

Exhibitor and Event Sponsorship Prospectus

PEDORTHICS & the Global Footprint



PEDORTHIC ASSOCIATION OF CANADA



2010 North American Pedorthic Congress

Thursday, November 18 to Sunday, November 21, 2010

Hilton Walt Disney World Resort, Orlando, Florida

PEDORTHICS & the Global Footprint

About Pedorthics

Pedorthics is the design, manufacture, fit and modification of foot orthoses and footwear to alleviate problems caused by disease, congenital condition, overuse, or injury. Through the efforts of PAC and PFA, pedorthics has become a well-established allied health profession that makes an invaluable contribution to public health.

The majority of PFA's and PAC's members are certified pedorthists, who use orthoses and footwear to help solve foot problems. They are members of an allied health profession, specializing in the use of appropriate shoes, foot orthoses, and other conservative devices to enhance total health.

Our members work in hospitals, clinics, orthotics and prosthetics facilities, labs, pedorthic facilities, rehabilitation centers, universities, pharmacies, doctor's offices, retail shoe stores, and on professional sports teams.

About Pedorthic Association of Canada

The Pedorthic Association of Canada (PAC) is a national, non-profit organization whose main mandate is to develop and promote the study, practice and knowledge of Pedorthics in Canada.

Over the last 15 years, the practice and profession of Pedorthics has matured in Canada under the guidance of PAC. Currently PAC boasts an impressive membership with more than 500 members nationwide.

For more information on PAC and pedorthics in Canada, please visit www.pedorthic.ca.

About Pedorthic Footwear Association

The Pedorthic Footwear Association (PFA), founded in 1958, is the not-for-profit professional association that represents the interests of certified and licensed pedorthists and supports the pedorthic profession at large.

PFA enhances the effectiveness and efficiency of the certified pedorthist through education; increases the demand for the certified pedorthist's services through marketing; and defends the certified pedorthist's right to practice through government affairs activities.

- On average, PFA members spend approximately 70 percent of the work-week doing prescription work.
- PFA members see more than 35 patients each week. For most patients, getting a footwear prescription

filled means two to three appointments.

- More than half of the prescriptions filled are written by orthopedic surgeons and podiatric physicians, but a growing number are from other qualified prescribers, including family physicians, rheumatologists, physical therapists, nurses, and physicians' assistants.

PFA Attendee Profile

- More than 90 percent of attendees are certified or licensed pedorthists.
- More than 90 percent of attendees rated the annual Symposium to be just as important as the education program in delivering professional information.
- More than 80 percent of attendees make or influence purchasing decisions.
- More than 95 percent of attendees attend catered/social functions.
- More than 95 percent of attendees attend the educational sessions.



Congress Program at-a-Glance*

Wednesday, November 17, 2010

3:00 p.m. – 7:00 p.m. Attendee Registration

Thursday, November 18, 2010

8:00 a.m. – 4:00 p.m. Exhibitor Set-up

8:00 a.m. – 5:15 p.m. Educational Sessions

7:00 a.m. – 7:30 p.m. Attendee and Exhibitor Registration

All exhibitors and their personnel MUST check-in at the Exhibitor Registration Counter.

5:30 p.m. – 6:30 p.m. PFA Membership Meeting

6:30 p.m. – 8:30 p.m. Exhibit Hall Open

6:30 p.m. – 8:30 p.m. Exhibit Hall Opening Reception

Friday, November 19, 2010

7:00 a.m. – 6:00 p.m. Attendee Registration

8:00 a.m. – 5:30 p.m. Educational Sessions

9:00 a.m. – 5:30 p.m. Exhibit Hall Open

11:30 a.m. – 1:30 p.m. Lunch

7:00 p.m. – 9:00 p.m. Friday Night Social Function

Saturday, November 20, 2010

7:00 a.m. – 5:30 p.m. Attendee Registration

8:00 a.m. – 5:30 p.m. Educational Sessions

9:00 a.m. – 5:30 p.m. Exhibit Hall Open

11:30 a.m. – 1:30 p.m. Lunch

5:30 p.m. – 9:00 p.m. Exhibit Hall Teardown

Sunday, November 21, 2010

All Day Optional Post-Congress

8:00 a.m. – 12:00 p.m. Continuing Education Sessions

* Times, dates, and events are subject to change.



