

# Twin Cities *Foot & Ankle* Conference

---

**Saint Paul RiverCentre**  
**November 4-6, 2021**



# Twin Cities *Foot & Ankle* Conference

---

Dear Industry Member:

It is our pleasure to invite you to participate in the Twin Cities Foot & Ankle Conference this year on November 4-6, 2021 at the Saint Paul RiverCentre. Our conference has been recognized as one of the premiere state meetings attracting over 200 DPMs at one event.

Exhibiting at the Twin Cities Foot & 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, Illinois, Iowa, 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.

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. Back by popular demand, are the fireside chat and breakfast/lunch and learn sponsorships this year offering premium visibility to physicians.

The information in this prospectus outlines the many opportunities available at the Twin Cities Foot & Ankle Conference 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 651-395-7994 or [info@mnppma.org](mailto:info@mnppma.org). We look forward to the opportunity to partner with you at the 2021 Twin Cities Foot & Ankle Conference.

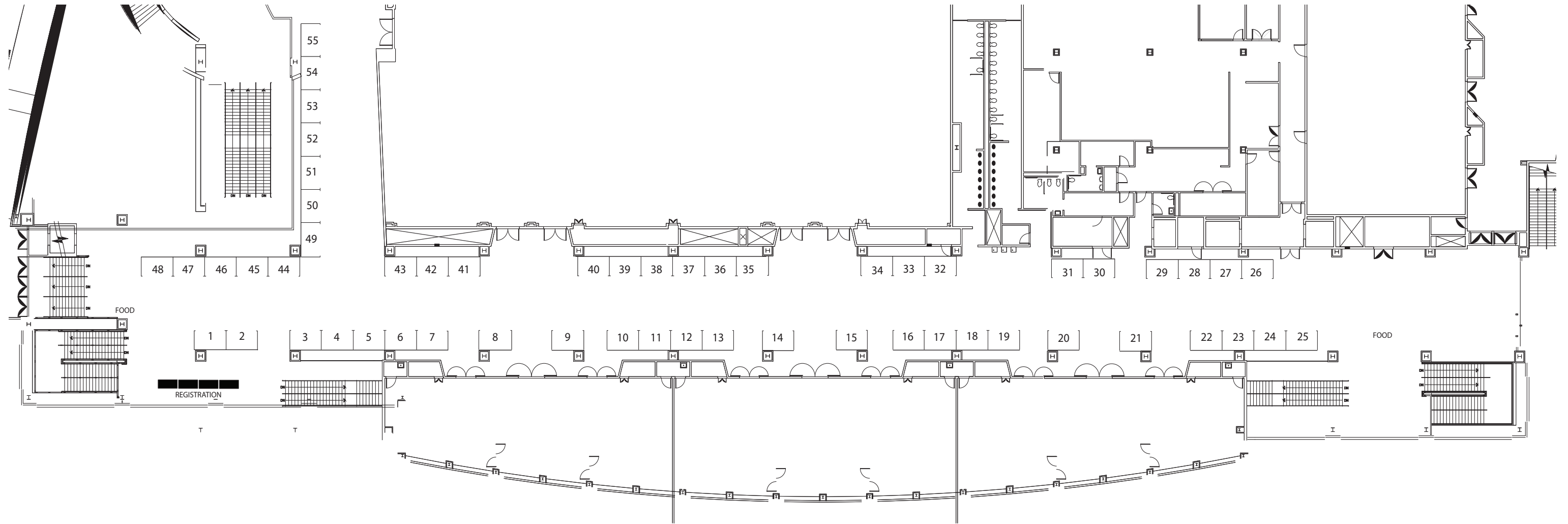
Kyle Abben, DPM, FACFAS  
Scientific Committee Chairman

Marit Sivertson, JD  
Executive Director

Register online at [www.mnppma.org/vendors](http://www.mnppma.org/vendors)

# Twin Cities *Foot & Ankle* Conference

## CONFERENCE LAYOUT



# Sponsorship Opportunities

## Exhibit Booth

Exhibit space is 6'x 10' and includes a 8' skirted table with two chairs, pipe, drape, and pre-and-post conference attendee lists. Space is assigned on a first, come first assigned basis with priority premiere exhibit space given to corporate members and sponsors. **\$1,500 (add \$100 for electricity)**

## Sponsorship Opportunities

### THURSDAY EVENING FIRESIDE CHAT FOOD & BEVERAGE SPONSOR - \$6,000

Be the only exhibit booth at the conference on Thursday to market your products and/services to attendees. Company will be recognized as the sole sponsor of the open bar and buffet dinner on Thursday evening for the fireside chat and case review attended by over 200 podiatric physicians and surgeons. Sponsorship will be promoted on the mobile app.

