2017 EXHIBITOR PROSPECTUS

12th Annual Southern Exposure Seminar

Great Wolf Lodge Conference Center

Cincinnati, Oh

Great Wolf Lodge

Conference Center

2501 Great Wolf Dr.
Mason, OH 45040

513-459-8885

www.greatwolf.com/mason

April 27-30 2017

An Amazing $144 Room Rate!
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 KSUCPM Southern Exposure Seminar, a continuing medical education podiatric conference. The KSUCPM Southern Exposure Seminar will be held Thursday, April 27, – Sunday, April 30, 2017 at the Great Wolf Lodge Conference Center, Cincinnati/Mason OH.

The Great Wolf Lodge Conference Center is located in the Cincinnati suburb of Mason, Ohio, close to an array of well-known dining and shopping establishments. Situated in the tri-state area of Ohio, Indiana, and Kentucky, we have designed our program to attract podiatric physicians from all over the country.

The 2017 Southern Exposure Seminar promises to be an exciting and well attended conference. We anticipate roughly 250 DPM’s to be in attendance. By attending the 2017 Southern Exposure Seminar, you will be able to demonstrate your company’s commitment to the podiatric field and podiatric education, enjoy one-on-one time with registrants during program breaks and lunches each day of the seminar, and reach a variety of podiatric physicians specializing in many areas.

Please make your plans now to join us at the 2017 Southern Exposure Seminar at the Great Wolf Lodge April 27— April 30, 2017. Space is limited - please respond no later than April 4, 2017.

We look forward to seeing you in Cincinnati, Ohio!
Exhibit Space Information

Exhibit spaces at the 2017 Southern Exposure Seminar 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.

Hotel Accommodations

Arrangements have been made for an amazing rate of $144 per night.

*Make your reservations today!*

For reservations call 866-954-9653 and mention #1704KENT to receive this special rate.

Sleeping room availability is limited and the discount is subject to hotel availability!! Cut off date for discounted rate is *4/1/2017.*

Exhibit Schedule

**Exhibitor Set-up:**
Wednesday, April 26, 2017: 4 p.m. – 6 p.m.
Thursday, April 27, 2017: 6:30 a.m. – 7 a.m.

**Exhibit Hall Hours:**
Thursday, April 27, 2017: 7:00 a.m. - 4:00 p.m.
Friday, April 28, 2017: 7:00 a.m. - 3:30 p.m.

**Exhibitor Tear-down:**
Friday, April 28, 2017 beginning at 3:30 p.m.

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.

Return Forms With Payment To:
Attn: Southern Exposure Seminar
6000 Rockside Woods Blvd.
Independence, OH 44131
Fax: 216-447-0424
Email: ksavanna@kent.edu
<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Platinum $8,000</th>
<th>Diamond $5,000</th>
<th>Gold $3,000</th>
<th>Silver $1,195</th>
<th>Exhibitor $995</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsors an attendee giveaway item.</td>
<td>• Registrant Tote Bag With Logo</td>
<td>• Registrant lanyards with logo</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company advertised on all materials sent out for conference.</td>
<td>• Front Page</td>
<td>• Front Page</td>
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<td></td>
</tr>
<tr>
<td>Company Add Displayed in Program</td>
<td>• Full Page</td>
<td>• Half Page</td>
<td>• Quarter Page</td>
<td></td>
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</tr>
<tr>
<td>Digital Signage advertisement during the conference.</td>
<td>• Logo and Ad</td>
<td>• Logo and Ad</td>
<td>• Logo and Ad</td>
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</tr>
<tr>
<td>Company noted as sponsor during conference.</td>
<td>• Cocktail Reception</td>
<td>• Lunch</td>
<td>• Continental Breakfast</td>
<td>• Coffee Break</td>
<td></td>
</tr>
<tr>
<td>Sponsorship level listed in program.</td>
<td>• With company Logo</td>
<td>• With company Logo</td>
<td>•</td>
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<td>•</td>
</tr>
<tr>
<td>Complimentary Exhibit Booth</td>
<td>• Prime Location</td>
<td>• Prime Location</td>
<td>• Prime Location</td>
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</tr>
</tbody>
</table>
## SPONSORSHIP OPPORTUNITIES

