

**Build Relationships ...**



**... Build Revenue**

# **EXHIBITOR PROSPECTUS**

**46th Annual Clinical Conference  
NOVEMBER 9 & 10, 2018**



**Valley Forge Casino Resort  
King of Prussia, PA**

## Attendees are Within Reach at the Clinical Conference!

### Exhibit Booth Fees

Early Bird Fee	Until May 31	\$900
Regular Fee	June 1–August 31	\$950
Late Fee	September 1 & After	\$1,000

**Over 400 Attendees** The November Conference averages 400+ attendees—podiatric physicians, instructors, residents, and students. Add the 30 to 40 podiatric medical assistants and you have more than 450 potential buyers.

**Tradition** Maybe you're new to the Goldfarb Foundation or maybe you've been with the Foundation since the days of the Hershey Surgical seminars. Either way, the Clinical Conference has been inviting exhibitors since the 1970s to participate in their largest Exhibit Hall of the year!!

**Traffic Flow/CME Scanning** The Valley Forge Casino Resort has the perfect space for 71 booths with the lecture hall located right next to the Exhibit Hall. The layout was strategically designed so that the flow of attendees remains between the Exhibit and Lecture halls.

- To enter the Lecture Hall, attendees must go through the Exhibit Hall to the only door leading into the lectures.
- Breaks and lunches are located in the Food Area, towards the back of the hall with the seating area in the Exhibit Hall also.
- CME Scanning is also done in the Exhibit Hall.
- 2nd Annual Marc A. Karpo Poster Competition

### Lucky Ticket Promotion\*—A successful traffic builder!!

- 1) Each exhibitor will receive at least 25 tickets for Friday and 25 tickets for Saturday. Sponsors of the Foundation/Clinical Conference will receive 50 tickets for each day and their name in the Program, indicating they are a sponsor of this Conference with 100 tickets!
- 2) Attendees will be instructed to visit each exhibit booth to collect tickets for that particular day. Exhibitors may give out one ticket per person or their whole allotment to just one person—it's up to each exhibitor how to distribute their tickets.
- 3) By 3:00 p.m. on Friday and Saturday, attendees should have dropped their ticket(s) in the gold drum located next to Booth #1 in the Registration Area.
- 4) At the start of the 3:00 p.m. break on both days, the Foundation will draw 1 winning ticket from the drum for some very special prizes!

*\*Raffle regulations and prizes are subject to change as event details are confirmed. No exhibit booth fees are used to purchase the prizes or tickets.*

### Exhibit Hours & Time Frame\*

#### Friday, November 9

Exhibit Hall Hours: 7:30 a.m. – 9:30 a.m., Exhibitors meet with DPMs by appointment\*

9:30 a.m. – 5:00 p.m., Exhibit Hall open to all registered DPMs

#### Saturday, November 10

Exhibit Hall Hours: 7:30 a.m. – 9:30 a.m., Exhibitors meet with DPMs by appointment\*

9:30 a.m. – 4:00 p.m., Exhibit Hall open to all registered DPMs

*\*The exhibit hall will be open on Friday and Saturday mornings from 7:30 a.m. – 9:30 a.m. for exhibitors that would like to meet with DPMs on an appointment-only basis. Exhibitors who do not set appointments can expect to open their booths at 9:30 a.m. Exhibitors are responsible for contacting DPMs and scheduling those appointments. The Foundation will provide a list of registered DPM attendees to exhibitors the weeks of October 8 and 29. The registered attendee Excel file will contain the doctor's name, mailing address, and phone number.*

**Exhibitor Set-Up**  
**Thursday, November 8**  
**4:00 p.m. – 8:00 p.m.**

**Exhibit Hall Dismantling**  
**Saturday, November 10**  
**4:00 p.m. – 6:00 p.m.**

### Booth Inclusions – 10 x 10 with 1 Six-Foot Table/ 2 Chairs/ Wastebasket/ID Sign/& Wifi

GES is the official show decorator. All exhibitors will be provided one six-foot table, two chairs, one 10 x 10 booth, drayage, WiFi, and wastebasket. Drapery and skirting colors will be black and white. Information on how to access the exhibitor kit will be included with your email confirmation letter.

### Chance to Advertise

In addition to a booth, exhibitors/sponsors have the opportunity to advertise in both the PROGRAM (see page 12) and the PPMA newsletter (see page 13) at a substantially discounted rate. All 2018 Clinical Conference exhibitors will be acknowledged in either the November/December 2018, or the January/February 2019 issue of the PPMA newsletter.

### Security Provided

Security will be provided by the Valley Forge Casino Resort overnight on Thursday, November 8, and Friday, November 9, in the Exhibit Hall. The Foundation is not responsible for items left in the booths overnight. PLEASE NOTE: The Exhibit Hall does not have locking doors.

