



Exhibitor, Sponsorship, and Advertising Guide

Pedorthic Footcare Association

53RD ANNUAL SYMPOSIUM & EXHIBITION

November 1-3, 2012

Peabody Hotel and Statehouse Convention Center
Little Rock, Arkansas



PFA
PEDORTHIC FOOTCARE ASSOCIATION

We're expecting almost 1,000 pedorthists and allied health professionals in Little Rock, Arkansas. Shouldn't you be there, too?

The PFA 53rd Annual Symposium & Exhibition is an event you don't want to miss! Nowhere else will give you access to key decision-makers, including:

- Credentialed Pedorthists
- Orthotists
- Podiatrists and Allied Health Professionals
- Physical Therapists
- Sports Medicine Practitioners
- Footwear Designers and Manufacturers
- Retail Business Owners
- Marketing/Sales Professionals

Attendees are part of the continuum of care, utilizing pedorthic modalities to alleviate problems of the foot and ankle caused by disease, congenital condition, overuse, or injury.

The majority of PFA's members are board-certified and/or state-licensed pedorthists who use footwear to help solve foot problems. They are members of an allied health profession specializing in the use of appropriate shoes, foot orthoses, and other conservative devices to enhance total health and care.

PFA members work in hospitals, clinics, orthotics and prosthetics facilities, labs, pedorthic facilities, rehabilitation centers, universities, pharmacies, doctor's offices, retail shoe stores, on professional sports teams, and with professional dance companies.

Last year, hundreds of pedorthic professionals from around the world attended the 52nd Annual Symposium & Exhibition in Albuquerque, New Mexico.

Important Contact Information

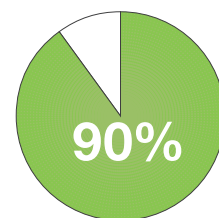
Exhibit Booth, Sponsorship, Advertising Sales and Advertising Fulfillment

Contact Margaret Hren or Brian Lagana

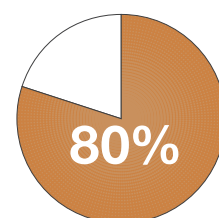
Phone: (703) 610-9035 Fax: (703) 995-4456

Email: info@pedorthics.org

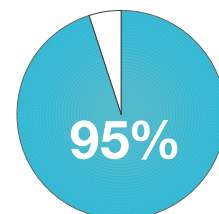
Or Rebecca Fazzari, Associate Director of Meetings at (703) 610-0265, Email: rfazzari@mmg-events.com



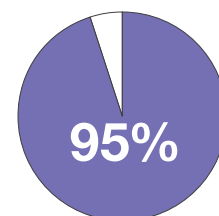
90 percent of attendees are certified or licensed pedorthists.



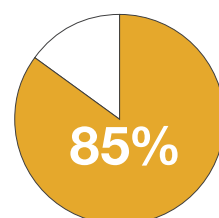
80 percent of attendees make or influence purchasing decisions.



95 percent of attendees attend catered/social functions.



95 percent of attendees attend the educational sessions.



85 percent of attendees have attended more than five Annual Symposia.

Interact with Key Decision-Makers and Purchasers

Join us **November 1-3, 2012, in Little Rock, Arkansas**, where you can demonstrate the features and benefits of your product or service to your target audience, generate leads, and increase your brand awareness. Whether attendees are new to the field or seasoned professionals, they are all eager to learn more about the valuable professional resources available to them in the exhibit hall.

Benefits of Exhibiting

- **Maximize your time and marketing dollars** through this face-to-face opportunity to showcase products and services at the world's single largest gathering of pedorthic professionals.
- **Be recognized in the Symposium program** that reaches hundreds of individuals in the pedorthic field, as well as in *Current Pedorthics* magazine, Symposium promotional pieces, and on the PFA website.
- **Extend the life of your exposure through the pre- and post-Symposium attendee list**, and marketing list rental opportunities.
- **Receive Symposium registrations** that give you access to the educational sessions, exhibit hall opening reception, continental breakfasts, lunches, and afternoon coffee breaks.
- **Generate awareness and offer giveaways** by collecting attendees' business cards for raffles and drawings. To participate, exhibitors must contact PFA.

