
TWIN CITIES
FOOT & ANKLE
CONFERENCE

VENDOR PROSPECTUS

Saint Paul RiverCentre
November 8-10, 2018



For more information visit www.mnpma.org/vendors

TWIN CITIES FOOT & ANKLE CONFERENCE

Dear Industry Member:

It is our pleasure to invite you to participate in the Twin Cities Foot and Ankle Conference this year on November 8-10, 2018 at the Saint Paul RiverCentre.

Our conference has been recognized as one of the premiere state meetings attracting over 180 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 Twin Cities Foot and Ankle Conference is your opportunity to **increase your company's visibility and build solid business relationships with leaders and decision-makers in not only the Minnesota podiatric medical community, but Wisconsin and the Dakotas as well.**

Exhibit space sells out quickly so we encourage you to register soon. Booths are assigned on a first come, first assigned basis. You can also distinguish yourself from your competition and generate leads through targeted exposure by becoming a sponsor or offering a workshop at the conference.

The information in this prospectus outlines the many opportunities available at the Twin Cities Foot and Ankle Conference for industry. Our extended breaks allow the physicians to have meaningful exchanges with industry. **Attendees will be encouraged to visit the exhibit booths through a scavenger hunt and can enter their names into drawings for prizes based on the number of booths they visit.**

The MPMA member band, Whiskey Vendetta, will perform this year during the Friday evening President's Reception. We invite you to attend. This is a great opportunity to interact with physicians and their staff while enjoying the entertainment, cocktails, and appetizers!

Should you have any questions please contact Marit Sivertson at 651-778-0575 or marit@mnppma.org. **We look forward to the opportunity to partner with you at the 2018 Twin Cities Foot and Ankle Conference.**