## Noteworthy

### Electricity/Booth Carpeting/and Extra Tables Must Be Purchased Separately

Electricity, booth carpeting, extra tables, and specialty items are NOT included, but can be purchased separately. Since individual booths will not be carpeted unless purchased separately, it is highly recommended exhibitors do so. A list of extra items/services and fees will be sent by the Foundation with your confirmation email. Please note that having electricity hooked up during the show increases the cost significantly, and ONLY the Exhibit Hall aisles are carpeted, so if you want your booth carpeted, a separate fee applies and MUST be ordered.

### Booth Sharing is Prohibited!

By applying for a booth with the Goldfarb Foundation, you are agreeing not to share a booth with another vendor.

# Exhibitor Deadlines

# 3

**FEBRUARY 2018:** Exhibitor Prospectus will be mailed to all companies that exhibited with us at the 2017 Clinical Conference.

**APRIL 6, 2018:** Exhibitors from 2017 Clinical Conference must return completed application and a \$500 deposit to secure a booth for the 2018 meeting.

**APRIL 9, 2018:** Exhibitor Prospectus for the 2018 Clinical Conference will be mailed to the general public.

**MAY 31, 2018:** Early bird booth pricing ends; regular booth pricing begins June 1.

**AUGUST 31, 2018:** Regular booth pricing ends; late pricing begins September 1.

## **SEPTEMBER 7, 2018:**

- (1) All exhibitors must have full payment to the Foundation; after September 7, any exhibitor reserving a booth must pay the fee in full.
- (2) Updated or new company descriptions (35 words or less) **MUST** be SUBMITTED to [lara@ppma.org](mailto:lara@ppma.org) or <http://tinyurl.com/GCCexhibitor> by this date for the information to be included in the program booklet. Exhibitors can choose to use the description that was in the 2017 Clinical Conference Program. If a previous description isn't available and a new one isn't provided, there will be no description for your company in the program booklet. Any existing or new description exceeding 35 words will be edited by the Foundation to meet the maximum word count.
- (3) Refunds and Cancellations—After September 7 no refunds will be issued for exhibitor cancellations. Prior to September 7, the Foundation will provide a refund in the manner in which the payment was received, minus a \$150 processing fee.

**OCTOBER 8, 2018:** Deadline for hotel reservations at the discounted, group rate of \$155.

## **OCTOBER 12, 2018:**

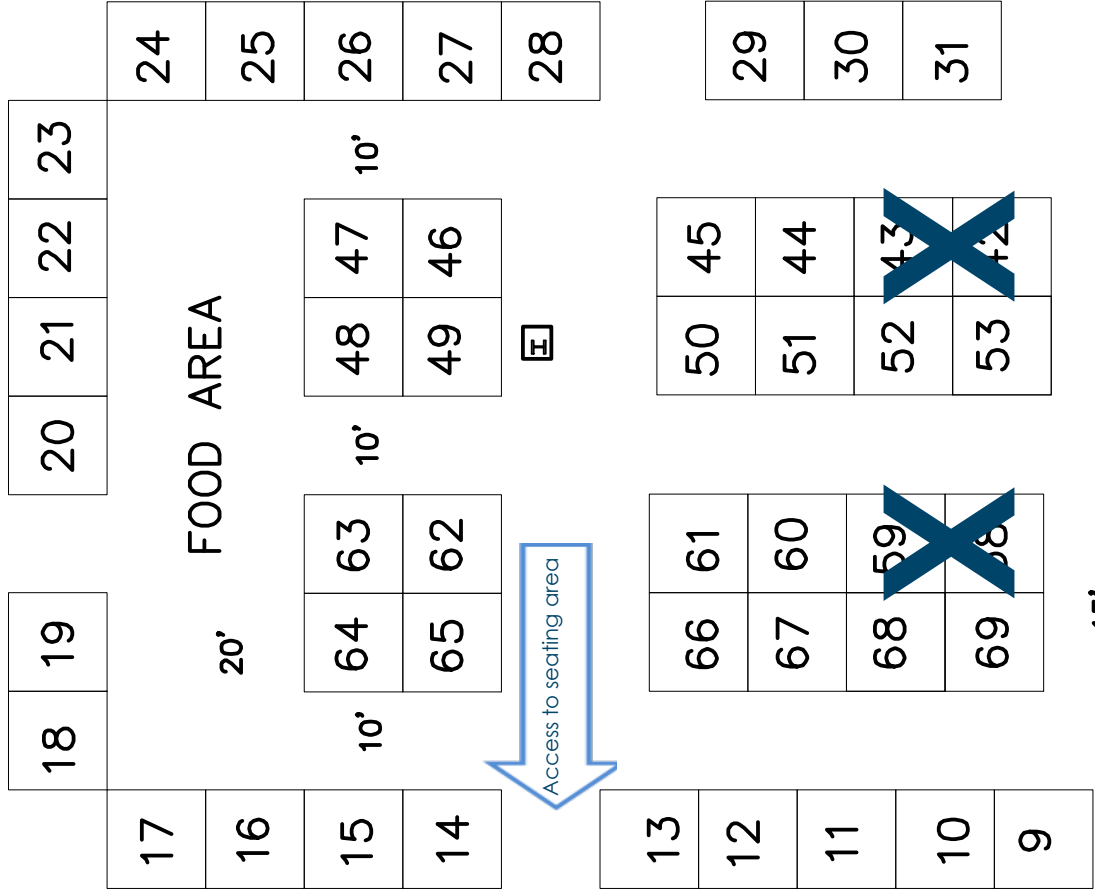
- (1) Deadline for company representative names to be submitted to the Foundation for name badges. Submit names using the form on page 14 or by going online to <http://tinyurl.com/GCCexhibitor>. If names are not submitted, blank badges will be provided in your exhibitor packet that you receive at the conference.
- (2) Deadline to place advertisements in the Clinical Conference program booklet (see specs on page 12 to reserve your ad space!).

