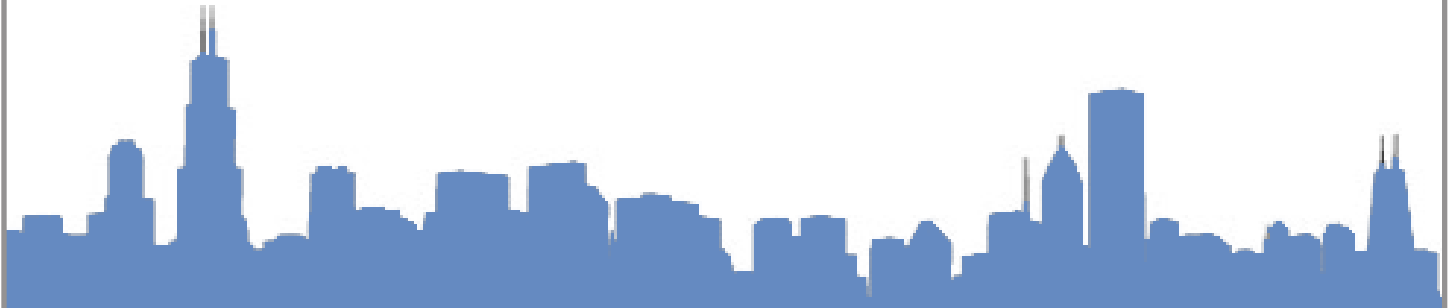


MIDWEST PODIATRY CONFERENCE

EXHIBITOR PROSPECTUS AND SPONSORSHIP OPPORTUNITIES



HYATT REGENCY
CHICAGO

APRIL 19 - 22, 2012

Who Attends and Spends at the MPC?

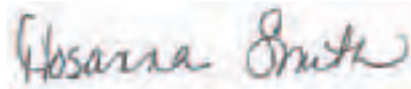
Dear Potential Exhibitors and Sponsors:

The MPC Board and Staff are pleased to invite you to participate in the 2012 Midwest Podiatry Conference at the Hyatt Regency - Chicago April 19 – 22, 2012. The MPC host over 2,000 attendees each year and continues to be one of the largest podiatric shows in the nation! With over 50 years of success, the MPC aims to bring attendees and exhibitors together in an environment that is conducive to the nurturing of new and old client relationships. To help in this endeavor, the MPC offers many options to highlight your company in addition to exhibiting. Please take the time to check out our updated sponsorship offerings in this prospectus. We also offer an interactive map which enables you to market your product and services in advance of the conference at no extra cost! Exhibiting and sponsoring at the MPC is the smart way to spend your marketing budget in today's economy. We hope that you will join us this April 19 – 22, 2012. Please take advantage of registering for your booth online at www.midwestpodiatryconference.org.

See you in Chicago!

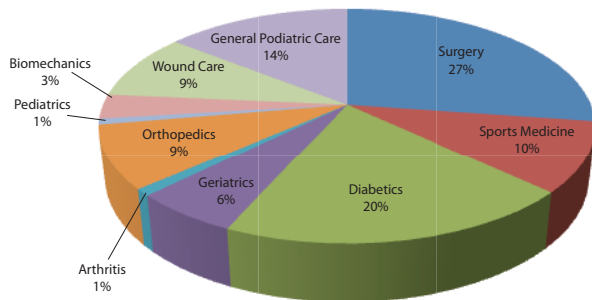


Christopher Hurst
Exhibits Coordinator
312-427-5810 ext. 15
exhibits@midwestpodconf.org

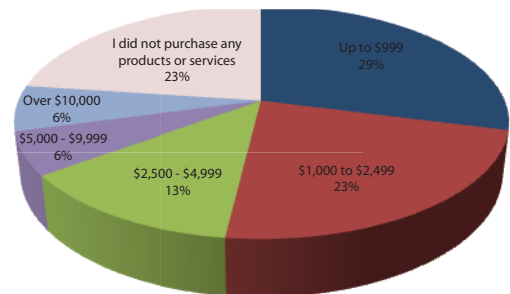


Hosanna Smith
Convention Director
312-427-5810 ext. 11
info@midwestpodconf.org

Not only are our attendees podiatrist but they specialize in 10 different fields!

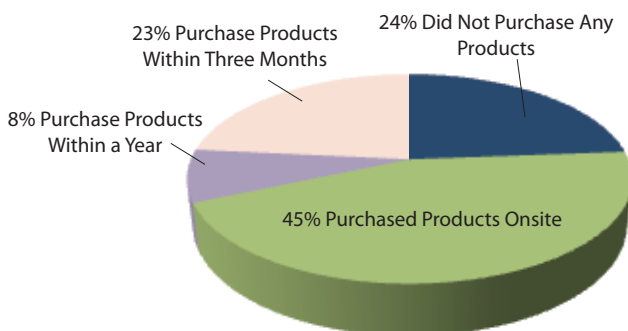


How Much Do Attendees Spend at The MPC?



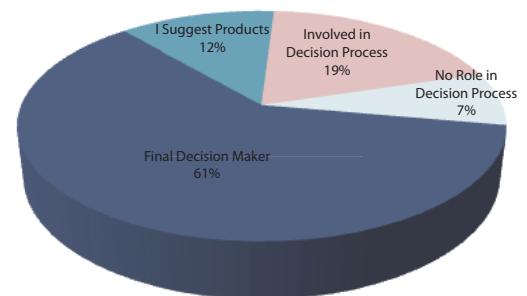
Over 60% Spend Up to \$5,000!

How many of our attendees purchase onsite?



Over 40% Of Our Attendees Do!

Who Makes the Final Purchasing Decision?



61% Of Our Attendees Do!

