



9312 Old Georgetown Road
Bethesda, MD 20814-1621
Tel: 301-571-9200
Fax: 301-530-2752
www.apma.org

May 1, 2013

Dear Exhibitor:

Welcome to the 2013 APMA Annual Scientific Meeting (The National). The meeting takes place at The Venetian|The Palazzo Congress Center and Sands Expo in Las Vegas, Nevada, July 21—25; exhibition dates are July 22—24. All exhibits and education sessions take place in the Sands Expo Convention Center (exhibits will be located in Hall D).

This premier scientific program gives you the opportunity to demonstrate your products and services, to conveniently obtain important leads, and to increase your sales in one venue.

Feel free to contact me with any questions at (301) 581-9243 or via [email](#). Access this [link](#) for additional details about the meeting: education program, social events, travel, etc.

Kindly,

A handwritten signature in black ink that reads "Melanie R. Carter". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Melanie R. Carter
Associate Director
Development & Corporate Relations
www.apma.org/exhibits

American Podiatric
Medical Association, Inc.



EXHIBIT HALL SCHEDULE

DATE	ACTIVITY	TIME
Sunday, July 21	Set-up	8:00 a.m.—5:00 p.m.
Monday, July 22	Set-up	8:00 a.m.—2:00 p.m.
Monday, July 22	Exhibit Hall Grand Opening	5:00—7:00 p.m.
Tuesday, July 23	Exhibit Hall Open	9:00 am—5:00 p.m.*
Wednesday, July 24	Exhibit Hall Open	9:00 am—3:30 p.m.
Wednesday, July 24	Dismantle	3:30—8:30 p.m.

* Get exclusive time with attendees Tuesday, July 23; no general sessions will be held from 12:30-3:30 p.m.!

HOST HOTEL INFORMATION

ALERT: For hotel reservations for the 2013 APMA Annual Scientific Meeting, you should only use the information provided below. There is no other official source for making hotel reservations for the APMA meeting. Passkey International, Inc. has been secured to assist with housing services. No other vendor is authorized to represent APMA or The Venetian for your housing needs.

The Palazzo

3355 Las Vegas Boulevard South
Las Vegas, NV 89109
Hotel: 702-414-1000



The Palazzo sets the standard for luxury in Las Vegas throughout this legendary all-suite resort, with careful attention paid to every detail. Lavish suites of up to 1,500 square feet feature a sunken living room, marble bathroom, two LCD flat-screen TVs, and so much more. Experience the comforts of this elegant home away from home and you may never want to leave your room, but there's plenty at this award-winning Las Vegas resort to entice you out to shop, dine, and play. Book your hotel reservation today!

Reservations

You must use the phone number or link provided below to reserve a room within the APMA block. The APMA room block cut-off date is June 17. The room block is limited. To guarantee a room within the APMA group rate, it is recommended that you make your reservation immediately.

- Phone: 877-385-3885
- [Online Reservations](#) (via Passkey International, Inc.)

Rates (12 percent tax additional; contact hotel for more room options):

- Luxury Suite (one king-sized bed): ~~\$239~~ **now \$179/night**
- Bella Suite (two queen-sized beds): ~~\$269~~ **now \$209/night**

MEETING PROGRAM BOOK LISTING

All exhibitors that register by **Friday, April 5, 2013** will be listed in the meeting program book. APMA will publish the following information in the book:

- Company name
- Booth Number
- Company URL
- Phone number and/or e-mail address

WEBSITE LISTING

You may provide a company description for inclusion on the [online floor plan](#) by following the instruction below. This description will also be used on the APMA meeting site, under the [Exhibitor List](#) category.

1. Access the [exhibitor log-in site](#) and enter:

USERNAME: Your e-mail address

PASSWORD: Your phone number (not the public phone number you could opt to provide when placing your booth order). **Enter the numbers only; do not include any characters or spaces.**

Example: phone number: (301) 555-1212; password: 3015551212.

1. Once you have logged-in, click the option titled: "Update Exhibitor Contact Information". You will find a box for entry of your company description on the page.

If you have any problems accessing the site, please contact me at mrcarter@apma.org.

BADGES (BOOTH PERSONNEL)

DEADLINE: FRIDAY, JUNE 21

- Badges are required for access to the exhibit hall.
- There is no charge for badges.
- Badges are distributed on site at the Exhibitor Registration Kiosk.
- Badges will not be issued to companies that do not submit an insurance certificate.

The information on the badge is limited to the following categories:

- First Name
- Full Name
- Company Name
- City/State

Credentials will be included if supplied (DPM, MD, etc.); however, titles are not printed on badges (CEO, Vice President, etc.).

To supply the names of your booth personnel, follow the steps below.