**OCTOBER 26, 2018:** Early bird discount ends with GES to order ELECTRICITY, EXTRA CHAIRS, BOOTH CARPETING, ALTERNATE TABLES, ETC., for your booth.

**WEEKS OF OCTOBER 8 and 29, 2018:** A list of pre-registered meeting attendees will be emailed to the company contact in an Excel spreadsheet.

# EXHIBIT HALL LAYOUT

Visit [www.goldfarbfoundation.org](http://www.goldfarbfoundation.org) to view an up-to-date layout showing current booth availability.



## EXHIBIT BOOTH FEES:

Early Bird Fee	Until May 31	\$900
Regular Fee	June 1–August 31	\$950
Late Fee	September 1 & After	\$1,000

**SEATING AREA**

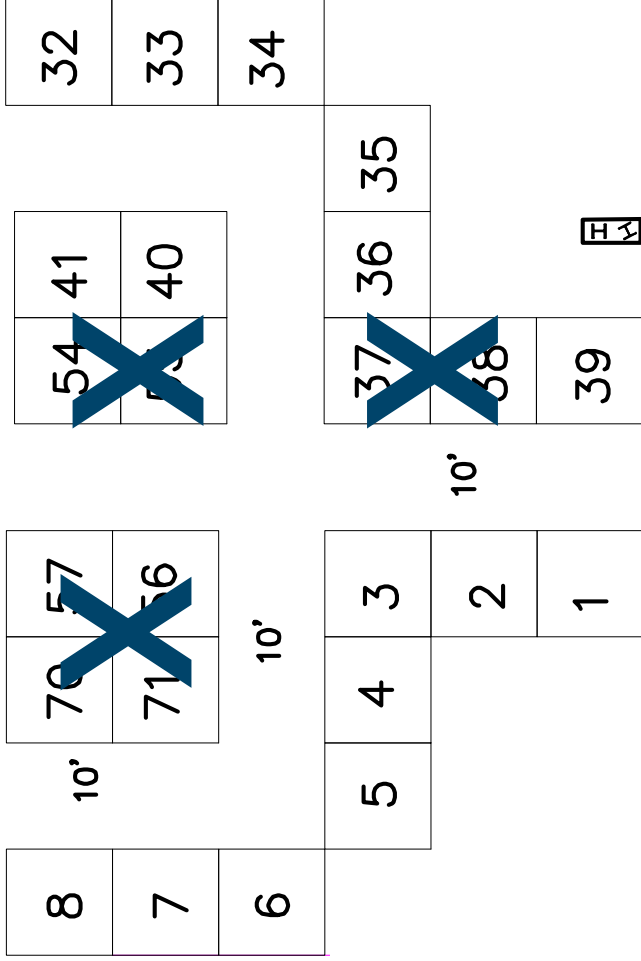
Poster Competition Display Area

CME SCANNING and Lucky Ticket Drawings

Entrance to Lecture Hall

**LECTURE HALL**

Poster  
Competition  
Display  
Area



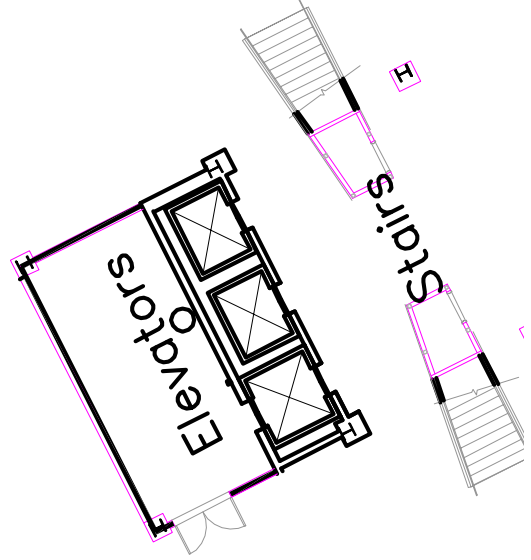
Lucky Ticket  
Drum

## X=Booth Sold

**Please Note:**

- No refunds issued after September 7, 2018.
- You will receive an email confirmation following receipt of your application.
- Booth assignments are made on a first-come, first-serve basis.
- The Foundation will do its best to fill specific booth requests.
- Booth availability should be checked online at [www.goldfarbfoundation.org](http://www.goldfarbfoundation.org) prior to submitting an application.
- Updates will be placed on the website as booths are reserved.

