

THE NATIONAL

SAVE ON BOOTH SPACE WITH EARLY-BIRD REGISTRATION! SEE PAGE 13 FOR DETAILS.

APMA 2017 ANNUAL SCIENTIFIC MEETING NASHVILLE • JULY 27-30, 2017 GAYLORD OPRYLAND RESORT & CONVENTION CENTER

PROSPECTUS
EXHIBITS: JULY 27-29, 2017



9312 OLD GEORGETOWN RD.
BETHESDA, MD 20814
301.581.9200

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SPONSORSHIP OPPORTUNITIES

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EXHIBITOR OPPORTUNITIES

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WHY PARTICIPATE IN THE NATIONAL?

APMA's Annual Scientific Meeting (The National) is the nation's premier foot and ankle meeting, attracting podiatric physicians, assistants, and other health-care professionals from across the country and around the world. The faculty consists of the top names in podiatry. Meeting attendees get the opportunity to network with their colleagues and friends in a comfortable setting devoted to podiatric medicine and its practitioners.

WHAT CAN THE NATIONAL DO FOR YOU?

Participating in The National will increase your organization's visibility and reputation in the medical marketplace. It is the ideal venue to enhance your sales and marketing objectives. At The National, you'll receive:

- guaranteed access to your target audience;
- face-to-face interaction with current clients and prospects;
- generation of leads and new sales; and
- heightened company recognition and brand awareness.

Whether you participate in the meeting as a sponsor, exhibitor, or both, APMA promotes your company and your support through various mechanisms (benefits vary depending on support type and level). You receive heightened visibility to APMA's vast membership network through recognition in:

- meeting program book, daily newspaper, and mobile app;
- APMA website;
- *APMA News* magazine; and
- meeting site.

HOW CAN YOU PARTICIPATE?

Grants and Sponsorship

APMA offers grant and sponsorship opportunities for budgets of all sizes. Sponsorship provides you with access to the majority of all foot and ankle health professionals in the country, and automatically enrolls you in the corresponding giving level of the corporate membership

program. Corporate members enjoy year-round exposure to APMA membership. Visit www.apma.org for details about corporate membership. See complete details about sponsorship and benefits on pages 3-9.

Exhibitions

The meeting's expansive hall allows you to showcase your products and services at the premier event in podiatry. As an exhibitor at The National, you interact face-to-face with an audience that has unparalleled authority and reach among patients. See complete details about exhibiting and benefits on pages 10-16.

WHO IS TODAY'S PODIATRIST?

Podiatrists are physicians, surgeons, and specialists who are highly trained to diagnose and treat conditions affecting the foot, ankle, and related structures of the leg. Podiatrists complete years of rigorous foot and ankle training in podiatric medical school and hospital-based residency training, making them uniquely qualified to care for this part of the body.

Practice Areas

- Surgery
- Wound Care
- Biomechanics
- Sports Medicine
- Geriatrics
- Pediatrics
- Diabetic Care
- Dermatology

ABOUT APMA

Founded in 1912, the American Podiatric Medical Association (APMA), headquartered in Bethesda, MD, is the leading resource for foot and ankle health information. Currently, the organization represents a vast majority of the estimated 15,000 podiatrists in the country. In addition to the national headquarters, APMA boasts 53 state component locations throughout the United States and its territories, as well as affiliated societies.



GRANT AND SPONSORSHIP OPPORTUNITIES



OF THE MORE THAN 26 MILLION PEOPLE IN THE US WITH DIABETES, ABOUT HALF WILL DEVELOP NEUROPATHY. PROPER FOOT CARE FROM A PODIATRIST CAN HELP THEM MANAGE THE EFFECTS OF DIABETES ON THEIR FEET.

EDUCATIONAL GRANTS

- Educational grants are used to fund APMA's continuing education programs.
- APMA pursues grant funding to assist in offsetting the rise in the overall costs of live continuing education required by the podiatric medical profession and to keep fees reduced for APMA podiatric physician and surgeon attendees.
- Continuing education grant estimates for programs outlined in this prospectus include total estimated costs (e.g., content development, program promotion, attendee registration, signage, materials such as cadavers, on-site meeting/program management, continuing education approval fees, etc.).
- APMA is approved by the Council on Podiatric Medical Education (CPME) as a provider of continuing education in podiatric medicine. APMA complies with all CPME standards, requirements, and procedures as a provider of continuing education.
- All programs are coordinated by the APMA Scientific Affairs Department and its committees, made up of podiatric physicians and surgeons from across the country.
- Non-continuing education programs and sponsorship opportunities are outlined on pages 5-7.

EDUCATIONAL GRANT OPPORTUNITIES



30 PERCENT OF AMERICAN ADULTS WHO HAVE HAD A BUNION VISITED A PODIATRIST.

GENERAL SESSION LECTURE TRACK

\$12,500

- Grant supports program costs for general session tracks (detailed grant agreement will be sent after APMA's receipt of attached application)
- Format: multiple 30-minute lectures on single track
- Attendance varies based on number of tracks (200-500 physician attendees)

SURGICAL/WOUND CARE PRE-CONFERENCE WORKSHOPS*

\$10,000-\$25,000

- Grant supports program costs for workshops (detailed grant agreement will be sent after APMA's receipt of attached application)
- Attendance is based on specific program and available space

* Additional costs may be included if program requirements exceed estimates included in this prospectus (e.g., additional speakers, food and beverage, materials and audiovisual, additional set-up, etc.).

BREAKFAST SYMPOSIUM LECTURE

\$50,000

- Grant supports program costs for breakfast symposium lecture program (detailed grant agreement will be sent after APMA's receipt of attached application)
- Format: 1.5 hours of lecture with two expert speakers
- Attendance: 300-600 physician attendees

PLENARY SESSION LECTURE

\$50,000

- Grant supports program costs for plenary lecture program (detailed grant agreement will be sent after APMA's receipt of attached application)
- Format: one-hour lecture on cutting-edge topic
- Attendance: 600-1,000 physician attendees

SPONSORSHIP OPPORTUNITIES

SPONSORSHIPS

- Sponsorship opportunities are available for non-continuing education programs.
- These opportunities include programs such as sponsorship of the opening session, product promotion theaters, exhibit hall advertisements, poster abstract reception sponsorship, cyber stations, etc.
- Sponsorship automatically enrolls your company in the corresponding giving level of the corporate membership program. Corporate members enjoy year-round exposure to APMA membership. Visit www.apma.org/CorporateOpportunities for details.

SPONSORSHIP OPPORTUNITIES/BENEFITS:

These opportunities are available on a first-come, first-served basis. (Mark choice[s] on application.)

OPENING SESSION SPEAKER\$25,000

Sponsorship for this event provides significant exposure and visibility to the sponsor. The opening session event is highly publicized to all members once a speaker is selected and sponsorship confirmed, which can begin as early as January and last for several months leading up to the event, during the event, and in post-meeting materials. Visibility includes name and logo in all pre- and post-meeting promotion materials, program materials and mailings that include promotion of the opening session, logo signage behind the speaker on the stage backdrop, and post-session autograph signing in the sponsor booth (if agreed to by the speaker).

PRODUCT THEATER SPONSORSHIP \$25,000-\$48,000

APMA product theater sponsorship was introduced at the APMA 2009 Annual Scientific Meeting in Toronto. The product theaters are very well received and will continue to be offered depending on space availability. The product theaters are large enough to accommodate a lecture program with up to 50 podiatric physician and surgeon attendees with theater-style seating, wireless headsets, and audiovisual screens. Sponsorship is \$25,000 plus any set-up fees, food/beverage service, audiovisual, speaker fees, and signage, etc. All additional costs are billed directly to the sponsor.

