silver Membership (\$8,000/year)	Gold Membership (\$12,000/year)	BEST DEAL! Platinum Membership (\$15,000/year)
Membership mailing list (excluding email addresses)	✓	✓	✓	✓ Unlimited Access
Advertisement space in the GPMA digital newsletter	✓ 1/4 Page Ad	✓ 1/2 Page Ad	✓ Full Page Ad	✓ Full Page Ad
Subscription to the GPMA’s digital newsletter	✓	✓	✓	✓
Half-off exhibit booth at the Georgia Summit	✓	✓	Ⓣ Upgraded Below	Ⓣ Upgraded Below
Recognition as a corporate member on the GPMA website, including description and logo.	✓ Bronze Member Distinction	✓ Silver Member Distinction	✓ Gold Member Distinction	✓ Platinum Member Distinction
Link to your website from the GPMA’s website	✓	✓	✓	✓
Conference bag insert at the Georgia Summit		✓ 1 Insert	✓ 2 Inserts	✓ 2 Inserts
Company profile in one edition of the GPMA digital newsletter			✓	✓ Plus a Video Clip
Complimentary premier exhibit booth at the Georgia Summit			✓	✓
Recognition as sole sponsor of a refreshment break			✓	✓
Speaking opportunity at the Georgia Summit				✓

// REGISTER TODAY AT GAPMA.COM/VENDORS

Important Vendor Information



HOTEL RESERVATIONS

InterContinental Buckhead Atlanta
3315 Peachtree Road NE
Atlanta, GA 30326

\$209/night + tax

Vendors are required to book their hotel stay at the InterContinental Buckhead Atlanta under the GPMA room block. No exceptions.

Reservation Options:

- Call 404-946-9000 and reference the Georgia Podiatric Medical Association
- **Book online today**

Reservations must be made by February 25, 2020 to secure the discounted rate

TENTATIVE EXHIBIT SCHEDULE

We have designated 45-minute breaks for attendees to visit exhibitors as follows:

Thursday: 10:00 a.m.-10:45 a.m. and 3:45 p.m.-4:30 p.m.
Friday: 10:00 a.m.-10:45 a.m. and 3:45 p.m.-4:30 p.m.
Saturday: 9:30 a.m.-10:15 a.m.

Attendees do visit the exhibit booths throughout the day, so we encourage you to have a representative at your booth throughout the conference, not just during the breaks.

OFFICIAL SERVICE COORDINATOR

Cherry Convention Services, Inc.
3866 Oakcliff Industrial Court
Atlanta, GA 30340

Phone: (770) 242-5955
Fax: (770) 441-2517
Service Email: catherine@cherryconvention.com

8' X 8' Booth Package:

- 8' tall backwall drape
- 3' tall siderail drape
- (1) 6' draped table
- (2) chairs

ADVANCE FREIGHT SHIPMENTS

Address shipments as follows:
Cherry Convention Services, Inc.
Georgia Podiatric Medical Association
(Your Company Name)
3866 Oakcliff Industrial Court
Atlanta, GA 30340

DO NOT SHIP FREIGHT TO THE HOTEL

// REGISTER TODAY AT GAPMA.COM/VENDORS

Important Vendor Information



OUTBOUND FREIGHT SHIPMENTS

Package and address your freight to be shipped and leave in your exhibit space. Cherry Convention Services staff will ship your freight.

Material handling is based on a round trip service. If Cherry Convention Services was used to handle your freight inbound, it will ship your freight out via FedEx Express or UPS Freight at no additional cost. All outbound labels and a Bill of Lading should be completed with freight. Once your packages are ready to ship, have a Cherry Convention Services employee confirm total pieces to be shipped and that all paperwork has been completed. Do not leave your freight unattended as they are not responsible for missing or stolen freight.

DEADLINES

March 26, 2020	Advance shipments may begin arriving at the warehouse
March 16, 2020	Last day for advance shipments to arrive at the warehouse without surcharges. Freight will be accepted after this date, but a 50% surcharge will be added
March 18, 2020	Deadline to receive advance order prices on furnishings
March 23, 2020	Last day for off-target shipments to arrive at the warehouse
March 25, 2020	6:00 p.m. Exhibitor Move-In
March 28, 2020	10:15 a.m. Exhibitor Move-Out

Rules & Regulations



Products/Services Exhibited

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

Terms of Payment

Exhibit space is not reserved until payment is received in full by the GPMA. Exhibit space cancelled on or before February 1, 2020 will be refunded all but \$200.00 of the exhibit space fee paid. No refunds will be processed after February 1, 2020. Cancellations must be made in writing by mail, fax, or email. Refunds will not be issued to no shows.

Non-Compete

Exhibitors and sponsors are prohibited from scheduling receptions, dinners, hospitality suites, social functions, product demonstrations, technical seminars, training sessions or other events for individuals attending the Georgia Summit from March 26, 2020 at 12:00 a.m. to March 28, 2020 at 6:00 p.m. without the written consent of the GPMA. Exhibitors and Sponsors must send their request in writing by mail, fax, or email to the GPMA. The GPMA has sole and absolute discretion to deny any such written request.

FDA Regulations

Exhibitors shall comply with all applicable Food and Drug Administration (FDA) regulations, including, without limitation, FDA restrictions on the promotion of investigational and preapproved drugs and devices and the FDA prohibition on promoting approved drugs and devices for unapproved uses. Any product not FDA-approved for a particular use or not commercially available in the US may be exhibited only if accompanied by easily visible signs indicating the status of the product.

Liability

The Exhibitor hereby assumes responsibility and agrees to indemnify and defend the GPMA, its officers, members, independent contractors, or staff, and the Atlanta Marriott Buckhead Hotel & Conference Center ("Marriott"), its respective officers, owners, agents, members, employees, affiliates, parents, insurers, predecessors, successors, or assigns, against claims or expenses arising out of the use of the exhibition premises, unless the damage or injury is due solely to the willful misconduct of the GPMA or the Marriott. The Exhibitor further waives any and all rights it may have against the GPMA and its respective directors, officers, members, agents, employees, independent contractors and successors, 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 GPMA and the Marriott 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.

Cancellation

In the event 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 GPMA will be to return to the Exhibitor their space payment on a pro rata basis after deduction of all conference related costs and expenses incurred by the GPMA through the date of cancellation, in addition to an administrative fee, and overhead charges.

Other Regulations

The GPMA shall have the sole authority to interpret and enforce all Rules and Regulations governing Exhibitors at the Conference. Any and all matters not specifically covered herein are subject to decision by the GPMA. These Rules and Regulations may be amended at any time by the GPMA 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 GPMA from time to time. Any Exhibitor or Exhibitor representative who, in the opinion of the GPMA, 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 GPMA'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 the Conference. 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 nonrefundable.

Applicable Laws

This contract shall be governed by the laws of the State of Minnesota. Exhibitor shall abide by these Rules and Regulations, as well as any rules or regulations of the Marriott, and all applicable local, state, and federal laws 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.