## REGISTRATION



# About the Foundation

The William L. Goldfarb Foundation strives to present top-rated conferences and seminars to not only Pennsylvania podiatrists, but to the entire podiatric community across the U.S.

## **The William L. Goldfarb Vision**

The William L. Goldfarb Foundation (the Foundation) is the educational arm of the Pennsylvania Podiatric Medical Association. The Foundation was established in 1994 in memory of William L. Goldfarb, DPM, who died in 1993, for his dedication and vision for a premier podiatric continuing medical education framework within the Association. Dr. Goldfarb advanced the profession by teaching Pennsylvania podiatrists lower extremity surgical skills, and by offering an exhibit hall full of the latest products and services. For 23 years, he served as General Chairman of the Hershey Surgical Seminar (now the Clinical Conference), Hershey Review and Refresher Course (now the Board Review Course), and many other post-doctoral podiatric educational programs. With several conferences planned during the year, there are plenty of venues offered by the Foundation, with many opportunities for your company to reach out to the podiatric community.

## **APMA Component Society**

The Pennsylvania Podiatric Medical Association (PPMA) takes great pride in being part of the leading national society for foot and ankle specialists, the American Podiatric Medical Association (APMA). While the PPMA takes the lead in serving its more than 800 Pennsylvania podiatric doctors, its parent organization serves over 12,000 across America. Both PPMA and APMA began in the early 1900s, and in 2019, PPMA will celebrate its 110th Anniversary.

## **Presence on the Web—[www.goldfarbfoundation.org](http://www.goldfarbfoundation.org)**

The Goldfarb Foundation's website is dedicated to online course registration and purchasing study aids/pamphlets/online lectures. It is also a way for the Foundation to give recognition to its sponsors and exhibitors, with easy access to the latest information.





## Annual Clinical Conference

- 46th Annual Meeting in 2018
- November 8–11 at the Valley Forge Casino Resort in King of Prussia, PA
- Two days of exhibiting, Friday November 9 and Saturday, November 10, with 71 10x10 booths available
- Conference averages 400+ attendees, comprised of podiatric physicians, instructors, residents, and students
- Approximately 30–40 podiatric assistants participate in event
- Lecture topics and instructors reflect the changing world of podiatric medicine, with the goal to balance surgical and non-surgical topics
- Exhibit hall is designed to require attendees to walk through the hall to access the lectures
- Meal functions and scanning for CE Contact Hours (CME credits) occur in the exhibit hall

## Annual Board Review Course

- Next event scheduled for January 23–26, 2019, to be held at the Philadelphia Airport Marriott
- Three days of exhibiting with five tabletop exhibits available
- Over 75 DPM attendees, comprising of first-time Board certification candidates (such as new practitioners or residents) and recertification candidates (such as established practitioners) from across the country
- Extensive curriculum covering all basic aspects of podiatry, general medicine, and podiatric surgery

## Montana Meeting

- 13th Annual event in 2018
- September 5–9 at Doubletree Missoula-Edgewater, Missoula, MT
- Approximately 40–50 attendees, a mix of podiatrists and non-podiatrists
- Attendee packages include the opportunity for continuing education lectures, as well as fly fishing
- Options available to discuss products in an intimate atmosphere while fly fishing
- Opportunities to provide unrestricted educational grants

## Annapolis Meeting

- Next event scheduled December 7–9, 2018
- Two days of exhibiting with 10 tabletop exhibits available
- 50-65 DPM attendees
- Topics are more focused on one or two aspects of podiatric medicine

