

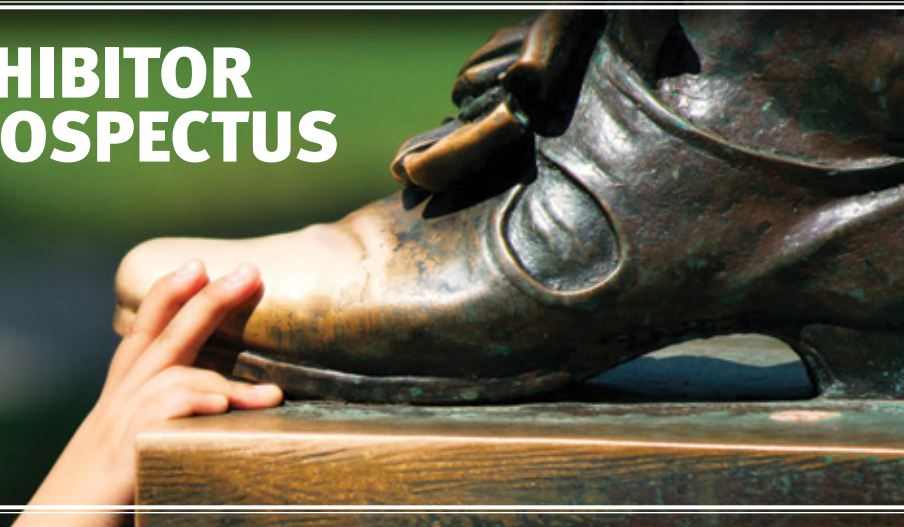


SYMPOSIUM & EXHIBITION

OCTOBER 31 - NOVEMBER 2



EXHIBITOR PROSPECTUS



PFA
PEDORTHIC FOOTCARE ASSOCIATION

BOSTON 2013

PROFILE

The Pedorthic Footcare Association (PFA), founded in 1958, is the not-for-profit professional association which represents the interests of the certified and/or licensed pedorthist and supports the pedorthic profession at large. Through the efforts of PFA, pedorthics — the management and treatment of conditions of the foot, ankle and lower extremities requiring fitting, fabricating, and adjusting of Pedorthic devices — is a well-established allied health

profession which makes an invaluable contribution to public health.

PFA's mission is to enhance the effectiveness and efficiency of the credentialed (certified and/or licensed) pedorthist through education; increase the demand for the credentialed pedorthist's services through marketing; and defend the credentialed pedorthist's right to practice through government affairs activities.

TABLE OF CONTENTS

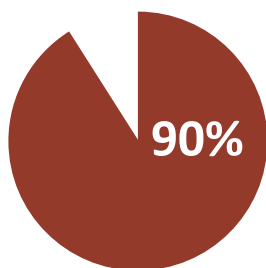
PROFILE	02
DEMOGRAPHICS	03
54TH ANNUAL SYMPOSIUM AND EXHIBITION	04
» WHO SHOULD EXHIBIT & SPONSOR?	05
» WHY EXHIBIT AT THE PFA SYMPOSIUM?	05
» PFA SYMPOSIUM EXHIBITION HIGHLIGHTS	06
» WHY DO OUR ATTENDEES COME TO THE SHOW?	06
» SAMPLE OF EXHIBITING SPONSORING COMPANIES	07
» SAMPLE OF PFA ATTENDEES	08
» SAMPLE OF PFA ATTENDEES CONTINUED	09
» PFA CORPORATE PARTNERSHIPS (YEAR LONG BENEFITS)	10
» PFA EXPO SPONSORSHIP OPPORTUNITIES	12
» EXHIBIT BOOTH RATES	15
» PFA EXHIBIT/SPONSORSHIP CONTACT	15

PFA's members are recognized as being among the industry's premier pedorthic footcare professionals.