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Benefits of Exhibiting

- Maximize your time and marketing dollars through this face-to-face opportunity to showcase products and services at the world's single largest gathering of pedorthic professionals.
- Enjoy more than eight hours of uninterrupted and exclusive exhibition time.

Be recognized in the Congress Program that reaches more than 1,000 individuals in the pedorthic field as well as publications, Congress promotional pieces, and on the PFA/PAC Web site (exhibitor application must be received by August 31, 2010 for your company to be listed).

- Extend the life of your exposure through the pre- and post-Congress attendee list, and marketing list rental opportunities. The pre- and post-Congress attendee lists (in PDF format) will be sent to the individual named on the exhibitor application as the company contact.
- Attend Congress sessions (for complimentary representatives); continental breakfasts on Friday and Saturday; lunches on Thursday, Friday and Saturday plus afternoon coffee breaks.
- Enjoy other perks such as two complimentary full Congress registrations for the first 8' x 10' booth and one additional complimentary full Congress registration for each additional 8' x 10' booth, as well as Continuing Education Points (CEPs) for complimentary registered company staff, who are also Certified Pedorthists. Exhibitors will also receive a discounted registration rate for additional representatives.
- Recognition in PAC and PFA post Congress Magazine.

Exhibitor Application Process

All current exhibitors are invited to apply for exhibit space during the reserved application period that runs until November 25, 2009.

All current members who submit during the Pre-Sell period will be assigned space first, using PFA's point system.

- Members receive one point for each consecutive year of PFA/PAC membership.
- Members receive one point for each booth purchased during the five previous Symposia. In 2010, the years used will be 2005-2009.

- Choice of booth location is awarded to exhibitors according to their points, those with the highest number having first choice.

After Pre-Sell is completed, booth space will be assigned on a first-come, first-served basis.

Exhibitor Map

Please note that the exhibition floor plan is subject to change. All booths at the Congress this year will be 10' x 8' booths. (10 ft in length by 8 ft deep). For information, contact Marlene Mirman at (202) 367-1139 or exhibits@pedorthics.org.

Event Sponsorship Opportunities

PAC and PFA offer a wide range of events sponsorship at the largest annual gathering of the pedorthic profession. Valuable benefits are associated with each sponsored event, and whichever event you choose to sponsor, you are assured of positive coverage and unparalleled public relations before, during, and after the Congress.

Being an event sponsor at the Congress allows you to identify with existing customers and many potential clients. It also demonstrates your support for the pedorthic profession. In addition, corporate sponsorship is ideal for announcing a new product roll-out or other important company news. Event sponsorship is truly a cost-effective way to promote your corporate identity with key people in the pedorthic profession.

Don't delay...call PFA today at (202) 367-1139, or complete the sponsorship commitment form and return it with payment to secure your preferred event to sponsor.



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What You Will Receive

Whichever event you select to sponsor, you will receive the following recognition in addition to the added advantages noted with each specific sponsorship:

- Company name/logo on signage in the Congress registration area.
- Company name in the sponsorship section of the Congress Program.
- Company name on the entry unit in to the exhibit hall.
- Company name in the post-Congress issue of Current Pedorthics (PFA) and Pedorthics Quarterly (PAC).
- Complimentary one time use mailing list of attendees for follow-up marketing at conclusion of the Congress.
- Recognition by PAC and PFA's presidents during general sessions.
- Acknowledgement on PAC and PFA Web sites prior to the Congress.

Select from the Following Attractive Sponsorship Opportunities. You must be an exhibitor to sponsor.

Thursday Night Reception in the Exhibit Hall: \$7,500

- Designation and promotion as reception sponsor held on the first evening; hors d'oeuvres and drinks served during the reception.
- One complimentary exhibit booth.
- Complimentary full-page advertisement in the Congress Program*
- Signage at reception.
- One business card size drink ticket per attendee imprinted with company logo.
- Napkins imprinted with company logo.
- Complimentary company logo displayed on venue light pole banner.