CYBER STATIONS \$20,000

Four free-standing kiosks with two computer stations on each kiosk will be placed around the meeting space and exhibit hall. Visibility includes: branded walls of kiosks with graphics and company logo/product information, logo screen saver on monitors, and separate pocket to accommodate brochures or required product information.

EXHIBIT HALL ADVERTISEMENT\$10,000-\$20,000 (EACH OPTION BELOW)

(all artwork provided by sponsor)

- Meter Board Ads—located in a high-traffic area in the convention center
- Table Top Sticker Ads (20)—tables in the exhibit hall food court area will be covered by artwork from the sponsoring company

YOUNG PHYSICIANS' PROGRAM RECEPTION\$15,000-\$25,000

The Young Physicians' Program reception is hosted by the APMA Board of Trustees and held in the president's suite (pending availability). Be a sponsor of this special reception and receive recognition in all pre- and post-reception announcements and promotion. Your company name or logo will appear on signage, reception napkins, invitations, and all other appropriate opportunities for visibility.

EXHIBIT HALL GRAND OPENING \$10,000

Start the meeting off right at a reception in the exhibit hall where attendees can meet new colleagues and greet old friends in a relaxed social setting. This well-attended event will make networking with key customers and prospects easy. Your company name and logo will be prominently displayed on-site and on any pre- and post-meeting promotional materials.

POSTER ABSTRACT SESSION SPONSORSHIP\$10,000

The poster abstract session is a sponsorship opportunity that will offer sponsors visibility at the site of the posters as well as during the poster abstract reception. Visibility includes company name and/or logo displayed on signage at the poster display area, printed on the poster reception, napkins, and reception signage, and on any pre- and post-meeting promotional materials.

RECOGNITION LEVELS OF TOTAL SUPPORT

Total support will be recognized by the level of sponsorship support for the APMA Annual Scientific Meeting (The National): Copper, Pewter, Bronze, Crystal, Silver, Gold, Platinum, or Diamond. Please note that any recognition for educational grants must be in compliance with all rules and regulations surrounding grants to associations for medical education programs.

MEETING SPONSORS RECEIVE:

- invitation to the Annual Meeting Corporate Membership Reception hosted by the APMA Board of Trustees;
- pre- and post-meeting recognition in *APMA News*;
- company name featured throughout meeting site;
- booth recognition marker;
- priority points toward future exhibit hall placement;
- recognition on APMA website with link to company home page;
- recognition in Preliminary Program mailing; and
- annual Meeting Sponsor ribbon.



**77 PERCENT OF
ADULTS EXPERIENCE
FOOT PROBLEMS AT
SOME TIME IN THEIR
LIVES.**

DIAMOND \$125,000+

Sponsorship at the DIAMOND LEVEL:

- Sponsorship totaling \$125,000+ will receive the benefits for the specific selected programs *and* the following recognition:

Recognition at the DIAMOND LEVEL:

- Prime, deluxe 20' x 20' premier island exhibit space (or larger if requested by Monday, November 4, 2016)
- Room drop
- Two full-page ads in the final meeting materials
- Prominent recognition in the final meeting materials
- Member data disc (one year's use)
- Pre-registrant mailing labels
- Full-page corporate profile in *APMA News*
- Right to use APMA meeting logo

PLATINUM..... \$100,000-\$124,999

Sponsorship at the PLATINUM LEVEL:

- Sponsorship totaling \$100,000-\$124,999 will receive the benefits for the specific selected programs *and* the following recognition:

Recognition at the PLATINUM LEVEL:

- Prime, deluxe 20' x 20' island exhibit space
- Room drop
- Two full-page ads in the final meeting materials
- Prominent recognition in the final meeting materials
- Member data disc (one year's use)
- Pre-registrant mailing labels
- Full-page corporate profile in *APMA News*
- Right to use APMA meeting logo

GOLD \$50,000-\$99,999

Sponsorship at the GOLD LEVEL:

- Sponsorship totaling \$50,000-\$99,999 will receive the benefits for the specific selected programs *and* the following recognition:

Recognition at the GOLD LEVEL:

- 20' x 20' standard exhibit space
- Two full-page ads in the final meeting materials
- Member data disc (one year's use)
- Pre-registrant mailing labels
- Right to use APMA meeting logo

CRYSTAL.....\$35,000-\$49,999

Sponsorship at the CRYSTAL LEVEL:

- Sponsorship totaling \$35,000-\$49,999 will receive the benefits for the specific selected programs *and* the following recognition:

Recognition at the CRYSTAL LEVEL:

- 10' x 10' aisle standard exhibit space
- One full-page ad in the final meeting materials
- 50-percent discount on purchase of member data disc
- Pre-registrant mailing labels
- Right to use APMA meeting logo

SILVER.....\$25,000-\$34,999

Sponsorship at the SILVER LEVEL:

- Sponsorship totaling \$25,000-\$34,999 will receive the benefits for the specific selected programs *and* the following recognition:

Recognition at the SILVER LEVEL:

- 10' x 10' aisle standard exhibit space
- One full-page ad in the final meeting materials
- 50-percent discount on purchase of member data disc
- Pre-registrant mailing labels
- Right to use APMA meeting logo

BRONZE.....\$15,000-\$24,999

Sponsorship at the BRONZE LEVEL:

- Sponsorship totaling \$15,000-\$24,999 will receive the benefits for the specific selected programs *and* the following recognition:

Recognition at the BRONZE LEVEL:

- \$500 discount on 10' x 10' exhibit space
- One full-page ad in the final meeting program
- 25-percent discount on purchase of member data disc
- Pre-registrant mailing labels
- Right to use APMA meeting logo

PEWTER.....\$10,000-\$14,999

Sponsorship at the PEWTER LEVEL:

- Sponsorship totaling \$10,000-\$14,999 will receive the benefits for the specific selected programs *and* the following recognition:

Recognition at the PEWTER LEVEL:

- Half-page ad in the final meeting program
- 25-percent discount on member data disc

COPPER.....\$5,000-\$9,999

Sponsorship at the COPPER LEVEL:

- Sponsorship totaling \$5,000-\$9,999 will receive the benefits for the specific selected programs *and* the following recognition:

Recognition at the COPPER LEVEL:

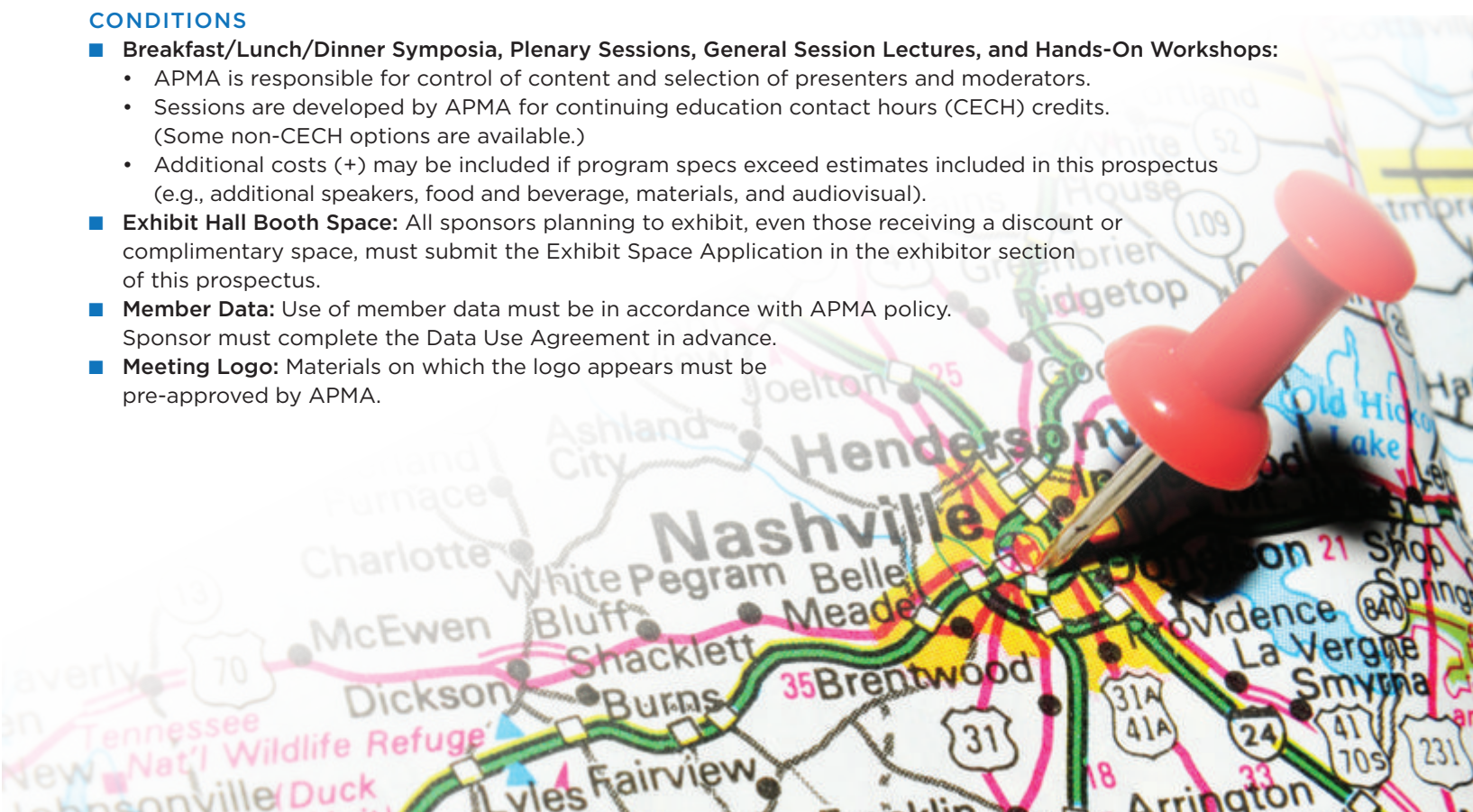
- Quarter-page ad in the final meeting program
- 10-percent discount on member data disc

Please submit completed application by November 4, 2016.

(SEE PAGE 9)

CONDITIONS

- **Breakfast/Lunch/Dinner Symposia, Plenary Sessions, General Session Lectures, and Hands-On Workshops:**
 - APMA is responsible for control of content and selection of presenters and moderators.
 - Sessions are developed by APMA for continuing education contact hours (CECH) credits. (Some non-CECH options are available.)
 - Additional costs (+) may be included if program specs exceed estimates included in this prospectus (e.g., additional speakers, food and beverage, materials, and audiovisual).
- **Exhibit Hall Booth Space:** All sponsors planning to exhibit, even those receiving a discount or complimentary space, must submit the Exhibit Space Application in the exhibitor section of this prospectus.
- **Member Data:** Use of member data must be in accordance with APMA policy. Sponsor must complete the Data Use Agreement in advance.
- **Meeting Logo:** Materials on which the logo appears must be pre-approved by APMA.



SUBJECT AREAS FOR EDUCATIONAL GRANTS

PLEASE WRITE IN TOPICS OF INTEREST ON THE APPLICATION PAGE UNDER EDUCATIONAL COMPONENT.

PLENARY SESSION AND BREAKFAST/LUNCH/DINNER SYMPOSIUM SUBJECT AREAS

- Wound Healing/Management
- Surgery/Advanced Surgery
- Pain Management
- Diabetes
- Osteoporosis
- Sports Medicine
- Risk Management
- Dermatology

GENERAL SESSION LECTURE TOPIC AREAS

■ Surgery

- Arthrodesis
- Foot and Ankle Internal/External Fixation
- Hallux Abducto Valgus
- Forefoot Surgery
- Rearfoot Surgery
- Implants
- Surgical Complications
- Surgical Management of the Arthritic Foot
- Fractures and Bone Healing
- Bone Grafts

■ Advanced Surgery

- ESWT
- Tarsal Tunnel Repair
- Pediatric Flatfoot and Reconstructive Surgery
- Gastrocnemius Recession
- Amputations
- Charcot Foot Reconstruction
- Achilles Tendon Disorders
- Triple Arthrodesis
- Peroneal Tendon Repair
- Calcaneal Osteotomy
- Subtalar Arthroereisis or Arthrodesis
- Trauma Surgery of the Foot and Ankle

■ Peripheral Arterial Disease (PAD)

- Medical Management of PAD
- Vascular Evaluation Prior to Podiatric Surgery
- Recent Advancements in Endovascular Surgery

■ Pain Management

- CRPS
- Chronic Pain Patients
- Fibromyalgia

■ Sports Medicine

- Amputee Athletes
- Patellofemoral Pain Syndrome/Runners
- Custom Foot Orthoses
- Surgery
- Gait Analysis
- Injuries
- Athlete Evaluation

■ Biomechanics and Orthopedic Medicine

- Plantar Heel Pain Syndrome
- Gait Analysis
- Custom Foot Orthoses

■ Wound Care

- Off-Loading of Wounds
- Antibiotic-Resistant Wound Infections
- Amputation Prevention
- Wound Mapping
- Debridement
- Multidisciplinary Approach to Wound Management
- Malignancy
- Biopsy Techniques
- Chronic Wound Care
- Micro Wound Care
- New Therapies

■ Diabetes

- Diabetic Peripheral Neuropathy (DPN)
- Treatment of Painful DPN
- Diabetic Foot Infections
- Pediatric Diabetic Care

■ Dermatology

- Fungal Infections
- Bacterial Infections
- Onychomycosis
- Skin Structure Infections
- Laboratory Tests and Physical Exams
- Malignancy

■ Rheumatology

- Update on Pharmacological Treatment
- Bracing and Splinting Treatment

■ Radiology

- New Diagnostic Imaging Modalities
- Utilizing Advanced Imaging Modalities in the Treatment of Foot and Ankle Disorders

■ Practice Management

- In-Office Dispensing
- Referrals
- Marketing
- Staffing
- Patient Education
- Using the Internet Effectively in Podiatric Practice
- EHR/EMR

■ Coding

- Appropriate Coding for the Podiatric Practice
- Updates and Changes in Coding

HANDS-ON WORKSHOP SUBJECT AREAS

- Surgical
- Advanced Surgical
- Wound Care



SPONSORSHIP/EDUCATIONAL GRANT APPLICATION

2017 ANNUAL SCIENTIFIC MEETING

Gaylord Opryland Resort & Convention Center—Ryman Halls B1-6 • Exhibit Dates: July 27-29, 2017

NAME _____

TITLE _____

COMPANY _____

ADDRESS (STREET) _____

ADDRESS (CITY/STATE/ZIP) _____

PHONE _____ FAX _____

E-MAIL _____ SIGNATURE _____

1. SPONSORSHIP/GRANT LEVELS

- DIAMOND.....\$125,000
- PLATINUM.....\$100,000-\$124,999
- GOLD.....\$50,000-\$99,999
- CRYSTAL.....\$35,000-\$49,999
- SILVER.....\$25,000-\$34,999
- BRONZE.....\$15,000-\$24,999
- PEWTER.....\$10,000-\$14,999
- COPPER.....\$5,000-\$9,999

2. SPONSORSHIP OPPORTUNITIES

- Opening Session Speaker.....\$25,000
- Product Theater Sponsorship.....\$25,000-\$48,000
- Young Physicians' Program Reception.....\$15,000-\$25,000
- Cyber Stations.....\$20,000
- Exhibit Hall Advertisement.....\$10,000-\$20,000
Meter Boards, Table Top Ads (please circle selection)
- Exhibit Hall Opening Reception.....\$10,000
- Poster Abstract Session Sponsorship.....\$10,000

3. EDUCATIONAL COMPONENT

- Yes, we want to provide an educational grant or a non-CECH lunch program. Subject areas of interest included in APMA's scientific program are listed on page 8.
- Plenary Session or Breakfast/Lunch Symposium Subject Areas

- General Session Lecture Track Subject Areas

- Hands-On Workshop Subject Areas

Additional costs (+) may be included if program specs exceed estimates included in this prospectus (e.g., additional speakers, food and beverage, materials, audiovisual, room set-up).

