

# 2010 North American Pedorthic Congress Advertisement Commitment Form

2010 North American Pedorthic Congress & Exhibition

November 18 - 21, 2010 | Hilton Walt Disney World | Orlando, Florida | Exhibit Dates: November 18 - 20, 2010

Enhance your corporate image by advertising in the 2010 Pedorthic Congress program. The program is distributed to every Congress attendee and exhibitor and contains the Congress schedule, speaker presentations, exhibitor information, and other reference materials.

## There are three advertising options:

- (1) A traditional black-and-white advertisement, printed in Congress program.
- (2) Provide PFA/PAC with 1,500 pre-printed inserts that will be bound into the program. Inserts may be four-color or black-and-white, one-sided or two-sided
- (3) Attendee bag inserts: Promotional flyers (not to exceed 8 1/2" by 11") or produce samples

## Advertising Options and Pricing

Select your advertising preference by checking the appropriate box below. Then complete the remaining sections of this form, including your check or credit card information. The space reservation must be received by August 1, 2010 and the ad materials must be received by August 31, 2010. All ads, except pre-printed inserts, must be sent as a high-resolution PDF.

	PFA/PAC Member Price	Non-Member Price
Half-page black-and-white (Trim size: 7 1/2" wide x 4 7/8" high)	<input type="checkbox"/> \$575	<input type="checkbox"/> \$950
Full-page black-and-white (Trim size: 7 1/2" wide x 10" high)	<input type="checkbox"/> \$875	<input type="checkbox"/> \$1,150
Pre-printed inserts (Trim size: 8 1/2" wide x 11" high; send 1,000 inserts to PFA by August 31, 2010)	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,000
Attendee bag inserts (send 1,000 bag inserts to PFA/PAC by October 1, 2010)	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,000
Attendee bag product sample inserts (send 1,000 samples to PFA/PAC by October 1, 2010)	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$2,000
Full-page inside front cover (Trim size: 7 1/2" wide x 10" high)	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,500
Full-page back cover (Trim size: 7 1/2" wide x 10" high)	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,500

## Advertising Contact Information:

Name: \_\_\_\_\_ Title \_\_\_\_\_  
Company: \_\_\_\_\_ Address: \_\_\_\_\_  
City: \_\_\_\_\_ State/Province: \_\_\_\_\_ ZIP/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_

## Advertising Payment Information

Check (drawn on a U.S. bank in U.S. funds and made payable to PFA) in the amount of: \_\_\_\_\_

Charge my:  MasterCard  VISA  American Express  Discover

Name on Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

Return this completed application with payment to:

Pedorthic Footwear Association

Dept. 3016

Washington, DC 20042-3016

Credit card users: Fax this form to (202) 367-2172

Note: Your PDF may be mailed to Pedorthic Footwear Association, 2025 M St., NW, Ste. 800, Washington, DC 20036 or e-mailed separately to [exhibits@pedorthics.org](mailto:exhibits@pedorthics.org). Call Marlene Mirman (202) 367-1139 with questions about exhibiting.