Walt Disney World
Swan Resort

December 7-10, 2017

Orlando

EXHIBITOR PROSPECTUS & SPONSORSHIP OPPORTUNITIES
Dear Exhibitor/Sponsor:

On behalf of the Kent State University College of Podiatric Medicine (KSUCPM), we are excited to invite you to participate in the 2017 December KSUCPM Southeast National Conference, a continuing medical education podiatric conference. The KSUCPM Southeast National Conference will be held Thursday, December 7, 2017 – Sunday, December 10, 2017 at the Walt Disney World Swan Resort in Lake Buena Vista, Florida.

Located in the heart of Walt Disney World, the Walt Disney World Swan Resort is a deluxe Disney resort hotel and the gateway to Orlando’s illustrious theme parks and attractions. The hotel is located in between Epcot and Disney’s Hollywood Studios, and close to Disney’s Animal Kingdom Theme Park and Magic Kingdom Theme Park.

Due to the extreme popularity of the conference, we anticipate another great attendance from our registrants. Every aspect of the 2017 Southeast National Conference has been designed to be a first-class seminar. This is one conference that you want to be sure that your company attends!

Please make your plans now to join us at the 2017 December Southeast National Conference at the Walt Disney Swan, December 7—10, 2017. Space is limited! Don't miss out on this opportunity and sign up today!

**Exhibit Space Information**

Exhibit spaces at the 2017 Southeast National Conference are table top size.
Each exhibit space includes one (1) six (6) ft. skirted table and two (2) chairs.
Exhibit space is assigned based on the sponsorship level and date registration and payment is received.

**Exhibit Schedule**

**Exhibitor Set-up:**  
Wednesday, December 6, 2017: 5 p.m. – 7 p.m.  
Thursday, December 7, 2017: 6:00 a.m. – 6:45 a.m.

**Exhibit Hall Hours:**  
Thursday, December 7, 2017: 7:00 a.m. - 4:00 p.m.  
Friday, December 8, 2017 7:00 a.m. - 4:00 p.m.

**Exhibitor Tear-down:**  
Friday, December 8, 2017 beginning at 4:00 p.m.

**Walt Disney Swan Resort**

Arrangements have been made for an amazing rate of $209 per night.

For online reservations visit [http://www.swandolphin.com/groupres/KSC16/](http://www.swandolphin.com/groupres/KSC16/) or call 407-934-4000 and mention the Kent State University College of Podiatric Medicine Southeast National Conference to receive this special rate.

*Sleeping room availability is limited and the discount is subject to hotel availability!*

*An Amazing $209 Room Rate!*

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*Thursday and Friday Continental Breakfast, Lunch and Breaks are included in all sponsorship levels for up to (2) two representatives. Additional meal tickets can be purchased separately upon request.*
## Sponsorship Opportunities At A Glance

<table>
<thead>
<tr>
<th></th>
<th>PLATINUM $15,000</th>
<th>DIAMOND $8,000</th>
<th>GOLD $5,500</th>
<th>TECHNOLOGY $4,000</th>
<th>SILVER $3,500</th>
<th>BRONZE $1,800</th>
<th>EXHIBITOR $1,200</th>
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<tbody>
<tr>
<td>Opportunity to host conference workshop</td>
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<tr>
<td>Company advertised on all collateral materials</td>
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<tr>
<td>Opportunity for registrant giveaway item</td>
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<tr>
<td>Digital Signage advertisement during the conference</td>
<td>Logo and Ad</td>
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<tr>
<td>Sponsor recognition during conference</td>
<td>Epcot Fireworks Reception</td>
<td>Lunch</td>
<td>Continental Breakfast</td>
<td>Wi-Fi</td>
<td>Coffee Break</td>
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<tr>
<td>Company ad in program</td>
<td>Full Page</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Half Page</td>
<td>Quarter Page</td>
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<td>General Session Hall entrance signage</td>
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<td>●</td>
<td>Company Name</td>
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<tr>
<td>Sponsorship level sign posted at exhibit booth</td>
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<tr>
<td>Complimentary Tickets for Epcot Fireworks Reception</td>
<td>Ten</td>
<td>Eight</td>
<td>Six</td>
<td>Four</td>
<td>Two</td>
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<tr>
<td>Sponsorship level listed in program</td>
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<tr>
<td>Complimentary Exhibit Booth</td>
<td>Prime Location</td>
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</tbody>
</table>
Sponsorship Opportunities

**Platinum Sponsor**  
$15,000

- Complimentary Exhibit Booth in Prime Location
- Front Page Listing as Platinum Sponsor on all collateral marketing materials
- Logo and Ad displayed on digital signage during conference
- Logo displayed under Platinum Sponsorship on Entrance Signage to General Session Hall
- Sole Sponsor of KSUCPM Alumni Fireworks Reception @ Epcot (Friday Evening)
- Opportunity for promotional item to all registrants, including badge lanyard (Provided by Company)
- Listing as Platinum Sponsor in Program
- Platinum Sponsor posted at exhibit booth
- Full Page Ad in Program
- Ten Complimentary tickets to KSUCPM Alumni Fireworks Reception @ Epcot
- Opportunity to host preconference or conference workshop (Limited Availability)

