

Vendor Prospectus

24th Annual Georgia Summit

January 6-8, 2022 | InterContinental Buckhead Atlanta Hotel



WWW.GAPMA.COM/VENDORS



**Georgia Podiatric Medical
Educational Foundation**

DEAR INDUSTRY MEMBER

It is our pleasure to invite you to participate in the **24th Annual Georgia Summit hosted by the Georgia Podiatric Medical Educational Foundation on January 6-8, 2022 at the InterContinental Buckhead Atlanta Hotel**. Our conference has been recognized as one of the premiere state meetings attracting over 250 podiatric physicians and surgeons.

Exhibiting at the 24th Annual Georgia Summit is your opportunity to increase your company's visibility and build solid business relationships with leaders and decision-makers in not only the Georgia podiatric medical community but Florida, South Carolina, Alabama, and Mississippi as well. **Exhibit space sells out quickly, so we encourage you to register soon. Booths are assigned on a first come, first assigned basis.**

Distinguish yourself from your competition and generate leads through targeted exposure by becoming a sponsor or offering a workshop or cadaver lab at the conference. You can also support our educational programming by providing a grant to enhance scientific knowledge and professional skills of attendees.

The information in this prospectus outlines the many opportunities available at the 24th Annual Georgia Summit for industry. Our extended breaks allow the physicians to have meaningful exchanges with industry. Attendees are incentivized to visit the vendors throughout the conference to win a variety of prize drawings that we offer.

Should you have any questions please contact us at 404-410-0018 or info@gapma.com. We look forward to the opportunity to partner with you at the 24th Annual Georgia Summit.

Javan Bass, DPM, FACFAS
Scientific Committee Chairman

SCIENTIFIC COMMITTEE

We gratefully recognize the volunteer members of our scientific committee for their contributions to the planning of the 24th Annual Georgia Summit.

