

THE PODIATRY INSTITUTE

OUR MISSION

To be a supportive, global network of members, colleagues and friends, which enhances the quality of life for patients with foot, ankle and leg disorders through innovative education, research and service.

WHO WE ARE

The Podiatry Institute is a non-profit foundation founded by E. Dalton McGlamry D.P.M. in 1972, for the purpose of advancing podiatric medical education through seminars, workshops, publications and audiovisual media.

The faculty of The Podiatry Institute is an entirely voluntary group who give their time to lecture, write and participate in medical mission trips to advance the above stated mission. All PI faculty lecturing at a PI function are doing so without receiving an honorarium. The faculty of the PI participate truly as a labor of love. They participate to share their knowledge and experience.

The faculty is made up primarily of graduates of DeKalb Medical Center in Decatur, Georgia; formerly Northlake Medical Center (Doctors Hospital) of Tucker, Georgia. Additional faculty include individuals that have been recognized for their outstanding dedication and contribution to the field.

WHAT WE DO

Simply put, The Podiatry Institute's primary product is education. This takes many forms including regional meetings, cadaveric surgical skills workshops, and production of educational materials for both professional and lay audiences.

The PI hosts over a dozen meetings per year, many in conjunction with state or local associations. These meetings offer the opportunity of incorporating workshops and small group symposia which allow close interaction between our corporate sponsors and attendees, usually facilitated by PI faculty and coordinated to complement the educational lectures in the main program.

DEMOGRAPHICS

The PI meetings have consistently drawn over 2,500 attendees each year, most with practices focusing on surgery of the foot and ankle. Many are board certified by the American Board of Foot and Ankle Surgery and Fellows of the American College of Foot and Ankle Surgeons.

Meeting attendance ranges from approximately 150 at the smaller state meetings to 200-300 consistently at our larger conferences. Typically most attendees (more than 85%) come from the local region, while others are drawn due to location, topics, featured speakers, and the need for intensive review and "recharging of their batteries."



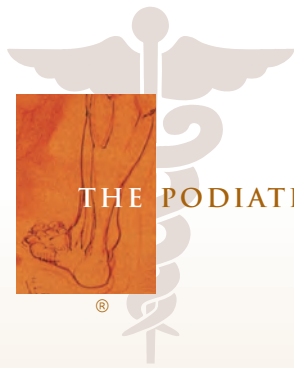
CORPORATE SPONSORSHIP

The corporate sponsor program has gone through several generations of management, from the small "in house" process to an "out-sourced" agency to handle our corporate needs. We have recently returned to a more detailed and organized "in-house" management system to provide a more specific and a personal relationship with our corporate sponsors. Simply stated, we cannot provide quality education in a vacuum. Our desire is to offer the opportunity for corporate partners to participate in the educational process and expose our profession-leading attendees with the latest technology and finest products available on the market today. Overall it is our goal to reach a "Win-Win-Win" outcome! Win for the participants, Win for the corporate partners and Win for The Podiatry Institute, therefore enabling us to continue to offer excellence in education.

Corporate sponsorship packages are offered at various levels for companies of varying sizes to participate, exhibit and gain a higher ROI for their exhibit and advertising dollar. A full summary of the packages available is included and may be customized further to suit specific needs.



A History of **Commitment**, A Tradition of **Excellence**, **Unsurpassed**



THE PODIATRY INSTITUTE

2018 CONFERENCE SCHEDULE



Utah Office of Tourism (©2016 Marc Piscotty)

PARK CITY

February 8-10 200 Participants
25TH ANNUAL WINTER CONFERENCE
Park City Marriott ■ Park City, UT
JOINT PROVIDER WITH **Utah Podiatric Medical Association**



©New Orleans, CA/8 (Zack Smith)

NEW ORLEANS

February 22-25 125 Participants
FRENCH QUARTER CONFERENCE
Aster Crowne Plaza New Orleans ■
New Orleans, LA
JOINT PROVIDER WITH **Louisiana Podiatric Medical Association**



Visit Phoenix (©DBG, AdamRodriguez)

PHOENIX

April 12-15 200 Participants
VALLEY OF THE SUN CONFERENCE
Marriott Phoenix Tempe at The Buttes ■
Phoenix, AZ
JOINT PROVIDER WITH **Arizona Podiatric Medical Association**



©Discover Newport

NEWPORT

April 26-29 175 Participants
SURGICAL PEARLS BY THE SEA
Newport Marriott ■ Newport, RI
JOINT PROVIDER WITH **Rhode Island Podiatric Medical Association**



©Georgia Dept. of Economic Dev.