**Diamond Sponsor**  
$8,000

- Complimentary Exhibit Booth in Prime Location
- Front Page Listing as Diamond Sponsor on all collateral marketing materials
- Logo and Ad displayed on digital signage during conference
- Logo displayed under Diamond Sponsor on Entrance Signage to General Session Hall
- Official Sponsor of Lunch with signage
- Opportunity for promotional item to all registrants
- Listing as Diamond Sponsor in Program
- Sponsorship level posted at booth
- Full page Ad in Program
- Eight Complimentary tickets to KSUCPM Alumni Fireworks Reception @ Epcot
- Opportunity to host preconference or conference workshop (Limited Availability)

**Gold Sponsor**  
$5,500

- Complimentary Exhibit Booth in Prime Location
- Front Page Listing as Gold Sponsor on all collateral marketing materials
- Logo and Ad displayed on digital signage during conference
- Logo displayed under Gold Sponsor on Entrance Signage to General Session Hall
- Official Sponsor of Continental Breakfast with signage
- Opportunity for promotional item to all registrants
- Listing as Gold Sponsor in Program
- Sponsorship level posted at booth
- Half Page Ad in Program
- Six Complimentary tickets to KSUCPM Alumni Fireworks Reception @ Epcot
- Opportunity to host preconference or conference workshop (Limited Availability)
# Sponsorship Opportunities

## Technology Sponsor $4,000
- Complimentary Exhibit Booth In Prime Location
- Front Page Listing as Technology Sponsor on all collateral marketing materials
- Logo displayed under Technology Sponsor on Entrance Signage to General Session Hall
- Logo and Ad displayed on digital signage during conference
- Opportunity for promotional item to all registrants
- Official sponsor of Event Wifi with signage and Company Name listed
- Listing as Technology Sponsor in conference Program
- Sponsorship level posted at booth
- Half Page Ad in Program
- Four Complimentary tickets to KSUCPM Alumni Fireworks Reception @ Epcot

## Silver Sponsor $3,500
- Complimentary Exhibit Booth
- Logo displayed under Silver Sponsor on Entrance Signage to General Session Hall
- Logo and Ad displayed on digital signage during conference
- Opportunity for promotional item to all registrants
- Official sponsor of Coffee Break with signage
- Listing as Silver Sponsor in conference Program
- Sponsorship level posted at booth
- Quarter Page Ad in Program
- Two Complimentary tickets to KSUCPM Alumni Fireworks Reception @ Epcot

## Bronze Sponsor $1,800
- Complimentary Exhibit Booth
- Company Name listed under Bronze Sponsor on Entrance Signage to General Session Hall
- Listing as Bronze Sponsor in conference Program
- Sponsorship level posted at booth
- Quarter Page Ad in Program
- Two Complimentary tickets to KSUCPM Alumni Fireworks Reception @ Epcot

## Exhibitor $1,200
- Complimentary Exhibit Booth
- Company name listed in conference program as exhibitor
Rules/Regulations & Policies
2017 National Conference

Please review these rules and regulations carefully.

Your signature on the Exhibit/Sponsorship Form binds you and your company to this contract and the terms expressed herein.

Advertising in Registration Brochure & Event Program
If your sponsorship qualifies for advertisement space in the Event Program, please follow these formats: Full page ads should be 8.5 x 11, four color. Half page ads should be 4 x 10 vertical or 8 x 5 horizontal, four color. Quarter page ads should be 4 x 5, four color. All ads that are submitted should be high resolution (300 dpi) electronic files, preferred in either Quark, PDF, EPS, or TIFF formats. Deadlines: Event Program ads due by November 6, 2017. Please submit ads to priley6@kent.edu.

Products/Services
The products or services that are exhibited at the KSUCPM Southeast National Conference must be those related to the interests and educational values of the conference. The Southeast National Conference may refuse to accept the application of any company or persons whose products/services do not meet the educational integrity and objectives of the KSUCPM Southeast National Conference.

Terms of Payment
A deposit of $600 per exhibit booth must accompany your completed Exhibit/Sponsorship Form. Deposits are Non-Refundable. The balance of the exhibit/sponsorship fee must be sent to KSUCPM by December 1, 2017. If full payment is not received by KSUCPM by this date, assigned space may be reassigned or sold without refund of deposit. The exhibitor/sponsor can also simply pay in full when sending in the completed Exhibit/Sponsorship Form.

Badges & Registration
All participants at the KSUCPM Southeast Regional Conference must register on their first day attending the event and official conference badges must be worn at all times during the conference.

Hotel Reservations
All exhibitors/sponsors must reserve their guest rooms through the Kent State University College of Podiatric Medicine room block at the Walt Disney World Swan Hotel. For online reservations visit http://www.swandolphin.com/groupres/KSC16/ or call 407-934-4000 and mention the Kent State University College of Podiatric Medicine Southeast National Conference to receive this special rate. Sleeping room availability is limited and the discount is subject to hotel availability!