**A-1 Upgrades**

**Alexion**

**American Board of Podiatric Medicine**

**Amerx Healthcare**

**Anodyne Shoes**

**American Board of Podiatric Medicine**

**APMA**

**Apollo Orthotics**

**Bako Integrated Physician Solutions**

**Bianco Brothers Instruments**

**CBAY Transcription Services, Inc.**

**Centennial Lending Group**

**DARCO International**

**Delta Surgical Instruments**

**DIA-FOOT**

**Dr. Comfort**

**DT Insurance Agency—A Data Trace Co.**

**Effective Management**

**Exeltis USA**

**Frankford Leather Co., Inc.**

**gSource, LLC**

**Hapad, Inc.**

**Henry Schein Foot & Ankle**

**H-Wave**

**Imaging Services, Inc.**

**IMS Medical Equipment**

**IQ Medical**

**JM Orthotics**

**John Yurconic Agency—PMAP**

**Kerecis**

**Marlinz Pharma**

**Medela**

**MEDENT**

**MedPro Group**

**Organogenesis**

**Orthofeet, Inc.**

**Osiris Therapeutics, Inc.**

**OsteoMed**

**Pedicis Research**

**Penn Radiology**

**PharmaDerm**

**Physician Specialty Pharmacy**

**Podiatry Content Connection (PCC)**

**Providence Management, Inc.**

**Quantum Pathology**

**R&S Research, LLC**

**Redi-Thotics, Inc.**

**Sammy Systems**

**SOLO® Laboratories, Inc.**

**Soluble Systems**

**STI Computer Services, Inc.**

**Stryker Foot and Ankle**

**SureFit™ Lab**

**Synergy Orthopedics**

**Temple University School of Podiatric  
Medicine**

**The Podiatree Company**

**The Tetra Corporation**

**TRAKnet**

**Transdermal Therapeutics, Inc.**

**Trilliant Surgical**

**Vilex® Inc.**

**Vionic/Vasyli Medical**

**Web Power Advantage**

**Wolters Kluwer Health**





## Meal Info



**BREAKS:** All exhibitors will have access to the breaks that take place during Exhibit Hall hours.

**LUNCHESES:** Each exhibit booth can receive four lunch tickets—two for Friday, November 9 and two for Saturday, November 10. Each ticket can be redeemed for two lunches on the appropriate day at the food station located in the back of the Exhibit Hall. You can purchase additional lunch tickets with cash at the meeting. Lunch tickets will be included in the meeting packet that you receive at the conference. If your company requests a name badge for only one representative, you will receive one lunch ticket for each day.

## Hotel Info

### Valley Forge Casino Resort

#### **Radisson**

Guest room accommodations are available at the Radisson Hotel Valley Forge for \$155/night. Meeting participants can make reservations by calling the number below. The hotel is connected to the Casino Resort via interior hall access.

#### **Casino Tower**

Additionally, a limited number of **RENOVATED** rooms are available in the Casino Tower side. The rooms are also priced at \$155/night. These rooms are on the same side of the property as the Clinical Conference lectures and exhibit hall.

Online Reservations for either hotel can be made through the link on the Foundation's website at [www.goldfarbfoundation.org](http://www.goldfarbfoundation.org). Click on CME Meetings, go down to 2018 Clinical Conference, and then Hotel Reservations.

**Make Reservations for  
Either Hotel By Calling  
1-888-267-1500**

**Room Block Will Be Protected Until October 8, 2018\*  
Or Until We Have Met Our Room Block Obligation,  
Whichever Comes First**

*\*After cutoff date, reservations will be accepted upon availability at prevailing hotel rates.*

Mention you are part of the William L. Goldfarb Foundation to receive the group rate of \$155 at both hotels. All rates are based on per room, per night. Subject to PA Sales Tax at 6% and Occupancy Tax at 2%. Please make your hotel reservations as soon as possible to avoid not being able to be accommodated on-site.

### Radisson Guest Room



### Casino Tower Guest Room





## 2018 CLINICAL CONFERENCE SPONSORSHIPS

<del>Lunch &amp; Learn Sponsor</del>	<del>\$2,000</del>	<del>Friday available</del>	<del>*SOLD*</del>
		<del>Saturday available</del>	<del>*SOLD*</del>
Break Sponsors	\$3,500	four available	
<del>Conference Lanyards</del>	<del>\$3,500</del>	<del>one available</del>	<del>*SOLD*</del>
Registration Brochure	\$5,000	one available	
Attendee Lunch Sponsors	\$10,000	two available	

## FOUNDATION Metallic Sponsors

### GOLD Partner-\$5,000

- FREE exhibit space at the 2018 Clinical Conference (double booth); 2018 Annapolis Meeting; and 2019 Review Course
- Special acknowledgment on signs, promotional materials, etc., for all Foundation courses
- Recognition in all conference mailings and yearly meeting calendar
- FREE color ad in the Annual Clinical Conference Program
- FREE half-page COLOR ad in the *PPMA Update* for three months
- Access to Pennsylvania Podiatric Medical Association membership labels TWICE during the sponsorship year
- Recognition on the Goldfarb Foundation website and in the Goldfarb monthly eNewsletter

### SILVER Partner-\$2,500

- FREE exhibit space at the following Goldfarb Foundation conferences (a \$1,800 value!), or a double booth at the Clinical Conference—
  - ✓ 2018 Clinical Conference
  - ✓ 2018 Annapolis Meeting
  - ✓ 2019 Board Review Course
- Special acknowledgment on signs, promotional materials, etc., for all Foundation courses
- Recognition in all conference mailings and yearly meeting calendar
- FREE black and white ad placed in the Annual Clinical Conference Program
- FREE 1/4-page COLOR ad in the *PPMA Update* for three months
- Access to Pennsylvania Podiatric Medical Association membership labels ONCE during the sponsorship year
- Recognition on the Goldfarb Foundation website and in the Goldfarb monthly eNewsletter

# THE WILLIAM L. GOLDFARB FOUNDATION APPLICATION FOR METALLIC SPONSORSHIP

# 11

Company Name: \_\_\_\_\_

Representative Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Your Company's Podiatric Product or Service: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## 2018 CLINICAL CONFERENCE SPONSORSHIPS:

- \_\_\_\_ (1) ~~LUNCH & LEARN SPONSOR (FRIDAY & SATURDAY) - \$2,000 \*SOLD\*~~
- \_\_\_\_ (2) BREAK SPONSORS - \$3,500
- \_\_\_\_ (3) ~~LANYARD SPONSOR - \$3,500 \*SOLD\*~~
- \_\_\_\_ (4) REGISTRATION-BROCHURE SPONSOR - \$5,000
- \_\_\_\_ (5) ATTENDEE LUNCH SPONSORS - \$10,000

