

T W I N C I T I E S

# foot&ankle

C O N F E R E N C E

VENDOR PROSPECTUS

SAINT PAUL RIVERCENTRE  
NOVEMBER 14-16, 2024



# DEAR INDUSTRY MEMBER

It is my pleasure to invite you to participate in the **Twin Cities Foot & Ankle Conference** on **November 14-16, 2024** at the **Saint Paul RiverCentre**. The conference has been recognized as one of the premiere state meetings in the Midwest attracting over 200 podiatric physicians and surgeons 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 reserved on a first come, first assigned basis.

Distinguish yourself from your competition and generate leads through targeted exposure by becoming a corporate partner 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 and lunch and learn sponsorships this year offering premium visibility to physicians.

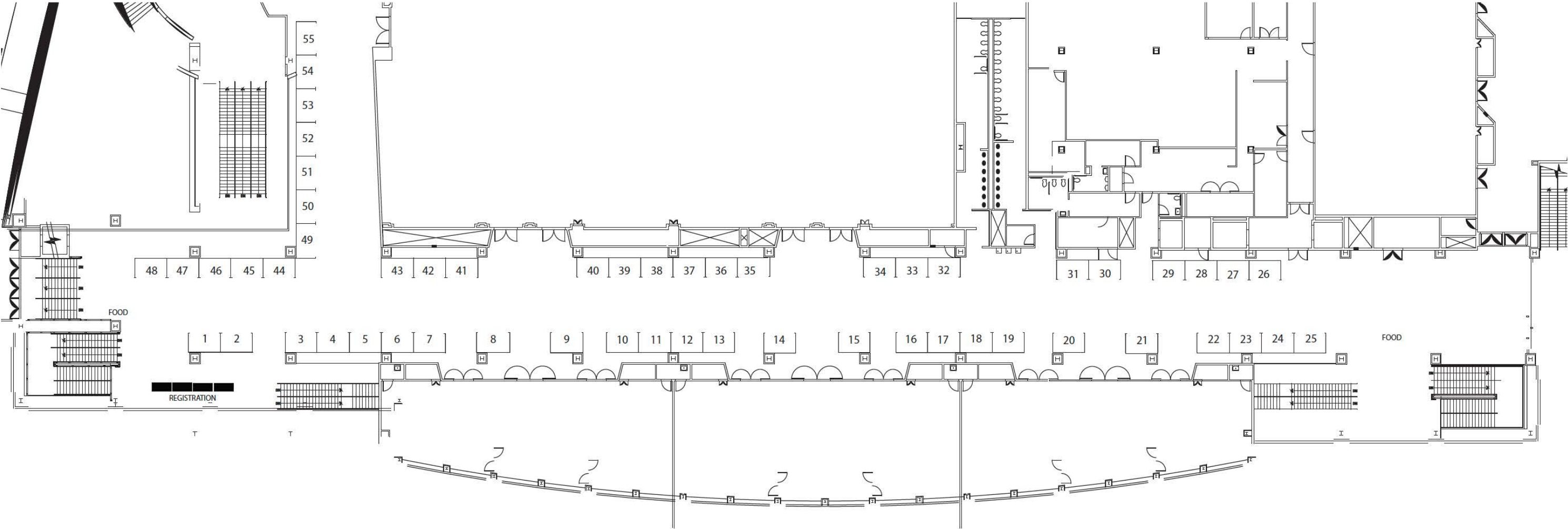
The information in this prospectus outlines the many opportunities available at the Twin Cities Foot & Ankle Conference for industry. The extended breaks allow the physicians to have meaningful exchanges with industry. Attendees are incentivized to visit the vendors throughout the conference to win a 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 Twin Cities Foot & Ankle Conference.

All my best,

**Kyle Abben, DPM, FACFAS**  
SCIENTIFIC COMMITTEE CHAIRMAN

EXHIBIT HALL LAYOUT



## EXHIBIT AND SPONSORSHIP OPPORTUNITIES

**EXHIBIT BOOTH — \$2,500**

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 reserved on a first come, first assigned basis with priority premiere exhibit space given to corporate members and sponsors. The fee does not include breakfast or lunch.

**LAB OR WORKSHOP — \$10,000**

These popular non-CME industry branded courses offer podiatric physicians and surgeons hands-on opportunities to learn about the latest and greatest medical treatments and surgical techniques. Sponsor will provide instrumentation, all workshop supplies, and staff to conduct the workshop. This is your company's opportunity to highlight your products in an interactive environment. Sponsorship includes a complimentary premiere exhibit space, signage at the conference, and one-page advertisement in the conference program guide.

**THURSDAY FIRESIDE CHAT — \$10,000**

Welcome all attendees with a 10-minute presentation on your products or services. You will be recognized as the sponsor of the hospitality suite accompanying the fireside chat and case review attended by 200 podiatric physicians and surgeons. Sponsorship includes a complimentary premiere exhibit space, signage at the conference, and one-page advertisement in the conference program guide.

**FRIDAY NIGHT ALL-ATTENDEE RECEPTION — \$3,000**

All attendees are invited to attend a reception on Friday night of the conference to enjoy cocktails, appetizers, and entertainment. The sponsor will be introduced by the MPMA's President at the reception and given 5 minutes to introduce their products or services.