Exhibitor/Sponsor Activities
Any products/services showcased or displayed by the exhibitor/sponsor must be conducted or distributed within the exhibit space assigned. The exhibitor/sponsor is prohibited from displaying their products/services in other exhibitor/sponsor spaces, outside the hotel, or in common areas. Exhibitors/sponsors are required to keep their assigned booth space in good order and cleanliness at all times. A representative of the company may attend the program, but is not allowed to engage in any promotional activities in the room while the program is taking place.

Exhibitor Set-up:
Wednesday, December 6, 2017: 5 p.m.—7 p.m.
Thursday, December 7, 2017: 6 a.m.—6:45 a.m.

Exhibitor Tear-down:
Friday, December 8, 2017 beginning at 4:00 p.m.
Please note early an early teardown fee of $250.00 will apply for any exhibitor who dismantles their booth before 4:00 p.m. on Friday, December 8, 2017.

Liability
The exhibitor/sponsor hereby assumes responsibility and agrees to indemnify and defend the KSUPM Southeast National Conference, its members and staff, and the Walt Disney World Swan against any claims, injuries, or expenses that result out of the use of the exhibition space and hotel grounds, unless the damages/injury is due solely to the negligence of the KSUCPM Southeast National Conference and the Walt Disney Swan.

Insurance
The KSUCPM Southeast National Conference and the Walt Disney Swan do not provide insurance covering property of the exhibitor/sponsor. It is the sole responsibility of the exhibitor/sponsor that they carry insurance coverage.

No Show Policy
In the event an individual made his/her reservation with the Walt Disney Swan and the cancellation was not cancelled by 6:00 pm of the first day, the individual will be billed for the room and tax and the reservation will automatically be cancelled for the remaining nights.

Shipping & Receiving

Every sponsor is responsible for all arrangements and expenses of shipping materials, merchandise, exhibits, or any other item to and from the hotel. Your company must use GES Global Experience Specialists for your shipping and drayage needs. The shipping and drayage information will be sent to you once you have registered for the conference. By using GES for all shipping and drayage, all items will be delivered to your booth and picked up for return shipment during set up and teardown hours.

Please note any shipments directly to and from the hotel must be picked up and delivered by each sponsor at the Swan Business Center during business center hours of operation. All shipment labels, storage and shipping arrangements are the sponsors responsibility.
Company Name:__________________________________________
Address:________________________________________________________________________________
City:_____________________________________  State:_____________  Zip:________________________
Contact Name:___________________________________  Title:___________________________________
Business Phone:__________________________________  Fax #:__________________________________
E-Mail:_________________________________________________________________________________

Same as above □
Marketing Contact (contact person for Company Ad, Logo, etc.)
Same as above □
Contact Name:________________________________ Business Phone:________________________
E-Mail:________________________________________________________________________________

Same as above □
Conference Contact (contact who will provide representative names, insurance forms, and any other required information
Contact Name:________________________________ Business Phone:________________________
E-Mail:________________________________________________________________________________

____ Yes we are interested in an Exhibit/Sponsorship Opportunity. Please indicate your committed
Sponsorship Level:
□ Platinum Sponsor $15,000  □ Silver Sponsor $3,500
□ Diamond Sponsor $8,000  □ Bronze Sponsor $1,800
□ Gold Sponsor $5,500  □ Exhibitor $1,200
□ Technology $4,000
Payment Method:
□ Credit Card: □ MasterCard  □ Visa

Name of Cardholder:__________________________________________  Amount:_______________________
Card #:__________________________  Exp. Date:__________________________
CSC Code (3 digit code on back of card):________ Signature:__________________________
□ Check made payable to KSUCPM

Indicate which category best describes your products or service. Please choose only one category:
□ Ambulatory Services  □ Implants & Surgical Devices  □ Publications
□ Anesthesia  □ Instruments  □ Schools & Assoc.
□ Business Services & Supplies  □ Laboratory & Diagnostic Services  □ Shoes & Hosiery
□ Chairs & other Podiatric Equipment  □ Medical Supplies  □ Skin & Wound Care
□ Computer Software & Hardware  □ Orthotics & Corrective Devices  □ Treatment/Therapy
□ Equipment – Diagnostic  □ Pharmaceuticals  Modalities
□ Other __________________________________________________

Agreed:
Company Representative (print name):__________________________  Signature:_____________________

Return to Patrick Riley @ Email: priley6@kent.edu or Fax: (216) 916-7392
Exhibit at the 2017 Southeast National Seminar!

December 7-10, 2017
Walt Disney World Swan
Orlando, Florida

- Demonstrate your company’s commitment to the podiatric field and podiatric education
- Enjoy one-on-one time with registrants during program breaks each day of the seminar
- The conference will offer raffles and drawings that will increase traffic in the exhibit hall