



APRIL 29
THROUGH
MAY 1
2027

WISCONSIN FOOT & ANKLE CONFERENCE

VENDOR PROSPECTUS

BROOKFIELD CONFERENCE CENTER

www.wisconsinpodiatrists.com/vendors

DEAR INDUSTRY MEMBER

It is my pleasure to invite you to participate in the **Wisconsin Foot & Ankle Conference** on **April 29–May 1, 2027** at the **Brookfield Conference Center**.

Exhibiting at the Wisconsin Foot & Ankle Conference is your opportunity to increase your company's visibility and build solid business relationships with leaders and decision-makers in not only the Wisconsin podiatric medical community but surrounding states as well. **Exhibit space sells out quickly, so we encourage you to register soon.** Booths are reserved on a first come, first assigned basis.

Distinguish yourself from your competition and generate leads through targeted exposure by becoming a sponsor or offering a workshop or cadaver lab at the conference. Breakfast and lunch and learns are your opportunity to elevate your product or service to all physicians. You can also support our educational programming by providing a grant to enhance scientific knowledge and professional skills of attendees.

The information in this prospectus outlines the many opportunities available at the Wisconsin Foot & Ankle Conference for industry. The extended breaks allow the physicians to have meaningful exchanges with industry. Attendees are incentivized to visit the vendors throughout the conference to win a variety of prize drawings that we offer.

Should you have any questions, please contact WPMA at 608.844.8538 or by email at info@wisconsinpodiatrists.com. We look forward to the opportunity to partner with you at the Wisconsin Foot & Ankle Conference.

All my best,

Jonathan Thompson, DPM, MHA, FACFAS
SCIENTIFIC COMMITTEE CHAIRMAN

EXHIBIT AND SPONSORSHIP OPPORTUNITIES

EXHIBIT BOOTH — \$2,800

Includes a 6' skirted table with two chairs, pipe, drape, electricity, and pre-and-post conference attendee lists. Space is reserved on a first come, first assigned basis with priority premiere exhibit space given to corporate members and sponsors. Fee does not include breakfast or lunch.

FRIDAY NIGHT ALL-ATTENDEE RECEPTION — \$3,000

All attendees are invited to attend a reception on Friday night of the conference to enjoy cocktails, appetizers, and entertainment. The sponsor will be introduced by WPMA's President at the reception and given 5 minutes to introduce their products or services. Sponsor can place marketing materials at the tables.

WEDNESDAY WPMA BOARD OF DIRECTORS' DINNER — \$2,000

Welcome board members to the conference by sponsoring the WPMA Board of Directors' dinner on Wednesday night. Sponsorship includes a 15-minute presentation to all board members during the dinner, and recognition in the meeting agenda. Sponsor may include promotional material on the table.

THURSDAY WPMA ANNUAL BUSINESS MEETING — \$2,000

Open the WPMA's annual business meeting with a 5-minute introduction of your company and the products or services that you offer. The sponsor will be introduced by WPMA's President and can place marketing materials at the tables.

BADGE HOLDERS OR CONFERENCE BAGS — \$1,500

Be the first and most consistent company seen by meeting attendees. Attendees will wear or carry your logo throughout the conference. Conference bag sponsors may insert one marketing piece in the bag. Sponsor supplies pre-approved badge holders or bags.

IN-BOOTH FOOD OR BEVERAGE STATION BREAK — \$1,000 + FOOD/BEVERAGE COSTS (LIMIT 3 PER DAY)

Be the most sought-after booth to visit at the conference! Host a mimosa, bloody mary, or coffee bar or serve warm chocolate-chip cookies or other treats at your booth on Thursday or Friday.

PROGRAM GUIDE FULL PAGE ADVERTISEMENT — \$500

This valuable conference resource is received both digitally and in print by all conference attendees and contains the schedule and other important conference information referenced by attendees throughout the conference.

SOCIAL MEDIA POST — \$500

Showcase your company directly on WPMA's social media channels, including Facebook, Instagram, and LinkedIn. Sponsor may submit a fully designed single image post to be featured before, during, or after the conference.

PENS & NOTEPADS — \$500

Market your company and increase its visibility by sponsoring the conference pens or notepads received by all attendees. Sponsor supplies pens or notepads.

CONFERENCE BAG INSERT — \$250

Promote your company by supplying a promotional item to be placed in the official attendee bags.

DONATE VISIT THE VENDOR GAME PRIZES

You will announce the winner of your prize in the ballroom at the end of the day.

A sign will be displayed next to your prize at the prize table acknowledging that you donated the prize.

Contact WPMA if you are interested in donating a prize.



INTERESTED IN SUPPORTING OUR EDUCATION?