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

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) 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 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 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

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

Major Sponsorship Opportunities

	Diamond \$35,000	Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Copper \$2,500
Complimentary Booth	3 Booths	2 Booths	1 Booths	1 Booths	50% Discount	25% Discount
Premier Placement of Logo on Registration Book, Program Guide, Website, and Attendee Confirmation E-Mails	✓	✓	✓	✓	✓	✓
Logo with Sponsorship Level Placed Throughout Conference on Signage	✓	✓	✓	✓	✓	✓
Introduced as a Sponsor in Exhibit Hall	✓	✓	✓	✓	✓	✓
Link on 2011 MPC Site to Sponsor's Home Page	✓	✓	✓	✓	✓	✓
Pre-Conference/ Post Conference Labels	✓	✓	✓	✓	✓	✓
Ad in Registration Brochure & Program Guide	Full Page	Full Page	Half Page	1/4 Page	1/4 Page	1/8 Page
MPC Official Postcard with your Company Logo to send to Potential Attendees	3,000 Cards	2,000 Cards	1,000 Cards	500 Cards	250 Cards	100Cards
Convention Photo to Appear on MPC Website Post Conference	✓	✓	✓	✓		
Sponsorship of Food Function	Private Lunch with 75 Doctors	Logo or short message on Welcome Snack for Attendees & Sponsorship of One (1) Daily Break	Sponsorship of One (1) Daily Break	One Soda Concession (May Provide Imprinted Napkins)		
Sponsorship of an Educational Session	Up to 4 Hours	Up to 2.5 Hours	Up to 1.5 Hours			
Promotional Piece in Conference Bags (sponsor must promo)	✓	✓				
Chocolate Fountain to Attract Attendees to Your Booth	✓					
Meet and Greet with MPC Executive Council	✓					

Additional Sponsorship Opportunities

Traffic Building

"The Future of Podiatry" Showcase - \$400

- Ability to showcase New or Exciting Products/Procedures
- Exclusive Spot Upstairs Near Attendee Registration Area
- No Need For Extra Staff. Tented Card Will Direct Attendees to Your Booth
- Easel type photographic display and/or actual product display is recommended
- Limited Space Available, Sold On a First Come First Served Basis.

Scanning Station Sponsorship - \$1,500

- Attendees must stop by your booth to verify conference attendance allowing you to create sales leads!
- No need for extra staff, MPC will provide a volunteer to man the scanner while you talk to attendees
- Signage, flyers, and program guide at conference will direct attendees to stop by your booth
- Logo and booth number will appear in registration and program guides
- Company must exhibit in one of three MPC designated booths: 838, 455, or 139.
- If this sponsorship is chosen without picking one of the above booths the sponsorship will be removed from your record

First Contact - \$4500 for exclusive rights to bag

- Be the First to Welcome the Attendees to the Conference
- Allowed to Place One Marketing Piece in a Welcome Bag Placed Outside Attendees Hotel Rooms
- Creative Items Such as Candy or Small Samples of Products are Encouraged

Midwest Rounds - \$100

NEW

- Drive attendees to your booth by participating in our fun, interactive quiz
- Company provides one multiple choice question related to your product/services
- Questions will be compiled into one document and distributed in attendee bags
- Attendees have to visit your booth to answer your company's question
- Attendees submit completed questionnaires to enter in a raffle
- Limited to 50 companies
- Participating companies receive \$50 off cost of Pre-conference registration list
- Please contact the MPC after purchasing your rounds to receive discount

Pre Conference Registration List - \$250

NEW

- Drive attendees to your booth by contacting them before the conference
- Companies receive complete mailing address for all attendees in excel format

Registration Branding Materials

Attendee Conference Bags - \$7,000 for solo or \$4,000 for co-sponsorship

- Attendees (2000+) Carry the Bags with them as they move around the conference
- Sponsors Logo will be printed on Conference Bags
- Acknowledgement in Registration and Program Brochures
- Bag Sponsor Allowed to Place One Marketing Piece in Each Attendee Bag
- Marketing piece may not be multiple page catalogs or brochures.

Conference Badge Holders - \$5,000 for solo or \$3,000 for co-sponsorship

- Attendees Required to Wear Badges as They Walk Around the Conference all Four Days
- Imagine the Exposure for your Company as Attendees Carry your Logo Everywhere They Go
- Acknowledgement in Registration and Program Brochures

Conference Bag Advertising - \$550 for Doctors or \$650 for Doctors and Assistants

- Insert a One Page Promotional Piece into Each Attendee Bag
- Advertiser Supplies the Promotional Piece
- Insert 1700 Promos to Cover Only Doctors in Attendance or Insert up to 2100 to Cover Doctors and Assistants
- Only one advertising piece is allowed per company, and may not be multiple page catalogs or brochures.

Technology

Multi-Level Sponsorship for the Cyber Cafe

- One day Cyber Café (Sole Sponsor) \$1,500
- Three Day Cyber Café (Sole Sponsor) \$4,000
- Sponsor Website Set to Home Page
- Logo Put on Signage Near Cyber Café
- Ability to Put One Marketing Piece at Cyber Cafe
- Sponsor able to set logo as screen saver

Sponsorship of these opportunities will be acknowledged in the registration materials (if secured in time for publication). The earlier the decision to Sponsor, the more exposure to potential attendees in the mailed materials – approximately 10,000! Acknowledgement will also be in the Program Guide and in other signage at the Conference. Sponsorships \$4000 and above will be to place their company logo on the front cover of the Registration and Program Guides.

Packages are subject to change if circumstances require it and to accommodate sponsor specific requests whenever possible.

Technology, continued

First In Line - ExpoMap - \$250

NEW

- Make sure your company is the first thing our attendees see when searching our interactive map allowing you to target an audience that is already interested
- Last year over the expomap was viewed over 1700 times. This represents 1700 chances for your company to be viewed first
- When attendees use the search feature on our interactive map, your company will be on top of the list when they search for your key work (ie orthotics)
- Company is entitled to an enhanced virtual booth to welcome attendees when they click
- Virtual booth enhancements include product photos, increased company and product description size (increased from 200 characters to 2000 characters), ability to upload white papers and product photos
- You must contact the MPC in order to secure your product category

Enhanced Virtual Booth - \$150

NEW

- Allow our attendees to get a better understanding of your product and company before they step onsite
- Last year the expomap was viewed over 1700 times. Make sure attendees are getting your full product/services information when they view your virtual booth
- Virtual booth enhancements include product photos, increased company and product description size (increased from 200 characters to 2000 characters), ability to upload white papers and product photos

Food

Various Food Breaks

	Sole Sponsor	Co-Sponsor
• Breakfast	\$5,000	\$3,000
• Afternoon break	\$3,000	\$2,000
• Coffee Break (daily)	\$1,500	\$1,000

- Acknowledgement in Registration and Program Guide
- Signage in Break Areas
- Announcements in Exhibit Hall
- Allowed One Company Representative to Meet Attendees as they come by to Pick Up Their Food in the Lounge Areas

Popcorn Bags - \$2,500 for solo or \$1,500 for co-sponsorship

NEW

- Attendees will receive free popcorn in a bag with your logo as they walk the exhibit hall floor
- Sponsors allowed to place signage at the two popcorn stations
- Sponsor allowed on representative at each station to greet attendees as they pick up their popcorn
- Over 2,500 bags will be branded with your logo!