### Partnership Commitment (for one year):

- Gold Level Partner - \$5,000       Silver Level Partner - \$2,500

Check or credit card payment must accompany application.  
GOLDFARB FOUNDATION Tax EXEMPT ID # 25-1753563

CHECKS should be made payable to the :  
William L. Goldfarb Foundation  
757 Poplar Church Road  
Camp Hill, PA 17011

CREDIT ACCEPTED:  VISA     MC     AM EXP     DISCOVER

Card No.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Billing City, State, Zip Code \_\_\_\_\_

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

Signature: \_\_\_\_\_

AGREEMENT: The undersigned agrees to abide by all requirements published in CPME 720, Standards, Requirements and Guidelines for Approval of Sponsors of Continuing Education in Podiatric Medicine, and the conditions listed to the right. All sponsorships/partnerships will be treated as unrestricted educational grants for support of the Foundation's continuing medical education activities for the sponsorship event/partnership year.

Company Representative/Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

WLGFoundation Representative/Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## CONDITIONS

1. *Statement of Purpose:* Program is for scientific and educational purposes only and will not promote the Commercial Interest's products, directly or indirectly.

2. *Control of Content and Selection of Presenters and Moderators:* The Provider is ultimately responsible for control of content and selection of presenters and moderators. The Commercial Interest agrees not to directly or indirectly influence the content of the program and not to play any role in the selection of instructors. The provider agrees to seek suggestions for instructors from sources other than the commercial interest, to make an independent judgment as to the most appropriate instructors, and to select instructors representing an appropriate diversity of legitimate medical opinions on the topic under discussion when the format permits (e.g., a panel or series of instructors).

3. *Disclosures of Financial Relationships:* The Provider will ensure disclosure to the audience of (a) Commercial Interest's funding and (b) any significant relationship between Provider and the Commercial Interest (e.g., grant recipient) or between individual speakers or moderators and the Commercial Interest.

4. *Involvement in Content:* There will be no "scripting", emphasis, or influence on content by the Commercial Interest or its agents.

5. *Ancillary Promotional Activities:* No promotional activities or exhibits will be permitted in the same room or obligate path as the educational activity. No product advertisements will be permitted in the program room.

6. *Objectivity and Balance:* If the Commercial Interest's products or services (or competing products or services) are discussed, Provider will make every effort to ensure that speakers, in an objective manner, describe any limitations of the data, and give a balanced report of the products or services and their alternatives.

7. *Discussion of Unapproved Uses:* The Provider will require that presenters disclose when a product is not approved in the United States for the use under discussion.

8. *Opportunities for Debate:* The Provider will ensure opportunities for questioning or scientific debate.

9. *Independence of the Provider in the Use of Contributed Funds:*

- a. Funds should be in the form of an unrestricted educational grant made payable to the sponsor.
- b. The Provider exercises full control in managing unrestricted funds provided by Commercial Interest.
- c. Any other support by the Commercial Interest for the CE program (e.g., distributing of brochures and marketing materials) must be given with the full knowledge and approval of the sponsor.
- d. No other funds will be paid by the Commercial Interest to the program director, faculty, or others involved with the CE activity (additional honoraria, extra social events, etc.).

10. *Commercial Interest Representative:* A representative of the Commercial Interest may attend the program, but may not engage in any promotional activities while in the room which the program takes place.

11. *Commercial Interest Sponsored Social Events:* The Commercial Interest will not sponsor any social event that competes with, or takes precedence over, the program.

12. *Cancellation:* This Agreement may be cancelled by mutual agreement at any time or by Provider upon written notice to the Commercial Interest.

13. *Indemnification:* The Commercial Interest shall indemnify and hold Provider harmless from and against any and all loss, expense, or damage to Provider arising out of the negligence, willful misconduct, or breach of this Agreement by the Commercial Interest, its agents, or employees.

*The Commercial Interest agrees to abide by all requirements published in CPME 720, Standards, Requirements and Guidelines for Approval of Providers of Continuing Education in Podiatric Medicine.*

*The Provider shall:* 1) abide by the requirements published in CPME 720, Standards, Requirements and Guidelines for Approval of Providers of Continuing Education in Podiatric Medicine (copies available upon request); 2) acknowledge unrestricted educational support from the Commercial Interest in program materials; concerning the expenditure of the funds provided.