Javan Bass, DPM
Chairman

J. Palmer Branch, DPM

Cheree Eldridge, DPM

Howard Gale, DPM

Shahzad Ghori, DPM

Richard Mistretta, DPM

Adrienne Ross, DPM

Marit Sivertson, JD
Executive Director

EXHIBIT HALL LAYOUT

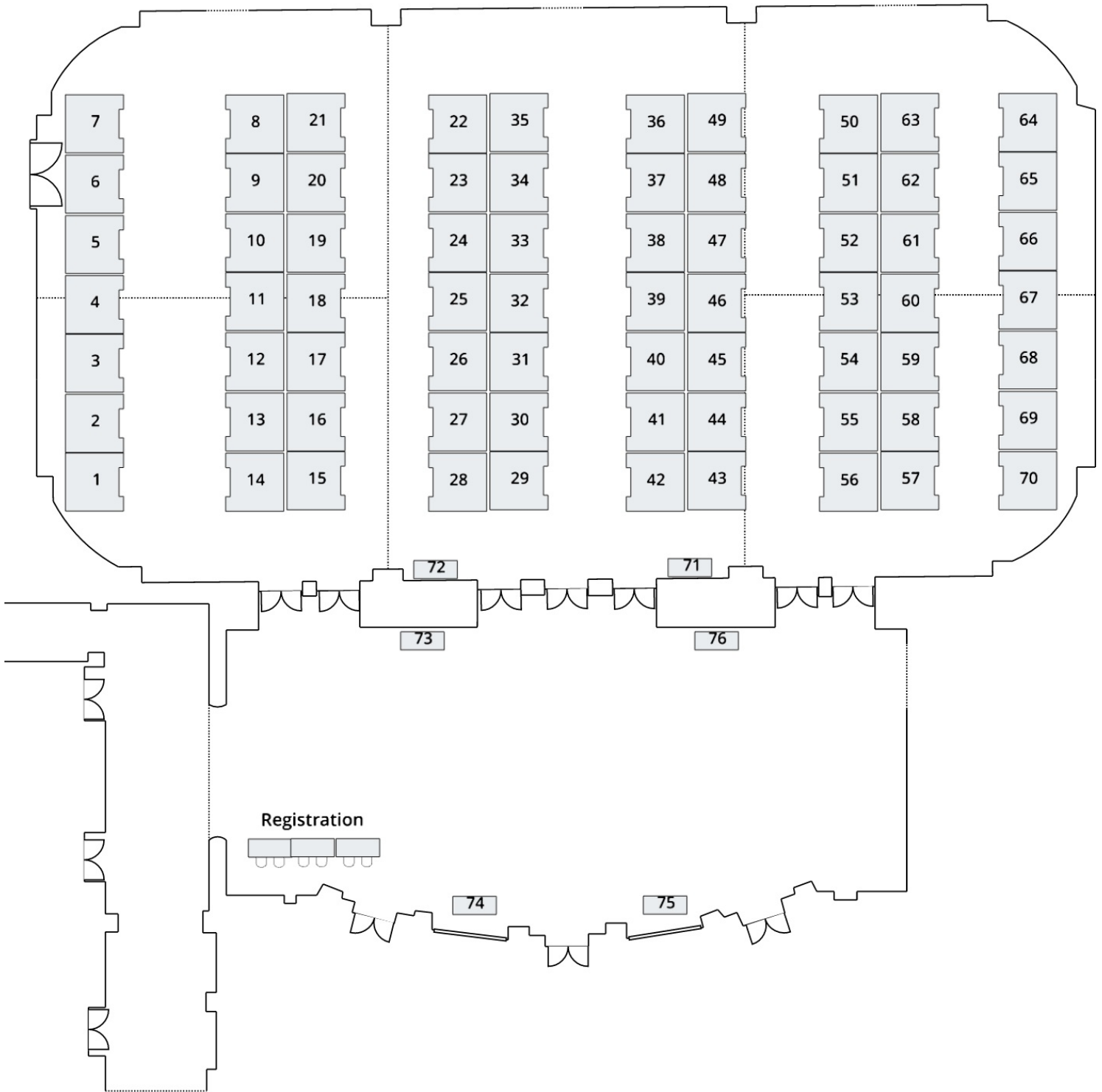


EXHIBIT & SPONSORSHIP OPPORTUNITIES

EXHIBIT BOOTH — \$1,600

The 8' x 8' exhibit space includes a 6' skirted table with two chairs, pipe, drape, electricity, and pre-and-post conference attendee lists. Space is reserved on a first, come first assigned 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.

THURSDAY GPMA ANNUAL BUSINESS MEETING DINNER - \$2,000

Open the GPMA's annual business meeting with a 5-minute introduction of your company and the products or services that you offer. Sponsor can place marketing material at the tables.

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.

EXHIBIT & SPONSORSHIP OPPORTUNITIES

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.

REFRESHMENT BREAKS — \$750

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.

THURSDAY YOUNG PHYSICIAN DINNER - \$500 + FOOD/BEVERAGE COSTS

Treat young physicians to an evening at a fabulous restaurant. You're invited to give a ten minute presentation on your products/services and place marketing material at the tables.

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.

CONFERENCE BAG INSERT — \$250

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

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.



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 your donation. Contact GPMEF if you are interested in donating a prize.

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 Georgia Podiatric Medical Educational Foundation for continuing education activities and comply with Council on Podiatric Medical Education (CPME) guidelines. Grant supporters are recognized in the program guide.

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

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

Contact the GPMEF to discuss these opportunities!

CORPORATE MEMBERSHIP PROGRAM

The Georgia Podiatric Medical Association 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. 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 us 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 list including contact information	✓	✓	✓	✓ Unlimited Access
Advertisement space in GPMA's monthly e-blast	✓	✓	✓	✓
Subscription to GPMA's monthly e-blast	✓	✓	✓	✓
Half-off exhibit booth	✓	✓	⬇️ Upgraded Below	⬇️ Upgraded Below
Recognition as a corporate member on GPMA's website, including description and logo	✓ Bronze Member Distinction	✓ Silver Member Distinction	✓ Gold Member Distinction	✓ Platinum Member Distinction
Link to your website from GPMA's website	✓	✓	✓	✓
Bag insert at the annual conference		✓ 1 Insert	✓ 2 Inserts	✓ 2 Inserts
Company profile in one of GPMA's monthly e-blasts			✓	✓ Plus a Video Clip
Complimentary premier exhibit booth at the annual conference			✓	✓
Recognition as sole sponsor of a refreshment break at the annual conference			✓	✓
Speaking, workshop, or cadaver lab opportunity at the annual conference				✓
Two coordinated social media posts				✓