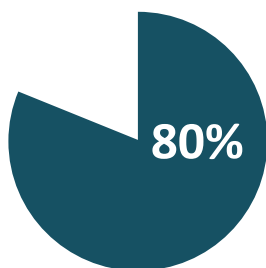
DEMOGRAPHICS

ACCESS TO KEY DECISION MAKERS

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



90 percent of attendees



80 percent of attendees make or influence purchasing decisions

SOME OF THE DOMESTIC AND INTERNATIONAL MARKETS SERVED BY PFA MEMBERS

Pedorthic Facilities	Professional & Amateur Sports Teams
Clinics	Hospitals
Dance Companies	DME Companies
Orthotics and Prosthetics Facilities	Rehabilitation Centers
Pharmacies	Labs
Universities	Medical Offices
Skilled Nursing Facilities	Retail Shoe & Specialty Stores

THE PEDORTHIC PROFESSION: TYPICAL WORK PERFORMED BY PFA MEMBERS

- Patient Evaluation
- Design/Customization of Lower Extremity Pedorthic Modalities
- Modifications of Footwear
- Fitting Services for Footwear
- Shoes and Foot Orthoses, AFO's, SCFO's, Braces, etc.
- Consultation on Products, Accessories, Services to Alleviate Foot Pain
- Foot and Shoe Analysis

DEMOGRAPHICS



54TH ANNUAL SYMPOSIUM AND EXHIBITION

OCTOBER 31–NOVEMBER 2, 2013 | BOSTON, MA

PFA's mission is to enhance the effectiveness and efficiency of the credentialed pedorthist through education; increase the demand for the credentialed (certified and/or licensed) pedorthist's services through marketing; and defend the credentialed pedorthist's right to practice through government affairs activities.

Join us October 31– November 2, 2013, in Boston, MA, 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, seasoned professionals, or allied health providers, they are all eager to learn more about the valuable professional resources available to them in the exhibit hall. Boston offers excellent business opportunities not only to PFA members who will be attending the Symposium, but to the numerous target business, medical professionals, retail operations, labs, clinics, and other buying channels concentrated in the Massachusetts and entire New England region, which PFA will be marketing to for attending the exposition.

"One of the reasons I love attending PFA's Annual Symposium is I get actual face time with my vendors, and also it allows me to keep an open mind to the possibility of taking on new ones as well."

-Rob Sobel, C. Ped

"The greatest advantage of attending the symposium and exhibition is you have unlimited opportunities to network and build a community of friends that will last you a life time. PFA is about people, and pedorthists are a dedicated community of sharing, and passionate practitioners."

-Althea Powell, C. Ped

OVERVIEW

WHO SHOULD EXHIBIT & SPONSOR?

If your company offers any of these products or services you will find a buyer's market at the exposition.

INDUSTRY SPECIFIC

- Comfort Shoe Manufacturers
- Custom Shoe Manufacturers
- Foot Orthotics
- Scanning Devices
- Therapeutic Foot & Ankle Products
- Braces/Corrective Devices
- Pedorthic Tools & Equipment
- Insoles and Inserts
- Foam Orthotic Products
- Fitting/Sizing Aids
- Orthotic Accessories, Socks
- Digital Imaging and Analysis
- Therapeutic Modalities

BUSINESS SERVICES

- Consulting
- Financial Services
- Computing Systems
- Web Site Developer Services
- Marketing Services
- Insurance Providers
- Legal Services
- Sales Training
- Promotional Products
- Software
- Training Systems
- Shipping Services
- Coding and Billing

WHY EXHIBIT AT THE PFA SYMPOSIUM?

At the PFA Symposium and Exhibition you will get to actually meet hundreds of pedorthic business OWNERS with your booth. Not only the techs and service staff, but owners and/or decision-makers who make the final decision on purchases. **Could you meet a few hundred hard to reach pedorthic professionals in two days on your own for the investment cost to exhibit?** The fact is, you cannot.

On average, 30% of attendees at trade shows are top management personnel (vice president, director, or above). At the PFA Symposium and Exhibition **it is OVER 85%, and most are OWNERS/Principals!**

53% of attendees plan to buy one or more products or services as a result of what they saw at an exhibition.

Source: The Role & Value of Face-to-Face Interaction—Purchase Process & Customer Relationships; Center for Exhibition Industry Research (CEIR)

The cost of making first face-to-face contact with a potential customer **through an exhibition lead is \$96,** compared to \$1,039 without.

Source: The Cost-Effectiveness of Exhibition Participation: Part I; Center for Exhibition Industry Research (CEIR)

45% of attendees develop an emotional connection with a brand after interacting with it at a trade show.

Source: Exhibit Surveys, Inc.