Education

Breakfast "Fireside Chats" - \$3,500

- Ability to have Intimate Chat with 50 Attendees over breakfast
- Either MPC or the Sponsors May Choose the Topic
- If Sponsor picks the topic, Sponsors will be required to cover Speaker Cost and Supplies in Addition to Sponsorship Fee
- Sponsorship Includes: Room Rental, AV, Breakfast for 50 Doctors, and a List of Fireside Chat Attendees

Sponsored Speaker Session - \$1,500 per hour

- Showcase Your New and Innovative Product or Procedure during a Lecture
- Sponsorship Covers Room Rental and AV Fees
- Sponsor underwrites Speaker Honoraria, Travel, Lodging, and Per Diem

Sponsored Workshop - \$1,000 per hour

- Showcase Your New and Innovative Product or Procedure during Hands on Workshop
- Sponsorship Covers Room Rental and AV Fees
- Sponsor underwrites Speaker Honoraria, Travel, Lodging, and Per Diem

Lectures in the Hall - \$600 per 25 minute session

NEW

- Showcase your new and innovative product or procedure on the exhibit hall floor
- Lecture does not have to follow CME requirements allowing you to maximize your product promotion
- Use this 25 minute session to drive attendees to your booth
- Sponsor underwrites speaker honoraria, travel, lodging, and per diem

Advertising Space Application Form

PRINT DEADLINES

- Registration Guide: Ads must be submitted by September 14, 2011
- Onsite Program: Ads must be submitted by February 15, 2012

SAVE TIME!

REGISTER & PAY ONLINE

www.midwestpodconf.org

Company Name _____

Address _____

City _____ State _____ Zip _____

Contact Name _____

Business Phone _____ Fax _____ Email Address _____

Black & White Rates*

Ad Type	Size (Inches)		Registration Guide		Onsite Program		Both Books
Full Page Back Cover (Color <input type="checkbox"/> only <u>one</u> available!)	8.5x11	<input type="checkbox"/>	\$ 1,500.00	<input type="checkbox"/>	\$ 1,850.00	<input type="checkbox"/>	\$ 2,650.00
Full Page	8.5x11	<input type="checkbox"/>	\$ 1,000.00	<input type="checkbox"/>	\$ 1,200.00	<input type="checkbox"/>	\$ 1,900.00
½ Page Vertical	4x10	<input type="checkbox"/>	\$ 700.00	<input type="checkbox"/>	\$ 850.00	<input type="checkbox"/>	\$ 1,300.00
½ Page Horizontal	8x5	<input type="checkbox"/>	\$ 700.00	<input type="checkbox"/>	\$ 850.00	<input type="checkbox"/>	\$ 1,300.00
¼ Page	4x5	<input type="checkbox"/>	\$ 450.00	<input type="checkbox"/>	\$ 550.00	<input type="checkbox"/>	\$ 850.00
Back Page Logo Gallery	1x1 ½	<input type="checkbox"/>	\$ 50.00	<input type="checkbox"/>	\$ 100.00	<input type="checkbox"/>	\$ 125.00

*ALL ADS ARE BLACK AND WHITE EXCEPT FULL PAGE BACK COVER, WHICH IS IN FULL COLOR

AD FORMATTING INSTRUCTIONS

- Electronic files are preferred. All fonts/graphics must be embedded
 - QuarkXPress (with all supporting art/fonts)
 - PDF (300dpi)
 - EPS and TIFF (both must have high-resolution elements)
- Ads will also be accepted on CD
- **All electronically or CD supplied ads must be accompanied by two proofs for press matching**
- Bleed: No Charge
- Keep all live matter 3/8" from trim on all sides
- Trim size is 8.5 x 11

PAYMENT INSTRUCTIONS

Credit Card Name of Cardholder _____

Visa MC Amount _____ Card No. _____

Discover AmEx Exp. Date _____ Security Code _____

Signature _____

Check made payable to the *Midwest Podiatry Conference*.

Make a copy of this application for your records. Mail or Fax commitment form and full payment to:

THE MIDWEST PODIATRY CONFERENCE ♦ 122 S. MICHIGAN AVE., SUITE 1441 ♦ CHICAGO, IL 60603

If faxing, send both sides of this form with credit card info to (312) 427-5813. ♦ Questions? (312) 427-5810 ext. 11

Corporate Sponsorship Commitment Form

SAVE TIME!
REGISTER & PAY ONLINE
www.midwestpodconf.org

Address _____
 City _____ State _____ Zip _____
 Contact Name _____
 Business _____ Phone: Fax _____ Email Address _____

PREMIER SPONSORSHIPS

<input type="checkbox"/> Diamond	\$ 35,000	<input type="checkbox"/> Silver	\$ 10,000
<input type="checkbox"/> Platinum	\$ 25,000	<input type="checkbox"/> Bronze	\$ 5,000
<input type="checkbox"/> Gold	\$ 15,000	<input type="checkbox"/> Copper	\$ 2,500

ADDITIONAL SPONSORSHIP OPPORTUNITIES/SOCIAL FUNCTIONS

Food and Beverage Breaks	Cyber Caf ^e	Attendee Conference Bags
<input type="checkbox"/> Breakfast \$ 5,000	<input type="checkbox"/> 3 Day Sole Sponsor \$ 4,000	<input type="checkbox"/> Sole Sponsor \$7,000
<input type="checkbox"/> Breakfast Split \$ 3,000	<input type="checkbox"/> 1 Day Sole Sponsor \$ 1,500	<input type="checkbox"/> Co-Sponsor \$4,000
<input type="checkbox"/> Afternoon Break \$ 3,000	<input type="checkbox"/> Midwest Rounds \$ 100	<input type="checkbox"/> *Scanning Station \$1,500
<input type="checkbox"/> Afternoon Break Split \$ 2,000	<input type="checkbox"/> Breakfast "Fire Side" Chat \$ 3,500	<input type="checkbox"/> Sponsored Speaker \$1,500/hr
<input type="checkbox"/> Coffee Break \$ 1,500	Conference Badge Holders	<input type="checkbox"/> Sponsored Workshop \$1,000/hr
<input type="checkbox"/> Coffee Break Split \$ 1,000	<input type="checkbox"/> Sole Sponsor \$ 5,000	<input type="checkbox"/> Scan Time CE s \$600/sess
Popcorn	<input type="checkbox"/> Co-Sponsor \$ 3,000	<input type="checkbox"/> First in Line <input type="checkbox"/> ExpoMap \$250
<input type="checkbox"/> Sole Sponsor \$ 2,500	<input type="checkbox"/> First Contact \$ 4,500	Bag Advertising
<input type="checkbox"/> Co-Sponsor \$ 1,500	<input type="checkbox"/> Enhanced Virtual Booth \$ 150	<input type="checkbox"/> Doctors Only \$550
<input type="checkbox"/> Future of Podiatry Showcase \$ 400		<input type="checkbox"/> Doctors and Assistants \$650
<input type="checkbox"/> Pre-Conference Labels \$ 250		<input type="checkbox"/> I have a new idea!! Call me!