UPDATE 2018 ATLANTA

May 17-20 175 Participants
RECONSTRUCTIVE SURGERY
OF THE FOOT & ANKLE
NEW LOCATION: Westin Perimeter North ■
Atlanta, GA



©HHV/CB (Innabour/Town Light House/SeaPineResort)

HILTON HEAD

June 21-24 150 Participants
FOOTPRINTS IN THE SAND
Hilton Head Marriott Resort & Spa ■
Hilton Head, SC
JOINT PROVIDER WITH **South Carolina Podiatric Medical Association**



©VISIT DENVER

DENVER

September 13-15
STEPPING FORWARD –
LEADING THE WAY
Westin Westminster ■ Denver, CO
A WOMEN-CENTRIC COMPREHENSIVE
FOOT AND ANKLE CONFERENCE



©Visit California/HUB

UPDATE 2018 SAN DIEGO

September 20-23 250 Participants
RECONSTRUCTIVE SURGERY
OF THE FOOT & ANKLE
Hyatt Regency Mission Bay ■
San Diego, CA
JOINT PROVIDER WITH **San Diego Podiatric Medical Society**



©Greater Philadelphia Tourism Marketing Corp.

PHILADELPHIA

September 28-30
INSIGHTS & ADVANCEMENTS
DoubleTree by Hilton Hotel ■
Philadelphia, PA
JOINT PROVIDER WITH **Penn Presbyterian Medical Center**



©BostonUSA/Photo

BOSTON

October 19-21 275 Participants
APMA REGION ONE CONFERENCE
Boston Marriott Quincy ■
Quincy, MA
WITH **APMA Region One**



©DanelVisiers

SANIBEL

November 1-4 300 Participants
HALLUX VALGUS & RELATED
FOREFOOT SURGERY
Sanibel Harbour Marriott ■
Fort Myers, FL



©Chicago Chicago

CHICAGO

Nov 30-Dec 2 175 Participants
WINDY CITY PODIATRY
CONFERENCE
Marriott Schaumburg ■ Chicago, IL
JOINT PROVIDER WITH **Illinois Podiatric Medical Association**

2018 CORPORATE SPONSORSHIP PROGRAM

BRONZE \$10,000

A VALUE OF \$13,000

- Exhibit Space at any eight (8) conferences of your choice
- Half-page ad in 2018 Schedule of Events, mailed nationwide to the entire profession in January
- Half-page ad in each conference program
- Half-page ad in the Update 2018
- Hotlink from sponsor page and virtual trade show on PI website
- PI mailing list in electronic format
- Ad placement in vendor slide show to be run during Question & Answer sessions at each conference you attend

SILVER \$15,000

A VALUE OF \$18,000

- Exhibit Space at any nine (9) conferences of your choice
- Full-page ad in 2018 Schedule of Events, mailed nationwide to the entire profession in January
- Full-page ad in each conference program
- Full-page ad in the Update 2018
- Hotlink from sponsor page and virtual trade show on PI website
- PI mailing list in electronic format
- Ad placement in vendor slide show to be run during Question & Answer sessions at each conference you attend

- Opportunity to support a speaker or workshop at any one (1) conference of your choosing*

*(Speaker honorarium and expenses are the responsibility of the sponsor. The Podiatry Institute must select the speaker.)

GOLD \$25,000

A VALUE OF \$34,000

- Deluxe Exhibit Space at any ten (10) conferences of your choice
- Full-page ad in 2018 Schedule of Events, mailed nationwide to the entire profession in January
- Full-page ad in each conference program
- Full-page ad in the Update 2018
- Hotlink from sponsor page and virtual trade show on PI website
- PI mailing list in electronic format
- Ad placement in vendor slide show to be run during Question & Answer sessions at each conference

- Opportunity to support a speaker or workshop at any five (5) conferences of your choosing*

*(Speaker honorarium and expenses are the responsibility of the sponsor. The Podiatry Institute must select the speaker.)

PLATINUM \$50,000

A VALUE OF \$86,500

- Premier Exhibit Space at all conferences of your choice
- Full-page ad with prime placement in 2018 Schedule of Events, mailed nationwide to the entire profession in January
- Full-page ad with prime placement in each conference program
- Full-page ad with prime placement in the Update 2018
- Hotlink from sponsor page and virtual trade show on PI website
- PI mailing list in electronic format
- Ad placement in vendor slide show to be run during Question & Answer sessions at each conference

- Opportunity to support a fireside clinic, speaker, or workshop at any ten (10) conferences of your choosing*

*(F&B, speaker honorarium and travel expenses are the responsibility of the sponsor. The Podiatry Institute must select the speaker.)