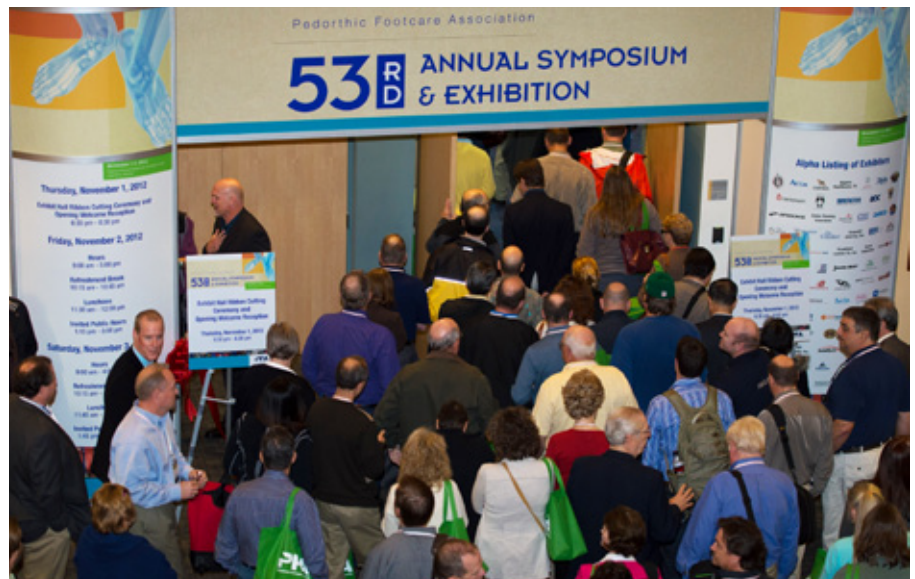
OVERVIEW

PFA SYMPOSIUM EXHIBITION HIGHLIGHTS

- » Dedicated Show Hours.
- » VIP Buyer Hours- where PFA markets to allied industries (medical, retail shops, clinics, sports clubs, more) allowing them to register for Exhibition- Only free attendance to meet with exhibitors. These are additional buyer contacts above and beyond the attending PFA Member attendees.
- » PFA Cooperative Marketing - allowing the ability for exhibitors to secure buyer visits during the VIP Buyer Hours.
- » Hosted Buyer Program- where PFA helps facilitate scheduled appointments between attendees and exhibitors through an online portal 90 days in advance of the show.
- » Full conference registration for exhibitors for networking.
- » Online Directory listing of company and products
- » Food & Beverage functions in the exhibit hall.
- » Attendee Lists pre and post show.

WHY DO OUR ATTENDEES COME TO THE SHOW?

- » Evaluate/Compare Products for Purchase
- » See New Products
- » Networking
- » Product and Industry Training
- » Interact with Manufacturers
- » Meet with Suppliers





SAMPLE OF EXHIBITING/SPONSORING COMPANIES

ACOR	Darco International	Propét USA, Inc.
Aetrex Worldwide, Inc.	DIA-Foot	Spira Footwear
AllenMed	Dr. Comfort	Hapad
American Board for Certification in Orthotics, Prosthetics and Pedorthics	DreamGP America, Inc.	pw Minor
AMFIT	Drew Shoe Corp	R&B Medical Distributors, LLC
Arizona AFO, Inc.	Footech, Inc.	Renia GmbH
Berkemann - Solidus	Footscan USA	SAS Shoemakers
Bintz Company	Brainer	Shoe Systems Plus, Inc.
Bioworks, Inc.	MMAR Medical Group	SOLE
Birkenstock USA, LP	Haflinger	Solo Laboratories, Inc.
Brooks Sports, Inc.	Justin Blair & Company	New Balance Athletic Shoe, Inc.
Board of Certification/ Accreditation, International.	American Board for Certification in Orthotics, Prosthetics & Pedorthics, Inc.	Tekscan, Inc.
M.J. Markell	Kiwi Software Solutions	PartnerShip
Kanner Corporation	Miami Leather Co.	Frankford Leather
Cailor Fleming Insurance	New Step Orthotic Lab, Inc.	DAVMAR Comfort Shoes
Curtis Software Inc.	Pedifix Footcare Inc.	Port Medical Products, Inc.