*Must pick booth 838, 455, or 139 to secure sponsorship. See Additional Sponsorship page for more info.

PAYMENT INSTRUCTIONS

Credit Card: Name of Cardholder _____
 Visa MC Amount _____ Card No. _____
 Discover AmEx Exp. Date _____ Security Code _____
 Signature _____
 Check made payable to the *Midwest Podiatry Conference*.

CONTINUING MEDICAL EDUCATION SPONSORSHIP OPPORTUNITIES

We (the Company) will provide support for the following continuing medical education activity as indicated below:

Title of CME Activity _____
 Location _____ Date(s) _____
 Unrestricted educational grant for support in the amount of \$ _____
 Restricted grant to reimburse expenses for:
 Speaker(s) _____
 ___ Lodging ___ Travel Expenses ___ Audio Visual Charges
 ___ Honorarium in the amount of (determined by course director) \$ _____
 Other (e.g., equipment loan, visqueen, cadavers, etc.) _____

Your Signature Required on Back of Form →

Conditions

1. **Statement of Purpose:** program is for scientific and educational purposes only and will not promote the Company's products, directly or indirectly.
2. **Control of Content and Selection of Presenters and Moderators:** MPC is ultimately responsible for control of content and selection of presenters and moderators. Company, or its agents, will respond only to sponsor-initiated requests for suggestions of presenters or sources or possible presenters. MPC will determine role of Company, or its agents, in suggesting presenter (s) based on balance and independence.
3. **Disclosures of Financial Relationships:** MPC will ensure disclosure to the audience of (a) company funding and (b) any significant relationship between the MPC and the Company (e.g., grant recipient) or between individual speakers or moderators and the Company.
4. **Involvement in Content:** there will be no scripting, emphasis, or influence on content by the Company or its agents.
5. **Ancillary Promotional Activities:** no promotional activities will be permitted in the same room or obligate path as the educational activity. No product advertisements will be permitted in the program room.
6. **Objectivity & Balance:** If the Company's products or services (or competing products or services) are discussed, MPC will make every effort to ensure that speakers in an objective manner, describe any limitations of the data, and give a balanced report of the products or services and their alternatives.
7. **Discussion of Unapproved Uses:** MPC will require that presenters disclose when a product is not approved in the United States for the use under discussion.
8. **Opportunities for Debate:** MPC will ensure opportunities for questioning or scientific debate.
9. **Independence of MPC in the Use of Contributed Funds:**
 - a. Funds should be in the form of an educational grant made payable to the sponsor.
 - b. Any other support by the Company for the CME program (e.g., distributing brochures, preparing slides) must be given with the full knowledge and approval of the sponsor.
 - c. No other funds will be paid by the Company to the program director, faculty, or others involved with the CME activity (additional honoraria, extra social events, etc.).
10. **Company Representative:** representative of the Company may attend the program, but may not engage in any promotional activities while in the room which the program takes place.
11. **Company Sponsored Social Events:** the Company will not sponsor any social event which competes with, or takes precedence over, the program.
12. **Cancellation:** this Agreement may be cancelled by mutual agreement at any time or by MPC upon written notice to the Company.
13. **Indemnification:** the Company shall indemnify and hold MPC harmless from and against any and all loss, expense, or damage to MPC arising out of the negligence, willful misconduct, or breach of this Agreement by the Company, its agents, or employees.
14. **All Payments for Sponsorship** must be received by **March 1st, 2012** or received on the same day if sponsorship is committed to after March 1st, 2012.

The Company agrees to abide by all requirements published in CPME 720, Standards, Requirements and Guidelines for Approval of Sponsors of Continuing Education in Podiatric Medicine (appended).

The MPC shall: 1) abide by the requirements published in CPME 720, Standards, Requirements and Guidelines for Approval of Sponsors of Continuing Education in Podiatric Medicine; 2) acknowledge educational support from the Company in program brochures, syllabi, and other program materials; and 3) upon request, furnish the Company a report concerning the expenditure of the funds provided.