Exhibitor Application Process

PFA reserves the right to determine space assignment. Applications for space received on or before **November 23, 2011**, will be assigned according to priority points earned from previous PFA activities and the date the application is received. Thereafter, assignment will be made on a first-come, first-served basis. Exhibitors receive one point for each consecutive year of PFA Vendor/Manufacturer Membership and one point for each 10' x 10' booth at each Symposium (**2006-2011**). Booth application is not considered by PFA until the completed application and deposit are received. Exhibitors will be unable to set up booths until the exhibit fee has been paid in full.

Symposium Program at-a-Glance*

Wednesday, October 31, 2012
3:00 p.m. – 7:00 p.m. Attendee Registration
Thursday, November 1, 2012
7:00 a.m. – 6:30 p.m. Attendee and Exhibitor Registration <i>(All exhibitors and their personnel must check-in at PFA's Exhibitor Registration Counter)</i>
8:30 a.m. – 5:00 p.m. Educational Sessions
5:00 p.m. – 6:00 p.m. PFA Membership Meeting
6:00 p.m. – 8:00 p.m. Exhibit Hall Opening Reception
Friday, November 2, 2012
7:30 a.m. – 5:00 p.m. Attendee Registration
8:00 a.m. – 6:00 p.m. Educational Sessions
10:15 a.m. – 5:00 p.m. Exhibit Hall Open
11:30 a.m. – 1:30 p.m. Lunch in Exhibit Hall
6:00 p.m. – 8:00 p.m. Friday Night Social Event in the Exhibit Hall
Saturday, November 3, 2012
7:00 a.m. – 12:00 p.m. Attendee Registration
8:00 a.m. – 4:15 p.m. Educational Sessions
8:30 a.m. – 4:00 p.m. Exhibit Hall Open
4:00 p.m. – 8:00 p.m. Exhibit Hall Teardown

*Times, dates, and events are subject to change.

Become a Corporate Sponsor and Maximize Your ROI

PFA offers a wide range of offerings for corporate sponsorship at the largest annual gathering of the pedorthic profession. Valuable benefits are associated with each sponsored event/product, and whichever you choose to sponsor, you are assured of positive coverage and unparalleled public relations before, during, and after the Symposium.

Being a corporate sponsor at the Symposium allows you to connect with existing customers and many potential clients. It also demonstrates your support for the pedorthic profession. In addition, corporate sponsorship is ideal for announcing a new product roll-out or other important company news. Event sponsorship is a cost-effective way to promote your corporate identity with key people in the pedorthic profession.

Benefits of Corporate Sponsorship

Whichever level you select to sponsor at, you will receive the following recognition in addition to the added advantages noted with each specific sponsorship:

- Opportunity to choose your exhibit space prior to non-corporate-sponsor companies.
- Company name/logo on signage in the Symposium registration area.
- Company name/logo in the sponsorship section of the Symposium program.
- Company name/logo on signage at the exhibit hall entrance.
- Company name in the post-Symposium issue of *Current Pedorthics*.
- Complimentary one-time-use mailing list of attendees for follow-up marketing at the conclusion of the Symposium.
- Recognition by PFA's president during general sessions.
- Acknowledgement on PFA's website prior to and during the Symposium.

Corporate Sponsorship Opportunities

Tote Bag Sponsorship: \$8,500

- Company logo printed in one color on one side of the tote bag that all Symposium attendees will receive at registration (PFA logo is on the other side).
- Complimentary full-page advertisement in the Symposium program.

