



The Washington State Podiatric Medical Association's 2021 ANNUAL CONFERENCE

April 23-25, 2021

Due to the ongoing COVID-19 pandemic and anticipated in-person meeting restrictions in 2021, we decided to transition our in-person Annual Conference to an online format for 2021. This event will be available for any podiatrist licensed in Washington State. Our goal for this event is to provide quality continuing education at an affordable cost to our colleagues during this unprecedented time. Therefore, we anticipate similar attendance compared to our previous in-person meetings with over 100 participants in attendance. We appreciate your ongoing support of our profession and hope you will consider joining us for our 2021 online meeting.

About WSPMA

Washington State Podiatric Medical Association (WSPMA) is a nonprofit organization that nurtures excellence, ethics, and collegiality in the profession of podiatric medicine and promotes the highest quality foot and ankle care in Washington State through education, advocacy and training. Its mission is to advocate with integrity and accountability for the profession of podiatric medicine and surgery for the benefit of its members and the patients they serve.

About the 2021 Annual Conference Platform

WSPMA is excited to partner with a local company called [Apps4Org](#) to provide our Washington State attendees and supportive sponsors an innovative and unique virtual conference experience.



Attendees will have access to a personalized website for our event that will highlight speakers and sponsors before and after the event. WSPMA will offer multiple sponsorship opportunities to allow companies to personally participate during the live event with a sponsored lecture opportunity, advertising videos during breaks, and a dedicated sponsorship page. Attendees can search your company's website, reach out to a representative for more information, and watch an advertisement about any featured products.

For more information, please review this overview video: <https://vimeo.com/467199451>

General Meeting Schedule

(Tentative schedule. All times subject to change)

Friday, April 23

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|----------------------------|---|
| <i>11:30 AM – 12:30 PM</i> | Sponsored Risk-Management Lecture |
| <i>12:30 PM – 1:00 PM</i> | Break (Intro to Conference Platform and Sponsorship Page) |
| <i>1:00 PM – 3:00 PM</i> | Scientific Program |
| <i>3:00 PM – 3:30 PM</i> | Afternoon Break (Sponsor Ad Opportunity) |
| <i>3:30 PM – 5:30 PM</i> | Scientific Program |
| <i>5:30 PM – 6:00 PM</i> | Evening Break |
| <i>6:00 PM – 7:00 PM</i> | WSPMA State Business Meeting |

Saturday, April 24

| | |
|----------------------------|---|
| <i>8:00 AM – 10:00 AM</i> | Scientific Program |
| <i>10:00 AM – 10:30 AM</i> | Morning Break (Sponsor Ad Opportunity) |
| <i>10:30 AM – 12:00 PM</i> | Scientific Program |
| <i>12:00 PM – 1:00 PM</i> | Lunch Break (Sponsored Lecture Opportunity) |
| <i>1:00 PM – 2:30 PM</i> | Scientific Program |
| <i>2:30 PM – 3:00 PM</i> | Afternoon Break (Sponsor Ad Opportunity) |
| <i>3:00 PM – 4:30 PM</i> | Scientific Program |

Sunday, April 25

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|----------------------------|---|
| <i>8:00 AM – 10:00 AM</i> | Scientific Program |
| <i>10:00 AM – 10:30 AM</i> | Morning Break (Sponsor Ad Opportunity) |
| <i>10:30 AM – 12:00 PM</i> | Scientific Program |
| <i>12:00 PM – 1:00 PM</i> | Lunch Break (Sponsored Lecture Opportunity) |
| <i>1:00 PM – 2:30 PM</i> | Scientific Program |
| <i>2:30 PM – 3:00 PM</i> | Afternoon Break (Sponsor Ad Opportunity) |
| <i>3:00 PM – 4:30 PM</i> | Scientific Program |

Registration and Questions

To register your sponsorship, please visit the [2021 WSPMA Annual Conference Website](#) and select Sponsor & Exhibitor Registration. For any questions or discussion about your sponsorship interest, contact Dr. Lynn Kovacevich Renne, WSPMA Executive Director, via email at info@wspma.org or by phone at 253-649-3339.

Registration for the 2021 WSPMA Annual Conference will open in **February 2021**.