Payment must be in the form of a check.

MAIL OR FAX COMPLETED FORM TO:

Maria Hrabak, Coordinator, Development and Corporate Relations

9312 Old Georgetown Rd., Bethesda, MD 20814 • 301-581-9242 • F: 301-530-2752 • E: mshrabak@apma.org

NOTE: Sponsors wishing to exhibit must submit the Exhibit Space Application contained in the exhibitor section of this prospectus.

Please submit completed application by November 4, 2016.

APMA will contact you following receipt of the application with detailed information and agreement including all additional costs.

2016 ANNUAL SCIENTIFIC MEETING EXHIBITORS (As of 5.3.16)

20/20 Imaging, a division of Konica Minolta	California School of Podiatric Medicine at Samuel Merritt University	In2Bones USA, LLC	PharmaDerm, a division of Fougera Pharmaceuticals Inc.
3Gen Inc.	CareCredit	Integra LifeSciences	Phits Insoles
Acelity (KCI, LifeCell, Systagenix)	ChartLogic, Inc.	Intellicure, Inc.	Physician Claim Corp.
Acor Orthopaedic, Inc.	Collegiate Consolidation Services	Jan L Inc.	Physician Web Pages/Epointments
Acupath Laboratories, Inc.	Comfort Fit Orthotics	JM Orthotics	PICA
All Pro Imaging	Compulink Business Systems	Kamedis	Pilgrim Shoes
Alliqua BioMedical, Inc.	Coverys Podiatry Preferred	Kintec Lab Services	The Podiatree Company
American Academy of Podiatric Practice Management	CryoProbe	Koven Technology, Inc.	Podiatry Content Connection
American Academy of Podiatric Sports Medicine	CuraMedix	LightForce Therapy Lasers by LiteCure Medical	<i>Podiatry Management Magazine</i>
American Association of Colleges of Podiatric Medicine	CurveBeam, LLC	MDPrivateLabel.com	<i>Podiatry Today</i>
American Board of Foot and Ankle Surgery	Cutting Edge Laser Technologies	Medi USA, LP	Powerstep
American Board of Multiple Specialties in Podiatry	DARCO International, Inc.	Medilogic Sciences Corporation	Providence Management, Inc.
American Board of Podiatric Medicine	Delta Surgical Instruments	Medimetriks Pharmaceuticals, Inc.	Puracyn Plus
American College of Foot and Ankle Pediatrics	Dent-Eq	MediTouch EHR/HealthFusion	Quick Tape by Support the Foot
American Podiatric Medical Association	Derma Sciences, Inc.	MedPro Group	Redi-Thotics
American Society of Podiatric Surgeons	Dia-Foot	Merz North America	RYBO Medical, Inc.
American Specialty Health	DJO Global, Inc.	Mile High Orthotics Lab	SAMMY SYSTEMS
Amerx Health Care Corporation	Doctor.com	MiMedx	Smith & Nephew
Amnio Medical	DoctorsInternet.com	Moberg Pharma	SOLE
Anatomical Concepts, Inc.	Dr. Jill's Foot Pads	Moore Medical LLC	Sole Supports, Inc.
Anodyne	Dr. William M. Scholl College of Podiatric Medicine at Rosalind Franklin University of Medicine and Science	MTI	SOLO Laboratories, Inc.
Apis Footwear Company	Dr.'s Remedy Enriched Nail Polish	Multi Radiance Medical	Spenco Medical Corporation
ASICS America Corporation	Eastern Podiatry Lab, Inc.	Musculoskeletal Transplant Foundation	STI Computer Services
ASICS America Corporation	Elsevier	Nestle Health Science - PamLab	Straight Arrow Products
Aspen Laser Systems	Esaote	NeuroMetrix	Stratus Pharmaceuticals, Inc.
athenahealth, Inc.	Esaoite	New Balance Athletic Shoe, Inc.	Stryker
Bako Integrated Physician Solutions	European Footcare Supply	New Jersey Podiatric Medical Society	Superfeet
Bergmann Orthotic Lab	Foot Management Inc.	New York College of Podiatric Medicine	SureFit Labs
Berman Partners, LLC	Footmaxx	Northwest Podiatric Laboratory	Tekscan
Bianco Brothers Instruments	Frankford Leather Co., Inc.	NOVADAQ	Televare Systems
Bio Skin Cropper Medical	Fresenius Vascular Care	NuTech Medical, Inc.	Temple University School of Podiatric Medicine
Biofreeze, Therapearl/Theraband	Gensco Laboratories, LLC	The OHI Family of Brands: OHI, Apex, Arizona AFO, Langer Biomechanics, SafeStep	The Tetra Corporation
Bioventus	Gill Podiatry Supply & Equipment Company	Organogenesis Inc.	TRAKnet
Blaine Labs, Inc.	Goldfarb Foundation	Ortho-Jelly Organic Pain Relief	Trilliant Surgical
Blue Orchid Marketing	Gordon Laboratories	Orthofeet, Inc.	Tuttnauer USA
Bonapeda Enterprises LLC	GraMedica	OrthoFix	U.S. Podiatry Registry
Brooks Running	gSource, LLC	Osiris Therapeutics, Inc.	Universal Imaging
Brown & Brown Insurance	Hawaiian Moon	Patient Account Services	Upsher-Smith Laboratories, Inc.
Brymill Cryogenic Systems	Henry Schein Foot & Ankle	PBHS	Valeant Pharmaceuticals North America LLC
Burmans Medical Supplies	Henry Schein MicroMD	Pedicis Research	Vionic Group, LLC
CaerVision Podiatry Network	Hopewell Pharmacy & Compounding Center	PediFix Footcare Inc.	Western University of Health Sciences College of Podiatric Medicine
	IMS Medical Equipment LLC	Pennsylvania Podiatric Medical Association	Wolters Kluwer Health
		PharmaceutiX	Xiamen Kon Technology Co., Ltd.
			Zimmer MedzinSystems

2017 ANNUAL SCIENTIFIC MEETING SPONSORS (AS OF 4.8.16)

DIAMOND (\$125,000)

PICA
Valeant Pharmaceuticals North America LLC

PLATINUM (\$100,000)

Bako Integrated Physician Solutions
MediTouch EHR/HealthFusion
PharmaDerm, a division of Fougera Pharmaceuticals Inc.