IMPORTANT VENDOR INFORMATION

HOTEL RESERVATIONS

InterContinental Buckhead Atlanta
3315 Peachtree Road NE
Atlanta, GA 30326

\$203/night + tax

Vendors are required to book their hotel stay at the InterContinental Buckhead Atlanta under the room block. No exceptions. A violation of this requirement will result in exhibit and/or sponsorship forfeiture and prohibition from participating in future events.

Reservation Options:

- Call 404-946-9000 and reference the Georgia Podiatric Medical Association
 - **Book online today**
- Reservations must be made by December 15, 2021 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 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

EXHIBIT SERVICES KIT

Review the Exhibit Services Kit at www.gapma.com/vendors for important conference information.

RULES & REGULATIONS

Hotel Reservations

Exhibitors and sponsors who need hotel accommodations must book at the InterContinental Buckhead Atlanta Hotel under the 24th Annual Georgia Summit room block. Any representative or company who violates this requirement will forfeit their exhibit space and/or sponsorship and will not be allowed to participate in future GPMEF conferences or events.

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 Educational Foundation ("GPMEF") and normally manufactured or supplied by the Exhibitor. Exhibitor may exhibit only those products/ services approved by the GPMEF. The GPMEF 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 GPMEF, with the general character and objectives of the GPMEF.

Terms of Payment

Exhibit space is not reserved until payment is received in full by the GPMEF. Exhibit space cancelled on or before November 1, 2021 will be refunded all but \$200.00 of the exhibit space fee paid. No refunds will be processed after November 1, 2021. No exceptions. Cancellations must be made by email to the GPMEF at info@gapma.com. 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 24th Annual Georgia Summit from January 6, 2022 at 12:00 a.m. to January 8, 2022 at 7:00 p.m. without the written consent of the GPMEF. Exhibitors and Sponsors must send their request by email to the GPMEF at info@gapma.com. The GPMEF 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 GPMEF, its officers, members, independent contractors, or staff, and the InterContinental Buckhead Atlanta Hotel, 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 GPMEF or the InterContinental Buckhead Atlanta Hotel. The Exhibitor further waives any and all rights it may have against the GPMEF 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 GPMEF and the InterContinental Buckhead Atlanta Hotel do not provide insurance

RULES & REGULATIONS

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 it becomes impracticable, in the sole discretion of the GPMEF, to hold the Conference in-person at the InterContinental Buckhead Atlanta Hotel, Exhibitor agrees to have their Registration transferred to a virtual exhibit hall platform. A fifty-percent refund will be issued to Exhibitor under these circumstances. Exhibitor expressly agrees that a full refund will not be issued. In the event the Conference shall be cancelled for any reason whatsoever, then and thereupon the contract for exhibit space with Exhibitor shall be terminated. In such case, the Exhibitor shall waive all damages and claims for damages and agrees that the sole liability of the GPMEF 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 GPMEF through the date of cancellation, in addition to an administrative fee, and overhead charges.

Other Regulations

The GPMEF 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 GPMEF. These Rules and Regulations may be amended at any time by the GPMEF 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 GPMEF from time to time. Any Exhibitor or Exhibitor representative who, in the sole discretion of the GPMEF, 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, in the GPMEF's sole 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 Georgia. Exhibitor shall abide by these Rules and Regulations, as well as any rules or regulations of the venue, 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.

CONTACT US

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Saint Paul, MN 55106

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Email: info@gapma.com

www.gapma.com