Thursday Night Reception in the Exhibit Hall: \$7,500

- Designation and promotion as the reception sponsor held on the first evening; hors d'oeuvres and drinks served during the reception.
- One complimentary exhibit booth.
- Signage at the reception.
- Drink ticket imprinted with your company logo.
- Napkins imprinted with your company logo.
- Complimentary full-page advertisement in the Symposium program.

Friday Night Social Event: \$7,500

- One complimentary exhibit booth.
- Cocktail napkins imprinted with your company logo.
- Signage at the entrance to the function room recognizing you as the sponsor.
- Complimentary full-page advertisement in the Symposium program.

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Thursday Opening Keynote Speaker: \$5,000

- One complimentary full Symposium registration.
- Company logo projected in the session room as attendees enter this plenary session.
- Complimentary full-page advertisement in the Symposium program.

Saturday Keynote Speakers (2 available): \$5,000 each

- One complimentary full Symposium registration.
- Company logo projected in the session room as attendees enter this plenary session.
- Complimentary full-page advertisement in the Symposium program.

Lanyards: \$5,000

- Company logo printed on the lanyards that each attendee wears during the Symposium.
- Complimentary full-page advertisement in the Symposium program.

Cyber Café: \$5,000

- Company logo on the desktop wallpaper of the Cyber Café computers.
- Company website set as the home page of the Cyber Café computers.
- Complimentary full-page advertisement in the Symposium program.

Friday Lunch: \$5,000

- Verbal recognition at the opening of the lunch.
- Sponsorship recognition at entrance to the lunch area.
- Complimentary full-page advertisement in the Symposium program.

Hotel Room Keycards: \$4,000

- Company logo featured on the hotel key cards that guests receive upon check-in.

Symposium Onsite Program: \$4,000

- Complimentary full-page color advertisement on the back cover of the Symposium program.

Friday and Saturday Breakfasts: \$2,500 each

- Company logo on tent cards placed at each breakfast serving station.
- Sponsorship recognition at the entrance to the breakfast area.
- Complimentary half-page advertisement in the Symposium program.

Don't Delay!

Secure your exhibit space or sponsorship today!

Call Magaret Hren or Brian Lagana at
(703) 610-9035 or email info@pedorthics.org

Or call Rebecca Fazzari, Associate Director of Meetings,
at (703) 610-0265 or email rfazzari@mmg-events.com

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Thursday, Friday, and Saturday Morning Coffee Service: \$2,500 each

- Company logo on tent cards at each serving station.
- Sponsorship recognition placed at the entrance to the exhibit hall.
- Complimentary half-page advertisement in the Symposium program.

Friday and Saturday Exhibit Hall Refreshments: \$2,000 each

- Company logo on tent cards at each serving station.
- Sponsorship recognition placed at the entrance to the exhibit hall.
- Complimentary half-page advertisement in the Symposium program.

Product Sample: \$2,000

- One product sample to be included in the conference tote bag.
- Complimentary half-page advertisement in the Symposium program.

Floor Decals (4 available): \$1,000 each

- One floor decal with your company logo to be placed near the registration desk or the entrance to the exhibit hall.
- Your company may opt to purchase one, two, three, or all four decals for \$1,000 each.

General Symposium Sponsor: \$1,000

- One 8.5" x 11" promotional tote bag insert.
- Complimentary half-page advertisement in the Symposium program.

Advertising Opportunities

Take this opportunity to feature your company and products, and drive traffic to your booth!

Advertising Rates and Sizes:

EXHIBITOR SHOW GUIDE

All ads 4C • All rates are gross. Appropriate agency commissions apply.

Size	Width x Depth	1x
Back Cover	10.875" x15"	\$3,200
Full Page	10.875" x15"	\$1,700
Half Page	9.5" x 7"	\$1,200
Company Logo w/ Listing	n/a	\$400

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ONSITE PRINTED ISSUES

All ads 4C • All rates are gross. Appropriate agency commissions apply.