Sponsorship & Exhibitor Opportunities

Become a sponsor to support our educational program and to capture the attention of podiatric physicians across the state. Maximize your company's exposure by showcasing your products in front of prominent decision makers in podiatric medicine and surgery. This opportunity gives you a chance to be recognized as a valuable leader in the provision of products and services to podiatric physicians, healthcare professionals and their patients. As a sponsor, your company will be profiled significantly in a variety of ways. By giving more, you earn more exposure for our virtual event!

Due to the change in event format, we are offering the following sponsorship opportunities.

- Sales will close on **Friday, April 9, 2020**, or when space sells out!

Sponsorship & Exhibitor Packages

Presenting Sponsor | \$2,500

- Two opportunities available
- Company highlighted on the program agenda and materials as well as in the marketing emails sent to all attendees
- Opportunity during one of the scheduled lunch breaks on Saturday or Sunday for a live or pre-recorded presentation addressing the audience
- Sponsorship recognition in a WSPMA monthly newsletter prior to the meeting
- Opportunity to include information in one of the pre-conference marketing emails
- Sponsorship level recognition and listing on the online sponsorship page at least 1 week before and 60 days after the conference
- Listing on the conference sponsorship page containing company information and logo, website link, short promotional video, and exhibitor contact form for attendee use
- Access to the attendee email list *

Break Sponsor | \$1,750

- Five opportunities available
- Opportunity during one of the session breaks to play a brief presentation/promotional video addressing the audience
- Sponsorship recognition in a WSPMA monthly newsletter prior to the meeting
- Opportunity to include information in one of the pre-conference marketing emails
- Sponsorship level recognition and listing on the online sponsorship page at least 1 week before and 60 days after the conference
- Listing on the conference sponsorship page containing company information and logo, website link, short promotional video, and exhibitor contact form for attendee use
- Access to the attendee email list *

Meeting Sponsor | \$1,250

- Sponsorship recognition in a WSPMA monthly newsletter prior to the meeting
- Sponsorship level recognition and listing on the online sponsorship page at least 1 week before and 60 days after the conference
- Listing on the conference sponsorship page containing company information and logo, website link, short promotional video, and exhibitor contact form for attendee use
- Access to the attendee email list *

Exhibitor | \$650

- Sponsorship listing on the online sponsorship page at least 1 week before and 60 days after the conference
- Listing on the conference sponsorship page containing company information and logo, website link, short promotional video, and exhibitor contact form for attendee use
- Access to the attendee email list *

**Per privacy regulations, email lists will only include attendees who opt-in*

Passport to Prizes Program

We are dedicated to maximizing your investment and increasing your exposure, so we are offering gamification through the conference website in order to bring attendees to YOU. The Passport to Prizes Program invites all conference attendees to visit and explore all of our meeting sponsors. The virtual event platform will allow us to track attendance of those attendees interacting with the most sponsors and personally taking the time to seek out additional information by contacting our supportive sponsors.

Please indicate on the sponsorship/exhibitor sales form if your organization would like to donate a Passport Prize.

At the completion of the conference, we will raffle prizes to attendees that connect and engage with the most exhibitors. Notification of winners and generous sponsors will be sent to all attendees in a blast email.

Refund & Cancellation Policy

In the event that the exhibitor and/or sponsor notifies WSPMA of the exhibitor's and/or sponsor's intent to repudiate the contract after acceptance prior to March 26, 2021, a full refund of monies received, less a \$75 cancellation fee, will be made. A penalty of 50% of the total online registration cost contracted will be imposed for a written cancellation received between March 27, 2021 and April 9, 2021.

No refunds will be made for cancellations submitted after April 9, 2021. If for any cause beyond the control of WSPMA—such as, but not limited to, the destruction of the exhibit facilities/platform by an act of God, the public enemy, authority of the law, fire, or other force majeure—WSPMA is unable to comply with the terms of this contract and deliver the space and/or services allotted hereunder, this contract shall be considered terminated and any payments made hereunder by the exhibitor shall be refunded to the exhibitor, less expenses incurred by WSPMA to the date of the termination allowable to the exhibitor after proration thereof among all exhibitors and/or sponsors.



Thank you for your consideration. We hope you'll join us for our virtual event in April 2021!
Your support of the 2021 WSPMA Annual Conference is greatly appreciated.

Learn more and sign up online at www.wspma.org
info@wspma.org | (253) 649-3339 | www.wspma.org