# 12 Conference Program Ad Rates

## AD SIZES OFFERED:

**FULL PAGE Dimensions: 8.5 x 11 – TRIM SIZE; 8.75 x 11.25 – BLEED SIZE**

**HALF PAGE Dimensions: Horizontal ONLY: 7.5 x 4.625**

## BLACK & WHITE ADS:

- Inside Pages – Black & White Full Page = \$60
- Inside Pages – Black & White Half Page = \$50

## Full-Page COLOR ADS:

- Inside Front Cover = \$500
- Inside Back Cover = \$500
- ~~\*SOLD\*~~ Outside Back Cover = \$600
- 4/Color, Inside PAGE 3 – \$350
- 4/Color, Inside Back PAGE Next to IBC – \$350

## Half-Page COLOR ADS:

- Inside Back Cover = \$250
- 4/Color, Inside Front PAGE 3 – \$175
- 4/Color, Inside Back PAGE Next to IBC – \$175



Ads must be received electronically (via email to [susan@ppma.org](mailto:susan@ppma.org)) in high print quality PDF by **OCTOBER 12, 2018**. For questions call 1-717-763-7665, x218 or email [susan@ppma.org](mailto:susan@ppma.org).

**METALLIC SPONSORS:** All Metallic Sponsors should take advantage of receiving a discounted or free Black & White ad in the Program as part of their sponsorship agreement.

## Goldfarb Clinical Conference Program Ad Reservation

**RESERVE by OCTOBER 12, 2018**

### Full-Page COLOR AD CHOICES:

- ( ) 4/Color, Inside Front Cover (IFC) – \$500
- ( ) 4/Color, Inside Back Cover (IBC) – \$500
- ( ) 4/Color, Inside Front PAGE 3 (non-glossy) – \$350
- ( ) 4/Color, Inside Back PAGE Next to IBC (non-glossy) – \$350

### Half-Page COLOR AD CHOICES:

- ( ) Inside Back Cover = \$250
- ( ) 4/Color, Inside Front PAGE 3 – \$175
- ( ) 4/Color, Inside Back PAGE Next to IBC – \$175

### BLACK AND WHITE AD CHOICES:

- ( ) Inside Pages – Black & White Full Page = \$60
- ( ) Inside Pages – Black & White Half Page = \$50

BOOTH # \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/ST/ZIP \_\_\_\_\_

METHOD OF PAYMENT:

( ) Check in amount of \$ \_\_\_\_\_; make payable to the William L. Goldfarb Foundation.

Credit: ( ) MC ( ) VISA ( ) AMEX ( ) DISCOVER

Account # \_\_\_\_\_

Exp. \_\_\_\_\_

Billing Address \_\_\_\_\_

Billing City, State, Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

Return form and check or CC information to: The William L. Goldfarb Foundation, 757 Poplar Church Road, Camp Hill, PA, 17011, PH: 717-763-7665, Fax to: 717-761-4091.

# PPMA Update

PENNSYLVANIA PODIATRIC MEDICAL ASSOCIATION



**Six color, full-page ads for \$900,  
a price unheard of!**

**Full-page Color Ad**  
**Dimensions: 8.5 x 11 TRIM SIZE**  
**8.75 x 11.25 BLEED SIZE**

( ) 1 x: \$425.00 Vendors: \$162  
( ) 6x: \$370.00 each Vendors: \$150 ea.

**1/2-page Color Ad**  
**Dimensions: H: 7.5 x 4.625**

( ) 1 x: \$215.00 Vendors: \$120  
( ) 6 x: \$162.00 each Vendors: \$100 ea.

**1/4-page Color Ad**  
**Dimensions: V: 3.625 x 4.625**

( ) 1 x: \$110.00 Vendors: \$95  
( ) 6 x: \$75.00 each Vendors: \$60 ea.

PLACING & SENDING A COLOR AD: Ads MUST be sent electronically. PC only – PDF/High Quality Print Resolution is first preference; Adobe PhotoShop CS 5; InDesign CS 5; Illustrator CS 5; Microsoft WORD 2010. Email: susan@ppma.org, phone: 717-763-7665, x218.

Exhibitor Ad Placement FORM – *PPMA UPDATE*  
757 Poplar Church Road, Camp Hill, PA 17011  
Ph: 717-763-7665, x218 • Fax to 717-761-4091 • susan@ppma.org

Name \_\_\_\_\_ Co. \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

PH: \_\_\_\_\_ FAX: \_\_\_\_\_ E-mail \_\_\_\_\_

Size of Ad Placing: \_\_\_\_\_ Frequency \_\_\_\_\_

Method of Payment: ( ) Check Enclosed (Make payable to Pennsylvania Podiatric Medical Association)  
( ) Credit: \_\_\_ VISA \_\_\_ MC \_\_\_ AM EXP \_\_\_ DISCOVER

Account Number: \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature/Name on Card \_\_\_\_\_

Total: \_\_\_\_\_

This offer expires DECEMBER 31, 2018

**14**

**Name Badge Order Form**  
**Submit by OCTOBER 12, 2018**

**Order badges online or use form below**

Company Name & Booth #:

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First & Last Name

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GO TO <http://tinyurl.com/GCCexhibitor> and place your badge order online!

Name badges are prepared in advance. If names are not received by **OCTOBER 12, 2018**, blank badges will be provided in your packet that you receive at the conference.

