

## Conference Features

- **Regional Conference with National Attendance:**  
Doctors and Assistants from 43 states were registered for the MPC in 2011 - tremendous exposure for your products/ services.
- **International Attendance:**  
The Midwest Podiatry Conference has truly become an international event. The Canadian Province of Ontario has been a member of the MPC for several years. Expert European faculty members as well as attendees from across the globe including Puerto Rico, Europe and even as far away as Australia will be in attendance.
- **Largest Gathering of Medical Assistants:**  
Assistants are especially important because they serve as a bridge between vendors and doctors, screening vendors and frequently influencing purchasing decisions made by doctors. The 2012 MPC will be host to the 7th Annual Meetings of the ASPMA, typically making assistant attendance almost 25% of total attendees.
- **Programming Designed with Exhibitors in Mind:**  
ONE Large Exhibit Hall with several unopposed breaks built into the educational sessions for attendees to visit the exhibitors.
- **Product/Exhibitor Locator:**  
Attendees can now view an interactive map of all registered exhibitors before the show. Company descriptions, product/ service details and websites are all available with the click of a button. Attendees can create a pre-show itinerary for the Exhibit Hall, and pinpoint vendors with specific products or procedures in which they have interest.
- **Product Introductions to New Practices**  
The MPC provides a great opportunity to introduce DPMs to your products early in their career and to establish brand loyalty. The International Post Graduate Research Symposium also is a big draw as typically more than 100 residents come to the MPC to see the Symposium each year, as well as more than 125 podiatric medical students. In 2011, 30% of attending doctors were in practice 5 years or fewer, emphasizing the great value placed on the informative product marketing possibilities presented by the Midwest Podiatry Conference.
- **FREE Post Show Mailing List:**  
Exhibitor booth packages include a free post-conference mailing list of all conference attendees. A \$250 value!!
- **Sponsorship Opportunities for Every Budget:**  
Many new ideas for ways to increase exposure for your company and products are available this year and are outlined later in this brochure.
- **Advertising Opportunities:**  
Exhibitors who sign up for advertising will have their ads seen not only by conference attendees, but also by thousands of podiatrists in the U.S. Exhibitors can sign up at [www.midwestpodconf.org](http://www.midwestpodconf.org)

## Travel Information

### The Hyatt Regency - Chicago

Join your podiatric prospects at The Hyatt Regency - Chicago, 151 E. Wacker Dr., Chicago, IL 60601. The hotel offers a variety of discounted group rates to meet your budget. Rates for the 2012 MPC are currently being finalized. Please check the Hotel and travel section of the MPC website ([www.midwestpodconf.org/hoteltravel](http://www.midwestpodconf.org/hoteltravel)) for the latest information.

### Air Travel Information

This year the MPC has teamed up with Delta Airlines and American Airlines to offer you value and flexibility on your travel to Chicago. MPC attendees are eligible for a 5% discount on airfare with American and a 2% - 15% discount with Delta. Both discounts are good from April 16th, 2012 and April 25th, 2012. Book online with American, using the code below, to maximize your savings. To book with Delta you must call 800-328-1111, and mention the code below. Delta does not offer this meeting discount for online bookings. Delta will waive the phone booking fee when you use the MPC discount. Visit [www.midwestpodconf.org](http://www.midwestpodconf.org) and check out the Hotel and Travel link for more information.

American Airlines: Code Number: A6842AX	Delta Airlines: Code Number: NM7LZ
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NOTE: Remember, you must call Delta in order to receive the discount. Delta will not offer a discounted rate for online bookings. Delta Airlines will waive their phone order fee for MPC attendees. American Airlines charges a \$25 phone order fee.

### Ground Transportation

The MPC has teamed up with Avis Car Rental and Budget Rental to offer special discounts for our attendees. Additionally, the MPC has negotiated a 15% discount for shuttle services from both Midway and O'Hare airports through Go Airport Express. In order to access your discount, use the codes listed below and call Avis directly at 800-331-1600, call Budget at 800-772-3773, or call Go Airport Express at 888.284.3826. If you would like to book online, visit [www.midwestpodconf.org](http://www.midwestpodconf.org) for a link to Avis, Budget, and Go Airport Express.

Avis:  
Code Number: J907209

BUDGET:  
Code Number: u068017

Go Airport Express:  
Code Number: MPC

## Lead Retrieval

### Tradeshaw Multimedia, Inc.

The Midwest Podiatry Conference is pleased to announce that Tradeshaw Multimedia, Inc. (TMI) will be partnering with the MPC to offer exhibitors all of your lead retrieval needs at the 2012 MPC! ExpoTool lead retrieval allows you to collect, manage, qualify and track your sales leads with just the click of a button. Contact TMI to place your order today: [Leads@tmiexpos.com](mailto:Leads@tmiexpos.com)

## Exhibit Hall Hours (subject to change)

Wednesday, April 18, 2012 12:00 pm - 6:00 pm	Exhibitor Set Up
Thursday, April 19, 2012 7:00 am - 11:00 am 12:30 pm - 4:30 pm	Exhibitor Set Up Exhibit Hall Hours
Friday, April 20, 2012* 9:00 am - 5:00 pm	Exhibit Hall Hours
Saturday, April 21, 2012* 9:00 am - 1:30 pm No earlier than 1:30 pm	Exhibit Hall Hours Exhibitor Teardown**

\*Exhibitors will be allowed to enter the hall 30 minutes prior to attendees on Friday and Saturday  
\*\*Exhibitors that tear down early on Saturday will lose placement priority for 2013