### 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.

### FRIDAY EVENING RESIDENT PRESENTATION FOOD & BEVERAGE SPONSOR - \$1,500

Company will be recognized as the sole sponsor of the open bar and appetizers during the resident presentations on Friday evening. Sponsorship will be promoted on the mobile app.

### BOARD OF DIRECTORS DINNER — \$1,000

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 material on the table.

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

### 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. Sponsorship will be promoted on the mobile app.

### 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 & Ankle Conference 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. Submission deadline is October 1, 2021.

Register online at [www.mnpma.org/vendors](http://www.mnpma.org/vendors)

## 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
- General Sessions
- Breakfast and Learns
- Lunch and Learns

Contact MPMA to discuss these opportunities!

# 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 and surgery 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 the profession. We have much to gain by working together to support Minnesota's podiatric physicians and surgeons.

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

Features	Silver Membership (\$2,500/year)	Gold Membership (\$5,000/year)	Platinum Membership (\$10,000/year)
Membership mailing list including contact information	✓	✓	✓ Unlimited Access
Advertisement space in MPMA's monthly e-blasts	✓	✓	✓
Subscription to MPMA's monthly e-blasts	✓	✓	✓
Half-off exhibit booth at the annual conference		✓	⬇️ Upgraded Below
Recognition as a corporate member on MPMA's website, including description and logo	✓ Silver Member Distinction	✓ Gold Member Distinction	✓ Platinum Member Distinction
Link to your website from MPMA's website	✓	✓	✓
Conference bag insert at the annual conference	✓ 1 Insert	✓ 2 Inserts	✓ 2 Inserts
Company profile in one of MPMA'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			✓

Register online at [www.mnpma.org/vendors](http://www.mnpma.org/vendors)

# 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)

## Exhibit Space

Exhibit space is 6' x 10' and includes a 8' skirted table with two chairs, pipe, drape, and pre-and-post conference attendee lists.

## Exhibitor Services Kit

Minnesota Podiatric Medical Association has contracted with Chrom Expo Services. See the Exhibitor Services Kit at [www.mnpma.org/vendors](http://www.mnpma.org/vendors) for important information, including setup/take-down timing, shipments, and more.

## Booth Assignments

Booths are assigned on a first come, first assigned basis. Preference is given to corporate members and sponsors. Every effort will be made to not place you next to, or across from a competitor, but no guarantees can be made. Booth assignments are subject to change at any time in the sole and absolute discretion of the MPMA.

## Hotel

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:** \$140/night + tax

- Call 800-292-9292 and reference Minnesota Podiatric Medical Association
- Visit [www.saintpaulhotel.com](http://www.saintpaulhotel.com), select your arrival and departure dates, and enter 110421TCFA as the group/block code

*Reservations must be made by October 21, 2021 to secure the discounted rate.*

Vendors are required to book their hotel stay at the Saint Paul Hotel under the Minnesota Podiatric Medical Association room block. **No exceptions.** A violation of the requirement will result in exhibit and/or sponsorship forfeiture and prohibition from participating in future MPMA events.

## 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 for food and beverage service, you may do so through a sponsorship with MPMA.

**Register online at [www.mnpma.org/vendors](http://www.mnpma.org/vendors)**

# 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 5

6:30 - 7:00 a.m.	Registration
7:00 - 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

## Saturday, November 6

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 - 12:00 p.m.	Lectures
12:00 - 1:00 p.m.	Lunch/Lecture
1:00 - 2:15 p.m.	Lectures



# Exhibit Contract

---

## **Hotel Reservations**

Exhibitors and sponsors who need hotel accommodations must book at the Saint Paul Hotel under the Twin Cities Foot & Ankle Conference 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 MPMA 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 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 1, 2021 will be refunded all but \$200.00 of the exhibit space fee paid. No refunds will be processed after October 1, 2021. No exceptions. Cancellations must be made by email to the MPMA at [info@mpma.org](mailto:info@mpma.org). 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 & Ankle Conference from November 4, 2021 at 12:00 a.m. to November 6, 2021 at 3:00 p.m. without the written consent of the MPMA. Exhibitors and Sponsors must send their request by email to the MPMA at [info@mpma.org](mailto:info@mpma.org). 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.

# Exhibit Contract

---

## **Cancellation**

In the event it becomes impracticable, in the sole discretion of the MPMA, to hold the Conference in-person at the Saint Paul RiverCentre, 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 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 sole discretion 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, in the MPMA'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 Minnesota. 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.

# Twin Cities *Foot & Ankle* Conference

---

**Saint Paul RiverCentre**  
**November 4-6, 2021**

## CONTACT US

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

Phone/Fax: 651-395-7994  
Email: [info@mpma.org](mailto:info@mpma.org)

[www.mpma.org](http://www.mpma.org)