NOTE: All ads are black and white. For full-page and half-page ad sizes and specs for the 2018 Schedule of Events and sizes and specs for Update 2018, please contact the Institute.

THE PODIATRY INSTITUTE 2018 SEMINAR SERIES

CONFERENCE EXHIBIT AND SPONSORSHIP PROGRAM

<input type="checkbox"/>	EXHIBIT Space	\$1250
<input type="checkbox"/>	DELUXE EXHIBIT Space (choice location placement)	\$1500
<input type="checkbox"/>	PREMIERE EXHIBIT Space (2x normal space with premium location placement)	\$2000
<input type="checkbox"/>	HALF-PAGE AD† in the Conference Program	\$ 500
<input type="checkbox"/>	FULL-PAGE AD† in the Conference Program	\$1000
<input type="checkbox"/>	AD PLACEMENT in VENDOR SLIDE SHOW (to be run during Question & Answer sessions at each conference)	\$ 250
<input type="checkbox"/>	WORKSHOP (1-2 hr. "hands-on" demo / audience participation)	\$4000 *
<input type="checkbox"/>	SPEAKER (lecture presentation of product in main lecture portion of the meeting)	\$4000 *
<input type="checkbox"/>	SPONSOR RECOGNITION OF EXHIBITORS BREAK	\$1500 *
<input type="checkbox"/>	BREAKFAST SYMPOSIUM	\$2500 *
<input type="checkbox"/>	LUNCH SYMPOSIUM	\$2500 *
<input type="checkbox"/>	FIRESIDE CLINIC	\$2500 *
<input type="checkbox"/>	FACULTY DINNER	\$3000 *

*(plus expenses)

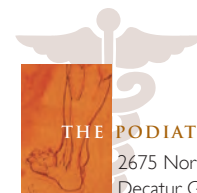
TOTAL \$_____

YEARLY CONFERENCE CORPORATE ADVERTISING

<input type="checkbox"/>	PI MAILING LIST (Electronic Format)	\$1500
<input type="checkbox"/>	HOT LINK on PI WEBSITE — Sponsor Page and Virtual Trade Show	\$1000
<input type="checkbox"/>	HALF-PAGE AD† in the YEARLY SCHEDULE OF EVENTS	\$1000
<input type="checkbox"/>	FULL-PAGE AD† in the YEARLY SCHEDULE OF EVENTS	\$2000
<input type="checkbox"/>	HALF-PAGE AD† in the UPDATE 2018 CONFERENCE SYLLABUS	\$ 500
<input type="checkbox"/>	FULL-PAGE AD† in the UPDATE 2018 CONFERENCE SYLLABUS	\$1000

† All ads are black and white. For full-page and half-page ad sizes and specs for the 2018 Schedule of Events and sizes and specs for Update 2018, please contact the Institute.

TOTAL \$_____



THE PODIATRY INSTITUTE
2675 North Decatur Road, Suite 309
Decatur, GA 30033

® A NONPROFIT TEACHING FOUNDATION

888.833.5682 TOLL-FREE

770.939.0393

404.508.8539 FAX

www.podiatryinstitute.com



THE PODIATRY INSTITUTE

Ad Specs for PI Publications

File Format: JPEG preferred,
at least 300-350 dpi
(high-res PDF also accepted)

Please provide a proof of your ad.

Yearly Schedule of Events

FULL PAGE B&W AD:

TRIM SIZE: 5.5" W x 8.5" H

w/Bleed: 5.75" W x 8.75" H

Live matter should be kept at least
1/4" inside trim size.

Yearly Schedule of Events

HALF PAGE B&W AD:

TRIM SIZE: 5.5" W x 4.25" H

w/Bleed: 5.75" W x 4.5" H

Live matter should be kept at least
1/4" inside trim size.

UPDATE Textbook and Conference Program

FULL PAGE B&W AD:

TRIM SIZE: 8.5" W x 11" H

w/Bleed: 8.75" W x 11.25" H

Live matter should be kept at least 3/8" inside trim size.

PLEASE NOTE: Be sure to submit two ads—
one to fit the Textbook/Program page size
and one to fit the Schedule of Events page
size. If not, your ad will simply be reduced to fit
in the Schedule of Events, which will result in
excessive white space around the ad and may
leave any small type illegible.

UPDATE Textbook and Conference Program

HALF PAGE B&W AD:

TRIM SIZE: 8.5" W x 5.5" H

w/Bleed: 8.75" W x 5.75" H

Live matter should be kept at least 3/8" inside trim size.

Send your final ad to:

The Podiatry Institute
2675 N Decatur Rd, Ste 309
Decatur, GA 30033

or email:

dvickers@mindspring.com

For more information, call 888.833.5682 or 770.939.0393