Benjamin Clair, DPM, FACFAS
Scientific Committee Chairman

Marit Sivertson, JD
Executive Director

TWIN CITIES FOOT AND ANKLE CONFERENCE LAYOUT

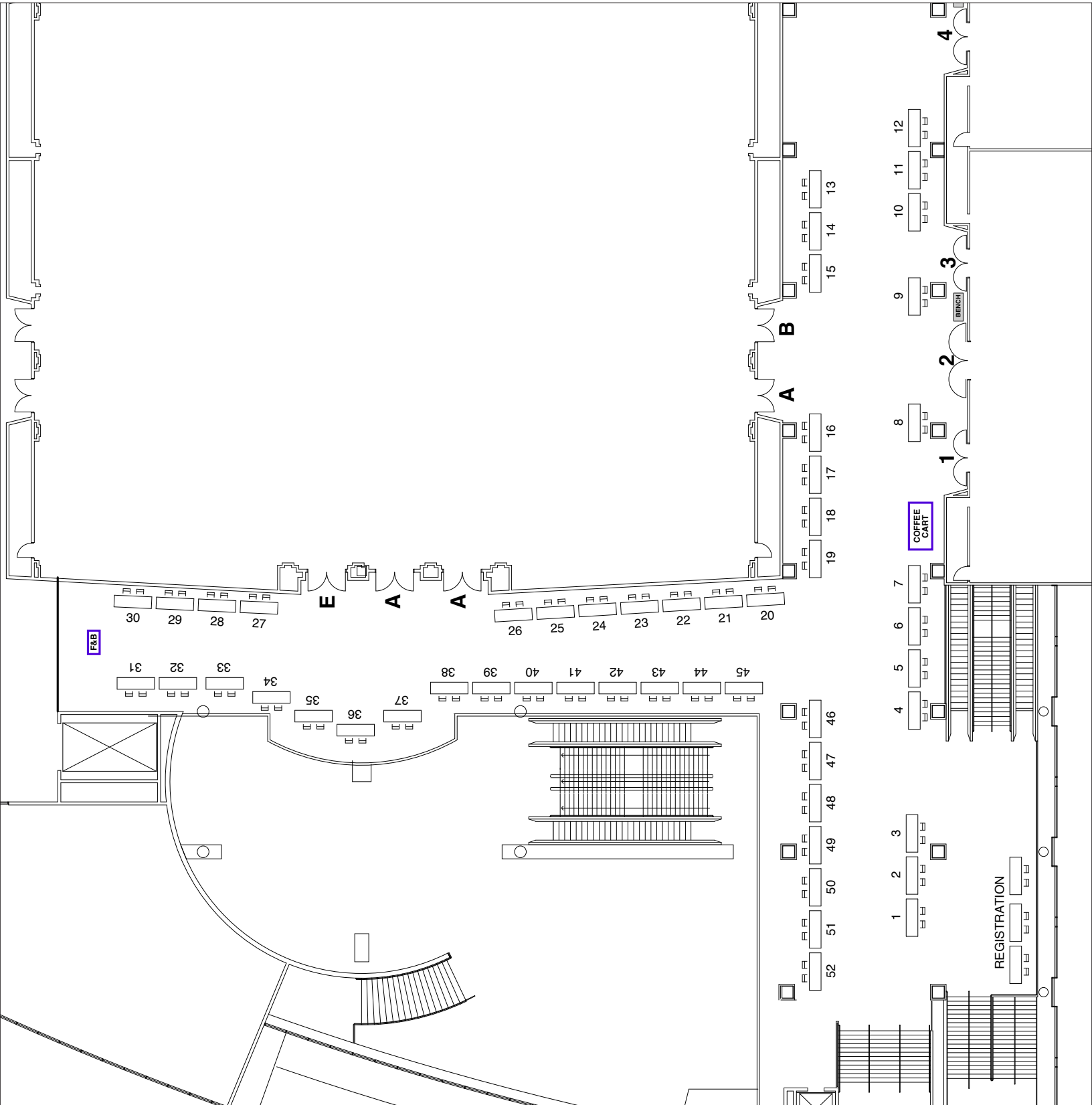


Exhibit booth layout subject to change prior to booth assignments being made.

SPONSORSHIP OPPORTUNITIES

EXHIBIT BOOTH

8' x 8' exhibit space includes one 6' skirted table with two chairs - **\$1,200 (add \$100 for electricity)**

WORKSHOPS, LABS, SPEAKERS, BREAKFAST/LUNCH AND LEARNS

These opportunities are negotiated on an individual basis. Please contact the MPMA for more information.

SPONSORSHIP OPPORTUNITIES

PRESIDENT'S RECEPTION — \$2,000

All conference attendees are invited to help welcome the new MPMA President. The evening will begin with cocktails and appetizers. MPMA member band, Whiskey Vendetta, will perform. The sponsor will be introduced by the MPMA President and will have the opportunity to have a table showcasing their product(s)/service(s) in the room. Sponsorship includes recognition on the conference mobile app and registration brochure and signage in the room. Sponsor may provide napkins and small plates with their company logo.

SPECIALTY COFFEE BAR — \$1,500

A favorite for attendees! Provide a specialty coffee bar to conference attendees on Friday and Saturday. Your exhibit booth will be placed in the premiere location next to the coffee bar right outside of the lecture halls. Sponsorship includes recognition on the conference mobile app and registration brochure. Sponsor may provide imprinted napkins, cups, and beverage sleeves for use by attendees and place signage on the coffee bar.

BADGE HOLDERS/CONFERENCE BAGS — \$1,500

Be the first and most consistent company seen by meeting attendees. Attendees will wear or carry your logo throughout the conference. Conference bag sponsors may insert one marketing piece in the bag.

BOARD OF DIRECTORS DINNER — \$1,500

Welcome board members to the conference by sponsoring the annual MPMA Board of Director's dinner on Wednesday night at 6:00 p.m. Sponsorship includes a 15 minute presentation to all board members during the dinner, and recognition in the meeting agenda. Sponsor may include promotional literature on the tables.

