North Coast Foot & Ankle Symposium
August 19-20, 2021

2021 Exhibitor Prospectus

Exhibitor Set Up: August 18, 2021
Exhibit Hall Dates: August 19-20, 2021
KSUCPM Campus - Independence, OH

RESERVE YOUR BOOTH https://www.kent.edu/cpm/NorthCoastSponsors
In just its third year, the North Coast Foot & Ankle Symposium anticipates continued success, as we look to sell out this year’s conference, while keeping all parties safe on-site. This year we will once again be bringing back over 25 nationally renowned alumni to provide lectures. KSUCPM is very proud to promote the fact that all proceeds from the NCFAS will benefit the OPMSA Outstanding Podiatric Medical Student Endowed Scholarship Award.

We hope you strongly consider supporting the North Coast Foot & Ankle Symposium in 2021. Through your company’s participation, we can continue providing high-quality CME, while advancing podiatric medical education for generations to come.

Allan M. Boike, DPM, FACFAS
Dean & CEO
Conference Information

Exhibitor Schedule

**Wednesday, August 18, 2021**
3:00 pm - 6:00 pm  Exhibitor Set-Up

**Thursday, August 19, 2021**

- 9:00 am  Exhibit Hall Opens
- 9:30 am - 9:45 am  Morning Break in Exhibit Hall
- 1:45 pm - 2:00 pm  Afternoon Break in Exhibit Hall
- 4:00 pm  Exhibit Hall Closes for Day

**Friday, August 20, 2021**

- 9:00 am  Exhibit Hall Opens
- 9:30 am - 9:45 am  Morning Break in Exhibit Hall
- 1:45 pm - 2:00 pm  Afternoon Break in Exhibit Hall
- 4:00 pm  Exhibitor Tear-Down

**We help drive traffic to your booth!**
- All sign-ins located in Exhibit Hall
- Continental breakfast’s and coffee breaks located in Exhibit Hall
- Raffles held in Exhibit Hall

**About the area:**

The KSUCPM Campus is centrally located seven miles south of Downtown Cleveland and provides efficient access to the region. The immediate area directly surrounding our campus, houses over ten hotels along with numerous restaurant and nightlife options.

- Conveniently located on the I-480 & I-77 Corridor
- Cleveland Hopkins International Airport (3 mi)
- Over 40 restaurants
- 14 Hotels

**Conference Hotel Recommendations:**

- Embassy Suites by Hilton Cleveland Rockside
  5800 Rockside Woods Blvd N, Independence, OH 44131 - (216) 986-9900

- SpringHill Suites by Marriott Cleveland Independence
  6060 Rockside Pl, Independence, OH 44131 - (216) 264-4190

- DoubleTree by Hilton Hotel Cleveland - Independence
  6200 Quarry Ln, Independence, OH 44131 - (216) 447-1300

- Hyatt Place Cleveland Independence
  6025 Jefferson Dr, Independence, OH 44131 - (216) 328-1060

- Home2 Suites by Hilton Cleveland - Independence
  6200 Patriots Way, Independence, OH 44131 - (216) 264-4272

- Courtyard by Marriott Cleveland Independence
  5051 W Creek Rd, Independence, OH 44131 - (216) 901-9988

**COVID-19 Regulations**

KSUCPM is committed to providing a safe and enjoyable return to in-person conferences for all exhibitors and attendees. The North Coast Foot & Ankle Symposium will observe modified business operations as mandated by the CDC, the state of Ohio, and Kent State University, including limited capacity attendance, social distancing, required facial coverings and readily accessible sanitizing stations throughout the facilities. For further updates, or if you have any questions or concerns regarding these modified operations, please contact our team.

**Don’t miss out. Sign up now to reserve your spot!**

Contact Patrick Riley, Director of Development for more information:

Email: priley6@kent.edu ~ Phone: (216) 916-7459 ~ Mail To: 6000 Rockside Woods Blvd., Independence, OH 44131
Sponsorship Opportunities

**STANDARD EXHIBIT BOOTH - $1,500**
- Includes tabletop space within Exhibit Hall, one (6’) table, two chairs, wastebasket and electrical outlet.

**PRINT ADVERTISING OPPORTUNITIES -**

- $200/ Quarter Page  
- $400/ Half Page  
- $600/ Full Page

- Print Advertising Opportunities are for conference program only. See page 5 for details

**CONTINENTAL BREAKFAST SPONSOR - $750**
- Three continental breakfasts, one per day
- *Does not include a booth in Exhibit Hall. Booth must be purchased separately*
- Logo displayed on continental breakfast signage and in conference program

**BREAK SPONSOR - $500**
- Six total breaks, two per day; Thursday (2), Friday (2), Saturday (2)
- *Does not include a booth in Exhibit Hall. Booth must be purchased separately*
- Logo displayed on all Break signage and in conference program

**OTHER PROMOTIONAL OPPORTUNITIES -**

- Company Insert in Registration Bag - $150
- Conference Pens - $500 (or provide In-kind)
- Registration Bags - $1,000 (or provide In-kind)