PFA
PEDORTHIC FOOTCARE ASSOCIATION



EXHIBITORS



SAMPLE OF PFA ATTENDEES

Comfort Care Solutions, Inc.	Gollihar's Shoe Store, Inc.	Comfort Plus Shoe Center Inc.
Gottlieb Professional Bldg. Pharmacy	North Cost Orthotics & Prosthetics, Inc.	Comfort Shoe Specialists, Inc.
Hanger Clinic	North Shore Pedorthics, LLC	Complete Homecare Equipment
Hanger P & O, Inc.	North Texas Regional Orthotics & Prosthetics	Compton Orthopedic Service
Happy Feet Shoes and Pedorthics	NYU Dept. of Physical Therapy, Steinhardt School	Cooper's Footcare Facility
Happy Footcare, LLC	O&P Business News	Creative Orthotics
Hartford Orthotics, LLC	Odermatt Enterprises	Custom Orthopedic, Inc.
Healing Arts Centre	Okemah Pharmacy	Dale's Shoes
Healthcare Products, LLC	One Step Ahead & Home Medical Equipment	Dancing Fair
Hi Tempo, Inc.	OPRM	Darby Orthotics
Home Health Advisors	Orthletek, LLC	Dartmouth Pedorthics
IBS Corp.	Orthopedic & Fracture Specialist	Davis Shoe Therapeutics
Ideal Feet	Pearl Orthopedic Footwear	Delatorre O&P
Instep	Pedorthic Footcare of Oklahoma LLC	Diabetic Supplies, Inc.
International School of Pedorthics	Pedorthic Technology Ltd.	DIApedia, LLC
Irving's Shoe Fly	People's Chiropody Clinic, Inc.	Duncan Regional Hospital
Karavel Shoes Pedorthic Center	Prevea Sports Medicine	Dura-Med Home Care, LLC
Kelley Drye & Warren, LLP	Pride Pharmacy	EaglesKlaw
Leddy Brace and Shoe	Pro Medical East	Elite Surgical Supply, Inc.
Leonard Pharmacy	Pro-Orthotics, Inc.	Eneslow, The Foot Comfort Center

ATTENDEES

SAMPLE OF PFA ATTENDEES CONTINUED

Life Med	Randy Stevens Family Footcare	Excel Prosthetics & Orthotics
Limbcare Prosthetics & Orthotics Of GA	Renia GmbH	Feinberg Foot Center
LINK Medical Equipment, Inc.	Reuters Inc.	Foot Focus
Lombardo Comfort Shoes, Inc.	Reuter's Pedorthics	Foot Health Center
Lyons Drug	Rightway Medical Supply, Inc.	Foot Management, Inc.
M.G. Grundman & Sons, Inc.	RMPI	Foot One Mechanix
Macino's Comfort Shoes & Orthotics, LLC	Rockford Orthopedic Appliance	Foot Pain Relief Store
Manufacturera De Calzado San Rafael S.A.	Select Medical Supplies	Foot Solutions HQ
Mary Free Bed Orthotics	Shane's Foot Comfort Center	Foot Solutions, Inc.
Mast Shoes	Shaw's Athletics	Foot Support Group, Inc.
McLelland Family Shoes	Shoe Boat, Inc.	Footbalance System
Medical College Physicians	Shoe Box	Footech, Inc.
Medical Necessities	Shoe Fly Shoe Inc.	Foot-FX
Meeker Marshall Shoe Fly.	Smith's Orthopedic Shoes, Inc.	Four Star Medical
Metro Run & Walk	Smoky Mountain Foot Clinic	Gauthier's Shoes & Repair
Mid Florida Prosthetics	Sobel Orthotics & Shoes Inc.	General Orthopedic, Inc.
MidAmerica Surgical Systems, LLC	Sole Support	Genesis Rehab System
Mike Forgrave & Associates, Inc.	Sole Support Medical	Genesis Respiratory Service, Inc.
Modern Shoe Shop	Soleful Orthotics and Footwear	COFOCE





2013

CORPORATE PARTNERSHIPS

PFA CORPORATE PARTNERSHIPS (YEAR LONG BENEFITS)

The PFA Corporate Partnership Program was developed to provide the pedorthic manufacturing community with opportunities to align itself with PFA and our work on behalf of this industry's practitioners. These bundled packages offer unique ways for industry partners to demonstrate their support for PFA while building relationships year-round with industry decision-makers. From advertising and exhibits to year-round recognition and individualized outreach opportunities, the PFA Corporate Partnership Program is the most flexible way for a company to develop sustainable relationships with the professional Pedorthic community.