Size	Width x Depth	1x	2x	3x
Back Cover	9.75" x 14"	NA	\$3,400	\$4,200
Front Page Strip Ad	9.75" x 2"	NA	\$ 2,600	\$3,500
Full Page	9.75" x 14"	\$1,400	\$ 2,300	\$2,950
Half Page	10" x 7"	\$ 1,100	\$ 1,800	\$2,300
Quarter Page	4 3/4" x 7"	\$ 800	\$ 1,300	\$ 1,700

Advertise in both the Exhibitor Show Guide
and Show Daily to qualify for special discounts:

- Save 10% on 1X show daily ads
- Save 15% on 2X show daily ads
- Save 20% on 3X show daily ads

Specifications:

Exhibitor Show Guide Sizes – Trim size is 10.875" wide x 15" high and printed on 70# gloss (coated) stock. Bleeds accepted on full page ads (1/8", all sides). Ads should be designed to the sizes indicated. Differently-sized ads will be reduced/enlarged to fit the ad size as closely as possible. If materials include crop marks, publisher will crop the image accordingly and reduce/enlarge as needed.

Show Daily Sizes – Trim size is 11" wide x 15" high and printed on 50# offset (uncoated) stock. No bleeds, except for spreads across the gutter. Ads should be designed to the sizes indicated. Differently sized ads will be reduced/enlarged to fit the ad size as closely as possible. If materials include crop marks, publisher will crop the image accordingly and reduce/enlarge as needed.

Files – High-resolution Adobe PDF files are strongly preferred, but TIFF, JPEG, EPS with clipping paths, Adobe Illustrator, and Adobe InDesign files (with all accompanying graphics and fonts) are also accepted. All fonts must be embedded. Files can be e-mailed, sent on a PC-readable CD, or posted to our ftp site (contact us for transfer procedure). All colors should be built out of CMYK process. Files must include high-resolution graphics (300 dpi or better) and all fonts (screen and printer). Color reproduction is assured to generally-accepted industry standards for cold-web newspaper printing.

Proof – A printed proof of the file itself is strongly recommended with submission of disk or e-mail. If e-mailing the file, please send the proof by standard mail. Without a proof, we are not responsible for the outcome of the ad (color, fonts, text, etc.). Advertisers will be billed at cost for time required to prepare files to above standards, author's alterations, etc.

Suggestions – For best reproduction: Maximum combined density of 240% with one solid. Two secondary colors should not exceed 75% each. Any single color not intended to print solid should not exceed 80%. Add 10% undercolor removal for cyan. Type should be surprinted in areas having tint values of 30%. Four-color type reserves should not be smaller than 10 points, 14 points if using a narrow font. Reverse out of at least 70% tone value in black, magenta, or cyan.

Double Your Exposure: Free Press Releases

Every advertising placement in the show daily entitles you to the complimentary publication of one 300-word press release in each issue that your advertisement appears.

Exhibitor Guide

DEADLINES:

Space – October 3, 2012

Materials – October 8, 2012

Show Daily

ISSUE DATES

Thursday, November 1, 2012

Friday, November 2, 2012

Saturday, November 3, 2012

DEADLINES

Space – October 8, 2012

Materials – October 15, 2012

Contact

Tim Mercer/Jenn Waters

CustomNEWS

(800) 627-8723

showdailies@verizon.net

jwaters@showdailies.com



Pedorthic Footcare Association

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Website: www.pedorthics.org

The Pedorthic Footcare Association (PFA), founded in 1958, is the not-for-profit professional association that represents the interests of certified and licensed pedorthists and supports the pedorthic profession at-large. Pedorthics is the design, manufacture, modification, and fit of shoes and foot orthoses to alleviate problems caused by disease, congenital condition, overuse, or injury. Through the efforts of PFA, pedorthics has become a well-established allied health profession that makes an invaluable contribution to public health. PFA enhances the effectiveness and efficiency of the certified pedorthist through education; increases the demand for the certified pedorthist's services through marketing; and defends the certified pedorthist's right to practice through government affairs activities.

