THE 2020 HEARTLAND FOOT & ANKLE CONFERENCE
OCTOBER 7 - 9, 2020 - DES MOINES MARRIOTT - DOWNTOWN

EXHIBITOR & SPONSOR OPPORTUNITIES

IOWA PODIATRIC MEDICAL SOCIETY
NEBRASKA PODIATRIC MEDICAL ASSOCIATION
Dear Potential Supporter,

On behalf of both the Iowa Podiatric Medical Society and Nebraska Podiatric Medical Association, I would like to invite your company to be a partner and exhibit your products and services at the 2020 Heartland Foot and Ankle Conference. This year’s meeting will take place October 7-9, 2020 in Des Moines at the downtown Marriott.

For several years, the Heartland Conference has been highly regarded for its excellent foot and ankle continuing medical education content, attracting many well-known national and local speakers. In addition to 160 + podiatrists that attend the meeting, there is also a large number (100 +) of medical assistants and podiatric medical students from Des Moines University.

There are several different options for your company to support the Heartland Conference. I encourage you to look over the various opportunities outlined in the brochure. Providing sponsorship is a great way to show your support for the Podiatric profession and its members. Sponsors receive premier recognition on all meeting materials and can select booth location in the exhibit hall.

In the brochure, you will find the necessary information to register to exhibit and attend the meeting – this includes venue information, the tentative exhibit schedule and registration form. The quickest and easiest way to register is online at www.ipms.org. Upon registering, you will receive a confirmation email notice. Alternatively, you can fill out the enclosed registration form and return it with payment at your earliest convenience.

If you have any questions regarding sponsorship, please contact events@ipms.org or call 515-282-8192.

Thank you very much for your support of our annual meeting. We look forward to seeing you in October!

Collin E. Pehde, DPM, FACFAS
Scientific Committee Chair

Kevin Kruse
Executive Director

TENTATIVE EXHIBIT SCHEDULE

<table>
<thead>
<tr>
<th>Wednesday, October 7</th>
<th>Friday, October 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 - 8:00pm</td>
<td>Exhibitor Setup</td>
</tr>
<tr>
<td>6:30am</td>
<td>Exhibit Hall Open to Exhibitors</td>
</tr>
<tr>
<td>9:30am - 4:30pm</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>3:30pm</td>
<td>Exhibit Hall Break (Assistants)</td>
</tr>
<tr>
<td>3:00 - 3:30pm</td>
<td>Exhibit Hall Break</td>
</tr>
<tr>
<td>3:30pm</td>
<td>Exhibitor Tear Down</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Thursday, October 8</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 - 9:30am</td>
<td>Exhibitor Setup</td>
</tr>
<tr>
<td>9:30am - 6:30pm</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>9:30am - 10:00am</td>
<td>Exhibit Hall Break (Doctors)</td>
</tr>
<tr>
<td>10:00 - 10:30am</td>
<td>Exhibit Hall Break (Assistants)</td>
</tr>
<tr>
<td>3:20 - 4:00pm</td>
<td>Exhibitor Reception</td>
</tr>
<tr>
<td>12:00 - 1:30pm</td>
<td>Lunch Break</td>
</tr>
<tr>
<td>10:00 - 11:00am</td>
<td>Exhibit Hall Break (Assistants)</td>
</tr>
<tr>
<td>3:00 - 3:30pm</td>
<td>Exhibit Hall Break</td>
</tr>
</tbody>
</table>

Tentative schedule, break times are subject to change
ACCOMMODATIONS

MARRIOTT DOWNTOWN | DES MOINES, IOWA | (515) 245-5500 OR (800) 228-9290
CALL TO RESERVE YOUR ROOM BY WEDNESDAY, SEPTEMBER 16, 2020

The Des Moines Marriott is located in the heart of the business district, close to shopping, unique restaurants, and entertainment, making it one of the most convenient downtown Des Moines hotels.