GOLD (\$50,000)

Acelity (KCI, LifeCell, Systagenix)
Intellicure, Inc.
NOVADAQ
Smith & Nephew
Vionic Group, LLC

SILVER (\$25,000)

ASICS America Corporation
Merz North America
MiMedx Group, Inc.
Organogenesis Inc.
Osiris Therapeutics, Inc.
Spenco Medical Corporation

BRONZE (\$15,000)

New Balance Athletic Shoe, Inc.

PEWTER (\$10,000)

Amerx Health Care Corporation
Stryker Foot and Ankle
Universal Imaging

COPPER (\$5,000)

athenahealth, Inc.
Cook Medical
DJO Global, Inc.
SureFit Labs
Upsher-Smith Laboratories, Inc.

TIMELINE, SHIPPING, AND HOTEL INFORMATION

SHIPPING INFORMATION

ADVANCE SHIPPING

c/o Global Experience Specialists (GES)
American Podiatric Medical Association
[Company Name/Booth Number]
Global Experience Specialists-Nashville
UPS Freight
45 Teledyne Pl.
La Vergne, TN 37086

- First day to receive: Wednesday, June 21, 2017
- Last day to receive: Thursday, July 20, 2017
- Warehouse hours: 8 a.m.-4:30 p.m.

* Shipping information is subject to change. Please refer to exhibitor kit, available at www.apma.org/exhibits, for any updates.

DIRECT SHIPMENT TO EXHIBIT SITE

c/o Global Experience Specialists (GES)
[Company Name/Booth Number]
Gaylord Opryland Resort Ryman B Loading Dock (East)
2816 Opryland Drive
Nashville, TN 37214-1210

- Only day to receive: Wednesday, July 26, 2017
8 a.m.-4:30 p.m.

Move-out:

- Saturday, July 29, 2017
(visit www.apma.org/exhibits for timeline)

EXHIBIT SCHEDULE

Set-Up Wednesday, July 26
Exhibit Hall Open Thursday, July 27
Exhibit Hall Open Friday, July 28
Exhibit Hall Open Saturday, July 29
Dismantle Saturday, July 29

For the complete exhibit hall schedule, visit www.apma.org/exhibits.

HOTEL INFORMATION

GAYLORD OPRYLAND RESORT & CONVENTION CENTER

2800 Opryland Drive
Nashville, TN 37214
615-889-1000

Visit www.apma.org/thenational for complete reservation information.

APMA ROOM BLOCK IS LIMITED.

To guarantee a room within the APMA group rate, it is recommended that you make your reservations immediately. Please be aware that the block of rooms available at the group rate is limited.

OCTOBER 28, 2016-FRIDAY

Last day to submit application for space assignment via Priority Point system.

JANUARY 6, 2017-FRIDAY

Last day for early-bird registration. Prices increase by 10 percent for all booth types after January 8, 2017.

MAY 1-MONDAY

Exhibitor Kit available online at www.apma.org/exhibits.

JUNE 23-FRIDAY

Contract balance due to APMA.
Booth personnel information due.

JUNE 23-FRIDAY

Certificate of Liability Insurance due to APMA.

JULY 5-WEDNESDAY

Exhibitor Kit Discount: last day to place orders with payment and receive discounted price.

JULY 27-29

THURSDAY-SATURDAY

Exhibit at APMA meeting. Visit www.apma.org/exhibits for specific times and for set-up and dismantling schedule.

CONTACTS

Melanie R. Carter
Associate Director
Development and Corporate Relations
301-581-9243 • F: 301-530-2752
mrcarter@apma.org

Global Experience Specialists (GES)
Exhibit Official Service Contractor
(National Service Center)
800-475-2098 • F: 866-329-1437
www.ges.com/contact



RULES AND REGULATIONS



PLEASE NOTE THESE IMPORTANT ITEMS

THE COMPLETE SHOW RULES AND REGULATIONS ARE LOCATED ON THE REVERSE SIDE OF THE EXHIBIT SPACE APPLICATION.

1. EXHIBITOR INSURANCE REQUIREMENTS

All property of the exhibitor is understood to remain under its custody and control in transit to and from or within the confines of the exhibit area. APMA, Inc., the Gaylord Opryland Resort & Convention Center, and GES do not provide insurance covering the exhibitor's property. See "Insurance" section on p. 16 for complete requirements.

2. SOLICITATION REGULATION

Distribution of printed matter, souvenirs, or any other articles shall be restricted to the contracted booth area. No part of the facility other than the exhibitor's booth shall be used for display, order taking, or selling purposes of any kind. The exhibitor may not receive or permit the receipt of legal tender, or anything of value, for goods and/or services in the exhibit area or in any other facility provided or controlled by APMA, nor shall any goods be delivered for which any future payment is made. The exhibitor is responsible for any local sales taxes on orders. Management reserves the right to require removal of any objectionable display elements or prohibit any unauthorized exhibitor selling activity.

Exhibitor represents and warrants that all marketing activities, including but not limited to display and printed

information for distribution and oral discussions that take place in the exhibit booth, comply with all applicable federal and state laws, including FDA and FTC regulations.

3. CANCELLATION

Cancellation of booth-space contracts must be received in writing. See "Cancellation" section on p. 16 for all conditions and requirements.

4. CO-MARKETING REQUESTS & SPACE SHARING

If two or more companies wish to be assigned exhibit space adjacent to one another, each company must attach a cover letter to its exhibit space application, explain the request, and copy the other company on the request. The space assignment will then be made by averaging the co-marketing companies' points. No subletting or sharing of exhibit space is permitted.

5. SET-UP/DISMANTLE

During set-up and dismantling of booths, no one under the age of 18 is allowed in the exhibit hall.

6. HALL ETIQUETTE

As a courtesy to APMA's Annual Scientific Meeting attendees and to your fellow exhibitors, exhibitors are requested to open their exhibit on time each day and staff it throughout the day of the meeting until the scheduled closing of exhibits.

Carefully read the complete show Rules and Regulations on the reverse side of the Exhibit Space Application for information on cancellations, labor and booth configuration regulations, and exhibit exclusions.

EXHIBIT SPACE FAQs



HERE'S HOW TO SECURE EXHIBIT SPACE

Complete the Exhibit Space Application on page 15 and mail with your 50-percent deposit or full payment to:

American Podiatric Medical Association, Inc.

Annual Meeting Department

Attn: Melanie R. Carter

9312 Old Georgetown Road

Bethesda, MD 20814-1621 **OR**

If payment is made by credit card, applications may be e-mailed to mrcarter@apma.org, or faxed to 301-530-2752.

A 50-percent deposit must accompany signed contracts for processing. Full payment for exhibit space must be received by APMA no later than **Friday, June 23, 2017**. Contracts received after that date must be accompanied by full payment.

WHO IS ELIGIBLE TO EXHIBIT?

The exhibits are an extension of the educational program of the American Podiatric Medical Association, Inc. In order for APMA to accept the application, the products and services must promote podiatric medicine and/or enhance the podiatric profession. APMA reserves the right to refuse applications for any reason.

HOW IS SPACE ASSIGNMENT DETERMINED?

APMA's Priority Point system exhibit space is assigned by the exhibitor point system designed by APMA. This system develops a priority number for each exhibitor, based on four criteria of support for APMA:

1. Consecutive years exhibited with APMA
2. Number of booths taken per year
3. Advertising placed in APMA publications
4. Support for APMA educational programs and other APMA programs

To benefit from the priority points rating, the application for exhibit space must be received on or before

Friday, October 28, 2016. Applications received after **Friday, October 28, 2016**, will be assigned space in order of date received. APMA reserves the right to assign the next-best substitute space when the requested space is not available. Since it is not possible to contact each company, please do not concentrate all choices in one area of the exhibit hall. APMA reserves the right to reassign exhibit space.