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 MPMA if you are interested in donating a prize.**

SCAVENGER HUNT PRICES — \$1,000

All attendees will be given a card with the name of each company who is exhibiting at the conference. For every three exhibit booths that an attendee visits, he or she will receive a ticket to enter their name into drawings for a variety of prizes, including the most sought after electronics and gadgets of the year. Your company will have signage and can disseminate literature at the prize table where attendees enter the drawings and will announce the winners each day.

PENS AND NOTEPADS - \$500

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

CONFERENCE BAG INSERT — \$250

Promote your company by supplying a promotional item to be placed in the official Twin Cities Foot and Ankle Conference attendee bags.

PRESIDENT'S RECEPTION DRINK TICKETS — \$10/ticket

Invite your loyal customers to "have a drink on you" by distributing these drink tickets when attendees visit your booth throughout the day. MPMA member band, Whiskey Vendetta, is back by popular demand this year and will put on a great show Friday at 6:00 p.m..

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. Submission deadline is October 15, 2018.

CORPORATE MEMBERSHIP PROGRAM

MPMA extends to industry the opportunity to benefit from the association's leadership, standing, and organization by taking advantage of corporate membership. As a MPMA 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 Minnesota. 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 Minnesota's podiatric physicians and surgeons.

PLATINUM CORPORATE MEMBERS \$10,000

Work with the MPMA to offer a lab, workshop, breakfast and learn or lunch and learn at the conference, or other special events during the year. Please contact Marit Sivertson for more information about these opportunities.

In addition to the above-mentioned opportunities platinum corporate members receive:

- A banner advertisement on the Twin Cities Foot and Ankle Conference mobile app
- Company recognition as a Platinum Corporate Member on the Twin Cities Foot and Ankle Conference mobile app
- Premier vendor booth at the Twin Cities Foot and Ankle Conference
- Recognition as a Platinum Corporate Member in each quarterly digital issue of Minnesota Podiatric Physician
- Company profile in one digital issue of Minnesota Podiatric Physician
- Subscription to Minnesota Podiatric Physician
- Full page advertisement in each quarterly digital issue of Minnesota Podiatric Physician
- A five minute video clip in one edition of the Minnesota Podiatric Physician
- Company name, description, and logo on MPMA's website and a link from MPMA's website to the company's website
- Unlimited access to MPMA member contact information excluding email addresses
- One year membership

GOLD CORPORATE MEMBERS \$5,000

- A banner advertisement on the Twin Cities Foot and Ankle Conference mobile app
- One promotional item in the Twin Cities Foot and Ankle Conference bag
- Company recognition as a Gold Corporate Member on the Twin Cities Foot and Ankle Conference mobile app
- Fifty percent discount on a vendor booth at the Twin Cities Foot and Ankle Conference
- Recognition as a Gold Corporate Member in each quarterly digital issue of Minnesota Podiatric Physician
- Company profile in one digital issue of Minnesota Podiatric Physician
- Subscription to Minnesota Podiatric Physician
- Half page advertisement in each quarterly digital issue of Minnesota Podiatric Physician
- Company name, description, and logo on MPMA's website and a link from MPMA's website to the company's website
- One-time access to MPMA member contact information excluding email addresses
- One year membership

SILVER CORPORATE MEMBERS \$2,500

- Company recognition as a Silver Corporate Member on the Twin Cities Foot and Ankle Conference mobile app
- Twenty-five percent discount on a vendor booth at the Twin Cities Foot and Ankle Conference
- Recognition as a Silver Corporate Member in each quarterly digital issue of Minnesota Podiatric Physician
- Subscription to Minnesota Podiatric Physician
- Quarter page advertisement in each quarterly digital issue of Minnesota Podiatric Physician
- Company name, description, and logo on MPMA's website and a link from MPMA's website to the company's website
- One year membership

* All of the packages above can be tailored to fit your specific needs. Please contact the MPMA for more information

VENDOR INFORMATION

ADDRESSES

RiverCentre Physical Location
175 West Kellogg Boulevard
St. Paul, MN 55102
(Do not ship freight to this address)

RiverCentre Parking Ramp
150 West Kellogg Boulevard
St. Paul, MN 55102
(across from the RiverCentre, connected via skyway)

BOOTH SPACE

Your exhibit space includes a 6' skirted table with two chairs and measures 8' x 8'.