Return via:  
Mail: The William L. Goldfarb Foundation  
757 Poplar Church Road  
Camp Hill, PA 17011

Or FAX to: 717-761-4091  
Or Email to: [lara@ppma.org](mailto:lara@ppma.org)

# 46th Annual Goldfarb Foundation Clinical Conference Exhibitor Application

# 15

Valley Forge Casino Resort • King of Prussia, PA • Exhibit Dates: November 9 & 10, 2018

Official Company Name and Representative to Receive All Mailings:

### Exhibit Booth Fees

Early Bird Fee	Until May 31	\$900
Regular Fee	June 1–August 31	\$950
Late Fee	September 1 & After	\$1,000

COMPANY NAME (NOTE: THIS NAME WILL BE USED ON MEETING SIGNAGE AND PRINTED MATERIALS.)

COMPANY CONTACT NAME

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL

I am an authorized representative of the Company with full power to sign and deliver this application. The Company listed agrees to comply with all instructions, rules, and regulations appearing in this prospectus and agrees to promptly submit all information requested by the Goldfarb Foundation. By submitting a signed copy of this contract, we hereby apply for exhibit space for the 46th Annual Goldfarb Foundation Clinical Conference, November 9 & 10, 2018.

SIGNATURE

### Company Type (Check only 1/Primary)

- |   |   |
|---|---|
| <input type="radio"/> Diagnostic Equipment          | <input type="radio"/> Software (Billing/EMR)                        |
| <input type="radio"/> Footwear/Hosiery              | <input type="radio"/> Surgical Instruments                          |
| <input type="radio"/> Insurance/Management Services | <input type="radio"/> Surgical Products (Implants, Dressings, etc.) |
| <input type="radio"/> Lasers                        | <input type="radio"/> Other (specify): _____                        |
| <input type="radio"/> Orthotics                     |   |
| <input type="radio"/> Pathology Services            |   |
| <input type="radio"/> Pharmaceutical                |   |
| <input type="radio"/> Podiatry Supplies/Equipment   |   |
| <input type="radio"/> Publications                  |   |
| <input type="radio"/> Skin/Wound Care               |   |

### Booth Selection

The Foundation reserves the right to assign the next-best substitute space when the requested space is not available and to reassign exhibit space as necessary.

Booth Choices: Total number of booths requested \_\_\_\_\_

1st CHOICE Booth number(s) \_\_\_\_\_

2nd CHOICE Booth number(s) \_\_\_\_\_

3rd CHOICE Booth number(s) \_\_\_\_\_

List up to two exhibitors you do not want to be located in proximity to. Specific names of companies must be listed. The Foundation will not assume responsibility for locating competing companies of like products in proximity.

1. \_\_\_\_\_

2. \_\_\_\_\_

### Program Book & Exhibit Hall Information

Website to be listed in meeting program \_\_\_\_\_

Phone Number to be listed in meeting program \_\_\_\_\_

### Product and/or Service Listing

- We have submitted with this application a typed, 35-words or fewer description that will be printed in the meeting program.
- I will email the description to lara@ppma.org or SUBMIT ONLINE at <http://tinyurl.com/GCCexhibitor> by Sept. 7, 2018.
- Please use our 2017 description in the meeting program (descriptions exceeding 35 words will be edited by the Foundation).

### Payment

- Full Payment of \$\_\_\_\_\_
- Deposit of \$500 – Minimum due. Failure to submit balance on or before September 7, 2018, will be cause for cancellation of exhibit space. The balance due will be charged automatically on September 7, unless an alternate payment method is provided.

COMPANIES REGISTERING AFTER SEPTEMBER 7, MUST SEND COMPLETED APPLICATION ALONG WITH FULL PAYMENT AND COMPANY DESCRIPTION.

Enclosed is Check No. \_\_\_\_\_ in the amount of \$\_\_\_\_\_, made payable to Goldfarb Foundation.

Credit Card:

\_\_MC \_\_VISA \_\_AMEX \_\_DISCOVER

CREDIT CARD NUMBER

EXP. DATE

SIGNATURE

PLEASE NOTE: Booth space is considered confirmed when your application and payment have been accepted, processed, and you receive a confirmation email.

Mail or Fax completed form to:

Goldfarb Foundation

Attn: Lara Beer-Caulfield

757 Poplar Church Rd., Camp Hill, PA 17011

Fax: 717-761-4091; Ph: 800-841-3668, x214

E-mail: lara@ppma.org

Goldfarb Tax I.D. # 25 - 1753563

18EXCCBRO

**The William L. Goldfarb Foundation  
for Education & Research  
of the Lower Extremity, Inc.  
757 Poplar Church Road  
Camp Hill, PA 17011**

NON-PROFIT ORG  
U.S. POSTAGE  
P A I D  
Harrisburg, PA  
Permit #187

## **Future Exhibitor Opps**

### **13th Annual Montana Meeting**

SEPTEMBER 5-8, 2018  
Doubletree Missoula-Edgewater  
Missoula, MT

### **Annapolis Meeting**

DECEMBER 7-9, 2018  
Historic Inns of Annapolis  
Annapolis, MD

### **Board Review Course 2019**

JANUARY 23-26, 2019  
Marriott Philadelphia Airport  
Philadelphia, PA