HOW CAN I SAVE ON THE COST OF A BOOTH?

Take advantage of early-bird registration! Purchase your booth by **Friday, January 6, 2017**, and save. Prices increase by 10 percent for all booth types after **Friday, January 6, 2017**.

WHAT IS INCLUDED IN THE BOOTH FEE?

The booth rental fee includes:

- booth with pipe, drape and a company identification sign;
- complimentary set of meeting pre-registrant data (self-stick labels or Excel file);
- complimentary badges for registered booth personnel;
- complimentary refreshment breaks in the hall with attendees;
- recognition on APMA website with link to company home page;
- recognition in daily meeting newspaper; and
- recognition in mobile meeting app, with link to company home page.

The booth rental fee does not include admittance to the scientific sessions. Any DPM wishing to attend these sessions is required to register as a meeting attendee.

HOW DO I ORDER BOOTH SUPPLIES?

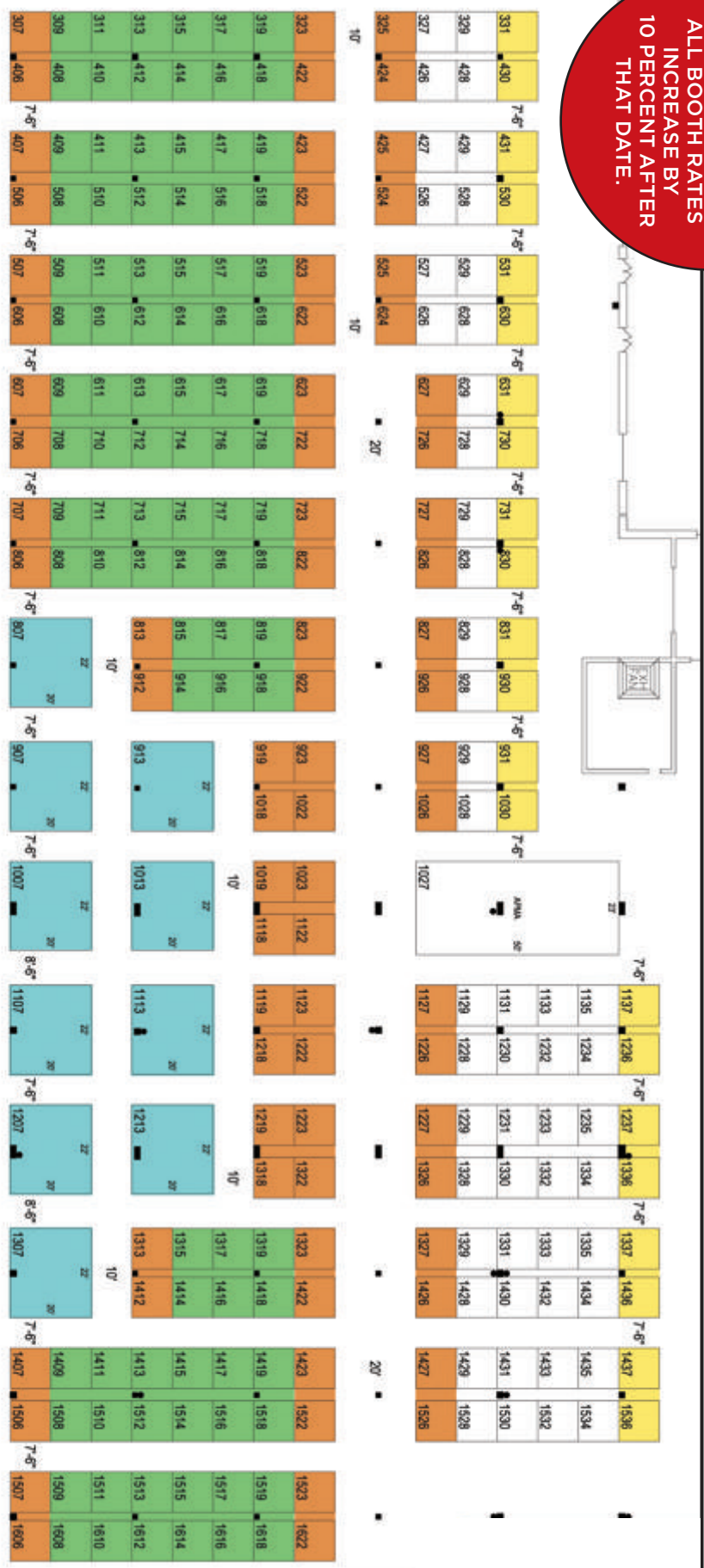
Booth supplies and services can be ordered online at the Espresso site created by GES beginning May 1, 2017. A printable (PDF) exhibitor services manual is also available at that site. Exhibitors that have an appointed contractor should forward the Espresso link or PDF manual as necessary.

Gaylord Opryland Resort & Convention Center—Ryman Halls B1-6 • Exhibit Dates: July 27-29, 2017

**EARLY-BIRD
REGISTRATION
ENDS FRIDAY,
JANUARY 6, 2017.
ALL BOOTH RATES
INCREASE BY
10 PERCENT AFTER
THAT DATE.**

- FLOOR PLAN KEY**
- CORNER STANDARD \$2,850*
 - CORNER PREMIUM \$3,400*
 - AISLE PREMIUM \$2,750*
 - PREMIUM ISLAND \$9,600*
 - AISLE STANDARD \$2,650*

* Booth fee does not include furnishings or any other booth supplies.



GET EXHIBITION INFORMATION 24/7 AT WWW.APMA.ORG/EXHIBITS.

EXHIBIT SPACE APPLICATION

(RULES AND REGULATIONS ON REVERSE SIDE.)
GET EXHIBITION INFORMATION 24/7 AT WWW.APMA.ORG/EXHIBITS.

2017 ANNUAL SCIENTIFIC MEETING

Gaylord Opryland Resort & Convention Center—Ryman Halls B1-6 • Exhibit Dates: July 27-29, 2017

1. OFFICIAL COMPANY NAME AND REPRESENTATIVE TO RECEIVE ALL MAILINGS

(To avoid delays in processing your application, please print *all* information legibly.)

COMPANY NAME _____

REPRESENTATIVE NAME/TITLE _____

ADDRESS (REQUIRED) _____ CITY/STATE/ZIP _____

WEBSITE _____

CONTACT PHONE _____ CONTACT E-MAIL _____

PUBLIC (TOLL-FREE) _____ PUBLIC E-MAIL _____

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 on the back of this contract and agrees to promptly submit all information requested by APMA.

SIGNATURE _____ DATE _____

PRINT NAME _____

2. COMPANY TYPE

- | | |
|---|---|
| <input type="checkbox"/> Dermatology | <input type="checkbox"/> Pharmaceutical |
| <input type="checkbox"/> Diagnostic Equipment | <input type="checkbox"/> Podiatric Organization |
| <input type="checkbox"/> Education | <input type="checkbox"/> Practice Marketing |
| <input type="checkbox"/> Footwear/Hosiery | <input type="checkbox"/> Publications |
| <input type="checkbox"/> Insurance/Management Services | <input type="checkbox"/> Software (Billing/EMR) |
| <input type="checkbox"/> Laser Therapy | <input type="checkbox"/> Surgical Instruments |
| <input type="checkbox"/> Medical Equipment and Supplies | <input type="checkbox"/> Surgical Products
(Implants, Dressings, etc.) |
| <input type="checkbox"/> Orthotics | <input type="checkbox"/> Wound Care |
| <input type="checkbox"/> Office Equipment | <input type="checkbox"/> Other (please specify): _____ |
| <input type="checkbox"/> Pain Management | |
| <input type="checkbox"/> Pathology Services | |

4. PAYMENT

- Full Payment
 50-percent Deposit - Minimum due. Failure to submit balance on or before Friday, June 23, 2017, will be cause for cancellation of exhibit space.