SYMPOSIUM EXPO BENEFITS:

- » Promotion, recognition, networking, and new business contact generation.
- » Targeted brand, product promotions, and customer marketing all year long.
- » Top-tier sponsorship recognition at the PFA Symposium and Exhibition.
- » Booth space at the Symposium Exhibition, up to 20x30, and four full conference registrations.
- » Recognition by PFA's president during general sessions.
- » Upgraded online booth and directory listing year-long.
- » Recognition online on the Symposium Website with logo link.
- » Advanced selection of exhibit space prior to non-corporate sponsors.
- » Company logo on signage at the Symposium Registration area.
- » Partner recognition in the Symposium program.
- » Logo on signage at the exhibit hall entrance.
- » Corporate partner sign for your booth at the exposition.
- » Preferred exhibit services rates.

"Everyone will even share their worst flops and take the kind hearted ribbing that follows. We all have both successes and failures, and what I have found is that through sharing this information at the symposia with each other, we all learn and grow as practitioners and business owners."

-Matt Almeida, C. Ped

YEAR-ROUND VISIBILITY

- » Membership in PFA for your corporate headquarters.
- » Logo and recognition as a PFA Corporate Partner in every issue of PFA's Current Pedorthics magazine.
- » Logo and link from the homepage of PFA's website.
- » Logo and editorial call-out on special Partners page on the PFA website.
- » Logo, link, and recognition as a PFA Corporate Partner in every issue of PFA's monthly online newsletter, *PFA Online*.
- » PFA Brand Power Program provides Corporate Partners with programs to promote your brand power.

DIRECT MESSAGING TO DECISION MAKERS

- » Banner ad on the Symposium and PFA website
- » Individual email messages sent on your behalf to PFA members 4 times per year.
- » One electronic copy of PFA's membership mailing list.
- » A one-year banner ad of the PFA web page or a full page ad in the Pre-Symposium Issue of *Current Pedorthics* magazine.'
- » Monthly electronic ads in every issue of PFA Online, distributed to over 3,700 e-mail addresses.

**Contact us directly to review
the PFA Corporate Partner
Program Details**



**CORPORATE
PARTNERSHIPS**



2013

SPONSORSHIPS

PFA EXPO SPONSORSHIP OPPORTUNITIES

Sponsorship provides a great means of broadening your competitive edge by improving your company's image, prestige, and credibility by supporting events that your target market finds attractive.

BECOME A SPONSOR AND MAXIMIZE YOUR ROI

PFA offers a wide range of offerings for corporate sponsorship at the largest annual gathering of the pedorthic profession. Being a sponsor at the Symposium and Exhibition allows you to connect with existing customers and many potential clients. It also demonstrates your support for the pedorthic profession. In addition, 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 SPONSORSHIP

- » 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* magazine.
- » Recognition by PFA's president during general sessions.
- » Acknowledgement on PFA's website prior to and during the Symposium.
- » Individual benefits associated with your sponsorship choice.



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.
- Included full-page advertisement in the Symposium program.
- Insert in the bag.

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.
- 1 – 10x10 exhibit booth.
- Signage at the reception.
- Drink ticket imprinted with your company logo.
- Napkins imprinted with your company logo.
- Included 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.
- Included full-page advertisement in the Symposium program.

Keynote Speaker:

\$2,500 each

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

Cyber Station or WiFi Sponsor:

\$5,000

- Company logo on the desktop wallpaper of the Cyber Station computers and your website set.
- Included full-page advertisement in the Symposium program.
- WiFi sponsor signage at registration and insert in the bag indicating WiFi access and your sponsorship with booth number.

Daily Lunch Sponsor:

\$5,000 each (3 available)

- Verbal recognition at the opening of the lunch.
- Sponsorship recognition at entrance to the lunch area.
- Included 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.
- Handout provided to attendee as they check in.

Symposium Onsite Program:

\$4,000

- Included full-page color advertisement on the back cover of the Symposium program.
- 10x10 booth.

PFA

PEDORTHIC FOOTCARE ASSOCIATION



SPONSORSHIPS



SYMPOSIUM & EXHIBITION

OCTOBER 31 - NOVEMBER 2

BOSTON, MA

2013

SPONSORSHIPS

Daily Breakfast Sponsor:

\$2,500 each (3 available)

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

Morning & Afternoon

Coffee Service:

\$2,500 each (6 available)

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

Exhibit Hall Refreshments:

\$2,000 each

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

Show Floor Presentation:

Friday \$700

Friday session should focus on allied industries for non industry professionals to receive training on comfort footwear and accessories. LIMITED Slots.