PROVIDE AN EDUCATIONAL GRANT

Educational grants are utilized as a means of enhancing scientific knowledge, professional skills, medical advancement, and delivery of effective health care for the benefit of patients. They are approved and utilized at the sole discretion of Wisconsin Podiatric Medical Association for continuing education activities and comply with Council on Podiatric Medical Education (CPME) guidelines. Grant supporters are recognized in the program guide.

Educational grants are negotiated on an individual basis and support the following sessions:

- Breakfast and Learn
- Lunch and Learn
- Workshops
- Cadaver Labs
- General Sessions

EDUCATIONAL GRANTS

**CONTACT
WPMA
TO DISCUSS
OPPORTUNITIES**

CORPORATE MEMBERSHIP PROGRAM

WPMA extends to industry the opportunity to benefit from the association's leadership, standing, and organization by taking advantage of corporate membership.

Corporate members have unparalleled access to podiatrists in Wisconsin. Supporting podiatric medicine and surgery increases your credibility and positions you as a leader in your product or service area. Industry plays a significant role in the advancement of the practice of the profession.

We have much to gain by working together to support Wisconsin's podiatric physicians and surgeons. **All of the packages below can be tailored to fit your specific needs. Please contact the WPMA for more information.**

FEATURES	SILVER MEMBERSHIP (\$2,500/YEAR)	GOLD MEMBERSHIP (\$5,000/YEAR)	PLATINUM MEMBERSHIP (\$10,000/YEAR)
Membership list	✓	✓	✓ UNLIMITED ACCESS
Advertisement space in two e-blasts	✓	✓	✓
Half-off exhibit booth at the annual conference		✓	↓ UPGRADED BELOW
Recognition as a corporate member on WPMA's website, including description and logo	✓ SILVER PARTNER DISTINCTION	✓ GOLD PARTNER DISTINCTION	✓ PLATINUM PARTNER DISTINCTION
Link to your website from WPMA's website	✓	✓	✓
Bag insert at the annual conference	✓ 1 INSERT	✓ 2 INSERTS	✓ 2 INSERTS
Full page advertisement in annual conference program guide		✓	✓
Complimentary premier exhibit booth at the annual conference			✓
Recognition as sole sponsor of a refreshment break at the annual conference			✓
Non-CME speaking, workshop, or cadaver lab opportunity at the annual conference			✓
Four coordinated social media posts			✓

IMPORTANT VENDOR INFORMATION

VENUE

Brookfield Conference Center

325 South Moorland Road
Brookfield, WI 53005

HOTEL RESERVATIONS

Hilton Garden Inn Brookfield

Visit www.wisconsinpodiatrists.com/hotel-reservations
for more information.

Vendors are required to book their hotel stay at the Hilton Garden Inn Brookfield under the WPMA room block. No exceptions. A violation of this requirement will result in exhibit and/or sponsorship forfeiture and prohibition from participating in future WPMA events.

EXHIBIT SCHEDULE

We have designated 45-minute breaks for attendees to visit exhibitors as follows:

Thursday: 10:00–10:45 AM and 3:00–3:45 PM

Friday: 10:00–10:45 AM and 3:00–3:45 PM

You are encouraged to have a representative at your booth throughout the conference, not just during the breaks as attendees may visit the exhibit hall outside of the designated break times.

8' x 8' BOOTH PACKAGE

- 8' tall backwall drape
- 3' tall siderail drape
- (1) 6' draped table
- (2) chairs
- (1) identification sign

SETUP/TEAR DOWN

- Setup: Thursday, April 29 from 8:30–10:00 AM
- Tear down: Friday, April 30 from 3:45–6:00 PM or 7:30–9:00 PM

SHIPMENTS

Wisconsin Expo, Inc. c/o WPMA Foot & Ankle Conference

N113W18750 Carnegie Drive., Germantown, WI 53022

- WI Expo is working with the Brookfield Conference Center for this event. No COD packages will be accepted.
- The Brookfield Conference Center will not accept your advance shipments.
- Please use the advance shipping labels in the exhibit services kit to attach to your cartons/crates so your cartons/crates are delivered to the correct booth.
- Any outbound shipments must be scheduled for pickup by the vendor as neither WPMA nor the Brookfield Conference Center handles shipments.

RULES AND REGULATIONS

HOTEL RESERVATIONS

Exhibitors and sponsors who need hotel accommodations must book at the Hilton Garden Inn under the Wisconsin Podiatric Medical Association room block. Any representative or company who violates this requirement will forfeit their exhibit space and/or sponsorship and will not be allowed to participate in future WPMA conferences or events.