EXHIBITOR SETUP/TAKE-DOWN TIMING

SETUP, NIGHT PRIOR – Thursday, November 8, 2018, between 4:00 PM – 8:00 PM

SETUP, MORNING OF – Friday, November 9, 2018, between 5:30 AM – 7:00 AM

TEAR DOWN – Anytime, but NOT during conference breaks

BOOTH ASSIGNMENTS

Booths will be assigned on October 25, 2018. Preference is given to corporate members and sponsors. Booths are then assigned based on the date your application was received. Every effort will be made to not place you next to, or across from a competitor, but no guarantees can be made.

HOTEL

The Minnesota Podiatric Medical Association has reserved a block of rooms at the Saint Paul Hotel, which is conveniently located a block away from the Saint Paul RiverCentre where the conference will be held.

Address: 350 Market Street, Saint Paul, MN 55102

Discounted rate: \$149/night + tax

To make a reservation by phone, call 800-292-9292 and reference the Twin Cities Foot and Ankle Conference to receive the discounted rate.

To make a reservation online, visit www.saintpaulhotel.com, select the arrival and departure dates, and enter 181107POD as the group/block code.

Reservations must be made by October 17, 2018 to secure the discounted rate.

ADVANCE FREIGHT SHIPMENTS

Advance freight shipments to the facility will ONLY be accepted under the following conditions, any freight shipments that are missing the following information may be refused:

- Freight may not arrive any earlier than MONDAY, NOVEMBER 5, 2018, freight shipments sent earlier will be returned to the sender.
- All shipments must be properly labeled (see address example below), as well as shipped to the correct shipping address. Shipments sent to the wrong address will be refused.
- Up to 50 Lbs of material will be accepted per exhibitor at no charge.
- RiverCentre accepts no liability for lost, damaged, missing, or stolen packages. Direct shipments are made at the risk of the shipping party.

- You are more than welcome to direct ship your packages, however, you will be responsible for picking them up from the conference registration desk.
- All freight should be addressed with the following shipping information below, and printed on a 8.5"x11" sheet of paper attached to each package:

Saint Paul RiverCentre Loading Dock
 Attn: Kalen / MPMA
 310 Eagle Street
 Saint Paul, MN 55102

*** DO NOT DELIVER BEFORE MONDAY, NOVEMBER 5, 2018 ***

OUTBOUND FREIGHT SHIPMENTS

- Outbound shipments may be made from the facility; *however, you should come prepared with out-bound shipping labels, and have the ability to schedule a pickup.*
- Freight shipments should be brought to the conference registration desk

LOAD-IN AREAS

- 1. Load-in from the RiverCentre Parking Ramp** – Exhibitors with limited items may find it more convenient to park in the RiverCentre Parking Ramp and then load/unload directly from their parked vehicle. A convenient skyway, with elevators to every level, will lead you from the parking ramp to the ballroom level of the RiverCentre (see attached map).
- 2. Load-in from the RiverCentre Main Loading Dock** – Exhibitors with boxes and medium to large sized items will find it convenient to utilize our main loading dock. This loading dock is located below Kellogg Lobby, and is easily accessible to the exhibit area. Exhibitors may enter the loading dock via the Eagle Street entrance (see attached map) and will be given a temporary 20 minute loading pass. This pass will allow exhibitors enough time to unload, move items to the exhibit area, and then move their vehicle to the adjacent parking ramp. This area is respectively available at load-out.

LOAD-OUT AREAS

The two options above are still available for load-out, however, due to the time of day that exhibitors will be loading-out, you may experience additional traffic on Kellogg Boulevard compared to the load-in earlier that day.