**WEDNESDAY MPMA BOARD OF DIRECTORS' DINNER — \$2,000**

Welcome board members to the conference by sponsoring the annual MPMA Board of Directors' dinner on Wednesday night. 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.

**FRIDAY MPMA ANNUAL BUSINESS MEETING — \$2,000**

Open the MPMA's annual business meeting with a 5-minute introduction of your company and the products or services that you offer. The sponsor will be introduced by MPMA's President and can place marketing materials at the tables.

**BADGE HOLDERS OR 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. Sponsor supplies pre-approved badge holders or bags.

**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.

**PROGRAM GUIDE FULL PAGE ADVERTISEMENT — \$500**

This valuable conference resource is received both digitally and in print by all conference attendees and contains the schedule and other important conference information.

**PENS & 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.

## 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 MPMA 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 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

EDUCATIONAL GRANTS

CONTACT  
MPMA  
TO DISCUSS  
OPPORTUNITIES

## CORPORATE PARTNERSHIP PROGRAM

MPMA extends to industry the opportunity to benefit from the association's leadership, standing, and organization by taking advantage of corporate partnership.

As a MPMA corporate partner you will benefit from the specific advantages offered in our corporate partnership program and your position in the healthcare marketplace will be strengthened. Supporting podiatric medicine and surgery positions you as a leader in your product or service area. 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 PARTNERSHIP (\$2,500/YEAR)	GOLD PARTNERSHIP (\$5,000/YEAR)	PLATINUM PARTNERSHIP (\$10,000/YEAR)
Membership list	✓	✓	✓ UNLIMITED ACCESS
Advertisement space in two e-blasts	✓	✓	✓
Half-off exhibit booth at the annual conference		✓	↓ UPGRADED BELOW
Recognition as a corporate partner on MPMA's website, including company description and logo	✓ SILVER PARTNER DISTINCTION	✓ GOLD PARTNER DISTINCTION	✓ PLATINUM PARTNER DISTINCTION
Link to your website from MPMA's website	✓	✓	✓
Bag insert at the annual conference	✓ 1 INSERT	✓ 2 INSERTS	✓ 3 INSERTS
Full page advertisement in annual conference program guide		✓	✓
Complimentary premier exhibit booth at the annual conference			✓
Non-CME speaking, workshop, or cadaver lab opportunity at the annual conference			✓
Four coordinated social media posts			✓

## IMPORTANT VENDOR INFORMATION

### VENUE

#### **Saint Paul RiverCentre**

175 West Kellogg Boulevard  
Saint Paul, MN 55102  
(Do not ship freight to this address)

#### **Saint Paul RiverCentre Parking Ramp**

150 West Kellogg Boulevard  
Saint Paul, MN 55102  
(Across from the RiverCentre,  
connected via skyway)

### **\$174/NIGHT + TAX**

**Vendors are required to book their hotel stay at the Saint Paul Hotel under the MPMA room block. No exceptions.**

**A violation of this requirement will result in exhibit and/or sponsorship forfeiture and prohibition from participating in future MPMA events.**

### HOTEL RESERVATIONS

#### **Saint Paul Hotel**

350 Market Street  
Saint Paul, MN 55102  
(located a block away from the Saint Paul RiverCentre)

### RESERVATION OPTIONS

- Call **800.292.9292** and reference Minnesota Podiatric Medical Association
- **Book online today** — Reservations must be made by October 4, 2024 to secure the discounted rate.
  1. Select your arrival and departure dates
  2. Under the "Rate Type," select "I Have a Code" then "Group/Block"
  3. Enter 3465581 as the code
  4. Select "Search"

### EXHIBIT SCHEDULE

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

**Friday: 9:45-10:30 AM and 3:00-3:45 PM**

**Saturday: 9:45-10:30 AM**

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.

### 6' x 10' EXHIBIT SPACE

- 8' tall backwall drape
- 3' tall siderail drape
- (1) 6' draped table
- (2) chairs
- (1) wastebasket
- (1) 7" x 44" one-line identification sign

### EXHIBIT SERVICES COORDINATOR

#### **Chrom Expo Services LLC**

2131 Broadway Street NE  
Minneapolis, MN 55413  
Phone: 612.328.6586

### EXHIBIT SERVICES KIT

Review the Exhibit Services Kit at [www.mnpma.org/vendors](http://www.mnpma.org/vendors) for important conference information.

## **RULES AND REGULATIONS**

### **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 canceled on or before August 1, 2024 will be refunded all but \$200.00 of the exhibit space fee paid. No refunds will be processed after August 1, 2024. No exceptions. Cancellations must be made by email to the MPMA at [info@mnmpma.org](mailto:info@mnmpma.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 14, 2024 at 12:00 AM to November 16, 2024 at 3:00 PM without the written consent of the MPMA. Exhibitors and sponsors must send their request by email to the MPMA at [info@mnmpma.org](mailto:info@mnmpma.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.

## **RULES AND REGULATIONS**

### **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 be canceled 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.

CONTACT US



**Minnesota Podiatric Medical Association**

1465 Arcade Street  
Saint Paul, MN 55106  
Phone/Fax: 651.395.7994  
Email: [info@mnpmma.org](mailto:info@mnpmma.org)  
[www.mnpmma.org](http://www.mnpmma.org)