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.
# 2018 Conference Schedule

<table>
<thead>
<tr>
<th>Location</th>
<th>Date</th>
<th>Participants</th>
<th>Conference Name</th>
<th>Venue</th>
<th>Joint Provider</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park City</td>
<td>February 8-10</td>
<td>200</td>
<td>25th Annual Winter Conference</td>
<td>Park City Marriott ■ Park City, UT</td>
<td>Utah Podiatric Medical Association</td>
</tr>
<tr>
<td>New Orleans</td>
<td>February 22-25</td>
<td>125</td>
<td>French Quarter Conference</td>
<td>Aster Crowne Plaza ■ New Orleans ■ New Orleans, LA</td>
<td>Louisiana Podiatric Medical Association</td>
</tr>
<tr>
<td>Phoenix</td>
<td>April 12-15</td>
<td>200</td>
<td>Valley of the Sun Conference</td>
<td>Marriott Phoenix Tempe at The Buttes ■ Phoenix, AZ</td>
<td>Arizona Podiatric Medical Association</td>
</tr>
<tr>
<td>Newport</td>
<td>April 26-29</td>
<td>175</td>
<td>Surgical Pearls by the Sea</td>
<td>Newport Marriott ■ Newport, RI</td>
<td>Rhode Island Podiatric Medical Association</td>
</tr>
<tr>
<td>Update 2018</td>
<td>May 17-20</td>
<td>175</td>
<td>Reconstructive Surgery of the Foot &amp; Ankle</td>
<td>Westin Perimeter North ■ Atlanta, GA</td>
<td>-</td>
</tr>
<tr>
<td>Hilton Head</td>
<td>June 21-24</td>
<td>150</td>
<td>Footprints in the Sand</td>
<td>Hilton Head Marriott Resort &amp; Spa ■ Hilton Head, SC</td>
<td>South Carolina Podiatric Medical Association</td>
</tr>
<tr>
<td>Denver</td>
<td>September 13-15</td>
<td>250</td>
<td>Stepping Forward – Leading the Way</td>
<td>Westin Westminster ■ Denver, CO</td>
<td>San Diego Podiatric Medical Society</td>
</tr>
<tr>
<td>Update 2018</td>
<td>September 20-23</td>
<td>250</td>
<td>Reconstructive Surgery of the Foot &amp; Ankle</td>
<td>Hyatt Regency Mission Bay ■ San Diego, CA</td>
<td>San Diego Podiatric Medical Society</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>September 28-30</td>
<td>275</td>
<td>Insights &amp; Advancements</td>
<td>DoubleTree by Hilton Hotel ■ Philadelphia, PA</td>
<td>Penn Presbyterian Medical Center</td>
</tr>
<tr>
<td>Boston</td>
<td>October 19-21</td>
<td>275</td>
<td>APMA Region One Conference</td>
<td>Boston Marriott Quincy ■ Quincy, MA</td>
<td>APMA Region One</td>
</tr>
<tr>
<td>Sanibel</td>
<td>November 1-4</td>
<td>300</td>
<td>Hallux Valgus &amp; Related Forefoot Surgery</td>
<td>Sanibel Harbour Marriott ■ Fort Myers, FL</td>
<td>-</td>
</tr>
<tr>
<td>Chicago</td>
<td>Nov 30-Dec 2</td>
<td>175</td>
<td>Windy City Podiatry Conference</td>
<td>Marriott Schaumburg ■ Chicago, IL</td>
<td>Illinois Podiatric Medical Association</td>
</tr>
</tbody>
</table>
## 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
  - 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.)*

### 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 five (5) conferences 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 fireside clinic, speaker, or workshop at any five (5) conferences of your choosing*

*(F&B, speaker honorarium and travel 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.

A History of Commitment, A Tradition of Excellence, Unsurpassed
## Conference Exhibit and Sponsorship Program

<table>
<thead>
<tr>
<th>Option</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXHIBIT Space</td>
<td>$1250</td>
</tr>
<tr>
<td>DELUXE EXHIBIT Space (choice location placement)</td>
<td>$1500</td>
</tr>
<tr>
<td>PREMIERE EXHIBIT Space (2x normal space with premium location placement)</td>
<td>$2000</td>
</tr>
<tr>
<td>HALF-PAGE AD† in the Conference Program</td>
<td>$500</td>
</tr>
<tr>
<td>FULL-PAGE AD† in the Conference Program</td>
<td>$1000</td>
</tr>
<tr>
<td>AD PLACEMENT in VENDOR SLIDE SHOW (to be run during Question &amp; Answer sessions at each conference)</td>
<td>$250</td>
</tr>
<tr>
<td>WORKSHOP</td>
<td>$4000 *</td>
</tr>
<tr>
<td>SPENDER</td>
<td>$4000 *</td>
</tr>
<tr>
<td>SPONSOR RECOGNITION OF EXHIBITORS BREAK</td>
<td>$1500 *</td>
</tr>
<tr>
<td>BREAKFAST SYMPOSIUM</td>
<td>$2500 *</td>
</tr>
<tr>
<td>LUNCH SYMPOSIUM</td>
<td>$2500 *</td>
</tr>
<tr>
<td>FIRESIDE CLINIC</td>
<td>$2500 *</td>
</tr>
<tr>
<td>FACULTY DINNER</td>
<td>$3000 *</td>
</tr>
<tr>
<td>*(plus expenses)</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$_____</td>
</tr>
</tbody>
</table>

## Yearly Conference Corporate Advertising

<table>
<thead>
<tr>
<th>Option</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>PI MAILING LIST (Electronic Format)</td>
<td>$1500</td>
</tr>
<tr>
<td>HOT LINK on PI WEBSITE — Sponsor Page and Virtual Trade Show</td>
<td>$1000</td>
</tr>
<tr>
<td>HALF-PAGE AD† in the YEARLY SCHEDULE OF EVENTS</td>
<td>$1000</td>
</tr>
<tr>
<td>FULL-PAGE AD† in the YEARLY SCHEDULE OF EVENTS</td>
<td>$2000</td>
</tr>
<tr>
<td>HALF-PAGE AD† in the UPDATE 2018 CONFERENCE SYLLABUS</td>
<td>$500</td>
</tr>
<tr>
<td>FULL-PAGE AD† in the UPDATE 2018 CONFERENCE SYLLABUS</td>
<td>$1000</td>
</tr>
</tbody>
</table>

† 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** $_____

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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
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.

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.

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.

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.

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