PRODUCTS/SERVICES EXHIBITED

Products or services exhibited or referred to must be those related to the interests and educational values of the Wisconsin Podiatric Medical Association ("WPMA") and normally manufactured or supplied by the Exhibitor. Exhibitor may exhibit only those products/ services approved by the WPMA. The WPMA may refuse to accept the Application of any company or person whose display of goods or services is not compatible, in the sole opinion of the WPMA, with the general character and objectives of the WPMA.

TERMS OF PAYMENT

Exhibit space is not reserved until payment is received in full by the WPMA. Exhibit space canceled on or before February 1, 2027 will be refunded all but \$200.00 of the exhibit space fee paid. No refunds will be processed after February 1, 2027. No exceptions. Cancellations must be made by email to the WPMA at info@wisconsinpodiatrists.com. Refunds will not be issued to no shows.

NON-COMPETE

Exhibitors and sponsors are prohibited from scheduling receptions, dinners, hospitality suites, social functions, product demonstrations, technical seminars, training sessions or other events for individuals attending the Wisconsin Foot & Ankle Conference ("Conference") from April 29, 2027 at 12:00 AM to May 1, 2027 at 6:00 PM without the written consent of the WPMA. Exhibitors and Sponsors must send their request by email to the WPMA at info@wisconsinpodiatrists.com. The WPMA has sole and absolute discretion to deny any such written request.

FDA REGULATIONS

Exhibitors shall comply with all applicable Food and Drug Administration (FDA) regulations, including, without limitation, FDA restrictions on the promotion of investigational and preapproved drugs and devices and the FDA prohibition on promoting approved drugs and devices for unapproved uses. Any product not FDA-approved for a particular use or not commercially available in the US may be exhibited only if accompanied by easily visible signs indicating the status of the product.

LIABILITY

The Exhibitor hereby assumes responsibility and agrees to indemnify and defend the WPMA, its officers, members, independent contractors, or staff, and the Brookfield Conference Center, its respective officers, owners, agents, members, employees, affiliates, parents, insurers, predecessors, successors, or assigns, against claims or expenses arising out of the use of the exhibition premises, unless the damage or injury is due solely to the willful misconduct of the WPMA or the Brookfield Conference Center. The Exhibitor further waives any and all rights it may have against the WPMA and its respective directors, officers, members, agents, employees, independent contractors and successors, and releases and discharges them from any claim relating to Exhibitor's occupancy and use of the exhibit area, or any part thereof.

RULES AND REGULATIONS

INSURANCE

All property of the Exhibitor is understood to remain under its custody and control in transit to and from and within the confines of the exhibit area. The WPMA and the Brookfield Conference Center do not provide insurance covering Exhibitor's property, and Exhibitor expressly waives and releases any claim or demand it may have against them by reason of any damage to or loss of property of the Exhibitor.

CANCELLATION

In the event the Conference shall be canceled for any reason whatsoever, then and thereupon the contract for exhibit space with Exhibitor shall be terminated. In such case, the Exhibitor shall waive all damages and claims for damages and agrees that the sole liability of the WPMA will be to return to the Exhibitor their space payment on a pro rata basis after deduction of all conference related costs and expenses incurred by the WPMA through the date of cancellation, in addition to an administrative fee, and overhead charges.

OTHER REGULATIONS

The WPMA shall have the sole authority to interpret and enforce all Rules and Regulations governing Exhibitors at the Conference. Any and all matters not specifically covered herein are subject to decision by the WPMA. These Rules and Regulations may be amended at any time by the WPMA upon written notice to all Exhibitors. Each Exhibitor expressly agrees to be bound by the Rules and Regulations set forth herein and by any amendments thereto adopted by the WPMA from time to time. Any Exhibitor or Exhibitor representative who, in the sole discretion of the WPMA, conducts itself unethically may immediately be dismissed from the conference without refund or other appeal.

VIOLATION OF RULES

Any violation of these Rules and Regulations by Exhibitor may, in the WPMA's sole discretion, result in denial of access to the exhibit area, denial of exhibit space installation, closing or removal of the Exhibitor's exhibit space, and/or prohibition on future participation in the Conference. In the event Exhibitor violates the Rules and Regulations and is prohibited from continued use of the exhibit space, Exhibitor's exhibit space fee, or any portion of it, is nonrefundable.

APPLICABLE LAWS

This contract shall be governed by the laws of the State of Wisconsin. Exhibitor shall abide by these Rules and Regulations, as well as any rules or regulations of the venue, and all applicable local, state, and federal laws or other laws, rules and regulations.

SEVERABILITY

Should any part of this contract be found by a court of law to be void, unconstitutional, or unenforceable, the remaining provisions shall remain in full force and effect.

CONTACT US



Wisconsin Podiatric Medical Association

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Saint Paul, MN 55106

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www.wisconsinpodiatrists.com