Friday Night Social Function: \$7,500

- One complimentary exhibit booth.
- Complimentary full-page advertisement in the Congress Program*

- Corporate logo on event premiums selected by the Congress.
- Complimentary company logo displayed on venue light pole banner
- Napkins imprinted with company logo.
- Signage at entrance to the function room holding this event recognizing you as the Sponsor.

Tote Bag Sponsorship: \$8,000

- Corporate logo printed on one side of the tote bag that all Congress attendees will receive at registration (PAC and PFA logo on opposite side).
- Complimentary full-page advertisement in the Congress Program.*

Friday Opening Keynote Speaker: \$5,000

- One complimentary full Congress registration.
- Corporate logo projected in session room as attendees file in for this plenary session.
- Complimentary full-page advertisement in the Congress Program.*
- Complimentary company logo displayed on venue light pole banner.

Saturday Keynote Speaker: \$5,000

- One complimentary full Congress registration.
- Corporate logo projected in session room as attendees file in for this plenary session.
- Complimentary full-page advertisement in the Congress Program.*
- Complimentary company logo displayed on venue light pole banner.

Friday Morning Fun Run: \$5,000

- Naming rights.
- Opportunity to lead Fun Run.
- Can arrange for attendees registered for the run to pick up their Fun Run kit at the Sponsor's booth.
- Sponsor must provide t-shirt or similar prize for registered participants.

Key Cards: \$5,000

- Corporate logo featured on Hotel key cards guests receive upon check-in.

Cyber Café: \$5,000

- Company recognition at the Café.
- Complimentary full-page advertisement in the Congress Program.*

Thursday, Friday, and Saturday Lunches: \$5,000 each

- Verbal recognition when lunch is announced.
- Complimentary full-page advertisement in the Congress Program.*
- Sponsorship recognition at entrance to the lunch area.

Lanyard and Name Badge Combination Package: \$5,000

- Corporate logo printed on the lanyards that each attendee wears during the Congress.
- Corporate logo printed on the name badge stock that each attendee wears during the Congress.

Friday and Saturday Breakfasts: \$2,500 each

- One complimentary half-page advertisement in the Congress Program.*
- Corporate logo on tent cards placed at each breakfast serving station.
- Sponsorship recognition at entrance to the breakfast area.

Thursday, Friday, and Saturday Morning Coffee Service in the Exhibit Hall: \$2,500 each

- Corporate logo on tent cards at each serving station.
- Sponsorship recognition placed at entrance to the exhibit hall.
- Complimentary half-page advertisement in the Congress Program.*

Friday and Saturday Exhibit Hall Refreshments: \$2,000 each

- Corporate logo on tent cards at each serving station.
- Sponsorship recognition placed at entrance to the exhibit hall.
- Complimentary half-page advertisement in the Congress Program.*

Product Sample: \$2,000

- Complimentary half-page Advertisement in Congress Program.*
- One sample product to be included in the conference tote bag to PFA by October 1, 2010.
- Must be approved and shipped to PFA.

In Guest Room T.V. Ads: \$1,000/ 1 Day or \$1,500/ 2 Days

- Have all the guest of the Congress see your ad in their hotel room while it loops on a dedicated T.V. channel
- There are only two slots available.

General Sponsor: \$1,000

- Complimentary half-page Advertisement in Congress Program.*
- One 8.5" by 11" bag insert.

Promotional Light Pole Banner: \$850

- One banner with your company logo displayed prominently on property for the duration of the conference.

** Ads are in black and white only*

For information on booth pricing, please refer to the Exhibitor commitment form.

For information, contact Marlene Mirman at (202) 367-1139 or exhibits@pedorthics.org.



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Future Symposium Dates

Pedorthic Association of Canada 2011
March 25-27, 2011
Westin Ottawa
Ottawa, Ontario

Pedorthic Footwear Association 2011
November 10-13, 2011
Albuquerque Convention Center
Albuquerque, New Mexico



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