INTERNET

The RiverCentre provides FREE wireless internet service for casual browsing. Connection instructions:

1. Connect to the wireless network named "RC_FreeWiFi"
2. Open your web browser. The RiverCentre terms and condition page will appear.
3. Review the terms and conditions then scroll to the bottom of the page and accept the terms.
 - *Your wireless internet session will last 24 hours, until you need to re-accept the terms.*
 - *If your computer goes to sleep, you may need to repeat the steps above.*
 - *If you are having trouble with your wireless connection, try restarting your computer.*
 - *This is a FREE service, so the RiverCentre is unable to provide you with trouble-shooting support on your computer. If you are having problems with your computer, they recommend that you contact your computer retailer for support.*

FOOD AND BEVERAGES

Headwaters Café is conveniently located on the street level of the RiverCentre, which is one level down from the ballroom level where you will be exhibiting. The café is typically open Monday through Friday from 7:30 AM to 2:30 PM. The Headwaters Café features specialty coffees, pastries, and fruit, along with breakfast and lunch service.

Bite-size wrapped candies may be given out at your table. However, candies larger than bite-size may not be distributed. Bottled and canned beverages, food items, snacks, along with other drinkable/edible items may not be distributed by exhibitors within the complex. If you would like to arrange a catering service, you may do so through our exclusive in-house caterer, MHC Culinary Group, which may be reached at 651-265-4800.

TENTATIVE EXHIBIT SCHEDULE

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

Friday: 9:45am-10:30am and 3:00pm-3:45pm
Saturday: 9:45am-10:30am

Attendees do visit the exhibit booths throughout the day so we encourage you to have a representative at your booth all day on Friday and Saturday.

FRIDAY, NOVEMBER 9

7:00 - 8:00 a.m.	Registration
8:00 - 9:45 a.m.	Lectures
9:45 - 10:30 a.m.	Visit Exhibitors
10:30 - 12:00 p.m.	Lectures
12:00 - 1:00 p.m.	Lunch/Lecture
1:00 - 3:00 p.m.	Lectures
3:00 - 3:45 p.m.	Visit Exhibitors
3:45 - 6:00 p.m.	Lectures
6:00 p.m.	President's Reception

SATURDAY, NOVEMBER 10

6:30 - 7:00 a.m.	Registration
7:00 - 9:45 a.m.	Lectures
9:45 - 10:30 a.m.	Last break to visit exhibit booths
10:30 - 12:15 p.m.	Lectures
12:15 - 1:15 p.m.	Lunch/Lecture
1:15 - 1:30 p.m.	Break
1:30 - 5:00 p.m.	Lectures

Products/Services Exhibited

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

Terms of Payment

Exhibit space is not reserved until payment is received in full by the MPMA. Exhibit space cancelled on or before October 15, 2018 will be refunded all but \$200.00 of the exhibit space fee paid. No refunds will be processed after October 15, 2018. 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 Twin Cities Foot and Ankle Conference from November 8, 2018 at 12:00 a.m. to November 10, 2018 at 5:00 p.m. without the written consent of MPMA. Exhibitors and Sponsors must send their request in writing via certified mail to MPMA at 1465 Arcade Street, Saint Paul, Minnesota, 55106. The MPMA 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 MPMA, its officers, members, independent contractors, or staff, and the Saint Paul RiverCentre, 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 MPMA or the Saint Paul RiverCentre. The Exhibitor further waives any and all rights it may have against the MPMA 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 MPMA and the Saint Paul RiverCentre 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 MPMA 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 MPMA through the date of cancellation, in addition to an administrative fee, and overhead charges.

Other Regulations

The MPMA 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 MPMA. These Rules and Regulations may be amended at any time by the MPMA 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 MPMA from time to time. Any Exhibitor or Exhibitor representative who, in the opinion of the MPMA, 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 MPMA'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 Saint Paul RiverCentre, 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

Minnesota Podiatric Medical Association
1465 Arcade Street
Saint Paul, MN 55106

Phone: 651.778.0575
Fax: 651.778.1149

www.mnpma.org