AGREED

Company Representative (print name) _____

Signature _____ Date _____

MPC Representative (print name) _____

Signature _____ Date _____

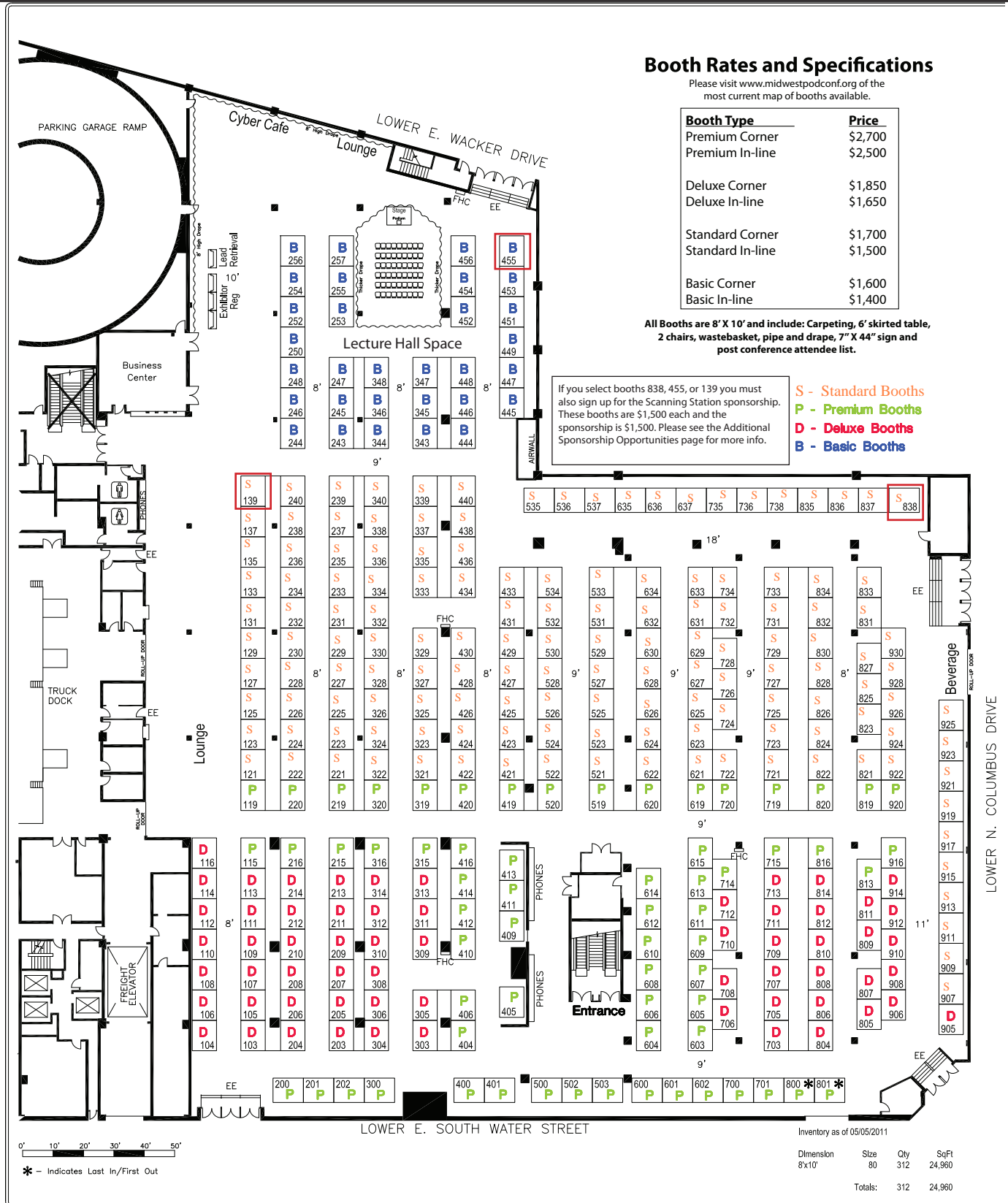
Make a copy of this application for your records. Mail or Fax commitment form and full payment to:
THE MIDWEST PODIATRY CONFERENCE ♦ 122 S. MICHIGAN AVE., SUITE 1441 ♦ CHICAGO, IL 60603
If faxing, send both sides of this form with credit card info to (312) 427-5813. ♦ Questions? (312) 427-5810 ext. 11

2011 Midwest Podiatry Conference Exhibitor List

The 2011 Midwest Podiatry Conference was at capacity, welcoming 271 companies who occupied 311 booths.
Don't miss out on this opportunity to be part of the #1 Regional Conference in the nation! (Bold indicates sponsorship)