Please call by Wednesday, September 16 to receive the special room rate of $162 (+tax) per night when you mention that you are attending the IPMS Heartland Conference. We encourage you to make your reservations early as rooms fill up quickly. You can also make your reservation online by visiting the Heartland Foot & Ankle Conference page at www.IPMS.org.

Off-site parking is available in the City of Des Moines public garages. The nearest ramps are located at 7th and Grand Avenue and 9th and Locust Street and cost $1/hour ($10 daily max). Valet parking is available for $25/day.

EDUCATIONAL GRANTS

Educational grants are used to fund the Iowa Podiatric Medical Society’s continuing medical educational workshops. CME workshop grant estimates include the total estimated costs for the specific program, including content development, promotion, administrative costs, signage, supplies, audiovisual, CME accreditation fees, etc.

These unrestricted educational grants are negotiated on an individual basis depending on the CME program, i.e. general session lecture or track, hands-on workshops, etc. Please contact IPMS for more information.

CANCELLATIONS

If written notice of cancellation is received one month prior to the meeting date, a refund may be given if we are able to rent the exhibit space to another company.
## 2020 EXHIBIT & SPONSORSHIP OPPORTUNITIES

### EXHIBIT LEVELS

<table>
<thead>
<tr>
<th></th>
<th>GENERAL EXHIBITOR</th>
<th>SUPPORTING SPONSOR PACKAGE</th>
<th>FOOT &amp; ANKLE SPONSOR PACKAGE</th>
<th>PRESENTING SPONSOR PACKAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1,250</td>
<td>$2,500</td>
<td>$4,500</td>
<td>$7,500</td>
</tr>
<tr>
<td>One exhibit booth space</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Color ad in conference program</td>
<td></td>
<td>1/4 page</td>
<td>1/2 page</td>
<td>full page</td>
</tr>
<tr>
<td>Full recognition on all signage &amp; materials promoting conference</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Website promotion - company logo listed on website homepage recognizing you as a conference sponsor year round, linking to your website.</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Priority to choose booth location (based on level of support)</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Recognition during morning workshops</td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Additional booth space in exhibit hall</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Premier recognition on all signage &amp; materials</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

All exhibitors receive one 8x10’ booth space area, one 8’ table, two chairs, one wastebasket, one vendor sign, and a final registration list of attendees. If you need electricity for your display, please note on your registration form.

### OTHER SPONSORSHIP OPTIONS

<table>
<thead>
<tr>
<th></th>
<th>PRICE</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>LUNCH SPONSOR</td>
<td>$5,000 (1 avail)</td>
<td>Sponsor a lunch at the meeting. Your company can provide a speaker to present at lunch and you can provide materials for each table.</td>
</tr>
<tr>
<td>WEDNESDAY EVENING RECEPTION AT EMBASSY CLUB</td>
<td>$2,000 (2 avail)</td>
<td>Consider sponsoring our Wednesday evening reception! These sponsors will have the distinction of being recognized at the Embassy Club. IPMS will create a separate email invitation prior to the conference and recognize the sponsors at the venue.</td>
</tr>
<tr>
<td>BREAK SPONSOR</td>
<td>$1,000 (2 avail)</td>
<td>During breaks, attendees will be seeking coffee &amp; snacks in the exhibit hall. Sponsor a morning or afternoon break and you’ll have signage recognizing your company outside of the exhibit hall as well as in the snack/beverage area during these times.</td>
</tr>
<tr>
<td>LANYARD &amp; NAME BADGE SPONSOR</td>
<td>$2,000 (1 avail)</td>
<td>All attendees will receive a lanyard &amp; badge at the conference that includes your company logo. This is a great way to get round-the-clock recognition at the conference.</td>
</tr>
<tr>
<td>ATTENDEE GIFTS</td>
<td>TBD</td>
<td>Sponsor conference bags, notebooks, phone chargers, mugs or something else of your choosing. Price dependent on type of item. Inquire with IPMS for more info!</td>
</tr>
<tr>
<td>HOTEL KEY CARD</td>
<td>$2,000 (1 avail)</td>
<td>Sponsor the hotel key cards and your company logo will be printed on hotel key cards and distributed to hundreds of attendees as they check in at the venue.</td>
</tr>
<tr>
<td>MOBILE APP</td>
<td>$1,500</td>
<td>Engage with the attendees by sponsoring our mobile app. You’ll be featured on the main page and get recognition through a mobile-app exclusive prize drawing.</td>
</tr>
</tbody>
</table>
Registration and payment can be completed with this form and a check payment or online through our website: www.ipms.org. Please photocopy this form for additional on site contacts.