1. Access the [exhibitor log-in site](#) and enter:

USERNAME: Your e-mail address

PASSWORD: Your phone number (not the public phone number you could opt to provide when placing your booth order). **Enter the numbers only; do not include any characters or spaces.**

Example: phone number: (301) 555-1212; password: 3015551212.

2. Once you have logged-in, click the "Register Booth Staff" option. Complete form. Please do not use "ALL CAPS" when entering names.

If you have any problems accessing the site, please contact me at mrcarter@apma.org.

If badge information is not entered by Friday, June 21, badges can be requested on site. Badges will be created on-site as needed on a first-come, first-served basis.

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MEETING REGISTRANT DATA

APMA is pleased to offer exhibitors special rates on pre- and post-meeting attendee registration data. Data will be available on Monday, June 24th.

Please note the following:

- Order fulfillment takes two to three business days.
- Promotions that make direct references to competitors will not be accepted.
- Data may be used only for the purpose for which they were requested. Repeat use of data or labels for other purposes requires user to submit a new request.

Available Formats (See order form for cost details.)

- Self-stick labels (name/street address)
- Excel File (name/street address)

NOTE: information about ordering meeting registrant e-mail data will be provided in June.

Data Content

- Member name
- Member street address
- Member e-mail address (if provided by member)

Your order must include the following items. Incomplete orders will not be processed.

- Order form with payment information (attached)
- Signed APMA Data Use Agreement (attached)
- Sample of item to be distributed (PDF preferred)

Submit your order to Melanie Carter via e-mail (mrcarter@apma.org) or fax (301-530-2752). Allow two to three business days for processing.



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**APMA ANNUAL SCIENTIFIC MEETING
 PRE-MEETING REGISTRANT DATA REQUEST**

- Order fulfillment takes two to three business days.
- Promotions that make direct references to competitors will not be accepted
- Data and labels may be used only for the purpose for which they were requested. Repeat use of data or labels for other purposes requires user to submit a new request.

STEP 1

PLEASE PRINT ALL INFORMATION LEGIBLY.

Contact Name _____

Company Name _____

Address _____
Street City/State/Zip

Phone _____ E-Mail _____

STEP 2

PAYMENT INFORMATION

American Express Discover MasterCard Visa

_____ _____ _____
Card Number Expiration Date Security Code

_____ _____
Name on Card (print) Signature

STEP 3

ORDER DETAILS

	ITEM	DESCRIPTION	PRICE	PRICE*	TOTAL
<input type="checkbox"/>	Self-Stick Labels	Registrant name/street address	\$260	\$160*	
<input type="checkbox"/>	Excel File (Location)	Registrant name/street address	\$350	\$250*	
					\$

* Discounted rate is available to APMA corporate partners and corporate members only.

Information about ordering attendee e-mail data will be available in June.

STEP 4

DATE USE AGREEMENT & SAMPLE

You must submit the attached Data Use Agreement **and** a sample of the item you intend to distribute. Orders submitted without the Data Use Agreement and/or a sample will not be processed. Submit your order via e-mail: mrcarter@apma.org or fax: 301-530-2752.



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**AMERICAN PODIATRIC MEDICAL ASSOCIATION, INC. (APMA)
 LABEL/DATA USE AGREEMENT**

The User agrees that:

1. All data and member labels gathered and produced in printed, electronic, or other media forms are protected information and are the property of APMA.
 2. All member data and labels are considered permanently protected information and may not be duplicated, transferred to other media forms, or sold or resold.
 3. Payment in full must be received prior to any release of data.
 4. Requests for data must be accompanied by a complete description of the intended use and planned dissemination of the information; and a description of any manipulation, analysis, or research that will be conducted using the data.
 5. Requests for labels must be accompanied by a complete description, including samples, of the intended mailing.
 6. Data and labels may be used only for the purpose for which they were requested. (Repeat use of data or labels for other purposes requires the User to submit a new request.)
 7. To pay APMA, as liquidated damages and not as a penalty, a sum equal to twice the original fee for each unauthorized use of the data or labels.
 8. To warrant and agree that any use by the User of the data and/or member labels will be in full compliance with all applicable laws and regulations. The User agrees to indemnify and hold harmless APMA from all claims, liabilities, damages, assessments, penalties, and other costs, including but not limited to attorney's fees that APMA may incur as a result of any breach by the User of this warranty.
- ◆ **APMA reserves the right to request additional information from purchasers of APMA data or labels.**
 - ◆ **APMA reserves the right to refuse to sell data or labels in part or in whole without cause to any person or organization.**
 - ◆ **The APMA Executive Director shall make the final decision in any matter concerning the sale of data or labels.**

The undersigned acknowledges authority to bind client to these conditions:

(Type or print)

Client Name _____ Telephone _____

Company Name _____ E-Mail _____

Address _____

Authorized Signature _____ Date _____