1st National Guild	DePuy Orthopaedics, Inc	Medimetriks Pharmaceuticals	Rockwood Programs, Inc.
1st Providers Choice DPM Software	DEROYAL	Medispec, Ltd.	Roll-A-Bout
20/20 Imaging	Des Moines University	MedShape Solutions	Root Lab, Inc.
4path, Ltd.	DG Instruments	Medtronic	RTI Biologics, Inc.
A Med Billing, Inc.	Dia-Foot	Merz Pharmaceuticals	Rybo Medical
AACPM	DJO Orthopedics	MetaSurg	San Antonio Shoemakers - SAS
AAPSM	DM Systems, Inc.	Metropolitan Diagnostics	Scholl College of Podiatric Medicine
ABPOPPM	DOX Podiatry, LLC	Midmark Corporation	Sigma Digital X-Ray
Accelerated Rehab	Dr. Comfort Shoes	Midwestern University	Sigvaris
ACFAOM	Dr. Jill's Foot Pads	Mile High Delcam	Silipos
Acigi Relaxation/ FujirYoki	Drew Shoe Corp.	Mini C Sales	SIUI America, Inc.
Acor Orthopaedic, Inc.	Dynasplint Systems Inc.	MinXray, Inc.	Skechers
Active Ankle Systems, Inc.	Elsevier (Saunders/Mosby)	MMI	Smith & Nephew, Inc. Orthopaedic Div.
Acumed, LLC	Esaote	Mondeal	Sole Supports
Advanced BioHealing	European Footcare Supply	Moore Medical, LLC	SOLO Laboratories Inc.
Advanced Tissue	Ever-Safe, LLC	Morgan Stanley Smith Barney	Soluble Systems
Aetrex Worldwide, Inc.	Extremity Medical, LLC	Movco Media	Spectrum Healthcare, Inc.
Alimed, Inc.	Fabrifoam Products	MTF	Spenco Medical Corporation
All Pro Imaging	Footmaxx, Inc.	MTI, Inc.	St. Jude Medical
Allied OSI Labs	FootSourceMD.com	Natural Step Shoes	Stat Anesthesia Specialists, Ltd.
Alma Information Systems	Footway	neuroVasix - MicroVas	SteriShoe by Shoe Care Innovations
American Board of Multiple Specialties in Podiatry	Formula 3	New Balance Athletic Shoes	Straight Arrow Products, Inc.
American Express	G2 Healthcare	New England Financial	Strata Pathology Services
American Society for Asset Protection	Gateway EDI	New Step Orthotic Lab, Inc.	Stratus Pharmaceuticals, Inc
American Society of Podiatric Medical Assistants	Gebauer Company	Nicos Group, Inc - Euroclinic Division	Strutz, Inc.
American Society of Podiatric Surgeons	Genius Solutions Inc.	Noraxon U.S.A., Inc.	Stryker
Amerx Health Care Corporation	Gilden Tree	North Bank	STS Company
Amfit, Inc	Gill Podiatry	Northwest Podiatric Laboratory, Inc	Summit Doppler Systems, Inc.
Apis Footwear Company	Global Insight Solutions Inc.	Novo Surgical, Inc.	Summit Labs L.L.C.
AppMed Inc	gloStream	Officite	Superfeet Worldwide LLC
Arizona AFO, Inc.	GraMedica	Organogenesis Inc.	SureFit
Arobella Medical, LLC	gSource	OrthoFeet, Inc.	Surgical Power, Inc.
Arthrex, Inc.	Hapad, Inc	Orthofix Inc.	Synovis Orthopedic and Woundcare-
Arthrosurface	Henry Schein Foot and Ankle	OrthoPro	Synthes Trauma
Ascension Orthopedics	Hollister Wound Care, LLC	Ortho-Rite, Inc.	Systagenix
ASICS America Corporation	Hologic, Inc.	Orthotic Group, The	T&L Systems LLC
Bacterin International, Inc.	Humco Holding Group Inc	Ossur Americas	Tekscan, Inc.
Bako Podiatric Pathology Services	ICS Software Ltd.-The Sammy Systems	Osteomed Corporation	TeleoMedical
Bankers Leasing Company	Illinois Podiatric Medical Association	P & K Orthotics	Televare Systems
Bergmann Orthotic Lab	IMS Medical Equipment	PAL Health Technologies	Temple University - Podiatric Medicine
Betterform, Inc.	Indiana Podiatric Medical Association	Pamlab, LLC	The Hanover Insurance Group
Bianco Brothers	Institute for Podiatric Pathology	Pathology Services, Inc.	Therafirm, a division of Knit-Rite, Inc
BioMedix	Instratek, Inc.	PediFix Footcare Company	Thermotek, Inc
Biomet Biologics	Integra Life Sciences	Pedinol Pharmacal, Inc.	Tornier
Biomet/EBI	Integrated Orthopedics	Performance Health/Biofreeze	Trans American Medical
BioMimetic Therapeutics	Integrated Orthotic Lab	Pfizer	Trilliant Surgical
BioPro, Inc	Intuitive Solutions	PharmaDerm, a division of Nycomed	Trilogy Pharmacy Services
Blaine Labs	Jan L /Nail Dust Extractors/Drills/Burs	Physician Claim Corp.	Trulife
BME	JM Orthotics	Physician Web Pages/Eppointments	Unifi Technologies
Breg, Inc.	JMS Plastics Supply	Physicians Business Academy, LLC	United Radiology Systems
Brooks Sports, Inc.	Justin Blair & Company	PICA Group	Universal Ultrasound
Buffalo Brace by Jerry Miller Shoes	Kalypto Medical	Pilgrim Shoes	US Bank
Burns International, Inc.	Kerasal	Pinkus Dermatopathology Laboratory	Vasyl Medical/Orthaheel
CaerVision	KLM Laboratories, Inc.	PinPointe USA, Inc.	Venosan North America, Inc.
Calmoseptine, Inc.	Knoll Medical LLC	Podiatry Management Magazine	Vilex, Inc.
CBLPath	Krasity's Medical Supply	Podiatry Plus	Western Univ. of Health Science
Compulink Business Systems, Inc	Laderma Health	Podiatry Plus/Healthcare Insurers	Windy City Anesthesia
CoolTouch Inc.	Lake Effect Medical	Podiatry Today Magazine	Wright Medical Technology
CPC Pathology	Langer Biomechanics, Inc.	Powerstep	www.podiatrylasers.com LLC
Crocs, Inc	Lippincott Williams & Wilkins	Prescription Dispensing Lab	X-Cel X-Ray Corporation
Cropper Medical/ BioSkin	Local Podiatry	Present Courseware	
CryoPen	Lower Extremity Review	PrimeSource Healthcare	
Cryoprobe	M E Computer Systems, LLC	ProLab Orthotics/USA	
CSUS	Marathon Orthotics Inc.	Prudential Financial	
CuraMedix	Mark Drug Medical Supply	QuadraStep Orthotic System	
Custom Fit Foot Orthotics, Inc.	MatPlus	Quick Notes, Inc.	
Darco International, Inc.	Matrix Medical	Quinnova Pharmaceuticals	
Data Trace Publishing	MD Buying Group	Redi-Thotics	
Delta Surgical Instruments	MD Logic, Inc.	Regenesis Biomedical	
	Med Repts USA	RegisterPatient, Inc.	
		Revenue Solutions	

Exhibit Hall Map



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Midwest Podiatry Conference

April 19 - 22, 2012

Hvatt Regency Chicago - Riverside Center

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REGISTER AND PAY ONLINE!

• MPC 2012 • April 19-22 • www.midwestpodconf.org

Exhibit Space Application Form

Instructions

- Please complete all of the fields on this form. Submit the form with a non-refundable deposit of \$500 **per booth** to reserve your space. Telephone reservations will not be accepted.
- The booth reservation becomes valid when it is approved and accepted by the MPC. Once approved a confirmation of your booth location and balance due will be emailed.

SAVE TIME!
REGISTER & PAY ONLINE
www.midwestpodconf.org

Exhibitor Information

Company Name _____

Contact Name: _____ Title _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____ E-mail _____

Indicate up to two categories that best describe your products and/or services.

<input type="checkbox"/> Ambulatory Devices	<input type="checkbox"/> Equipment - Diagnostic	<input type="checkbox"/> Pharmaceuticals
<input type="checkbox"/> Anesthesia	<input type="checkbox"/> Implants & Surgical Devices	<input type="checkbox"/> Publications
<input type="checkbox"/> Billing: Software or Services	<input type="checkbox"/> Instruments	<input type="checkbox"/> Schools and Associations
<input type="checkbox"/> Business Services	<input type="checkbox"/> Laboratory & Diagnostic Services	<input type="checkbox"/> Shoes and Hosiery
<input type="checkbox"/> Chairs and other Podiatric Equipment	<input type="checkbox"/> Medical Supplies	<input type="checkbox"/> Skin Care
<input type="checkbox"/> Computer Software	<input type="checkbox"/> Office Supplies	<input type="checkbox"/> Treatment/Therapy Modalities
<input type="checkbox"/> Electronic Medical Records	<input type="checkbox"/> Orthotics and Corrective Devices	<input type="checkbox"/> Wound Care

Booth Information

- Number of exhibit spaces requested One Two Other (please specify) _____
- Please indicate six choices of booths in the event that your preferences may already be assigned.
Please review availability of booths on www.midwestpodconf.org before making selections.

1st choice 2nd choice 3rd choice 4th choice 5th choice 6th choice

- List any companies that you would prefer not to be placed next to. Requests will be honored if feasible.