Company Name: ______________________________________________________________________________________________
Company Contact Name: ________________________________________________________________________________________
Contact Address/City/State/Zip: ____________________________________________________________________________________
Contact Telephone: __________________________   Contact Fax: __________________________
Contact E-Mail: _______________________________________________________________________________________________
On Site Contact: (If Different from Above): __________________________________________________________________________
On Site Address/City/State/Zip: ____________________________________________________________________________________
On Site Contact Cell Phone: ______________________________________________________________________________________
On Site Contact Email: __________________________________________________________________________________________

Would you be interested in donating something for our Door Prize giveaway?  ☐ Yes  ☐ No

I/We acknowledge and agree to comply with the conditions, rules, and regulations of the Heartland Foot and Ankle Conference.

Signature_________________________________   Date ______________________________

SPECIFIC PRODUCTS OR SERVICES TO BE EXHIBITED: PLEASE CHECK ALL THAT APPLY.

☐ Ambulatory Devices  ☐ Instruments  ☐ Shoes
☐ Billing: Software or Services  ☐ Laboratory & Diagnostic Services  ☐ Skin Care Treatment/Therapy Modalities
☐ Business Services  ☐ Medical Supplies  ☐ Wound Care
☐ Chairs and other Podiatric Equipment  ☐ Office Supplies  ☐ Other (please list):
☐ Compounding Pharmacy/Lab  ☐ Orthotics & Corrective Devices
☐ Computer Software  ☐ Pharmaceuticals
☐ Implants & Surgical Devices  ☐ School & Associations

Please list any competitors you do not wish to be placed next to. While we cannot make a guarantee, be assured that every effort will be made to accommodate your request. __________________________________________________________________________

HEARTLAND FOOT AND ANKLE CONFERENCE PARTICIPATION

EXHIBITOR PARTICIPATION
☐ General 8’ x 10’ Exhibit Space - $1,250
☐ Supporting Sponsor Package - $2,500
☐ Foot & Ankle Sponsor Package - $4,500
☐ Heartland Presenting Sponsor Package - $7,500

EDUCATIONAL GRANT PARTICIPATION
☐ CME Morning Workshop

ADDITIONAL SPONSOR PARTICIPATION
☐ Lunch Sponsor - $5,000
☐ Reception Sponsor - $2,000
☐ Break Sponsor - $1,000
☐ Lanyard & Badge Sponsor - $2,000
☐ Conference Bag Sponsor
☐ Hotel Key Sponsor - $2,000
☐ Mobile App Sponsor - $1,500

☐ I will need electricity in my booth

TOTAL CONFERENCE PARTICIPATION FEE: ____________

PAYMENT
☐ Check Payable to IPMS included  ☐ Credit Card - Pay online at www.ipms.org

When you provide a check as payment, you authorize IPMS to either use the information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction.

Please return this form with your payment to IPMS by MONDAY, SEPTEMBER 14, 2020. Also, if you are registering as a sponsor, please submit a hi-res company logo with your registration and payment to events@ipms.org in .JPG, .EPS, .AI, or .PNG format by September 11th.
RULES & REGULATIONS

Please review these rules and regulations for the Heartland Foot & Ankle Conference carefully. Checking the box on the application binds you and your company to this contract and the terms expressed herein.