- Logo on the video display in the education areas on the show floor
- Presentation topic(s) included in the conference education schedule
- Special PFA marketing to HR managers and allied industries to attend your free education sessions on Friday.
- Full AV provided

New Product Showcase:

New Product Participant \$500

A display area highlighting new products

- Recognition as a company with a new product
- Email before the show to register attendees announcing your new product and booth number
- Show floor display of your photo and up to 50 word description
- Conference web site new product showcase listing with your photo and 50 word description
- Listing in the program guide of all companies with new products

Floor Decals:

\$1,000 each (4 available)

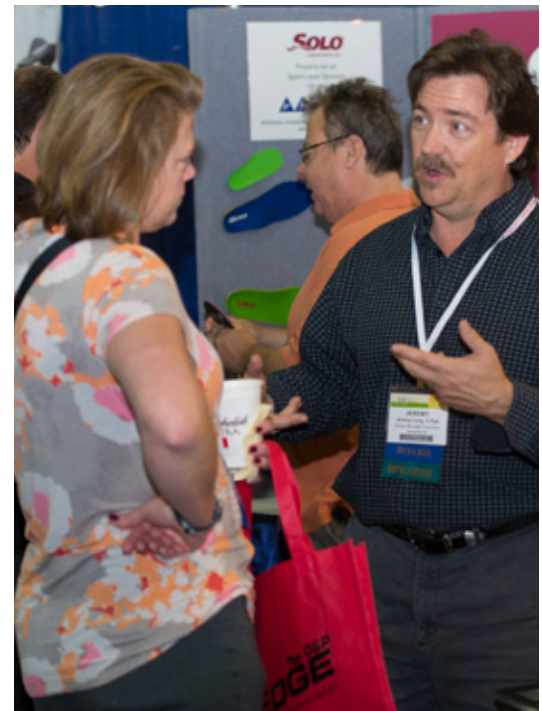


EXHIBIT BOOTH RATES

	INLINE BOOTH	CORNER BOOTH
PFA Vendor/ Manufacturer Member	\$18.00 per sq. ft. (\$1,800 per 10'x10')	\$19.00 per sq. ft. (\$1,900 per 10'x10')
Non-Member	\$25.00 per sq. ft. (\$2,500 per 10'x10')	\$26.00 per sq. ft. (\$2,600 per 10'x10')

ADVERTISING OPPORTUNITIES

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

Promote your company by advertising in the Symposium program, distributed on-site to all attendees. Advertising materials must be received by August 31, 2013. All materials must be a high-resolution (minimum 600 DPI) Adobe PDF.

EXHIBITOR, SPONSORSHIP, AND ADVERTISING GUIDE

	COLOR
Half-Page On-site Program Ad (7.5"W x 4.875"H)	\$1,200
Full-Page On-site Program Ad (7.5"W x 10"H)	\$1,400

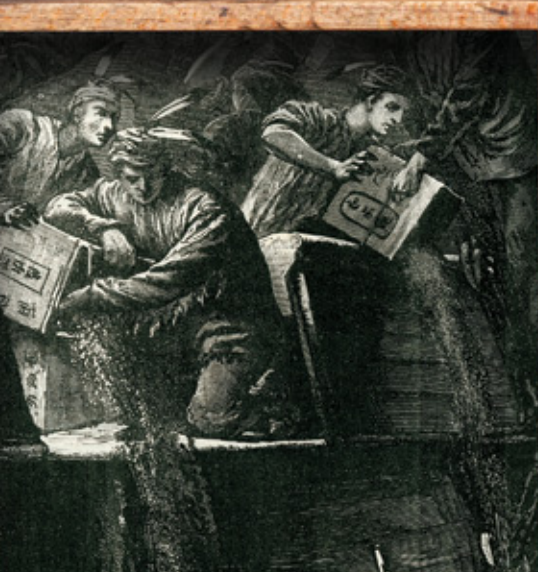
PFA EXHIBIT/SPONSORSHIP CONTACT

DONNA JARVIS-MILLER, CMP, CEM

PFA Sales Manager
Meetings Management Group
8400 Westpark Drive, Second Floor
McLean, VA 22102
703-610-0223 phone | 703-610-0203 fax
djarvis-miller@mmgevents.com



RATES



PEDORTHIC FOOTCARE ASSOCIATION

8400 Westpark Drive, 2nd Floor, McLean, VA 22102

**Symposium Dates:
Oct. 31-Nov. 2, 2013**

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

Email: info@pedorthics.org

Website: www.pedorthics.org



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