### Platinum Sponsor $8,000
- Complimentary Exhibit Booth in Prime Location
- Listing as Platinum Sponsor on Front Page all materials sent out for conferences
- Logo and Ad displayed on digital signage during conference
- Sole Sponsor of Cocktail Reception (Thursday Evening)
- Sponsor of Tote bags Giveaway for all Attendees with Logo on Cover
- Listing as Platinum Sponsor in Program
- Full Page Ad in Program

### Diamond Sponsor $5,000
- Complimentary Exhibit Booth in Prime Location
- Listing as Diamond Sponsor Front Page all materials sent out for conferences
- Logo and Ad displayed on digital signage during conference
- Sponsor of Lanyards for all Attendees with company Logo
- Official Sponsor of Lunch with signage
- Listing as Diamond Sponsor in Program
- Half Page Ad in Program

### Gold Sponsor $3,000
- Complimentary Exhibit Booth in Prime Location
- Logo and Ad displayed on digital signage during conference
- Official sponsor of Continental Breakfast with signage
- Listing as Gold Sponsor in conference Program
- Quarter Page Ad in Program

### Silver Sponsor $1,195
- Complimentary Exhibit Booth
- Official sponsor of Coffee Break with signage
- Listing as Silver Sponsor in conference Program

### Exhibitor $995
- Complimentary Exhibit Booth
- Company name listed in conference program as exhibitor
Rules/Regulations & Policies
2017 Southern Exposure
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 April 10, 2017. Please submit ads to ksavanna@kent.edu.

Products/Services
The products or services that are exhibited at the KSUCPM Southern Exposure Seminar must be those related to the interests and educational values of the conference. The Southern Exposure Seminar 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 Southern Exposure Seminar.

Terms of Payment
A deposit of $800 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 April 10, 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 as well.

Badges & Registration
All participants at the KSUCPM Southern Exposure Seminar 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 KSU College of Podiatric Medicine room block at the Great Wolf Lodge. For reservations call 866-954-9653 and mention #1704KENT 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, April 26, 2017: 4p.m.—6 p.m.
Thursday, April 27, 2017: 6:30a.m.—7 a.m.

Exhibitor Tear-down:
Friday, April 28, 2017 beginning at 3:30 p.m.
*Please note early an early teardown fee of $250.00 will apply for any exhibitor who dismantles their booth before 3:30 p.m. on Friday, April 28, 2017.

Liability
The exhibitor/sponsor hereby assumes responsibility and agrees to indemnify and defend the KSUPM Southern Exposure Seminar, its members and staff, and the Great Wolf Lodge 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 Southern Exposure Seminar and the Great Wolf Lodge.

Insurance
The KSUCPM Southern Exposure Seminar and the Great Wolf Lodge 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 Great Wolf Lodge 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 the arrangements and all expenses of shipping materials, merchandise, exhibits, or any other item to and from the hotel. The hotel does not receive materials, you must use Academy Expo for your shipping needs. The drayage form and information will be included in your confirmation packet. All drayage must arrive on or before Friday, April 21, 2017. Any shipment received by Academy Expo after the deadline will incur a late charge of $150.00. Address: Academy Expo • 116 Marion Road, Cincinnati, Ohio 45215 • Phone: 513-772-1929 • Fax: 513-772-1690
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:______________________________

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Yes we are interested in an Exhibit/Sponsorship for the KSUCPM Southern Exposure Seminar
in Cincinnati, OH

☐ Platinum Sponsor $8,000
☐ Diamond Sponsor $5,000
☐ Gold Sponsor $3,000
☐ Silver Sponsor $1,195
☐ Exhibitor $995

Payment Method: (AMERICAN EXPRESS IS NO LONGER ACCEPTED)
☐ Credit Card:  ☐ MasterCard  ☐ Visa

Name of Cardholder:_________________________ Amount: ___________
Card #:_________________________ Exp. Date:________________
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:_________________________