PRODUCTS/SERVICES EXHIBITED
Products or services exhibited (or referred to) must be those related to the interests and educational values of the Heartland Foot and Ankle Conference and normally manufactured or supplied by the exhibitor. Exhibitor may exhibit only those products or services approved by the Heartland Foot and Ankle Conference staff. The Heartland Foot and Ankle Conference 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 Heartland Foot and Ankle Conference, with the general character and objectives of the Heartland Foot and Ankle Conference.

TERMS OF PAYMENT
The balance of your exhibit and/or sponsorship fee must be completely paid by the close of business (5:00 p.m. - CST) on Monday, September 16, 2020. If written notice of cancellation is received one month prior to the meeting date, a refund may be given if we are able to rent the exhibit space to another company. No refunds will be processed after September 16, 2020.

BOOTH SPACE
All booths are 8x10 and include one table, two chairs, a vendor sign, a wastebasket, and a final list of registered attendees. The Heartland Foot and Ankle Conference has the right to assign your booth location. Please indicate your preference on your registration form and if there is a company you do not want to be located near.

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 pre-approved 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.

EXHIBIT INSTALLATION AND DISMANTLING
Exhibitor set-up is from 6:00 – 8:00pm on Wednesday, October 2, 2020 and from 7:00 – 9:30am on Thursday, October 3, 2020. Absolutely no exhibitor is permitted to dismantle prior to the final afternoon break on Friday, October 4, 2020.

LIABILITY
Exhibitors shall be fully responsible to pay for any and all damages to property owned by Events and Display, Inc., and/or the Des Moines Marriott - Downtown. Exhibitor agrees to defend, indemnify and hold harmless, Des Moines Marriott - Downtown, Heartland Foot and Ankle Conference and their owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor’s use of the property. Exhibitor’s liability includes all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor’s occupancy and use of the exhibition premises, the Hotel or any part thereof.

CANCELLATION
In the event that the Conference shall not be held for any reason whatsoever, the contract for exhibit space shall be terminated. In such case, the exhibitor shall waive all damages and claims for damages and agrees that the sole liability of the Heartland Foot and Ankle Conference will be to return to exhibitors their space payment on a pro rata basis after deduction of all Conference related costs and expenses incurred by the Heartland Foot and Ankle Conference through the date of cancellation, an administrative fee, and overhead charges.

ENTERTAINMENT
Exhibitors and Sponsors are encouraged to avoid any scheduling conflicts involving attendees during conference lectures, workshops and exhibit times.

OTHER REGULATIONS
The Heartland Foot and Ankle Conference shall have the sole authority to interpret and enforce all rules and regulations governing exhibitors and the Conference. Any and all matters not specifically covered herein are subject to decision by the Heartland Foot and Ankle Conference. These rules and regulations may be amended at any time by the Heartland Foot and Ankle Conference 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 Heartland Foot and Ankle Conference from time to time. Any exhibitor or exhibitor representative who, in the opinion of the Heartland Foot and Ankle Conference, conducts itself unethically may immediately be dismissed from the Conference without refund or other appeal.

MARKETING PERMISSIONS
IPMS will use the information you provide on this form to be in touch with you and to provide updates and marketing for future events. IPMS can email you, send you direct mail, and share your information with other members and vendors. You can change your mind at any time by contacting us at ipms@ipms.org. We will treat your information with respect. For more information about our privacy practices please visit our website at www.ipms.org. By agreeing to the terms & conditions of the Heartland Foot & Ankle Conference, you agree that we may process your information in accordance with these terms.

VIOLATION OF RULES
Any violation of these Rules and Regulations by an exhibitor may, at the Heartland Foot and Ankle Conference’s 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 Conferences. 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 non-refundable.

SHIPPING
Products can be shipped directly to the Des Moines Downtown Marriott at 700 Grand Ave, Des Moines, IA 50309. Shipments should be made using the same information that was used to secure a room reservation. The Marriott will notify the shipper once the package is received. It is suggested that exhibitors print and bring labels to ship products back in advance. There is a FedEx Office Print & Ship center located four blocks from the Marriott at 400 Locust Street, Des Moines, IA 50309.