12th Annual Southeast National Conference
November 18 - 19, 2021

2021 Exhibitor Prospectus

Exhibitor Set Up: November 18, 2021
Exhibit Hall Dates: November 18-19, 2021
Walt Disney World Swan Hotel - Lake Buena Vista, FL

SECURE YOUR BOOTH https://www.kent.edu/cpm/SoutheastNationalSponsors
Why support KSUCPM CME?

As a leader in podiatric medical education for more than a century, Kent State University College of Podiatric Medicine (KSUCPM) is focused on advancing the profession. Our mission is to educate students to excel in residency training; however, education is a lifelong commitment that we continue to promote. KSUCPM is committed to giving back to the profession by hosting the 12th Annual Southeast National Conference at the Walt Disney World Swan Hotel in Lake Buena Vista, FL, November 18-19, 2021.

By supporting KSUCPM Continuing Medical Education (CME) programming, you will be able to demonstrate your company’s commitment to the profession, while enjoying valuable one-on-one time with a variety of podiatric physicians specializing in many areas including: wound care, trauma, sports medicine, diabetic care, geriatrics, and forefoot and rearfoot surgery.

In our twelfth year, the conferences anticipate continued success. For those of you attending the conference for the first time, the Swan & Dolphin Hotels are located in the heart of the most magical place on earth, and provides a truly extraordinary backdrop for your company to promote your products or services and entertain prospective clients.

We hope you strongly consider supporting KSUCPM’s Southeast National Conference 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
November 2021 Conference Information

Exhibitor Schedule

**Thursday, November 18, 2021**
- 6:00 am - 9:00 am: Set-Up

**Thursday, November 18, 2021**
- 9:00 am: Exhibit Hall Opens
- 9:30 am - 10:00 am: Morning Break in Exhibit Hall
- 3:00 pm - 3:30 pm: Afternoon Break in Exhibit Hall
- 4:00 pm: Exhibit Hall Closes for Day

**Friday, November 19, 2021**
- 9:00 am: Exhibit Hall Opens
- 9:30 am - 10:00 am: Morning Break in Exhibit Hall
- 3:00 pm - 3:30 pm: Afternoon Break in Exhibit Hall
- 3:30 pm: Exhibitor Tear-Down

**COVID-19 Regulations**
KSUCPM is committed to providing a safe and enjoyable return to in-person conferences for all exhibitors and attendees. The Southeast National Conference will observe modified business operations as mandated by the CDC, the state of Florida, 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.

**Official Conference Hotel:**
**Rate: $249/night**
Walt Disney World Swan Hotel
1200 Epcot Resorts Boulevard
Lake Buena Vista, FL 32830

Located in the heart of the most magical place on earth, the Walt Disney World Swan Hotel provides a truly extraordinary backdrop for the Southeast National Conference. Beautiful tropical landscaping, tranquil waterways and classic art and architecture work together to create a stunning landmark in the midst of one of the most spectacular places on earth, an environment of elegance and sophistication awaits.

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 & Exhibitor Opportunities

STANDARD EXHIBIT BOOTH - $1,200
- Includes 8' x 8' exhibit booth within Exhibit Hall, one (6') table, two chairs, wastebasket. Electrical supply is not included with your booth and must be purchased separately through GES.

CONTINENTAL BREAKFAST SPONSOR - $750
- Two continental breakfasts, one per day; Thursday (1), Friday (1)
- *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
- Four total breaks, two per day; Thursday (2), Friday (2)
- *Does not include a booth in Exhibit Hall. Booth must be purchased separately
- Logo displayed on all Break signage and in conference program

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

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 Southeast National Conference. 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>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$600</td>
<td>$400</td>
<td>$200</td>
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</tbody>
</table>

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 one month prior to conference start date, October 18, 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.
2020 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 online registration. If payment is not received in full at that time, booths cannot be guaranteed. No refunds will be given for cancellations or no shows. Payment method is by credit card only.

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 Southeast National Conference must check in at the vendor registration area, on the first day of the conference. Official conference badges must be worn at all times during conference hours. Sponsors and exhibitors will be provided with two name badges for their respective representatives. Due to COVID-19 protocol, vendors will not have the opportunity to purchase additional badges beyond the two provided.

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 and the official conference hotel are not responsible for any loss or damage to property. Sponsors and exhibitors are responsible for securing all valuables when the exhibit booth is not attended.

Hotel Reservations & No Show Policy
All sponsors and exhibitors must reserve their guest rooms through the KSUCPM room block at the Walt Disney World Swan Hotel. Sleeping room availability is limited and the discount is subject to conference hotel availability. In the event an individual made their reservation with the Walt Disney World Swan Hotel and it was not cancelled by 6:00 pm on the first day of the conference, the individual will be billed for the one-night room and tax. The reservation will automatically be cancelled for any remaining nights.

Exhibit Booths
Selection of exhibit booth is determined on a first-come first-serve basis. Premium booths will receive priority location in the exhibit hall. All exhibit booths will receive a 8’x 8’ space, with one 6’ skirted table, two chairs and a waste basket. Booth sharing or subleasing is strictly prohibited. Electrical supply is not included with your booth and must be purchased separately through GES.

Set-up & Tear Down
Booth set-up will ONLY take place from 6:00am – 9:00am on Thursday, November 18, 2021. Tear-down will ONLY take place from 4:00pm – 6:00pm on Friday, November 19, 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 Policy
In the event that the KSUCPM Southeast National Conference 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