Enclosed is Check No. _____ in the amount of \$ _____

Credit Card: MasterCard VISA American Express

Credit Card Number _____/_____/_____/_____/_____

Exp. Date _____

Name Printed on Card _____

CSV Code (Required) _____

Signature _____

3. BOOTH SELECTIONS

By submitting a signed copy of this contract, we hereby apply for exhibit space for the APMA Annual Scientific Meeting. We request the location(s) listed below, in order of preference. (Please indicate five choices in the event that some of your preferences have already been assigned.) APMA reserves the right to assign the next-best substitute space when the requested space is not available and to reassign exhibit space as necessary.

BOOTHS REQUESTED:

1ST CHOICE: Booth number(s) _____ Booth rate(s): _____

2ND CHOICE: Booth number(s) _____ Booth rate(s): _____

3RD CHOICE: Booth number(s) _____ Booth rate(s): _____

4TH CHOICE: Booth number(s) _____ Booth rate(s): _____

5TH CHOICE: Booth number(s) _____ Booth rate(s): _____

*** All booth rates increase by 10 percent after Friday, January 6, 2017.**

List up to two exhibitors you do not want in proximity to your booth(s). Specific names of companies must be listed. Once the online booth sales module is activated, APMA cannot assume responsibility for the location of competing companies with like products in proximity.

1. _____

2. _____

APMA Office Use: Booth Assignment _____ Payment 1 _____ Amount \$ _____ Authorization Code _____

Payment 2 _____ Amount \$ _____ Authorization Code _____

Meeting Sponsor Yes No Level: _____ Discount: _____ Final Booth Cost: _____

5. PROGRAM BOOK AND EXHIBIT HALL INFORMATION

(APMA is not responsible for mistakes in the information.)

COMPANY NAME _____

Indicate name exactly as it should appear in the printed materials.

Instructions for providing a company description for publication on the APMA website will be provided in the booth confirmation notice.

6. GENERAL LIABILITY INSURANCE CERTIFICATE

All exhibitors must submit a certificate of liability insurance. Please review the "Insurance" section of the Rules and Regulations located on p. 16 of the prospectus. Instructions for uploading the certificate will be provided in the booth confirmation notice.

7. SUBMIT COMPLETED FORM TO:

American Podiatric Medical Association, Inc.
9312 Old Georgetown Road, Bethesda, MD 20814
E-mail: mrcarter@apma.org • Fax: 301-530-2752

RULES AND REGULATIONS

APPROVAL: No agreement for the rental of exhibit space exists until American Podiatric Medical Association (APMA) provides written acceptance. At that time, it becomes a legally binding agreement between the exhibitor and APMA, and exhibitor agrees to comply these rules and regulations, including any adopted subsequent to the written agreement.

ELIGIBILITY: APMA reserves the right to determine eligibility of exhibitor for inclusion in the event.

EXHIBIT SPACE ASSIGNMENT.

- A. **Method.** The method of determining space assignments shall be established by APMA and may be changed from time to time without notice to exhibitors. Exhibit space is currently assigned based on the exhibitor point system designed by APMA. Space assignments shall be as indicated on the exhibit space rental agreement. However, should conditions or situations warrant, APMA reserves the right to rearrange exhibitors or adjust the floor plan to accommodate the best interest of the event. The floor plan maintained by APMA shall be the official floor plan. Changes may occur at any time to accommodate event needs.
- B. **Subletting Space.** Exhibitor shall not assign, sublet, share or apportion the whole or any part of the space allotted, or have representatives, products, equipment, signs or printed materials from other than its own firm in its exhibit space without the written consent of APMA.
- C. **Assignment/Transfer.** The agreement is non-assignable by exhibitor except where assignment is in connection with sale or other transfer of the assignor's trade or business to the assignee, but such an assignee shall display only products or services manufactured or marketed by the assignor. In the event of such an assignment, exhibitor must provide written notification to APMA.

DISPLAY REGULATIONS: Please review the enclosed layout of the exhibit floor carefully and consider the needs of your display when selecting your booth(s). In standard "in line" booth units, all display material is restricted to a maximum height of 36 inches, except for the back wall of the display, which is limited to 8 feet in height and one-half the depth of the booth.

The APMA exhibit hall follows the International Association of Exhibits and Events guidelines. The display guidelines are designed to ensure that each exhibitor, regardless of size, has the opportunity to present its products or service in the most effective manner possible.

Exhibitor may not exhibit, advertise, or offer products other than those manufactured or sold by that exhibitor in his or her regular course of business as detailed on the application form.

No exhibitor shall display any product or display or distribute advertisements for a product that is considered by APMA to infringe on another exhibitor's US intellectual property rights (patent, trademark, trade dress or copyright), or that violates US laws or regulations. APMA, in its sole judgment, will determine the appropriateness of products exhibited, and reserves the right to prohibit display or advertisement of products that are in violation of this paragraph or do not meet the event objectives or conform to these regulations.

SOLICITATION REGULATION: Distribution of printed matter, souvenirs, or any other articles shall be restricted to the contracted booth area. No part of the facility other than the exhibitor's booth shall be used for display, order taking, or selling purposes of any kind. The exhibitor may not receive or permit the receipt of legal tender, or anything of value, for goods and/or services in the exhibit area or in any other facility provided or controlled by APMA, nor shall any goods be delivered for which any future payment is made. The exhibitor is responsible for any local sales taxes on orders. Management reserves the right to require removal of any objectionable display elements or prohibit any unauthorized exhibitor selling activity.

Exhibitor represents and warrants that all marketing activities, including but not limited to display and printed information for distribution and oral discussions that take place in the exhibit booth, comply with all applicable federal and state laws, including FDA and FTC regulations.

IRREGULAR ACTIVITIES: NOISE: All sound presentations must be done either in a soundproof environment or through use of earphones so that neighboring exhibitors are not disturbed. All exhibitors with equipment that may be objectionable to other exhibitors because of noise or other disagreeable features must notify APMA of such in writing in advance of the meeting, and agree to accept booth assignments as determined by APMA.

PHOTOGRAPHY AND VIDEO RECORDERS: Exhibitors are not permitted to photograph or videotape any booth other than that of the company they represent. These activities are permitted only before or after exhibit hall hours. Security arrangements for such activities must be made in advance at the exhibitor's expense. Only the official meeting photographer is allowed open access to photograph in the exhibit hall.

RATES, DEPOSITS, AND REFUNDS: Booth space is charged as stated on the contract. No booth will be assigned without a 50-percent deposit accompanying the exhibit space application. Space must be paid for in full no later than 30 days prior to the exhibit opening date. If full payment is not received by this date,

the assigned space may be reassigned at the option of APMA without refund of the deposit. APMA will refund deposits in the event an exhibit application is declined. In the event of conflicts regarding space requests or conditions beyond its control, APMA reserves the right to rearrange the floor plan.

Any space not claimed and occupied (for which no special arrangements have been made 24 hours prior to exhibit opening) will be resold or reassigned by APMA without obligation on the part of APMA for any refund whatsoever.

CANCELLATION: Cancellation of booth-space contracts must be sent to APMA in writing. Cancellations received by APMA at least 60 days prior to the meeting will be refunded, less a \$250 processing fee. No refund will be made if notice of cancellation is received by APMA fewer than 60 days prior to the meeting.