**UNRESTRICTED EDUCATIONAL GRANT**
- Company will be recognized in conference program as Unrestricted Educational Sponsor
- *Does not include a booth in Exhibit Hall. Booth must be purchased separately.
- *Does not include any conference marketing options

**Updated Opportunities due to COVID-19**
In order to maintain CDC guidelines and keep our exhibitors and attendees safe, a-la carte sponsorships such as lunch & learns and hands-on workshops are not available for the 2021 North Coast Foot & Ankle Symposium. In addition, standard exhibit booth sizes and offerings are subject to change. If you have any questions regarding these updates, please contact our team.
## Print Advertising Opportunities

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Full Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
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<tbody>
<tr>
<td>Price</td>
<td>$600</td>
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### Ad Sizes & Specs

- **FULL PAGE**
  - 8.5 x 11"

- **HALF PAGE - VERTICAL**
  - 4 x 10"

- **QUARTER PAGE**
  - 4 x 5"

- **HALF PAGE - HORIZONTAL**
  - 8 x 5"

### Deadlines
Ads must be submitted to Madalynne Stanic Fitzgerald at mstanic2@kent.edu at least one month prior to conference start date, July 16, 2021.

### Ad Material Specifications
- All ads should be submitted in high resolution (300dpi), and four-color.
- Preferred File Formats: Quark, PDF, EPS, TIFF

*To purchase an advertisement, please complete form on page 7.*
KSUCPM Rules, Regulations & Policies

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

Terms of Payment Full payment MUST be received by KSUCPM at the time of Reservation Form submission. If payment is not received in full at this time, booths cannot be guaranteed. No refunds will be given for vendor cancellations or no shows.

Entertainment Sponsors and exhibitors are prohibited from scheduling receptions, dinners, hospitality suites, social functions, exhibits, product demonstrations, technical seminars, training sessions, workshops, surgical skills labs or other events outside of assigned exhibit booth space without KSUCPM CME Committee approval.

Badges & Registration All participants at the North Coast Foot & Ankle Symposium must check in at the vendor registration area, on the first day attending the conference. Official conference badges must be worn at all time during conference hours. Sponsors and exhibitors will be provided with two name badges for their respective representatives. Additional badges may be purchased for $85 each. Only two representatives will be allowed in their exhibit booth space at one time.

Liability The sponsor/exhibitor hereby assumes responsibility and agrees to indemnify and defend KSUCPM CME Conferences, its members, staff, and KSUCPM Conference hotels against any claims, injuries, or expenses that result out of the use of the exhibition space and hotel grounds, unless damages/injury is due solely to the negligence of KSUCPM and KSUCPM conference hotels. The Exhibit Hall will be locked during non-conference hours. KSUCPM will not be held responsible for any loss or damage to property. Sponsors and exhibitors are responsible for securing all valuables when the exhibit booth is not attended.

Exhibit Booths Exhibit be space is determined on a first-come first-served basis. KSUCPM determines where sponsor/exhibitor booths will be placed in the exhibit hall, based on the date vendor registration form and full payment is received. KSUCPM will attempt to distance companies from competitors, given exhibit hall size and constraints, with no guarantees. All exhibit booths will receive one 6’ skirted table, two chairs, waste basket and access to electrical outlet. Booth sharing or subleasing is strictly prohibited.

Set-up & Tear Down Booth set-up will ONLY take place from 3:00pm - 6:00pm on Wednesday, August 18, 2021. Tear-down will ONLY take place at 4:00pm on Friday, August 20, 2021. An early tear-down fee of $250.00 will apply for any sponsor/exhibitor who dismantles their exhibit booth prior to 4:00pm on the last day of the exhibition hall. Please schedule your travel accordingly.

Conference Cancellation In the event that the KSUCPM NCFAS is cancelled due to unforeseen circumstances, all sponsors and exhibitors will be refunded the total amount listed on their respective Reservation Form. Sponsors and vendors are responsible for cancellation of their own reservations such as hotel, airfare, shuttle, rental car and shipping related charges.

Modified Conference Operations Surrounding COVID-19 KSUCPM continues to actively monitor the spread and development of COVID-19 and its variants around the world. Conference operations are subject to change at the recommendation by the CDC, and will be announced on the KSUCPM website, and through direct communication with confirmed exhibitors. At this time, KSUCPM is observing the following modified business operations:

- All conference participants should conduct daily self-checks prior to arriving to campus to ensure the health of conference attendees, as well as that of KSUCPM students, faculty and staff on site
  - Take your temperature
  - If you feel sick, stay home
  - If you are experiencing COVID-19 symptoms, stay home
  - If you have been in close contact with an individual who has tested positive for COVID-19, stay home
  - If you have been tested for COVID-19 and are awaiting results, stay home
- Social distancing markers have been placed throughout the facilities
- Facial coverings will be required at all times, unless seated while actively eating/drinking
- Sanitizing stations will be readily accessible throughout the facilities for additional disinfecting of surfaces