I agree to abide by all Rules and Regulations governing the Conference, which are incorporated by reference and made part of this Exhibit Space Application ("Application"). Acceptance of this Application by the Midwest Podiatry Conference constitutes a contract. (Rules and Regulations are on the reverse of this form. Keep a copy for your file.)

Payment Information (Note: Final Booth Payments Are Due March 1st, 2012 – Booths Not Paid By This Date Are Subject To Rescinding Of Booth And Loss Of Deposit)

Amount to be paid with this application \$ _____

Check (Payable to Midwest Podiatry Conference) Check Number _____

American Express MasterCard Visa Discover

Card Number _____ Exp. Date _____ Security Code: _____

Name of Cardholder _____

Signature of Cardholder _____

The Midwest Podiatry Conference - Attn: Exhibits Coordinator

122 S. Michigan Ave., Ste. 1441, Chicago, IL 60603

Tel: (312) 427-5810 ext. 16 Fax: (312) 427-5813 Web Site: www.midwestpodconf.org

Email: exhibits@midwestpodconf.org

Rules and Regulations

PRODUCTS/SERVICES EXHIBITED

Products or services exhibited (or referred to) must be those related to the interests and educational values of the Midwest Podiatry Conference and normally manufactured or supplied by the exhibitor. Exhibitor may exhibit only those products/services approved by the Midwest Podiatry Conference staff. The Midwest Podiatry Conference 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 Midwest Podiatry Conference, with the general character and objectives of the Midwest Podiatry Conference.

TERMS OF PAYMENT

A deposit of \$500 per booth must accompany your completed application for exhibit space. DEPOSITS ARE NON-REFUNDABLE. (ie. If you register for two booths a deposit of \$500 is required for each booth. If either of the booths should be cancelled the initial \$500 deposit is non-refundable.) The balance of your exhibit and/or sponsorship fee must be completely paid by the close of business (5:00 p.m. - Central Standard Time) on March 1, 2012.

All payments made by the exhibitor shall be retained by the Conference should the exhibitor cancel on or after March 1, 2012. All monies paid shall be retained by the Conference as liquidated damages, in the event the exhibitor violates this contract, cancels the exhibit space at any time on or after March 1, 2012 withdraws from the exhibit at any time or fails to fulfill the terms of this contract. The Conference reserves the right to reassign without refund any space not claimed or occupied or for which special arrangements have not been made as of 5:00 pm CST on March 1, 2012.

BOOTH SPACE

Please indicate all six exhibit space choices that you would prefer in the event your preferred location has already been assigned. If all six choices are already assigned, the Conference reserves the right to assign the next available space.

Exhibit space is assigned based on the order in which completed applications and required deposits are received in the Midwest Podiatry Conference office.

Carefully review the enclosed exhibit floor plan. All booths at the Hyatt Regency - Chicago are 10' x 10'. All display material is restricted to a maximum height of 36" except for the back wall of the display which is limited to 8 feet in height and ½ the length of the booth in depth.

SUBLETTING AND USE OF SPACE

Exhibitors shall not assign or sublet any space allotted to them and shall not advertise or display goods other than those manufactured or sold by them in the regular course of their business. No person, firm or organization that has not contracted with the Midwest Podiatry Conference for occupancy of exhibit space will be permitted to display or demonstrate any products, processes or services, solicit orders, wear exhibitor identification badges, or distribute advertising or other materials at the Conference. Any infringement of this regulation will result in prompt removal of the offending person(s). The Midwest Podiatry Conference does not in any manner endorse any of the products or services related to the exhibits which have been accepted for display during the Conference.

REGISTRATION AND BADGES

Admission to the exhibit area will be by official Conference badge only, which must be worn at all times when in the exhibit area.

HOTEL RESERVATIONS

All exhibitors and exhibitor personnel must reserve hotel sleeping rooms through the Midwest Podiatry Conference's room block at the Hyatt Regency - Chicago so long as such rooms are available.

EXHIBIT SPACE ACTIVITIES

Business activities, circulars and advertising material of the exhibitor shall only be conducted and/or distributed within the exhibit space assigned to the exhibitor. Exhibitors are prohibited from conducting any activities on the outside grounds, parking area, or elsewhere inside of the Hyatt Regency - Chicago, without prior consent. Exhibitors are required to keep the assigned exhibit space in good order at all times. Exhibitors may not place anything in the aisles during open hours. Promotional activities considered to be objectionable and not in the best interest of the Midwest Podiatry Conference and its purpose of education will be expressly prohibited. All unusual or atypical promotional activities, in the Midwest Podiatry Conference's sole discretion, must be approved in writing by the Midwest Podiatry Conference no later than sixty (60) days prior to the opening of the Conference. Audiovisual and other sound and attention-getting devices are permitted only in such intensity as, in the sole discretion of the Midwest Podiatry Conference, does not interfere with the activities of other exhibitors. Films purely for entertainment, without educational or informational value, will not be permitted.

USE OF DIAGNOSTIC IMAGING EQUIPMENT

In compliance with the recommendation of the U.S. Department of Health and Human Services, exhibitors shall not demonstrate diagnostic imaging equipment using either ionizing or non-ionizing radiation (including diagnostic ultrasound). In addition, demonstrations of activated therapeutic lasers are prohibited.

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 pre-approved 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. Exhibitors shall have available at the booth a letter from the FDA that describes the allowable use of any drug or device exhibited.

CONTRACTOR SERVICES

The Midwest Podiatry Conference has selected GES Exposition Services/Chicago as its Official Service Contractor to provide all services in the exhibit area. Complete information, instructions, and schedule of prices regarding shipping, drayage, labor for installing and dismantling, electrical, furniture, cleaning, etc., will be included in the Exhibitor's Manual available from GES Exposition Services/Chicago after spaces have been confirmed. All exhibitors using the services of an outside contractor must provide the following information to the Midwest Podiatry Conference no less than thirty (30) days before the start of the exhibit: name and address of contractor, name of supervisor in attendance, name(s) and/or number of regular employees in attendance, certificate of liability and worker's compensation insurance, written statement that such contractor will comply with all rules and regulations of the Conference including observance of local labor rules and regulations and assurance that the nonofficial contractors will be responsible to GES Exposition Services/Chicago regarding move-in and move-out scheduling. Labor other than permanent employees of the exhibitor must be furnished through GES Exposition Services/Chicago.