EXHIBIT PERSONNEL: Each exhibiting company may register representatives at no additional cost. All representatives must be registered with the convention office. DPM exhibitors will be admitted to the Annual Meeting Scientific Sessions only if they are additionally registered as a meeting participant.

INSTALLATION AND DISMANTLING: Exhibits may be installed on Wednesday, July 26, 2017. Visit www.apma.org/exhibits for installation hours. All exhibits must be fully set up prior to show commencement. Exhibitors who require additional time for set-up must obtain prior approval from APMA. APMA reserves the right to alter exhibit hours in accordance with the convention program. Exhibitors will be duly notified if such changes are necessary. An exhibitor registration desk will be open during exhibit installation hours. Detailed exhibitor and handcarried freight guidelines will be included in the exhibitor service manual.

All exhibit materials must be dismantled, packed and ready to ship no earlier than Saturday, July 29, 2017. Visit www.apma.org/exhibits for specific hours. Failure to observe this regulation may result in rejection of application for space at future APMA annual meetings.

Advance shipment to warehouse: All exhibit material and equipment must be consigned to GES, the official service contractor, and bills of lading must be completed with all charges fully prepaid as follows:

GES, Advance Warehouse:
c/o Global Experience Specialists (GES)
American Podiatric Medical Association
(Company Name/Booth Number)
Global Experience Specialists - Nashville
UPS Freight
45 Teledyne Pl
La Vergne, TN 37086

Visit www.apma.org/exhibits for direct shipment information.

FURNISHINGS AND EQUIPMENT: APMA's designated Exhibitor Service Contractor will provide the necessary forms and information for rental of furnishings and equipment, shipment, and installation of your exhibit. All exhibits must conform to the standards set by the IAEE. No supplies, materials, posters, or other objects shall be posted or tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. All electrical equipment must conform to the city electrical code and must be approved by Underwriters Laboratory (UL) or another recognized laboratory. Further specifications will be provided by the exhibitor service contractor. Volatile, flammable, or explosive substances or materials prohibited by city ordinance or by insurance carriers will not be permitted on the premises. Exhibitor activities are restricted to the booth allocated.

TIPPING: GES requests that exhibitors do not tip its employees. They are paid an excellent wage scale denoting a professional status, and tipping is not necessary. This policy applies to all GES employees.

SAFETY: Standing on chairs, tables, or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. GES cannot be responsible for injuries or falls caused by the improper use of this furniture. If assistance is required in assembling your booth, please order labor on the display labor order form, and the necessary ladders and tools will be provided.

INSURANCE: All property of the exhibitor is understood to remain under its custody and control in transit to and from or within the confines of the exhibit area. APMA, the Gaylord Opryland Resort & Convention Center, and GES do not provide insurance covering exhibitor's property. Exhibitors must provide a certificate of insurance verifying the following coverage:

- COMMERCIAL GENERAL LIABILITY**
- \$2 Million General Aggregate
 - \$1 Million Products-Completed Operations
 - \$1 Million Bodily Injury/Property Damage
 - \$1 Million Personal and Advertising Injury
 - \$5,000 Medical Expense Limit (per person)

AUTOMOBILE LIABILITY: \$1 Million Combined Single Limit Bodily Injury and Property Damage.

WORKERS COMPENSATION/EMPLOYERS LIABILITY:

- As required by statute
- APMA and its trustees, directors, officers and employees shall be named as additional insureds on these policies. Exhibitor shall secure and furnish certificates to APMA before three (3) months prior to

the first license day of facility usage, and maintain during the entire license period, above said policies. The policies shall provide that they will not be canceled or materially altered prior to the termination of the facility license period or until APMA has been given at least thirty (30) days' written notice of such cancellation or alteration.

SECURITY: APMA provides security guard service during exhibit hours to restrict access to annual meeting registrants displaying valid name badges. In addition, there will be guard service during the hours exhibits are closed to attendees. Loss prevention of your inventory and records is an APMA priority. However, neither APMA, the official security service, Gaylord Opryland Resort & Convention Center, nor GES will be responsible for loss or damage due to any cause.

LIABILITY; INDEMNIFICATION: Exhibitor is responsible for any and all demands on account of any injury or death, or damage to property occurring in or upon any portion of the Opryland Resort & Convention Center used by exhibitor which are caused by the acts or omissions of exhibitor, or their employees, representatives, servants, agents, licensees, invitees, patrons, guests, or contractors. Exhibitor is also solely responsible for any injuries or damages sustained or caused by it in connection with the event, whether or not they occur at the Opryland Resort & Convention Center. This includes, but is not limited to, booth construction, booth set-up, travel to or from the event, activities of the exhibitor's employees or third parties subject to the supervision of exhibitor, or any other activities carried on in connection with the event. Exhibitor shall defend, indemnify and hold harmless APMA, Opryland Resort & Convention Center, and their respective directors, trustees, members, managers, officers, employees, agents, successors and assigns from and against any and all claims, demands, actions, causes of actions, penalties, judgments, and liabilities of every kind and description (including court costs and reasonable attorneys' fees) for injury to and death of persons, and damage to and loss of property which are caused by, arise from or grow out of exhibitor's use or occupancy of the premises, from any breach by exhibitor of any condition of this contract, from any act or omission of exhibitor, or their employees, representatives, servants, agents, invitees, patrons, guests, licensees, or contractors, or from the use of any product or service exhibited or any claim or representation made in connection therewith by the exhibitor or any person acting in its behalf. Exhibitor agrees to make no claim for any act or omission of APMA taken in accordance with, or to enforce, these regulations.

FORCE MAJEURE: In the event the Gaylord Opryland Resort & Convention Center or any part of the exhibit area thereof is unavailable, whether for the entire event or a portion of the event, as a result of fire, flood, tempest, or any such act of God, or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or any other cause or agency over which APMA has no control, or should APMA decide that because of any such cause it is necessary to cancel, postpone, or resite the exhibit or reduce the installation time, exhibit time, or move-out time, APMA shall not be liable to indemnify or reimburse the exhibitor in respect of any damage or loss, direct or indirect, arising as a result thereof.

VIOLATIONS: In the event an exhibitor violates any provision of this agreement, APMA shall have the right, without any liability whatsoever, to notify the agents, servants, employees, or other persons then operating exhibitor's booth(s) to close said booth(s) immediately and to remove all the exhibits and other materials in the booth(s) of the exhibitor immediately upon notice. Furthermore, APMA shall have the additional right to bar the exhibitor, his or her agents, servants, employees, or other representatives from the exhibit area and the exhibit halls and facilities, and to enforce the provisions hereof by having the responsible local government official enforce this provision, all without liability to APMA, its agents, servants, employees, or contractors, if any provision of the agreement is breached by the exhibitor or if the exhibitor is in default hereunder, APMA shall have the right, and is hereby authorized, to retain all monies theretofore paid by exhibitor as liquidated damages. In addition to any powers, prerogatives, or remedies otherwise provided by APMA in this agreement, APMA shall have any and all rights and remedies otherwise available at law or equity.

AMENDMENTS: Any and all matters not specifically covered by these rules and regulations and the other terms and conditions contained in the Exhibitor Service Manual shall be subject to the decision of APMA. APMA shall have the full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of the exhibitors. Each exhibitor, for itself and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

DEFAULT: In the event of a breach of this agreement, exhibitors will not be permitted to set up their exhibits or will be subject to eviction, without refund.

GOVERNING LAW: This contract shall be governed by the laws of the city of Nashville, TN. Exhibitor agrees to abide by the rules and regulations of the Gaylord Opryland Resort & Convention Center.

PROBLEMS: Problems should be reported to the APMA exhibit hall manager, APMA meetings administrator, or the APMA executive director.