EXHIBIT INSTALLATION AND DISMANTLING

Exhibitor set-up is 12:00 P.M. to 6:00 P.M. on Wednesday, April 18, 2012 and from 7:00 A.M. to 11:00 A.M. on Thursday, April 19, 2012. All exhibit materials must be dismantled, packed and ready to ship by TBD on Saturday, April 21, 2012. No exhibitor is permitted to dismantle any exhibit prior to TBD on Saturday, April 21, 2012. Failure to observe Midwest Podiatry Conference regulations may result in rejection of your application for space at future Midwest Podiatry Conferences.

The exhibit hall is located on the lower level of the Hyatt Regency - Chicago.

Exhibitors will receive the necessary forms and instructions from GES Exposition Services / Chicago to facilitate the shipment and installation of your exhibit.

SHIPPING INSTRUCTIONS

All exhibit material and equipment must be consigned to GES Exposition. Please review the GES service kit for instructions on shipping materials.

BOOTH AND SIGN INFORMATION

All booth draperies are fireproofed and conform to the fire regulations of the City of Chicago. Drapery back walls are 8 feet in height and side dividers are 3 feet high.

Booth dimensions are 10' x 10'. An identification sign 7" x 44" in dimension will be provided with each exhibit space. Please complete and mail the appropriate form in the Exhibitor Service Packet.

FURNISHINGS AND EQUIPMENT

Exhibit space is equipped with pipe and draping, a 6-foot skirted - 30-inch high table; 2 plastic side chairs; a wastebasket, a 7"x44" sign and booth carpeting. The color of carpeting cannot be substituted.

Additional furniture and equipment may be rented from GES Exposition Services, 7050 Lindell Rd. Las Vegas, NV 89118-4702, (800) 475-2098 or (702) 515-5970. Order forms will be included with your Exhibitor Service Packet.

All electrical equipment must conform to the City of Chicago electrical code and must be approved by Underwriters Laboratory (U.L.) or another recognized laboratory. Further specifications are available from GES Exposition Services / Chicago.

FLAMMABLE MATERIALS

Combustible or flammable decorations such as crepe paper, tissue paper, cardboard, corrugated paper, etc., shall not be used in the exhibit area. Helium balloons of any size and/or description are expressly forbidden. All packing containers, excelsior, wrapping paper, etc., are to be removed from the floor and must not be stored under tables or behind displays. Exhibitors represent and warrant that they shall comply with all national, state, and local fire regulations and accept full responsibility for such compliance.

SECURITY

The Midwest Podiatry Conference provides security guard service during exhibit hours to restrict access to meeting registrants displaying valid name badges.

Although security personnel may be on site during exhibit hours, the Midwest Podiatry Conference, Hyatt Regency - Chicago, and GES Exposition shall have no liability whatsoever for theft, loss, or damage to property belonging to exhibitors, their agents, employees, business invitees, visitors, or guests.

LIABILITY

Exhibitor shall be fully responsible to pay for any and all damages to property owned by Hyatt Regency Chicago, its owners or managers that results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hyatt Regency Chicago, Midwest Podiatry Conference and their owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability includes all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

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 Midwest Podiatry Conference and the Hyatt Regency - Chicago 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.

The exhibitor shall carry comprehensive general liability coverage, including premises, operations and contractual liability coverage of at least \$500,000 for personal injury liability, \$1,000,000 for personal damage liability, and statutory workmen's compensation with employer's liability with a limit of at least \$100,000. Certificates of insurance must be furnished to the Midwest Podiatry Conference with final booth payment. The Midwest Podiatry Conference and the Hyatt Regency - Chicago shall be listed as additional insurers on the certificate of insurance.

CANCELLATION

In the event that the Conference shall not be held for any reason whatsoever, then and thereupon the contract for exhibit space shall be terminated. In such case, the exhibitor shall waive all damages and claims for damages and agrees that the sole liability of the Midwest Podiatry Conference will be to return to exhibitors their space payment on a pro rata basis after deduction of all Conference related costs and expenses incurred by the Midwest Podiatry Conference through the date of cancellation, an administrative fee, and overhead charges.

AMERICANS WITH DISABILITIES ACT

The exhibitor represents and warrants (i) that its exhibit will be accessible to the full extent required by law; (ii) that its exhibit will comply with the Americans with Disabilities Act ("ADA") and with any regulations implemented by that Act; and (iii) that it shall indemnify and hold the Midwest Podiatry Conference harmless from and against any and all claims and expenses, including attorneys' fees and litigation expenses, that may be incurred by or asserted against the Midwest Podiatry Conference, its officers, directors, members, agents or employees on the basis of exhibitor's breach of this paragraph or non-compliance with any of the provisions of the ADA.

ENTERTAINMENT

The exhibitor agrees not to sponsor group functions such as luncheons, receptions, speeches or other activities during periods when exhibits, meetings or regular conference events are scheduled that would in any way interfere with attendance at regular activities or induce visitors away from the exhibition or sessions. The exhibitor must clear with MPC staff any intended group functions.

INTELLECTUAL PROPERTY

Exhibitor shall obtain any and all licenses or grants of authority required under the copyright laws, including, but not limited to, those relating to the performance of music, whether live or recorded. Copies of such licenses and grants will be furnished to the Midwest Podiatry Conference no less than thirty (30) days prior to the start of the Conference. In addition, exhibitor represents and warrants that it shall not display any product or related materials or take any action that infringes on the intellectual property rights of others, including, without limitation, copyright, patent, or trademark rights.

OTHER REGULATIONS

The Midwest Podiatry Conference shall have the sole authority to interpret and enforce all rules and regulations governing exhibitors and the Conference. Any and all matters not specifically covered herein are subject to decision by the Midwest Podiatry Conference. These rules and regulations may be amended at any time by the Midwest Podiatry Conference 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 Midwest Podiatry Conference from time to time. Any exhibitor or exhibitor representative who, in the opinion of the Midwest Podiatry Conference, 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, at the Midwest Podiatry Conference's 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 Conferences. 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 non-refundable.

APPLICABLE LAWS

This contract shall be governed by the laws of the State of Illinois. Exhibitor shall abide by these Rules and Regulations, as well as any rules and regulations of the Hyatt Regency - Chicago, the policies of GES Exposition Services/Chicago, including, without limitation, the terms and conditions set forth in its Exhibitor's Manual, and all applicable local, state, federal 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.